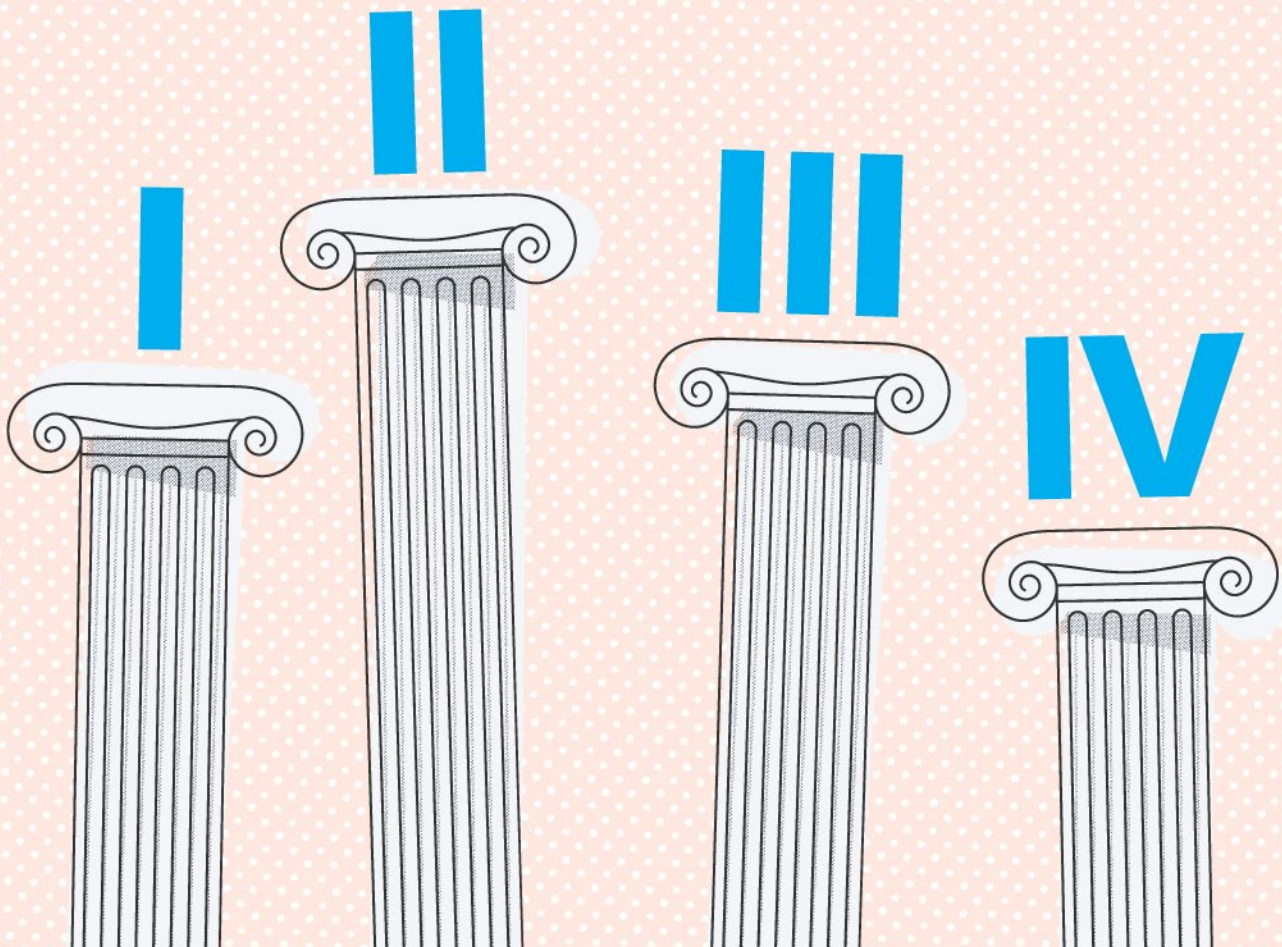


The 4 Pillars of E-Commerce Marketing:

A Guide to Supercharging Your Digital Brand With AdRoll



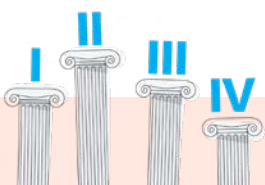
Life was perhaps simpler in 2007. The first iPhone debuted. *Keeping Up with the Kardashians* premiered. And Facebook had only recently opened itself up to [anyone in the world](#).

It's also when AdRoll was founded with a mission to democratize online advertising. Since then, we've developed and perfected [our AI-powered platform](#), built for e-commerce. Among other benefits, it offers e-commerce marketers a holistic view of their customers with the best ways to target and reach them, building lifelong relationships in the process — a priceless advantage in the world of digital marketing.

As advertising continues to evolve on the web and through social media, the customer journey has become more complicated than ever before. As a result, it's even more critical to reach customers at every possible touchpoint. However, when marketers use multiple tools to connect with users, many find themselves struggling with a disjointed customer view.

