

Sleek ad tailoring for online apparel shoppers

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Consumers have gotten on board with the concept of buying apparel online. Especially in this era of free returns and nifty sizing tools, buying clothing and shoes off the Web has become mainstream. However, some advertisers have been slow to respond.



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While most of us have at some point been served ads displaying the pair of boots or running tights we browsed the day before, that's about as far as most advertisers take their dynamic campaigns - and it's costing them. Dynamic creative has the power and potential to do much more, especially in the apparel sector.

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