



# EXIT BEE

## CREATIVE FORMAT

*Exit Bee*

**ADVERTISING FORMAT**

# ADVERTISING FORMAT

OVER

96%

VIEWABILITY

UNDER

1%

ACCIDENTAL  
CLICK

UP TO

15x

HIGHER CTR

## AT THE END OF A VISIT:

The user is no longer focused on the content so their eyes and brain are “free”. This make 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)

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# HIGH PERFORMING CREATIVE FORMATS

## IMAGE ADS (FULL-SCREEN OR BOXED)



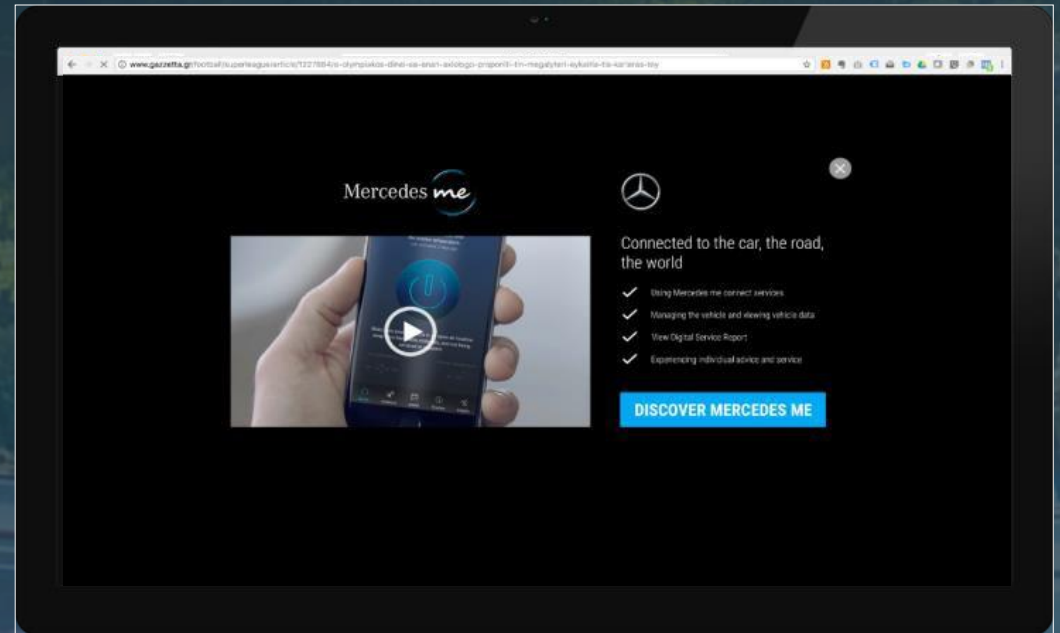
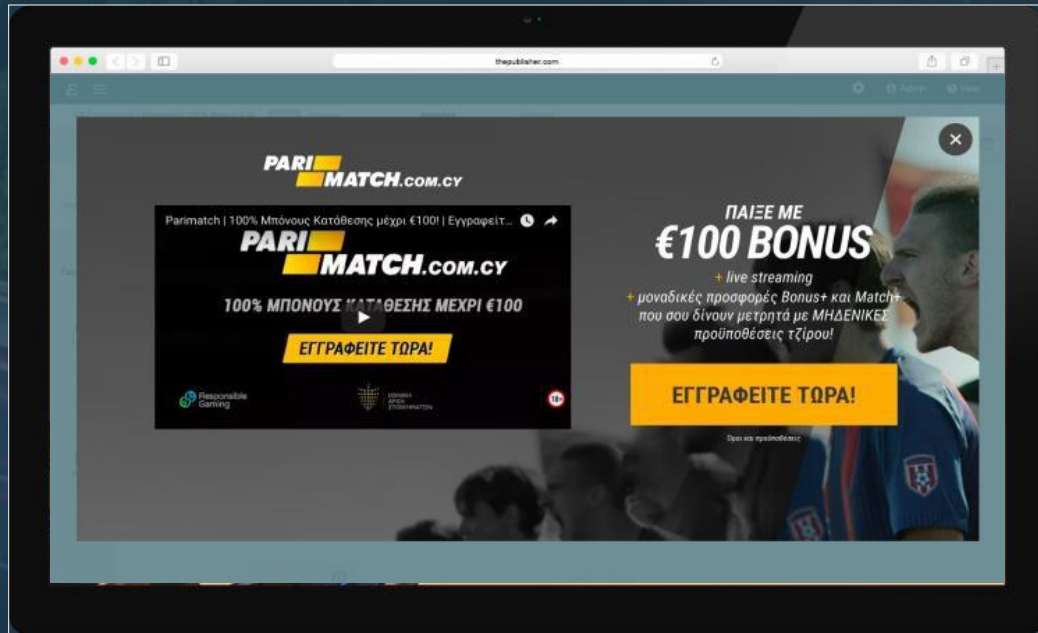
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# HIGH PERFORMING CREATIVE FORMATS