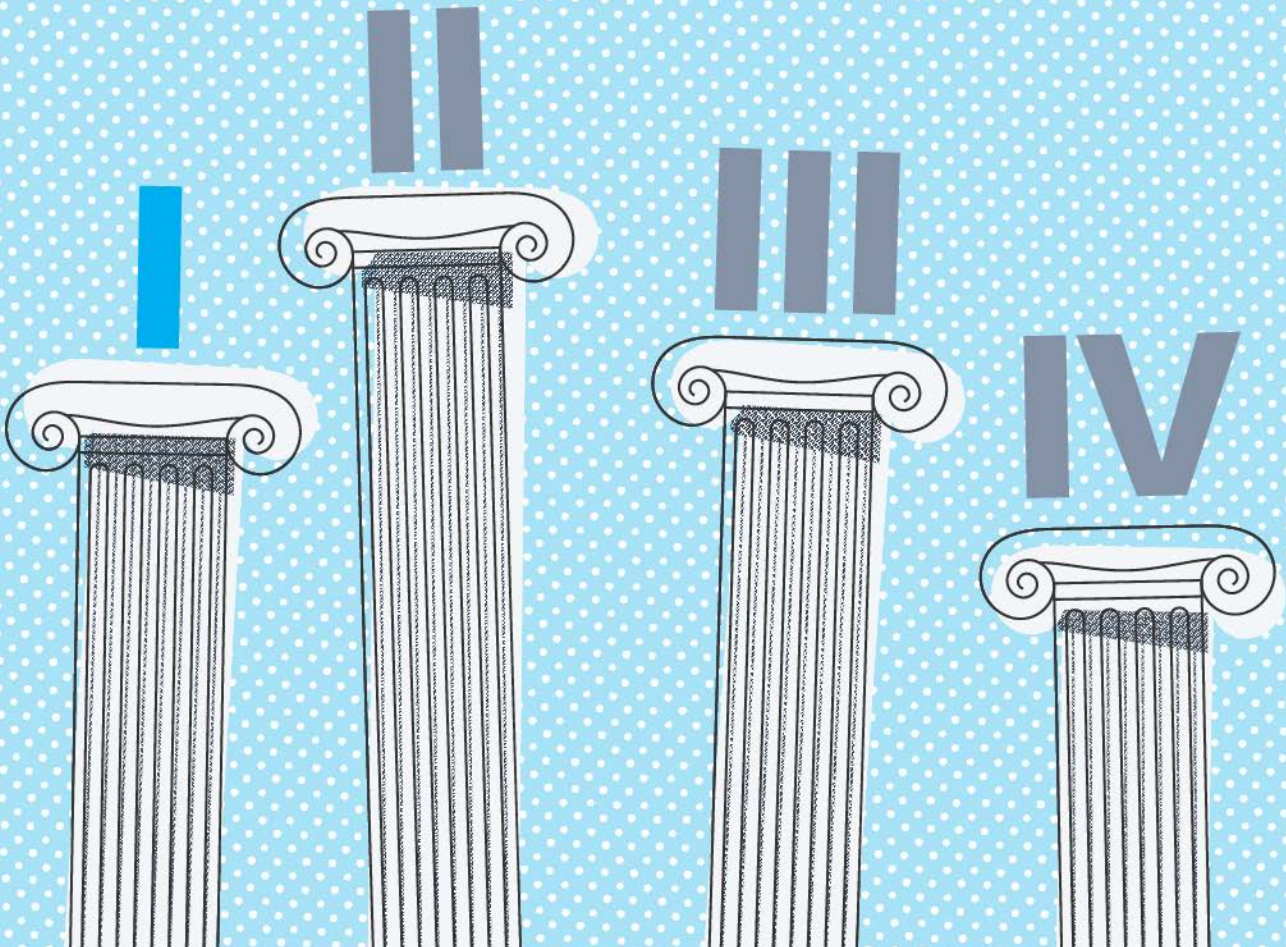
That's where AdRoll comes in.

But before you launch a comprehensive marketing plan for your e-commerce brand, it's time to familiarize yourself with the four key pillars of modern e-commerce marketing. Together, they're a sure-fire way to engage your customers, reach your goals, and impress your boss in the process.



Declutter Your Data

Customer data is integral to e-commerce marketing that drives revenue — yet brands that collect this information from touchpoints throughout the consumer journey often end up with customer intel stuck in silos and duplicated conversions between channels. AdRoll declutters that data for you, by combining it across channels, devices, and creative types into a single source of truth. Think of us as the Marie Kondo of digital marketing.



With AdRoll, you're forever rid of analysis paralysis — that feeling when you have so much data, you don't know what to do with it or if you should even trust it. By bringing your marketing data into our centralized platform, you can generate easy-to-interpret insights and then utilize the best marketing mix to engage the most valuable shoppers while backing up your marketing investments.

We've long known the customer journey isn't linear. In fact, no two customer journeys are alike anymore, so there is no singular analogy for the user experience. So how on earth do you determine what marketing efforts contributed to a sale when every single conversion has a unique path behind it? Let's face it: Many marketing channels and platforms have their own theory of data analysis and contribution. How do brands determine what's right? It's time to find your own theory of attribution for your brand.

This is once again where AdRoll comes in. Our dashboard attributes conversion credit to the marketing channels that actually influence customer decisions in real time, enabling you to quickly determine how each touchpoint impacts your overall goals and creates lasting relationships. As a result, [you can try out different attribution models](#) to see what works best and then easily apply the attribution model that's right for your brand.

Campaign attribution

For instance, our campaign attribution tool helps determine which channels influenced the sales cycle, helping you make more informed marketing decisions later on. Though we offer default models, you can customize the lookback windows and compare strategies, such as blended and linear.

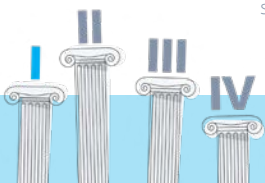
The screenshot displays the AdRoll Attribution interface. At the top, there are tabs for 'Tracked', 'AdRoll', and 'Settings', along with 'Cancel', 'Reset', and 'Apply' buttons. The main section is titled 'Choose a Template' and includes a 'Show Examples' link. Below this, there are nine attribution model cards arranged in a 3x3 grid:

- AdRoll Default:** Blended Last Touch Attribution with a priority on clicks.
- Last Click:** Last Click is awarded 100% of the credit for the conversion.
- Custom Time-Based:** Touchpoints are awarded credit within a timespan prior to the conversion.
- First Touch:** First Touch is awarded 100% of the credit for the conversion.
- Last Touch:** Last Touch is awarded 100% of the credit for the conversion.
- Linear:** All touches contributing to a conversion are awarded equally.
- Positional:** First and last touches each get 40% credit. The remaining 20% is distributed evenly to the other touches.
- Time Decay:** Most recent touchpoints are awarded more credit.
- Custom Position-Based:** First, middle or last touchpoints are awarded as much credit as you wish.

To the right of the grid is a 'Compare' section. It shows a comparison between 'Applied Model' (AdRoll Default) and 'New Model' (AdRoll Default). Below this is a 'Conversions Credited' chart with a legend for 'No Model', 'Applied Model', and 'New Model'. At the bottom right, there is a 'Conversions By Product' table:

| Product | % Applied Model |
|-------------------|-----------------|
| Web Retargeting | 194.0 |
| Email Retargeting | N/A |

AdRoll's campaign attribution tool not only helps you zero in on which channels are driving the most revenue, it also helps you set up rules to assign credit for those conversions.



Once you set up a conversion audience in AdRoll, campaign attribution shows top contributors to your actual site conversions so you can make smart decisions based on your campaign mix. You can drill down conversion paths within your full-funnel strategy between campaigns, ad types, ad groups, and geo-location.



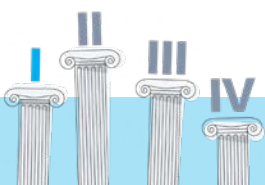
We provide a visual breakdown of how each advertising channel contributes to overall sales, so you can easily see where to invest more — and where to perhaps rethink your strategy.

