ETARGET

VISIBLE ADVERTISING I

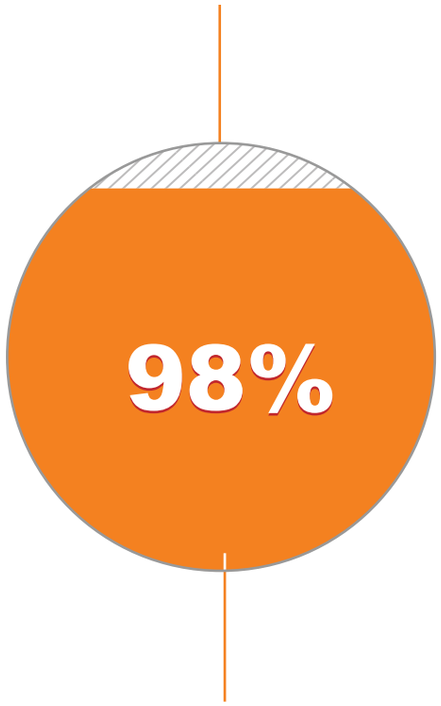
DISPLAY RETARGETING

THE LARGEST RETARGETING PLATFORM

PROBLEM

98% OF VISITORS LEAVE THE WEBSITE WITHOUT CONVERSION

AVERAGE CONVERSION RATE IS **2%**



OF VISITORS LEAVE YOUR WEBSITE

WITHOUT CONVERSION

INCREASE CONVERSION RATE UP WITH

BANNER RE-TARGETING CAMPAIGNS

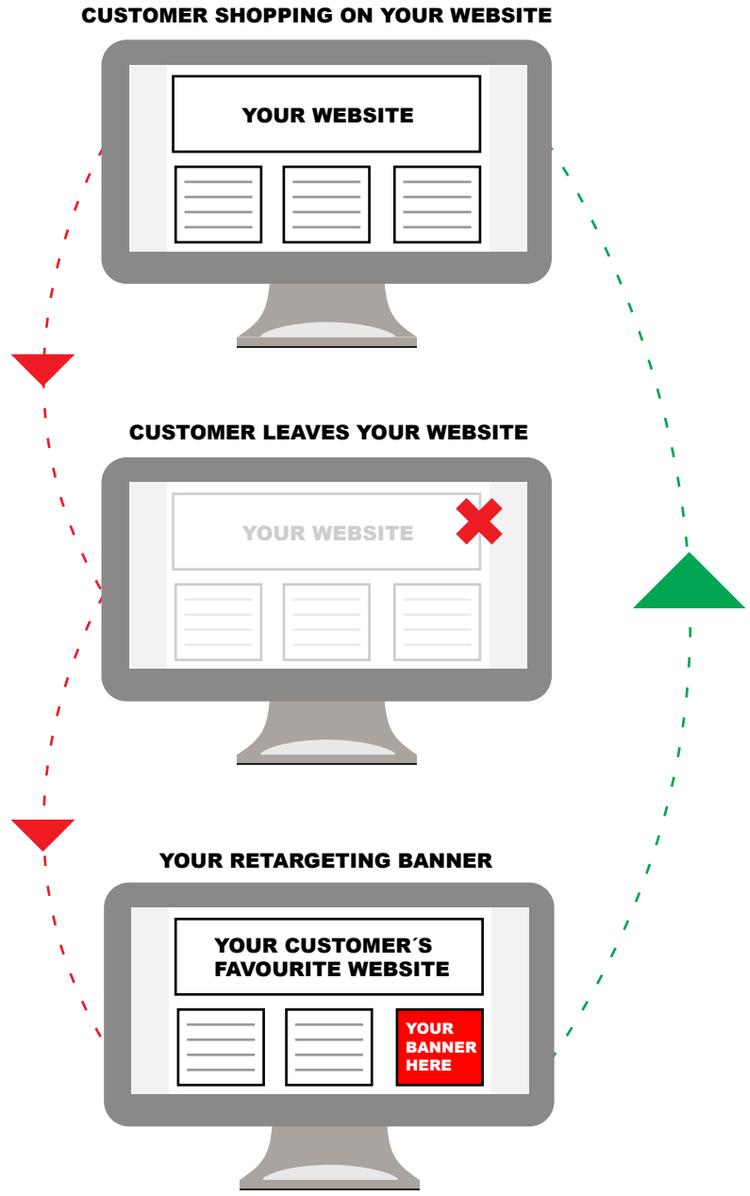
SOLUTION - DISPLAY RETARGETING

HOW IT WORKS?

1. YOUR CUSTOMER IS SHOPPING ON YOUR WEBSITE

2. HOWEVER, LIFE GETS IN THE WAY AND 98% OF VISITORS GET DISTRACTED AND LEAVE THE WEBSITE

3. RETARGETING ENABLES YOU TO REMIND YOUR BRAND TO VISITORS, WHO LEFT THE PAGE WITHOUT CONVERTING, BY SHOWING THEM YOUR BANNERS WHICHEVER FAVOURITE WEBSITES THEY SURF AND BRING THEM BACK



SOLUTION - DISPLAY RETARGETING

HOW IT WORKS?

