

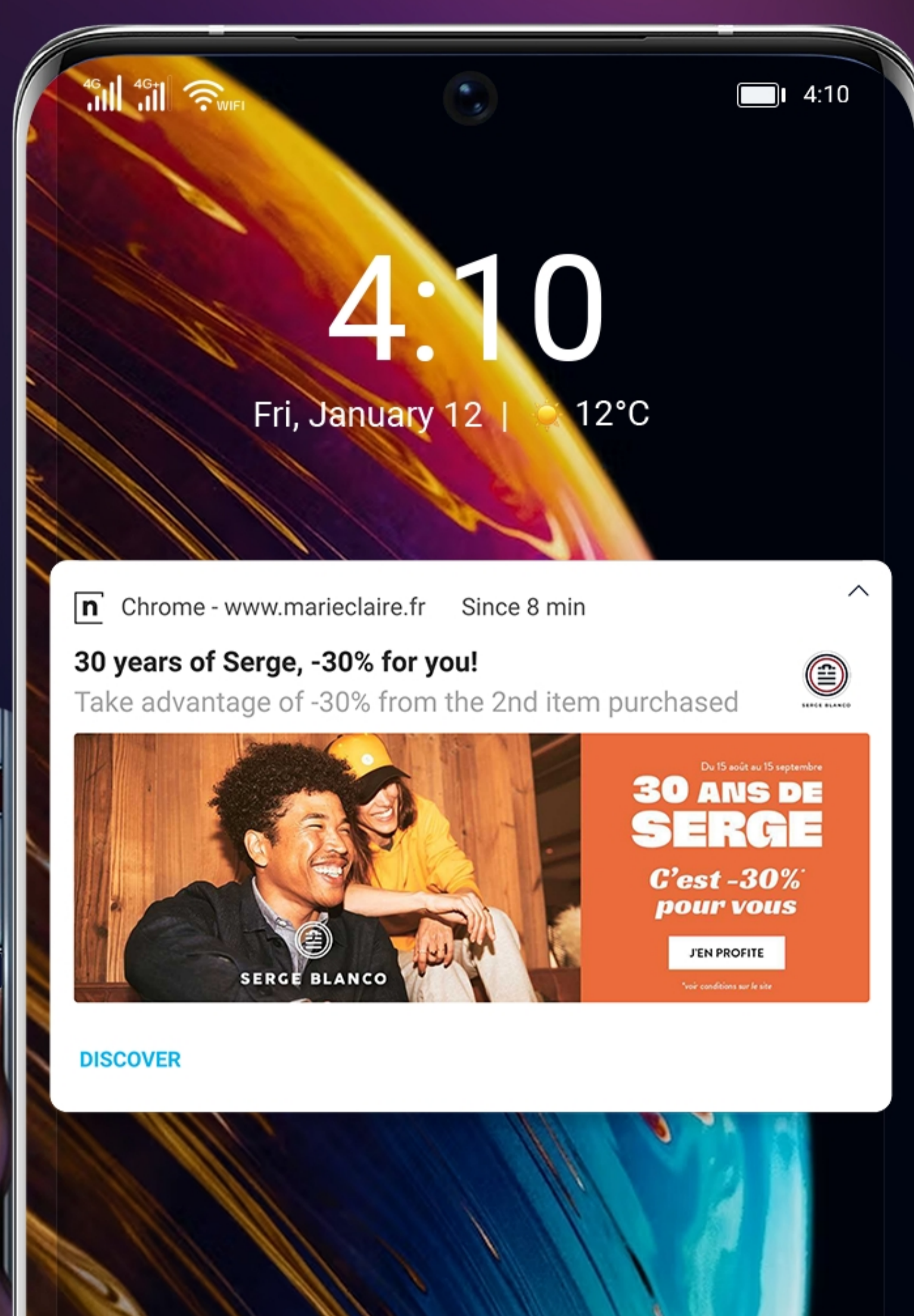
New
The Annual e-commerce Barometer
by Web Push Notifications

