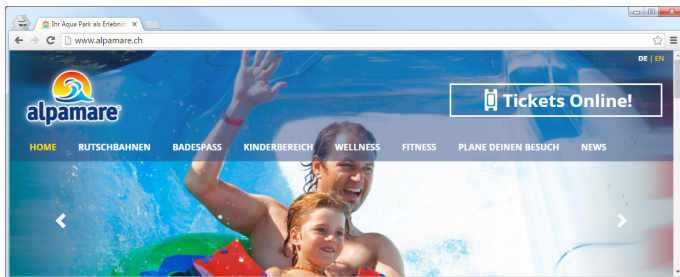


# gonnado **ADS**

## Retargeting for B2C: Coupon-Retargeting

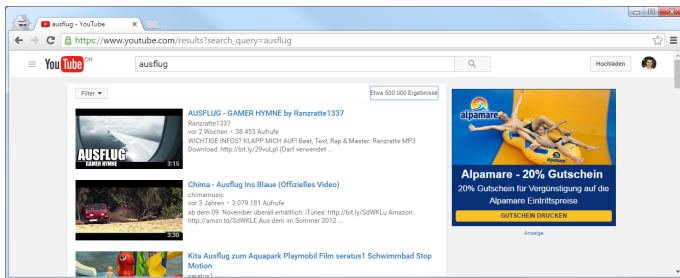


## How it works



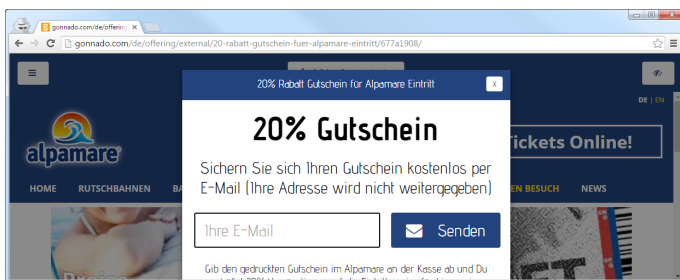
### 1. Customer visits your website

Upon visiting your website or any selected subsites the customer is marked with a cookie so that they can later be advertised to.



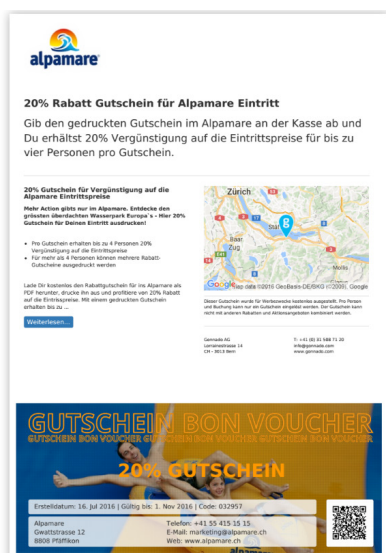
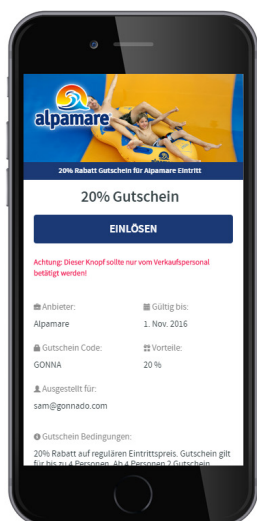
### 2. Customer sees your ad

After visiting your site the customer sees an ad with your coupon offer across over 2 million sites in the Google Ad Network, on Facebook, Instagram and Youtube.



### 3. Customer gets the coupon

By clicking on the ad the client is redirected to your website where he/she writes an email address into the popup box in order for the coupon to be sent.



### 4. Customer redeems the coupon

The client receives the coupon via email which is redeemed either by saving it to a mobile device, printing it out or with a code given at the point of purchase.

Click here for a live-demo 

## Performance and Pricing

Any budget can be used. Billing is charged per click (CPC). The following are samples for budgeting, pricing and performance.

### Performance

Average performance with three sample budgets:

Visitors per month	1'000	10'000	100'000
Impressions*	20'000	200'000	2'000'000
Clicks*	80	800	8'000
Coupons downloaded*	24	240	2'400
Coupons redeemed*	7	72	720
	120 USD	1'200 USD	12'000 USD

### Price

- CPPAM Cost per person a month
- CPM Cost per mille (per one thousand impressions of the ads)
- CPC Cost per click (on the ads)
- CPA Cost per action (coupon download)
- CPS Cost per sale (redeemed coupon)

CPPAM*	CPM*	CPC*	CPA*	CPS*
0.12 USD	6.00 USD	1.50 USD	5.00 USD	17.00 USD



«No other online marketing strategy helps us acquire as many customers with such a low budget as does retargeting with Gonnado Ads.»

– Catrin Hardung, Marketing Manager Alpamare

## Measure ticket sales offline

Alpamare, Europe's largest roofed water park uses promotional coupons across numerous channels. Specifically, Alpamare offers retargeted coupons for 20% off entrance. The coupons can either be printed out or saved to a cellular device and later shown at the entrance. Alpamare receives over 1,000 customers a month and no other online channel provides them with more customers than Gonnado. Gonnado efficiently offers the lowest cost per customer compared to other advertising strategies.

## Results

- **19x** ROI
- **5'000** Clicks
- **2'000** Coupon Downloads