# Advertising System

Deliver the right content, in the right place, at the right time

RED technology.com

tradeit ecommerce platform

# Advertising System

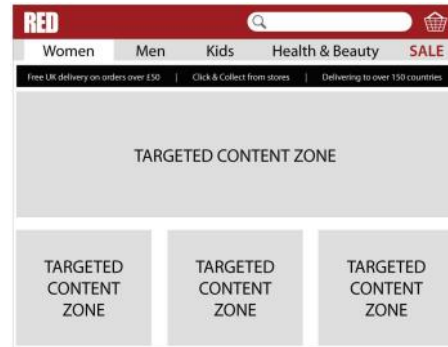## Responsive, personalised content & promotions

### What it's all about?

The advertising system is all about enabling retailers to be clever with their marketing, targeting and tailoring of communications of offers, products and other content to the right customers, in the right place, at the right time.

### Why do it?

Increasing the relevancy of the content, products and promotions to individual customers will increase conversions, transactions, average order value and customer loyalty, as well as reducing bounce rate.

## The benefits

- ☑ Richer, more personalised customer experience
- ☑ Increased sales
- ☑ Better conversion rates
- ☑ Higher average order value

Basket Value      Geographic Location

PPC

*Affiliates*    **Basket Offers**

Session Specific

Onsite Search Terms

**Basket Contents**

### Adverts

Adverts are created by merchants and can contain a variety of content including products, banners, video & flash, which can be responsive to alter or change completely depending on the device type.

### Advertising zones

The placement of your adverts is key to their success. Advertising zones represent areas within the storefront templates where adverts can be displayed.

### Customer Conditions (Targeting)

Through the platform, merchants can target specific customers and groups of customers with adverts that are most relevant to them.

### Display Conditions (Triggers)

Trigger adverts based on on-site search, customer location, session specific using referring URLs, customer's basket contents and other custom triggers.

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# Adverts & Advertising Zones

There are two main types of adverts:

**In-Line Advert**

Adverts can be created by merchants through the platform's administration system.

**Pop-Up Advert**

Adverts can be created to appear above the page in a pop-up window

**Creating Adverts using the editor**

Adverts can be fully responsive so they alter between breakpoints (device types). Adverts can make use of rich media such as images, flash & video. Adverts can also leverage UI web technologies including jQuery, AJAX & CSS for the best possible user experience.
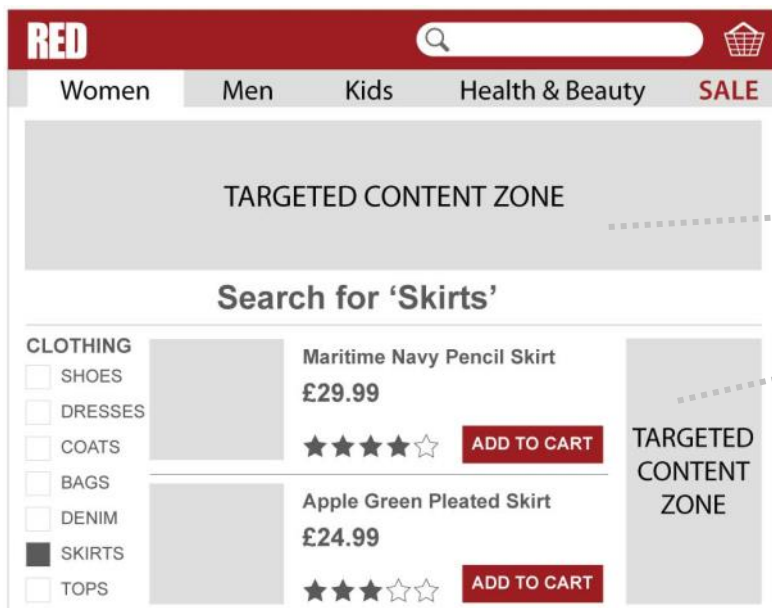
**Examples of adverts**