SMART PIXEL

PLACE A SINGLE

SMARTPIXEL

ACROSS YOUR SITE

SEGMENTATION

SEGMENT YOUR CUSTOMERS

AND PRODUCT TYPES

BY USING UNIQUE URLS

BANNERS

PREPARE MOST USED BANNERS

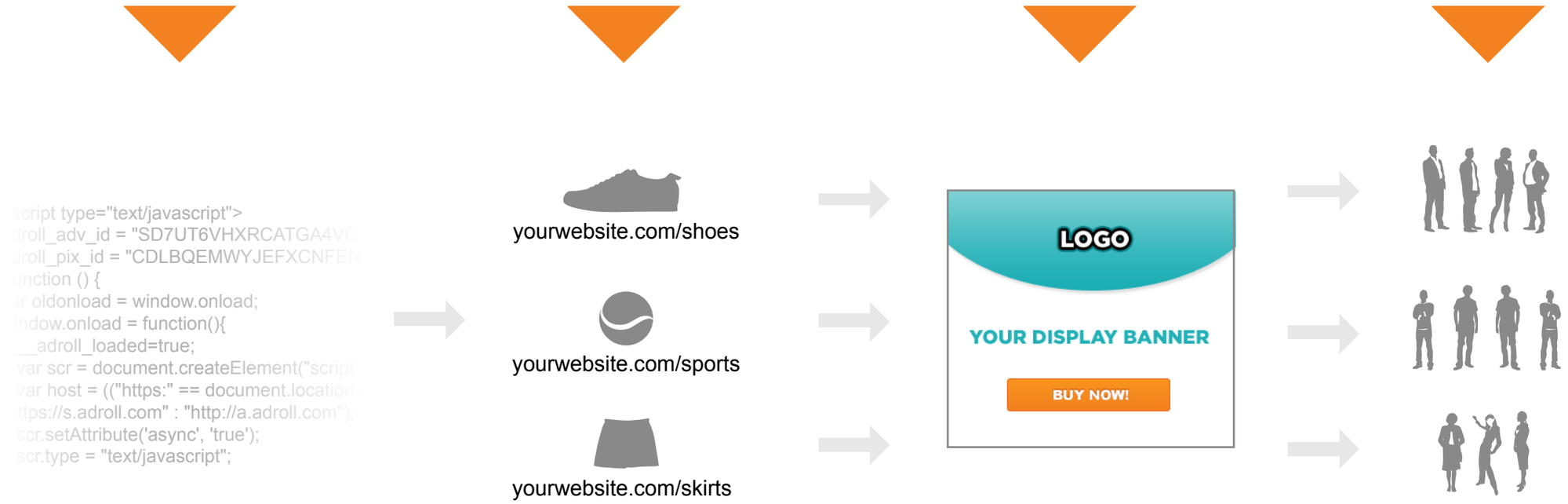
728x60, 300x250, 160x600

CUSTOMISATION

DELIVER DIFFERENT

BANNERS AND MESSAGE

TO EACH TARGET GROUP



NETWORK

WHERE CAN VISITORS SEE YOUR BANNERS?

WITH OUR NETWORK, YOU CAN REACH MORE THAN 95% OF THE WEB AD INVENTORY,

PRECISELY SERVING BANNERS USING OUR RE-TARGETING TECHNOLOGY.

CHANNELS

TRAVEL

TOURIST

AUTO-MOTO

SPORT

NEWS / BLOGS

ADULT

LIFESTYLE

FAMILY

NETWORK

DEDICATED MEDIA
REDUX MEDIA
AQUA MEDIA
REVINET
AOL
REVINET
ADMELD
OPENX
FOX INTERACTIVE MEDIA
GOOGLE DISPLAY NETWORK
LIFT DNA
ADBRITE
METANETWORK
YAHOO RMX
RUBICON
KITARA MEDIA
CPX INTERACTIVE
PUBMATIC
YBRANT DIGITAL
XTEND MEDIA
MICROSOFT ADEXCHANGE
BURST MEDIA
SIXAPART
MEDIA SHAKERS
COLLECTIVE EXCHANGE
.FOX NETWORKS
HARREN MEDIA
ADMELD
CPM ONLY
AXILL
BANNER CONNECT

