How to start converting your eCommerce offers with ExoClick!

Welcome to ExoClick!

You now have access to massive volumes of eCommerce Traffic Sources: Premium Members Area and Free Content tube/image sites, to convert your eCommerce offers!

Category selection feature: Serve your ads to the right audience by choosing the categories you want your ads to appear near and blacklist unrelated categories.

Targeting Features: Improve your campaigns by blocking and targeting zones and use Day Parting to target devices at specific times. Regulate the number of times your ad is shown per active end user with Frequency Capping.

Bidding features: Take advantage of our large range of Bidding options, including Smart CPM/CPC, The Bidder, and Smart Bid.

Cost Control: Set precise user capping and daily budgets to keep you within your spending limits.

Automation tools: To help you scale up your campaigns and improve your ROI, use our Landing Page and Variation Optimization Algorithms.

Conversion Tracking: Use our free Conversion Tracking tool or any third-party tracking tool like Voluum, to see how your audience is interacting with your campaigns based on your preferred metrics!

Real-time data analysis with our Customizable Dashboards: Easily view your campaign statistics to make the right optimization decisions immediately.

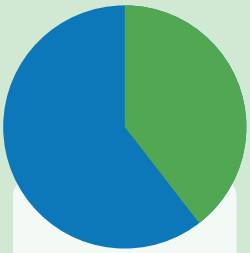
To get you started, here are 6 tips to help you convert your eCommerce campaigns with ExoClick:



1 Opportunities in eCommerce advertising!

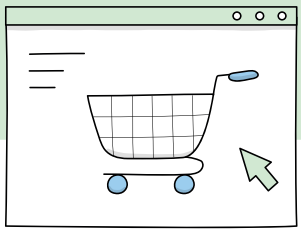
Both Mobile and Desktop are fantastic options for eCommerce campaigns. 56.9% of impressions came from Mobile and 43.1% came from Desktop.

Maximize your visibility by targeting both Mobile and Desktop. This will help you make an impression on the widest possible audience, regardless of their preferred browsing habits.



If you are testing traffic and want to make the most out of your campaigns try targeting Tier 1 GEOs as they make up 7 of the top 10 impressions.

GEO	%
India	39.7
Germany	17.4
United States	15.9
Japan	12.4
United Kingdom	4.8
France	3.6
Italy	1.9
Austria	1.5
Brazil	1.4
Canada	1.4



2 Traffic Sources to covert your offers!

Reach opted-in Dating site users with our Members Area traffic or test traffic on Free Content Sites with your eCommerce offers.

Members Area websites feature fewer ad zones to make your ad really stand out!

Free Content Sites, allow you to reach massive volumes of traffic. You can reach up to +20 billion daily ad impressions.



3 Use Banner ads and Fullpage Interstitial ads to make a lasting impression!

Banner ads of various sizes make up **75.4% of the daily overall impressions for eCommerce on our Network!** So, try Banners if you are an Advertiser looking to make an impact. Banners are an economical way to test campaigns because of the large impression volumes and low prices.

Fullpage Interstitials are a large full screen format available on Mobile and Desktop. On Mobile, it is displayed vertically and horizontally on Desktop. Fullpage Interstitials are **639.5%** more effective than Banners for eCommerce, so test them out!

Tip! You can use a static image or a video for your creative with both these formats. With video you can show the experience of the products to your end user which is more engaging.

4 Avoid ad blindness with Native ads!

18.8% of overall eCommerce impressions come from Native ads.

Native Landing Page flow: The secret to converting with Native is not to go for the hard sell but to educate and capture the interest of the end user with your landing page. Your Native ad landing page should appear like editorial content. This could be tips for product use, or testimonials, followed by your CTA.

Tip! Use Emojis in your Native ads! Try them in your Native titles and descriptions. Emojis can enrich your campaigns and to drive further engagement. Since there is a character limit for text, using emojis can help you make the most out of that space.

5 Make an impression with Video ads!

Engage audiences and drive conversions with In-Stream, Slider, and Outsteam ads. These formats continue to grow in popularity every year.

- **In-Stream:** Plays when the user clicks on the website's video and has clickable CTAs. You can place it before, during, or after the main video. (Just like YouTube!)
- **Slider:** Video format that slides in from the bottom right of the webpage. This is very eye-catching for end users.
- **Outstream:** The video ad plays while the end user scrolls through the site, becoming a part of the user journey.

Tip! Try ExoClick's Video CTA feature, which allows you to set different predetermined CTAs to see which converts the best for your campaigns.

Top tips from the ExoClick experts!



Use MP4 video banners: ExoClick offers video Banners. Compared to static images in JPG/PNG format, MP4 video creatives have a better CTR. So why not upload MP4 files (1500 KB max) and use them as Banners?

Target one GEO per campaign: Test different GEOs so you can learn more out about your audience and make more out of your campaign.





Leverage seasonal creatives for promotions: Create specific creatives for Halloween, Christmas, Singles Day, Black Friday etc.

Use Keywords on your campaigns! Targeting specific keywords ensures your ad shows next to content relating to your keyword. If you are selling makeup products in eCommerce, a useful keyword could be 'lipstick'. If you would like to know the best keywords for your niche, ask your Account Manager.



Getting Started with ExoClick

1. An introduction to the ExoClick platform

2. Setting up your ExoClick account
***Reminder:** if you are outside of the EU you will need to provide your Tax ID. If you have doubts, get in contact with our Compliance team!

3. Create your campaign in 5 easy steps!

4. How to fund your Advertiser account
***Please note:** the currency you choose (EUR/USD) cannot be changed in the future, so think carefully about the best currency for your campaigns.

💪 **Now you have some great insights to start converting your eCommerce offers with ExoClick!** 🤩