**In-line Advert**


10% off our entire range of women's shoes & boots
*valid until 24/11/2016

**Pop-up Advert**


10% off our entire range of women's shoes
*valid until 24/11/2016

**Example search results template**



**Conditions (Triggers)**

In the example the adverts have been configured to display when a customer searches for "Skirts".
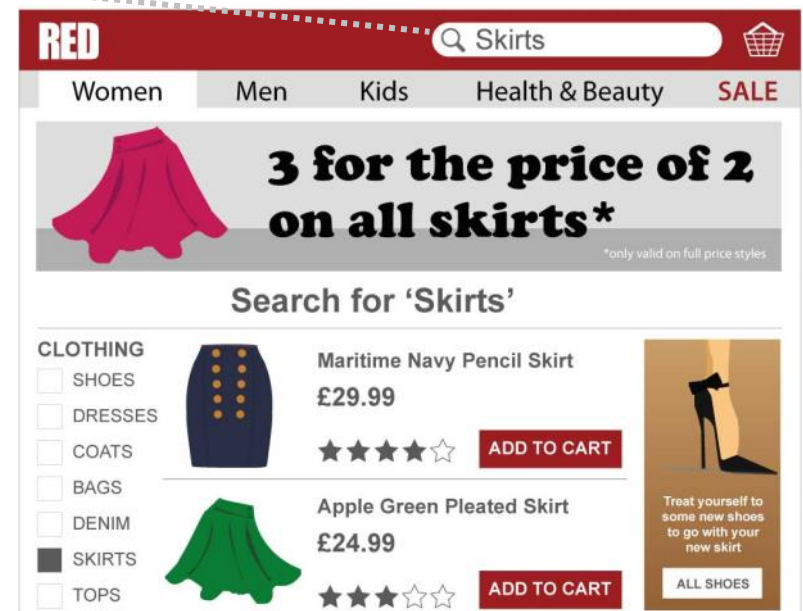
**Advert Zone 1**

Set to display advert 1

**Advert Zone 2**

Set to display advert 2

**Example of live storefront**

# Display & Customer Conditions

Display and customer conditions can be configured by merchants when adverts are created to ensure that they are displayed intelligently to the right customers, at the right time.

### Advertising Zones

Merchants can setup adverts to display within specific advertising zones that exist within a website template.

### Advert Placement

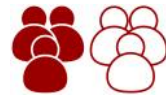Merchants can set adverts to display on specific product, category and content pages as well as the home page or mini-basket.

### On-site Search Terms

Adverts can be set to display based on what a customer searches for using the on-site search.

### Custom Triggers

Custom triggers can be configured based on individual business requirements.

### Customer Selection

Merchants can select specific customers, customer groups or all customers to display a particular advert to.

### Domains, Channels & Devices

Adverts can be setup and controlled to display on specific sites and/or at specific breakpoints on responsive sites. For example mobile specific adverts can be setup for a mobile domain (if not RWD) or breakpoint, or different adverts can be created for different brand sites.

### Geographic Targeting

Merchants who wish to target specific customers based on their geographic location can choose to display specific adverts to customers browsing from different countries.

### Schedule Adverts (Time & Date)

Adverts can be created within the system in advance and triggered to display on the site at specific times and date ranges.
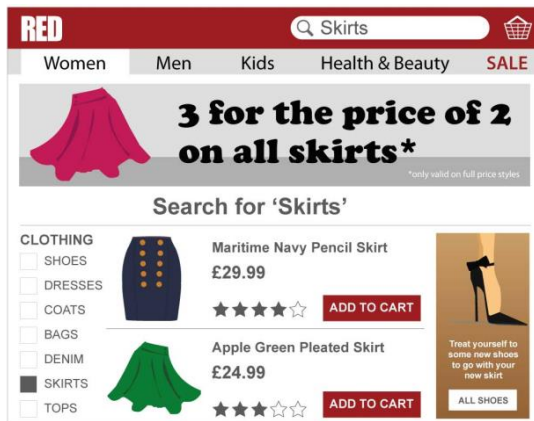
# Adverts : On-site Search Terms