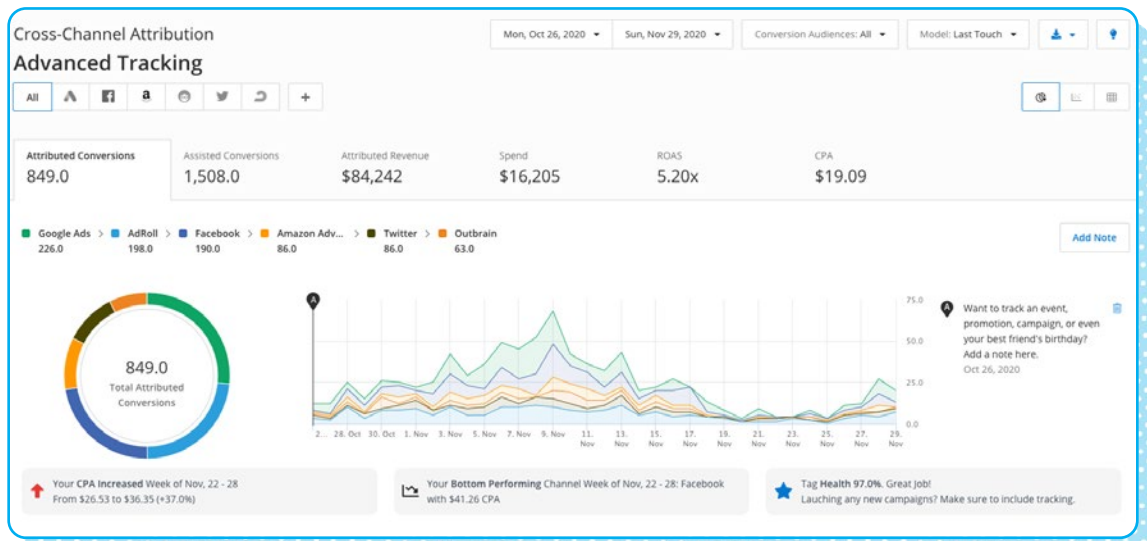
Cross-channel attribution

Meanwhile, our [cross-channel attribution](#) provides a holistic view of more than 40 marketing channels — including Google, Facebook, Mailchimp, and HubSpot — and we offer [advanced conversion tracking](#) that goes beyond clicks to track impressions and views.

Simply tag the channels you're using, and we do the rest, ingesting spend and conversions to compute campaign performance, which we then display in an easy-to-understand graph. Adjust this graph by spend versus ROAS, revenue, or assisted conversions to see how the changes impact overall performance. Once again, you can get more granular by channel, campaign, ad group, or device.

You can also display a graph, which depicts spend by attributed conversions to easily identify your highest-performing marketing channels and where you may want to scale spend. With this capability, you can get week-by-week performance insights to make quick decisions and reduce spend in lower-performing campaigns to best utilize your budget, impacting your bottom line effectively with value-based data rather than transactional data.

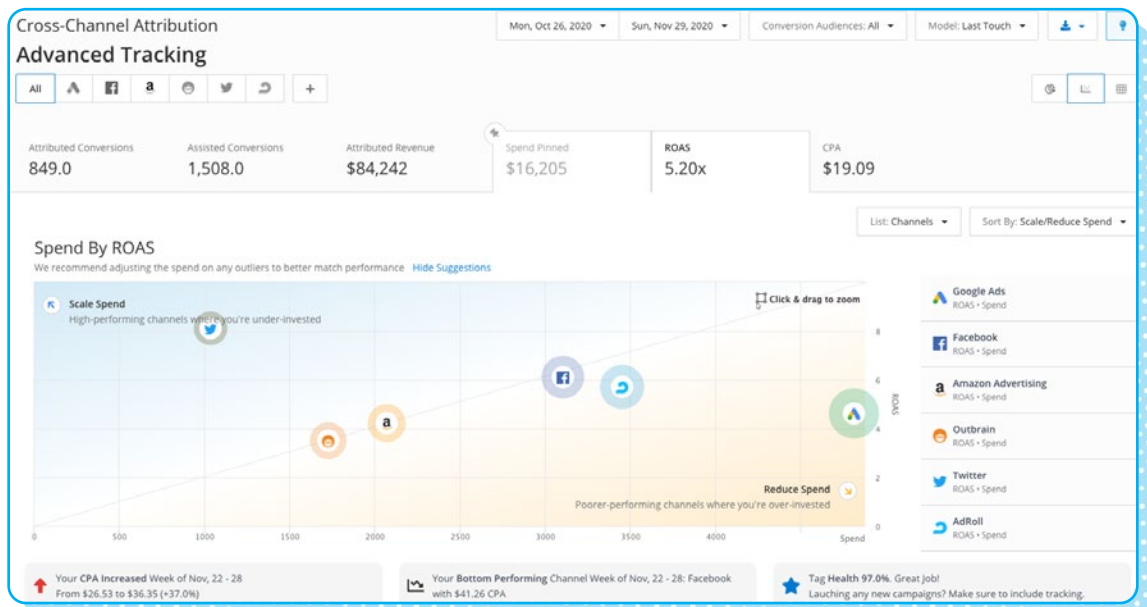




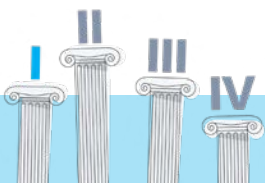
Advanced Tracking provides another way to visualize how exactly consumers are converting, as well as precisely how much you're spending in each channel and how strategy changes impact KPIs.

In addition, the notes feature allows marketing teams to easily communicate and stay aligned while sharing data and campaign changes. That's a superior alternative to relying on a shared spreadsheet and weekly meetings to sync up on campaign changes. The notes feature also allows teams to have deeper conversations during meetings to further contextualize campaign changes when they see spikes or dips in performance.

Thanks to this cross-channel view, you'll see which conversion paths are most effective, along with additional insights that help scale campaigns to make quick budget adjustments easier. As a result of a more holistic view of the customer journey, you gain additional insight into how campaigns work together to drive revenue.



