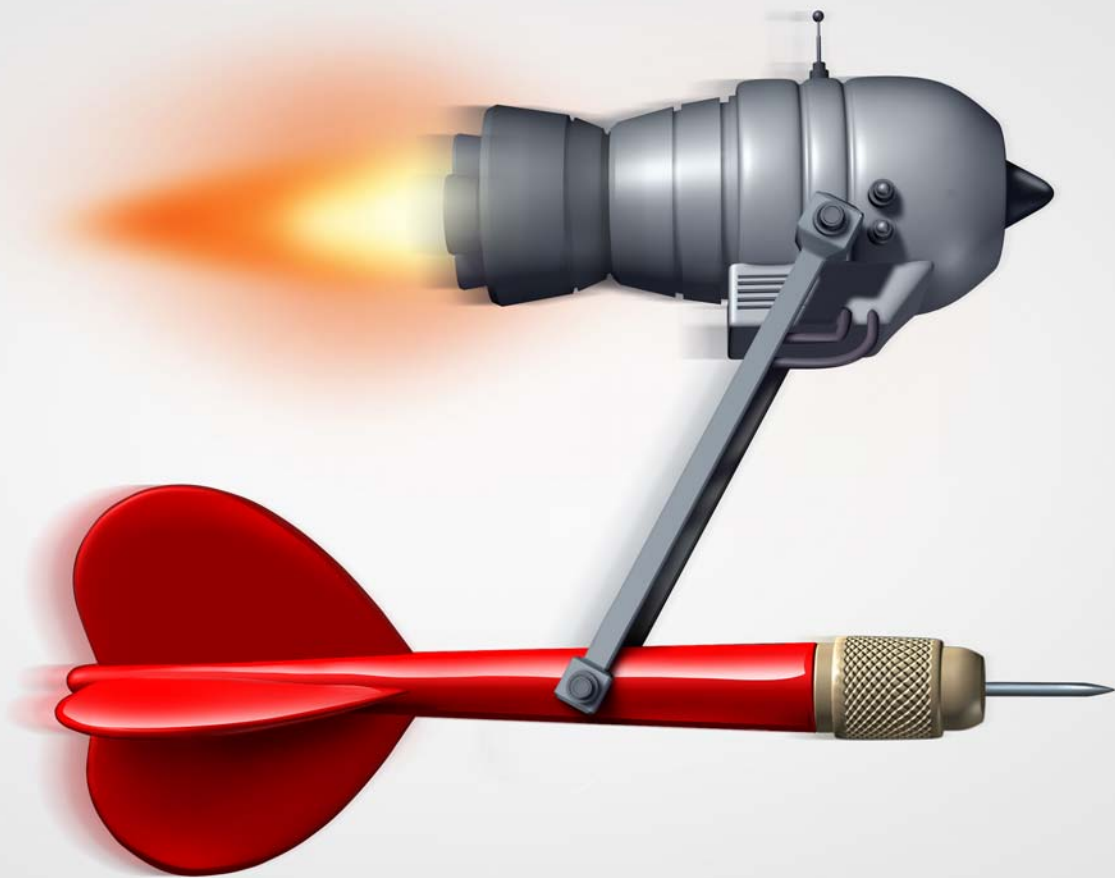


A Guide To Programmatic Targeted Display



A Guide To Programmatic Targeted Display

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What Is Programmatic Targeted Display? (PTD)

- PTD advertising that streamlines the online media buying process by using automated software to target the specific customers you are trying to reach.
- The software finds the best possible websites and social media environments to advertise your specific products and services based on the online behaviour of your target demographic.
- PTD is like using Orbitz or Expedia to book a vacation as opposed to booking your flight and accommodations separately: you tell us who you want your ads to reach, and our software finds the perfect combination of websites to place them on for maximum value, brand recognition and sales conversion.
- PTD is an ideal marketing tool for both general brand awareness/development and for promoting specific calls to action.



Who Can Benefit From Programmatic Targeted Display?

Any type of business large or small, such as:

- Retail Stores (eg. boutiques, grocery stores, pharmacies, department stores)
- Restaurants (eg. takeout, a la carte)
- Automotive Dealerships
- Medical Practices (eg. private clinics, hospitals)
- Legal & Insurance Firms
- Home Service Providers (eg. cleaning companies, elder care)
- Investment Management Firms
- Hedge Funds
- Banks (eg. loans, credit cards, mortgages)
- Captive Insurance Companies
- International Business/Reinsurance
- Government Agencies (eg. Works & Engineering, Health, Parks)



How Is Customer Data Collected?

