

Product Targeting: Ads made personal

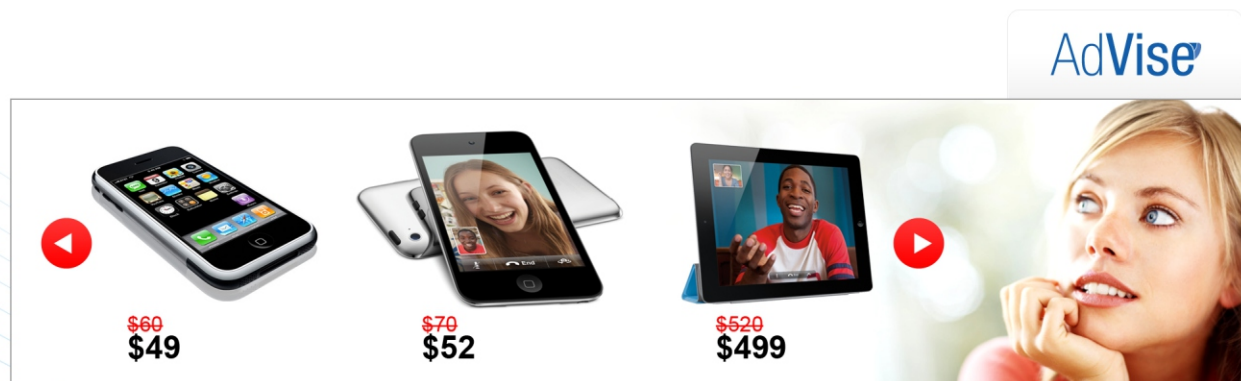
One of the major challenges for digital advertisers in recent years has been getting the most out of their display advertising investments. Falling click-through rates, banner blindness and the feeling of throwing money down a black hole has increased the focus on ROI from this channel. Adform has therefore developed Product Targeting, allowing advertisers to increase campaign relevance by delivering ads precisely targeted at user interest.

Today, many advertisers possess vast amounts of information about their users. Now is the time to leverage that information. Adform's Product Targeting collects and weighs data about user interests to increase campaign accuracy. With smarter use of data, advertisers can now deliver ads precisely targeted to user interest and thereby optimize their campaign performance! Moreover, advertisers can define their own Business Rules that matches their products sales strategy.

AdVise banners

An AdVise banner is an advanced banner format optimized to deliver content precisely targeted to user interest based on behavior.

AdVise banners are fully supported by Adform's Creative Toolkit, are fully customizable, seamlessly integrated into Adform's Content Manager and can be linked directly to advertiser databases via API.



The AdVise banner displays three products with their original and current prices:

- Product 1: Original price \$60, current price \$49
- Product 2: Original price \$70, current price \$52
- Product 3: Original price \$520, current price \$499

AdVise banners allows advertisers to display several products in one banner based on user interests.

Adform Product Targeting is one of Adform's Intelligent Marketing offerings and includes a series of innovative features, such as intelligent user interest data analysis and the new banner format, AdVise banners. The product aims to increase ad relevancy and improve campaign performance.