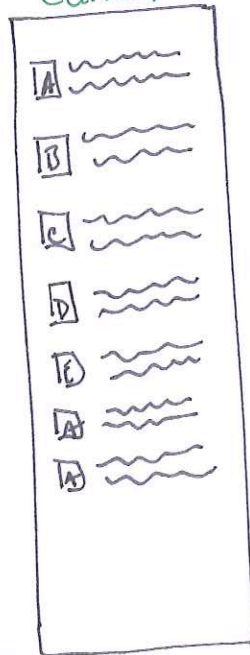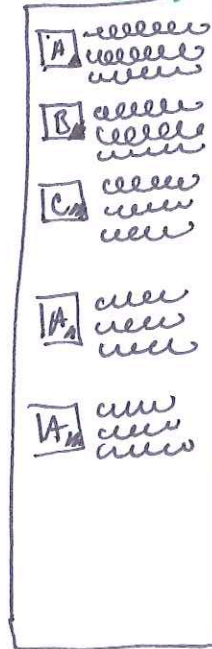## TYPE 1 (OFFER ADS) PAds
Current Product Ads

- ALL PRODUCT ADS
- CLICK GOES TO MERCHANT DP
- VARIED MERCHANTS
- AD UNIT (160 X 600) IS CREATED BY CTR + BID + RELAVANCY

- MANY ADS
- MANY MERCHANT
- OFFER ADS

widget: shared
targeting: automated

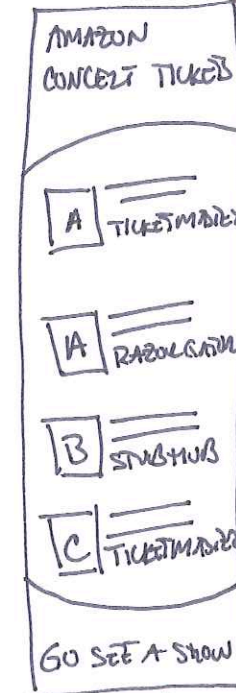## TYPE 2 (OFFER ADS) GAds
Google Search + images, Hydra, AdWord

- ALL GENERAL ADS
- CLICK GOES TO MERCHANT COLLECTION / GATEWAY PAGE
- VARIED MERCHANTS
- AD UNIT (160 X 600) IS CREATED BY CTR + BID + RELAVANCY

- MANY ADS
- MANY MERCHANT
- GENERAL ADS

Shared
automated

TYPE 3 (DISPLAY AD) GAds
Amazon Generated   Generalized Ad/Hydra/AdWord

AMAZON CONCERT TICKER

- A TICKETMASTER
- A RAZORGATOR
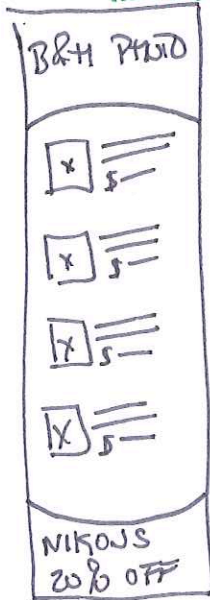- B STUBHUB
- C TICKETMASTER

GO SEE A SHOW

- ALL PRODUCT ADS
- CLICK GOES TO MERCHANT DP
- VARIES MERCHANTS
- AD UNIT (160 X 600)
  - CREATIVE BY AMAZON
  - ADS CREATED BY CTR · BID · RELAVANCY

- ONE CREATIVE / MIXED OFFERS
- MANY OFFERS
- MANY MERCHANT
- OFFER ADS

Owned Branded
Automated / Manual

TYPE 4 (DISPLAY AD) GAds
Tumri & Criteo / Hydra / AdWord

B&H PHOTO

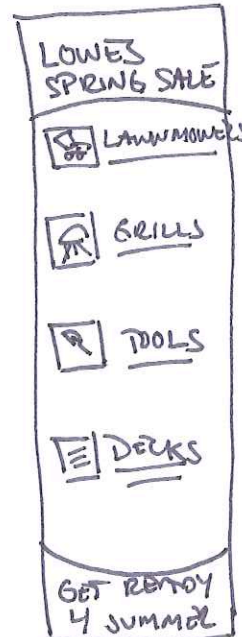- X $
- X $
- X $
- X $

NIKONS
20% OFF

- ALL PRODUCT ADS
- CLICK GOES TO MERCHANT DP
- ONE MERCHANT
- AD UNIT IS
  - CREATED BY CAMPAIGN
  - BY SERVED BY CTR · BID · RELAVANCY

