

# Grow your CPMs, Pageviews & First Party Data

...in less than 10 minutes, with just 1 tag

1. Install Bonbon in your tag manager
2. Bonbon's rewards increase your login & newsletter-subscription rates
3. Registered users consume more pageviews, and fetch higher CPMs
4. You build consented first party data, while growing & protecting revenue

**3-15X**

Registration-Rate Lift

**2.5X**

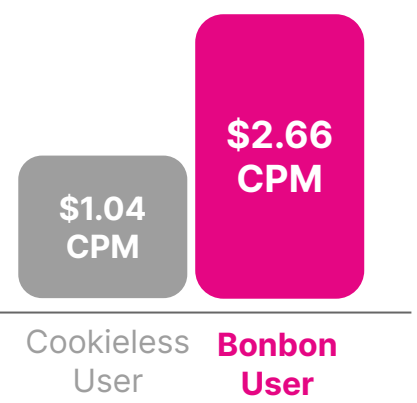
Average CPM Lift over Cookieless Users

**1.9X**

Average Pageview Lift over Unregistered Users

“ With Bonbon we’ve rapidly grown our first party data, CPMs, and Pageviews. Previously we couldn’t even let users log-in. Now we’re quickly registering users, who read more articles, and command **253% higher CPMs.**”

- Lee Bailey, Founder/CEO of EURweb.com



Empowering The Open Web On:



...& dozens more!

In 2024, 52% of programmatic ad revenue will start to decline with Chrome cookies. Protect & grow your revenue now!

Interested in a demo, or free trial? demos@bonbon.tech

# Registration Rewards

Complete Registration & Engagement Solution with One Tag



**Single Sign On (SSO)** lets your visitors sign-up & sign-in with ease



**Rewards and/or content gates** boost registrations

Our machine learning auto-tunes the top converting registration offers for your site. Or, use our reg-gate to withhold access to content to drive registration.

With each registration we gather consent to your Terms of Service, email marketing & targeted marketing (UID2, SDA, etc.)

After sign-up, users earn more points for engagement – growing visits & session-depth.

## Key Bonbon Features:

- ✓ Cloud-Based Account Manager (IAM)
- ✓ ML Powered Registration Incentives Library
- ✓ Support for Publisher Offers & Incentives
- ✓ Fully Managed Sweeps
- ✓ Native ESP Integrations (Mailchimp, etc)
- ✓ Native UID2 Integration
- ✓ Content Gating & Metering