## Displaying the right content to the right customers based on their shopping intent

Create and configure adverts to display based on what a customer searches for using the on-site search feature on your website. You can then push other products, services or offers alongside the search results, based on what that search term. It's unrealistic to create adverts for every search term so use search buckets of similar terms that will all trigger the same advert. The examples below show the adverts displayed to two different users based on two unique search queries.
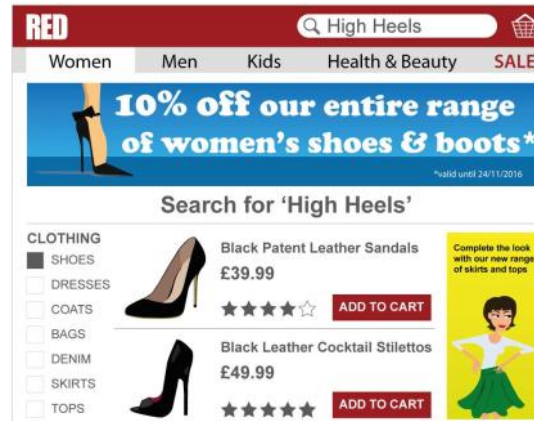
### Customer A



Search Results Page

### Customer B



Search Results Page

## Configuration :

**Adverts**
Adverts putting search results in context, promoting relevant offers, products, services or information.

**Advert Zones**
Multiple zones on the search results page.

**Customer Conditions (Targeting)**
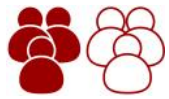Anonymous or logged-in customers.

**Display Conditions (Triggers)**
Display adverts based on the customer's search term.

**TOP TIP**
Use your website analytics to establish what the most common search terms are and then start building your adverts based on those, starting with the most popular.

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# Adverts : Specific Customer Groups

## Displaying the right content to 'logged in' customers based on what you know and what you think you know about them

Create and configure adverts to display to specific customer groups. A customer group can be created on the fly, you can have as many groups as you like and an individual customer can exist within multiple groups. Users can also be remembered between sessions, so even if they are not logged-in, personalised content can be displayed to them when they return to the site.

## Configuration :

**Adverts**
Adverts tailored to the target market.

**Advert Zones**
Advert zones on the home page.

**Customer Conditions (Targeting)**
Logged-in customers or using cookies.

**Display Conditions (Triggers)**
When logged in or having previously logged in on another session, the relevant advert will be displayed based on which group the user is a member of.

### Customer Group A
Women, Aged 25-40



Home Page

### Customer Group B
Boys, Aged 13-19



Home Page

**TOP TIP**
Customer groups can be created based on any segmentation profile you decide so think about the data you already have, or can collect, on your customers such as demographics, interests, previous purchases etc... when creating groups.

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# Adverts : Basket Contents

## Displaying specific content to customers based on what they have added to their basket

Create and configure adverts to display to customers based on the products that are in their basket. This can be a very effective way of upselling by communicating particular promotions that a customer will be eligible for if they add additional products to their basket. Alternatively you can take the opportunity to promote related products, advertise other items from the same brand or promotions based on their basket contents. You can also trigger adverts based on *almost* having the basket contents to qualify for an offer (i.e. if customer adds 2 x product on 3 for 2 offer, advert can be triggered to remind them to add another). NOTE: Advertising content doesn't always need to be a discount, promotion or special offer.

