

Top 10 Questions You Should Ask Your Digital Provider



1. What digital products are available to me?
2. How many exchanges do you buy across? What are your exchanges?
3. Do you buy above the fold, below the fold or both?
4. What types of video products are available?
5. What type of reporting will I receive?
6. Do you measure view-throughs?
7. Do you track conversions?
8. What types of targeting do you do on Facebook & Instagram? News Feed ads or Right Hand Column ads?
9. Can you target down to individual households or just areas?
10. What types of retargeting do you do? How do you know when to shut off the retargeting? Do you use frequency caps?

Our Answers

1. What digital products are available to me?

Digital Product:	Description:
Retargeting	Following people after they leave your website and showing them your display or video ad, across all devices.
Keyword Targeting	Showing your display or video ads on webpages that contain keywords related to your business, across all devices.
Display Ad Networks	Showing your display ad on groups of websites targeted to the type of audience you want to reach, across all devices.
Behavioral Targeting	Showing your display or video ads to specific consumers based on their previous on-line behavior, across all devices.
Native Ads	Native display ads go across all devices and match the look, feel, and visual context of the website or app where they are seen.
Mobile Conquesting	Using location based targeting combined with demographic and behavioral targeting to reach people with your display ad on their mobile devices.
Facebook / Instagram / Facebook Audience Network	Targeting people across all devices on Facebook and Instagram in their newsfeed or on Facebook Audience Network, with your display or video ads.
Household IP Targeting	Matching IP addresses to your list of names and street addresses and showing your display or video ad only to those people, across all devices.
Video Pre-Roll Targeting	Targeting people with a :15 or :30 video pre-roll ad which is the commercial that runs before the content plays, across all devices.
SEO & Reputation Management	Improving and promoting a website to increase the number of visitors the site receives from search engines.

Our Answers

2. How many exchanges do you buy across? What are your exchanges?

We buy across 17 exchanges:

Rubicon	AppNexus	SpotXchange	BrightRoll
Double Click Adx	Nexage	OpenX	MoPub
Index Exchange	PubMatic	Microsoft Advertising	AdMeta
IPONWEB	InMobi	AdForm	Facebook/Instagram
			LiveRail

3. Do you buy above the fold, below the fold or both?

Above the fold only, guaranteed on display banner ads. Anything below the fold results in 84% drop in ability to see the ad.

4. What types of video products are available?

We do 6 different types of video pre-roll: video retargeting, video keyword targeting, video IP targeting, video behavioral targeting, Facebook/Instagram carousel and video ad networks. We buy across 5 video exchanges: SpotXchange, GoogleADX, BrightRoll, LiveRail, Facebook/Instagram

5. What type of reporting will I receive?

We provide you monthly reports that include impressions, clicks, conversions, and view throughs on all reports. For certain products we are also able to provide website/app breakout, creative performance, device performance, and top keywords.

6. Do you measure view-throughs?

Yes, we do. We measure when someone sees an ad, doesn't click, but returns to your website via search or directly typing in your website address at a later date. Most people don't click on an ad (.07%) so tracking the people who see your ad, don't click, but come to your website later is an important indicator of the effectiveness of your ad.

7. Do you track conversions?

Yes, we do. We can track any action that a person takes on your website including filling out a contact us form, making a purchase, signing up for a newsletter, scheduling an appointment, and many others.

8. What types of targeting do you do on Facebook & Instagram?

Carousel News Feed, Lead Ads, Local Awareness Ads, Event Response Ads, Job Listing Ads, Custom Audience Matching to Email & Phone Database, Lookalike Audience Ads, Video. These types of ads go across all devices.

9. Can you target down to individual households or just areas?

Yes, we can target individual household with Household IP Targeting. We can target:

- Any data list a you have. All you need is: First Name and Last Name (if possible) and Full Address
- Any data list that can be purchased from a direct mail vendor - any public data
- Universities and Colleges (no list needed)

10. What types of retargeting do you do? How do you know when to shut off the retargeting? Do you use frequency caps?

We do 4 types: display, video, Facebook and Instagram. We use frequency caps and conversion tags to shut off the retargeting once the target converts (does what we want) or they have seen an ad 24 times.