adfuel™

DIGITAL MEDIA KIT FOR RESTAURANT & BARS

SIMPLIFYING DIGITAL
MARKETING EXECUTION

Channel technology that unifies & simplifies your digital operation

01 SINGLE PLATFORM FOR EFFICIENCY
Execute and manage all your accounts across a multichannel network.

02 ADVANCED AUDIENCE TARGETING
Create audience beyond age and gender using first-party and third-party and create audience segments to extend your reach.

03 PERSONALIZED CREATIVES
Personalize your marketing messages and program dynamically to tailor to each individual based on your criteria.

04 UNIFIED REPORTING
Consolidate all your reporting and analytics across different channels into one place for real-time insights.

WALLED GARDEN
INTEGRATION

CROSS-CHANNEL MARKETING ACROSS A FULL FUNNEL

Promote your products and services using different channels to engage your audience across either the entire marketing funnel or their specific user journey for full coverage of digital footprints. No more siloed approach operating 2-3 separate platforms to cover Programmatic, Social, and Search Execution.

SINGLE PLATFORM FOR EFFICIENCY

Launch and manage your ads across multiple channels in one place.

MACHINE-LEARNING AUGMENTED OPTIMIZATION

Utilize machine learning to enhance optimization across multiple channels for your KPIs.

UNIFIED REPORTING

Consolidate all your reporting and analytics across different channels into one place for full, 360° insights.
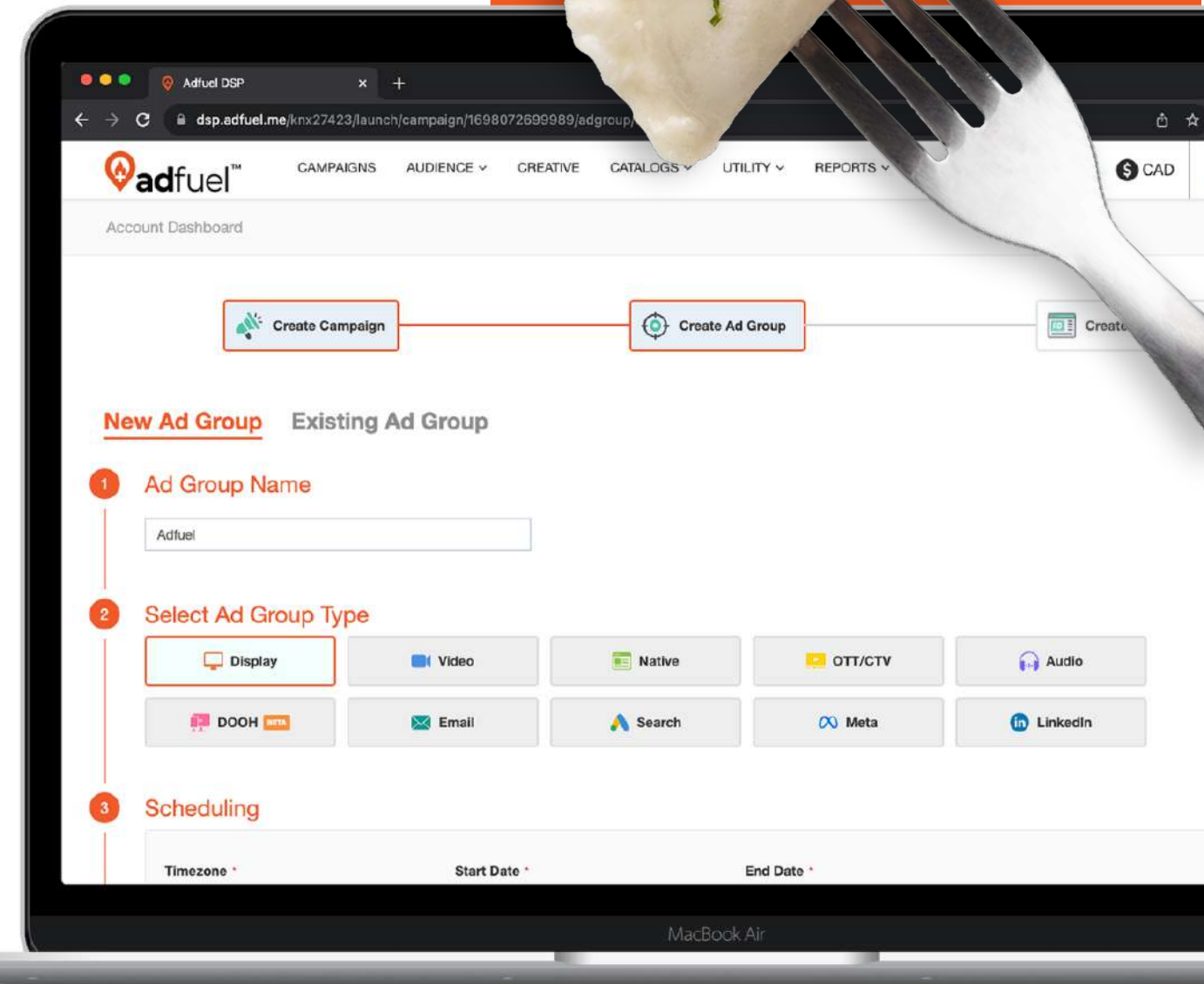
CROSS-CHANNEL
CAMPAIGN EXECUTION

By utilizing Adfuel's proprietary cross-channel platform, Adfuel, agencies and brands will have the luxury of holistic channel communication between all digital marketing efforts.

Universal Cross Channel Pixel

Audience Synchronization between Open Web and Walled Garden Ad Serving

Cross-Channel Machine Learning Optimization

Dynamic Creative Optimization for more personalized creative serving

AUDIENCE SYNCRONIZATION

Utilizing Adfuel's unified audience solution will help reach your relevant audience across your cross-channel marketing strategy. Create customized audiences based on the activities you're seeing in the walled garden platforms.

Cross-targeting from Facebook and Search ads. Utilize cross-channel attribution to understand how all channels are working together.

When a Facebook or Search Ad is created on Adfuel, a layer of tracking will be placed on top of it with the aim of collecting data from those interacting with the ad. They will then be targetable on Programmatic Ads as well other Social Platforms.

Build audiences specific to FB/Search Ads Interaction to retarget those interact through Programmatic Display, Video, CTV/OTT, etc.
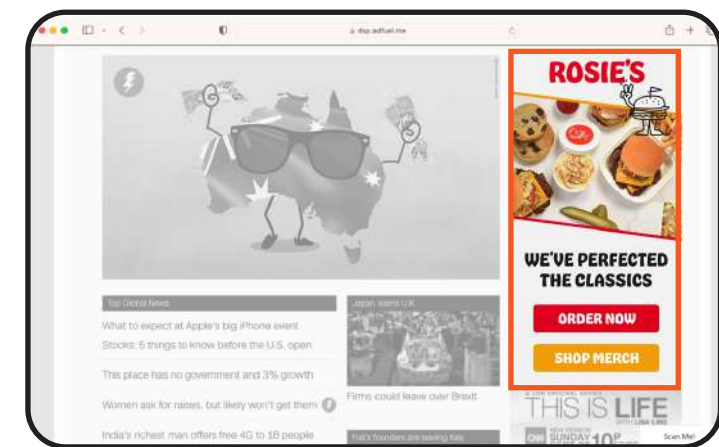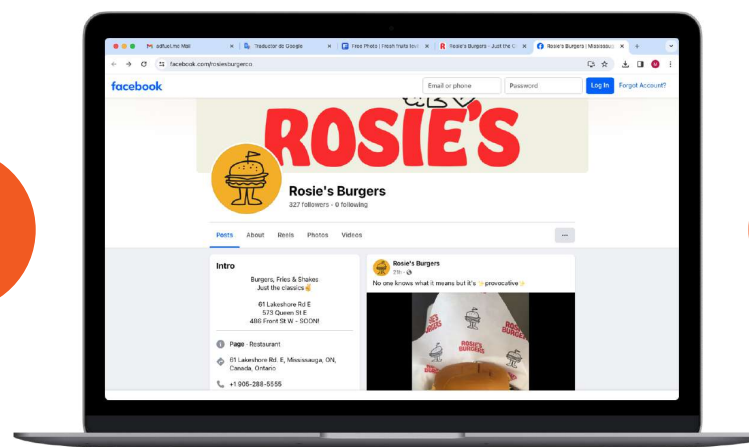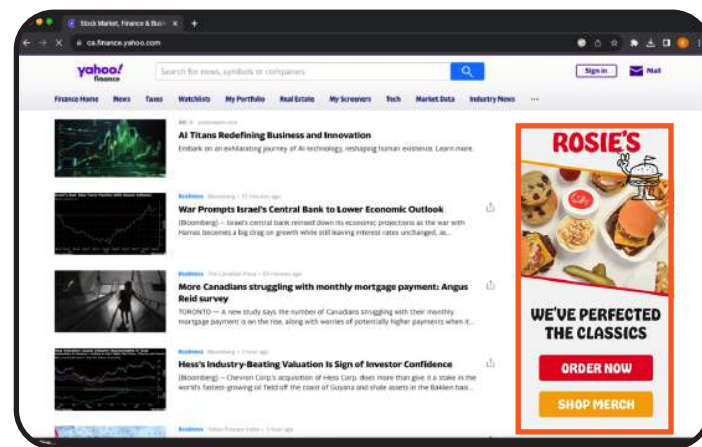
DYNAMIC CREATIVE OPTIMIZATION FOR DISPLAY & SOCIAL

01 Personalization of ads by creating variations and combinations that are better suited for the viewer to boost ad performance.

02 Ad creatives are customized according to the user journey of the viewer.

03 Reduces 'ad fatigue' by delivering different variations of your ad.

04 Creates a single universal tag through ad automation by generating variants and ad tags to increase efficiency, which saves time and cost.

05 Uses real-time technology to optimize ad performance.

DCO elevates your campaign through enhanced creative personalization at every impression. Utilizing rule-based AI, DCO ensures that the most relevant message tailored to an individual's needs at the moment the bid is delivered. DCO leverages data feeds, tailoring each ad to users by generating variations in layouts, designs, or copies based on diverse triggers. These triggers encompass user-specific factors like time, location, viewing history, and audience segmentation. The result is a dynamic and personalized advertising experience that resonates with individual preferences. This sophisticated approach not only boosts engagement but also maximizes the impact of your campaign by delivering content that aligns precisely with the unique characteristics and behaviors of your target audience.

CROSS-CHANNEL REPORTING IN REAL TIME

Adfuel's cross-channel reporting unifies reports on one single UI, providing campaign performance data/metrics directly from walled garden platforms (Facebook, Google, etc.) and programmatic channels.

The report removes the necessity for teams to consolidate reports from different platforms and will provide real time campaign metrics for your team to analyze and make data-backed strategy optimizations.

PREDICTIVE MODELLING

Adfuel's Machine Learning and AI gathers and analyzes a large amount historical data and behavioral data to guide its campaign strategies. This further helps in optimizing campaigns KPIs.

FULL-FUNNEL ANALYSIS

Cross-channel reporting offers complete transparency and visibility of data gathered from multiple channels. This helps you see what works well for your campaign and shortlist the channels which lead to higher conversions.

CHANNEL COMPARISON & ANALYSIS

Gain insights into the dynamics of each channel's relationships. This allows you to identify the content types that capture audience engagement and pinpoint those yielding the highest engagement rates fostering conversion in potential customers.

UNIFIED REPORTING

Access your reporting metrics from various channels in one place. This makes it convenient to access, select and share the marketing reports.

EASY TO OPTIMIZE

Adfuel's machine learning maximizes your budget allocation and effectively directs them towards your goals and ROIs.

PROGRAMMATIC ADVERTISING

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PROGRAMMATIC: DISPLAY & VIDEO

Display and video ads synergize to deliver impactful and efficient digital marketing campaigns.

BRAND AWARENESS

Display ads help in familiarizing the audience with the brand, while video ads contribute significantly to building brand awareness.

IMPACT VISUAL

Display ads are visually appealing, catching the audience's attention and creating brand recognition.

TARGETED MARKETING

Display advertising allows precise targeting, ensuring that ads reach specific demographics.

COST-EFFECTIVE

Display advertising, including video, reduces costs while increasing performance.

DOUGH BOX
WOOD FIRED PIZZA • PASTA

HEARTLAND

FOLLOW US TO STAY UP-TO-DATE ON PROMOTIONS!

Order now >

PROGRAMMATIC: CTV/OTT

100% VIEWABILITY
All ads run full screen meaning 100% of pixels are in view. This eliminates below the fold ads of other media channels.

BRANDS SAFETY
With ads delivered on-demand, or during live TV, viewers are reached across reliable networks and popular content.

INCREASE REACH
CTV helps you in reaching customers you can't reach without using traditional TV commercials.

EXPAND YOUR AUDIENCE
By using CTV, you get a chance to reach users who are no longer watching traditional TV.

EHANCED TARGETING CAPABILITIES
You can be certain that a huge part of your investment is being used to reach potential customers.

QUANTIFIABLE
It's possible to measure the results you're getting from your campaigns with both traditional and digital metrics.

