

ADDCONVERSION DISPLAY&VIDEO 360 GOOGLE



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DOCUMENT

addconversion 5.2.1

ecmware
business intelligence

PRODUCT PLATFORM ADDCONVERSION

1. Product
2. Integration Display & Video 360 GOOGLE
3. Strategy integration campaigns
4. Results



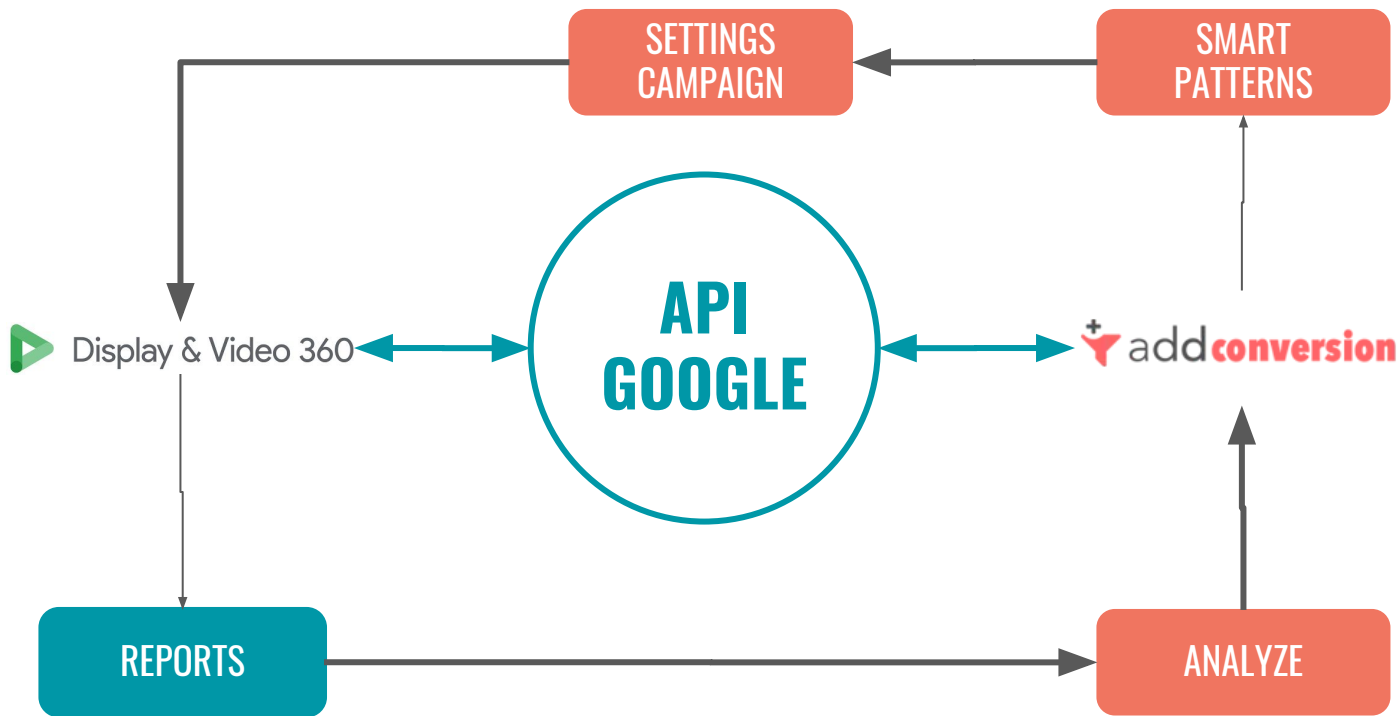
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MODULE

addconversion is a module that connects to the Google Display-Video 360 API, optimizes cost campaigns and improves clicks by product and brand.



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MODULE

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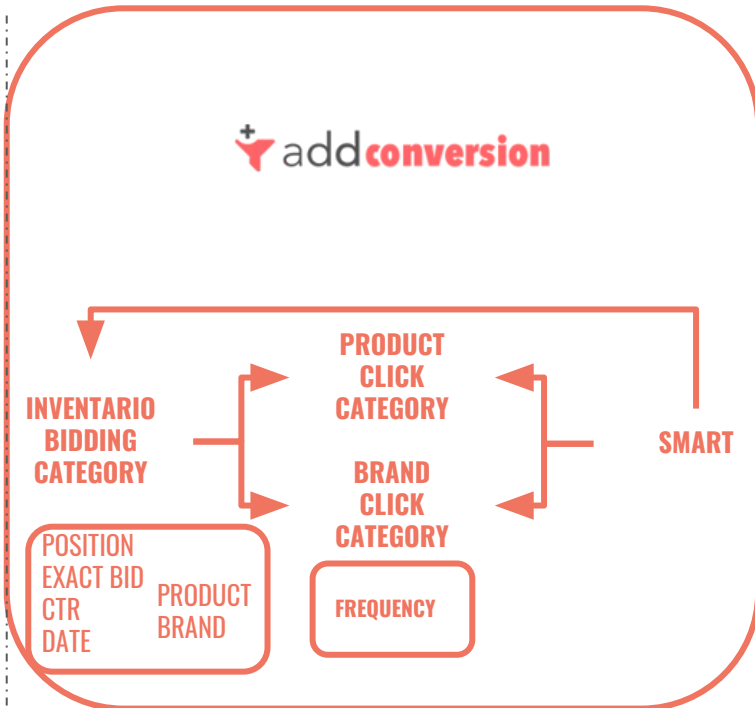
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DBM