- SMALL SET OF ADS
- MONE MERCHANT
- OFFER ADS

Owned Branded
Automated / Manual

TYPE 5 (DISPLAY AD) GAds

LOWES SPRING SALE

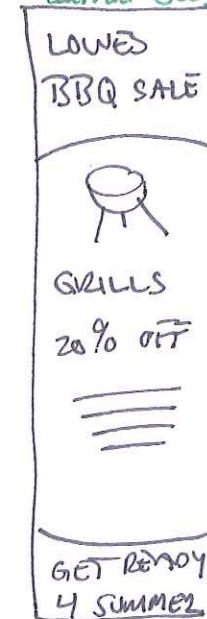
- LAWNMOWERS
- GRILLS
- TOOLS
- DECKS

GET READY
4 SUMMER

- ALL GENERALIZED
- CLICK GOES TO MERCHANT DP
- ONE MERCHANT
- AD UNIT IS CREATED BY CAMPAIGN SERVED BY CTR · BID · RELAVANCY

- SMALL SET OF ADS
- GENERAL ADS
- ONE MERCHANT

Owned Branded
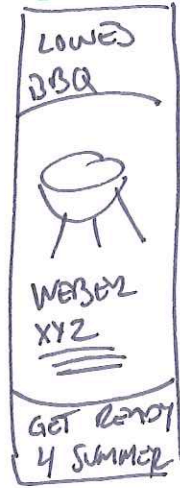Manual

TYPE 6 (DISPLAY AD) GAds
Current Google Display Ad

LOWES BBQ SALE

GRILLS
20% OFF

GET READY
4 SUMMER

- ONE GENERALIZED
- CLICK GOES TO MERCHANT DP / COLLECTION PAGE
- ONE MERCHANT
- AD UNIT IS CAMPAIGN
- ONE GEN AD
- ON

Owned Branded
Manual

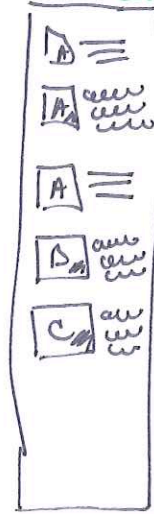## TYPE 7 (DISPLAY AD) GAds
Current Google Display Ad, Hydra, AdWord

LOWES
BBQ

WEBER
XYZ

GET READY
4 SUMMER

owned Branded
manual/automated

- ONE OFFER AD
- CLICK GOES TO MERCHANT DP
- ONE MERCHANT
- AD UNIT IS CAMPAIGN
- ONE PRODUCT
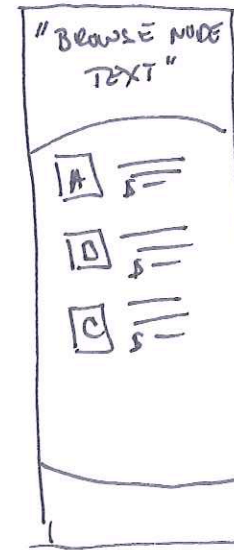
TYPE 8 (OFFER AD) PAds, SAds, GAds
Not currently envisioned

A
A
A
B
C

- PRODUCT & GENERAL ADS
- CLICK DEPENDS ON TYPE
  (DP OR COLLECTION)
- CREATED BY OR. BID. RELEVANCY
- MANY ADS
- MANY MERCHANTS
- MIXED AD TYPES

Shared
automated

TYPE 9 (OFFER) PAds

"BROWSE NODE TEXT"

A
B
C

- PRODUCT ADS
- GENERATED CREATIVE
- CLICK TO MERCHANT DP
- MANY ADS
- MANY MERCHANTS
-

Shared
automated

Publisher
Size (160x600, A+B sizes)
targeting characteristics (keyword, url, demographics)
eCPM requirement
Not Advertiser X
Not Category Y

QUESTIONS?

- FOR HYDRA POINTING TO A SEARCH PAGE, WHAT IS THE BEHAVIOR FOR PA RESULTS?