

# CRM TARGETING

## DATA-DRIVEN DIGITAL ADS



Graphics: iStock: rvlsoft, danieljela and ganimc

## REACH YOUR QUALIFIED AUDIENCE ONLINE AT ANY TIME

DISPLAY YOUR AD TO A TARGETED AUDIENCE ACROSS THE WEB

Connect qualified, first-party, offline data with online behavior by matching names, emails or physical addresses to anonymous web users.

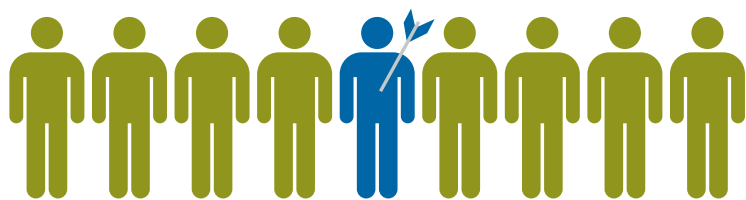
Direct access to

# 99%

of global programmatic inventory



**Build awareness** about your relevant products, services or features to a custom audience



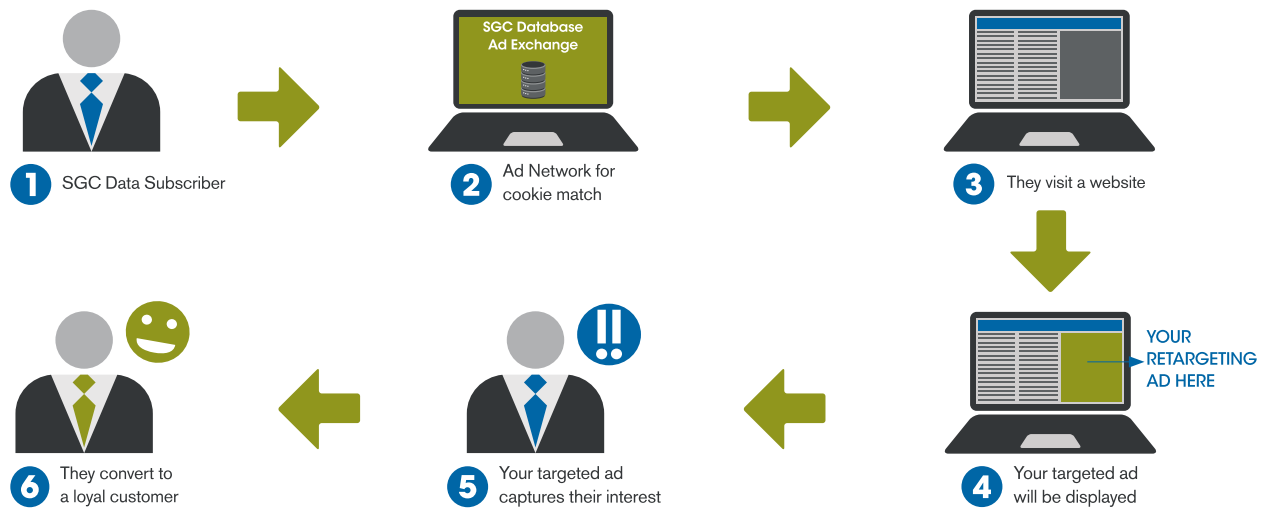
Target an audience based on demographics, interests and database modeling

### BENEFITS

- **ENHANCE** first-party, offline **DATA** by applying it online
- Display **CUSTOMIZABLE** messages to qualified audience, even if they have not visited your website
- Re-engage your customers and tailor display ads by **INTERESTS** and purchasing **HABITS**
- Convert viewers to **LEADS** by having them click your content and take action
- **COLLECT** data by redirecting individuals to a landing page to complete a form or consume more targeting information
- **EXTEND** the content using a Native Advertisement by increasing engagement
- Maximize your ROI when running **MULTICHANNEL** campaigns

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Graphic: iStock: SergeiKorolkov

### TYPES OF 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 Address Targeting** – reach a highly qualified audience based on the location of an IP address

### COST

- **Display:** \$20 cpm; \$2,500 min. (approx. 125,000 impressions)
- **Video:** \$50 cpm; \$3,500 min. (approx. 70,000 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 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 image 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: GIF, JPEG, JPG, PNG, HTML5
- Ad sizes: 160x600, 300x250, 728x90

#### Video ads

- Video files: .MP4, .FLV, .WEBM, .MOV, .MPG, .MPEG
- Video sizes: 1920x1080, 640x480
- Video lengths: 15 seconds, 30 seconds

Source: Choozle.com