

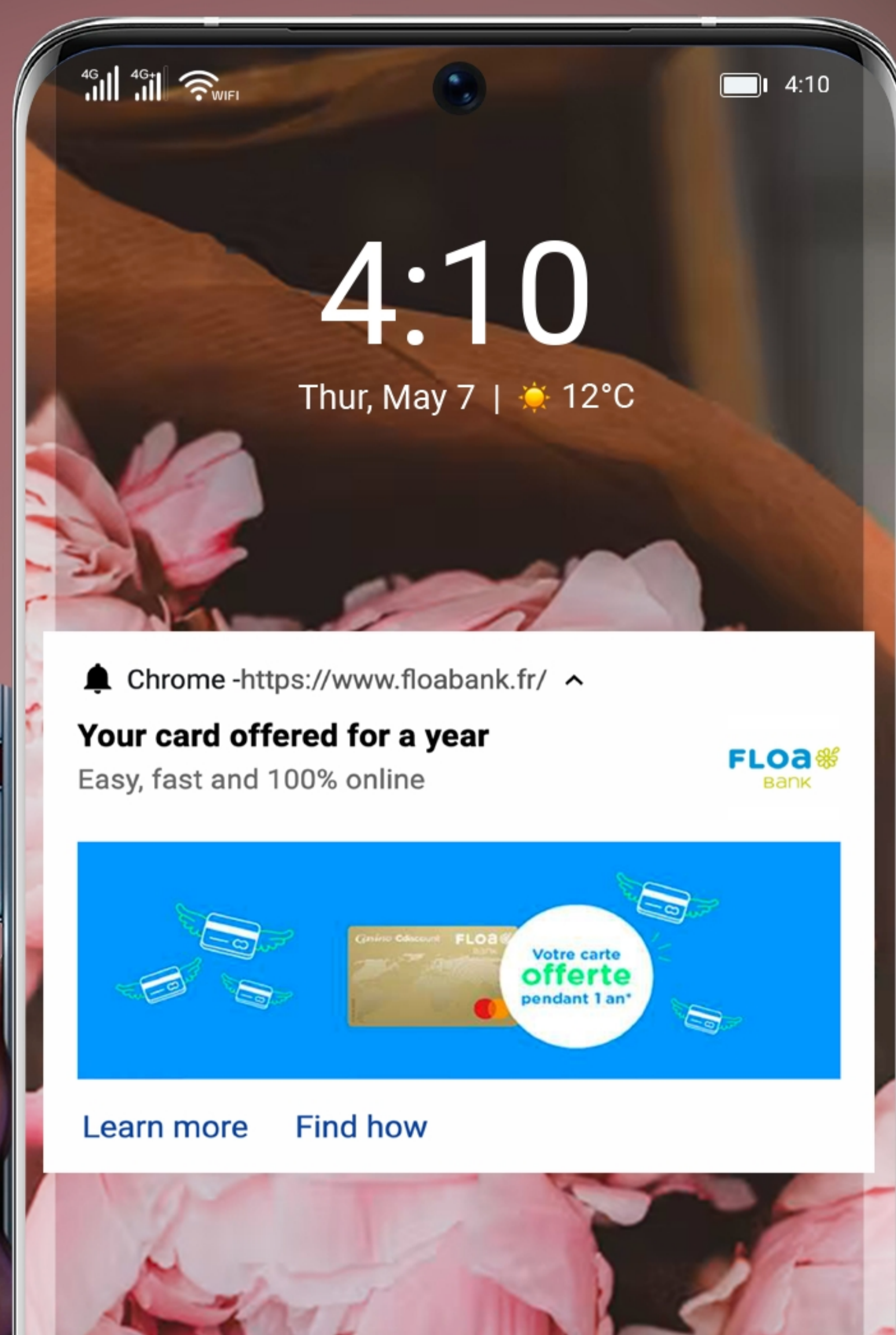
New
The e-commerce Barometer
by Web Push Notifications

"May 2022 edition"



