

## OUR PROCESS

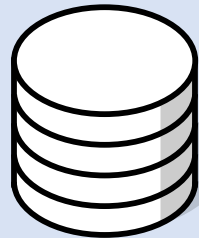
# Importing Your Products and Ad Messages



Send the location of your data feed to the Canned Banners team.

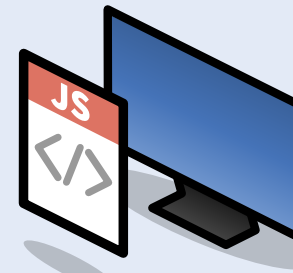
Your data feed file(s) must have a static location (e.g., <http://mystore.com/products.xml>). The location can be a URL or FTP site.

Canned Banners supports CSV (including tab and other delimiters), XML, JSON, RSS, and Google Sheets.



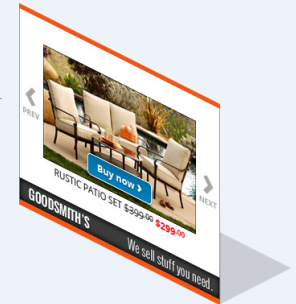
Canned Banners will import your data into our Dynamic Ads platform. Our platform will also handle resizing and optimizing your images and saving them to our CDN.

Then our platform will automatically sync to any changes in your data.



For retargeting campaigns, you will receive a **Javascript tag** to place on your website. The Canned Banners tag matches visitor actions (e.g., product views) back to the relevant items in your data feed.

{product\_image}  
{product\_title}  
{product\_price}



Your data is now ready for Dynamic Ads.

When a viewer sees a Dynamic Ad, Canned Banners will intelligently select the best products and messages to show based on:

- Visitor actions (retargeting campaigns).
- CRM profile (first-party data campaigns).
- Contextual signal (e.g., geo-location).
- Algorithmic selection. For example: most popular, most-clicked, best-converting, or most profitable items.

### Can Canned Banners connect to my API instead of a feed?

Yes! For campaigns requiring custom data integrations or real-time data, we can import data via API.

### How often will my data be refreshed?

Canned Banners will fetch your data once per day. In special circumstances, we can increase the refresh frequency.

### Can the Canned Banners tag be placed within a tag container?

Yes! We highly recommend placing the Canned Banners tag within a tag container or tag management solution.

### I'm not a retailer. Can I still run Dynamic Ads?

Yes! Canned Banners works for non-retail use-cases including travel, recruitment, real estate, automotive, and more.