PROGRAMMATIC: NATIVE

HIGHER ENGAGEMENT
Native ads often receive higher engagement rates because they match the form and function of the platform, leading to a more natural user experience.

BETTER USER EXPERIENCE
Since native ads blend in with the platform's content, users are more likely to find them informative and less disruptive, enhancing overall user experience.

TARGETED REACH
Native ads allows for highly targeted campaigns, ensuring that the content reaches the right audience, which can lead to higher conversion rates.
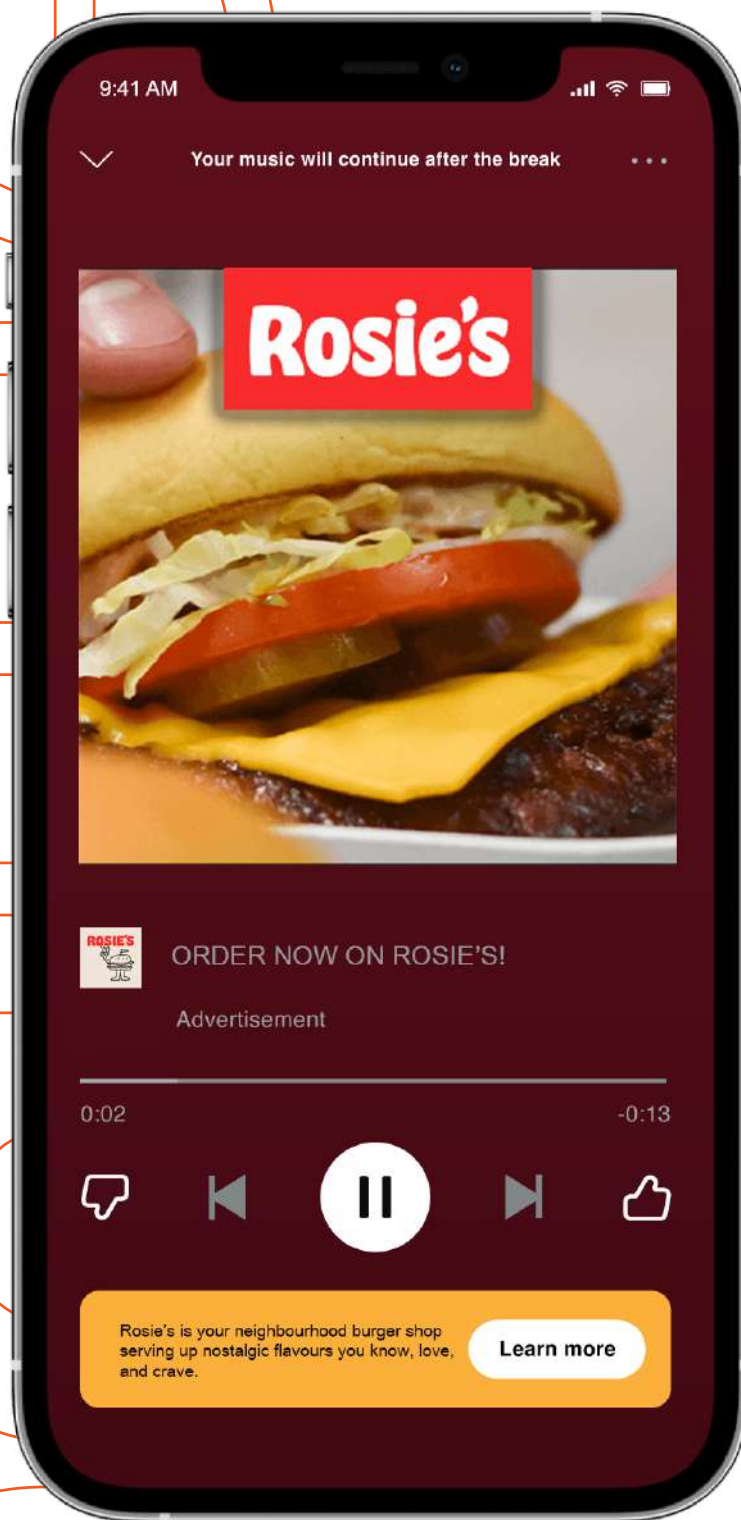
BRAND AWARENESS
Native campaigns can help in increasing brand awareness by reaching a wider audience and creating a lasting impression through compelling and contextually relevant content.

IMPROVED ROI
Due to their high engagement and targeted approach, native ads can offer a better ROI compared to traditional display ads.
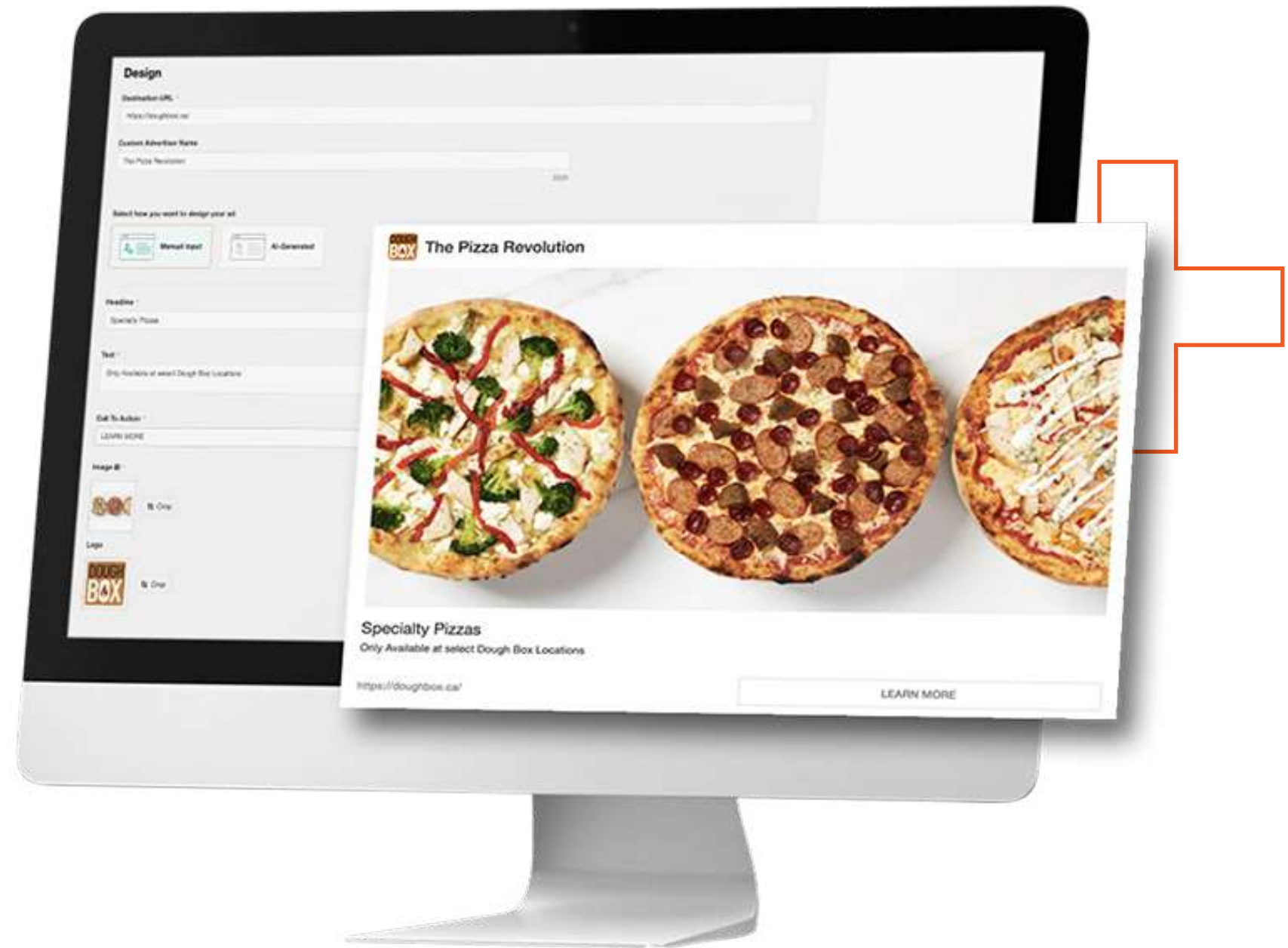
PROGRAMMATIC: AUDIO

Audio ads enable marketers to connect with audiences during screen-free moments in their homes, at work, or when they are out of the home.

▶ Audio ads provide an immersive and different engagement experience through various devices, including desktop, mobile, and tablet.

▶ Audio ads are traded programmatically using a similar method to display/native advertising, Connected TV, OTT, and video, where Audio ads are traded and inserted into audio contents of audio publishers through automated technology as a pre-roll, mid-roll, or post-roll of an audio or podcast.

PROGRAMMATIC:

DOOH Digital-Out Of-Home
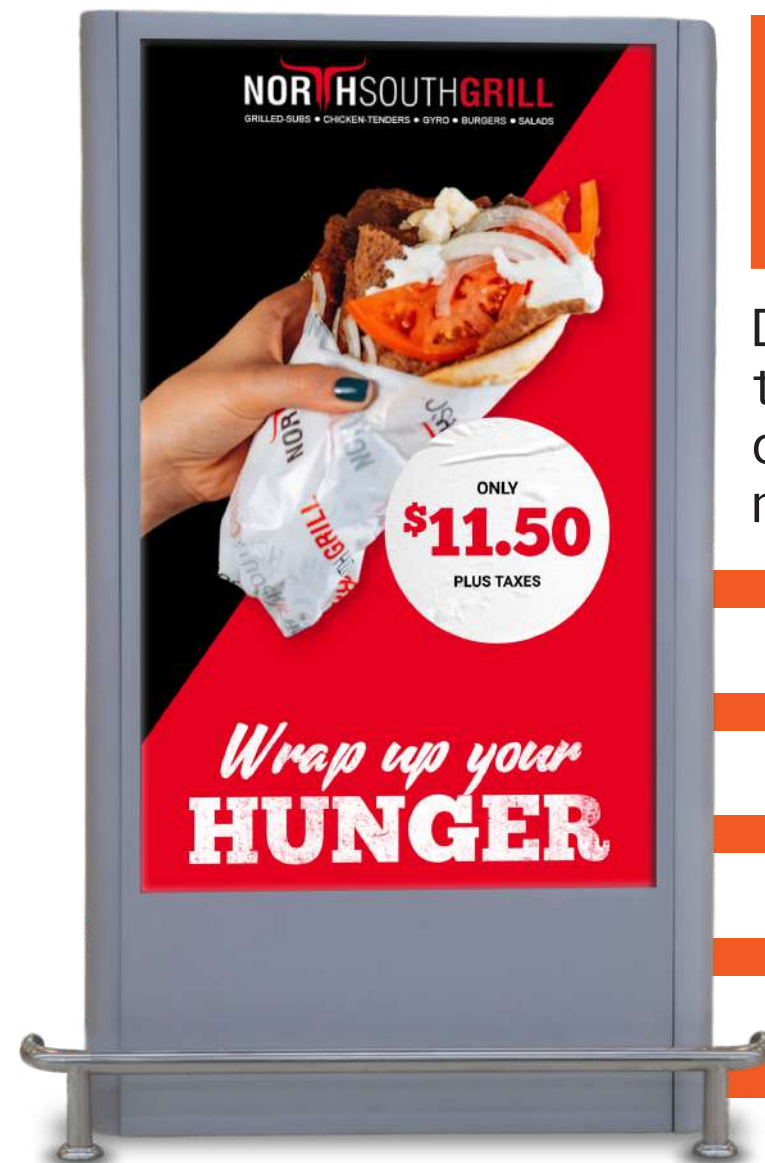
Digital out-of-home (DOOH) advertising is a growing marketing channel that can improve ROI and brand awareness. DOOH offers the benefits of out-of-home (OOH) advertising with more control over targeting, measurement, and attribution.

REACH AUDIENCES
DOOH reaches audiences away from their screens in the real world.

IMPROVE ROI
DOOH can produce a higher ROI than online advertising.

BUILD BRAND RECOGNITION
Outdoor advertising is effective in building brand recognition.

INCORPORATE INTO CROSS-CHANNEL STRATEGY
DOOH can be incorporated into a cross-channel strategy.

INCREASE CAMPAIGN EFFECTIVENESS
DOOH can increase the effectiveness of an entire campaign.

PROGRAMMATIC:
EMAIL ADVERTISING

With targeted campaigns and personalized content, Adfuel helps businesses engage with their audience effectively, driving higher open rates, click-throughs, and conversions. Maximize your ROI and foster lasting connections with your customers through Adfuel's innovative email marketing strategies.

