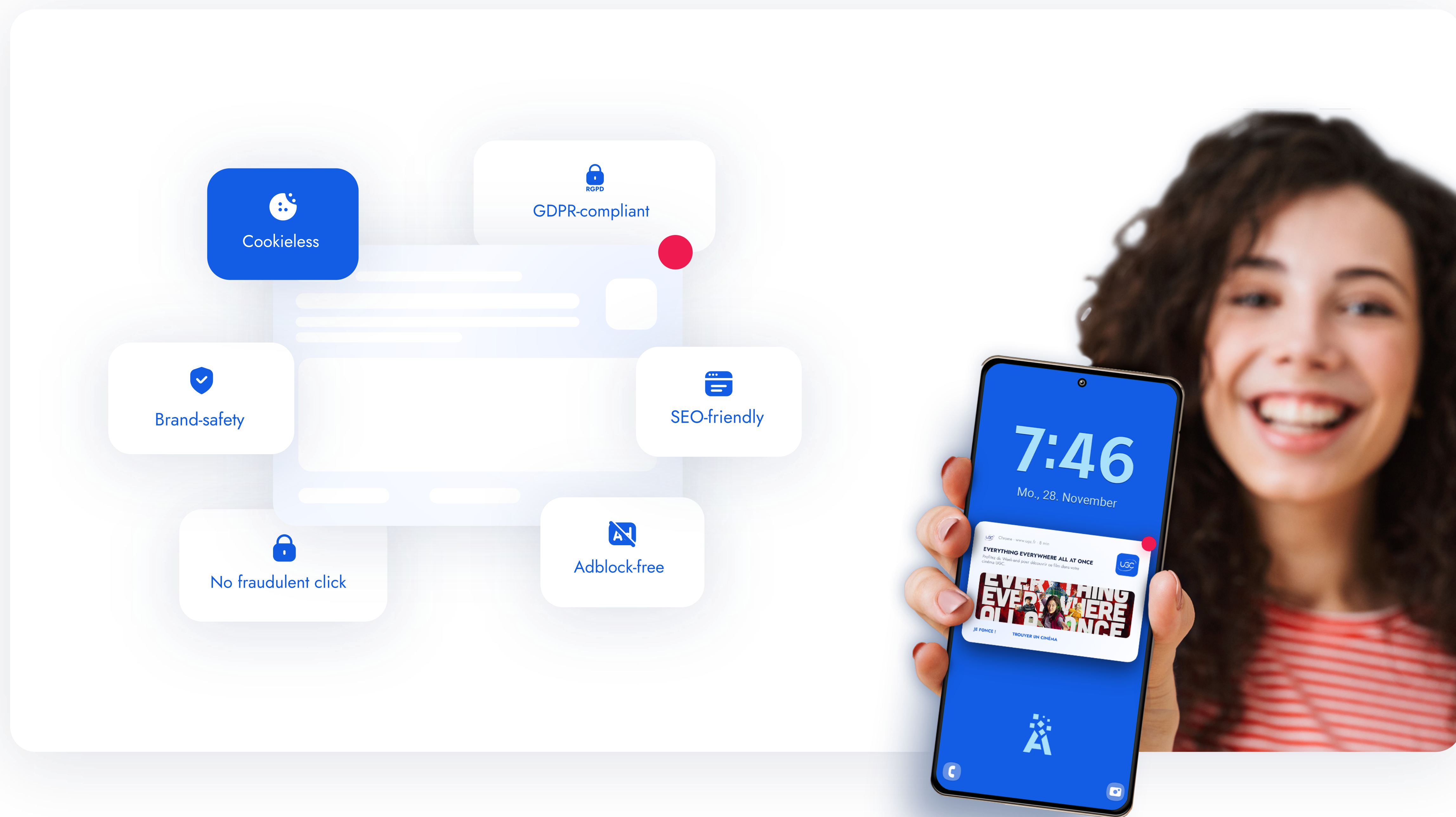


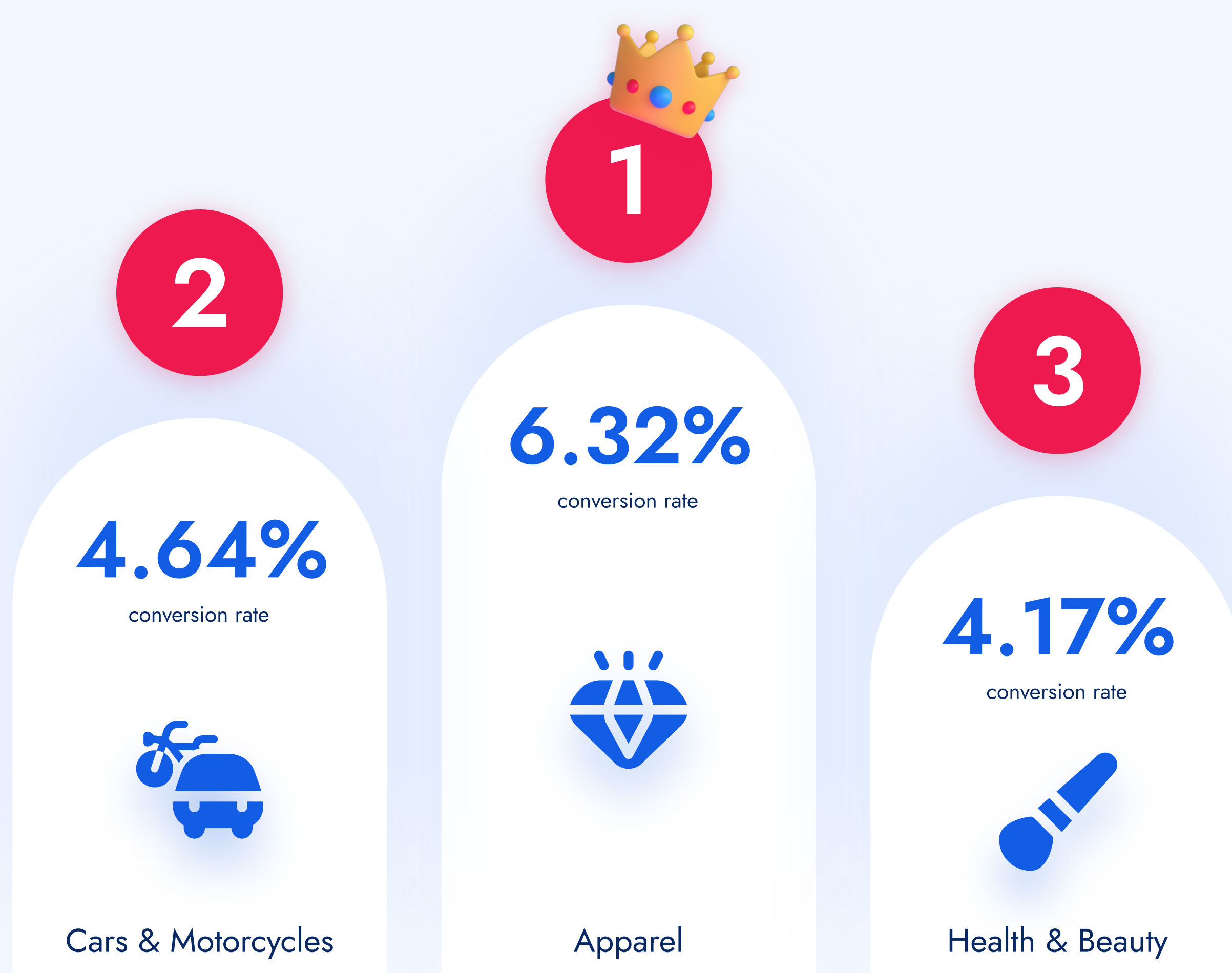
What is a Web Push Notification?

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 3rd quarter 2023 **most performing** industries



The Match

Web Push Remarketing VS Search & Display Performance

3rd quarter 2023 conversion rates



*Conversion data observed on web push notifications relayed by Notifadz on + 100 partner brands for Q3 2023.

**Conversion data from marketing.wordstream.com article of 22 October 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



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