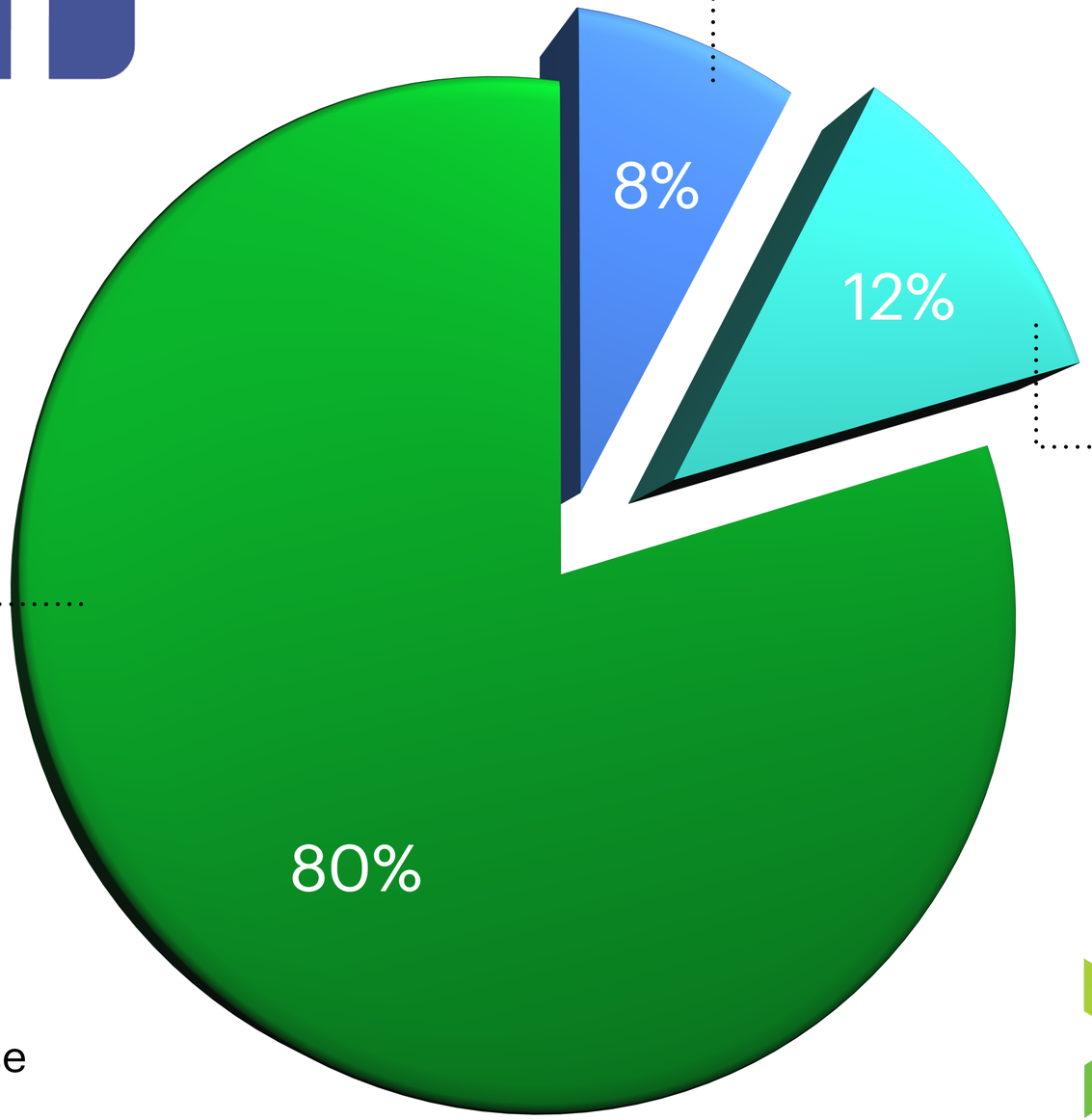
If you are not paying for the product,

Then you are the product!

Bet on ppl's spare time
(Global)