Your desired audience is defined by tracking their online behaviour and crunching the data into a custom advertising plan for your business. Data used includes:

- What kind of device your target audience using
- Which web browser they're using
- Their physical location
- How recently they've made a purchase online
- What keywords they're searching for in Google, Bing & Yahoo
- The types of websites they visit



How Exactly Does It Work?

Site Retargeting Your ad displays on the screens of people who have previously visited your website to recapture their interest.

Search Retargeting Your ad displays on the screens of people based on their search history and which keywords they've used to search for products and services similar to what you offer.

Geofencing Your ad is shown to potential customers based on a very specific geographical boundary to attract customers to your business. In Bermuda, we can geofence by Parish or highly trafficked area (Dockyard, Airport). When targeting an overseas audience (i.e. U.S., U.K. or Canada), we can geofence by building (Convention Centre), street, city block, etc.

Conversion Zones Geofences work by enticing customers to a virtual "Conversion Zone" around a physical location, letting businesses measure the amount of offline physical traffic directly resulting from their ad.

Social Media Your ad shows up in users' social media feeds and draws them to your website or landing page



Site Retargeting - Example

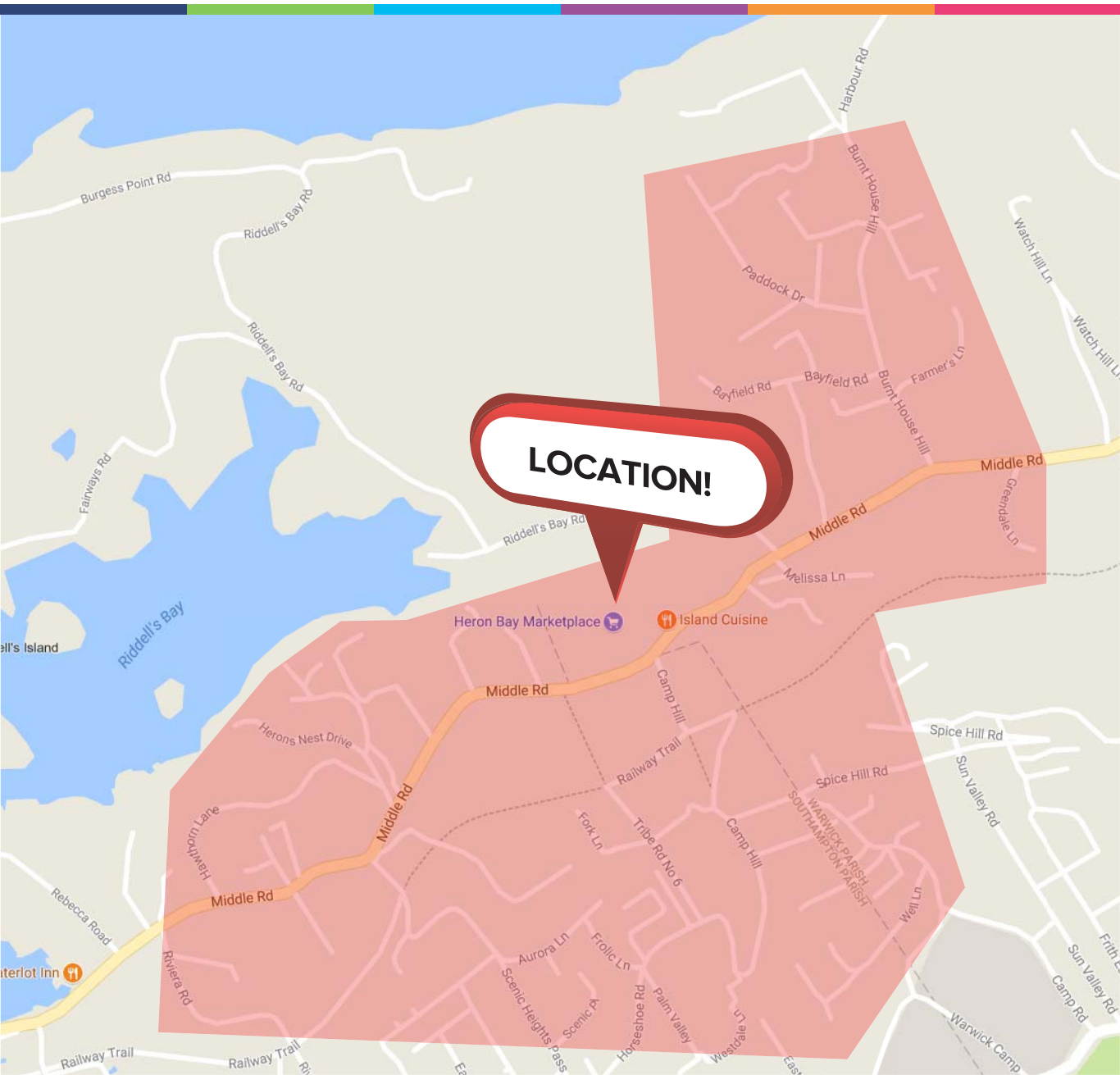
- A user visits your website but leaves without taking the desired action (eg. calling your business, making a purchase).
- As the user browses the Internet, our software shows them ads to attract them back to your website.
- When they click on the ad, the user returns to your website and engages with your website content.

