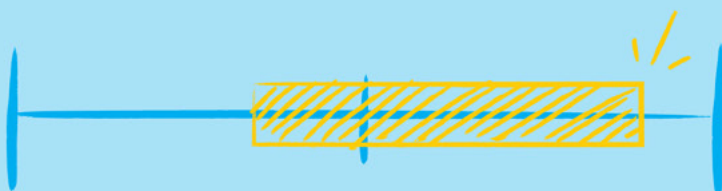
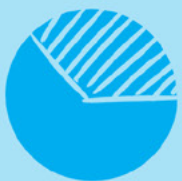
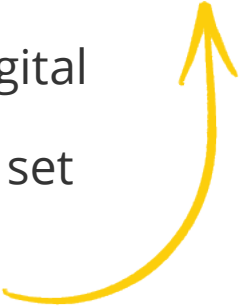


3 Ways to Improve Your Advertising:

Retargeting, Reporting, Partnership



Whether you're looking for a new partner in ads or are just diving into the world of digital advertising, here are three ways you can set up your business for explosive growth.



Retargeting | **Reporting** | **Partnership**



Table of Contents

Retargeting	Turn Visitors Into Customers Meet Your Customers Where They Are	1
Reporting	Report on What Matters Attribution & Performance Metrics That Make Sense	4
Partnership	Find the Right Partner Expert Support Where You Need It	7
One Platform	AdRoll Helps You Grow with One Stream-Lined Platform	10

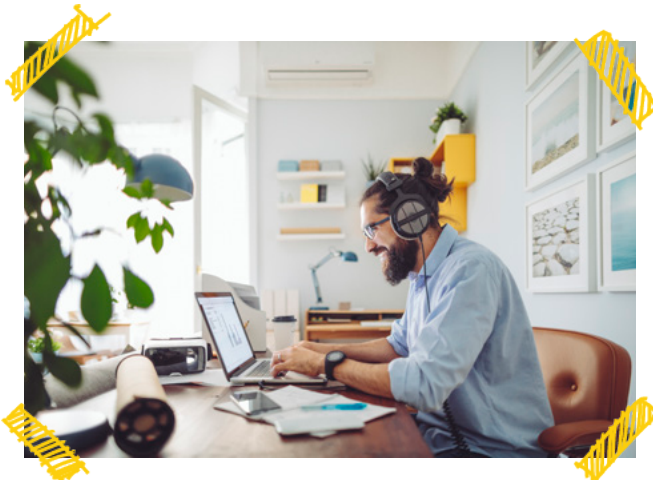
Turn Visitors Into Customers

Meet Your Customers Where They Are

Why Retargeting?



Marketers invest time and money bringing customers to their online stores, only for 98% to leave and never return. Bring them back with retargeting. Deliver personalized ads, at the right time, on multiple devices, across the web and social media. Say goodbye to abandoned carts and hello to relevant ad placement, increased return visitors, and long-term customer value.



Retargeting beats all other ad placement strategies with a 1,046% efficiency rate.

[Blog Statistics, Truelist.co]

Finding a Provider That Works for You

There are many retargeting providers, but not all of them are built the same. Here are three areas that you need to consider and compare.

Time

The best providers will offer self-service controls to manage, optimize, and analyze campaign performance. They will also provide a team of dedicated experts to help you make decisions, adjust strategy, and provide impactful creative ad designs.

Reach

There are lots of digital ads providers. Not all are equal however. Only long-established platforms with custom algorithms will have the ability to create profiles for over a billion internet users, that are continually enriched by trillions of data points.

Personalization

Customers are individuals with unique personalities and different buying journeys. Machine Learning utilizes knowledge gained about the individual, to serve a sequence of personalized and dynamic ads that help move the shopper through the path to conversion.

AdRoll Gives You....

- + **15+ years of experience** working with over 37,000 advertisers.
- + **Campaign optimization from an AI** that makes more predictions per second than NASDAQ. Quickly make decisions to adjust strategy and grow faster.
- + **Reach that goes beyond a single platform.** We integrate with Google, Facebook, TikTok, and many others to give you more reach than any one platform can provide...and it's all in one place.
- + **No major spend commitment.** We can help you strategize and spend the right amount.



Our customers average 5x return on ad spend. Don't miss out on your 5x.

We Make it Happen by Giving Our Customers...

Ad Types for Every Use

Product carousels, in-ad videos, dynamic templates, and more. You can create a seamless shopping experience for your customer and even help increase their cart value.

Increased Conversions With Premium Ad Placement

Re-engage shoppers along their path to conversion, with premium ad placements alongside high quality content, across the open web and social media, on multiple screens.

Seamless Abandoned Cart Rebuilding

We make buying easy. When your customer clicks a retargeting ad, AdRoll rebuilds their order. Whether they filled their cart on their current device or another, their checkout will be a breeze.



We used AdRoll one month to generate **\$1.8 million** in revenue from 30,000 attributed conversions.

Rory C., Director of Ecommerce,
Grunt Style

\$1.8M

Revenue Generated

8.4x

Return on Ad Spend (ROAS)

Read the Grunt Style + AdRoll case study here.



