



Sellector
— ease of choice



SellectorAd
Sell where others **advertise**

SellectorAd

Online display goes **interactive**

The world wide web distinguishes itself from other mass media by its interactive capabilities.

However, online advertising is always limited to a one way communication and as such has never been able to exploit these capabilities.

Until now.

SellectorAds for the first time leverages the web's full potential by giving advertisers the means to enter into a real interaction with their customers. At the same time it offers potential customers a true added value enabling them to select for themselves what they are interested in.

Approaching the customer

The shopping decision can be made right where the customer is and without first having to visit the advertiser's shop. This way the advertiser can place their shop right into the ad banner and embed it into thousands of websites.

The user-friendly selection controls based on the latest faceted search technology enable a playful and inspiring shopping experience. In consequence, the SellectorAd features high stickiness, improved click and sales conversion and can be deeplinked right to the product check-out page – only one click away from purchasing.

billiger.de

Kamera Finder

Hier Optionen wählen

→ Panasonic

Preis 225 € - 1942 €

→ Digitalkamera - Kon

Lumix DMC-FX700

ab 268,99 €

Fotemia

Lumix DMC-FT2 blau

ab 259,70 €

exklusiv-home.de

Wählen Sie die Stiefelform

Wählen Sie Ihre Wunschfarbe

powered by Sellector.com

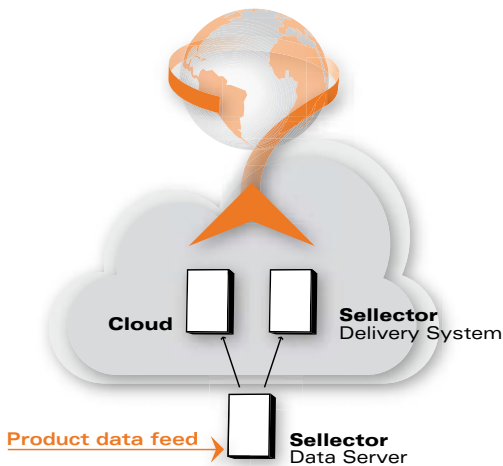
Zum Shop!

SellektorAd

Easy setup and **campaign management**



Large scale ad delivery



Easy campaign management

Managing the campaign portfolio is easily done through an online spread sheet table or by connecting the SellektorAd-Server to a product data feed.

Product data updates are available live within seconds allowing the inclusion of products with volatile prices or limited availability into the campaign.

The SellektorAd also offers auto-click-optimization and can be enhanced with existing targeting information.

Creating the SellektorAd is done in standard HTML using selector templating controls to customize ad design and functions.

The templating documentation is openly available allowing any online agency to easily design and create SellektorAds at a very low cost.

Since the SellektorAd does not make use of Flash it also runs on iPad and iPhone.

Slim, fast and scalable

Depending on the advertisers service level requirements the ads can be delivered over the cloud-based SellektorAd-Pool, over a dedicated Server Cluster or over a server located in the advertiser's data center.

High performance SellektorAd technology is redundant, highly scalable and requires only very low hardware resources limiting operating costs to a minimum.

Whether the campaign comprises a whole shop portfolio or only a few products, the SellektorAd responds immediately, always maintaining a smooth user experience.

7 Reasons why:

- + **boosts** click through rate and **sales conversion**
- + **easily designed** and realized by any online agency
- + automatic **campaign optimization** based on click or sales conversion
- + extensible with **(re-)targeting** information
- + price or availability **updates within seconds**
- + runs on **iPad** and **iPhone**
- + **highly scalable**, redundant, cloud-based

About Selector

With its ease of choice solutions SelectorSearch, SelectorGuide and SelectorAd, Selector offers highly usable product finding as software-as-a-service.



Selector is your competent solution partner in every stage of the realization process. Large enterprises as well as small businesses benefit from our experience and the following optional service offerings:

References

- + Deutsche Telekom AG
- + Techdepot (nl, de, uk)
- + billiger.de
- + Detech-shop.de

Realization Service:

Perfectly orchestrating the various Selector features saves time and cost, improving both usability and effectiveness of the solution. Our Realization Service offers you an effective, fast and inexpensive realization of your requirements.

Integration Service:

We support you in integrating the Selector technology into your existing shop- oder content management system.

Data preparation Service:

We have the tools and the know-how to enhance and pre-process your product data precisely as it is required for your solution.

Continuous Optimization:

Optimizing sales conversion is a continuous task. We offer a continuous optimization support for your Selector solution incorporating shop usage data as well as the latest features of the Selector framework.

Customized Solutions:

Should the extensive possibilities of the Selector framework not be sufficient to accomplish your task, Selector GmbH is prepared to realize a solution tailored to your specific requirements.



Selector GmbH

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