



Smarter **Click**

Targeted Conversions



# Smarter Click

Targeted Conversions

Smarter Click specialise in cutting-edge re-marketing services. We only ever work on a performance basis to help online retailers, just like you, reach out to more customers and win new business.



## Client Dashboard

full control and visibility.



## Skip the lawyers

No lengthy contracts or commitments.



## No fees

We're CPA only, forever.



## No Minimum Terms

no minimum traffic levels.



## Complete Support

full account support and optimisation.



## Instant changes

campaign adjustments in real time.



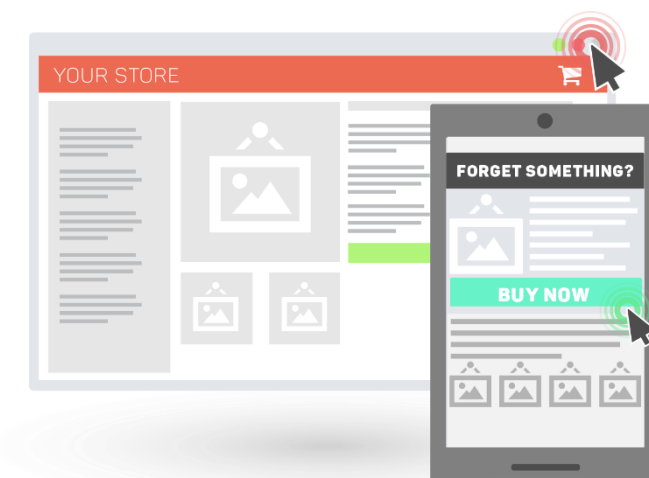
## Smarter Overlays



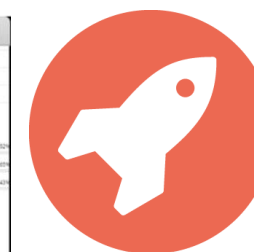
- On-site technology
- Intelligently targeted
- Reduce site abandonment
- Increase conversions

## Smarter Remail

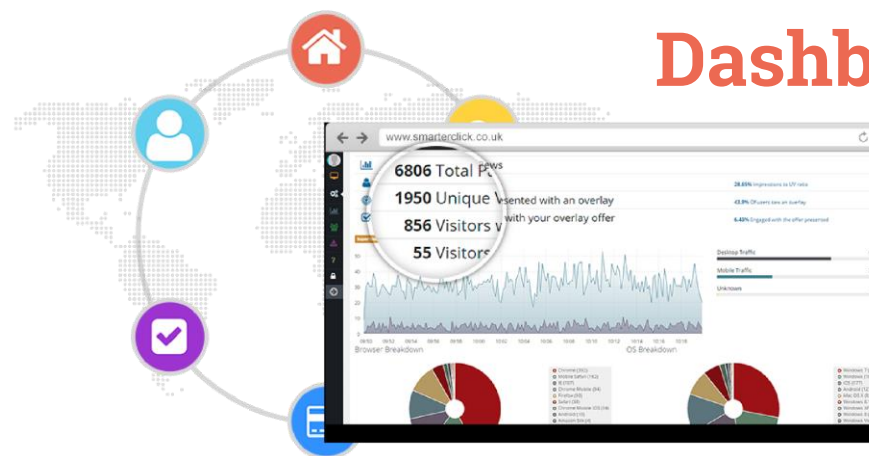
- Direct Email remarketing
- Reduce basket abandonment rate
- Recover lost revenue
- Automated, personalised campaigns



## Dashboard & optimisation



- Free setup & account management
- Real-time traffic insights
- Traffic source identifiers
- Multi-device integration



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## Case study

# zipvit

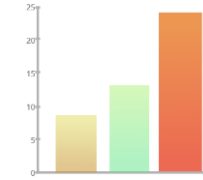
### Challenges:

- Build large customer base in Health & Vitamin market.
- Maximising Conversion rates.
- Abandonment rates too high.
- Offer visibility was important.

### Solution:

- Overlay to target leaving visitors.
- Exclusive offers meant new visitors were engaged and converted.
- Engagement rate increased to 27%.
- Conversion rate increased to 50%

27%



Conversion rate from:  
Engagement with offer: **50.2%**  
Engagement Rate: **27%**