2022 year in review



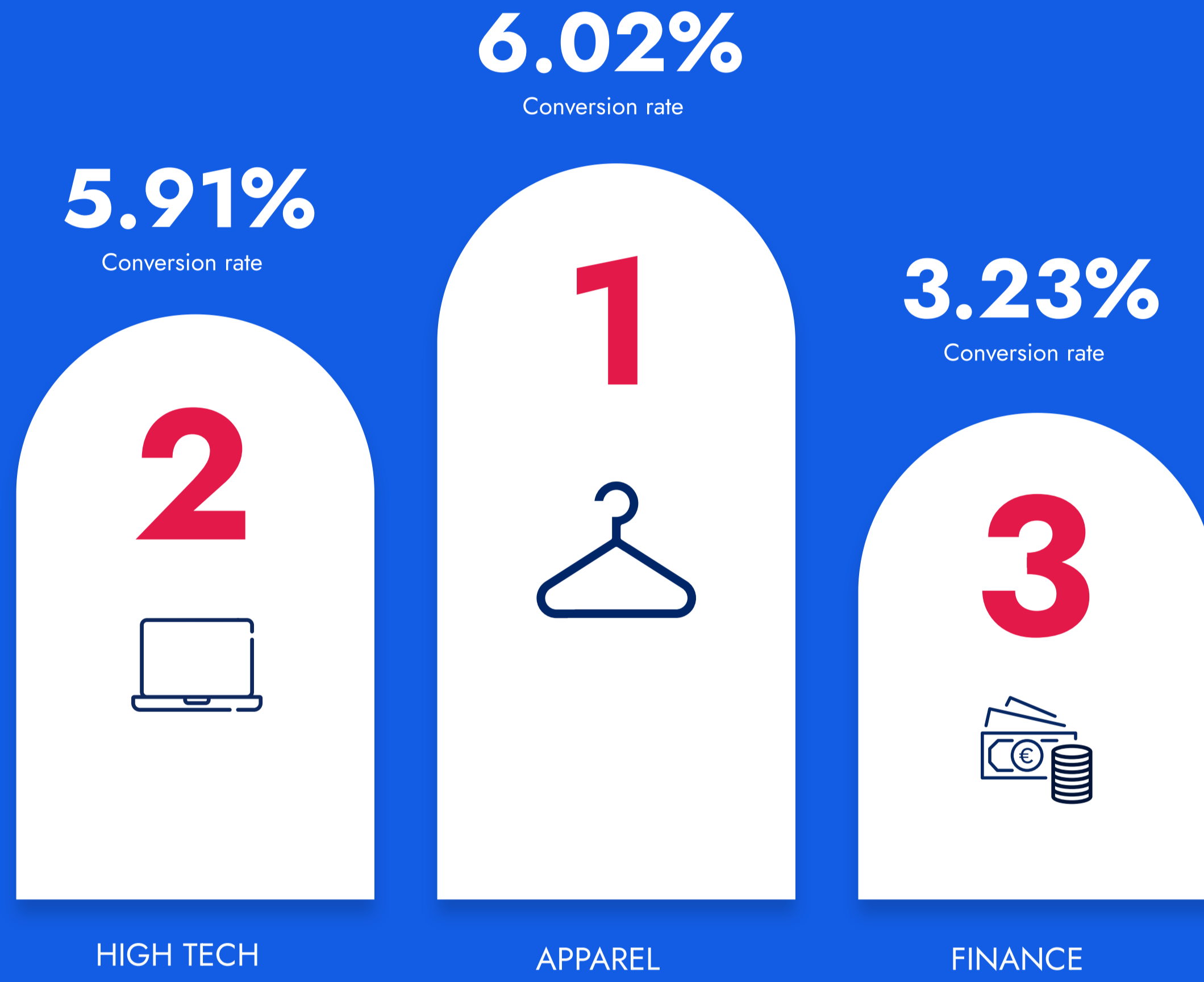
What is a Web Push Notification?

