

PERSONALIZED ADVERTISING

WWW.PERZONALIZATION.COM



DID YOU KNOW ?

**Almost two thirds of consumers
said that they didn't mind
personalized ads and messages.**

WHAT IS PERSONALIZED ADVERTISING?

Personalized Advertising or 'Retargeting' is an online marketing strategy where ads are targeted to demographics, behavior, audience and time.

SEVERAL DIFFERENT PIECES OF DATA MAY BE USED, TO CREATE THESE ADS, SUCH AS:

- The pages browsed on a website
- The time spent on the website
- The number of clicks and pages clicked
- The last visit of the customer to the website
- The nature of the overall interaction of the customer with the site

PERSONALIZED ADVERTISING IS BENEFICIAL FOR ECOMMERCE, BECAUSE –

1

They show people what they really want or need.

2

They stay in our memory for a longer time

3

Increases conversions for eCommerce stores.

WHY IS IT IMPORTANT TO KNOW ABOUT PERSONALIZED ADVERTISING ?

**Because, It is the most sought-after
marketing technique in the present day**

WHY ARE PERSONALIZED ADS SO POPULAR?

They are more
engaging, as they give
the customers what
they need



AND, WHAT ABOUT THEIR ROI IN MARKETING?

**Personalized ads have higher ROI than other
advertising channels.**

COMPANIES COLLECT CUSTOMER BEHAVIOR ONLINE THROUGH -

- Cookies, which track customer movements among the website pages.
- Search Data, on the basis of products searched by prospective customers
- Social media Profile Information





**LONG STORY SHORT, PERSONALIZED
ADVERTISEMENTS HELP YOUR CUSTOMERS
WITH MORE PERSONALIZED OFFERS.**

THANK YOU

**LOOKING FOR MORE CONTENT
ON ECOMMERCE?**

DISCOVER