

## Banner advertising

Your strategy begins with research. Not many know this – and even fewer do it. We start with research on:

- Your market potential
- Your most profitable products and the value on each sale
- The potential conversion rate on your website
- Our marketing channels and how to select and optimize them
- Your target groups and where the real value is
- Selecting analysis tools which are relevant to gain more knowledge
- ... and more - depending on your situation

### What you get:

- Defined goals and vision & purpose of the strategy
- Success criteria definition
- Value on each valuable action on your website
- KPI's and simulations of budgets
- Measuring points and choice of tracking systems
- Choice of types of analyses to optimize from
- Priority and selection of online marketing channels

### Your advantages:

- Reduce making "work in progress" - decisions
- Avoid expensive surprises from wrong decisions
- Get an overview of how to reach success
- Know your numbers – the investments & the ROI
- Clear your strategy based on facts
- Get security and control over your ROI
- Choose the right systems and solutions from the start
- Get higher profit fast

[Contact Inflow](#) and find out more.