Interact with the different DBM segmentation tools, improving the results of the DBM artificial intelligence tools (CPA, CPL ...)



▶ Display & Video 360



▶ Display & Video 360

SMART BIDDING

CPM

CPC

CPA

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DBM INTEGRATION

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STRATEGY

Attract quality users, apply data processes in your DMP, optimize the conversion processes, and generation quality customers.



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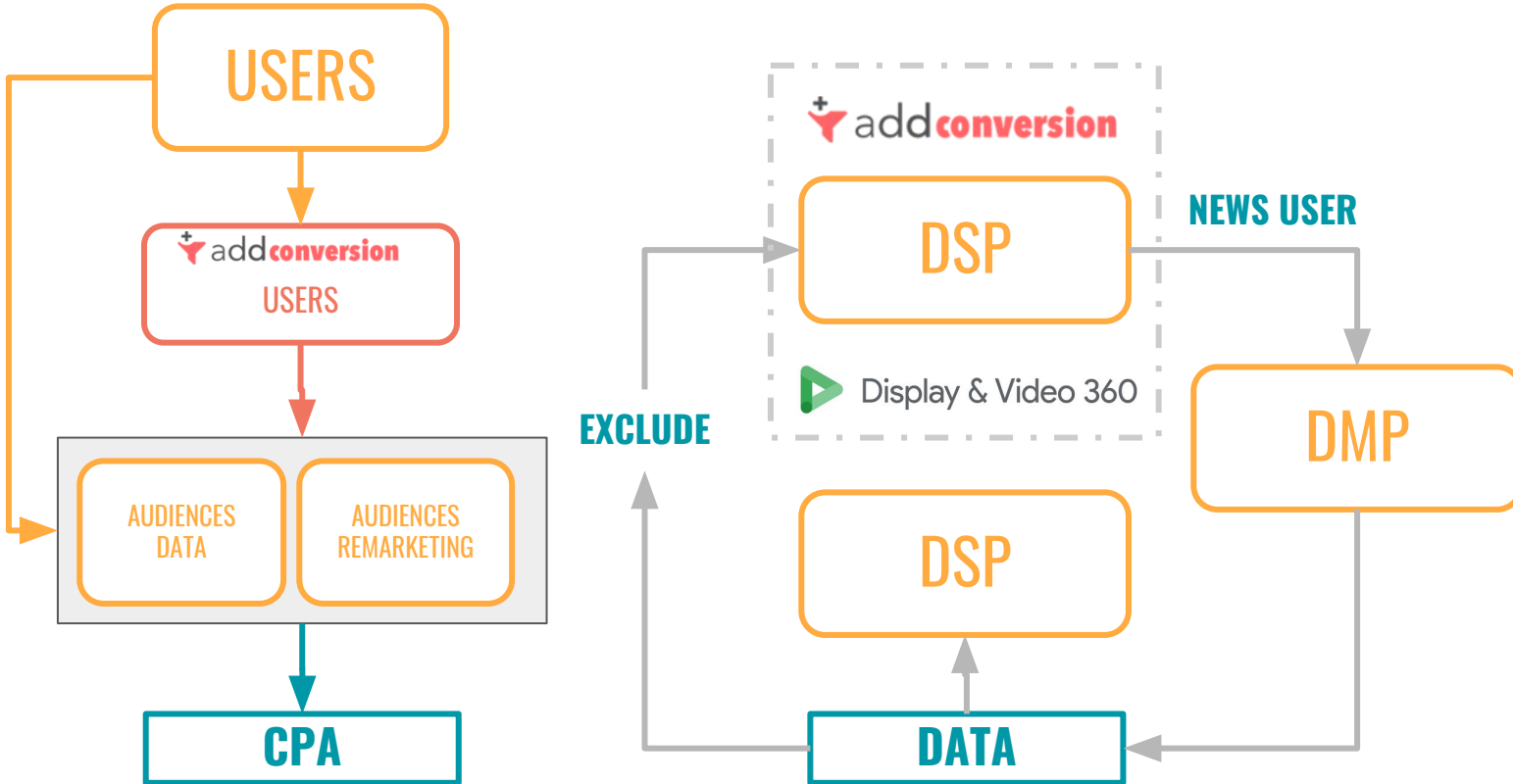
PRODUCT

