

## Advertisers get leverage on MSN

MSN's new Admotion-powered Shopping Module gives a performance-driven ad solution, leveraging advertisers. It provides the audience with a storefront window where they can find product information or make a purchase from advertisers, directly from the MSN page.



For advertisers, the shopping module drives leads and conversions by displaying product and price information in highly visible ads. The shopping module is an automated bidding ecosystem where ads are targeted and optimised to drive the best possible ROI for conversion-based campaigns.

Advertisers simply upload their ads and have the ability to optimise ads that connect via Admotion's DCO (Dynamic Creative Optimisation Engine). The module operates on a real-time bidding basis with ad inventory bought via an instantaneous programmatic auction, similar to financial markets.

Real-time bidding allows the advertising buyers to bid on an impression. The winning bidder's ad is instantly displayed. Admotion's real-time bidding platform lets advertisers create and launch advertising campaigns on a CPC (Cost Per Click) basis ensuring that advertisers only pay for users interested in their ads. The minimum bid is set at R15 CPC, offering advertisers an affordable and accountable advertising solution.

For more, visit: <https://www.bizcommunity.com>