



# SimpleList

## WishLists That Work

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## Introduction

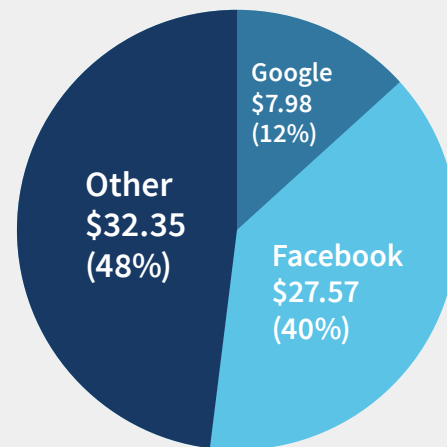
Digital display ad spending has reached \$67.87 billion in the US annually,<sup>1</sup> and eMarketer predicts digital spending will exceed traditional ad spending within the year, with a 19% increase.<sup>2</sup>

Current digital display ads are generated using **search retargeting**, an online system that helps companies push their brand in front of bounced traffic after consumers leave their website. Through this system, businesses attempt to reach the large number of visitors who did not immediately convert into sales—and also those who did.

While search retargeting may initially appear good for business, an overload of unsolicited ads is causing so-called ad blindness, with users installing ad blockers at increasing rates to help reduce the number of ads displayed in their browsers. The Chief Brand Officer of Procter & Gamble, Marc S. Pritchard, has become the face of many digital advertisers' frustrations, with his poignant message to the industry: Grow up.<sup>3</sup> The **SimpleList WishList retargeting platform** delivers the change these advertisers desire, posing itself to replace current search retargeting systems entirely. SimpleList's non-invasive and precise approach is exactly what companies and consumers have been looking for.

### US Digital Display Ad Spending (IN BILLIONS)

2018 Total: \$67.87 billion



*Note: Includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices on all platforms mentioned; banners, rich media, sponsorships, video and ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets; and net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites. Facebook includes Instagram advertising revenues. Source: eMarketer, Sept. 2018*

### Search Retargeting



Consumers are interested in a particular product or service.



They search the internet using relevant keywords.



They see ads for similar products or services while surfing the web.

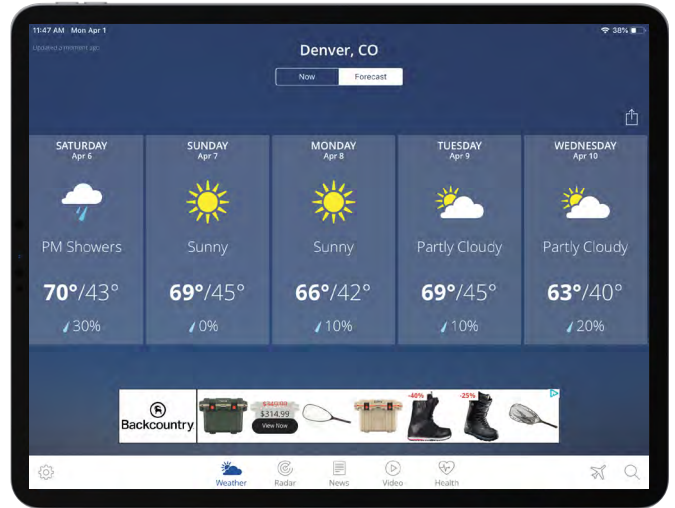


Consumers click the ads and visit the websites.

# Problems with Search Retargeting Systems

When you enter a keyword into a search engine or website search bar, your search data is captured and sold, and you begin seeing ads for similar products on future websites you visit, as well as in apps you use and even your email inbox. Current advertising philosophy holds search data as a valid representation of consumer intent, which leads to the belief that advertising based on this search intent will increase sales. While not entirely false, this belief fails to address the inherent problems with displaying advertisements for random search terms in a haphazard manner.

A search bar is one dimensional; it knows only a certain keyword was searched on a certain computer. There is no knowledge of why, for what or for whom the keyword was used. While current retargeting systems have been shown to increase sales, ad blockers are having a tremendous effect on digital advertising, with organizations estimating that by 2020 \$35 billion will be lost annually as a result of blocked ads.<sup>4</sup> Research also indicates that 86% of consumers suffer from banner blindness,<sup>5</sup> while at least 70% of people in all age groups are currently blocking ads or considering doing so in the future.<sup>6</sup>



Example of search-based retargeting ads that follow the user within mobile device applications.

