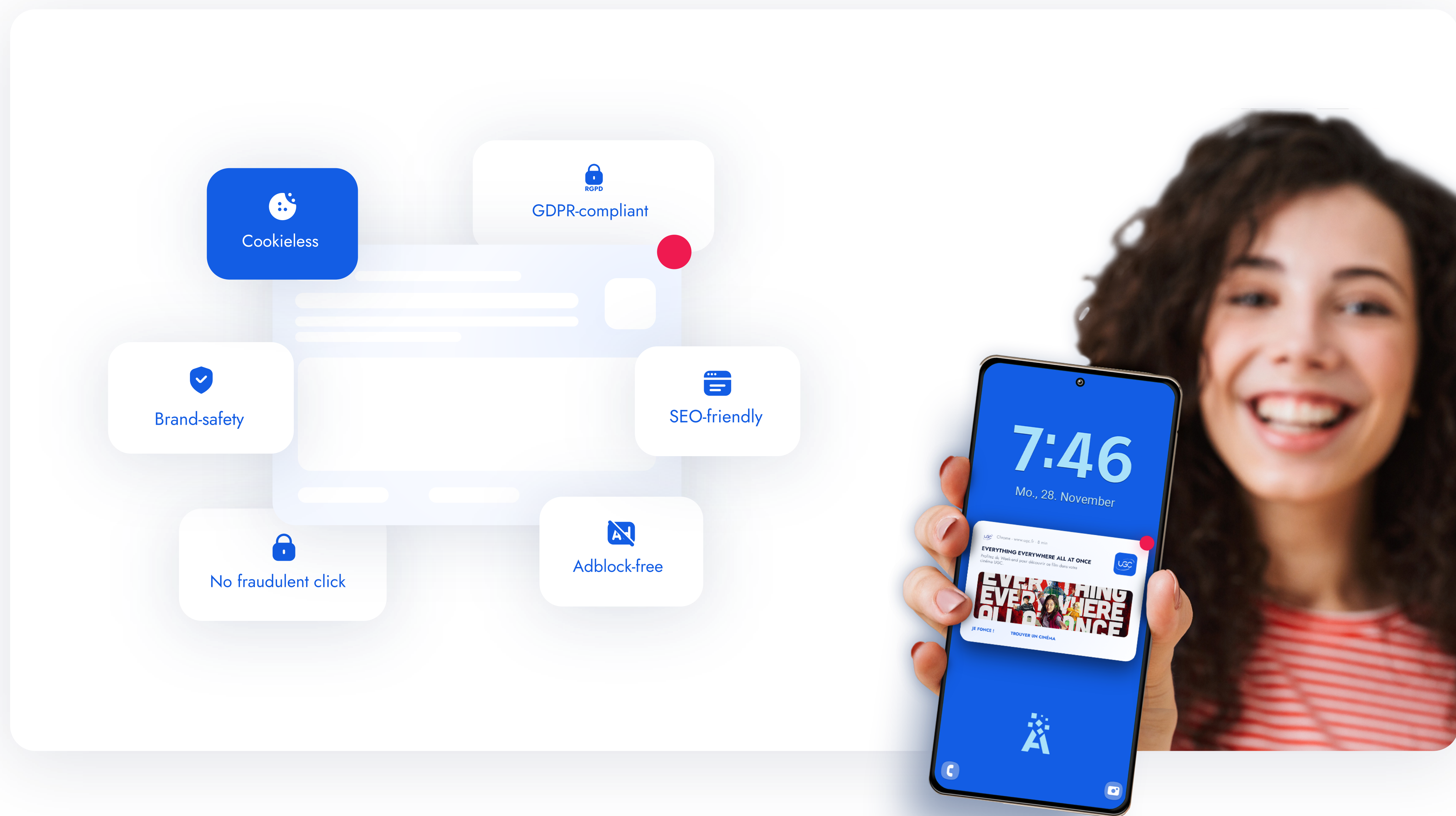


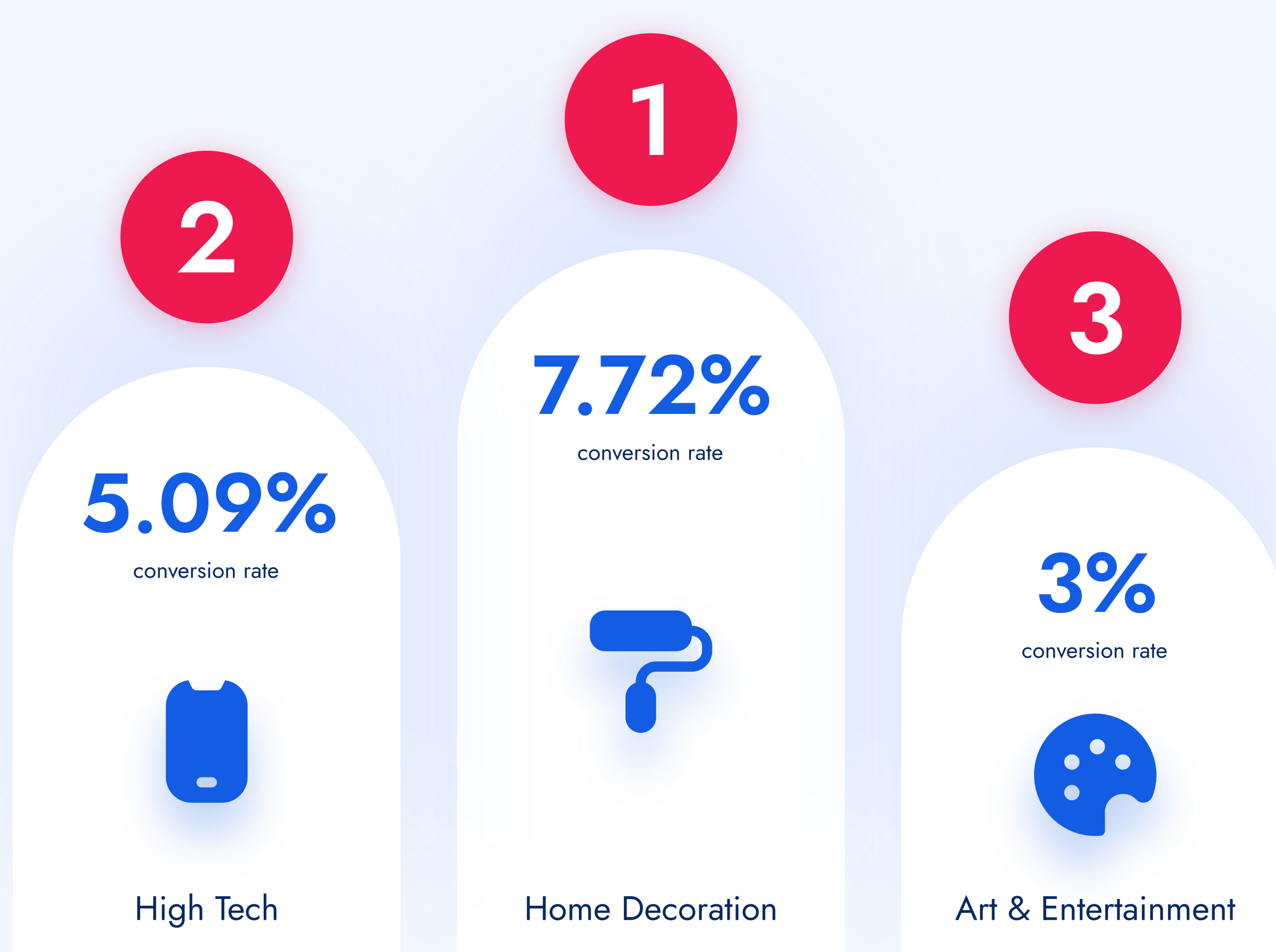
## What is a Web Push Notification?

Web Push allows you to identify a **point of contact** with visitors to a website and retarget them in real time, directly via their **computer or mobile device**, even if they're not necessarily in the act of browsing the web. Web Push Notification is a clickable message featuring an image, a title, a personalized message, a logo and a CTA.



