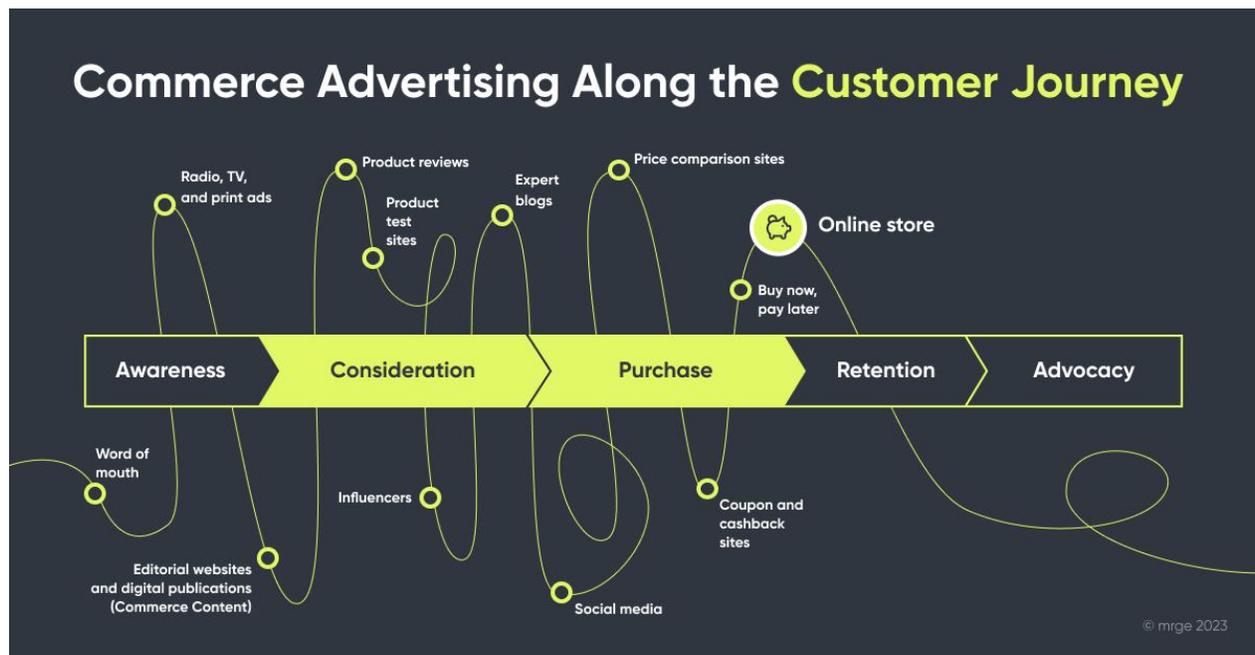


Press release

Commerce Advertising at a glance: digital advertising along the customer journey

Hamburg / Germany, January 9, 2022 — In September 2022, the e-commerce marketing platform mrge introduced the new term *Commerce Advertising* into the ecosystem of commerce content, performance marketing, and affiliate marketing. Commerce Advertising comprises digital marketing measures with which advertisers reach their target groups during the information-gathering phase (“Consideration”) as well as the actual transaction phase (“Purchase”) of the customer journey. mrge has now published a graphic that shows marketing managers, at a glance, which tools and technologies they can use in these crucial phases.

For the first time, a visualization brings together the customer journey with digital marketing efforts that impact advertiser performance and drive revenue.



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Nikolaus Spitzky, General Manager & SVP Advertiser at mrge, comments: “For marketers, it is important to know where they can provide purchase-critical impulses. When we look at the customer journey, it’s precisely these measures – the ones that drive performance and positively impact purchase – that were missing until now. With our graphic, we fill this gap. We show which tools and technologies have a targeted effect during the ‘Consideration’ and ‘Purchase’ phases and trigger a transaction.”

What happens during the research phase (“Consideration”)?

More and more often, users search for products online. Editorial offerings such as product reports and comparisons, comments by experts on publishers’ websites, blogs, forums and social media, as well as the opinions of influencers, are important sources of information. To be present in this phase and win over potential buyers, advertisers use these digital marketing tools:

- Shopping ads and shopping widgets
- Visibility on product comparison pages
- Affiliate links within publishers’ commerce content
- Recommendations in social media, blogs, and forums

In this phase, a pre-selection is made; the transaction phase follows.

Elements of the transaction phase (“Purchase”)

As the product decision becomes more concrete, the user’s next question is where to purchase the product. With the right Commerce Advertising strategy, the advertiser supports the potential buyer here, as well. The best price and the most appealing discounts are decisive criteria prior to purchase. To gain an advantage over competitors, advertisers use the following measures:

- Price comparison sites
- Coupons or vouchers

Commerce Advertising for publishers

The possibilities offered by Commerce Advertising can also benefit publishers. Many of the tools and technologies can be integrated in one’s own editorial content to create additional revenue. The strategy of commerce content, i.e. content that includes affiliate links for the purpose of monetization, is a particularly promising opportunity for data-driven publishers to interact with advertisers beyond the realm of online ads. Product comparison sites and coupon/cashback sites are relevant here, as well.

About mrge

mrge is the leading global platform for Commerce Advertising, connecting more than 5,500 publishers, 50,000 advertisers, and 100 networks in over 160 countries. In 2021, the group generated almost 3 billion affiliate links for its publisher clients, resulting in upwards of EUR 2 billion of additional e-commerce sales for its advertiser clients. By merging smart tools, technologies, and formats, mrge brings campaign messages closer to content, creating value for publishers, advertisers, and users alike.

mrge unites the strengths of three leading companies: digidip, which focuses on premium publishers with high traffic, shopping24, which provides product recommendation solutions, and Yieldkit, which delivers high reach and performance. mrge is supported by majority shareholder Waterland Private Equity and managed by CFO Michael von



Stern, CTO Nils Grabbert, and CCO Tobias Conrad. mrge has offices in Hamburg and Berlin and employs close to 120 people.

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