The problems inherent in search-based retargeting have led to the creation of a rapidly expanding \$40 billion ad-blocking industry.<sup>7</sup>

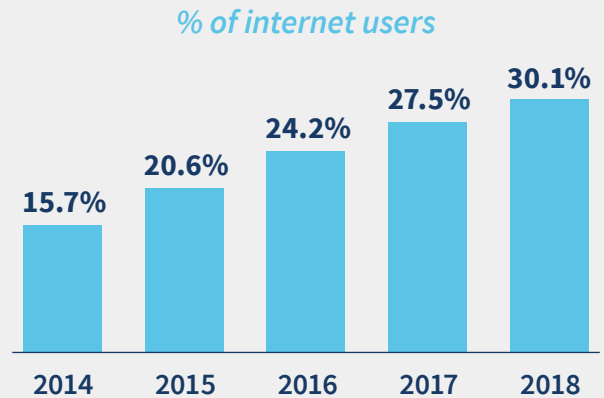
## Advertising Using Search Retargeting



For years, advertisers have believed that search retargeting leads to success, leading them to increase their spending on search retargeting ads without a complete understanding of the ads' negative impacts. In 2015, a report by *Forbes* magazine recognized that consumers were becoming increasingly desensitized to ads.<sup>8</sup> Ad-Blocking is the new normal for millennials, with 40% of mobile users aged 16–34 blocking ads in the last month, and 20% of users aged 55–64 following suit.<sup>9</sup> Despite this trend toward ad-blocking, advertisers continue to pay increasing premiums for decreasing effectiveness in a search-based system that is dying.

Traditional marketing approaches are not as effective as they once were, and the way consumers make purchase decisions is changing. According to a 2018 report, “93% of millennials have made a purchase based on a recommendation from friends and family, and 89% of millennials trust these recommendations more than they do the claims of the brand itself,” indicating an important shift toward social networks influencing and validating consumer decision-making.<sup>10</sup> Accustomed to having control and information at their fingertips, while millennials want to control the messaging they see. This communication trend—filtering information and sharing it instantaneously—makes traditional marketing strategies based on search retargeting obsolete.<sup>11</sup>

### US Ad-Blocking in Last 5 Years



*Note: Includes internet users of any age who access the internet at least once per month via any device (including mobile) that has an ad-blocker enabled. Source: eMarketer, Feb. 2017*

## SimpleList's Unique Selling Proposition (USP)

SimpleList is a shopping and communication platform that gives consumers the control they want and works more efficiently for advertisers. SimpleList allows consumers to create, customize and share unique and dynamic shopping WishLists to ensure they receive the best deals. Consumers are notified of deals for products on their WishList by advertisers who have created these deals *specifically for them*. SimpleList ensures that consumers are in control of the marketing conversation, filtering out all spam and displaying only the best deals.

### At SimpleList, consumer intent is no longer assumed.

Consumers can create unlimited WishLists for everything: from birthdays, holidays and parties to everyday shopping needs. Advertising is not based on what they search for, but rather on the **items they actively intend to purchase**.

Once a consumer adds an item to their WishList, SimpleList's system alerts all advertisers of this item, for which the advertisers can then create product-specific digital banner ads that are seen directly by the consumer on the SimpleList platform only. When a

consumer makes a purchase or removes an item, the WishList acts as a filter by completely removing any additional ads created for that item. In other words, WishLists are real-time communication tools between consumers and advertisers, negating any need for ad-blockers and ensuring advertisers' ads are always relevant to consumers.

