THE REACH GROUP GMBH
DOCUMENTATION USER CENTERED RETARGETING

ENGLISH

The Reach Group
Digital Performance

MEETING USER NEEDS

The Reach Group's User Centred Retargeting begins, where regular marketing strategies fail to realize the advertiser's full potential.

➥ User Centred Retargeting (UCRT) is based on the intelligent use of onsite- as well as o site data, which allows the conclusion of user involvements and preferences. Both banner creation and the media buying process are built around these data.

Dynamic Retargeting	• What was the user looking for? • What did the user buy?
User Centered Retargeting	• Who is the user? • What is he interested in?

HOLLISTIC APPROACH

Unlike regular dynamic retargeting measures, User Centred Retargeting is not a standardized solution, but individually caters to advertisers' objectives. In consultation with the advertiser, reach is gradually and progressively expanded with modules.

➥ Any retargeting measure is preceded by profound analysis and conception, based on thorough analyses of websites. Based on these analy- ses The Reach Group advises the advertiser on strategies and potential measures of optimization, including individualized attribution models.

Standard	The Reach Group Network RTB, AdNetwork, Publisher				Visitor	Frequency Capping	User Behavior	Ads & Templates
Extensions	GDN	facebook	YouTube	SEA	Single Buyer	Story Telling	1. Party Data	Consulting Fee / Day
	Mobile CPC / CPM / CPI	amazon CPM	Social Networks CPX	E-Mail CPC	Multiple Buyer	Velocity Targeting	2. Party Data	Cookie Switch Fee / Month
	Inhouse Inventory Fee / Month	Instore Advertising Fee / Month			Predictives		3. Party Data	Conversion Booster Fee / Month
					CRM Retargeting			

■ Inventory   ■ Audiences   ■ Functions   ■ Datasources   ■ Services   ■ Tools
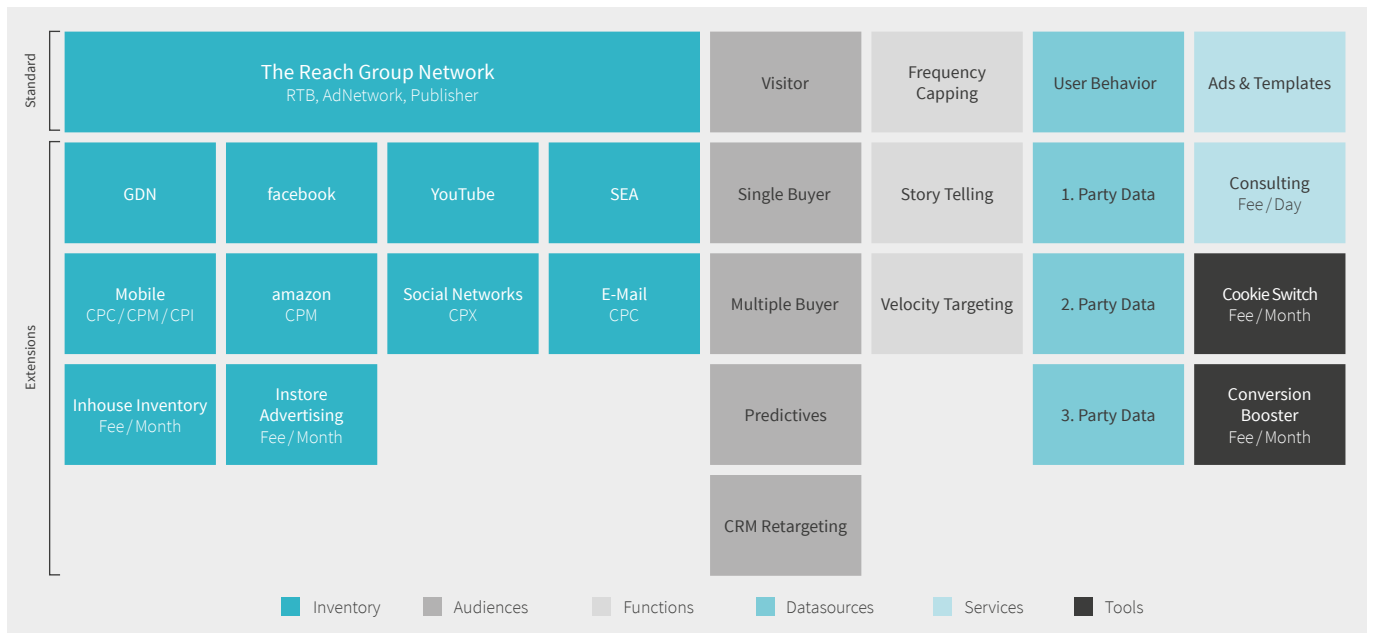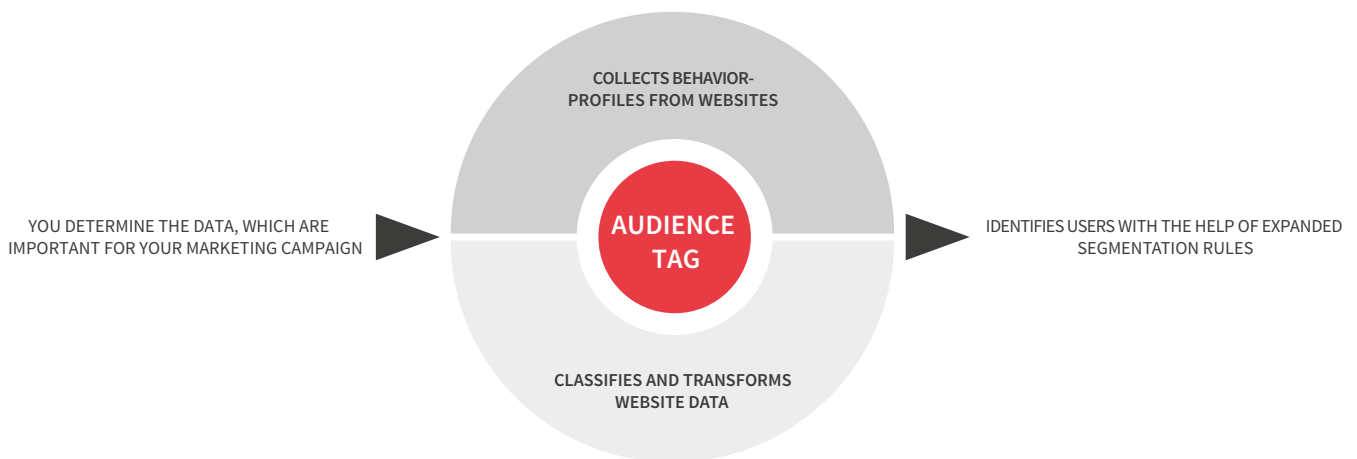
Illustration 1: Modules

