

# PROSPECTING ADS

## Increase Site Traffic From Qualified Prospects

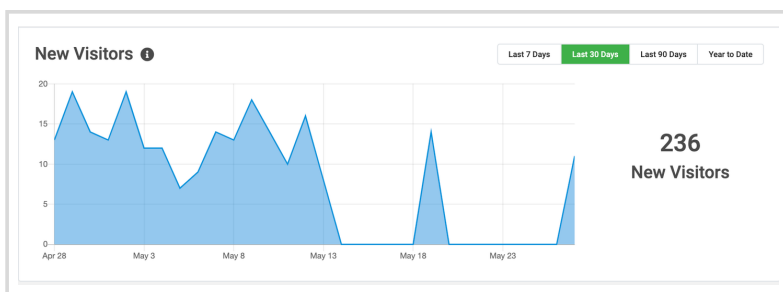
When typical marketing channels become stagnant, it can be helpful to change direction. Diversify your marketing strategy with prospecting ads through Springbot, and bring new shoppers to your eCommerce store.

### WHY PROSPECTING ADS

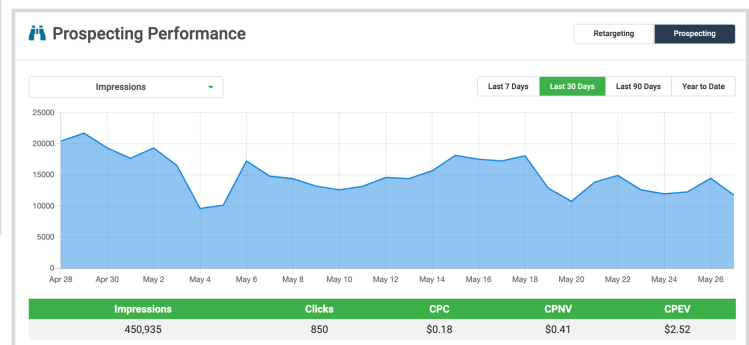
If you're a marketing manager for a retail company looking to drive site traffic, then prospecting ads are right for you. Prospecting ads leverage your store's consumer data to target your ideal shoppers and bring new, highly-qualified traffic to your site.

### HOW IT WORKS

Prospecting Ads target users with specific interests and demographics or customers that look like your current customer base. We analyze the purchasing behavior of your customers and find users with similar characteristics. Once a new audience has been identified, Springbot will then launch your prospecting campaign to Google, Facebook and more. You'll not only be able to attract unique shoppers to your eCommerce store, but also take advantage of retargeting campaigns to maximize exposure.



Our new reporting allows them to easily see how many new visitors they had during a time period.



They can also take a deeper dive into how many clicks and impressions these ads brought in.

## LEARN MORE TODAY!

If you're interested in learning more about this service from Springbot, schedule a demo [here](#) or shoot us a message at [contactus@springbot.com](mailto:contactus@springbot.com) today!

[www.springbot.com](http://www.springbot.com)