

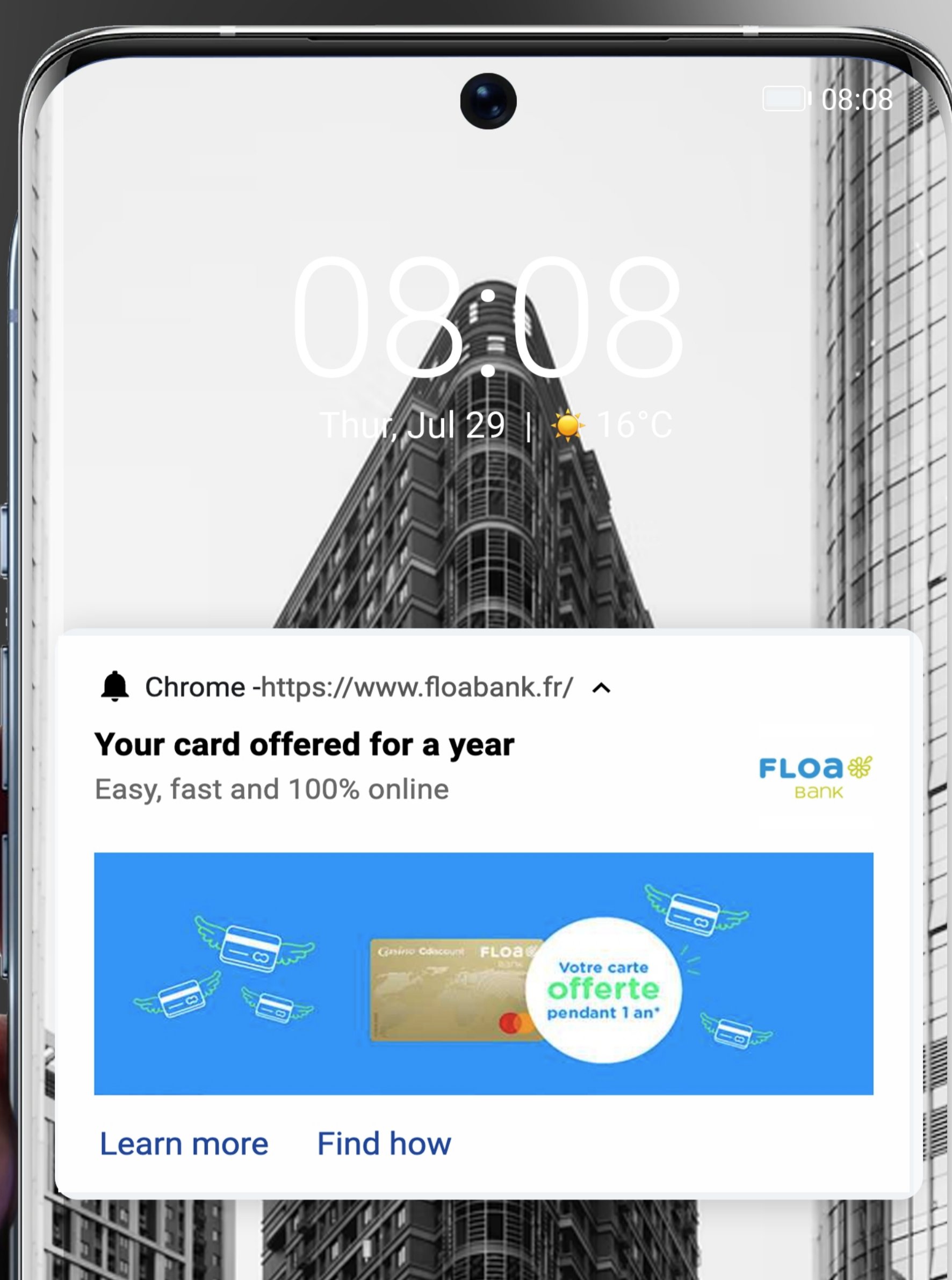
New
The Annual e-commerce Barometer
by Web Push Notifications