TECHNICAL INTEGRATION OF THE AUDIENCE TAG

The Audience Tag helps collect user information, thus enabling The Reach Group to tailor advertising messages to more closely meet the user's needs. The Audience Tag only needs to be integrated into the online shop once. Any further technical adjustments will be made by The Reach Group, thus sparing the website owner's resources.

YOU DETERMINE THE DATA, WHICH ARE IMPORTANT FOR YOUR MARKETING CAMPAIGN

COLLECTS BEHAVIOR-PROFILES FROM WEBSITES

AUDIENCE TAG

CLASSIFIES AND TRANSFORMS WEBSITE DATA

IDENTIFIES USERS WITH THE HELP OF EXPANDED SEGMENTATION RULES

Illustration 2: The Reach Group Audience Tag

INSTRUCTIONS ON HOW TO INTEGRATE THE AUDIENCE TAG

Ideally the static Audience Tag is integrated into the website's default template.

The default template contains the information browsers read and display: HTML headers, -footers, -style sheets and -script includes. The default template consists of a set of rules to apply when displaying the contents of a website. Contents are displayed based on URL and URL routing.

The above interaction allows the easy placement of global variables. Functions designed to read parameters are called asynchronously, thus ensuring shorter page load times.

Additional Information On How To Integrate The Audience Tag

• Make sure not to change the code
• Make sure you integrate the code globally
• Make sure to place the code in the website footer
• Make sure not to place the code in the tag manager. Directly place it into the website

SAMPLE AUDIENCE TAG

Please find below our sample Audience Tag:

```
<noscript> <iframe src="//marvin.deepthought.online/tm/a/container/noscript/<CLIENT_ID>.html"
height="0" width="0" style="display:none;visibility:hidden">
</iframe> </noscript>
<script> (function(n,e,o,r,y){
n[r]=n[r]||[]; n[r].push({,event:'ntmInit','t':new Date().getTime()}); var f=e.getElementsByTagName(o)[0],s=e.createElement(o),d=r!='ntmData'?'&nt
mData='+r:''; s.async=true; s.src='http'+(document.location.protocol=='https:'?'s':'')+
,://marvin.deepthought.online/tm/a/container/init/'+
y+'.js?'+d+'&rnd='+Math.floor(Math.random()*100000000); f.parentNode.insertBefore(s,f);
}) (
window,document,'script','ntmData','<CLIENT_ID>' );
</script>
```

The elements marked red will be lled beforehand by The Reach Group.

SET UP CHECK

Before integrating the Audience Tag The Reach Group must be provided with the following:

➥ Logos and colour schemes for banner creation
➥ CSV product feeds (including information on product ID, product category, subcategory URL, product picture URL, product name, price and product link)
➥ Optionally (when using segment retargeting): a category list including IDs