### Customer A
When adding item to basket
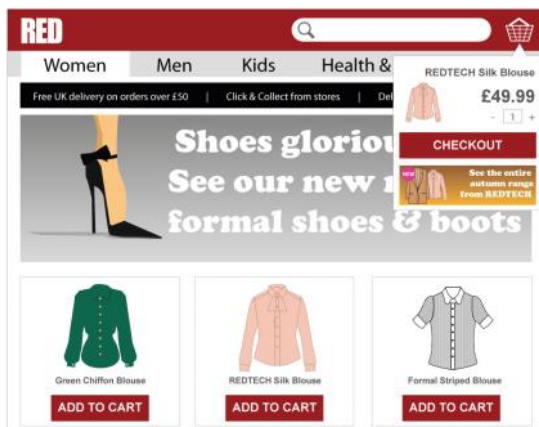


Product Category Page

### Customer A
After adding item to basket
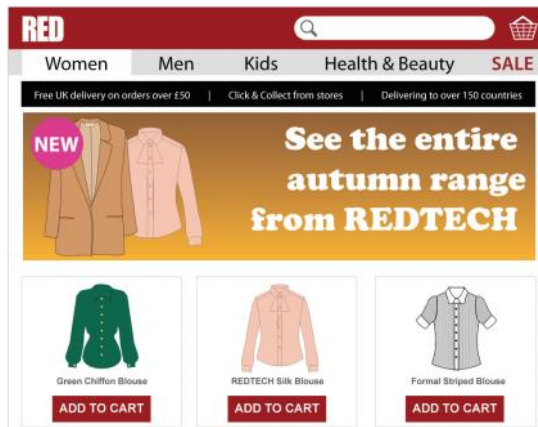


Product Category Page

## Configuration :

**Adverts**
Banner image tailored to the specific brand added.

**Advert Zones**
Main advert zone on product category page & advert zone on mini-basket.

**Customer Conditions (Targeting)**
Anonymous or logged-in customers.

**Display Conditions (Triggers)**
When a customer adds the required product to their basket, the relevant advert will be displayed. Can also be used when a customer *almost* adds the required products to trigger an offer to their basket.

> **TOP TIP**
> Remember adverts can be triggered on whether individual products, products groups, products from a particular brand or specific product category are added to the basket. You can also specify the quantity of items added before any advert is triggered.

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# Adverts : Basket Value

## Displaying specific content to customers based on the value of the item(s) they have added to their basket

Create and configure adverts to display to customers based on the value of the products that are in their basket. Set a minimum and maximum basket value to trigger the display or removal of adverts. Adverts can also be triggered of *almost* reaching the desired basket value to trigger an advert. This can be a very effective way of upselling by encouraging users to increase their spend by displaying offers like 'Spend another £x… to qualify for FREE delivery'. This text can be dynamically generated to display on your adverts, but change to a different advert with different text once they have reached the threshold.

### Configuration :
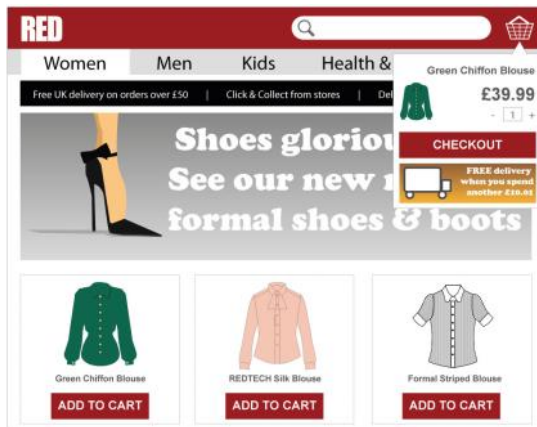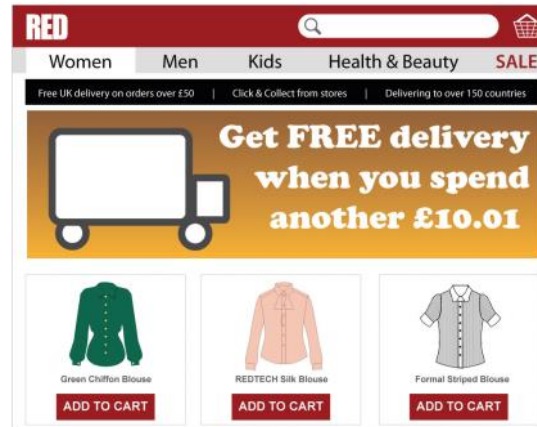
**Adverts**
Banner image tailored to the specific brand added.

