

Always-On & Out in Front

Achieving a winning promo plan for all seasons

A report from RTB House,
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Up, up, and away!

In recent years, ecommerce has risen into the stratosphere. Who among us doesn't now regularly buy online or delight in bagging a bargain? So much shopping is done from the comfort of our own homes, and finding and paying for goods has never been easier.

But the convenience and ease with which we shop disguise the fact that for brands, catching our attention with the perfect ad at the right time requires a lot of strategy, planning, and exceptional technology.

The year is brimming with promo periods, and brands are often already planning for one promo period while right in the middle of another. They can be updrafts that brands can ride to lift sales, but all of this plays out in the context of complexly evolving consumer behaviors: changes in wind direction, swirling eddies, and air currents that can knock you off-course or be ridden to new heights.

So, how can your brand boost its promo periods alongside rapidly shifting consumer trends in an increasingly competitive landscape and get out in front?

This report explores the art of building winning retargeting campaigns around promo periods and beyond by adopting an iterative 'always-on, always onwards' strategic mindset.

Welcome aboard.



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