

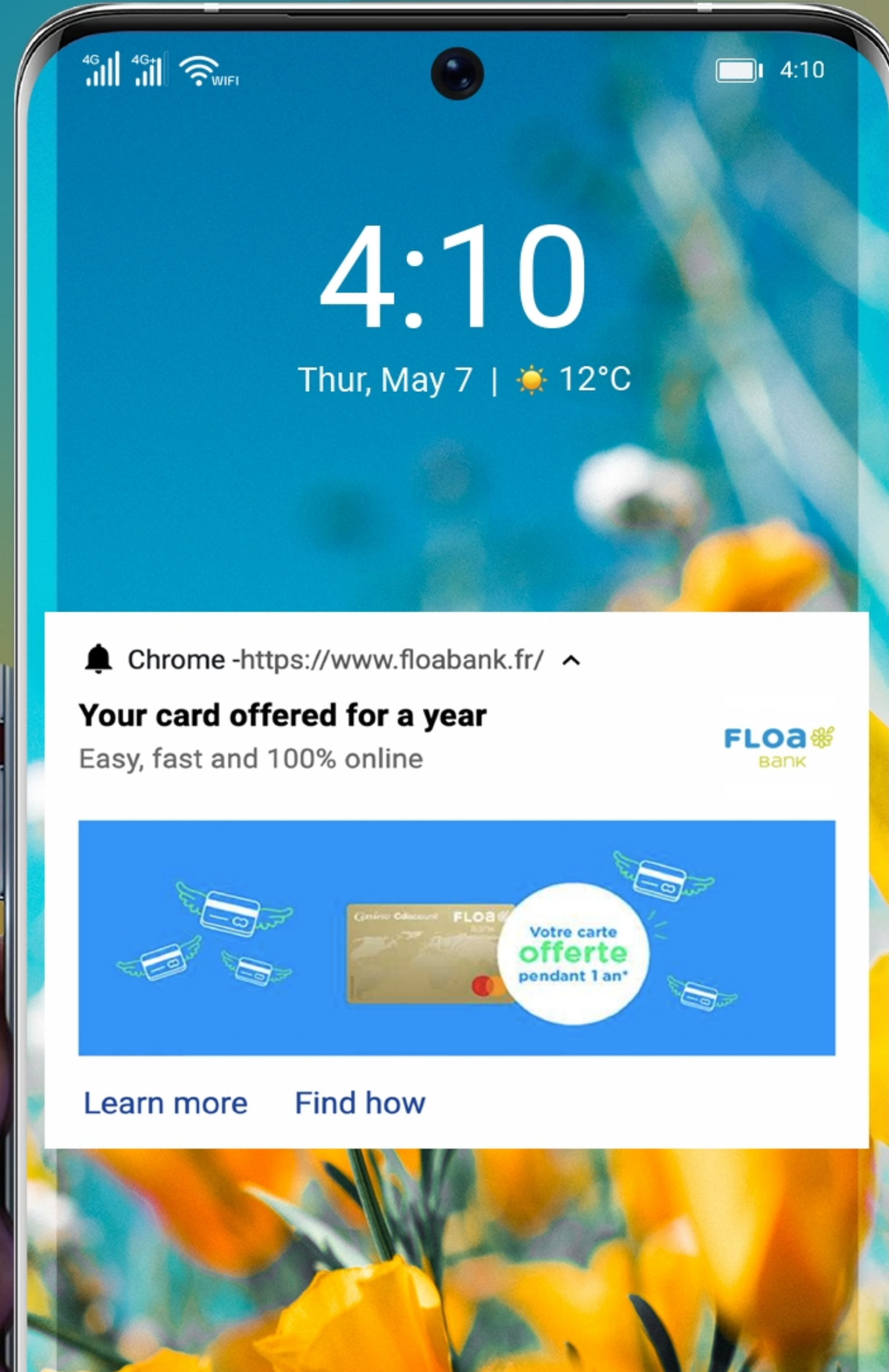
# The *New* e-commerce Barometer by Web Push Notifications

"June 2022 edition"



What is a Web Push Notification ?