AdRoll IS the Retargeting Solution

With 15+ years of experience, AdRoll is the trusted market leader in retargeting. We help 22,000+ customers generate more than \$165 billion in sales revenue every year.

Report on What Matters

Attribution & Performance Metrics That Make Sense

Why Attribution?

Do you know where your conversions are coming from? Sometimes two networks will attempt to take credit for one conversion, so it can be challenging to really understand what's happening in the customer journey. With a holistic view and the right reporting metrics, you can make decisions using data that you know is accurate.



A typical retail customer journey involves an average of 56 touchpoints.

Hold Your Reporting to a Higher Standard

Your data is power. Your ability to make strategic decisions with your customer and marketing performance data is tied to the accuracy of your reporting. Don't let conversion confusion cloud your judgment.

With AdRoll You Get:

- + **Unbiased data.** You can see your cross-channel performance with accurate attribution and deduplicated conversions. You'll know where your ad dollars are most effective.
- + **An easy-to-read cross-channel dashboard.** No more logging in here, there, and everywhere. One place, all your data. No spreadsheets required.
- + **Optimization suggestions for how to best use your precious marketing budget.** These actionable tips allow you to quickly make changes across channels and campaigns for increased return on investment.



AdRoll's cross-channel measurement lets us see how customers are moving through various channels and experiencing our brand, from the first interaction to the last.

Jasper M., SEM Manager,
AlgaeCal

What We Provide:

Customer Behavior + Ad Data

Simply add our easy JavaScript code, and you're ready to start learning more about your potential customers. To harness the power of the Cross-Channel Performance Dashboard, easily create UTMs using the [AdRoll UTM link builder](#).

Your Data Superpower

With AdRoll, you can quickly manage campaigns, see holistic performance data, and know what's working, all in one place.

Get Customer Journey Insights

The AdRoll attribution funnel helps you see across customer journeys and how channels work together to influence conversions. See where your customers enter your site, where they purchase (and where they don't) and how you can help bridge those gaps.



All the information I need is displayed in their easy-to-understand attribution dashboard. This allows me to review our campaigns from a high level or focus on a specific customer journey...

Hunter E., Performance Marketing Manager,
K9 Ballistics

40%

Improvement in
Cost Per Action (CPA)

10x

Return on Ad
Spend (ROAS)

Read the K9 Ballistics +
AdRoll Case Study [here](#).

AdRoll ❤️'s Real Data

When you manage campaigns through AdRoll, you'll see all your performance data holistically, allowing you to maximize your marketing efforts with accuracy and confidence.

Find the Right Partner

Expert Support Where You Need It

Why Partnership?

Because an ad expert can assist your marketing team where they need it the most. Whether creative services or strategic adjustments are on your mind, a trusted partner can help you make the right decisions.



86% of marketers believe lack of resources impairs their team.

KoMarketing B2B
Marketing Industry News

Find a Partner With Trusted Experience

You don't have to tackle the advertising beast alone! With so many channels, platforms, tools, and strategies, it can easily become overwhelming. With a trusted partner who has your back, you'll always have an advisor to step in or lean on.

AdRoll Offers:

- + **An ads expert Account Manager** who knows your goals and can help make your campaigns more effective.
- + **Access to creative asset creation services.** Keep your ads up to date, on brand, and relevant for the platform it lives on.
- + **Assistance designing your own retargeting strategy, with your goals in mind.**



AdRoll really is the full package – they provide the creative capabilities and support I need, insights into which channels are driving the highest impact, and allow me to test and continuously optimize my campaigns with ease.

Victor Y., Director of Ecommerce,
Leonisa

What We Offer in Spades:

Strategy

AdRoll Account Managers are experts in their craft and in customer service. They stay up to date with the latest strategies, tactics, and buyer behaviors. Think of them as an extension of your marketing team.

Creative

Creative asset creation services for fresh, on-brand ads to complement your next brand awareness, retargeting, or other type of advertising campaign.

Innovation

Recipes that are tried and true. Abandon carts? We've got an answer for that. Plus, we integrate seamlessly with ecommerce sites + all your marketing tools.



As we expand our marketing efforts, I know the team at AdRoll has my back. To anyone considering using their ecommerce marketing platform, I would say: Make full use of the resources they provide.

Kelly P., Owner of 1Up Marketing Group,
Turnback Pony's Agency

15%

Increase in Revenue

9x

**Return on Ad Spend
(ROAS) Overall**

**Read the Turnback Pony +
AdRoll case study here.**



AdRoll is Here to Help

When you manage campaigns through AdRoll, you'll see all your performance data holistically, allowing you to maximize your marketing efforts with accuracy and confidence.

AdRoll Helps You Grow With One Streamlined Marketing Platform

AdRoll empowers brands by helping them grow and control their own destiny in today's ever-evolving marketplace. Powered by machine learning and more than a decade of data, the AdRoll serves as mission control — unifying all data, channels, and measurement. 37,000 customers globally use AdRoll to personalize, coordinate, and evaluate their cross-channel marketing efforts.

Level up your advertising today with AdRoll.



**That's how we've
generated over
\$7 billion in revenue
for customers.**

Click here to get in touch with AdRoll today and learn more about our Managed Services.

