



Trafficcino

How to increase ad campaigns ROAS

through a personalized approach
to each buyer's shopping pattern

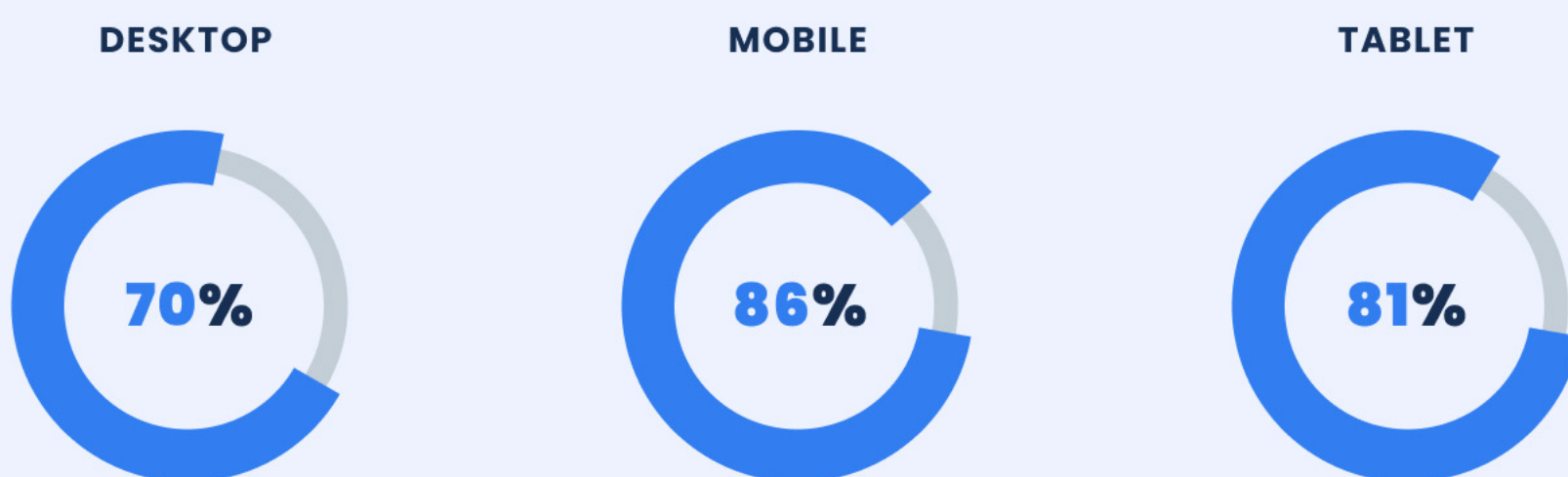


It is widely known that a vast amount of siloed data about users results in confusion and makes it challenging to optimize routine marketing tasks. Just think about the last time you've tried to compile your brand User Journey Map.

Consumers are people like you, so they have their preferences in media and retailers that influence purchase intent and final decision-making.

- **90%** of consumers in the US find the idea of personalization appealing (Source: Statista).
- **66%** of consumers expect brands to understand their individual needs (Source: Salesforce).
- Personalization reduces customer acquisition costs by as much as **50%** (Source: AdWeek).
- **70%** of consumers say that how well a company understands their individual needs impacts their loyalty (Source: Salesforce).
- **71%** of customers are frustrated by impersonal shopping experiences
- **84%** of customers say they're more likely to buy from brands that treat them like a person, not a number (Source: Salesforce).
- **80%** of online shopping orders were abandoned, i.e. not converted into a purchase (Source: Statista).

Average cart abandonment rate



Source: Baymard Institute



The majority of digital businesses (90%) see the benefits of personalization. 88% of marketers say their biggest goal with personalization is to improve the customer experience (Source: Forrester, Evergage).

Marketers need to know what buyers want, what kind of creatives they like, and where it is more convenient to make purchases.

Shopping cart abandonment is one of the most illustrative points of missed opportunities. In 2021, \$4 trillion worth of goods were abandoned (Source: Finances online). Sure it has plenty of reasons, such as price issues or wrong timing, which can not be fixed easily. But still, there are a few time-proven ways to compensate for this issue.

Experts from Trafficcino suggest starting with three easy steps:

- **Harness product ads personalization.**

Try different messages for products and audiences to find the best match. Creative automation solutions can easily do this job even on a limited budget. This stage helps detect a highly-motivated audience and increase the intent.



- **Discover the best moment and media for introducing your offer.**

Analyze campaign efficiency through the lens of conversions. See what marketing channels bring you more sales (and which offers work best for each channel).

- **Suggest the relevant point of sales.**

Consider users' preferences at the point of purchase. Users buy where convenient for them, not where it is suitable for the brand. They may do it on marketplaces, your website, social networks, etc.

Stop paying for leads, pay for actual conversions.

Our platform is a simple plug-n-play solution that navigates and shortens the shopping journey from any ads to the retailer of choice and arms marketers with valuable analytics to optimize the strategy.

How is it possible?

Trafficcino works as a honeypot for shoppers. We generate landing pages for each promoted product that gives the customer an option to buy where it works best for them (website, Walmart, eBay, etc.) in terms of prices and personal shipping preferences (such as Amazon Prime or offers from other retailers). As a result, they have a freedom of choice in buying **your product**, not disturbed by competitors' offers.

1

Choose a set of products for a trial campaign;

2

Generate Trafficcino links in our simple tool;

3

Add these links to campaigns in paid social, emails, influencer's videos, or everywhere else;

4

Have navigating landing pages created for each product in a blink of an eye.



Last but not least, you'll get a clear view of the best-performing marketing channels for each product. Also, you'll be able to rate your retailers and sharpen your commercial tactics.

Trafficcino supports no-code integration that doesn't require designers or developers.

What can Trafficcino do for you?

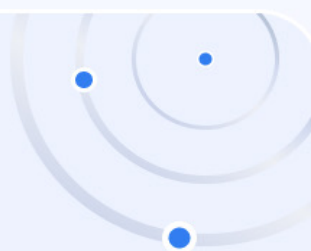
1

Increase campaign ROAS;



2

Distribute your marketing efforts to the best performing channels;



3

Empower or fine-tune your tactics with inner promotion on retailers and marketplaces.



[Book a demo](#) if you want to personalize your AD and increase your ROAS.



Please, [share a few links](#) to your products on marketplaces and we will send you what it is going to look like.

Contacts



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