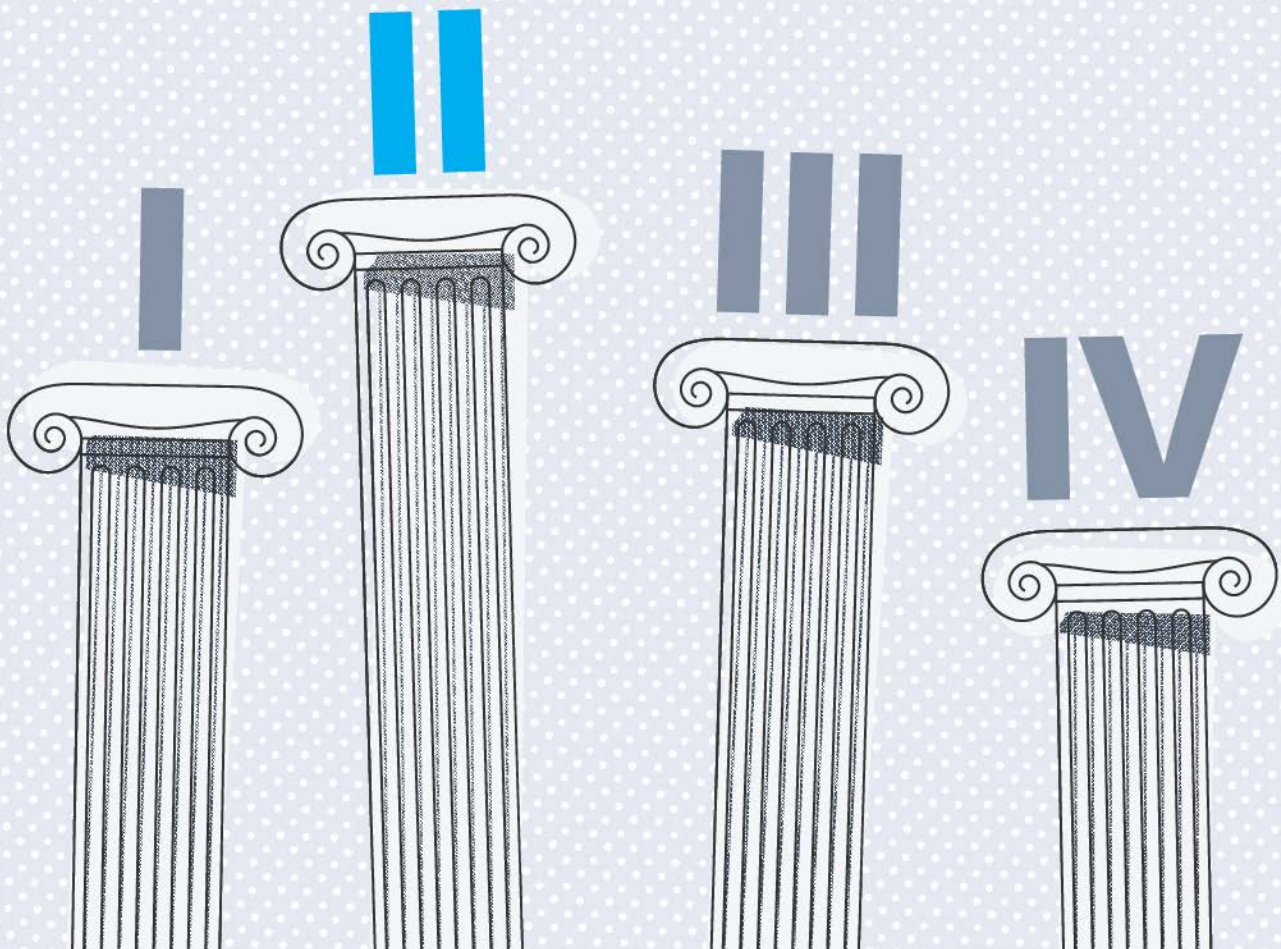
AdRoll's personalized recommendations show you where and how to adjust spend to achieve ideal performance.



Build Your Brand

The U.S. alone has more than 380 million consumers. [Research shows](#) their attention span averages eight seconds, so getting your brand message across to the right consumers can be a real needle-in-a-haystack situation.

Lucky for you, AdRoll offers sophisticated [audience targeting](#) through our AI technology, which uses your first-party high intent customer data to create awareness and show the right ads to the right user at the right time — and that user may just become your new best loyal customer who drives higher customer lifetime value (CLTV).



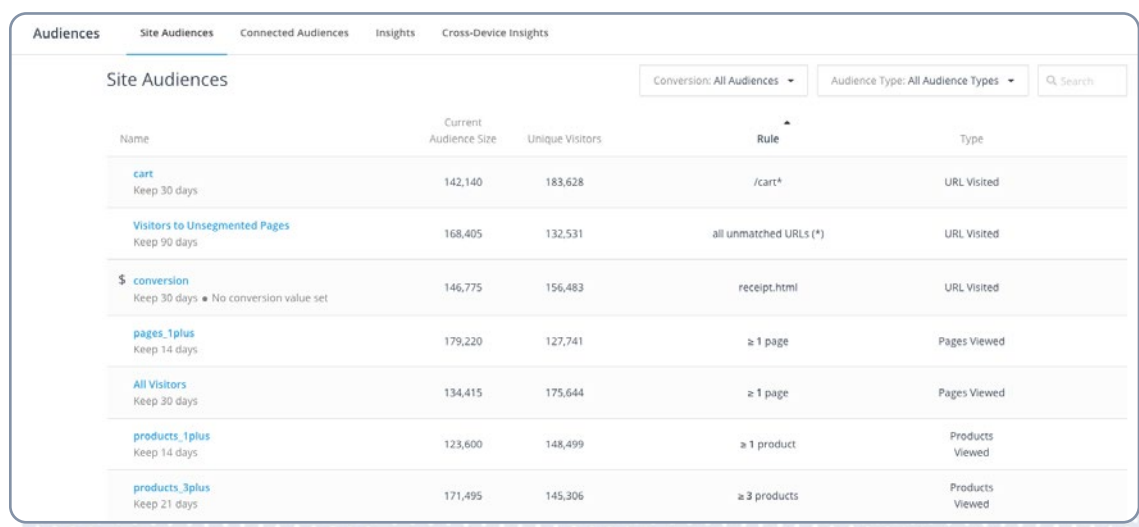
The pixel

It starts with activating a unique marketing pixel on your website to track site visitors and activity. It's seamless; our pixel loads asynchronously and does not interfere with load times. In addition, easy integration with e-commerce platform Shopify will predict smart audiences for enhanced audience segmentation that can be used for newsletter, email, and retargeting campaigns. This pixel also integrates with CRM platforms like Marketo, Salesforce, and HubSpot to allow users to easily sync their existing audiences. Once the pixel is connected, audience insights start to appear on the AdRoll dashboard, such as who visits your site and what they are doing. Then, our customers receive strategy recommendations on how to maximize their budgets most effectively and reach their audiences with a more meaningful and personalized approach, using the right ad content, between new and current audiences. Meanwhile, the pixel begins understanding how consumers interact with a brand and how this may impact future ad campaigns.

