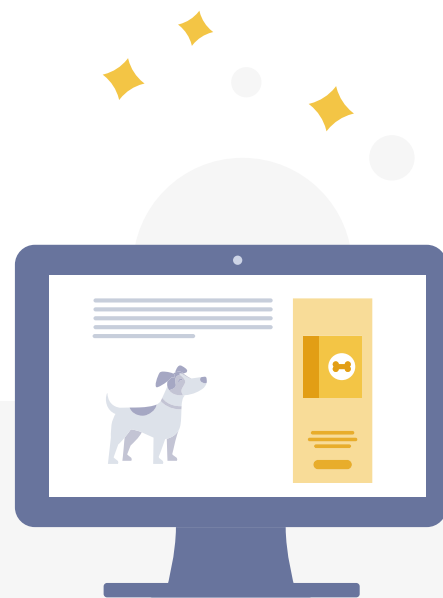


3 strategies for more effective advertising in Sklik content network



Are you really making the most of the Sklik content network? We have made an infographic for you with 3 strategies that will improve your campaign effectiveness beyond all expectations!



1. I would like to Maximize sales

Watch your lost impressions

Lost Impression Share says how many impressions you lose in the selected period due to low budget. The solution is to increase your spend. If you cannot raise it, then lower your CPC accordingly and refine your targeting. Loss of impressions or clicks means that you lose potential conversions which people would otherwise do.

Increase the number of successful auctions

Win-rate metric shows what percentage of auctions your ad entered was successful. If the win-rate is low, increase CPC, so to make the report go to more auctions. This is important for campaigns with the highest performance and campaigns looking to maximize conversion volume, for example retargeting campaigns.

Use templates for dynamic retargeting

VCustom DRTG [templates can improve the conversion ratio by up to 28% compared with default templates](#). It will take you a few minutes to set up the templates, but the benefits can be significant. We also recommend testing multiple templates since we measured a **difference of 4% CTR and a 17% conversion ratio between templates**.



2. I would like to Improve profitability

Adjust the number of successful auctions

If you have a high win-rate and a limited budget, don't be afraid to cut CPC. Even if your win-rate drops the next day win-rate, you get lower CPT and more clicks for the same budget. The lower CPC will lower your CPC/COS. Win-rate of 5% may not be small if you've hit the limit with your budget and objectives.

Automate your creative visuals with dynamic banner

By linking Sklik and Zboží.cz with your creative visuals eliminates the often time-consuming production of all sizes, colourways or frequently changing prices of products. Just a few clicks and you have set up your own banner layout, CTA buttons, font types, etc. The templates can also be A/B tested. For more information on DB see our [help pages](#).

Test new targeting and automate

New targeting will get you new customers. As the behaviour of people changes, so do their interests and shopping preferences. Support targeting that works and stops targeting that does not perform. Don't forget to align your creative visuals to the CPA/COS.

Use the inventory filter for DRTG correctly: eliminate low-margin items and products that are out of stock. This will help you reduce your costs of goods that are not purchased immediately. If you still want to advertise such items, we recommend creating a new campaign or report. Visit our [help pages](#) for inventory filter recommendations.



3. I would like to Maximize reach effectiveness (brand advertising)

Work with an average frequency of impressions

Do not overwhelm the user with high ad frequency. The metric indicates how many times is the ad shown on average to one person in the selected period. For branded campaigns as a video ad or branding, opt for lower frequencies around three. For banners, go up to 10 impressions.

Use the metrics Advertising reach and New users

Reach means how many people you reached in total from the beginning of the campaign. You can adjust targeting, budgets or bids to achieve the desired volume of users reached.

Along with reach metric, new users metric represents a powerful tool that lets you easily evaluate the success of campaigns, in particular additions of new, reached users. From the increments you will see whether you are still reaching new ones or, for the most part, just the existing ones. **New users can be reached by expanding your new targeting.**

Use top banner formats

Using these dimensions (or more) gives you the highest impression share: 300 x 250, 300 x 300, 480 x 300, 300 x 600, 480 x 480 and 970 x 310. With that covered, you get more than 80% of all impressions. High reach is a guarantee that everyone will see your ad!



It's okay to see a 100% impression share and a 5% win-rate. This means that your budget doesn't limit your ad's publication rate, but your ad which won only 5% of all auctions in which it participated.