## TOP 3

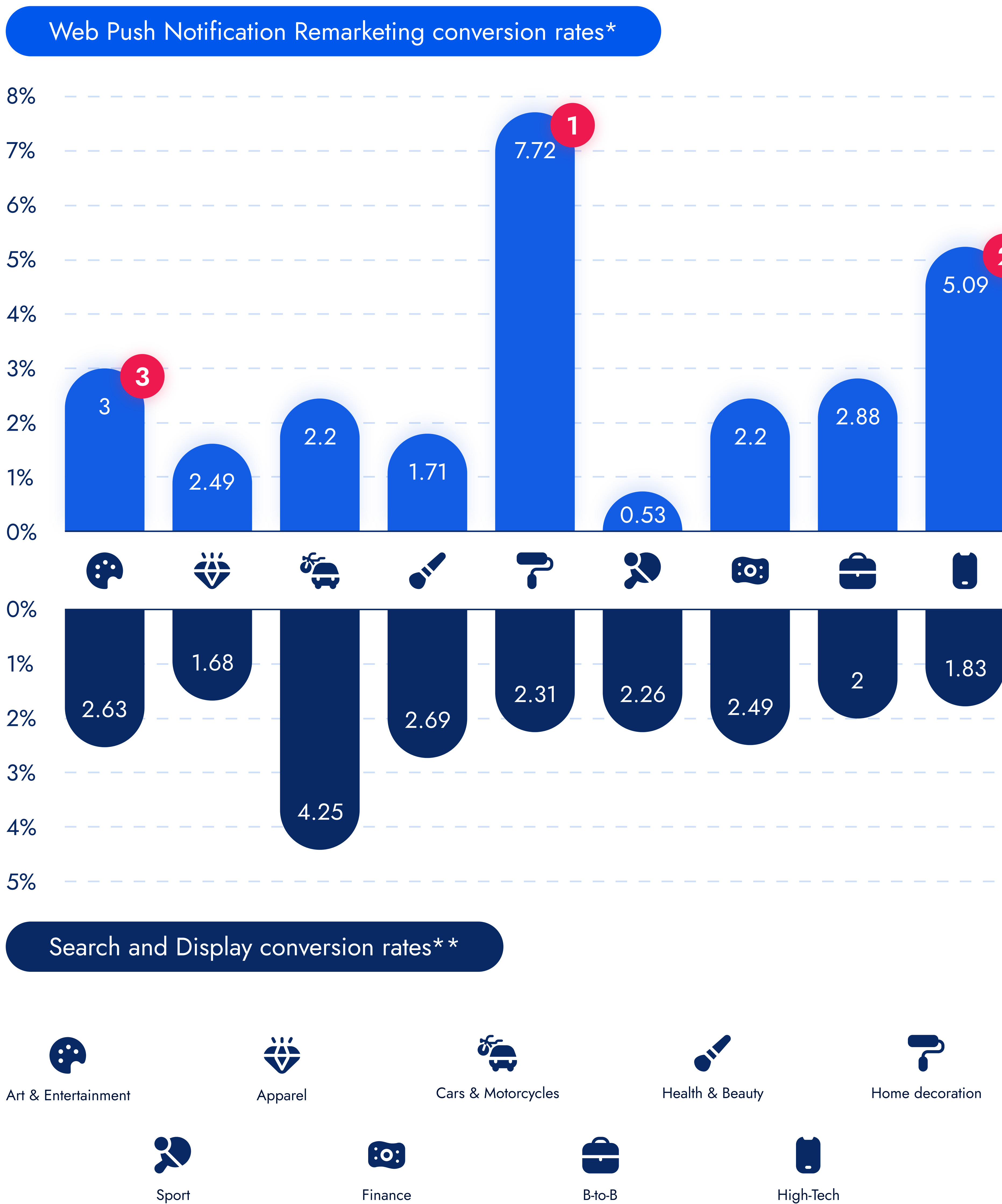
of the 1st quarter 2023 **most performing** industries



The Match

## Web Push Remarketing VS Search & Display Performance

1st quarter 2023 conversion rate



\*Conversion data observed on web push notifications relayed by Notifadz on + 100 partner brands for Septembre - Octobre 2022.  
\*\*Conversion data from marketing.wordstream.com article of 12 June 2022, average between search and display.  
The conversion rate is calculated as follows: Number of conversions (leads or sales depending on the sector) / Number of clicks.

## About Adrenalead

Founded in 2018, Adrenalead is the **first customer activation marketing platform and ad network based on the Web Push Notification format**. We offer solutions to facilitate the reconciliation of the online advertising triptych, while combining performance and privacy of Internet users.

Our platform is therefore used by :

- Brands that want to attract and retain an audience
- Agencies that support advertisers by recommending solutions adapted to their needs
- Content publishers/media sites looking for new ways to monetize their web audience



Follow us



[www.adrenalead.com](http://www.adrenalead.com)