Search



Search Retargeting - Example

- A user performs a search. We then collect the data associated with what they searched for.
- As the user browses the web, relevant ads appear based on the keywords searched.
- The user clicks on the ad and visits your website.



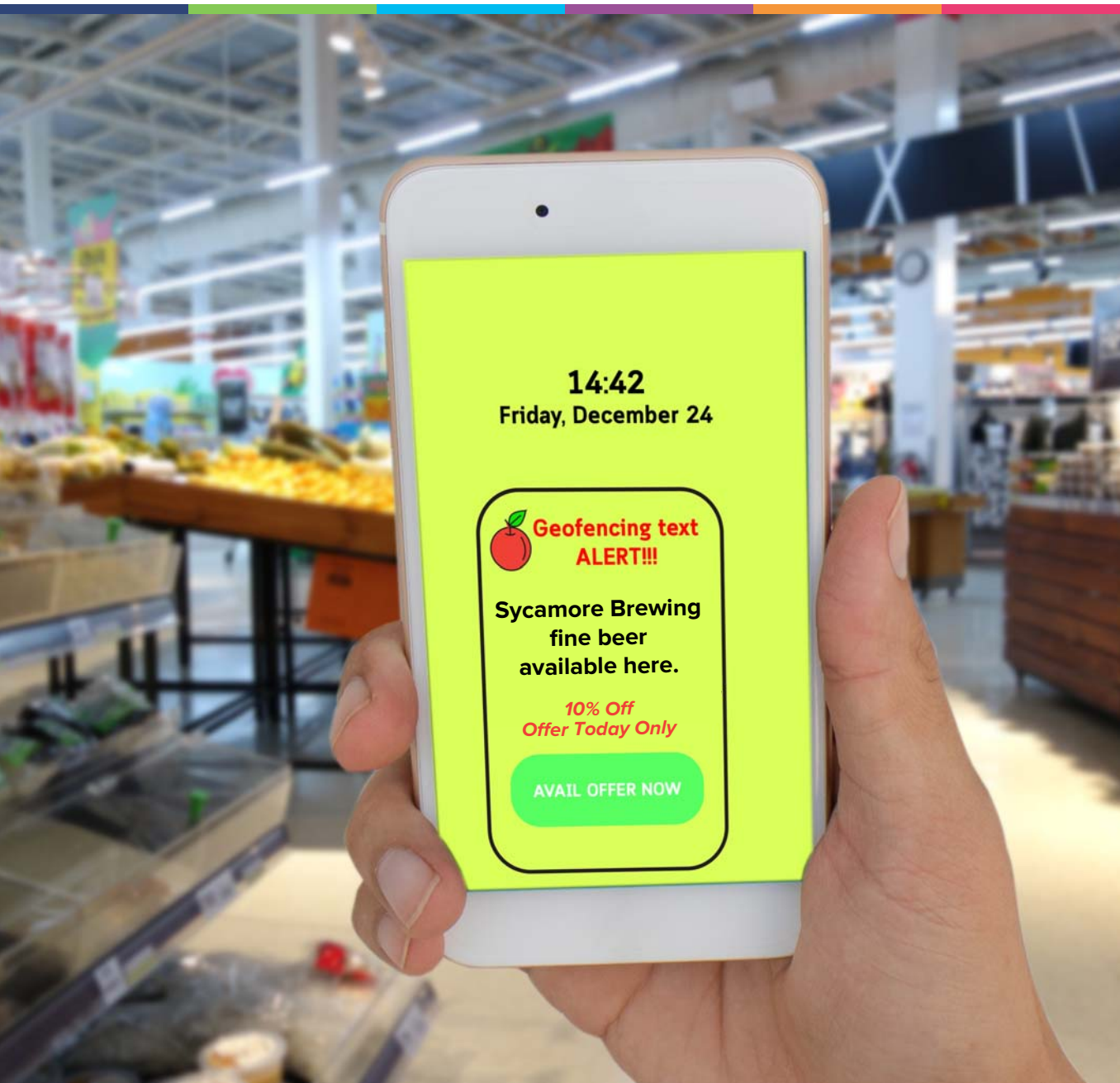
Geofencing - Examples 1 & 2

TARGETING LOCAL

- You own a grocery store in Warwick and set up a geofence around the entire Parish.
- As users pass through Warwick, a notification pops up on their phone telling them about a special you are having or shows a general branding display ad.
- Users stop at your store to check out the special and make a purchase.