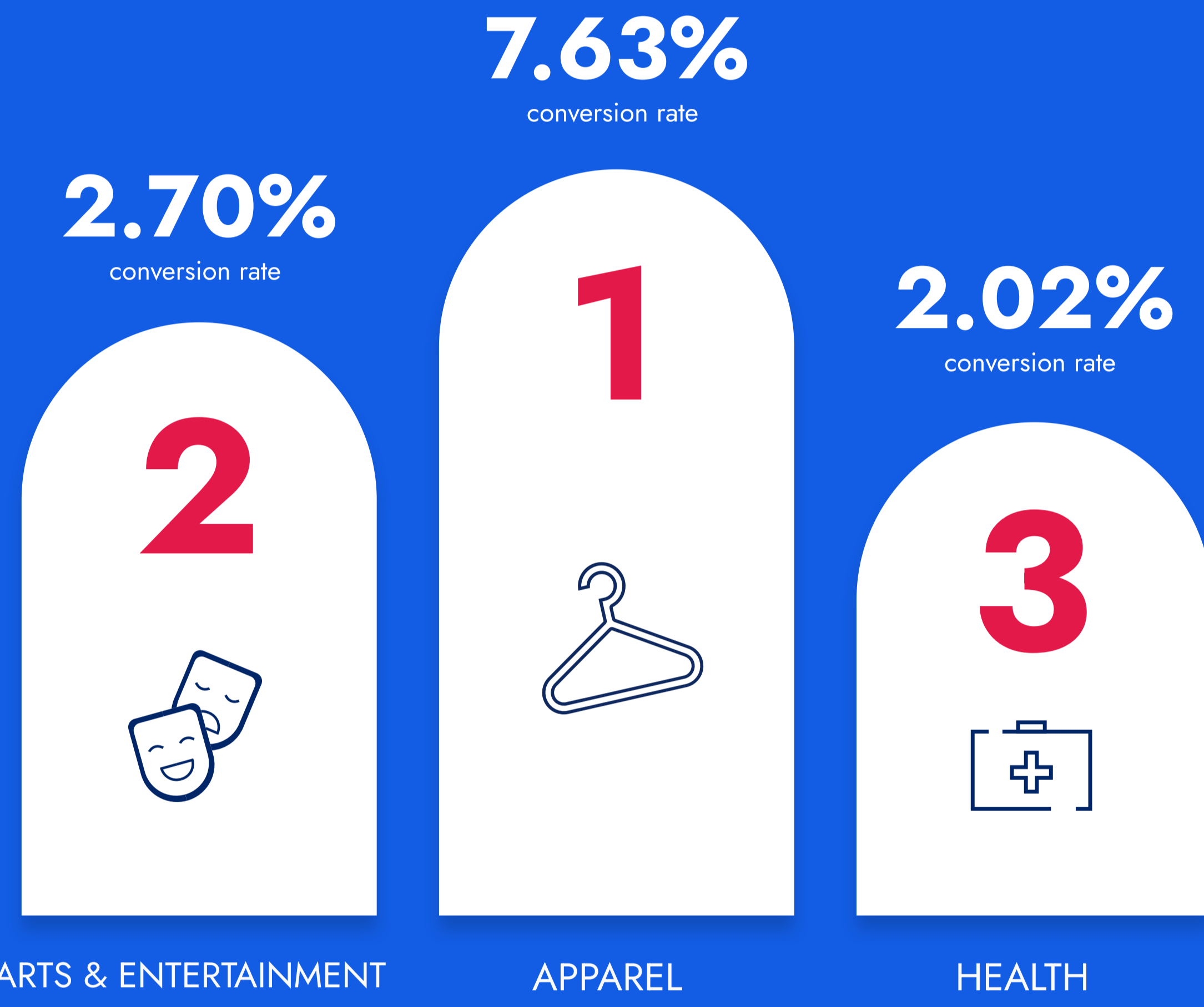
What is a Web Push Notification ?

- ✓ GRPD-Compliant
- ✓ Cookieless
- ✓ Brand-Safety
- ✓ Adblock-free
- ✓ Multi-device



