

DIGITAL ENDCAP SOLUTION

Go Beyond Your Store to Make The Internet Your Sales Shelf

OVERVIEW

Only Teracent takes retargeting to the next level, powering digital co-operative marketing programs through our new Digital Endcap solution. Put your valuable customer data and impressions to work by sharing retargeted customer impressions between marketing partners; providing co-op campaigns with advanced targeting precision and customer insight to drive more relevant product ads in real-time.

An example of how it works:

1. **Shopper browses, then leaves site—you've gathered data on their shopping habits or interests**



Viewer sees your generic ad, then visits your site and browses.

2. **You then retarget the shopper with 4 customized impressions across the ad network – knowing that is their saturation point.**



The next impression served is customized based on that viewer's shopping data

3. **BUT, you have at least 6 more impressions available that day to engage that particular shopper. What to do with those impressions?**



Viewer has reached saturation and your ads are no longer as effective



400 S. El Camino Real
Suite 575
San Mateo, CA 94402
v: [650] 525.9900
f: [650] 475.5634
www.teracent.com

Teracent Intelligent Display Advertising™

Beyond campaign optimization. Beyond campaign management. Beyond Smart.™

4. With Digital Endcap the remaining 6 impressions aren't wasted. The Digital Endcap merchandises the right partner brand and products to the shopper according to the co-op ad strategy – creating customized ads in real-time for multiple partners.



Relevant and customized ads from partner vendors are shown

Teracent's Digital Endcap platform makes digital co-op a reality by allowing marketing partners to efficiently leverage data feeds and co-op creative assets to optimize customized ads in real-time, while our central ad creation and delivery engine does all the co-op management and merchandising work!

BENEFITS

- ➔ Purchase intent data managed between marketing partners on a per-impression basis
- ➔ Impression frequency capping managed between multiple products, partners and even publishing channels
- ➔ Campaigns customized in real-time according to specific retail channels or the shopper's location or demographic info
- ➔ No wasted impressions!

FOR RETAILERS

- ➔ Further monetize your shopper's Web research by selling digital engagement—just like in physical store endcaps
- ➔ Create new digital co-op programs that enhance and inform your in-store or on-site vendor promotions
- ➔ Get more value and more sales from each customer visit to your site

FOR MANUFACTURERS

- ➔ Sell or barter the impression value of customers doing pre-purchase research on your site back to your retail partners
- ➔ Enhance in-store/on-site promotions with digital promotions to optimize your products/brand to local channel shoppers
- ➔ Increase the knowledge of your customer and gain more insight on what is driving local sales

Teracent Intelligent Display Advertising™

Beyond campaign optimization. Beyond campaign management. Beyond Smart.™