Audiences

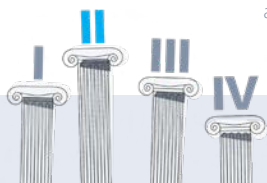
Based on their behavior and characteristics, data collected by the pixel will provide a granular view into your audiences and site browsing behaviors, such as those who have visited product pages, abandoned their shopping carts, and browsed multiple pages. This data allows us to intelligently bid on the right user at the right time at the lowest possible cost and find new audiences who behave similarly.

The pixel also collects data on the devices consumers are using, such as desktop or mobile, as well as details like location to get a better idea of who exactly these consumers are. This helps brands approach and reengage customers and prospects more strategically.



| Name | Current Audience Size | Unique Visitors | Rule | Type |
|---|-----------------------|-----------------|------------------------|-----------------|
| cart Keep 30 days | 142,140 | 183,628 | /cart* | URL Visited |
| Visitors to Unsegmented Pages Keep 90 days | 168,405 | 132,531 | all unmatched URLs (*) | URL Visited |
| \$ conversion Keep 30 days • No conversion value set | 146,775 | 156,483 | receipt.html | URL Visited |
| pages_1plus Keep 14 days | 179,220 | 127,741 | ≥ 1 page | Pages Viewed |
| All Visitors Keep 30 days | 134,415 | 175,644 | ≥ 1 page | Pages Viewed |
| products_1plus Keep 14 days | 123,600 | 148,499 | ≥ 1 product | Products Viewed |
| products_3plus Keep 21 days | 171,495 | 145,306 | ≥ 3 products | Products Viewed |

Get better intelligence on all site visitors with our Site Audiences feature, which displays your visitors in audience buckets, along with the specified time period they'll remain there.



AdRoll clients can pull customer emails from manual CRM lists and marketing platforms, including Constant Contact, Mailchimp, and seven others to convert existing email lists into targetable audiences. This allows you to turn those lists into audiences you can reach across channels to create personalized, consistent experiences. By engaging with the most relevant ad content based on your audience lists, such as past purchasers, you can display a loyal customer discount code that drives higher average order values. You can also develop new audiences based on singular behaviors like URL visits, goal completion, or pages viewed to get even more specific based on your brand's unique goals. Plus, new composite audiences allow users to create audiences based on multiple conditions, like URL visits, pages viewed, and CRM email lists.

Once consumers are grouped into audiences, customers are free to choose how long they want to keep those customers in specific groups. For example, you may only want to keep a consumer in a high-intent audience for a couple of days, while visitors who viewed at least one page on your website may be kept in a duration for a month or longer.

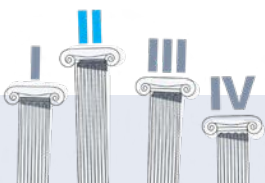
As our customers begin to learn more about their audience behaviors, they are armed with powerful customer data and granular insights to help with optimization techniques to build more strategic marketing campaigns through ads and email as they grow.

Site Category Targets

Please choose the types of sites on which your ads will be displayed.

- | | | |
|---|---|--------------------------------------|
| <input type="checkbox"/> Arts & Entertainment | <input type="checkbox"/> Celebrity | <input type="checkbox"/> Humor |
| <input type="checkbox"/> Careers | <input type="checkbox"/> Dating | <input type="checkbox"/> Movies & TV |
| <input type="checkbox"/> News | <input type="checkbox"/> Education | <input type="checkbox"/> Music |
| <input type="checkbox"/> Personal Finance | <input type="checkbox"/> Family & Parenting | <input type="checkbox"/> Politics |
| <input type="checkbox"/> Society | <input type="checkbox"/> Fashion & Beauty | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Science | <input type="checkbox"/> Food & Drink | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Pets | <input type="checkbox"/> Games | <input type="checkbox"/> Sports |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Health & Wellness | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Business & Finance | <input type="checkbox"/> Home & Garden | <input type="checkbox"/> Travel |

Zero in on the most relevant sites for your ideal customers with AdRoll's Site Category tool.



Brand awareness strategy

Unlike something concrete like conversions, brand awareness is more fluid and, therefore, harder to measure — and quantifying the impact of brand awareness is even murkier.

With a marketing platform that provides full-funnel attribution, like AdRoll, you can visualize the customer journey and assign credit to channels, and receive an in-depth view of the long- and short-term impact of your campaigns on performance — including brand awareness.

AdRoll offers three brand awareness strategies to drive high-quality new users to your website to learn more about your brand and can then be reached by your retargeting campaigns:

- **Contextual targeting:** Showcase your brand alongside content that your ideal customer is interested in. There are multiple categories, such as fashion and beauty, business and finance, or technology, and your ads are displayed on our partner sites specific to your industry.
- **Demographic and interest targeting:** Use demographic details about your ideal customer, such as age, gender, and interests, to find new audiences with matching characteristics.
- **Lookalike targeting:** We take pixel data and audience segments from your site to identify your highest intent shoppers — or those adding items to their carts or actually buying — and match to our data co-op filled with 1.2 billion digital profiles, which then helps us identify audiences that look and act like your ideal customer across the web and social platforms to bring in high-quality new customers to your site.

The latter is what really sets AdRoll apart. We've been building our proprietary AI since 2006 and extending our reach to more than 500+ ad networks and exchanges, including Google, Yahoo, and AOL, so you can understand and attract more customers to your brand.

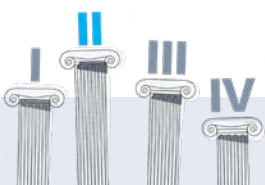
Top Partners

Join over 37,000 marketers who use AdRoll to reach their customers across desktop, mobile web, and in-app inventory. AdRoll technology is layered over the leading exchanges and publishers, providing marketers access to high-quality display and native inventory at a global scale in real time.

Display Exchanges



Native Exchanges



Brand awareness campaigns

Brand awareness is a particular challenge for emerging brands. That's where [tactics like video, segmented messaging, and dynamic creative come in](#).

AdRoll makes it easy to create brand awareness campaigns with [video, display, native, and social ads](#) that have wide reaching impact, thanks in part to the aforementioned ad networks and exchanges.

We also offer new visitor insights. These help you understand and focus on new visitors generated from brand awareness campaigns. With new visitor insights, you get an inside look into how engaged they are, how many pages they're browsing, and what their bounce rate is. All of this enables you to gauge the value of new traffic, so you can adjust where you're advertising and who you're targeting.

Create an Ad Campaign


- Contextual Targeting on Web** New
- Lookalike Targeting on Web
- Lookalike Targeting on Social
- Demographic & Interest Targeting on Social
- Retargeting on Web
- Retargeting on Social

Contextual Targeting on Web

Showcase your brand alongside content that matters to your ideal customer. Simply select the categories that are relevant to your industry or target market. Categories include sports, health and wellness, education, and so much more.

