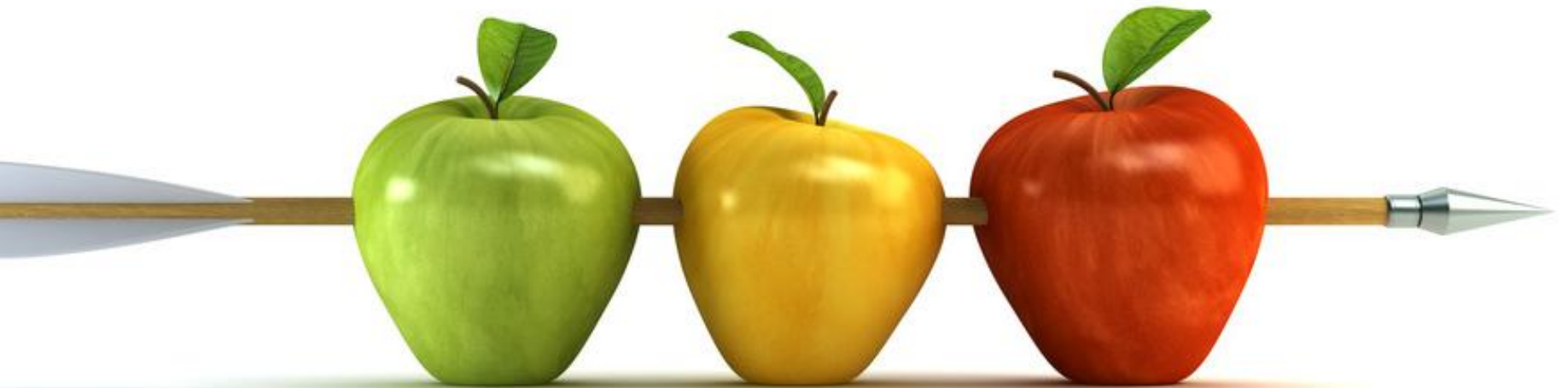


# Nano Interactive GmbH

## nano\_target Implementation Guide



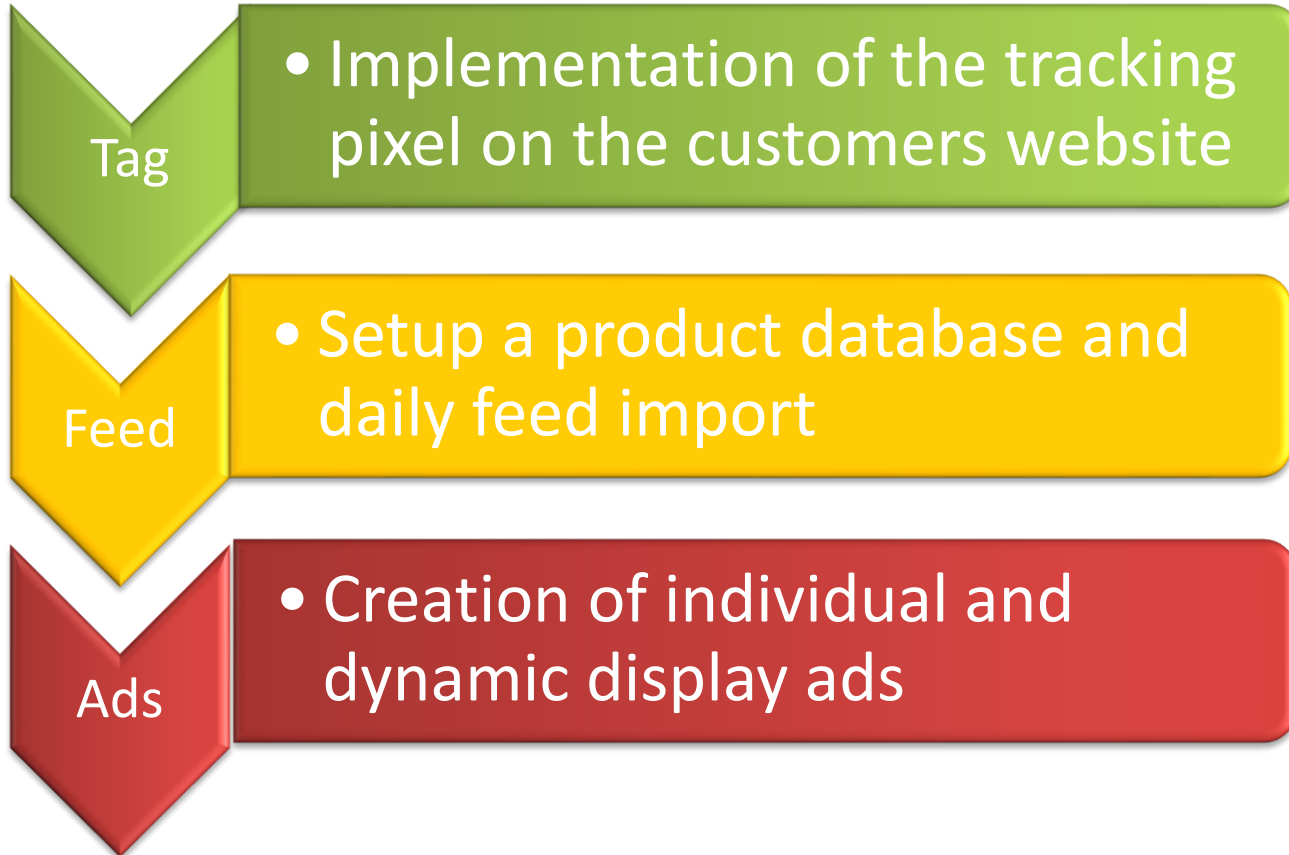
# Individual Retargeting

Retargeting is the most sophisticated and effective way to communicate with your prospects and customers online. With nano\_target, our retargeting technology, we are finding your visitors and clients in our media network and provide them with the most relevant advertising messages.

By using nano\_target you are significantly increasing the conversion rates of your online media buy which drives incremental sales and revenues for your business.



# Process Overview



# Tracking Pixel

## Different Tracking Codes for different Usage

- **Profiling pixel:**  
<iframe> tag which needs to be implemented in the Webshop where all products the user was interested in are displayed
- **Conversion pixel:**  
<javascript> tag which needs to be implemented in confirmation page



# Tracking Integration

These tracking codes are necessary to track the user behavior on your website.

They allow us to realize, which of your shop's categories, products and offers are relevant to this individual user. Based on this information we can decide which products should be displayed when we meet this particular user next time in our media buy.

- **No need for customization on your end**
- **Quick installation**
- **Business rules based on your requirements**



# Tracking Integration

Please insert the tracking code at the very bottom of your webpage. The code should be implemented on ALL shop sites

## Example Code:

```