## VIDEO ADS (FULL-SCREEN OR BOXED)



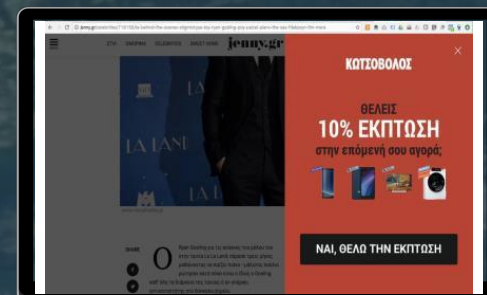
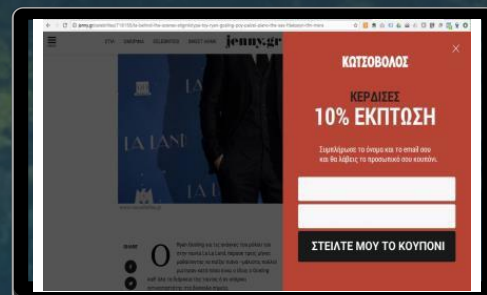
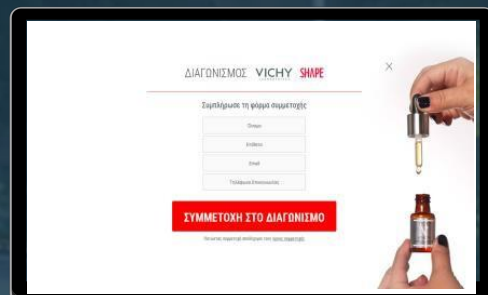
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## CONTESTS & LEAD GENERATION



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## SAMPLE TEMPLATES



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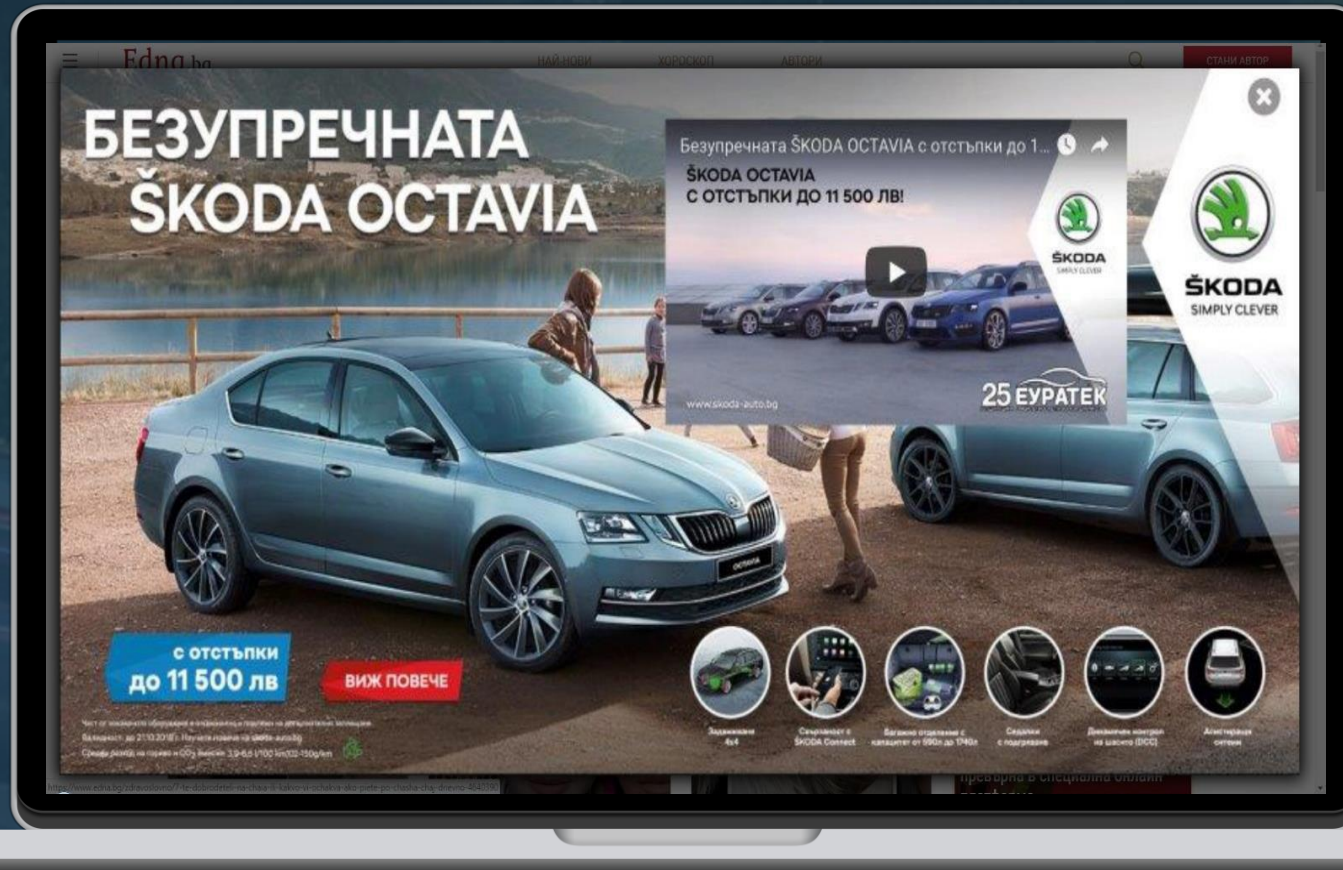
# TARGETING OPTION