Brand Awareness

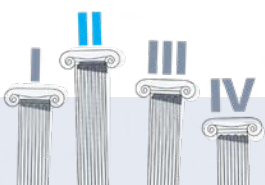
Learn more about [contextual targeting](#)



Easily create the right ad in the right channel in just a few clicks with AdRoll's campaign creation tools.

In addition, our e-commerce marketing platform breaks down barriers between publishers and platforms, allowing you to quickly and easily launch and analyze cross-channel campaigns and connect with more consumers who will love your brand just as much as you do.

You can then layer on advanced options with multiple ad groups, such as consumers who added items to their cart or browsed more than three pages or three products. Choose a start and end for this and any other ad groups, and you're ready to go. You can also use this as an opportunity to test what messaging and content resonates with specific users based on your budget.

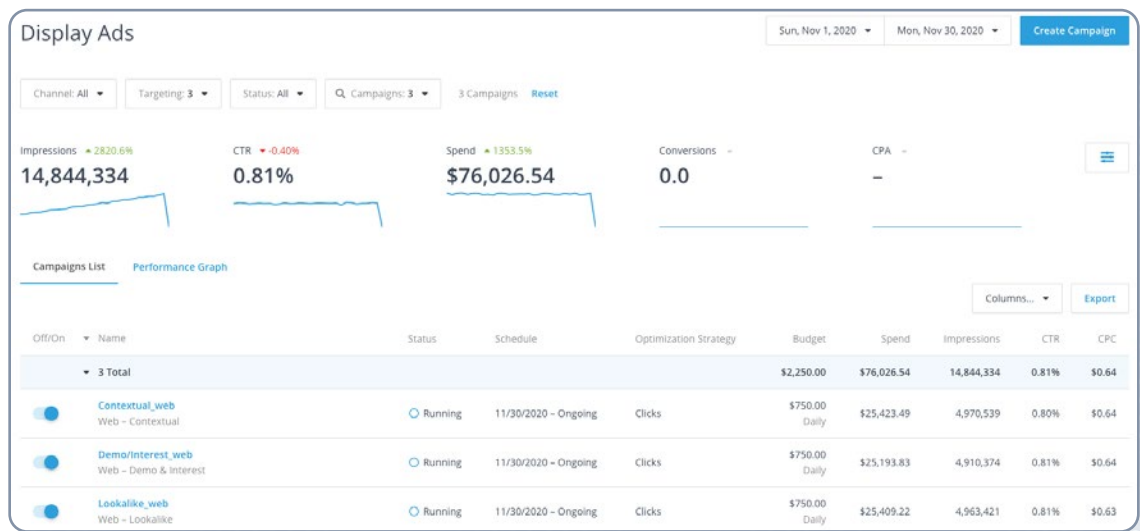


Brand awareness performance

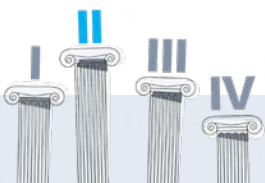
Under the Campaigns tab, you'll see a snapshot of how all your campaigns are performing. You can also personalize the performance graph based on the metrics you want to see, including click-through rate, cost per acquisition, or video completion rates.

You can pinpoint the types of campaigns and view each individually to analyze performance. Our algorithm does A/B testing for you and serves ads that perform best. As campaigns optimize, your ads automatically optimize, too — giving you the chance to pause underperforming ads. You can also create ads that look similar to high-performing ads with specific calls to action.

Next, check out specific channels to see daily budget and optimization strategy. You select your ideal metrics when you create a campaign, such as impressions or cost per click if they're looking to boost brand awareness, or cart abandonment clicks, conversions (CPA), or impressions, if your primary goal is retargeting. By building those campaigns, you're telling AdRoll's AI how to optimize, and it automatically bids on ad space on your behalf, at the lowest possible cost, to get you as close to those metrics as possible.



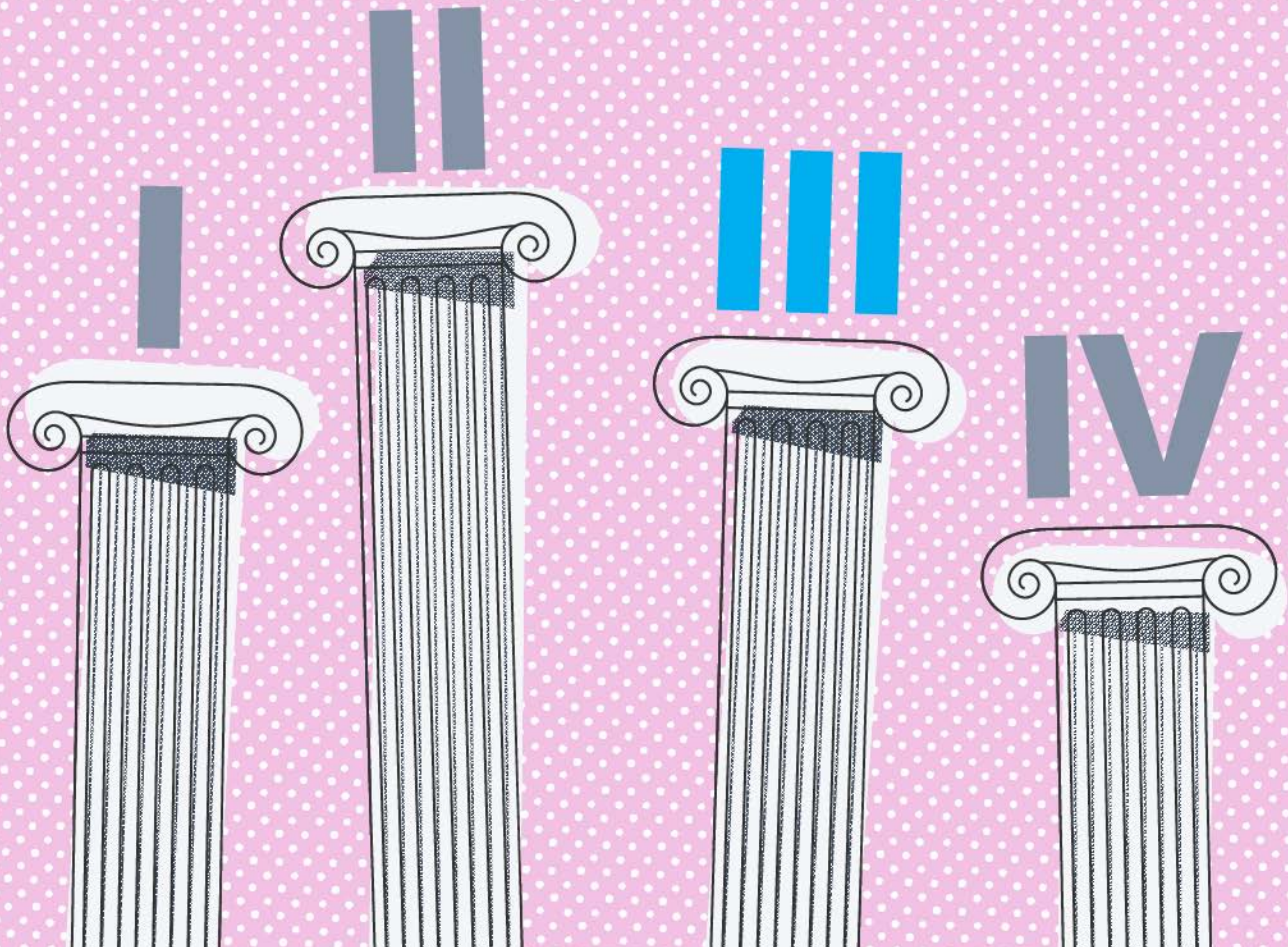
Better understand ad performance with our display ad dashboard, which includes all of the information you need for month-by-month analysis.



