

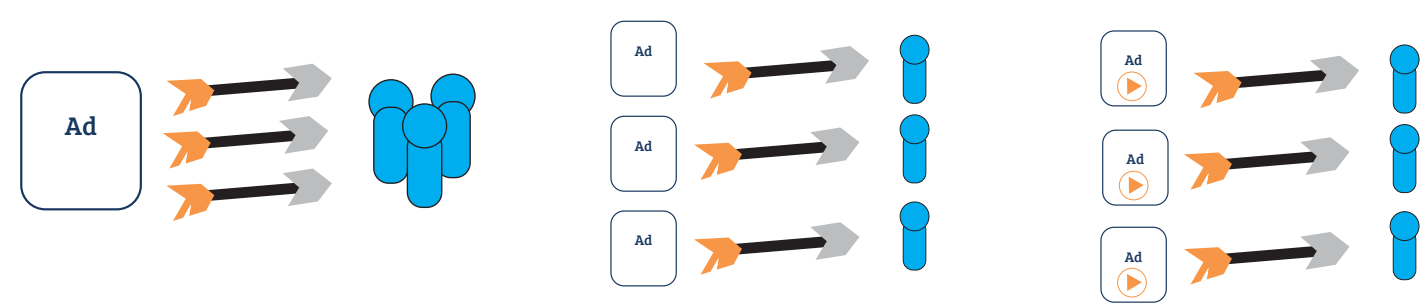
Marketing Analysis

Comparing

Traditional Retargeting Advertising & Video Retargeting

What is Dynamic Video Retargeting?

Retargeting	Dynamic retargeting	Dynamic Video retargeting
Enables advertisers to use the same ad to retarget all customers who viewed their products	Retargets users with the same products they have previously viewed	Combines all of these options in the most engaging way through the power of video



Platforms:



Stats:

Dynamic video retargeting campaigns significantly increase

- Click-through-rates (CTR)
- Return-on-investment (ROI)
- View rates, across several industries.

CTR increased by **74%**
&
ROI increased by **49%**

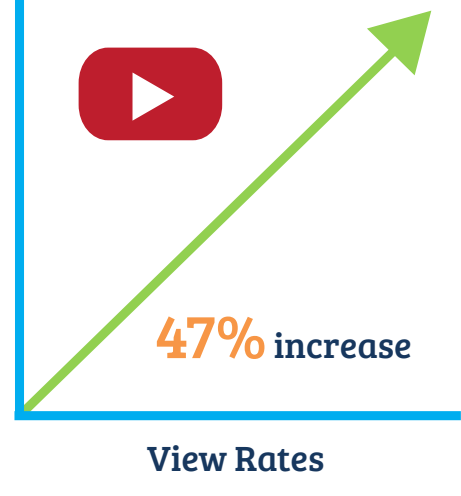
Industries Studied:

Home&Kitchen	Furniture	Jewelry&Gifts	Finance
CTR +39% ROI +33%	CTR +86% ROI +34%	CTR & ROI +100%	CTR +30%

Results?

These results are not surprising since this industry is highly influenced by its *visual appeal*

When using Dynamic Retargeting



Note:

View rate is important for brand image, which is the additional value of video retargeting, on the top of the better hard sell and the other KPI improvements.



Treepodia specializes in video personalization by producing millions of customized, engaging creative ad campaigns for pre-rolls, dynamic video banners, product videos and loyalty videos, which enable companies of all sizes to attract more clients. www.treepodia.com