

## Targeted Digital Display Opportunities

Rickard Squared's targeted digital display solutions are the ultimate link between offline and online data. Our network reach will enable you to generate impressions across 97% of the Web. Use targeted display alone or in a retargeting effort to extend the life of your postal and email campaigns. Retargeted ads have a 1500% improvement to random ads without targeting!

We offer low-risk test budgets, compelling case studies, dashboard analytics and a variety of solutions to meet the objective. Our solutions can help you optimize your marketing spend by serving targeted display ads to the right people.

Rickard Squared display solutions will help drive traffic and boost awareness with the precision targeting that you have come to expect from us.

### 1. Targeted Direct Ad Buy

**Description:** Display campaign that targets look-alike prospects to your current constituents. We can target computer users with demographics, geography, interests, product search and current behaviors. Buy ads across all of the major networks and we'll build you a custom audience to reach your market. Purchasing targeted ads online is very similar to renting lists in the direct mail world. The difference with digital display is that instead of renting lists, cookie pools are purchased and your banner ads are served to that targeted group.

**Economics:** Test Budget: \$5,000, CPM: \$6.50/M, Impressions: 769,231

**Benefits:** To drive initial relevant traffic to your offer, we will craft a custom audience based on demographic, geographic, income, and intent data. We can also pixel your website to analyze current visitors and find look-alikes to those who convert. Your campaign will have the potential to reach users on over 97% of display ad inventory. Ask us for segment recommendations and ideas.

### 2. Site Retargeting

**Description:** Serve digital display ads to people who have visited your site and have previously engaged with your brand online. Over 95% of users leave websites without converting, and over 72% of users abandon their shopping carts. Retargeting finds these users on the internet, brings them back and transforms them into customers.

**Economics:** Test Budget: \$5,000, CPM: \$7/M, Impressions: 714,286

**Benefits:** Retargeting ads can have a conversion that is up to 5X greater than traditional ads. We will drop a cookie on a recognized user and serve them banner ads – a simple process.

### 3. Email Retargeting

**Description:** Display campaign retargeting people from your own database who open your emails or right click to download images. You can improve the ROI by integrating banner advertising with the email campaign. We have the technology to embed an invisible pixel (1x1 image tag) in the body of your email, which will drop a real-time cookie on the browser of the user. This process is accomplished in sub-second timing. A cookie is dropped on the computer of users that either click on the email or right click to download images. Email re-targeting can be accomplished in 48 hours. Next steps are to provide banner creative for approval. The networks will require 24 hours to review and approve your creative.

**Economics:** Test Budget: \$5,000, CPM: \$5/M, Impressions: 1,000,000

**Benefits:** Digital display advertising tied to email marketing is an effective tool to reinforce the message, increase brand awareness and re-engage with donors. Email retargeting will complement your email marketing with the opportunity for another touch point, and it will extend the life of the email solicitation.

### 4. CRM Retargeting

**Description:** We can match your buyers, subscribers, former buyers and responders to active cookie pools. You can then target those users with banner ads to bring them back to your site, upsell, cross-sell and reactivate buyers. The process begins by matching your house files (postal and/or email address) to a comprehensive database of active cookies. Our technology will allow you to serve ads to matched computer users and to redirect buyers to your web site. The average match rate is between 35-45%.

**Economics:** Test Budget: \$5,000, CPM: \$8/M, Impressions: 625,000

**Benefits:** CRM Retargeting is a solution that will enable the marketer to effectively re-engage active and former buyers and responders through banner advertising. It's a great way to reinforce your house file mailings with digital display and will extend the life of your postal campaigns. CRM retargeting is effective because the audience is pre-qualified.

### 5. Banner Creative Services

**Description:** Rickard can produce banner creative for you very quickly. Banners are designed to improve brand recall and are optimized for maximum clicks and conversions. We can provide quick turnaround: 5-6 Days for launch (3-4 Days for design + 2 days for networks to approve)

**Economics:**

**Static Ad 5-Pack:** \$600. One set of JPG banner ads based on one brand concept.

**Static A/B Test Package:** \$900. Three sets of JPG banners with controlled variations for A/B testing.

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