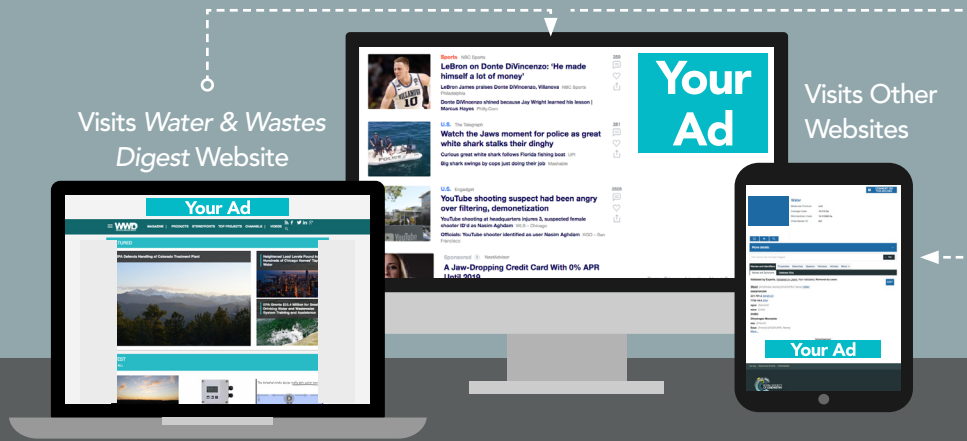


# RETARGETING

# DATA-DRIVEN DIGITAL ADS



Graphic: iStock rvlsoft

## KEEP YOUR BRAND TOP-OF-MIND

### MAINTAIN YOUR MESSAGING TO PAST WEBSITE TRAFFIC

Retargeting continues to display your digital ads across the internet to visitors who have left your website and moved on to other sites.

Direct access to

# 99%

of global programmatic inventory



Increase brand awareness through continuous and ongoing engagement

## BENEFITS

- Build **AWARENESS** about your relevant products, services or features to a qualified audience
- Display your information to **ENGAGED** viewers
- Increase your brand's **VISIBILITY** across the web
- Convert viewers to **LEADS** by having them click your ad and take action
- **COLLECT** data by redirecting individuals to a landing page to complete a form or consume more targeting information
- Select editorial content that best **ALIGNs** with your brand and naturally qualify the audience
- **EXTENDS** the content using a Native Advertisement

Graphic: iStock dikobrazy



Target an audience based on demographics, interests, and database modeling

Source: Choozle.com

# RETARGETING

## DATA-DRIVEN DIGITAL ADS



### TYPES OF RETARGETING AVAILABLE

- **Site Retargeting** – target individuals who have visited “brand” website. Target visitors of specific pages, sites or specific channels to “prequalify” the audience
- **Conversion Retargeting** – target individuals who have completed an action on a site
- **Engagement Retargeting** – target individuals who have engaged with a particular content

### OTHER TARGETING AVAILABLE

- **CRM Data Targeting** – leverage highly qualified 1<sup>st</sup> party database to serve ads on individual devices across the internet without having that individual visit the “brand” website
- **Geo Targeting** – leverage highly qualified 1<sup>st</sup> party database to serve ads on individual devices across the internet within a specific geographic location
- **IP Targeting** – reach a highly qualified based on a location of IP Address

### COST

- **Display:** \$20 cpm; \$2,500 min. (approx. 125,000 impressions)
- **Native:** \$40 cpm; \$3,000 min. (approx. 75,000 impressions)
- **Video:** \$60 cpm; \$3,500 min. (approx. 58,000 impressions)
- **IP Address targeting:** Cost based on target data and selects
- **Geographic targeting:** Cost based on target data and selects

### WHAT IS NEEDED

#### Creative Guidelines

- Creatives cannot appear sideways or upside down.
- Creatives with partially black or white backgrounds, you must add a visible border of a contrasting color to the majority background color of the ad.
- All creatives must open a new page on click.
- Animated ads are restricted to a maximum of 15 seconds of looping, after which point they must remain static.
- Display creatives should be no more than 150KB max.
- In-banner video creatives should have no more than a 50KB max file load and a 2MB load for the secondary file.
- There is no length limit for click to start video ads, but the video should immediately go to the landing page upon completion.
- For auto-start video ads, there is a 15-second limit. Audio should not be heard unless initiated by a mouse-over; video should be backstopped by a static 300x250 which should click through to a landing page.
- All in-banner video ads must include the play, pause, mute and unmute controls.

#### Display ads

- **Image files:** PNG, JPG/JPEG, GIF files and HTML5 and JS tags
- **Ad sizes:** 300x250, 728x90, 300x600, 160x600, 320x480, 970x250, 320x50

#### Video ads

- **Video files:** .MP4, .FLV, .WEBM, .MOV, .MPG, .MPEG
- **Video size:** 1920x1080, 640x480
- **Video length:** PreRoll = 15 secs & 30 secs, Native Outstream = 5 secs - 5 min