

DIGITAL RETARGETING

What is Retargeting?

Retargeting works by keeping track of people who visit our sites and displaying your retargeting ads to them as they visit other sites online. Retargeting keeps your brand front and center. Every time a CONVERGE attendee (or nadp.org visitor) sees your retargeting ad, your brand gains traction and more recognition. The click-through rates and increased conversions that are typical with retargeting campaigns underscore the value of good branding and repeated exposure.

How Does it Work?

1 A dental benefits industry executive and potential customer visits any NADP website.



2 The campaign is activated, and viewers are now “cookied” to allow for your brand’s ads to be displayed on other sites.

Please note, below are just examples of websites your ad could appear on through retargeting campaigns. NADP is not affiliated or endorses these companies in any way.



3 Your ads are served to potential customers on thousands of websites they visit in their normal online daily browsing.



Year-Round Opportunities

PRE-EVENT

- Build brand awareness
- Drive booth traffic
- Promote at-event activity
- i.e. “Stop by booth #101”

365-Day Exposure

- Keep your brand top-of-mind
- Earn steady leads all year
- As NADP’s audience grows, so do your advertising opportunities!

POST-EVENT

- Send event followup
- Nurture leads
- Offer special incentives
- i.e. “Thank for stopping by our booth. Check out our whitepaper [link]”



Why RETARGETING?

Maximize visibility and increase ROI with digital ad retargeting.



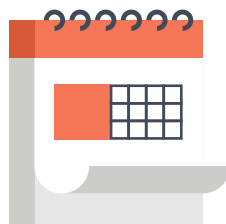
Build your brand, create awareness, and increase conversions by retargeting our highly qualified audiences, wherever they visit online.



Guaranteed Reach. Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you're trying to reach. No more guessing whether or not your ads are reaching the right people or if they're being seen by your potential customers.



Quantifiable ROI. Detailed analytics & reporting allow you to see your ad campaign results in real-time, including number of times your ad has been seen, number of clicks on your ad, and the geographical locations of where your ad has reached.



365-Day Engagement. Engage with customers and new prospects leading up to, during, and after CONVERGE with custom retargeting campaigns. When the event is over, the follow-up emails have been sent, and all traditional channels to reach attendees have been exhausted... RETARGETING to the rescue! Those cookies still exist, allowing you to continue reaching these beauty pros in the many months ahead!

RETARGETING PACKAGES

FULL RETARGETING

With our retargeting package you can reach our digital audience wherever they go. We retarget over 100,000 dental benefits industry professionals that visit nadp.org and other NADP websites across social networks and major online publishers. An advanced, real-time bidding algorithm optimizes campaigns for maximum exposure.

PRICES

20,000 Impressions	\$1,795
35,000 Impressions	\$2,495
70,000 Impressions	\$4,495
100,000 Impressions	\$5,995

CONVERGE RETARGETING

With our retargeting package you can reach our digital audience wherever they go. This package specifically retargets over 500 registered CONVERGE (exhibits and sponsors) attendees across social networks and major online publishers. An advanced, real-time bidding algorithm optimizes campaigns for maximum exposure.

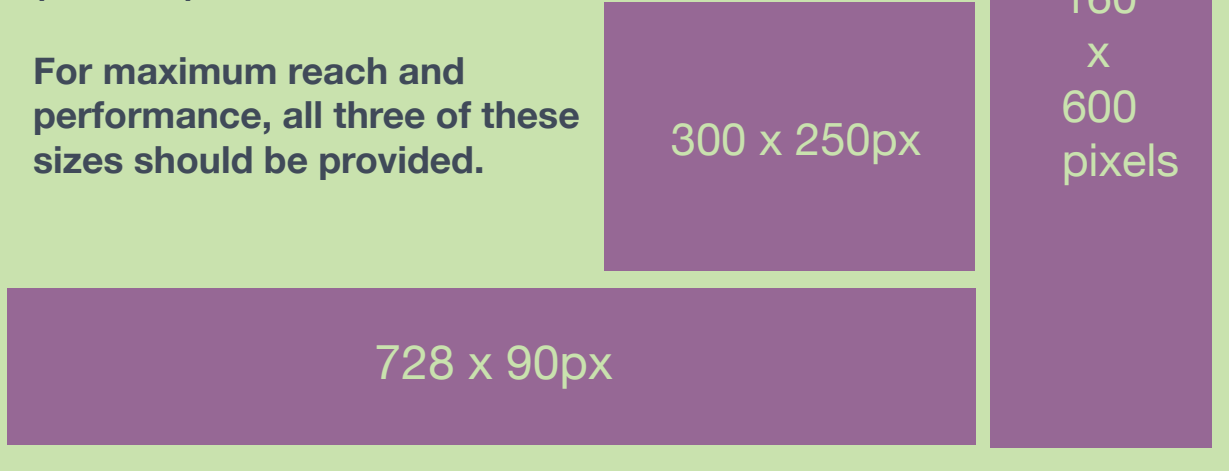
PRICES

20,000 Impressions	\$2,795
35,000 Impressions	\$3,495
70,000 Impressions	\$5,495
100,000 Impressions	\$6,995

Ad Sizes & Specs

.jpg or .gif static images only
(no flash)

For maximum reach and performance, all three of these sizes should be provided.



Don't Have a Creative Department? No Problem.

NADP Can Design Your Ads! \$250 per retargeting campaign