**Advert Zones**
Main advert zone on product category page & advert zone on mini-basket.

**Customer Conditions (Targeting)**
Anonymous or logged-in customers.

**Display Conditions (Triggers)**
When a customer adds item(s) below the minimum and maximum basket value, or almost reaches the desired value, the relevant advert(s) will then be displayed or removed.

.

### Customer A
When adding item to basket



Product Category Page

### Customer A
After adding item to basket



Product Category Page

### TOP TIP
You can trigger multiple adverts to appear in sequence, so once the basket value has reached one threshold another advert could appear trying to drive up the basket value further.
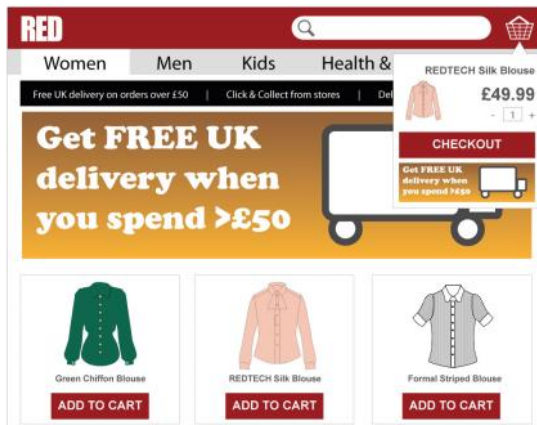
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# Adverts : Basket Offers

## Displaying specific content to customers based on the whether an offer is applied to the basket

Create and configure adverts to display, or be hidden from customers, based on whether an offer is applied to their basket. For example, if an advert displays 'Get FREE UK delivery when you spend over £50', once a user has added more than the threshold to their basket to qualify for the offer, the merchant may then remove the advert completely, or change it to display a different advert (potentially with a further promotion).

### Configuration :

**Adverts**
Banner image tailored to the target market.

**Advert Zones**
Main advert zone on product category page & advert zone on mini-basket.

**Customer Conditions (Targeting)**
Anonymous or logged-in customers.

**Display Conditions (Triggers)**
When a customer adds the required product to their basket the relevant advert will be displayed.

## Customer A
Before offer is applied to basket



Product Category Page

## Customer A
After offer is applied to basket
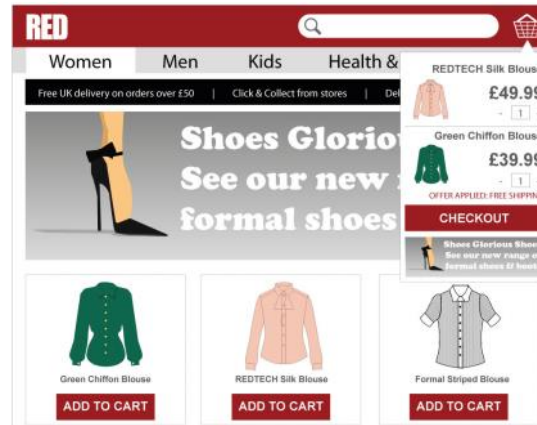


Product Category Page

**TOP TIP**
Remember, you can trigger multiple adverts in sequence so once a user has met the criteria of an offer displayed in advert 1, advert 2 could trigger the display of another offer, and so on. By triggering multiple adverts and offers, you can help drive up average order values.

