

"By eliminating ad spend on out-of-stock items and automatically promoting on-sale products, **ADSHIFT** has significantly increased the ROI of our campaigns."

Joe, Ecommerce Director

ADSHIFT eliminates inefficiencies in digital advertising by automatically reallocating ad spend to the most profitable products and markets.

With **ADSHIFT**'s technology, digital ads dynamically respond to changes in inventory levels, weather, social trends, interest rates or any other key data that drives business.

By integrating this crucial business data into digital advertising campaigns, **ADSHIFT** delivers the most targeted, relevant and up-to-date ads driving both cost savings and increased revenue for its clients.



Optimize ads based on current local weather conditions



Activate or pause digital ads based on current inventory availability



Automate digital ad messaging during live promotions and sales



Refine ad targeting and messaging based on social media trends



Adjust bids based on the days left to an event such as a concert



Optimize keyword bidding based on current inventory levels

TAILORED STRATEGIES SUPPORTED ACROSS THE FOLLOWING CHANNELS:

