

# CONVERT YOUR ONLINE AUDIENCE TO IN-STORE SHOPPERS.

Drive customers to your brick-and-mortar stores with the power of Sizmek Open Ad Management.

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It has never been easier to incorporate offline shopping information into your rich media ads to drive in-store purchasing. Sizmek, in partnership with Retailigence, now offers easy access to comprehensive product and store inventory data. You can make your ads even more relevant and engaging by tapping into a database of more than 20 million products available at over 200,000 retail locations.

**RELEVANT:** Facilitate retail store visits by displaying a wide range of product details and store location info in-ad.

**MEASURABLE:** Leverage powerful store inventory data, some even in real-time, to convert online ad interactions into retail sales.

**EASY TO USE:** Download prebuilt ad templates directly from Sizmek Showcase that enable you to integrate Retailigence data seamlessly into your creative.

**Give your shoppers what they want – the ability to research before they purchase**

Equip your ads with the “here and now” relevance that today’s shoppers expect. Consumers want insight into product pricing and availability as well as access to retail locations’ business hours and address. Any brand selling goods in third-party retail locations can benefit from integrating inventory data in-ad, so consumers can quickly acquire the information they need to make a purchase at the point of impulse.

An increasing number of consumers start their shopping trips online, but 90% of mobile shoppers end up buying locally.\* Adding Retailigence to your rich media ads can help convert online research into in-store purchases.

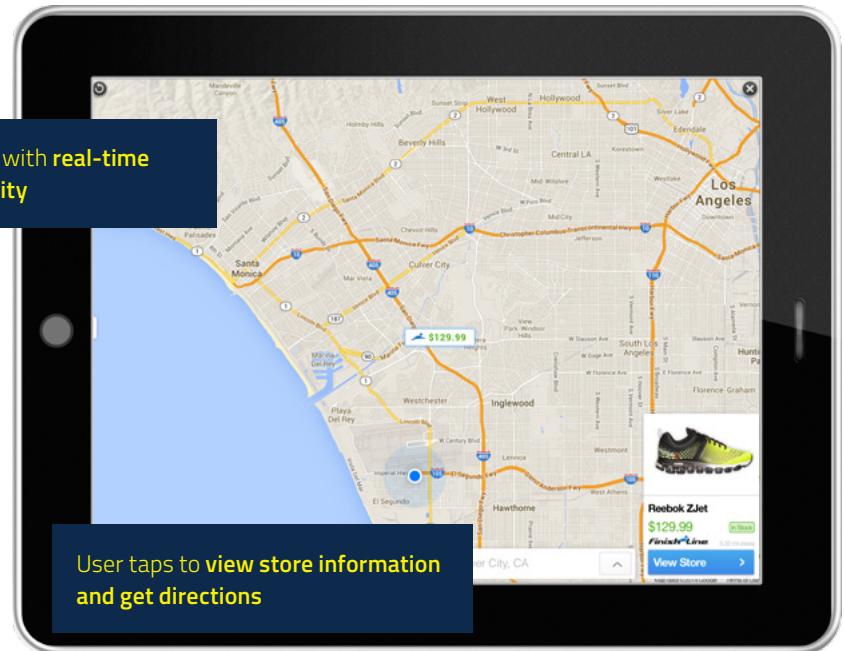
**Local:** Add a local element such as store location to your national branding or promotional campaign.

**Dynamic:** Include dynamic location-based messaging along a shopper’s path-to-purchase.

**Detailed:** Provide specific information that your consumers need to make purchases, including access to product and store info, maps, phone numbers, pricing, product availability, and much more.

\*“U.S. Cross-Channel Retail Sales Forecast: 2014 to 2018,” Forrester, 2014.

# HOW YOU CAN DRIVE IN-STORE SALES



Store locations, product websites, product images, color options, and logos are just a few ways that Retailence can enhance your rich media ads.  
*Image: Reebok with Retailence, Ad Colony, and Carat.*

**Ready to provide your customers with real-time product inventory information at their fingertips? Find out more by contacting your account rep or by emailing [info@sizmek.com](mailto:info@sizmek.com) with "Retailence" in the subject line.**