

# DYNAMIC DISPLAY ADS and PERSONALIZED RETARGETING

## What is a dynamic ad?

A dynamic ad **adapts** itself to the person seeing it. The ad is **personalized** based on criteria such as the viewer's product interests, location, or demographics.

## Higher click rates, better conversions

By being personalized to the viewer, dynamic ads attract **more engagement and clicks** than standard, one-size-fits-all ads.

And, by sending each person directly to the landing page that's most relevant to them, dynamic ads **reduce clicks in the conversion path**, which increases conversion rates.

### Visitor Flow - Standard Display Ad

Everyone in every ZIP code sees the **same ad**. Ads are less effective at attracting interest.

LOWER CLICK RATE



After the ad is clicked, it takes several more clicks to find local listings. More visitors abandon website.

LOWER CONVERSION RATE

### Visitor Flow - Dynamic Display Ad

Every ad is personalized with current listings from the viewer's ZIP code.

HIGHER CLICK RATE



Dynamic ad goes directly to the property listing page selected by the viewer.

HIGHER CONVERSION RATE

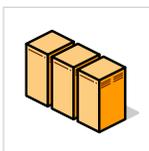
Note: while this particular example uses location to personalize the ad, Canned Banners has the ability to use many other criteria.

## For advertisers, agencies, and more



If you're an **advertiser**, you'll get dedicated support and guidance from day one. There's no need to be an ad tech expert. Tell us in plain English what you want and we'll make it happen.

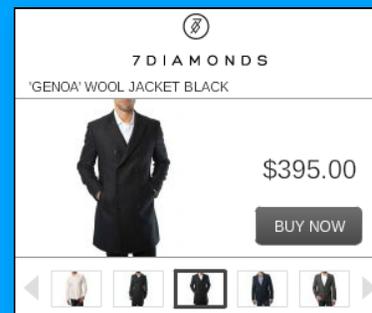
If you're an **agency**, consider Canned Banners a value-add creative team with a passion for making your clients happy. And don't worry, we have no problem working as a "silent partner."



If you're a **service provider or ad platform**, we're ready to help strengthen your offering with dynamic display ads.

## Upgrade to personalized retargeting

Unless your website sells only one thing to one type of customer, your retargeting ads should be tailored to your various products, services, and audience segments.



Viewers see products and categories they have browsed.

HTML5 ensures deliverability on tablets and mobile devices.

No boring product listing ads! We care about making your brand look good.

Want to schedule a demo? Do you have questions?

For more information, contact us at [info@cannedbanners.com](mailto:info@cannedbanners.com).