Turn Visitors Into Customers

[Cart abandonment costs businesses \\$4.6 trillion every year.](#) That's basically the GDP of Germany, which, for the record, is Europe's largest and strongest economy.

Perhaps worse, far more first-time site visitors never do anything at all. In fact, [research shows 98% of consumers](#) don't buy anything on their first visit. You've spent time and money getting them there, only to see them leave empty handed.



These visitors and sales aren't necessarily lost forever, though. The right abandoned cart recovery campaign can remind customers why they visited or added those products to their digital carts in the first place, and gently nudge them towards purchase.

The simple truth is consumers don't hate ads — [they just dislike ads that are irrelevant](#). Marketers are partially to blame for not always delivering relevant ads and creating this aversion. The right, relevant content, such as personalized product recommendations, at the right time, for example, when they've forgotten something in their cart, can make all the difference in how they receive your message.

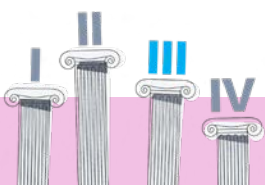
AdRoll helps you deliver those consistent, personalized experiences across email, digital ads, and your online store to buck this trend — and, most importantly, inspire action.

That's because we have insights into 70% of online shoppers, including their likes, dislikes, interests, and intent. Our powerful AI and machine learning actually predicts customer behavior, helping reengage site visitors and customers with targeted, customized messages that increase engagement and result in revenue. One example of this is our new smart audiences. Through our integration with Shopify (and WooCommerce to come), AdRoll uses your first-party data combined with our machine learning to predict people who are ready to buy, at risk, or high future value. You can then easily reach out to these segments through targeted newsletters that speak specifically to where they are in their relationship with your brand.

AI-powered product recommendations

Remind customers and prospects of the items they nearly bought with [digital ads, email content, and online store experiences that feature product recommendations](#) catered specifically to them. With our AI-driven product recommendations, you can display top products, recommended products, or previously viewed products.

Customers using e-commerce platform partners can pull in external product feeds [to create dynamic display ads](#) in less than a minute. Similarly, drag-and-drop dynamic [email](#) content offers another opportunity for personalized messages, which you can automate with AdRoll. Combined, they work together to boost customer lifetime value.



Diverse ad types

AdRoll helps you find the ad types that work best for your brand and easily get up and running with effective ad campaigns. Our e-commerce marketing platform supports multiple digital ad types, including:

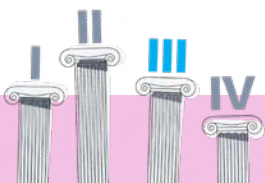
- **Native ads:** Rather than standing out as an ad, these ads tend to match the form and function of the platform upon which they appear, such as an ad similar to the look and feel of an Instagram post.
- **Dynamic ads:** With AdRoll, you can build beautiful custom dynamic ads showcasing previously viewed, top, and recommended products. This dynamic content improves the performance of your ads, no creative team required.
- **Video ads:** Video ads bring your brand to life and give viewers a better understanding of who you are, making your brand more memorable in the process. Research has shown [video is the most memorable form of content](#) for 21% of consumers overall — and 29% of millennials.

Native and video ads are known to have higher engagement, and dynamic ads are ideal for retargeting to ultimately reengage shoppers. That's why you'll want to have a mix of all three.

For those in search of a more high-touch experience, AdRoll offers assistance in [creating custom dynamic and video ads, including static or HTML5](#). Plus, AdRoll's ad library includes templates of prior executions customers can browse to see what fits their brand style.



Drive the best experiences with personalized dynamic ad options.



Retargeting

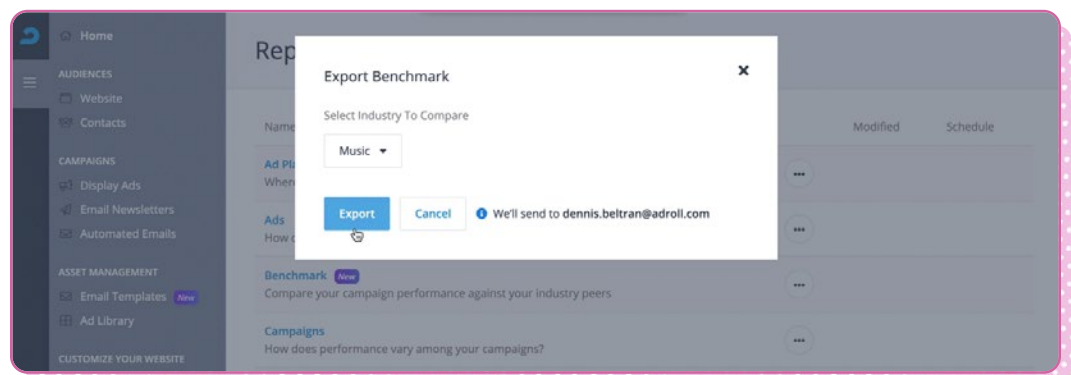
With [retargeting](#), in-market consumers are given a chance to familiarize themselves with your brand to build customer loyalty.

Many brands start with retargeting on Google and then add Facebook, ending up with disconnected ad strategies on different platforms. Bringing them together under one roof allows you to identify your audience, so you know which channels and inventory perform better, and easily adjust budgets as needed. With AdRoll, you can leverage information about browsing behavior combined with first-party data from email lists or e-commerce platforms, and reengage them on the web or on social, including Google, Facebook and 500+ ad networks and exchanges.

