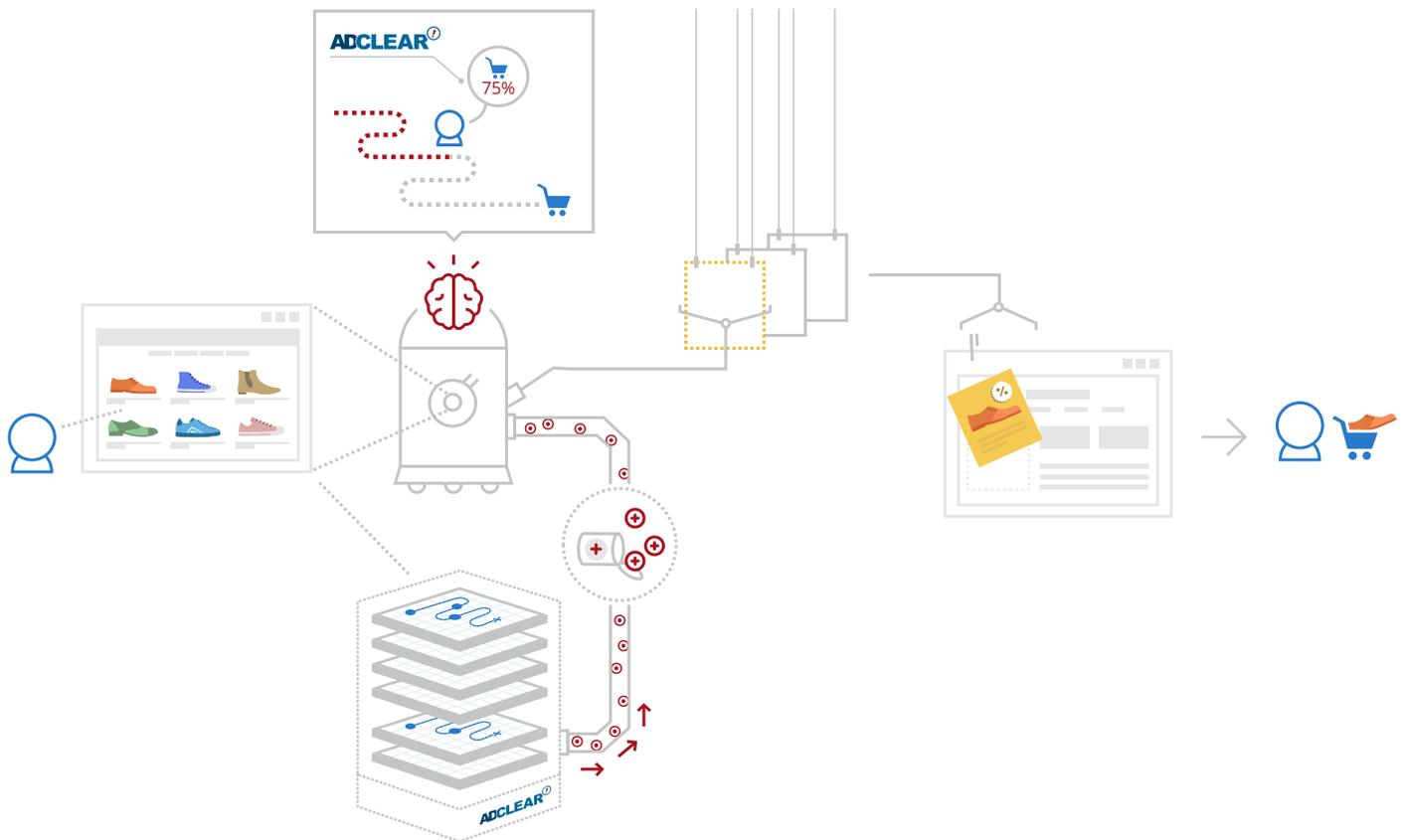




Retargeting Accelerator



Higher Revenue with
a Lower Budget



With AdClear's Retargeting Accelerator, Advertisers gain an innovative and performant tool for the systematic and lasting increase in efficiency of the retargeting channel.

To date, this form of advertising could rely only on retrospective user history data. AdClear's product, however, supplies a prognosis of predicted conversion behavior, enabling the advertiser to re-engage the user in real time. In this way, bidding value and advertising media can be adapted in a way that is fully automated.

For the first time, advertisers can actively shape the customer journey. Based on a user's individual contact history, the Retargeting Accelerator computes current conversion probability in addition to prognoses of specific user characteristics. These are then passed as parameters to the relevant third party system.

A third party system is any platform capable of processing data in real time and distributing efficient, user-centric advertising. AdClear provides continuous, up-to-date user value data to these systems. This way, individual user engagement can be calibrated optimally based on current customer journey status.

Advantages for the Advertiser



Proactive usage of customer journey data as opposed to current retrospective usage



Engagement of users tailored to market needs provides new, fully automated opportunities for communication



Best possible data foundation for the optimization of bids for engagement opportunities with relevant users



Guarantee of efficient control and attainment of an optimal cost revenue ratio

Functionality

With all user activity - for example a page view on the advertiser's website - the Retargeting Accelerator processes and improves the user's entire contact history. The computed data is returned in real time via the website context to the third party system. This guarantees an ideal data foundation for the distribution of relevant advertising measures.

Implementation Process



1 Technical implementation and collection of online and offline data



2 Collection of tracking data for at least two months



3 Computation and modelling of conversion probabilities



4 Creation of segments, focusing on conversion probability



5 Transmission of conversion probabilities to third party systems



6 Definition and revisiting of a bidding strategy

Please get in touch if you require more product information or would like to arrange an individual appointment.