

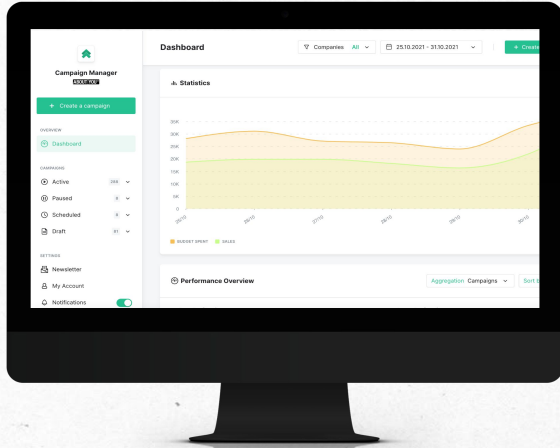
ABOUT YOU[®]

**BRAND RELATIONS
& RETAIL MEDIA**

- CAMPAIGN MANAGER -

**Increase visibility of your products in the ABOUT YOU shop by running
sponsored products campaigns in our self-service tool**

ABOUT THE CAMPAIGN MANAGER



With Sponsored Product Ads, you can **increase** your products' **ranking and visibility** within the categories in the About You shop by paying a **Cost per Click (CPC) bid**.

In the Campaign Manager Tool, you can **create** and **optimize** your sponsored products campaigns and get valuable **insights** with our various reporting functions.

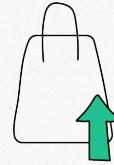
HOW SPONSORED PRODUCTS HELP YOU GROW YOUR BRAND



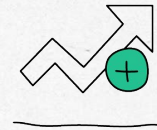
**PUSH SHORT TERM
SALES**



**HIGH PROFITABILITY
(AVERAGE ROAS
1900%)**

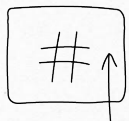


**MAKE USE OF
LONG-TERM
BENEFITS**

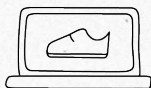


**DERIVE VALUABLE
INSIGHTS**

HOW IT WORKS



Product placed in higher positions



More impressions



More clicks



More sales

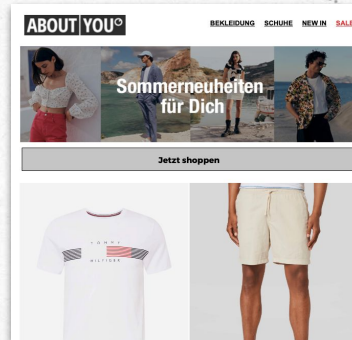
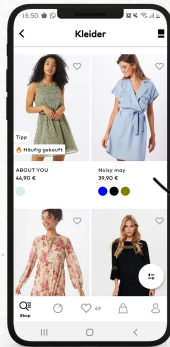
There are no fixed slots for sponsored products, instead they are mixed in our **personalized sorting algorithm** within product category pages to deliver an **inspirational shopping experience**.

By adding a CPC to your products, they will **rank higher** in the sorting when compared to their organic position. This generates **incremental sales** of **4% to 20%***

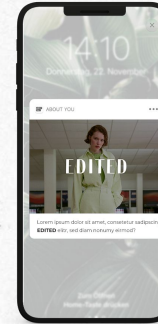
*Source: ABOUT YOU A/B Test in June 2022 (5% to 20%) & in July 2023 (4% to 20%); Results are highly influenced by the CPC and product selection used at the time.

WHEN CLICKING ON YOUR PRODUCTS USERS WILL BE TARGETED BY OTHER ACTIVATIONS

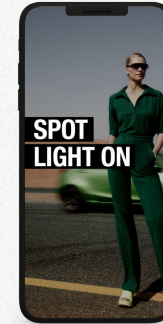
NEWSLETTER



PUSH NOTIFICATION



SOCIAL MEDIA RETARGETING



Users that interact with a product by clicking, adding to the wishlist or basket are more likely to also be **targeted by other marketing activities** such as retargeting, vouchers, discounts, newsletter and push notifications.

**THANK
YOU** 🙌