TARGETING INTERNATIONAL

- You run a Bermuda-based reinsurance company and want to encourage people attending the RIMS conference overseas to download your company's white paper.
- You set up a geofence around the convention centre in the city where the RIMS conference is taking place.
- Users who walk into the conference get a notification on their phones advertising your company and its relevance to RIMS. Users visit your website and download the white paper.



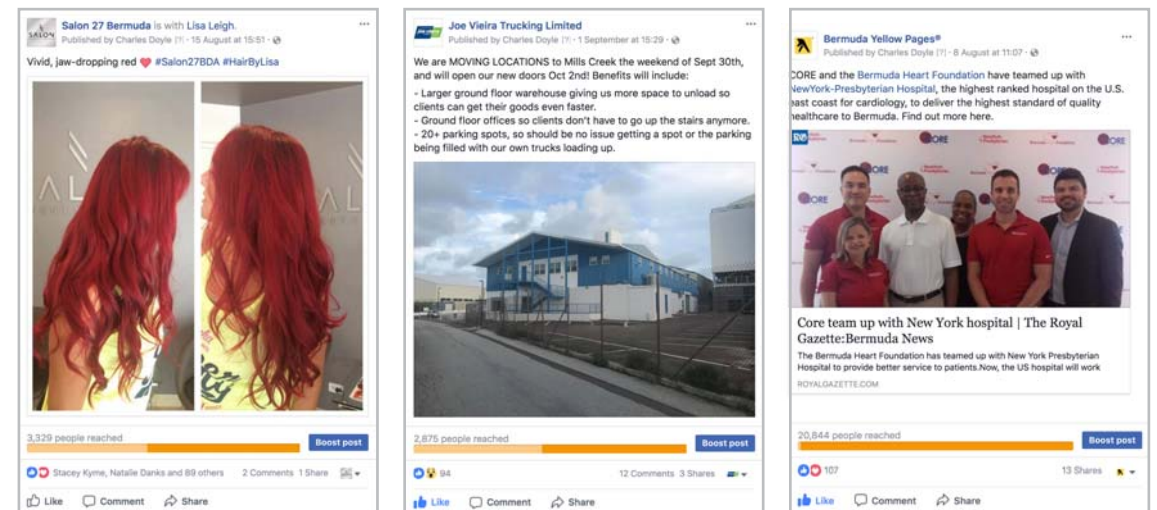
Geofencing - Example 3

TARGETING INTERNATIONAL

- The Sycamore Brewing craft brewery in North Carolina wants people to buy their beer from the local grocery chain Harris Teeter.
- They set geofences with a five mile radius around every Harris Teeter location, making the stores themselves into offline conversion zones.
- Shoppers who enter these geofenced areas get a notification on their phones letting them know that Sycamore beer is available in the store that's closest to them.
- Shoppers enter the conversion zone and buy the Sycamore beer.

Social Media - Examples

- A user logs onto their Facebook account.
- When they go to their newsfeed, a sponsored ad pops up advertising a specific promotion for your business.
- The user clicks through to your Facebook page or website and engages in some way with your business.



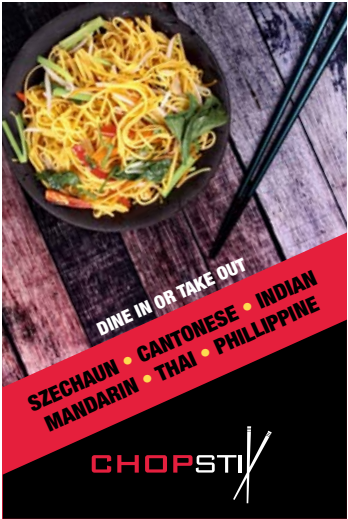


Display Ads

- When you sign up for programmatic targeted display, we create a series of display ads for you that fit the size requirements of any web site or mobile device.
- You will have a **higher conversion rate** if your ads feature a specific **call-to-action** such as a discount or special (eg. “15% off all stock this Tuesday”), (Free download), (Free report), etc.
- A call-to-action could also lead to a white paper discussing a number of topics, an offer sign up page etc.
- These ads are then distributed to various websites via geofencing, site retargeting, social media and search retargeting.
- Detailed analytics** are calculated and distributed to you monthly so that you can see how each ad is performing and which channels are the most effective.



