



Display Ads

- Sell More
- Lower Costs
- Improve Customer Satisfaction
- Reduce Errors
- Get Paid Faster

Drive traffic to your website and online storefront by targeting the right customers at the right time. Show digital ads with your business information and contact info that link directly to your website. Reach out to your customer base no matter what websites they visit online. Target your local community by keyword search, keyword contextual targeting, site retargeting, and/or geofencing by zip code or physical address. Get monthly reporting on the impressions, clicks, and clickthrough rates.

TARGETING TACTICS	192K ADS 6-MONTH CAMPAIGN	276K ADS 6-MONTH CAMPAIGN	342K ADS 6-MONTH CAMPAIGN
Search / Contextual	20,000 / mo	18,000 / mo	—
Site Retargeting	12,000 / mo	8,000 / mo	12,000 / mo
Addressable Geofencing	—	20,000 / mo (Up to 100 Addresses)	50,000 / mo (Up to 500 Addresses)
Monthly Display Ad Impressions	32,000 / mo	46,000 / mo	57,000 / mo

Custom packages quoted by request based on your needs, budget, market, and geofence.

All display ad campaigns must be run for a minimum of 6 months.

IntegraSoft will monitor performance and automatically pivot impressions to one tactic or another if one is performing very well or poorly.

KEY TERMS TO KNOW

Keyword Search Retargeting

Target users who are searching for relevant keywords that pertain to your business and sale items.

Keyword Contextual Targeting

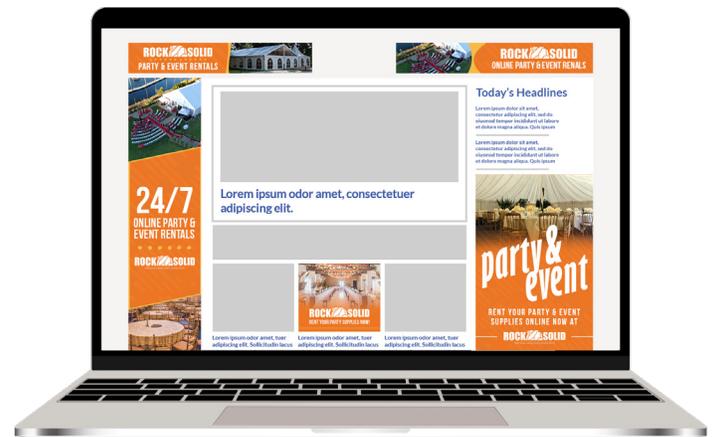
Target users who are reading content with relevant keywords included that pertain to your business and sale items.

Site Retargeting

Get a pixel code added to your website and tag users who have visited your site and re-target those users with ads.

Addressable Geofencing

Target your customers and/or prospective customers at the address list you provide us (residential or commercial).



Ad Sizes (px): 160x600, 300x250, 320x480, 300x50, 320x50