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# Adverts : Time & Date

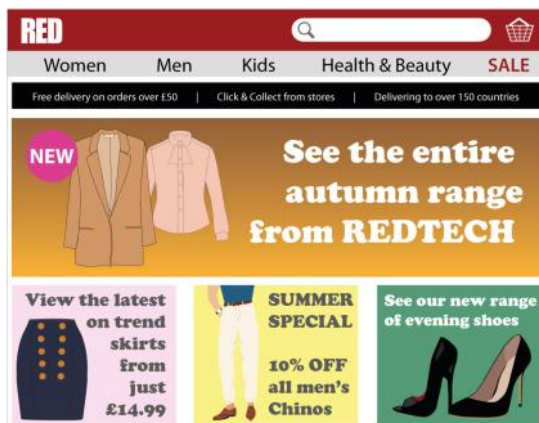## Displaying specific content to customers based on the date or time of day

Create and configure adverts to display to customers based on the date or even the time of day. Ideal if you want to advertise seasonal products or items for specific holidays such as Easter or Valentine's Day that are not relevant as soon as that date has passed. Maybe you even sell items based on the time of day like food items (Breakfast, lunch, dinner) or want to deliver time-based promotions such as flash sales.

## Configuration :

**Adverts**
Banner image tailored to particular time or date.

**Advert Zones**
Main advert zone on home page.

**Customer Conditions (Targeting)**
Anonymous or logged-in customers.

**Display Conditions (Triggers)**
When a customer visits the site a different advert will be displayed based on the time of day or date.

### Customer A
During majority of the day



Home Page

### Customer A
Between 12PM & 2PM



Home Page

**TOP TIP**
You can set up promotional offers to run at the exact same times or dates as your adverts, meaning adverts can promote seasonal promotions or flash sales down to the minute.

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# Adverts : Geographic Targeting

## Displaying specific content to customers based in different countries or regions

Create and configure adverts to display to customers based on the country they are browsing your site from. If you only have one website, rather than individual, country-specific sites, you can deliver localised content based on each location that a user is visiting your site from, or where their billing address is if they are logged in. For instance, a retailer may offer promotions that are specific to events/holidays unique to that specific country, which aren't relevant for their other geographic markets (e.g. Bastille day in France or Thanksgiving in the US).

### Customer Group A
When landing on site from France



Home/Landing Page

### Customer Group B
When landing on site from USA



Home/Landing Page

## Configuration :

**Adverts**
Banner image tailored to the target market.

**Advert Zones**
Main advert zone on the home or landing page.

**Customer Conditions (Targeting)**
Anonymous or Logged-in customers.

**Display Conditions (Triggers)**
When landing on the website the relevant advert will be triggered based on the location that the user is browsing the website from, or where their billing address is located if they are logged-in.

**TOP TIP**
Use your website analytics to see which countries you are getting most visitors from (outside your own) and begin delivering localised content to those, starting with the most popular.

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# Adverts : Domains & Devices

## Displaying specific content to customers based on the domain or device type they are using

Create and configure adverts to display to customers based on the domain or device the user is visiting your site from. Create different adverts and offers for your various brands' sites or tailor promotions towards mobile, tablet or desktop users. For responsive designed sites you can create different adverts based on the various breakpoints your website is displayed at, so could have different adverts for mobile devices (aimed at people on the move) compared to those displayed on tablet and desktop devices. You could even alter them between landscape and portrait views, if your site has different breakpoints in use for those.

## Configuration :

**Adverts**
Banner image tailored to the target market.

**Advert Zones**
Main advert zone on the home or landing page.

**Customer Conditions (Targeting)**
Anonymous or logged-in customers.

**Display Conditions (Triggers)**
When landing on the website the relevant advert will be triggered based on the device that the user is browsing the website from.

### Customer Group A
Mobile device users

### Customer Group B
Desktop device users



Home/Landing Page



Home/Landing Page

**TOP TIP**
Even if the content is the same, remember to deliver adverts for mobile devices that are legible on the smaller screen sizes. Just resizing a desktop advert can often cause issues with legibility.
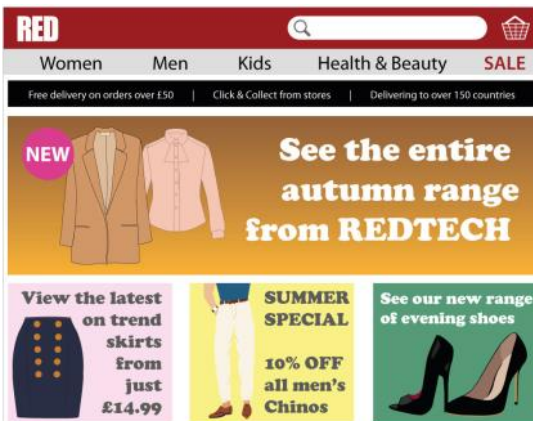
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# Adverts : Gift/Wish Lists

