

RETARGETING

PROGRAMMATIC DIGITAL ADS



Graphic: iStock: rvlsoft

Keep Your Brand Top-of-Mind

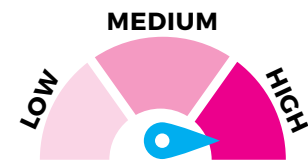
MAINTAIN YOUR MESSAGING TO PAST WEBSITE TRAFFIC

Retargeting continues to display your digital ads across the internet to visitors who have left the *Furniture Lighting & Decor* and moved on to other sites.

Direct access to

99%

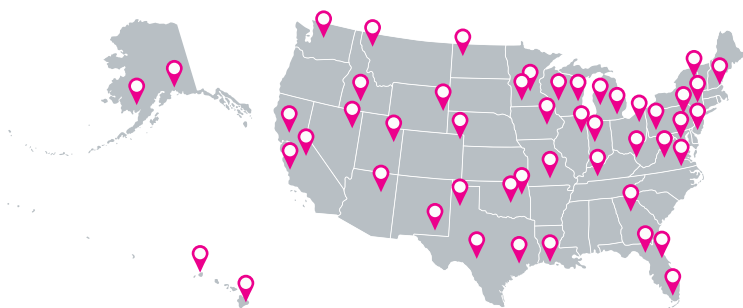
of global programmatic inventory



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 qualifies the audience
- **EXTENDS** the content using a Native Advertisement

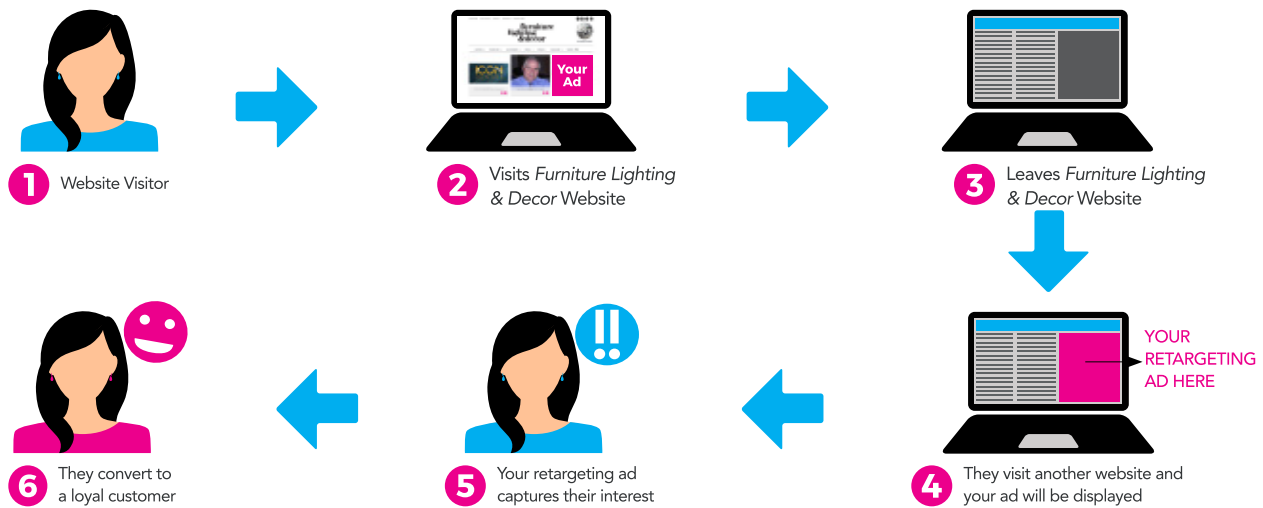


Target an audience based on demographics, interests and database modeling

Source: Choozle.com

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Graphic: iStock: S-S-S

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 1st party database to serve ads on individual devices across the internet without having that individual visit the “brand” website
- **Geo Targeting** – leverage highly qualified 1st 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)
- **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 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: 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 sizes: 1920x1080, 640x480
- Video lengths: PreRoll: 15 secs & 30 secs
Native Outstream: 5 secs - 5 min

Source: Choozie.com