Retargeting FAQ

What types of ads can you use in a retargeting campaign?

- You can use both images (jpg, png, HTML5 or animated gif).

Why does the advertiser need to provide multiple sizes of the same ad?

- We collect ads in multiple sizes because they will be displayed on a variety of formats and need to be mobile responsive.
  - Display: 160x600, 300x250, 728x90, 300x600
  - Mobile: 300x50, 320x50

Where will the ad appear?

- Your ad will be displayed on the top 5000 websites[*]

Where will the ad NOT appear?

- Your ad will not be served on webpages that could be considered objective, such as sites with content pertaining to illegal streaming, drugs, violence, pornography, etc.

How many times a day will a visitor see the ad?

- A frequency cap is created when your campaign is set up and is set to serve 3 ads every 8 hours as a best practice. We typically will ask day parting to be removed to serve ads for 24 hours but can be revised. Impressions are automatically set to be distributed evenly over the duration of the campaign.

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[*] The Trade Desk (TTD) is a major player in the Programmatic DSP (Demand Side Platform) World and provides a large pool of websites for your ad to be displayed on.

Where on the association's website will the pixel be placed?

- The universal pixel is to be placed on the association's website by the client's team and gathers data from each unique visitor on the association's website. The pixel is not the ad and is not visible. Placing the pixel is a service provided to YGS association clients for a fee.

What dashboard/metrics are provided?

- Impressions Delivered
- Clicks and CTR
- Browser Types
- Geotargeting
- Site Lists
- Creative (this is broken out by ad size and will show what's currently active and what has "expired")
- Mobile vs Desktop Views

What are the minimums and what happens if impressions aren't met?

- There is a 40k minimum/month.
- If the 40k minimum isn't hit in the first month the impressions will carry over into the next month and will run until the campaign has met its 40k impressions.

Do you guarantee results?

- Clicks and CTR are <u>not</u> guaranteed, but impressions are.

Can an advertiser filter who sees the ad?

- Geographic filters are available but limit the available impressions. If interested, talk to your Account Executive about whether this would be a good fit.

Can you send a screenshot of the ad when it's running?

- Your ad is being served across thousands of websites which is why we are unable to guarantee that one of our team members will see your ad on the right site, at the right time, to capture a screenshot.
- However, we can send you proof of run via dashboard metrics.

What are retargeting best practices that I should be aware of?

- Retargeting works best in tandem with an ad concurrently on the association's website and can be a great way to perform A/B testing with two different ads. This aligns your brand with the trusted reputation of the association and its audience.

Can advertisers have a unique URL for each creative size?

- Yes.

Can advertisers supply 3rd party tags?

- Yes.

Contact your Account Executive with any retargeting questions you may have!