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



## TOP 3

June 2022 *Most performing* industries

6.45%  
conversion rate

6.34%  
conversion rate

2



APPAREL

1



FINANCE

5.58%  
conversion rate

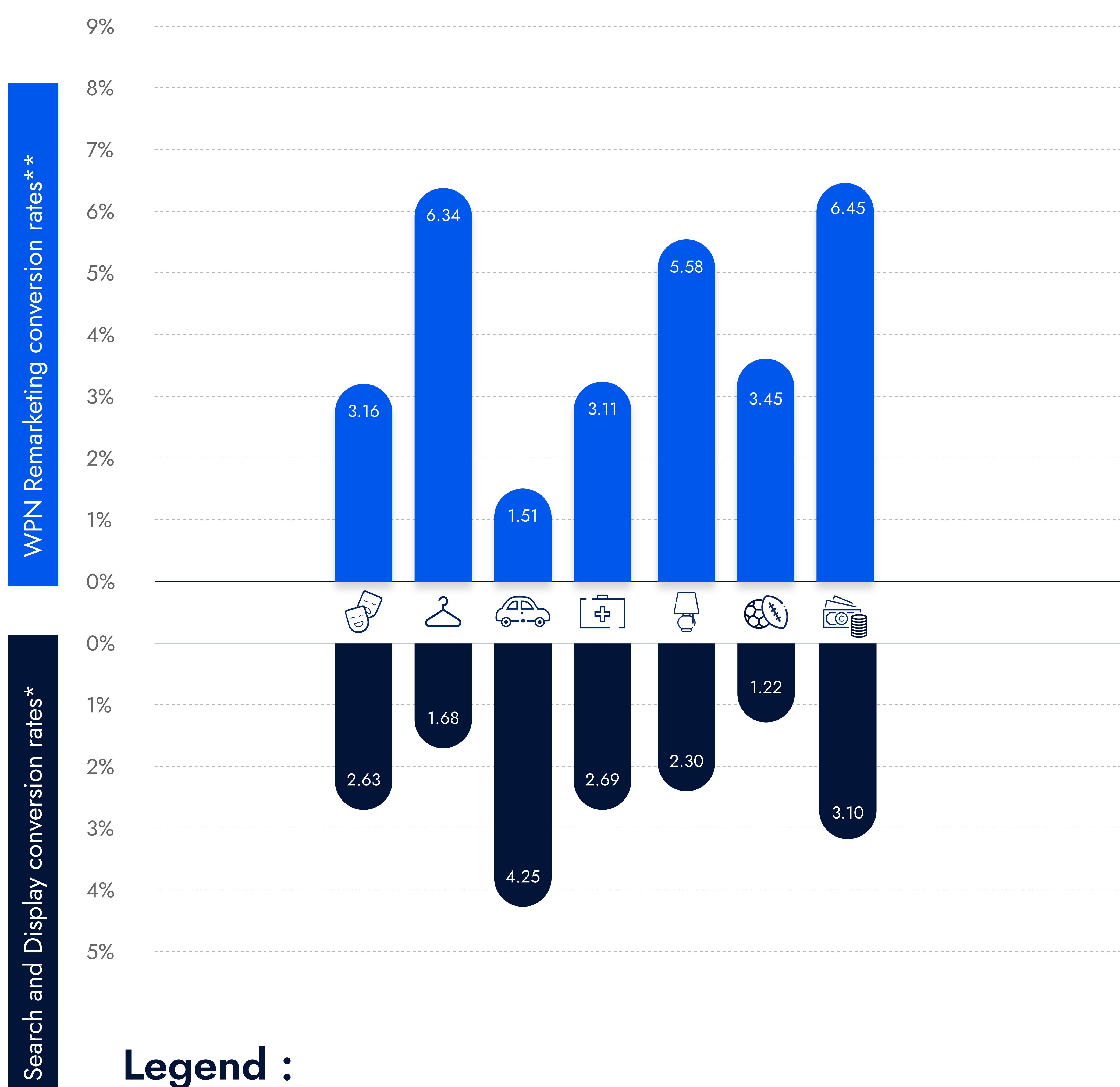
3



HOME DECORATION

## Search and Display Performance VS Web Push Remarketing

June 2022 Conversion Rate



### Legend :

- Arts & Entertainment
- Apparel
- Cars & Motorbikes
- Finance
- Sport
- Health
- BTOB
- Home Decoration
- High Tech

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

\*\*Conversion data observed on web push notifications relayed by Notifadz on + 100 partner brands for the month of June 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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