- Reach users where they spend a lot of time.
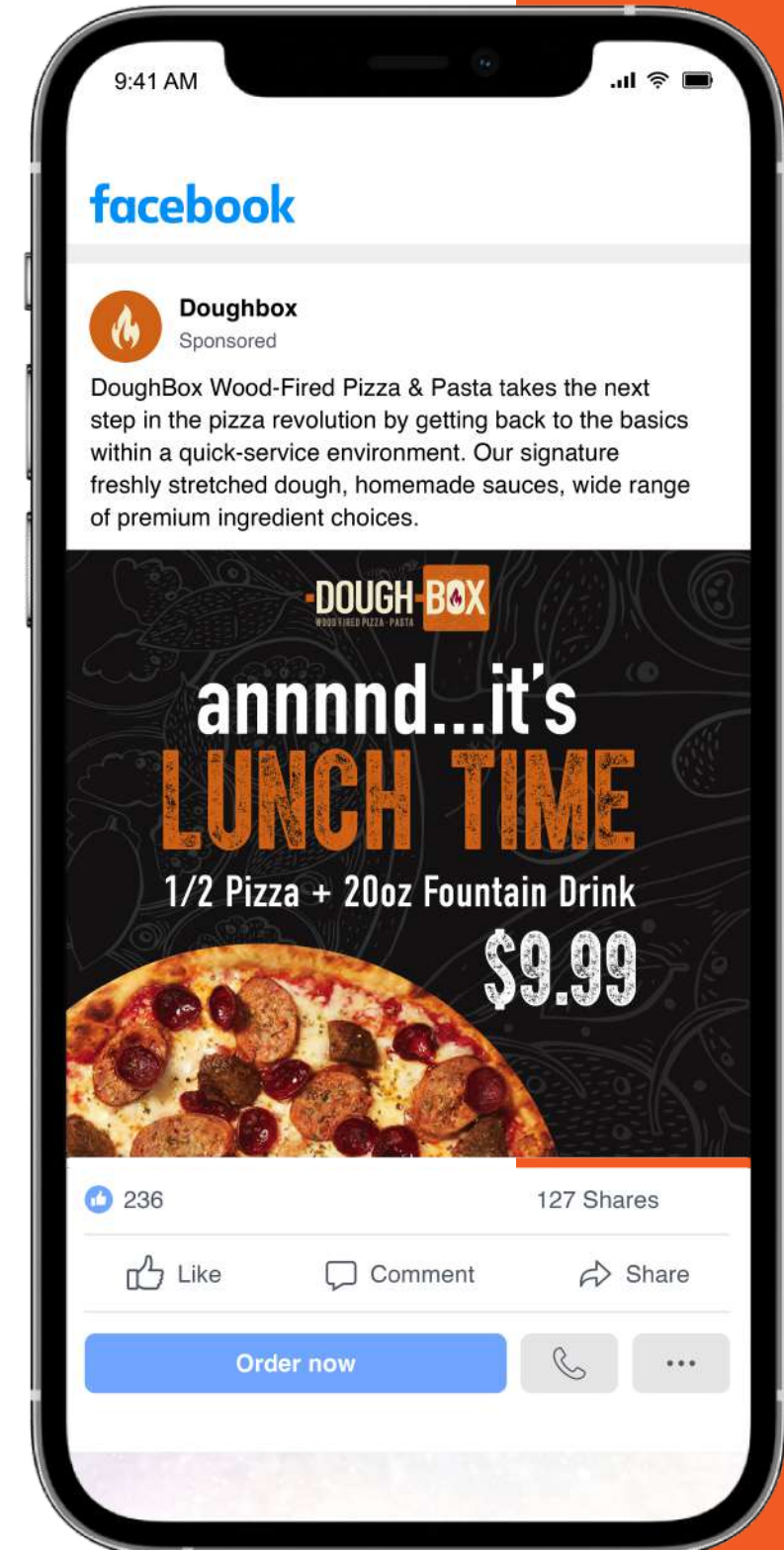- Build brand awareness.
- Generate leads.
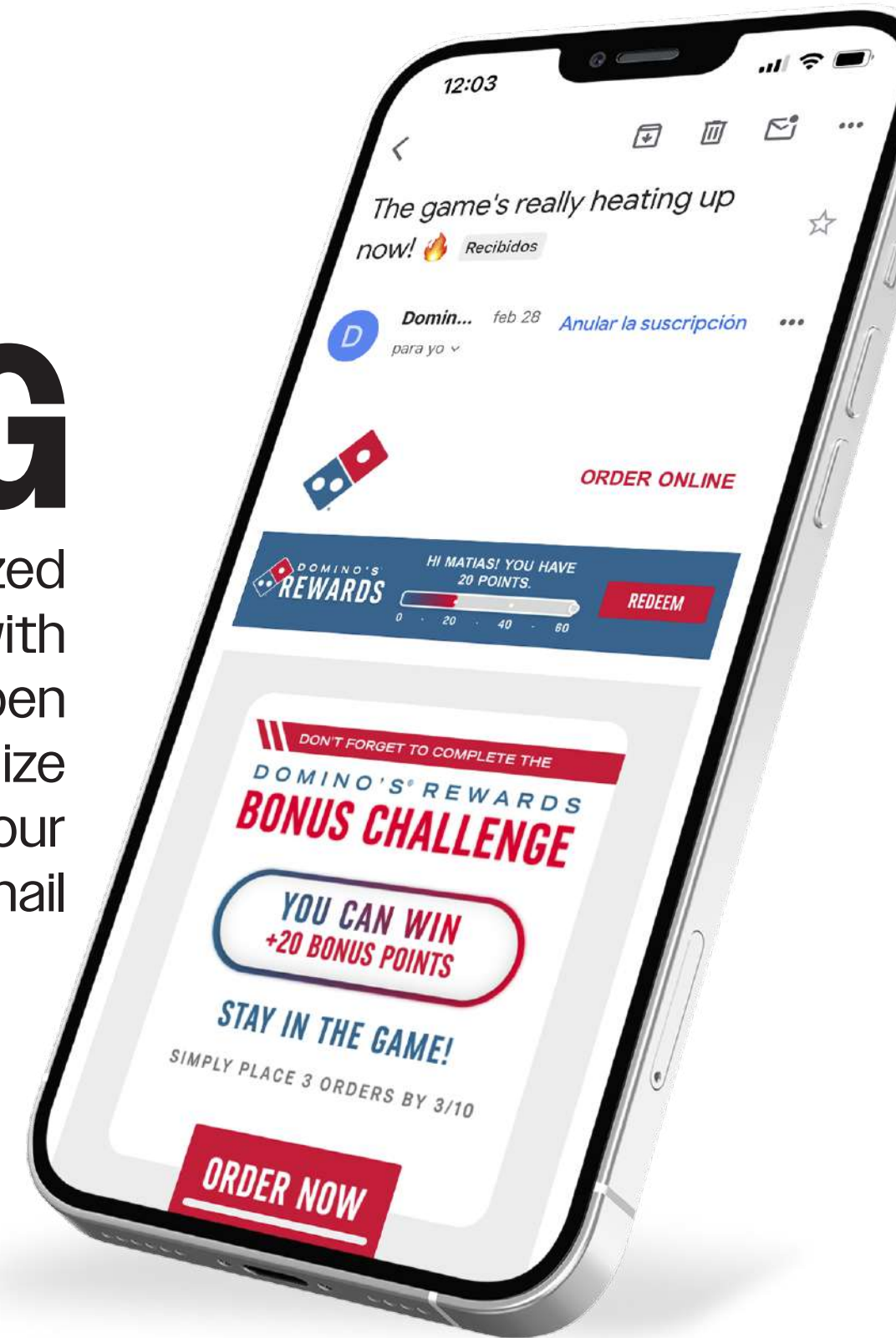
SOCIAL MEDIA:
META ADS ∞

With Adfuel cross-channel programmatic advertising platform, the seamless integration between Facebook and Adfuel enables the easy launch of Facebook campaigns in just minutes using highly automated processes while enabling further cross-channel reach.

AS A FACEBOOK PREFERRED BUSINESS PARTNER, ADFUEL CAN PROVIDE YOU:

🔥 Superior insights with strategic marketing practices to its partners and customers.

🔥 Highly automated to serve time-effectiveness with advanced tools and the Facebook certification.

🔥 Attracting quality leads.

🔥 Drive towards marketing goals with Smart Bid Recommendation feature.

🔥 Ensure maximized return on ad spend.

🔥 You may leverage Adfuel's machine learning capabilities to optimize real-time bidding for Facebook ads and accurately target quality leads with relevant advertisements to audiences.

9:41 AM

facebook

Doughbox
Sponsored

DoughBox Wood-Fired Pizza & Pasta takes the next step in the pizza revolution by getting back to the basics within a quick-service environment. Our signature freshly stretched dough, homemade sauces, wide range of premium ingredient choices.

DOUGH-BOX

annnnd...it's
LUNCH TIME
1/2 Pizza + 20oz Fountain Drink
$9.99

236   127 Shares

👍 Like   💬 Comment   ↪ Share

Order now

SOCIAL MEDIA: TIKTOK ADS

With Adfuel's cross-channel capability, the seamless integration between TikTok and Adfuel enables simplified execution and optimization of campaigns across multi-channel solutions.

BY COMBINING ADFUEL AND TIKTOK, YOU CAN NOW EXTEND YOUR CAMPAIGNS FURTHER ACROSS MULTIPLE CHANNELS:

- Drive higher efficiency across multiple channels with clone and bulk edit tools to manage campaigns across channels while being nimble to dynamically adjust and respond on different channels at the right moment.

- Re-engage and remarket to your audience in multiple channels.

- Drive better ROI on overall marketing campaigns now that you can have a full view of the consumer's journey across channels while reaching them at the critical moment.

- Drive costs savings through consolidation of platform execution and reporting.
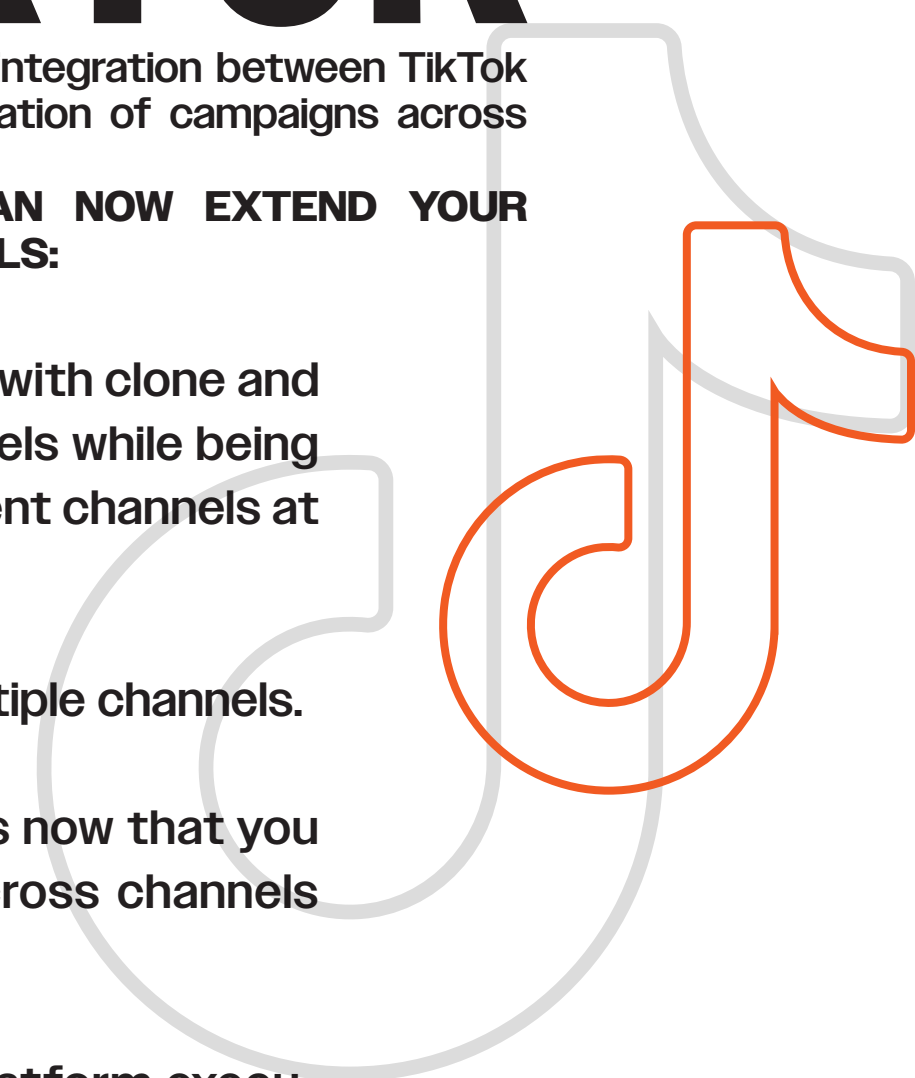
SOCIAL MEDIA: LINKEDIN ADS

Adfuel's integration with LinkedIn allows you to reach out to anyone you wish to target in the different corners of the world, allowing you to optimize and maximize effective advertising on the professional networking platform. Utilizing Adfuel's cross-channel programmatic advertising platform, the seamless integration between LinkedIn and Adfuel enables you to launch campaigns to reach your desired audience in just minutes using the highly automated processes while enabling further cross-channel reach.

