EXIT BEE
CREATIVE FORMAT
The user is no longer focused on the content so their eyes and brain are “free”. This makes sure that the campaign is seen which leads to high awareness.

The user is more likely to be open to suggestions on what to do next, which leads to high performance (click-through or conversion rate).
HIGH PERFORMING CREATIVE FORMATS

IMAGE ADS (FULL-SCREEN OR BOXED)

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VIDEO ADS (FULL-SCREEN OR BOXED)

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CONTESTS & LEAD GENERATION

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SAMPLE TEMPLATES

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<table>
<thead>
<tr>
<th>COUNTRIES AND CITIES</th>
<th>DEVICES SOURCES</th>
<th>NUMBER OF PAGES</th>
<th>VISITED NEW OR RETURNING VISITORS</th>
<th>PAGES SEEN OR NOT SEEN PAST CAMPAIGN BEHAVIOUR</th>
<th>LEADS OR CONVERSIONS</th>
</tr>
</thead>
</table>

All targeting options can be triggers only for users consented to additional processing as per GDPR requirements.
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TARGETING OPTION

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