COUNTRIES

+ WORLDWIDE REACH

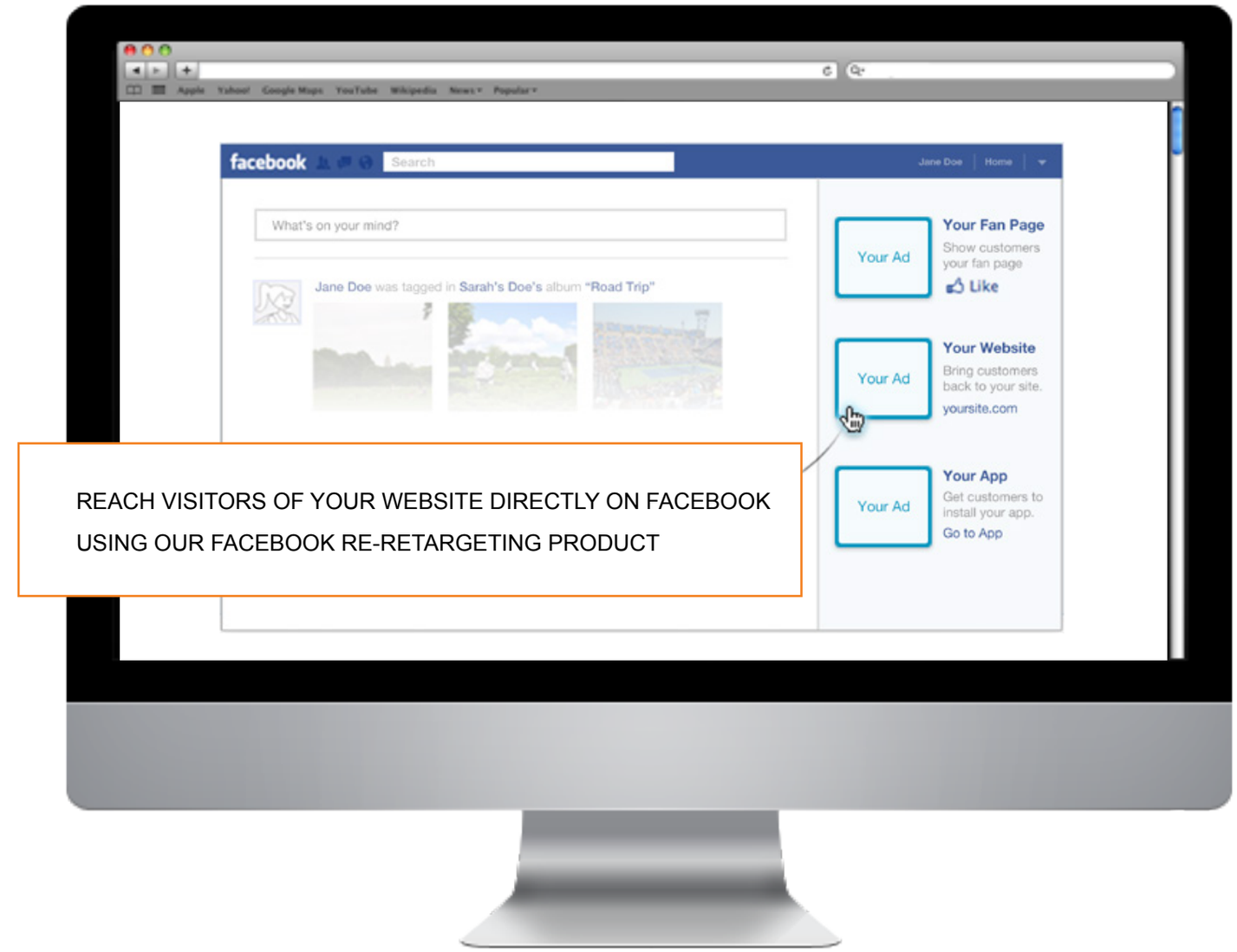
PRICING **3,90€**/CPM

RETARGETING ON FACEBOOK

GENERATE EVEN MORE CONVERSIONS THROUGH FACEBOOK

USE THE FACEBOOK RETARGETING

AND INCREASE YOUR ROI UP TO **16x**



LIQUID ADS FOR FACEBOOK

102% AVG. INCREASE IN CTR OVER STANDARD FBX ADS

1. SHOPPER VISITS A BRAND´S SITE AND VIEWS A SPECIFIC PRODUCT

2. OUR CODE IDENTIFIES WHICH PRODUCT A SHOPPER SEES IN REAL-TIME.

MEANWHILE, OUR BEHIND-THE-SCENES CRAWLER AUTOMATICALLY PULLS

PRODUCT IMAGES, DESCRIPTIONS AND PRICING TO USE LATER IN ADS

3. OUR SYSTEM AUTOMATICALLY RESIZE YOUR PRODUCT IMAGE TO 100 X 72

AND SERVE AN AD WITH THE RELEVANT CONTENT TO MAXIMIZE PERSONALIZATION

ETARGET
VISIBLE ADVERTISING I

CONTACT

SHOULD YOU BE INTERESTED IN OUR PRODUCTS, FEEL FREE TO CONTACT US

HRISTO NIKOLINSKI

COUNTRY MANAGER OF ETARGET, BULGARIA

hristo.nikolinski@etarget.bg