STRATEGY INTEGRATION

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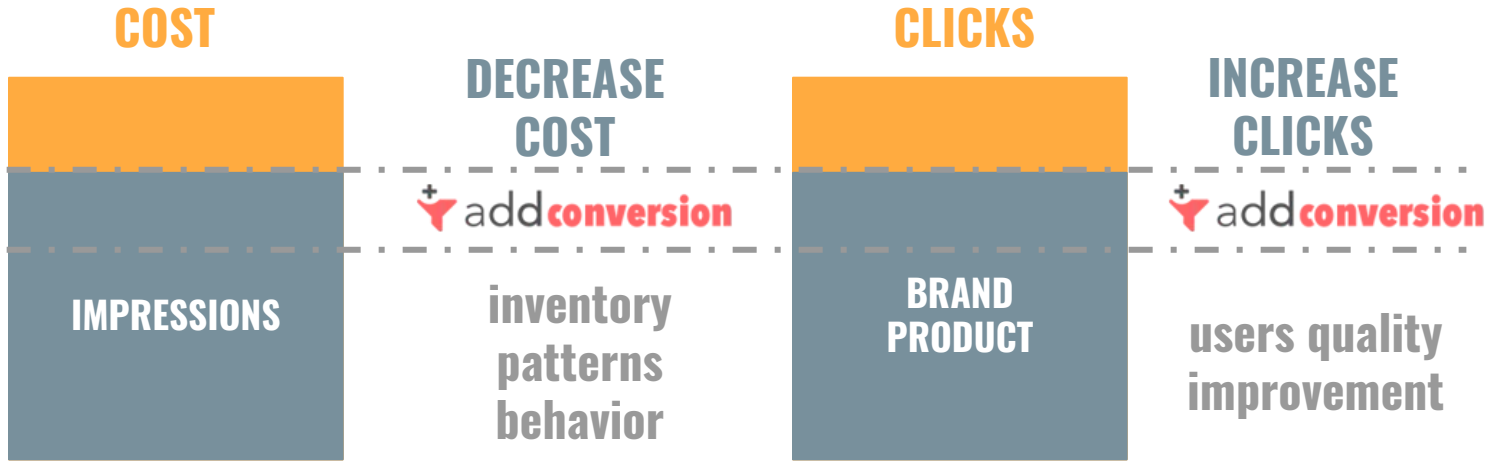
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RESULTS

Reduction of costs improving the bids and variables of the purchase of impressions.
Increase in clicks by identifying patterns of content behavior.



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RESULTS

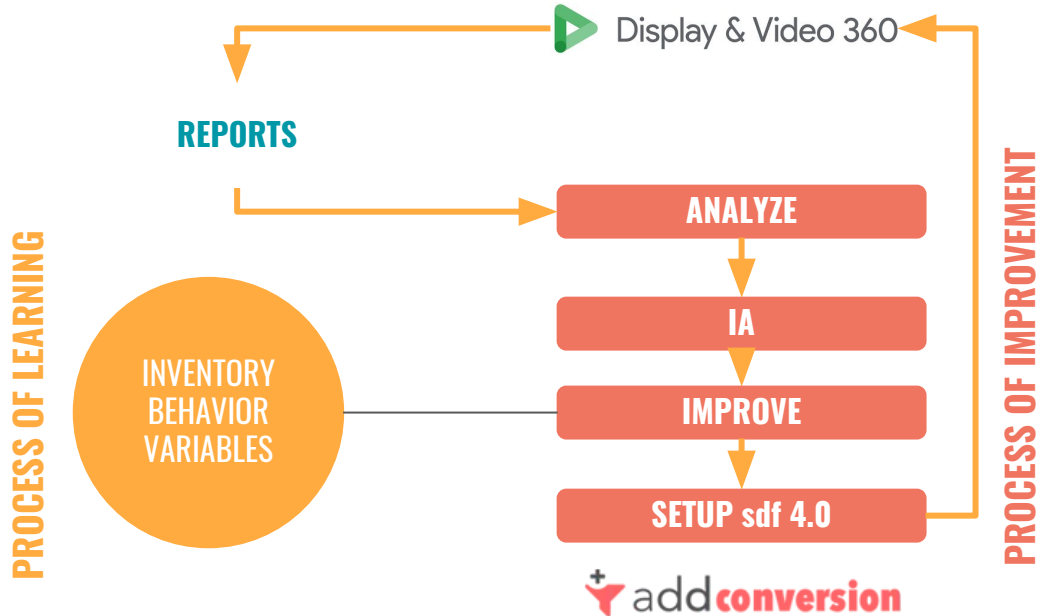
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PROCESS

The improvement model is designed in three processes, analysis, application of artificial intelligence rules and improvement. These decisions configure the campaign with the improvement changes.



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PROCESS IMPROVEMENT

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