<!-- Retargeting: ArticleDetailAction --> <div id="px_div_3654261161272364000" style="position: absolute; left:0; top:0; width:0px; height:0px;"><iframe id="px_fr_3654261161272364000" name="px_fr_3654261161272364000" src="https://ads.heias.com/x/heias.ret.px.fr/?PX=HT|3654261161272364000|n|6556|cus|6562|product_price|0.90|product_id|AD412B022-602" allowtransparency="true" framespacing="0" frameborder="no" scrolling="no" width="1" height="1"></iframe></div> <!-- End of IFRAME-PROFILING-PX -->
```



# Product Feed

- daily automated upload in .csv or .txt format
- data size is not limited
- required data:
  - product name and ID
  - description and price
  - deeplink
  - image URL
- Example

Prod_id	Prod_name	Prod_price	Prod_description	Prod_deeplink	Prod_category	Prod_imageurl
1234	Example_1	29,99	Text 1	http://www.	Shoes	http://www.
1235	Example_1	14,99	Text 2	http://www.	Shirt	http://www.

# Individual Display Ads

Individual banner based on your corporate design:



**Yellow Cab ROADSTER Schnürer black**  
Yellow Cab ROADSTER Schnürer black: Hochwertig in Verarbeitung und Material ? der schwarze

Nano Interactive

Versandkostenfrei **149.95€**

Los!



**Yellow Cab ROADSTER Schnürer**  
Yellow Cab ROADSTER Schnürer black: Hochwertig in Verarbeitung und Material ? der schwarze

Nano Interactive

**149.95€**  
Versandkostenfrei

logo

description

image

price

- Last seen products (image, description, price, discount, ...)
- Flight destinations and price
- ...



# Next steps

- Tracking code implementation on your shop pages
- Setup of product database and validate feed upload
- Creation of the ads
- Launch of the campaign
- Timeline: 2 weeks