## Displaying specific content to customers based the contents of their Gift/Wish List(s)

Create and configure adverts to display based on the contents of a user's Gift or Wish List(s). If you already know a customer is interested in a certain product or products then tailor adverts and promotions towards them by using their Gift or Wish List information once they have logged in. You can deliver adverts based on what is on their Gift or Wish List down to an individual product level if you really wish.

### Configuration :

**Adverts**
Banner image tailored to the target market.

**Advert Zones**
Main advert zone on home page.

**Customer Conditions (Targeting)**
Logged-in customers.

**Display Conditions (Triggers)**
When a customer logs in to their account the relevant advert will be displayed based on their Gift or Wish List(s) contents.

### Customer A
Before logging-in to their account

### Customer A
After logging-in to their account

Home Page

Home Page

**TOP TIP**
Use your website analytics to see which items are the most popular on your users' Wish Lists and then create adverts and groups based on those. Sharing the same product/product group-based advert between multiple users is more realistic than producing a different advert for each individual user and product combination.

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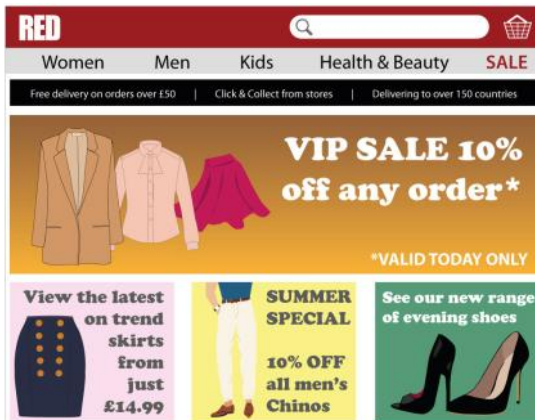
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# Adverts : Referrals

## Displaying specific content to customers based on the route they took to reach your site

Create and configure adverts to display to customers based on how they reached your site. For instance, a retailer may offer promotions specific to those users responding to an email campaign or offers that are only valid to those people visiting from an affiliate site during a certain period.

### Configuration :

**Adverts**
Banner image tailored to the target market.

**Advert Zones**
Main advert zone on the home or landing page.

**Customer Conditions (Targeting)**
Anonymous & Logged in customers.

**Display Conditions (Triggers)**
When landing on the website the relevant advert will be triggered based on the source that the user arrives from.