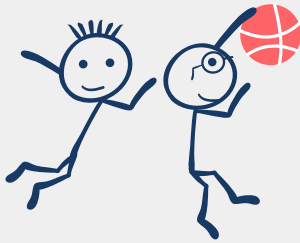
Privacy violations are also a thing of the past when consumers are in control. First and foremost: transparency. Consumers are educated on how the system works from the outset. Minimal data is collected, so advertisers can create better, more relevant deals, and users can grant permission to see and accept or reject these customized ads. Second, all interactions between consumers and advertisers take place in a "data-free" zone. The WishLists act as nameless and untraceable proxies for each member—**keeping personal information removed from advertisers**. WishLists collect deals without any data markers linking the deals to an individual consumer. Sensitive personal information never enters the WishList equation between sellers and consumers—which means it cannot be compromised.

### Advertising Using SimpleList's WishList Retargeting



## SimpleList in Action

### MONDAY MORNING



Billy uses a Top Flite basketball at a friend's house and **wants to buy it**.



Billy finds the ball on **SimpleList** and **adds it to his WishList**.

TOP FLITE BALL  
HAS BEEN  
ADDED TO YOUR  
WISHLIST  
@ \$70 MSRP

### MONDAY AFTERNOON



Billy receives a **SimpleList Discount Alert** for the ball.

SimpleList  
DISCOUNT ALERT!!  
TOP FLITE BALL  
ON SALE for \$49  
+ free shipping

### MONDAY EVENING



SimpleList DISCOUNT  
ALERT!! An item in your  
friend Billy's WishList is  
now DISCOUNTED

Billy's SimpleList friend Gina is also **notified of the discount**. Gina **buys the ball for Billy** as a birthday gift. Billy is notified the gift has been purchased and is on its way.

### WEDNESDAY AFTERNOON



The Top Flite basketball **arrives in the mail**. Billy can't wait to try it out.

PURCHASE  
SAVINGS  
**\$21**  
USING SIMPLELIST

SimpleList creates a deal-rich environment for consumers with its proprietary reverse-bidding system. In reverse bidding, once an item has been placed on a consumer's WishList, the system alerts all advertisers of that product, prompting them to bid lower prices and gain acceptance from the consumer. When the consumer accepts a lower price, advertisers are notified of the new low price to beat—and thus the bidding continues until the lowest possible price is realized.

Additionally, SimpleList allows consumers to invite friends to their WishLists, giving the friends knowledge of what consumers want and for what occasions, helping advertisers tailor their messaging and dramatically increase sales. Friends are notified when prices of items are reduced, thus incentivizing them to make purchases for consumers. As demonstrated in the above example, Billy wins when his SimpleList friend Gina buys him the Top Flite basketball he wanted. Billy is rewarded for sharing his WishList and is motivated to grow his SimpleList network.

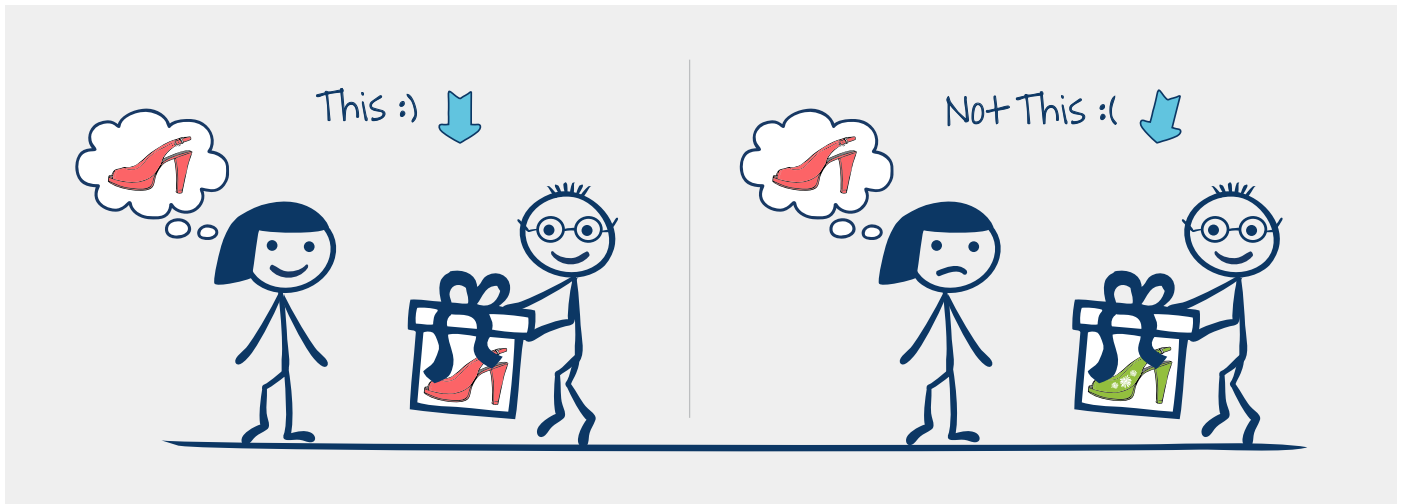
SimpleList also provides unique event-based and group purchasing, where friends can chip in to help purchase