Display Ad Samples



Call-To-Action Display Ad Samples



Beautiful Bermuda Cottage.
Private Vacation Rental.
Stunning Water View.
Book Now



Kanga-Rew
Cottage
BERMUDA

Beautiful Bermuda Cottage. Private Vacation Rental.
Stunning Water View. **Book Now**



Kanga-Rew Cottage
BERMUDA

Beautiful Bermuda Cottage. Private Vacation
Rental. Stunning Water View. **Book Now**

**SEE
MORE**



Landing Pages

- A landing page is a special page on your website that a user is directed to when they click on your display ad.
- It is designed to showcase your offerings while also appealing to search engines like Google for higher visibility.

**Accounting, Bookkeeping, Consulting and
Award-winning Advisory Services**

**3 TIME BEST OF BERMUDA
GOLD AWARD WINNER**
Accounting Services

Intuit
Certified
ProAdvisor
QuickBooks



ABS
Accounting.
Bookkeeping.
Consulting Services.

Contact
292-1918

Aug 07, 2017 - Sep 18, 2017

7 Days

30 Days

This month

Last month

Dashboard / Display



Display

155

100%

CLICKS

43.66K

100%

IMPRESSIONS

0.35%

100%




CTR



Campaigns

1 to 3 of 3

Search items...

Chart	Client	Campaign	Impressions	Clicks	CTR	Display Spend	Weighted Actions
Totals			43,662	155	0.36%	\$185.56	37.00
	ABS	Geotargeting (RON) Ends 9.7	25,001	77	0.31%	\$106.25	8.00
	ABS	Keyword Targeting Ends 9.7	14,996	53	0.35%	\$63.73	4.00
	ABS	Site Retargeting Ends 9.7	3,665	25	0.68%	\$15.58	25.00

Analytics Report Sample



Let's Get Started

Your Logo In order for us to make your display ads and landing page(s), we would require a logo for your business (minimum 250 pixels wide, in either PNG, EPS, Adobe Illustrator or PSD format).

Images Good imagery is crucial to making your programmatic targeted display campaign a success. We recommend a minimum of 3 applicable images related to your call-to-action or business in general.

Call To Action & Slogan Ads perform significantly better when there is some kind of promotional call to action accompanying them. All we need is a short, concise slogan and/or a promotional offering that can be explained in a maximum of two sentences (eg. Click here for 10% off), (Download free white paper), etc.



Let's Get Started (continued)

Facebook Admin Access If you select a programmatic targeted display campaign that includes Facebook advertising, we will need access to your business's Facebook page to be able to run the campaign.

Google Analytics Access If we're sending traffic directly to your website, we will need access to your Google Analytics account to understand the actions people are taking once they get there.

Install Code On Your Website We may need to install several snippets of code on your website. This will allow us to track users' movements throughout your site and better refine how we target your ads.

Google AdWords Access If you have ordered a campaign that includes advertising on Google AdWords and you have an existing Google AdWords account, we will need to access that account to run your campaign.

Glossary Of Terms

Call-To-Action A message within an ad which entices a potential customer to take a specific action.

Click-through Rate The number of people who click on a display ad leading to your website or landing page compared to the amount of people who viewed the ad overall.

Conversion The process of turning a website or landing page visitor into a paying customer.

Conversion Zone A specific location (eg. a retail store) that a customer is drawn to by a geofence in order to make an offline conversion.

Display Ad A visual advertisement designed for digital placement on the internet.

Geofence A virtual boundary surrounding a specific area that allows advertisers to trigger an action on users' mobile phones when they enter that boundary.

Google Analytics Software used to track the number of users who

visit your website or landing page. Provides comprehensive detail regarding user interaction with your site (eg. how they arrive there, what pages they view while there, how long they remain there).

Landing Page A page your display ad links to that is specially designed to expand on the message alluded to in the ad.

Programmatic Targeted Display (PTD) A form of online advertising that tracks browsing behaviour and/or physical location, then uses that data to lead them to your website or landing page via display ads.

Site Retargeting The process of leading a user back to your website who has visited it before, but did not convert the first time.

Search Engine Optimization (SEO) The process of making your website or landing page appealing to search engines so that it ranks higher in search results when someone uses keywords related to your business.

Search Retargeting The process of tracking a user's search history to lead them to your site based on keywords they've searched for.