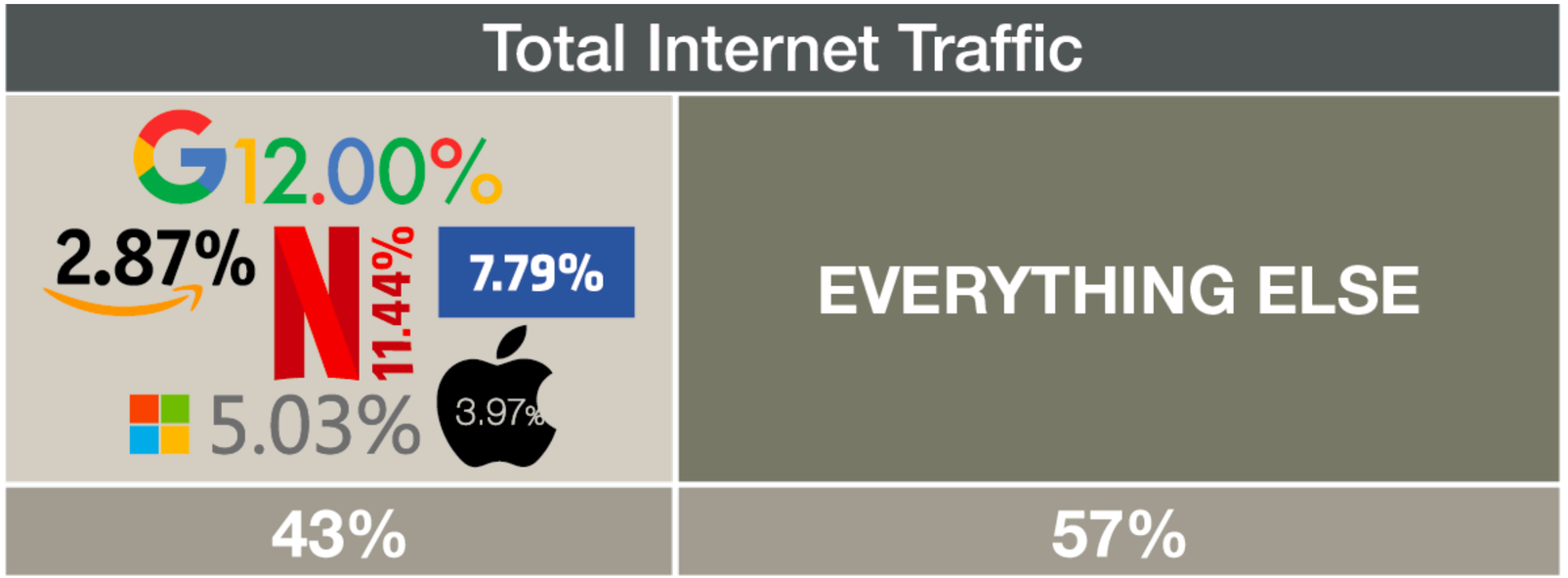
Bet on Words across the
globe

Everything Else



of all world's traffic

SNAPTKS

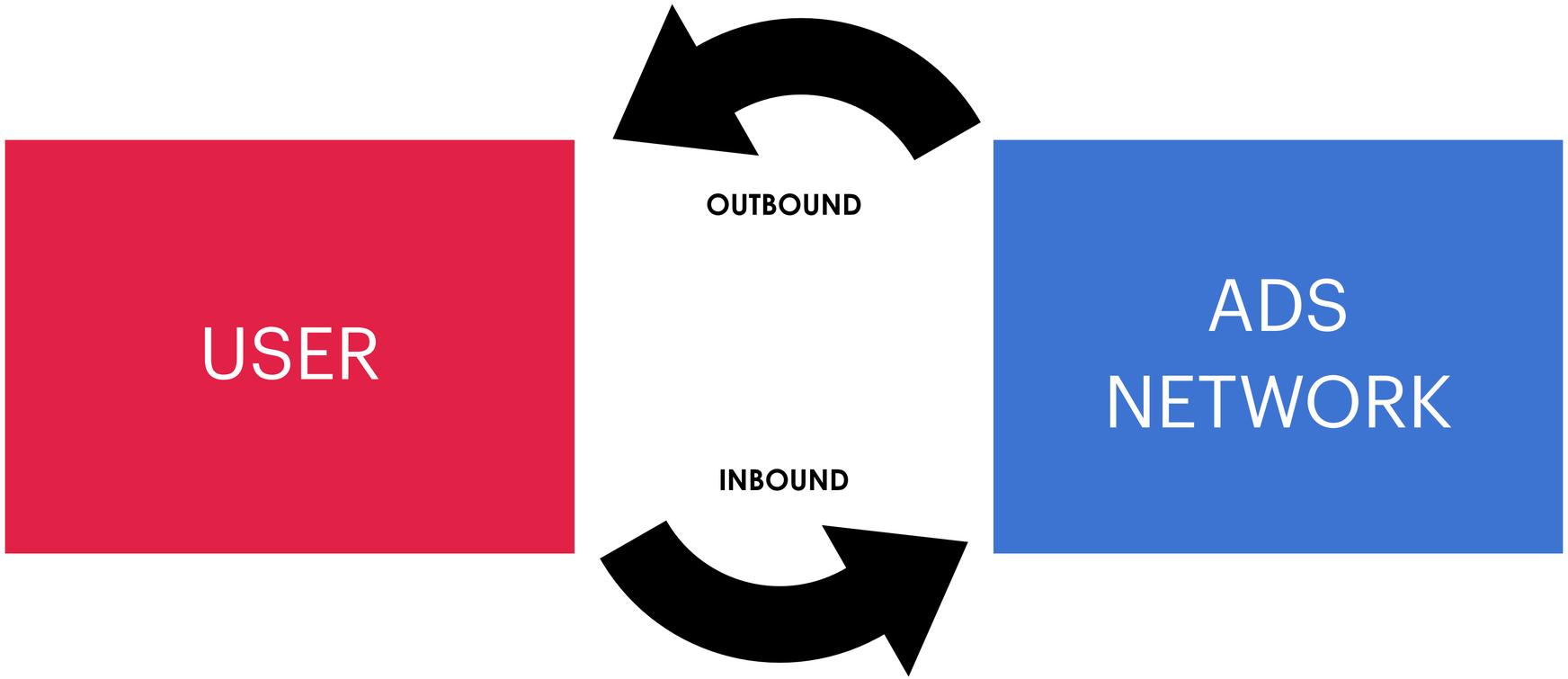


©Sandvine 2019

Internet Brand	Overall
Google	12.00%
NETFLIX	11.44%
facebook	7.79%
Microsoft	5.03%
	3.97%
amazon	2.87%

world's traffic

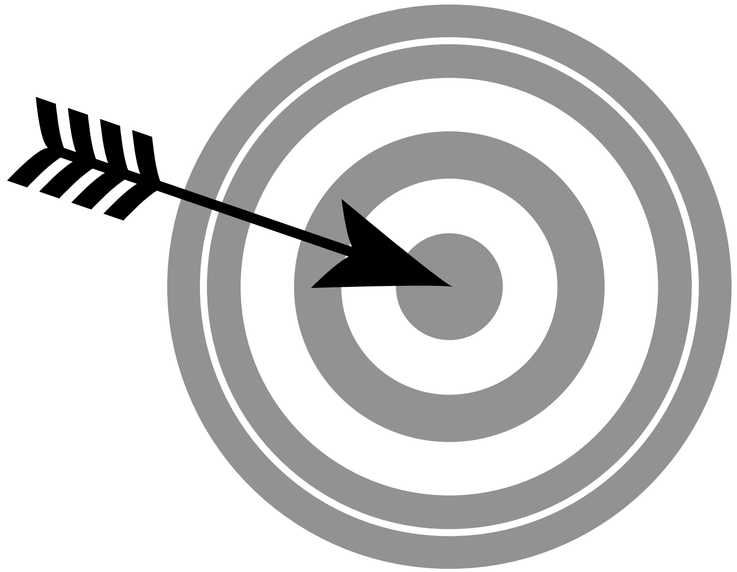
SNAPTKS


USER
OUTBOUND
INBOUND
ADS
NETWORK

TARGETING

PERSONA

- INTEREST
- BEHAVIOR



CONSUMPTION

- ENGAGEMENT
- VIDEO
- LEADS
- INTENT
- OUTSIDE PLATFORM ?!!

SNAPTKS

You think it's a sign?

Think again!

HOW WE DO IT?

Events tracking + **Power of Remarketing** =

DPA | REMARKETING | EXTRAPOLATED AUDIENCE

SNAPTIKS

A PEAK

BEHIND

THE

SCENE

WHAT YOU DONT SEE

Facebook Pixel

Pixel ID: 284342475053577 click to copy

- PixelInitialized
- AddToCart

1. Google Ads Remarketing Tag
   855277042

2. Google Analytics
   UA-31806200-1

3. Google Tag Manager
   GTM-N2RCPF

WHAT'S INSIDE?

Name ↑	Type	Firing Triggers
AmgadFaceBookPixel	Custom HTML	All Pages
ATC FB FM GTM	Custom HTML	ATC FM
ATC FB MK GTM	Custom HTML	clicks add to cart
ATC Google Ads Conversion Tracking	Google Ads Conversion Tracking	clicks add to cart
ATC google conversion-ahmed	Google Ads Conversion Tracking	clicks add to cart
ATC-ahmed	Google Ads Conversion Tracking	clicks add to cart
Conversion Linker RR	Conversion Linker	Page View
Conversion Linker sk	Conversion Linker	Page View

SNAPTIKS

WHAT'S INSIDE?