an item on another friend's WishList. If a consumer has 100 SimpleList friends, for example, and she adds a \$500 television to her WishList, her 100 friends can each contribute a lower amount to help buy it for her.

On the advertising side, sellers can create unlimited ad campaigns for one set monthly price, resulting in zero spam because consumers control what ads they see. Advertisers avoid wasting money on irrelevant ads on unrelated websites and can now focus on consumers who have actual intent to purchase their products.

According to HubSpot,<sup>12</sup> 60% of SMB owners could not track ROI from social ad spending. SimpleList's proprietary pricing model hugely benefits advertisers, who can plan and budget like never before. Unlike typical platforms where pricing varies depending on the number of ads pushed per month, the SimpleList model does not limit advertisers. A predetermined, non-variable monthly cost includes creation of unlimited ads for unlimited products; access to a dashboard of 16 key performance indicators (KPIs); custom reports; and dynamic, up-to-the-minute ROI valuations.

## Reasons to Choose SimpleList



### Benefits to Consumers

SimpleList is the most customizable and rewarding social shopping network available. The platform saves consumers money by ensuring that only the best deals—on the exact products they want—are sent directly to them. Consumers become smarter by learning of all their friends' wishes. Ultimate knowledge is increased by allowing consumers to make recommendations through SimpleList, helping products go viral and sharing the best deals among consumers. Privacy violations are a thing of the past, while the larger your personal network on SimpleList the more knowledge and rewards you gain.

**With SimpleList, you'll never give—or receive—a bad gift again.**

### Benefits to Advertisers

SimpleList is the most highly targeted, precise and manageable advertising platform on the market, eliminating the need for confusing ad networks, pay-per-click (PPC), cost-per-click (CPC) or keywords. Advertisers have complete control with creation of unlimited ads for unlimited products, using preset and budgeted monthly pricing while creating zero spam for consumers. As the only consumer-prompted marketing platform, SimpleList provides advertisers unique and ultimate consumer knowledge via alerts when their products are placed on a consumer's WishList. Additionally, advertisers receive unique and indispensable market knowledge when they are alerted if a competitor has beaten their price.

SimpleList provides advertisers the most specific and clear data available via its real-time dashboard of 16 KPIs, including ROI, Total Sales, Total Revenue, Total Ads Created and Total Cost. SimpleList avoids statistics that are unnecessary to the bottom line (e.g. impressions and click-through rates), giving advertisers only relevant data on what matters most: sales.



## Conclusion



**WishLists that work.**

**AWESOME DEALS**      **LESS TIME**      **100% PRIVACY**

Despite US digital-display ad spending having reached \$67.87 billion annually, the current search retargeting ad system is flawed, ineffective, a waste of advertiser money and frustrating to consumers, giving birth to a \$40 billion worldwide ad-blocking industry. As Google and Facebook make billions with current search retargeting systems, while facing massive fines and privacy violations,<sup>13 14</sup> advertisers and consumers alike are calling for reform. Advertisers want better pricing, better data and more efficient targeting—along with transparency to prove the system is working.

Consumers of all ages want more privacy, more control and personalized ads that better fit their needs. SimpleList delivers on all of these demands and more.

SimpleList’s WishList retargeting platform is poised to replace the current search retargeting system by making online advertising simple, manageable and precise—and by making shopping fun, social and rewarding. As experts and skeptics challenge the industry to grow up, SimpleList is pushing the relevant boundaries in the ever-changing landscape of online engagement.

## Contact

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