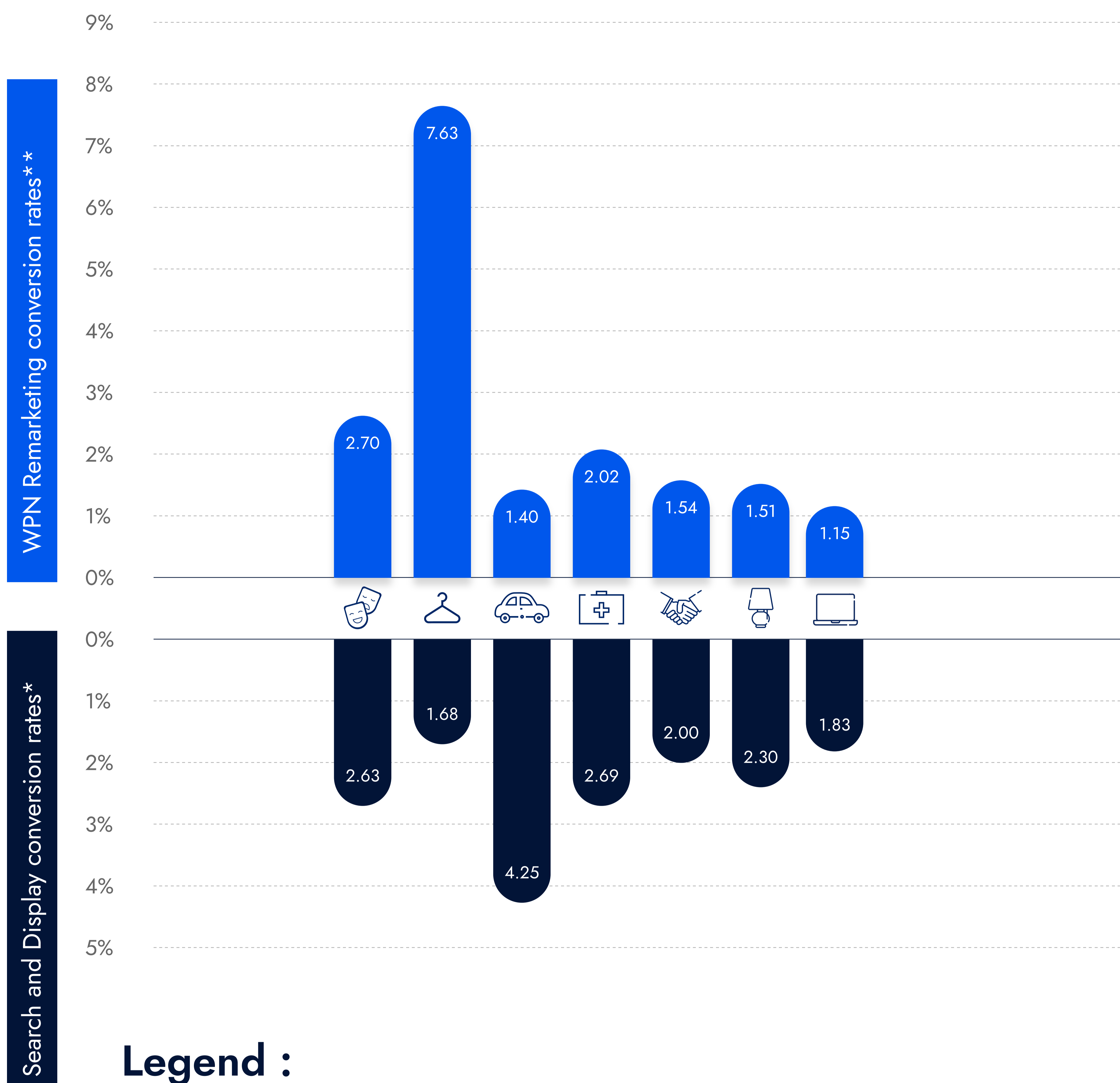
TOP 3

May 2022 *Most performing* industries



Search and Display Performance
VS
Web Push Remarketing

May 2022 Conversion Rate



Legend :

- ARTS & ENTERTAINMENT
- APPAREL
- CARS & MOTORBIKES
- HEALTH
- BTOB
- HOME DECORATION
- HIGH TECH

*Conversion data from marketing.wordstream.com article of 12 March 2022, average between search and display.

**Conversion data observed on web push notifications relayed by Notifadz on + 100 partner brands for the month of May 2022.

The conversion rate is calculated as follows: Number of conversions (leads or sales depending on the sector) / Number of clicks.

About Adrenalead

Adrenalead has launched the 1st marketing platform for customer activation by Web Push Notifications.

Combining a real-time accessible audience and a proprietary technology our proprietary platform allows e-tailers and retailers to design and deliver web notification campaigns on desktop or mobile to their users.

Beyond allowing brands to regain control of their audience, the platform offers a complete suite of audience extension solutions. Any brand can now reach a larger audience in real time.



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