LEVERAGE ON ADFUEL PROGRAMMATIC AND PREDICTIVE CAPABILITIES TO FORECAST YOUR POTENTIAL LINKEDIN CAMPAIGN PERFORMANCE WITH AN ESTIMATE OF:
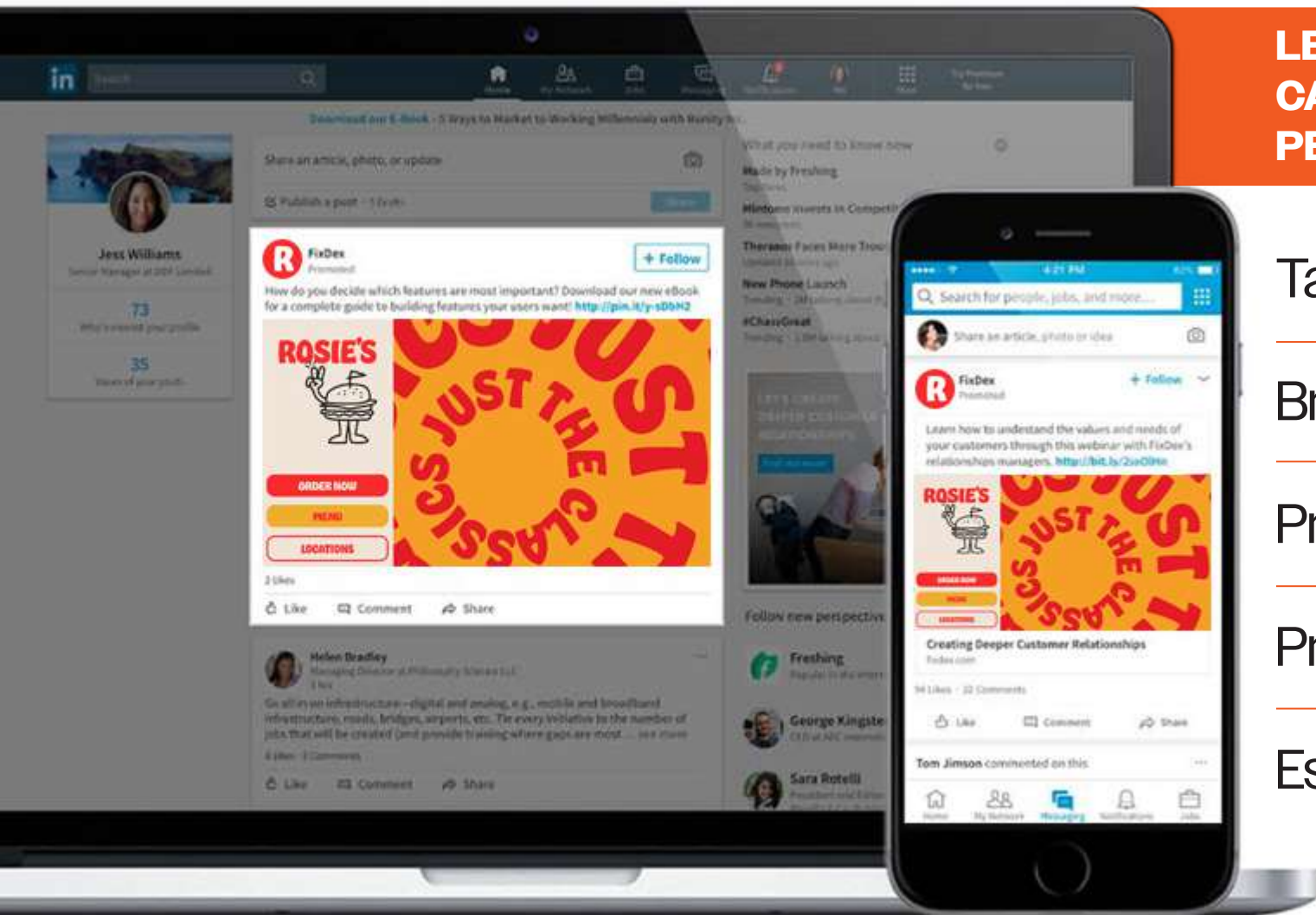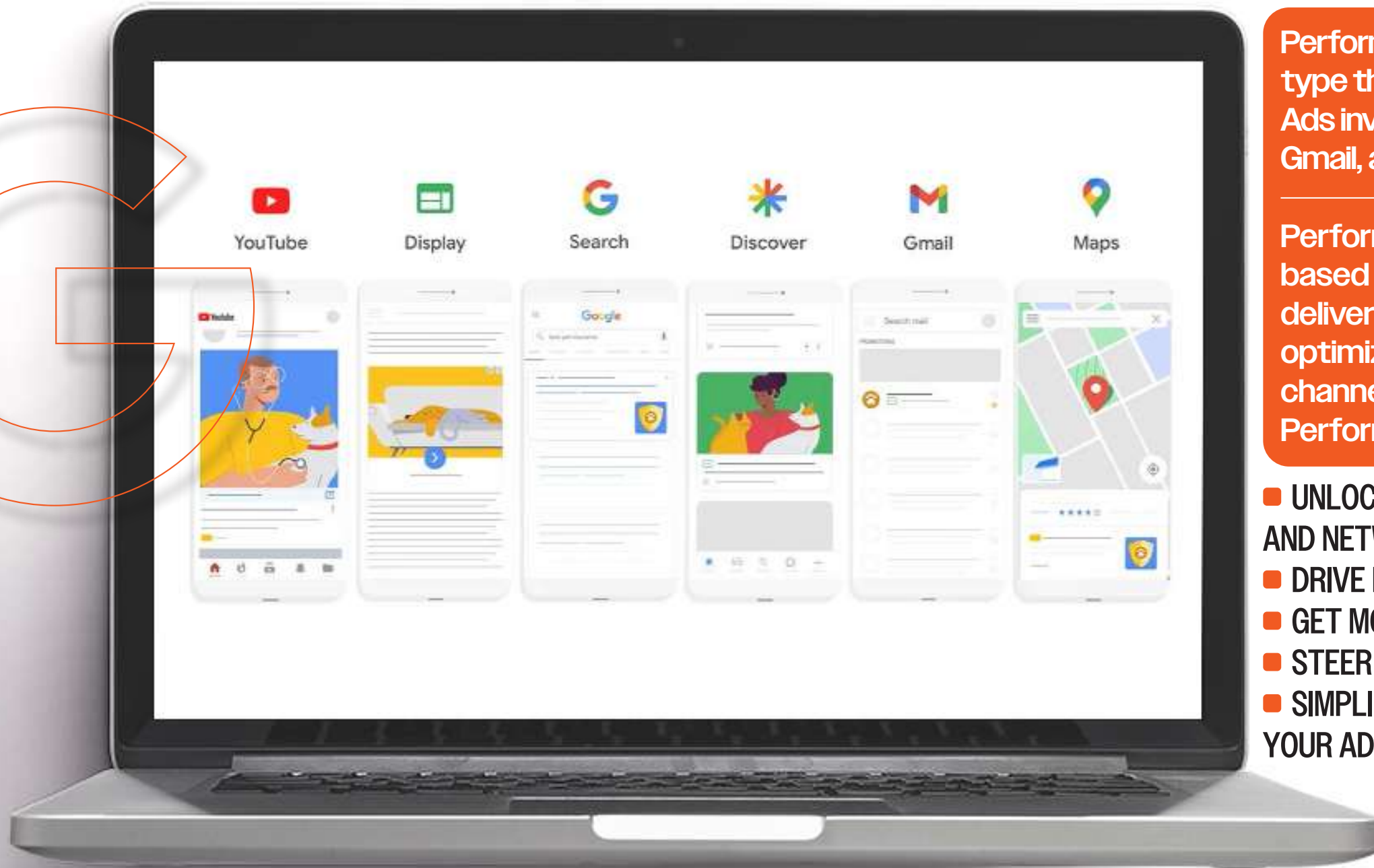
Target audience size.

Breakdown of target audience by segment.

Projected spend.

Projected number of impressions.

Estimates for the key results related to your selected objetive.

GOOGLE

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GOOGLE ADWORDS

By integrating Adfuel with Google Ads (Search), marketers can harness the power of cross-channel platform and engage audience which are otherwise in silo.

With this integration, marketers can connect with high intent search audiences while remarketing to them across multi-channels to achieve a more holistic and deeper connection with their desired audience.

Search is great, and with Adfuel, now marketers can extend further that value by going cross-channel:

Drive more efficient marketing operations across multiple channels with clone and bulk edit tools to manage campaigns across channels while being nimble to dynamically adjust and respond on different channels at the right moment.

Drive better ROI on overall marketing campaigns now that you can have a full view of the consumer's journey across channels while reaching them at the critical moment.

Drive costs savings.

GOOGLE
PERFORMANCE **MAX**

YouTube · Display · Search · Discover · Gmail · Maps

Performance Max is a new goal-based campaign type that allows advertisers to access all of Google Ads inventories (YouTube, Display, Search, Discover, Gmail, and Maps) from a single campaign.

Performance Max helps you drive performance based on your specified conversion goals, delivering more conversions and value by optimizing performance in real-time and across channels. With Adfuel, now you can launch Performance Max campaigns directly.

- UNLOCK NEW AUDIENCES ACROSS GOOGLE'S CHANNELS AND NETWORKS.
- DRIVE BETTER PERFORMANCE AGAINST YOUR GOALS.
- GET MORE TRANSPARENT INSIGHTS.
- STEER AUTOMATION WITH YOUR CAMPAIGN INPUTS.
- SIMPLIFY CAMPAIGN MANAGEMENT AND EASILY OPTIMIZE YOUR ADS.

1st PARTY TARGETING

First-party targeting empowers brands to understand their customers deeply, tailor marketing efforts accordingly, and build long-lasting relationships.

ACCURACY

First-party data comes directly from your own sources, ensuring accuracy and reliability in targeting specific audience segments. Leverage the direct integration with LiveRamp within the Adfuel platform.

PERSONALIZATION

Create highly personalized marketing campaigns tailored to individual customer preferences, leading to higher engagement and conversions.

IMPROVBED ROI

By targeting specific audience segments based on first-party data, marketing efforts are more likely to yield a higher ROI compared to broad targeting methods.

CROSS-CHANNEL MARKETING

First-party data can be utilized across various marketing channels, enabling consistent messaging for customers.
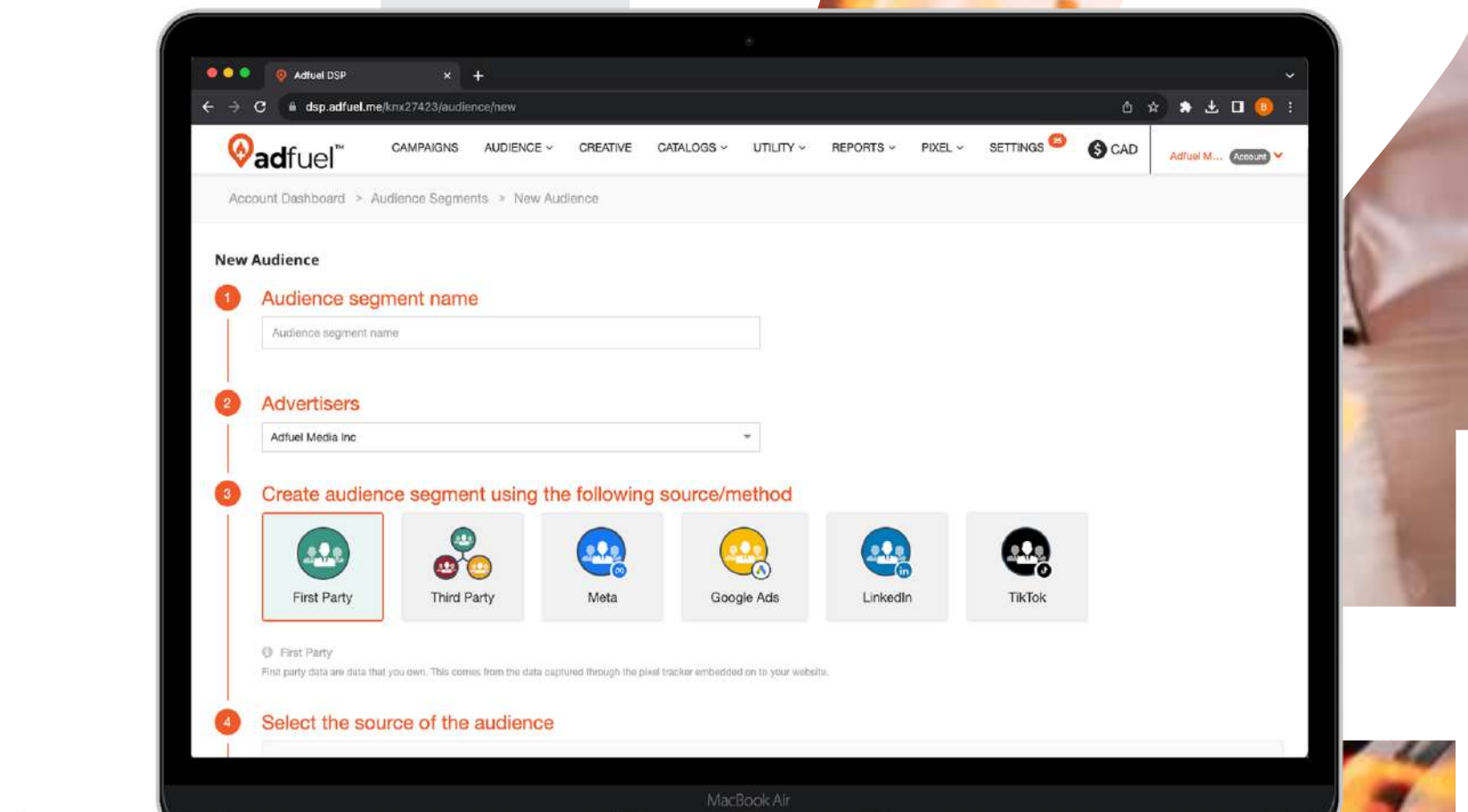
3rd PARTY TARGETING

By utilizing 3P DMP relationships to access first-party sourced, opt-in and independently verified audience sets, we can ensure that most audiences can be brought into Adfuel's audience synchronization.

