

Coremetrics AdTarget™ – Target Through Display Ads

Coremetrics AdTarget is the only data syndication platform and online marketing application that enables personalisation and optimisation of display advertising campaigns. The solution leverages granular visitor activities captured by Coremetrics to enable delivery of highly relevant display ads and increase visitor reacquisition rates.

The Coremetrics AdTarget Advantage

To be effective, display ad campaigns must deliver highly relevant messages to audiences visiting external websites. Better segmentation and targeting are achieved when advertisers and ad networks leverage detailed information about website visitor behaviour. Collecting rich activity data and passing it to multiple ad networks is a complicated, expensive, and time-consuming endeavour.

Coremetrics is the only business optimisation solutions provider to offer true integration of display ad syndication with powerful web analytics. With industry-leading Lifetime Individual Visitor Experience profiles (Coremetrics LIVE Profiles™) that power each Coremetrics online marketing solution, and a standardised web analytics tagging approach, Coremetrics offers distinct advantages:

- **Simplified Tagging.** To measure how effectively online ad campaigns influence website visitor reacquisition, conversion and retention, advertisers must tag their web pages with codes specific to each ad network they intend to use. By leveraging the Coremetrics tags already in place, clients do not need to maintain multiple site tags, thereby minimising implementation complexity and IT dependency.
- **Robust LIVE Profiles.** Coremetrics stores all visitor behaviour and profile information in a unified data repository that is shared across the Coremetrics Continuous Optimization Platform™. Every Coremetrics solution further enriches LIVE Profiles while

maintaining a single source of truth for marketers and advertisers – thereby turning LIVE profiles, in time, into a strategic asset for the entire organisation.

- **Powerful Click and Impression Attribution.** To understand the role that display ad campaigns play in the marketing mix, Coremetrics offers Coremetrics Impression Attribution™ – a unique attribution solution that demonstrates the interplay between display ads and subsequent website behaviours and conversions. Clients can identify their best reacquisition and conversion campaigns and optimise their marketing mix accordingly. Coremetrics Impression Attribution is offered for an additional charge.

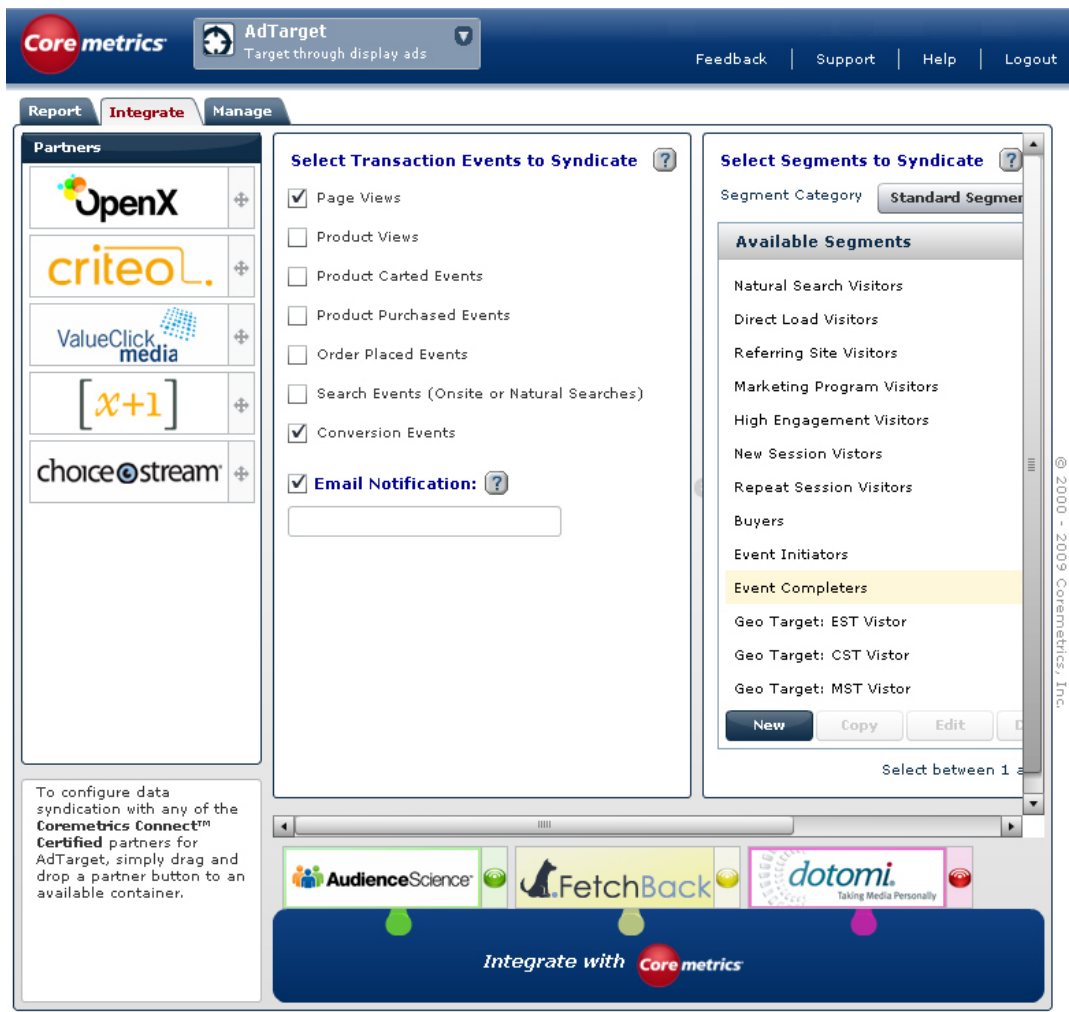
Optimise Visitor Reacquisition

Coremetrics AdTarget extends groundbreaking capabilities for online advertisers, including:

- **Intelligent Data Syndication.** Increase visitor reacquisition with more effective display advertising campaigns fuelled by rich website visitor behaviour data.
- **Increased audience reach.** Place more relevant ads before larger, better-segmented audiences, faster, by simultaneously managing multiple Coremetrics Connect™ Certified AdTarget partners.
- **Increased ROAS.** Minimise marketing costs by avoiding targeting already-registered visitors. Increase ad conversion via personalised messages.

“Benchmark Brands is very excited about the prospects of Coremetrics AdTarget. With the ability to extend the reach of our advertising initiatives and to improve our targeting using Coremetrics audience definition tools, we can take the effectiveness of our display ad channel to an entirely new level.”

*Alan Beychok
Founder & President
Benchmark Brands*



Coremetrics AdTarget allows the creation of rich audience segments and syndication of data to a choice of Coremetrics Connect certified behavioural targeting partners.

Coremetrics AdTarget at a Glance

- Drag and drop Coremetrics Connect certified partners via the Integrate user interface for powerful, yet simple data syndication configuration.
- Develop specific audience segments using a rich set of visitor activity metrics. Edit, add, and delete new segments to accommodate changing data needs.
- Analyse the performance of display ad campaigns via a single view.
- Monitor and manage your syndication configuration with each individual Coremetrics Connect certified partner.
- Leverage the standardised Coremetrics tags you already have to syndicate segments using rich activities data.

To learn more about Coremetrics AdTarget or to arrange a demo, please contact your account representative. Call +44 (0)20 3393 3450 or visit coremetrics.co.uk



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