

Customer retargeting and contextual ad serving

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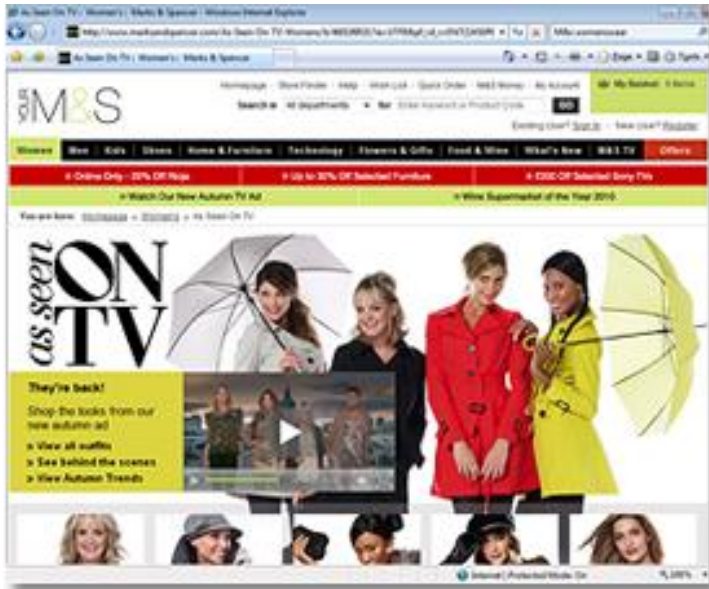
Customer segmentation and retargeting

Bringing direct marketing disciplines to online ad serving

- **Target audiences**
 - Existing customers
 - Relevant potential customers
- **Tailor messages relevant to each audience group**
- **Optimise massaging through automated testing**

Customer segmentation and retargeting

Consumer segmentation & re-messaging allows sophisticated decision making based on users behavioural history



User visits retailers women's wear site pages



User is displayed relevant ads [Click her for example](#)

Customer segmentation and retargeting

Consumer re-messaging extends into tailored dynamic landing pages and site content



Step 1: User visits Cinema site

Step 2: Partnership marketing with Film Distributors tailors each campaign to the cinema users

Step 3: Film Distributors sites dynamically change to match Users cinema preferences

[Click here for example](#) (click on Odeon page)



Contextual targeting

Contextual or keyword targeting can be used to extend the reach of a campaign beyond known customers



The image shows a screenshot of a Castrol advertisement. At the top left is the Castrol logo. To its right, the word 'Rankings' is written in a stylized font. Below this, the text 'TOP 5 REAL MADRID PLAYERS' is displayed. A table follows, listing five players with their names in green and their corresponding scores. At the bottom of the table, it says 'Based on the last 12 months'. The entire advertisement is set against a green background with a white border. At the bottom right of the green area, the Castrol logo and 'Football.com' are visible.

Castrol Rankings		
TOP 5 REAL MADRID PLAYERS		
1	C. RONALDO	996
2	G. HIGUAÍN	912
3	R. VAN DER VAART	871
4	S. RAMOS	787
5	Á. ARBELOA	777

Based on the last 12 months

Castrol Football.com

Step 1: User visits sports site and goes to page featuring Real Madrid

Step 2: Ad displays content relevant to Real Madrid

[Click here for example](#)

Contextual targeting

Contextual targeting can be extended to site search results or bought in third party data

Step 1:

User visits car site and searches for a make, model and dealer

Step 2: Ad displays video relevant to the search and the users local dealer

[Click here for example](#)



Porsche Centre
Leeds
0113 389 0600



PORSCHE

Porsche Approved used cars,
now with 2 year Warranty.



Porsche Approved
used car locator

▶ Search

Ad creation made easy

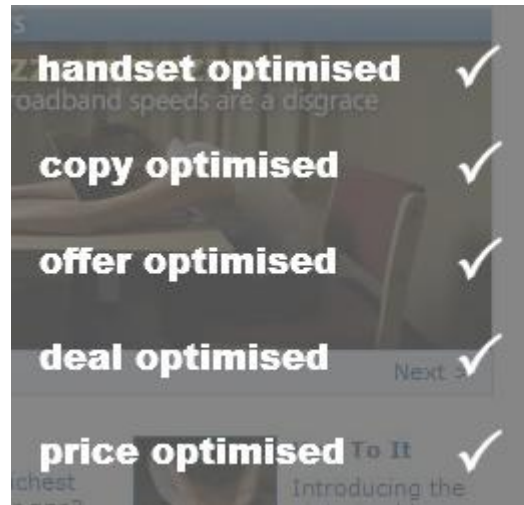
Creating and updating multiple versions of ads is made easy, cost efficient, and very fast

Create hundreds, even thousands, of ads in seconds

Test & optimise based on which version performs best

Update messaging in seconds via a simple user interface

[Click here for demo](#)



Multiple rule based ad serving

Target ads based on advanced, multiple rule based ad decision making

Build sophisticated layers of rules across your campaigns to combine:

- Customer retargeting
- Contextual and Keyword targeting
- Rotation & Sequencing
- Time of Day targeting
- ISP & Geo targeting
- Browser targeting
- Optimisation



Detailed reporting and analytics

Advanced, intuitive reporting and analytics to provide insights and improve performance of your campaigns

- Detailed daily and summary reports**
- Swap to graphic view at a click**
- Campaign Benchmarking**
- Attribution Modelling**
- Unique User & Frequency of view**
- Conversion tracking**
- Search tracking**
- Optimisation**
- Unique Click Map (heatmap) of creative**
- Multi variant and version reporting**
- Targeting reports**