Over 100+ additional DMP access available.

- ORACLE
- LIVE RAMP
- EXPERIAN
- NEUSTAR
- PLACE IQ

Ability to leverage partnerships to port in any data providers not directly available in Adfuel.

API ready for specific integrations needed available in the audience module.
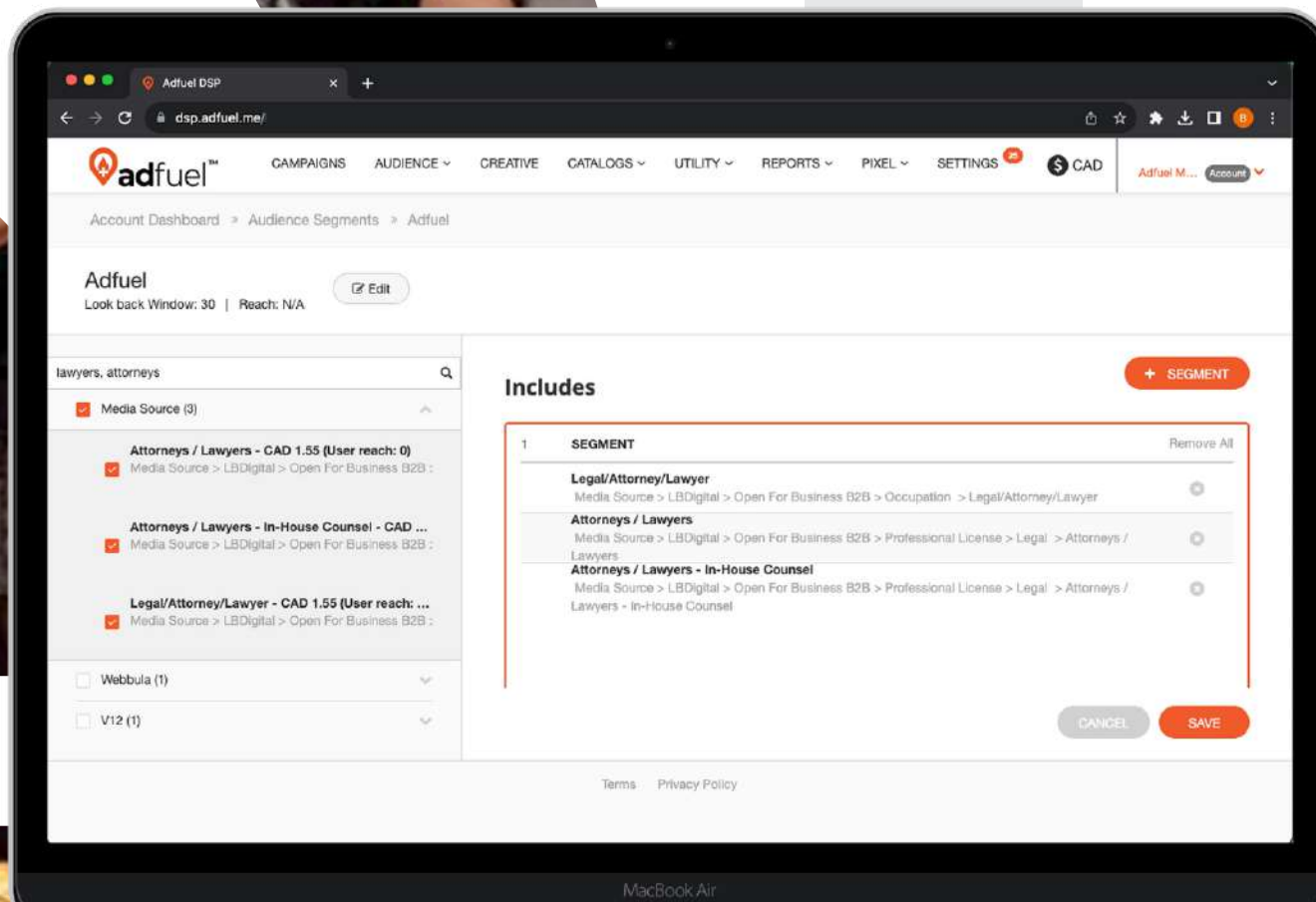
PROXIMITY TARGETING

Utilize Proximity Targeting across Display and Social to target all the brand locations to drive reach and engagements. Gives higher branding impact and competitive edge Boosts "footfall to store" campaigns and creates conversions. Leverage real-time data.
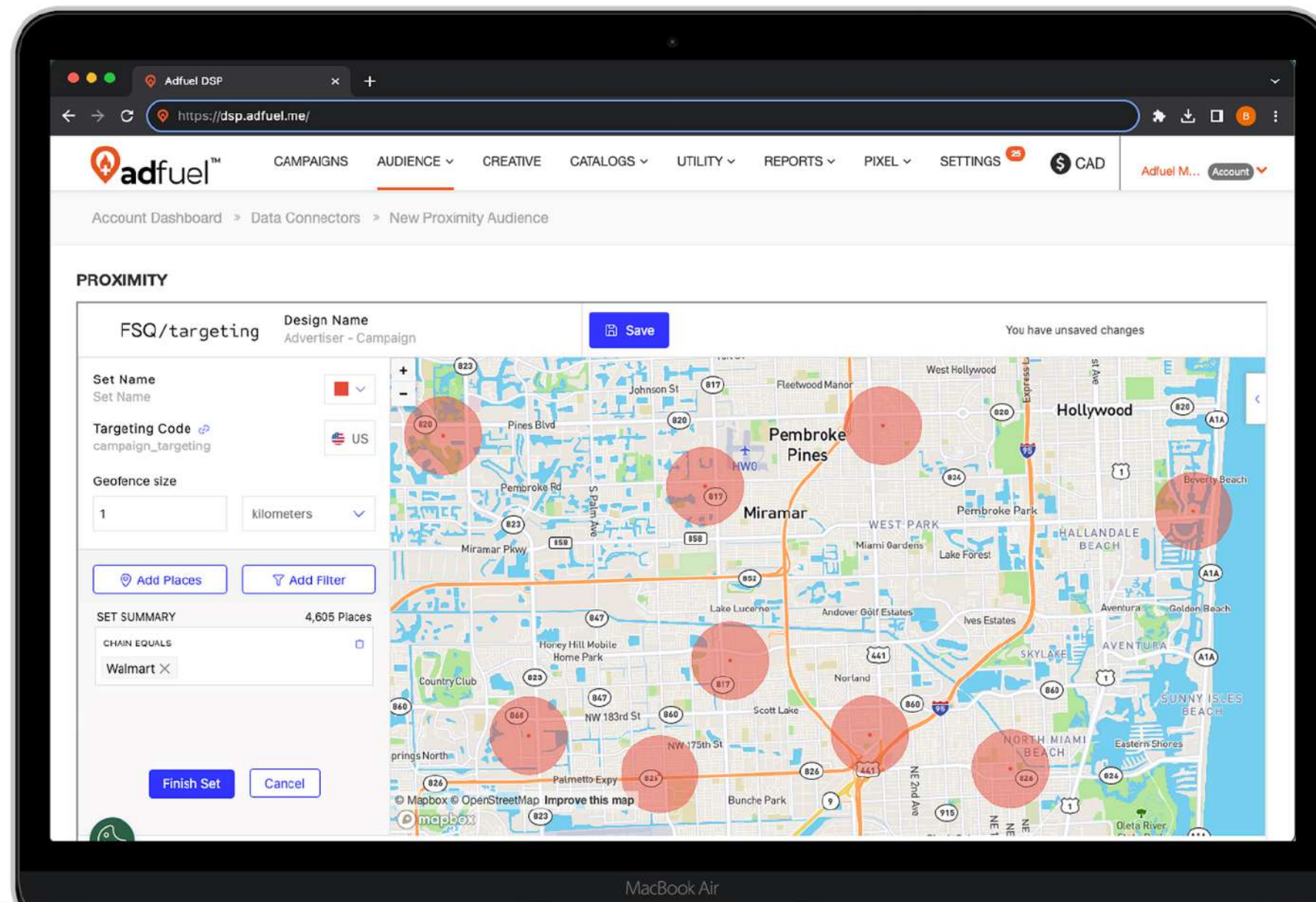

- Geolocation granularity goes down to lat/long or polygon creation.

- Create POI lists to measure footfall attribution directly in the platform with measurement available in our attribution module.

- Direct integrations with FourSquare and OnSpot can help with reach planning during pre-campaign efforts.

BEHAVIORAL
TARGETING

Through Adfuel integration with Factual/Foursquare, you can target prospects based on places they have visited in the past and places they travel frequently to.
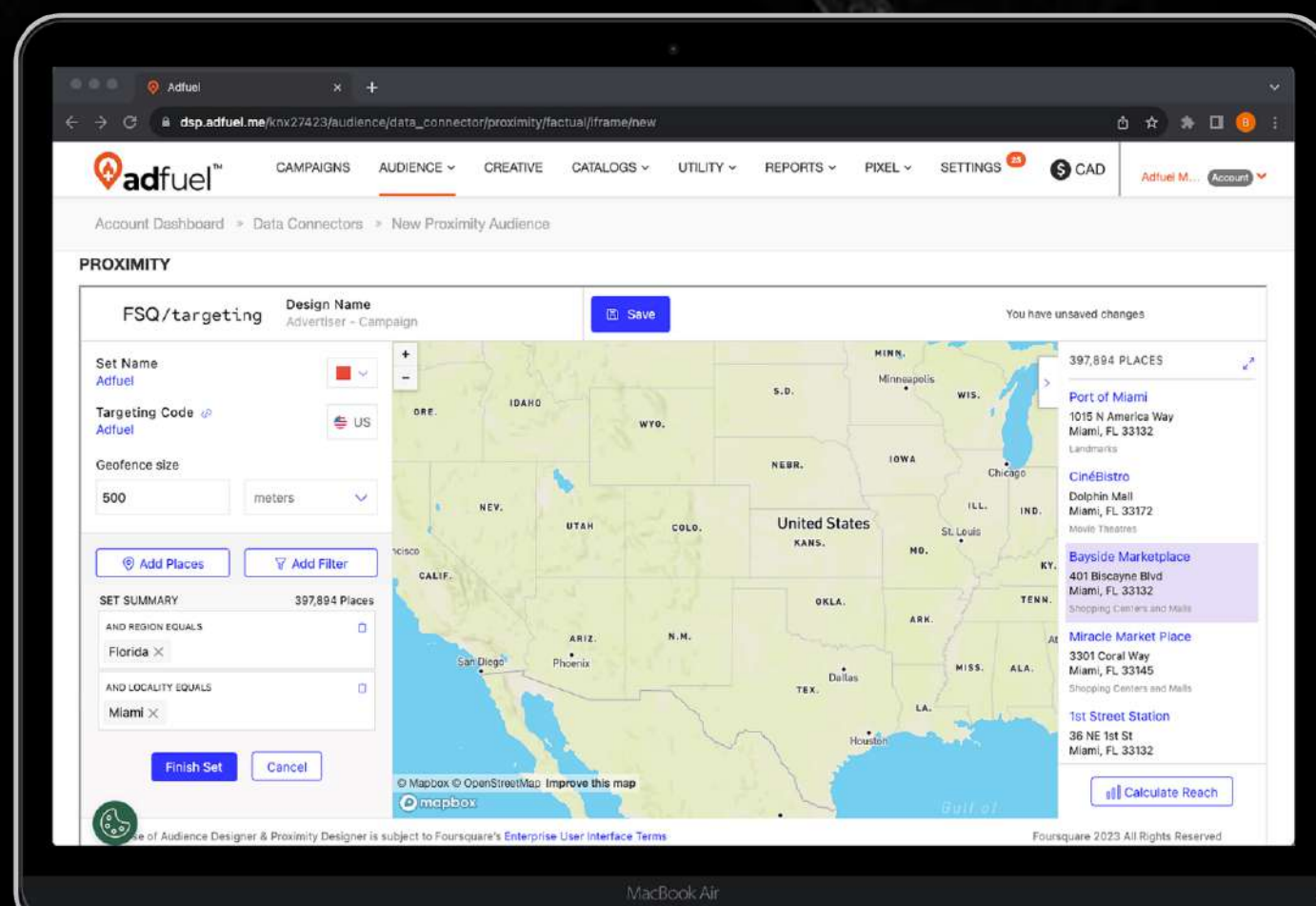

+ Visits to specific places, retail chains/outlets, or categories of businesses.
+ Recency and frequency of visits.
+ Patterns of behavior (For instance, drives to work).
+ Time of the day or day of the week.