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



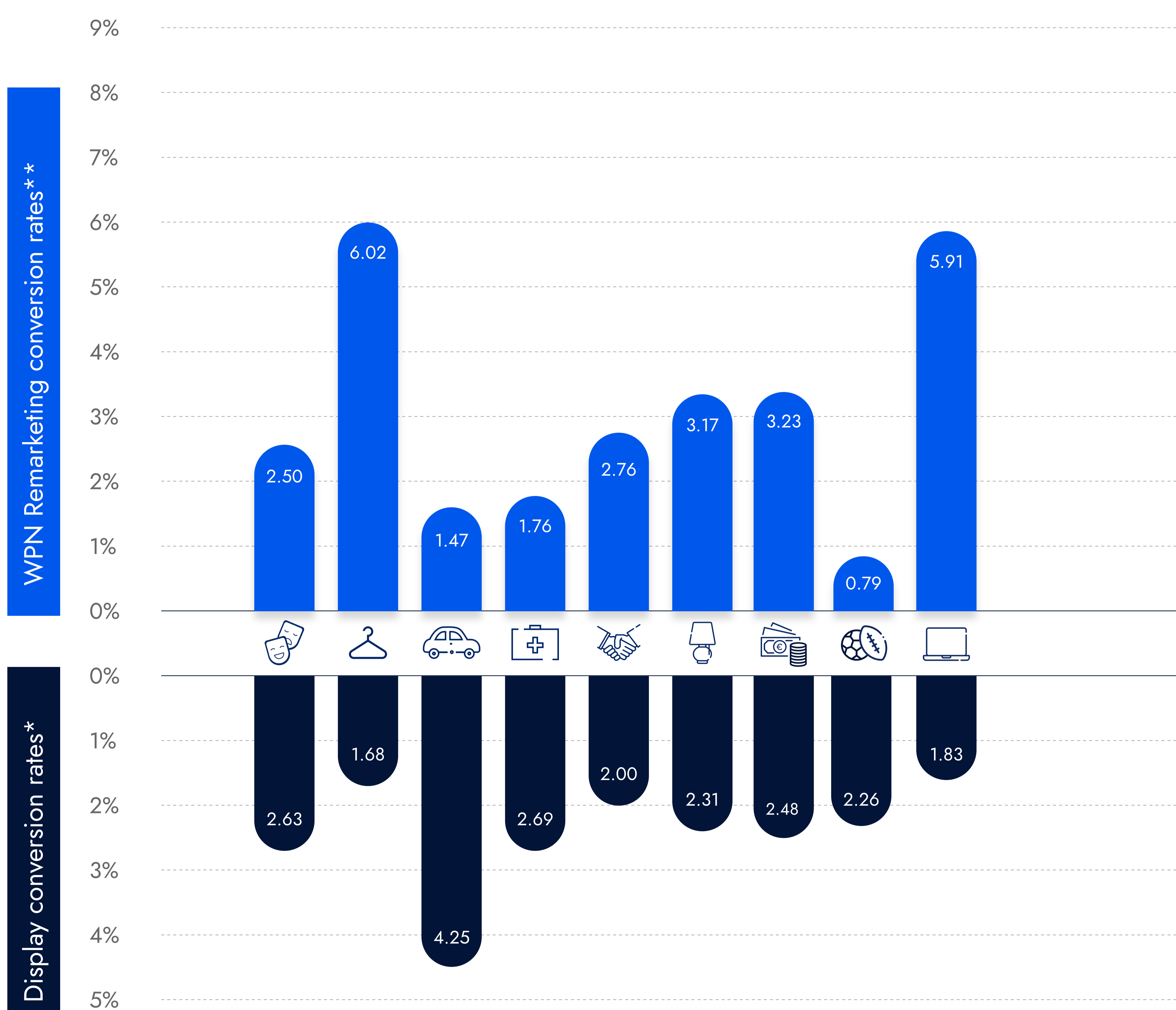
TOP 3

2022 Year *Most performing* industries



Match Web Push Notification
VS
Search & Display

2022 year Conversion Rate



Legend:

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

Conversion data from wordstream.com article of October 22, 2022, average between search and display.

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

The conversion rate is calculated as follows: Number of conversions (leads or sales depending on the business 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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