## Customer Group A
When landing on site from an email campaign
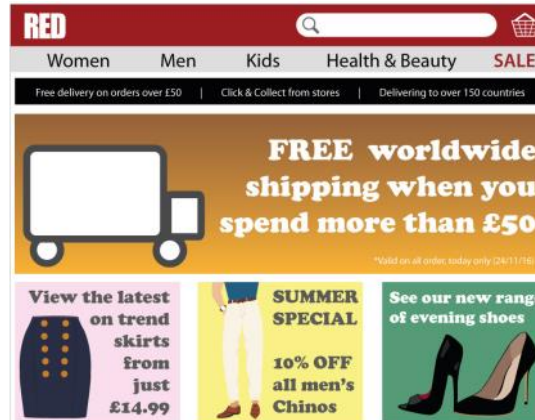


Home/Landing Page

## Customer Group B
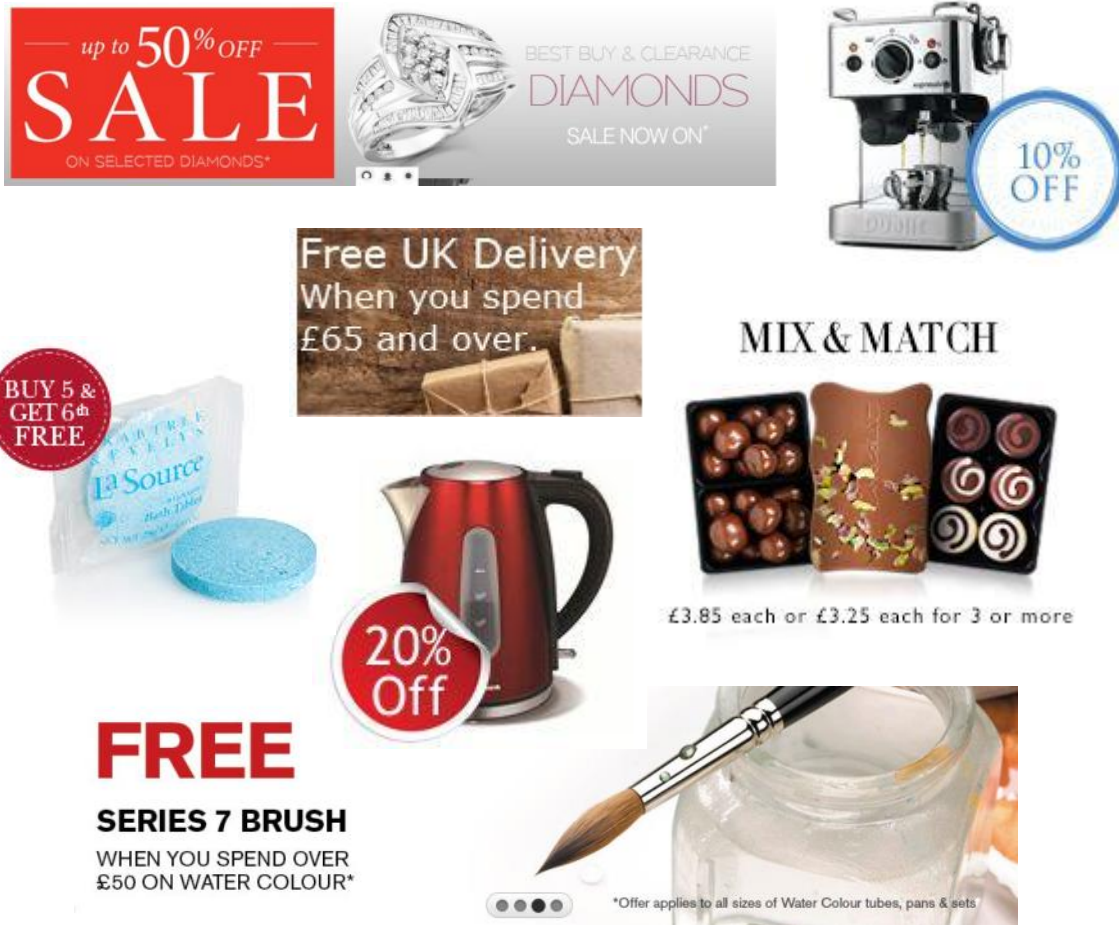When landing on site from an affiliate network



Home/Landing Page

**TOP TIP**
Use a referrer's offer, like 10% off, from affiliate sites like Quidco or TopCashback but then remove other site offers for visitors from those sources so you are not giving too much discount.

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# Advertising System & Promotions Engine

## Combining adverts with offers, discounts & coupons

Once an offer has been created using the promotion engine, merchants can then use the advertising system to create adverts that publicise their promotions using product content, images, flash and video. Through the advertising system vendors can dictate which adverts are displayed where and which customers see them.



### We work with some of the UK's leading retailers...



### Get in touch

Call us on 01865 880 800 or email info@redtechnology.com and we'll show you what our ecommerce platform can do for your business.

Learn more online at www.redtechnology.com