By analyzing user's location data collected by Factual/Foursquare, Adfuel can target users based on:

+ Identify and target users previously at locations going as far back as a year.
+ Use frequency data to help limit exposure to owners/customers (i.e. limiting frequency to 1-3 times a month).
+ Continue targeting relevant businesses based on performance metrics.

CONTEXTUAL TARGETING
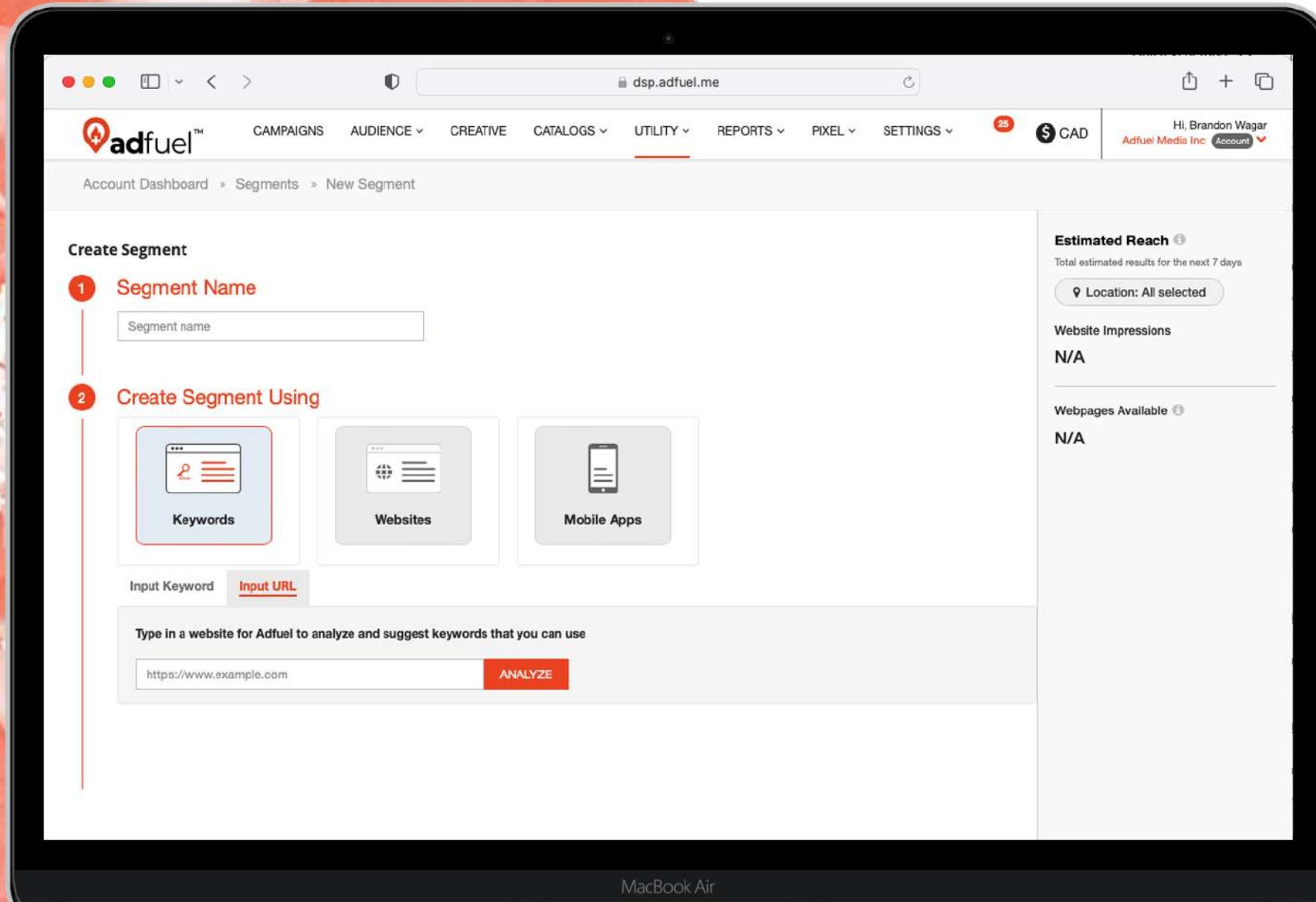
Adfuel's contextual engine will enable this campaign to target and show contextually relevant ads to users reading webpages with matching relevance/context to the based on a list of keywords and relevant website URLs.

Target sites by content and with keywords matched by an advanced machine learning algorithm.

Adfuel gathers keywords, such as general keywords, branded keywords, and competitor keywords, using hundreds of millions of labeled web pages from different ad exchanges.

Contextual Targeting is applicable to Programmatic (Video, Display, Native, and Email) campaigns, except Audio, Connected TV and OTT.

RETARGETING
DISPLAY & SOCIAL

Reconnect with users who have previously interacted with the the brand's website and Social pages in an effort to keep the brand as a solution front of mind.

WEBSITE TRAFFIC: Retargeting users who have visited the brand site across programmatic and social placements.

FB RETARGETING: Retarget users in Meta who have reached the brand's site.

**FB INTERACTION AUDIENCE:** Retargeting those who have interacted with the brand social ad placement.

CREATIVE RETARGETING: Retarget users based on rules related to creative interaction (clicking on display ad, view through completion on a video placement, etc.)

By retargeting all users who were served a Social ad with a Display ad, we can measure foot traffic into the brand's stores and understand better who/where/when is converting online and offline.
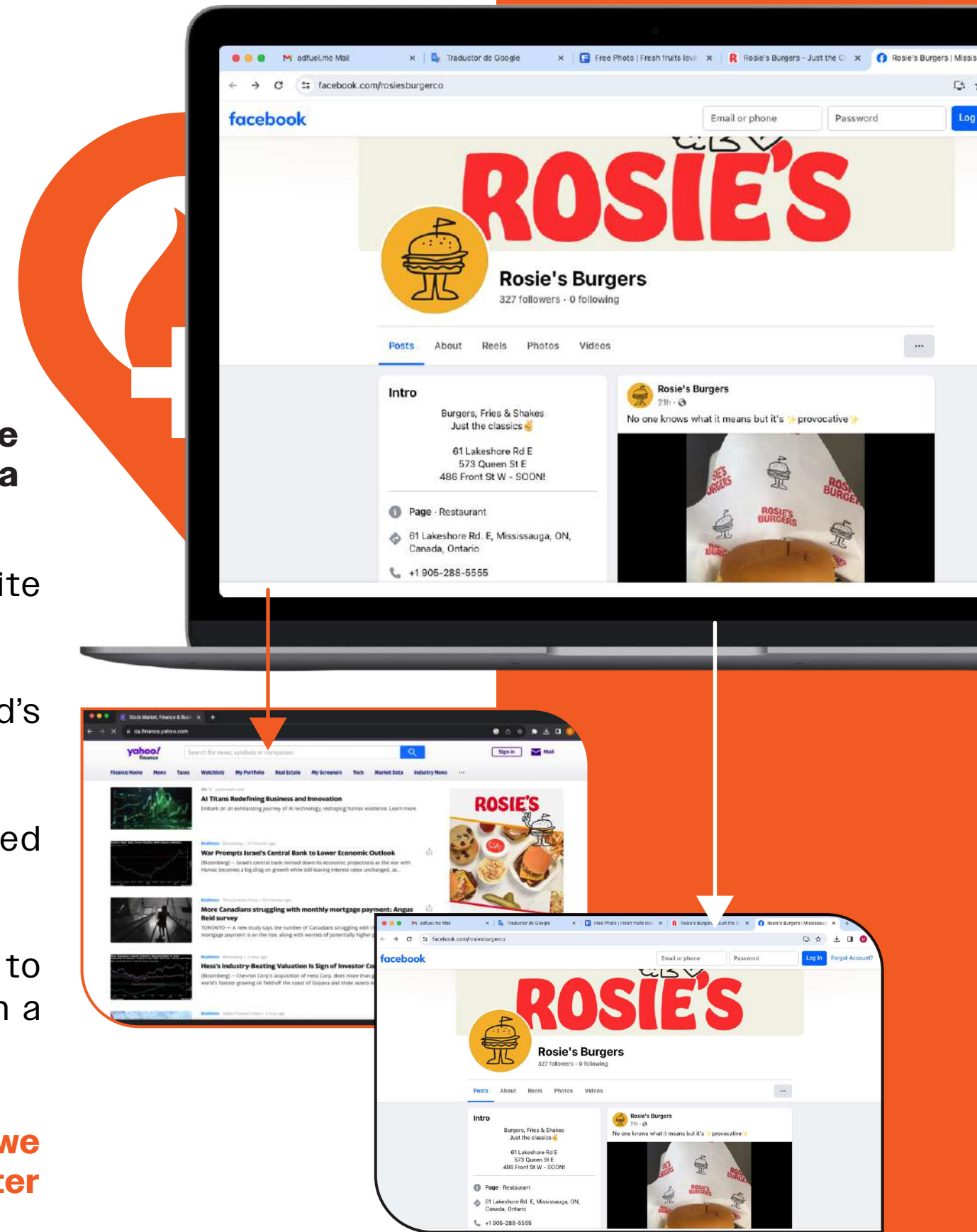
DCO CAPABILITIES
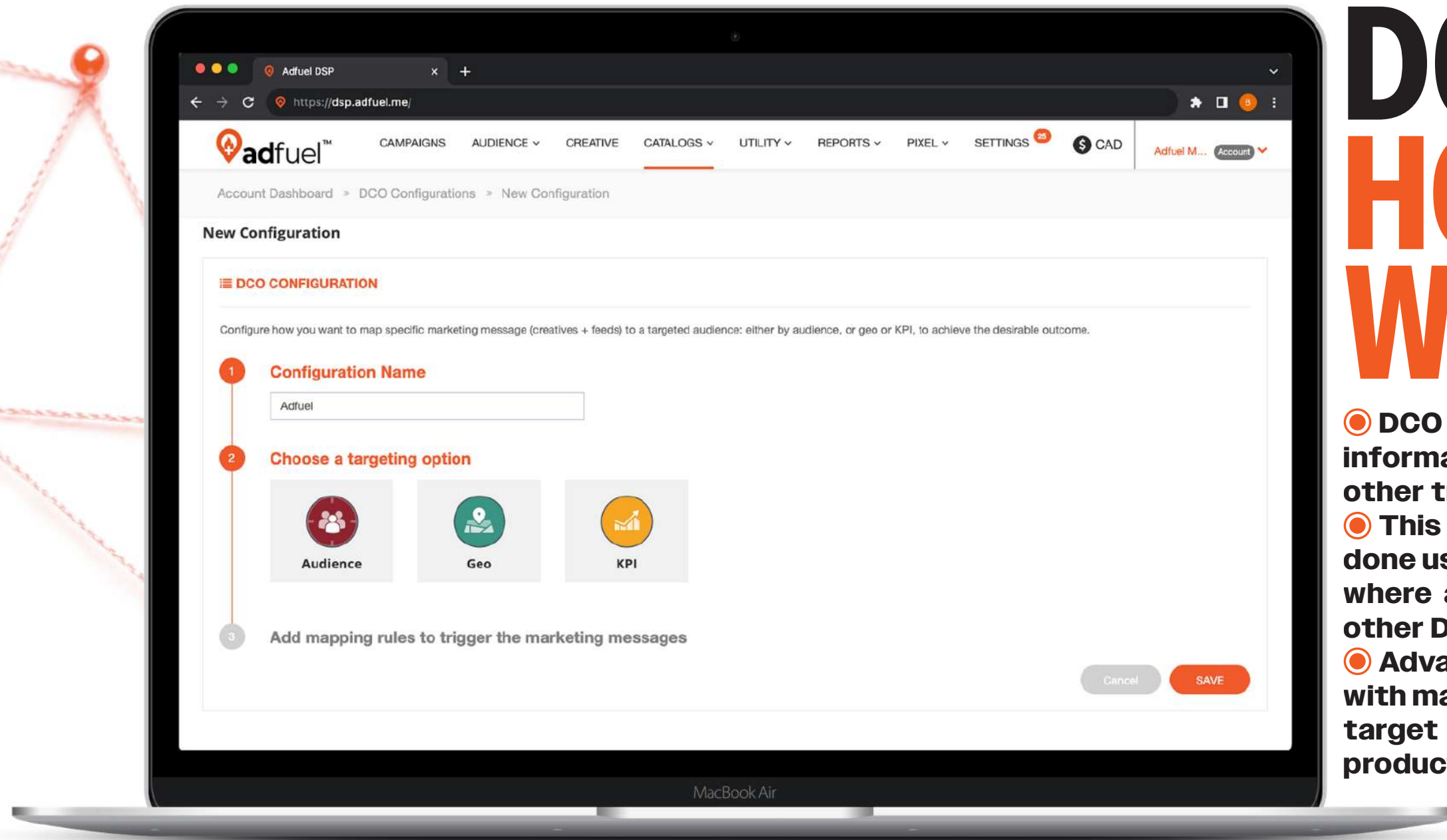
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DCO:
HOW IT WORKS

◉ **DCO works by tracking information using Cookies and other tracking sources.**

◉ **This process automation is done using the Adfuel platform, where audience segments and other DCO rules take effect.**

◉ **Advanced algorithms along with machine learning is used to target the user with the right product.**

DCO:
DISPLAY & SOCIAL

Submitted assets/details (up to 10 assets for personalized rotation). System optimize and generate multiple versions of your ad with different combinations of images, videos, ad copy, and calls-to-action.