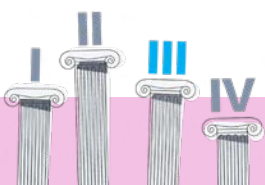
Remember: [Retargeting](#) is based on traffic — you don't get too granular because you then may miss out on reengaging audiences. In fact, if you have a smaller audience, you'll want to invest more marketing dollars into brand awareness to fuel future retargeting.

If you have a large customer list, whether that's site traffic from pixel data or email lists you upload, you can get more specific and focus retargeting campaigns on cart abandoners by, say, offering an additional discount. You could also offer a reward specifically for your most loyal customers.

To launch a retargeting campaign, you choose your daily budget and optimization strategy based on the audience size you want to reach. AdRoll also provides market-specific benchmarks of what we typically see in your industry to help start you off with a baseline performance benchmark. Or, if you have specific metrics between campaign types, our algorithm will automatically optimize and bid on ad space within your goals and budget, on your behalf. Customers who subscribe to AdRoll's Essentials and Growth packages can also [access our new benchmark report](#) to compare their CTR, CPC, and CPM rates against the averages of other advertisers in their industries to get an even better sense of performance.



See how your brand performs compared to others in your sector with AdRoll's industry-specific benchmark reports.



Grow Customer Loyalty

There's a reason Amazon prides itself on being the most customer-centric company in the world. Research shows unhappy [customers typically tell](#) nine to 15 people about a bad brand experience — not to mention, they probably won't shop with you again, either.



This speaks to the importance of maintaining positive customer experiences for all and retaining the customers you've worked so hard to acquire.

The trick is once again creating meaningful, personalized experiences that keep consumers connected. To do this, you need to understand your customers and anticipate their needs before your competitors do. That means finding a solution that helps identify your most ideal future customers, followed by thoughtful, tactful personalized engagement by nudging through retargeting and email and creating the best online shopping store experiences, and measuring the impact these strategies have on your bottom line.

Customer recommendations

If you already have happy customers, congratulations, you have a head start. The problem for many brands is they're simply not tapping into the marketing power of those happy customers who are willing to provide recommendations and reviews. That's why leveraging AdRoll to understand and amplify those audiences is key, giving you all the resources needed to encourage customers to share their experiences with friends and family through online and social reviews.

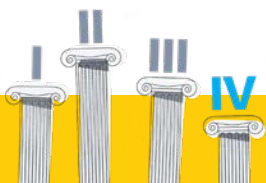
First-party data

Another powerful tactic to build lifetime value is to harness the first-party customer data you already have to stay top of mind with intelligent strategies that combine ads, email, and personalized online store experiences.

With the number of options out there today, it's easy for even seemingly loyal customers to be lured away by a competitor. However, [by customizing your website to each customer with AI-driven product recommendations](#), you help cement loyalty by making it easy to repurchase, find items related to prior purchases, try a top new product, or discover new products as their needs change.

Email marketing

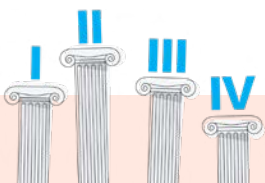
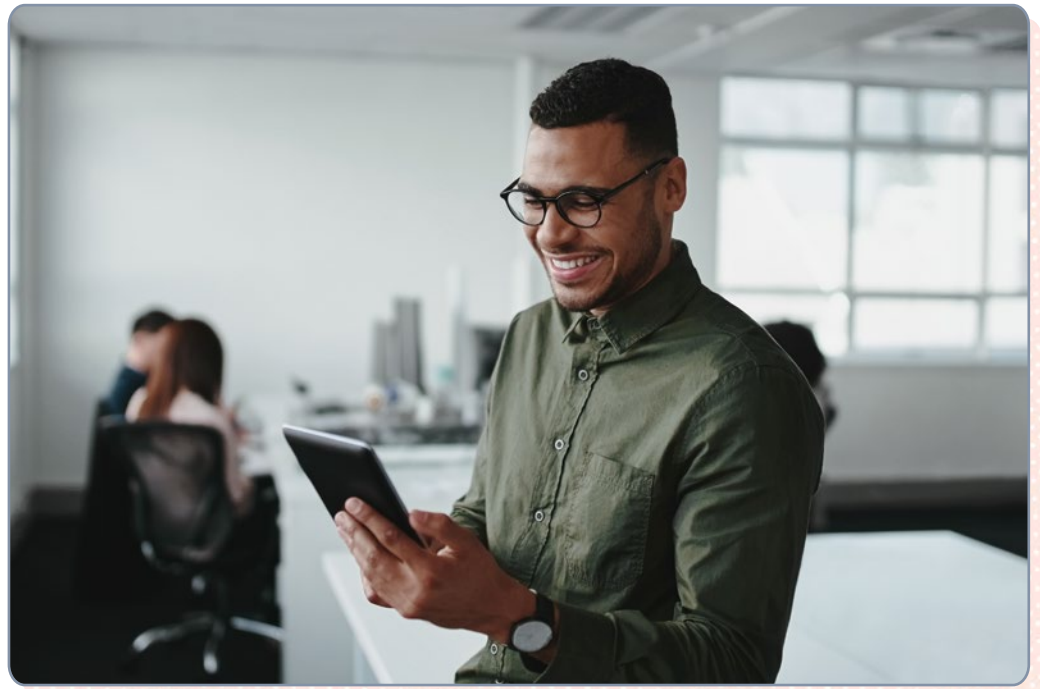
[Email marketing is another valuable strategy](#) to enhance customer loyalty. To do that, you'll need customer emails and consent. [AdRoll's customizable email functionality](#) helps brands capture customer email addresses or import the email addresses of customers you already have and then build effective messages with hundreds of professional templates and automated tools. AdRoll Email delivers personalized messages after a purchase or site interaction and can be used to request shopper feedback. Email marketing is also a great tactic [to help increase abandoned cart recovery](#).



Your Partner for E-Commerce Marketing

Digital marketing, much like life itself, is far more complicated than it was in 2007. But, unlike consumers, brands don't have to face this challenging landscape alone, and building relationships doesn't have to be complicated, either.

AdRoll is a seasoned partner that helps brands unite their data, channels, and measurement as they develop the strategies and solutions necessary to save time and money, while engaging new and existing customers, regardless of where they are in their customer journey. If your brand is looking for an e-commerce marketing platform and partner for 2020 and beyond, [AdRoll is ready for you.](#)





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