2021 year in review

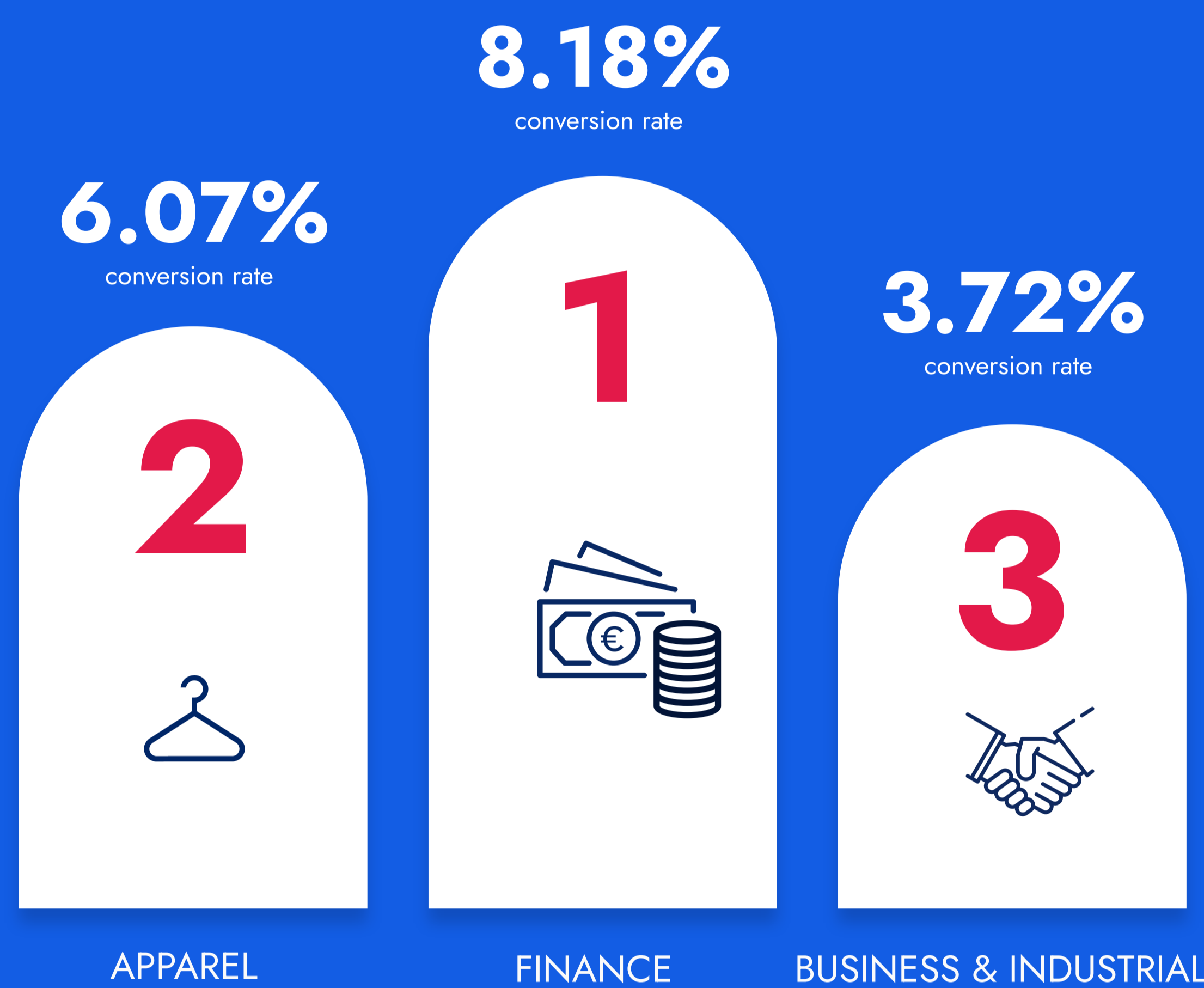


What is a Web Push Notification?