COUNTRIES AND CITIES DEVICES SOURCES  
NUMBER OF PAGES  
VISITED NEW OR RETURNING  
VISITORS PAGES SEEN OR NOT SEEN PAST  
CAMPAIGN BEHAVIOUR  
LEADS OR CONVERSIONS



# HIGH PERFORMING CREATIVE FORMATS

## TARGETING OPTION



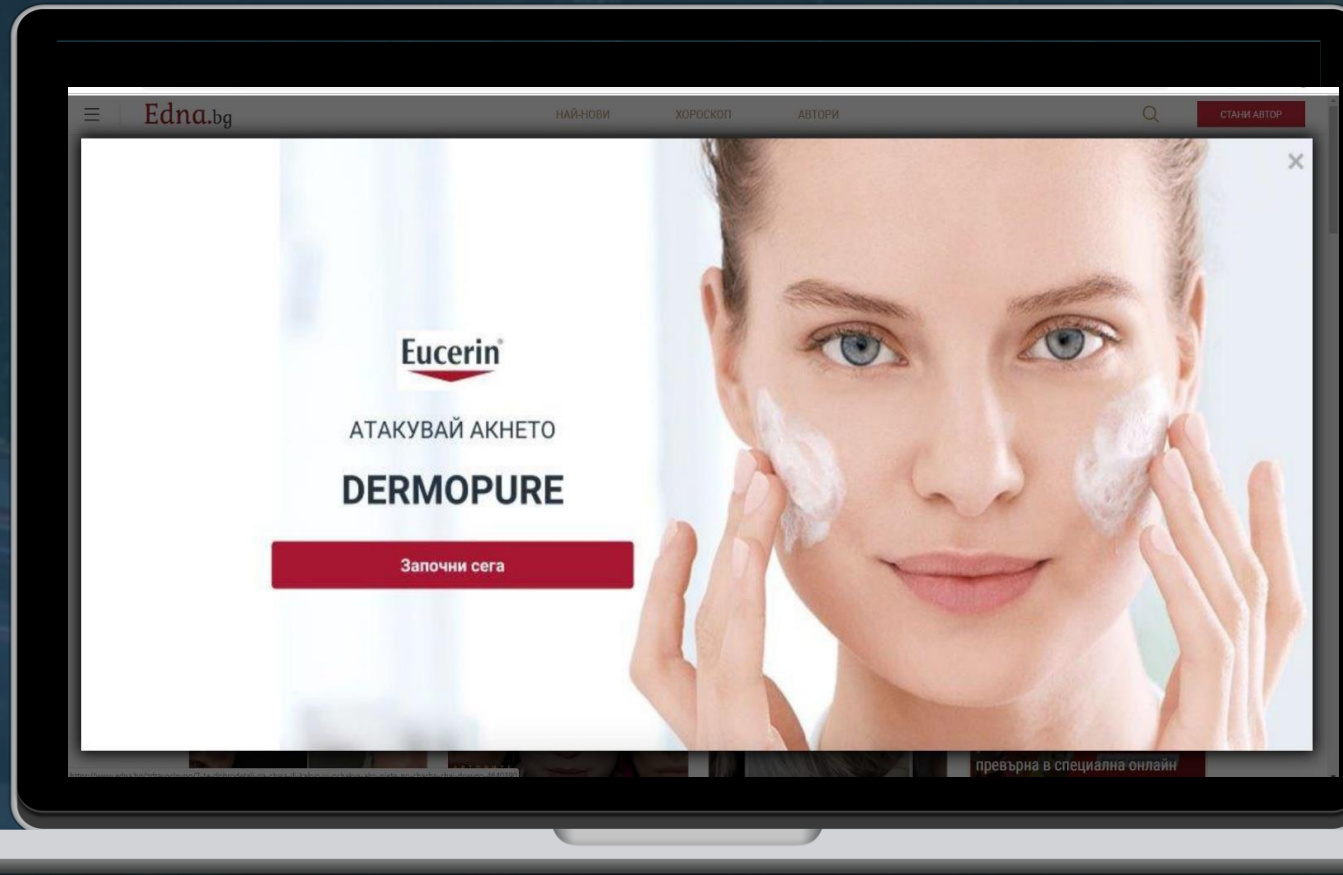
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