CONFIGURE DCO AUDIENCES BY AUDIENCE, GEO, OR KPI

Curate your DCO campaign to match the appropriate creative or message to your Target Audience. You could also configure your DCO by geographic location or KPI, including (CTR, ER, CPA, or ROI) across your respective creatives and feed, depending on your campaign goals.

KPI TARGETING
The best performing creative (in terms of engagement/conversion, depending on the campaign KPI) automatically gets served more frequently over others.

AUDIENCE TARGETING
Personalization of creative based on audience behavior on the site. Adfuel pixels pick up the values from relevant variables & feed them to the same DCO-enabled creative ad tags.

GEO TARGETING
Personalization of creative based on user location (IP).

REPORTING CAPABILITIES

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UNIFIED REPORTING & ATTRIBUTION

## UNIFIED REPORTING FOR ACTIONABLE INSIGHTS

Get an overview of your reporting metrics (conversions, clicks, views, etc.) across devices and channels to give you detailed insights into your campaigns, creatives and strategies. Monitor over/under spending activities and attend to any accounts or campaigns instantly.

REAL TIME ANALYTICS

Track all accounts in real-time and optimize campaigns faster. Organize your accounts, campaigns and ad groups using filters and custom list for quick turnaround.

ATTRIBUTION

Validate campaign performance and measure channel effectiveness. Utilize footfall attribution to track prospects that walk into your stores and engage them in real-time. Adfuel lets you associate your ad impressions to actual store visits. Unify your online and offline data and launch a multi-channel campaign within minutes and uplift your footfall conversions.
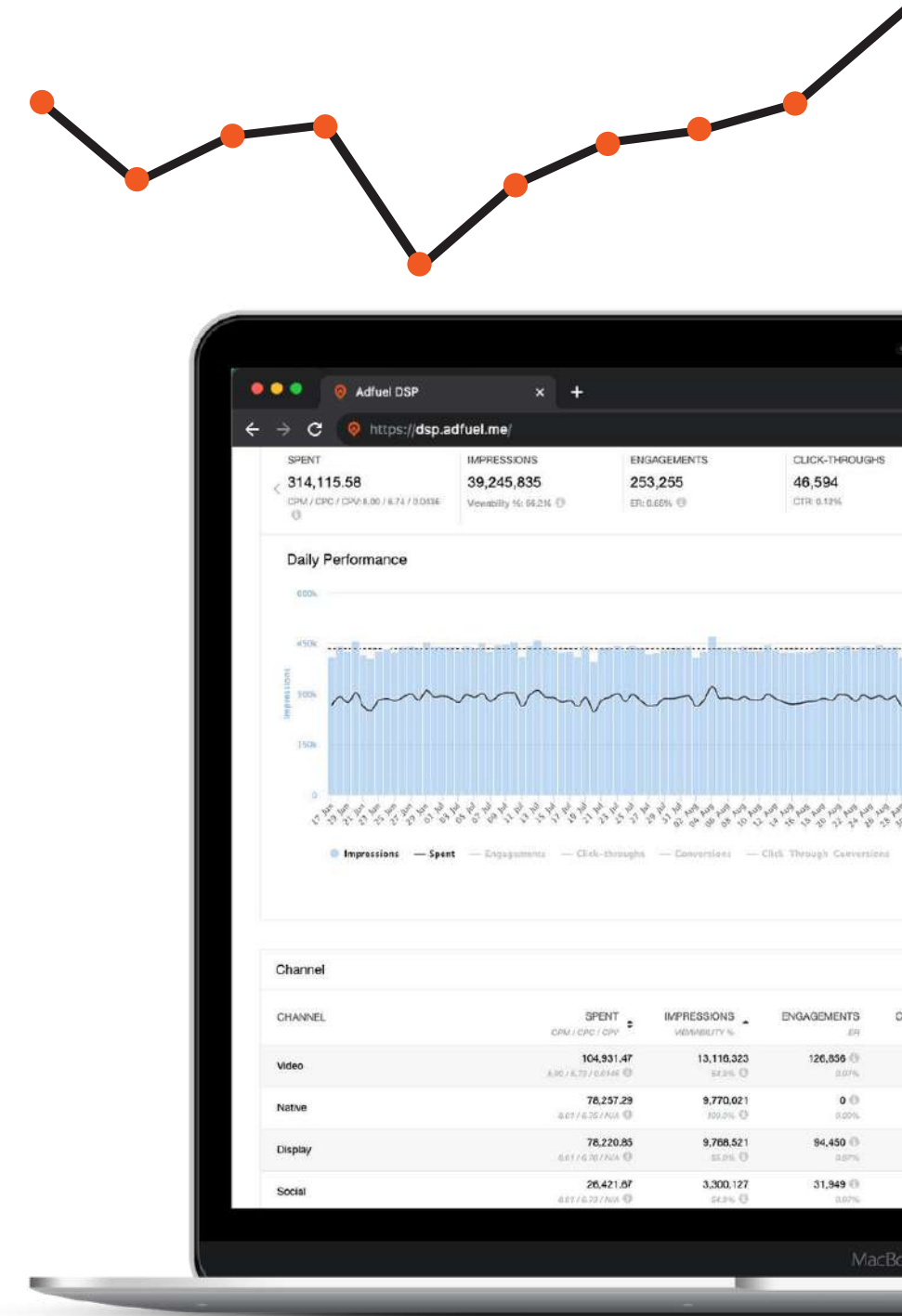
ATTRIBUTION

Adfuel's Attribution capabilities will help you understand the holistic digital performance by pulling additional conversion parameters and analyzing cross-channel metrics.

Real-time Attribution reporting will provide conversion-related data including the types of conversions, touchpoints, full path to conversions and more.

+ Applicable to programmatic channels including display, video, native and CTV/OTT.

+ By retargeting all users who completed a CTV/OTT ad with a Display ad, we can measure foot traffic into the brand stores and understand better who/where/when is converting online and offline.

+ Footfall Attribution reports will be available afterter 5-days lag through Adfuel dashboard. Data is populated daily.

+ Footfall Attribution can be displayed as a CPA to better quantify the effectiveness of the CTV/OTT campaign.

ATTRIBUTION MODEL

LAST TOUCH
TIME DECAY
LINEAR
POSITION
FIRST TOUCH
MTA

PATH TO CONVERSION REPORT INCLUDES:

CONVERSION DATE
CITY & COUNTRY
IP ADDRESS
FIRST/LAST IMPRESSION & CLICKS
FIRST/LAST IMPRESSION TIME
FIRST/LAST CLICK AD UNIT
FIRST/LAST CLICK TIME
FULL PATH TO CONVERSION
DEVICE

FOOTFALL
ATTRIBUTION

Calculate the campaign's success based on the number of customers that walk in the brand's doors. Footfall Attribution allows you to analyze the measurability and timeliness of attribution data coming from online/digital channels to the brand's physical store.

DATA COLLECTION

+ Accurate location data is the most important requirement of footfall attribution. Service providers need to integrate with app makers to generate precise location data. This can be done using various technologies like GPS, Wi-Fi, Bluetooth, Geotargeting or Proximity targeting.

+ Proper use of the technologies cannot just generate location data but can also attach it to offline behavior data.

+ Advanced machine learning and Artificial Intelligence (AI) technologies help increasing accurate location-behavioral data that is then used to understand the footfall trends.

ATTRIBUTION

+ The database is then compared (exposed group vs control group) to arrive at an accurate footfall attribution report. The number of "store visits" are used as the comparison factor to determine the footfall uplift.

adfuel™

YOUR ALL in ONE DIGITAL PLATFORM

Adfuel's universal platform was envisioned and designed from the ground up to achieve our vision of a Universal Marketing platform where marketers can execute paid media, reaching their desired audience regardless of the different advertising channels, ad formats and devices.

Our goal is to provide a unified and real-time access to media inventory in social media, search, and the open web programmatic channels, where ad buyers can directly purchase ad inventory across all these different media and advertising channels in one place.

The Adfuel Platform offers a comprehensive set of robust modules for seamless end-to-end digital marketing execution, encompassing Campaign Management, Audiences, Creative, and Reporting.

ADFUEL SUPPORTS PROGRAMMATIC MEDIA BUYING AND EXECUTION INTO:
• Open web media into world's ad exchanges.
• Paid social media (Meta, TikTok, LinkedIn, etc.) and paid search (Google Search).

AD EXCHANGES SUPPORTED BY ADFUEL

Adfuel connects you to a wide range of ad exchanges and media publishers worldwide and providing you with among the widest audience reach by connecting with the world leading platforms and media. Adfuel ad tags are compliant with these supported platforms, and you can publish or traffic ads directly from Adfuel into these platforms.

DISPLAY

- AdColony
- AdForm
- Admixer
- Adtoma
- Adview
- AdYouLike
- ANTS
- AOL AdTech
- Bidswitch: Xandr
- BrightRoll SSP
- Fidelity Media
- Gamma
- Geniee
- Google Ad
- iBillBoard
- Index Exchange
- InMobi Exchange
- LiveIntent
- Mobfox
- Nativo
- OpenX
- POKKT
- Pubmatic
- PubNative
- PulsePoint
- Select Media
- Smaato
- SmartyAds
- SmartAdServer
- Sonobi
- Sovrn
- The Media Grid
- TripleLift
- Magnite/Rubicon
- Ucfunnel
- WideOrbit
- WordPress
- Yengo
- Yieldmo

VIDEO

- AdColony
- AdForm
- Adtoma
- Adview
- AdYouLike
- Bidswitch: Xandr
- BrightRoll SSP
- Fidelity Media
- FreeWheel
- Geniee
- Google Ad
- iBillBoard
- IndexExchange
- Mobfox
- Nativo
- OpenX
- Pubmatic
- RhythmOne
- Magnite/Rubicon
- SelectMedia
- Smaato
- SmartAdServer
- SmartyAds
- Sovrn
- Spotx
- Taboola
- Teads
- Telaria
- The Media Grid
- TripleLift
- Ucfunnel
- UnrulyX
- Verizon Media
- PubNative
- PulsePoint

CTV/OTT

- AdColony
- AdForm
- Admixer
- Beachfront
- Column6
- Criteo
- District M
- EMX Digital
- FreeWheel
- Fyber Marketplace
- Google Adx
- Index Exchange
- InMobi Exchange
- LKQD
- Loop Me
- Magnite CTV
- Media.net
- MobFox
- OpenX
- Origin Media
- Pubmatic
- PubNative
- PulsePoint
- ShareThrough
- Smaato
- Smart Ad Server
- Smarty Ads
- Sonobi
- Sovrn
- Spotx
- The Media Grid
- TripleLift
- Unruly
- UnrulyXtend
- Xandr
- Yahoo Exchange

DOOH

- JCDecaux

NATIVE

- AdColony AdForm
- Admixer
- AdYouLike
- AOL Adtech
- Adtoma
- Aererv
- Xandr
- BrightRoll SSP
- Fidelity Media
- Gamma
- Geniee
- Google Ad Exchange
- GumGum
- iBillBoard
- LiveIntent
- NativeAD SL
- NativeAds
- Nativo
- OpenX
- Outbrain
- POKKT
- Pubmatic
- PubNative
- PulsePoint
- Magnite / Rubicon
- Samsung
- Select Media
- Smaato
- SmartAdServer
- Sonobi
- Taboola
- TripleLift
- Ucfunnel
- WordPress
- WideOrbit Yengo
- Yieldmo

AUDIO

- Xandr
- PulsePoint
- Rubicon

CROSS-CHANNEL UNIVERSAL PIXEL

■ Adfuel's cross-channel universal pixel offers valuable insights into user interactions on a website. It facilitates easy user segmentation and allows for the measurement of the value of their actions.

■ The key feature is its central configuration interface and unified pixel code. This eliminates the need for separate definitions of conversion pixels and segment pixels, streamlining the process of tracking user behavior and engagement on a website.

■ Integrated with industry leading verification and brand safety partners, Adfuel's universal pixel is automatically generated to drive efficiency and automation.