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

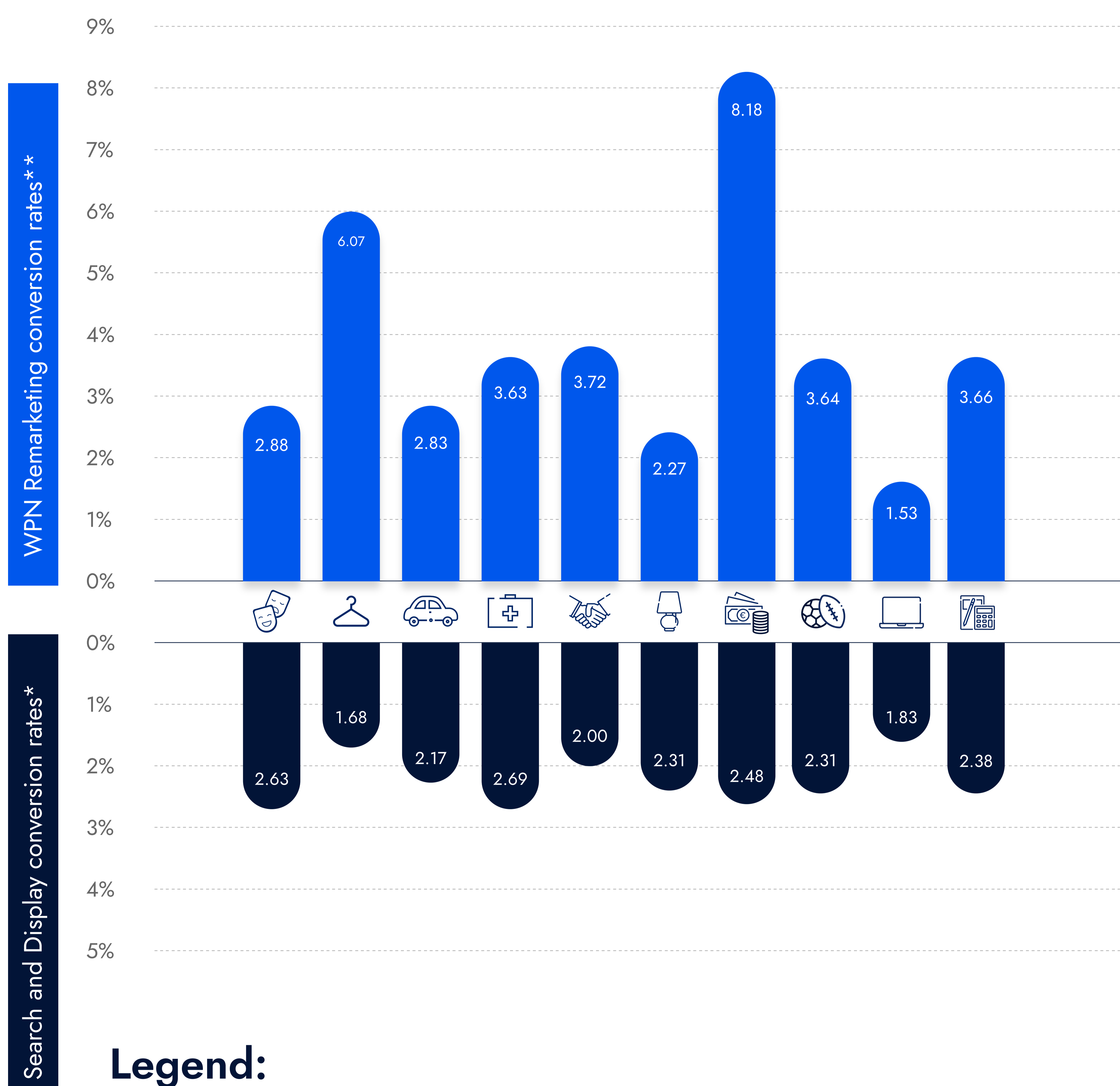


Adrenalead
TOP 3
2021 Year *Most performing* industries



Match Web Push Notification
VS
Search & Display

2021 year Conversion Rate



Legend:

- ARTS & ENTERTAINMENT
- APPAREL
- VEHICLES
- FINANCE
- SPORT & FITNESS
- HEALTH
- HOME DECORATION
- COMPUTERS
- RETAILERS & GENERAL STORES
- BUSINESS & INDUSTRIAL

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

**Conversion data noticed on web push notifications sent through Notifadz on 100+ partner brands for 2021 year.

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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