Name ↑	Type	Firing Triggers
AW - Conversions - Leads	Google Ads Conversion Tracking	Conversion -Sunny Winter - Thank you
AW-Conversion Linker	Conversion Linker	All Pages
Facebook Pixel ID 1661996004065696	Custom HTML	All Pages
GA	Google Analytics: Universal Analytics	All Pages
initiate booking	Custom HTML	Book Now Clicked - initiate booking

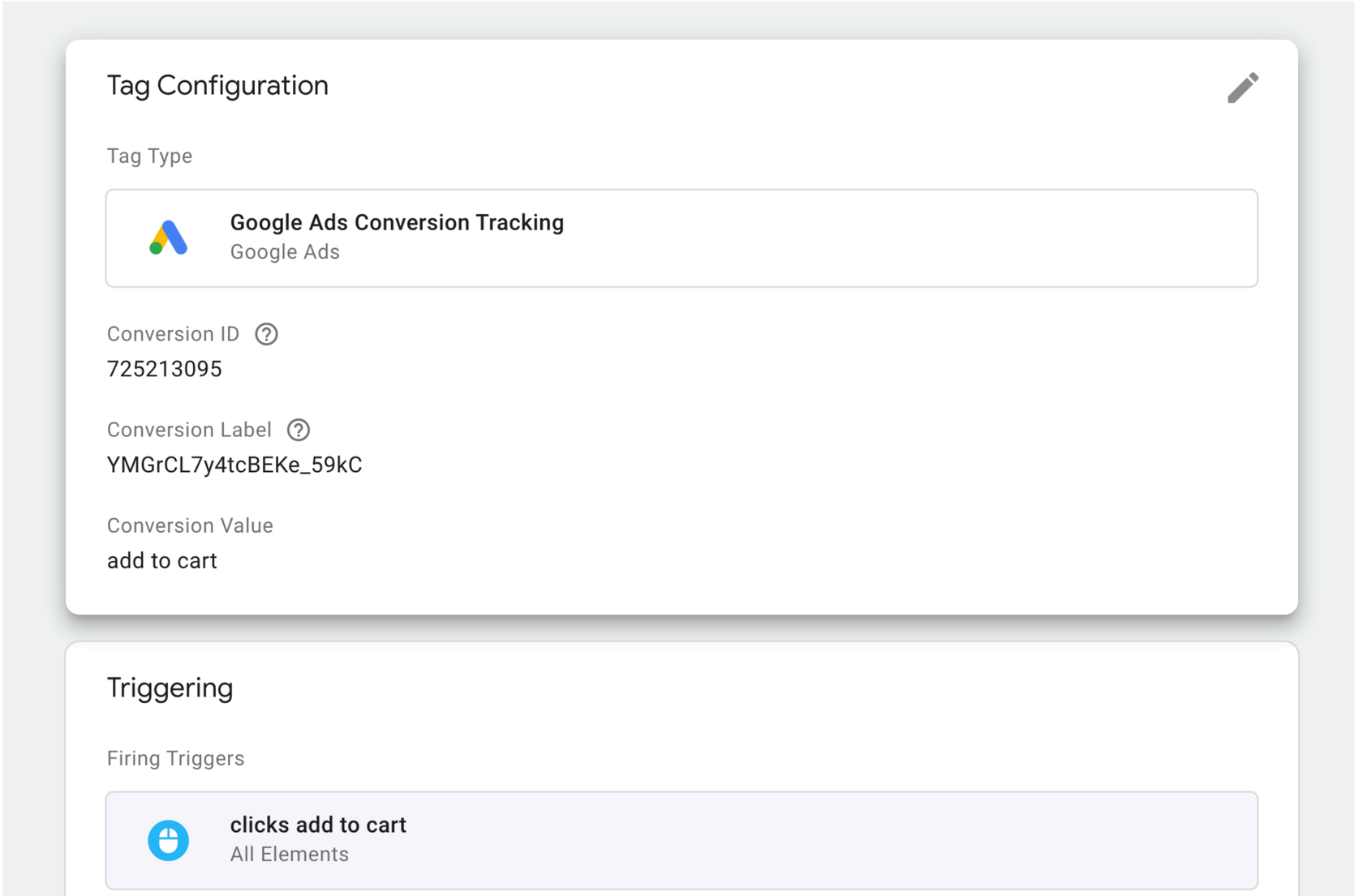
SNAPTIKS

WHAT'S INSIDE?

Name ↑	Type	Firing Triggers
Conversion Linker	Conversion Linker	All Pages
Facebook Pixel ID 273220170782693	Custom HTML	All Pages
Google Ads Conversion Tracking Form Submit	Google Ads Conversion Tracking	Form Submission
Google Analytics GA4 Configuration	Google Analytics: GA4 Configuration	All Pages

SNAPTIKS

WHAT'S INSIDE?



SNAPTIKS

The next ad you see is not a sign it's probably an avid marketer messing around on the other side of your screen

Thank you!