
EBAY HIRES TRIAD RETAIL MEDIA FOR ON-SITE DISPLAY ADVERTISING



ebay has hired Triad Retail Media to manage its on-site display advertising for its eBay.com and eBay Motors sites. Triad will place ads on the site in order to keep consumers from being taken off-site. According to eBay, Triad will offer more relevant and customized ads to consumers as well as sponsored landing pages within eBay that will emphasize seasonal and interactive content. The online auction site hopes that not only will these ads prevent customers from leaving the site, but they hope to encourage consumers to purchase new items. The official announcement claims that Triad will "create new ways for leading brands to connect with eBay's sellers and shoppers." Triad currently works with a wide array of major brands including L'Oreal, Toshiba, Samsung, Walmart, and several others.

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