AUDIENCE CUSTOMIZATION
Adfuel's cross-channel universal pixel enables the collection and creation of custom audiences, allowing precise targeting based on user behaviors and interactions across channels.

ACTION TRACKING
Facilitates the tracking of site actions, aiding in attribution and optimization strategies.

AUDIENCES SYNCRONIZATION
Implementing Adfuel's cross-channel universal pixel to all Business Managers across Search, Social and Adfuel's DSP opens cross-channel synchronization capabilities more effective targeting.

PERFORMANCE MEASUREMENT
Adfuel's cross-channel universal pixel enables the measurement of conversion performance, supporting data-driven decision making and optimization.
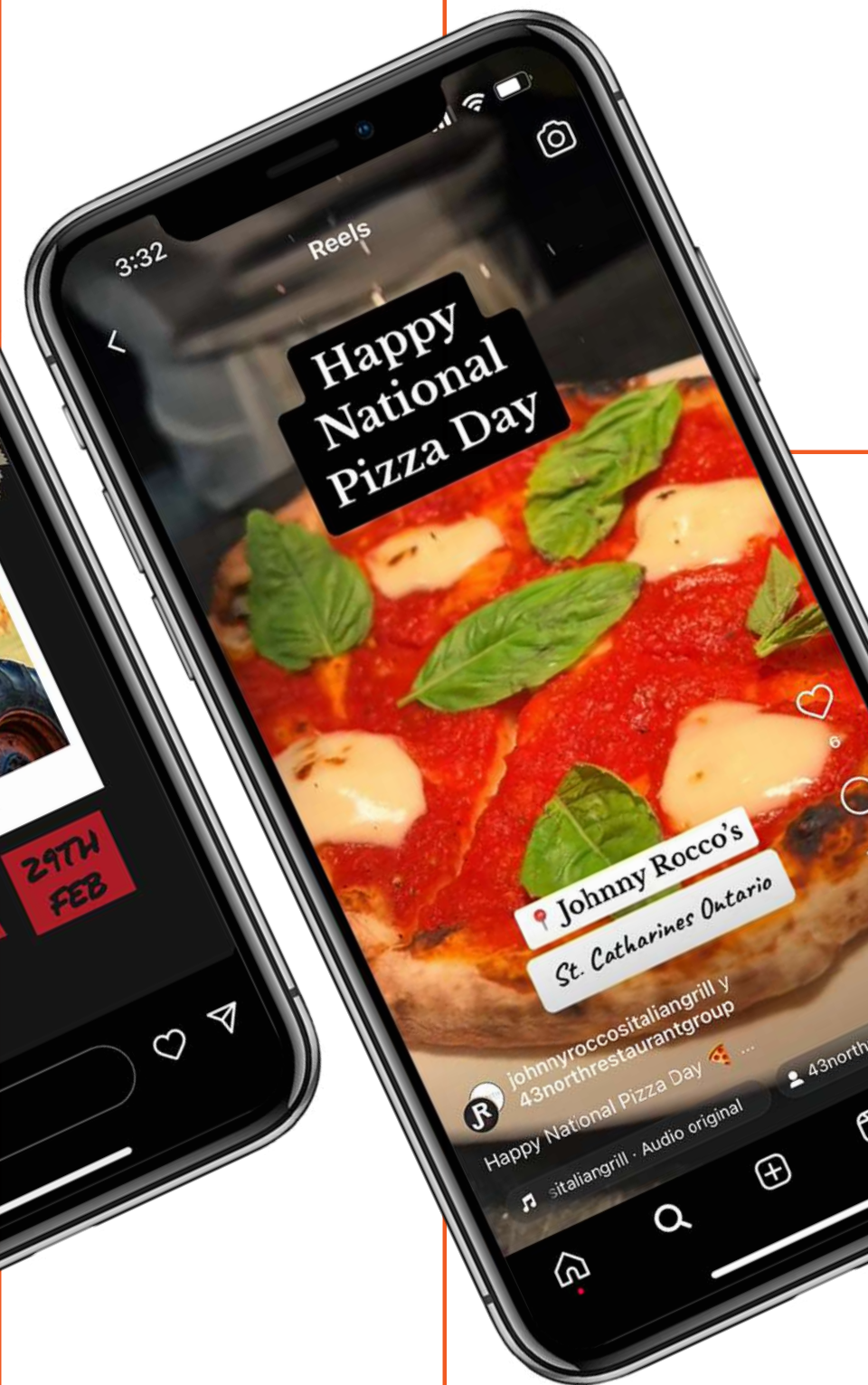
AN ELEVATED
STORIES
EXPERIENCE

adfuel+™

ELEVATED STORIES EXPERIENCE

ADFUEL+ IS AN END-TO-END PLATFORM FOR BRANDS TO DELIVER STORIES IN THE OPEN WEB.
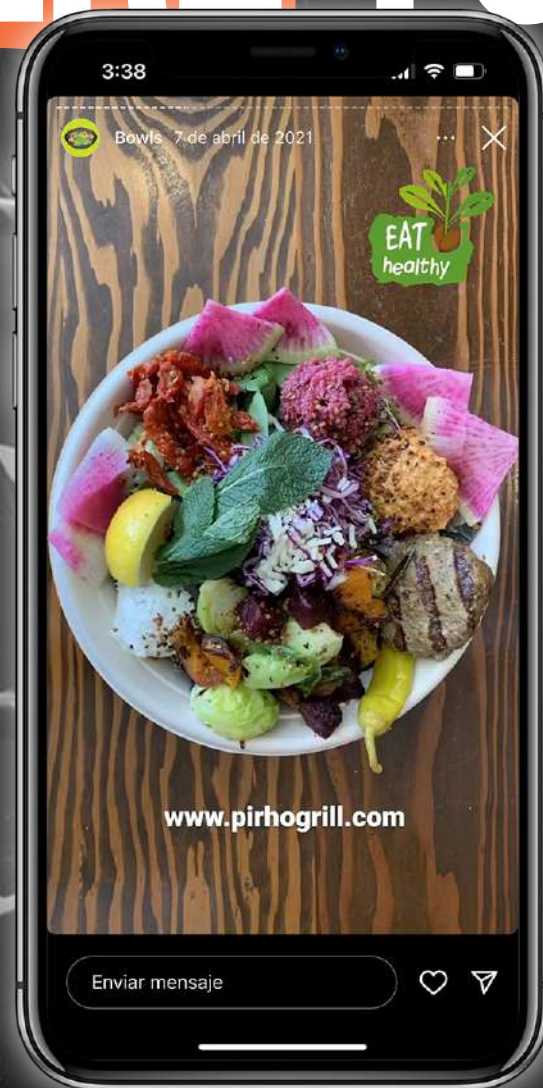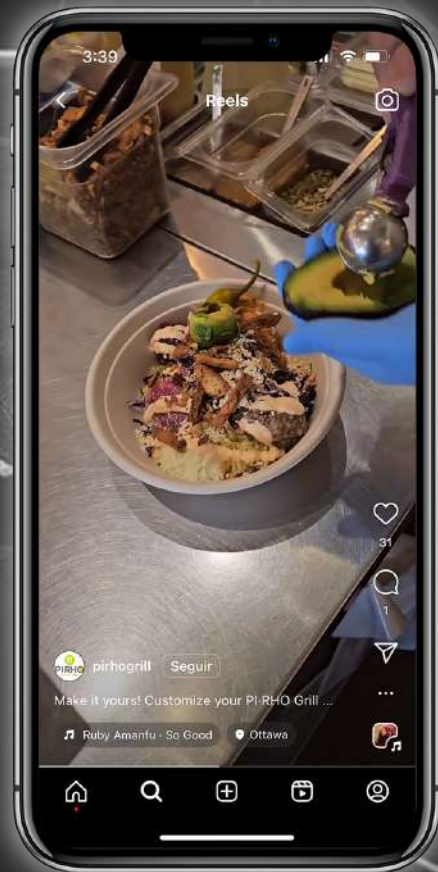
STORIES DON'T HAVE TO BE STUCK IN SOCIAL

Stories have been quickly adopted, but brands are being forced to navigate social silos with limitations on creation, distribution and data.

OWN & DELIVER STORIES, ANYWHERE YOU WANT

Engage customers by adding Stories to your website and app

Increase awareness through display and native Story ads

adfuel+

INCREASED STORIES DISTRIBUTION
Achieve reach as big as your media plan vs. 2-5% organic reach to social followers.

OWNERSHIP AND MANAGEMENT
Host, own, edit, and improve endlessly vs. siloed creation with a 24-hour limit.

IDEAL MOBILE EXPERIENCES FOR ALL
Deliver a consistent brand approach, on or off social.

INCREASE ATTENTION & REPURPOSE YOUR INVESTMENT

01
3/4 OF VIEWERS ARE 6+ FRAMES
Lean on Adfuel+ to maximize the value of your most compelling social content.

02
10+ SECONDS & 3+ INTERACTIONS PER VIEW
Full-screen stories drive results on metrics that are highly predictive of consumer consideration, action, and purchase.

03
9.8 STORIES PER MONTH
This is what the average brand posts on instagram, content that can be seamlessly extended across the open web with Adfuel+
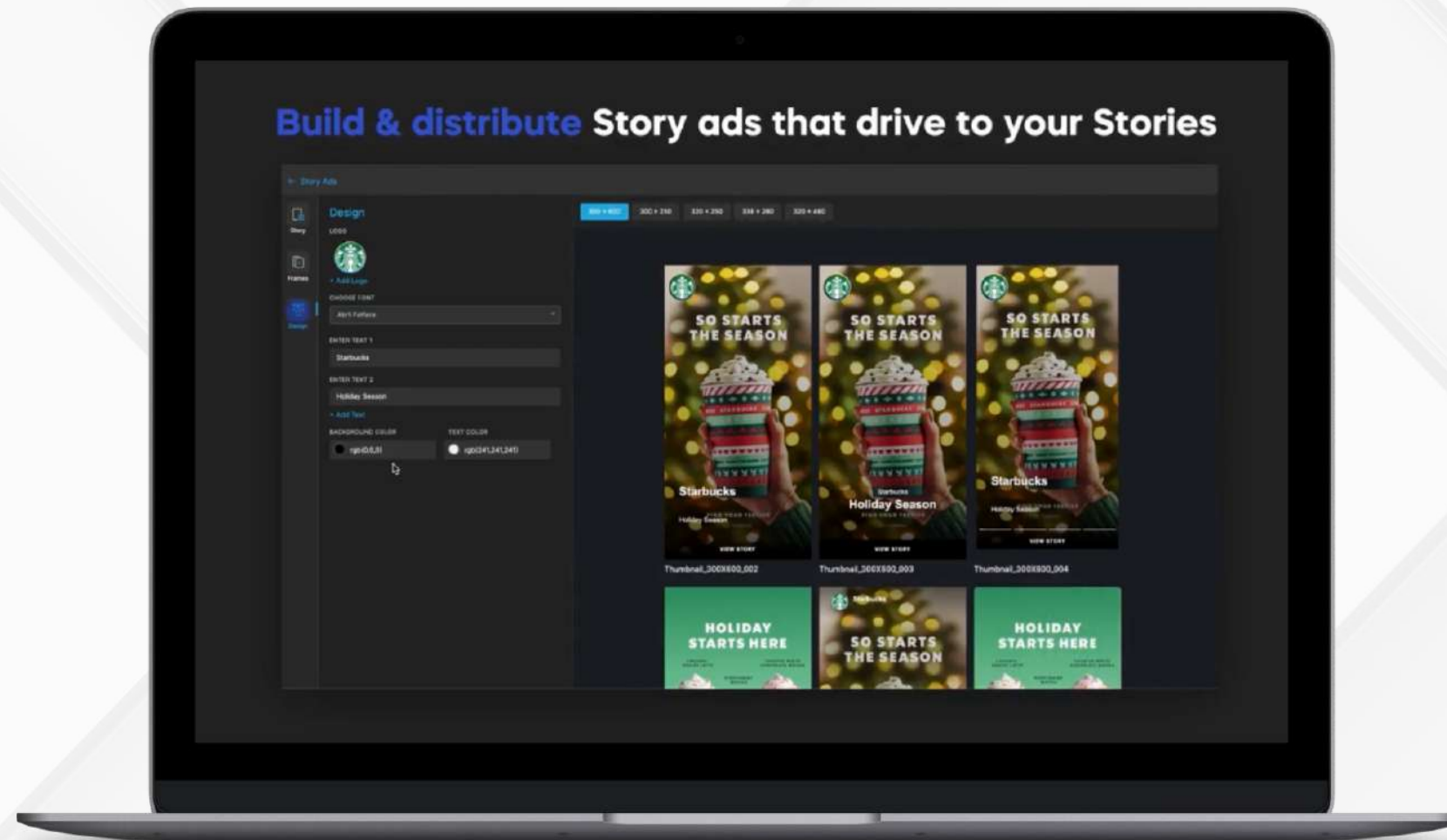
04
$0 FOR PRODUCTION
Repurpose existing assets, pay no extra in content or production costs and replace existing creative costs for mobile marketing.

adfuel™

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