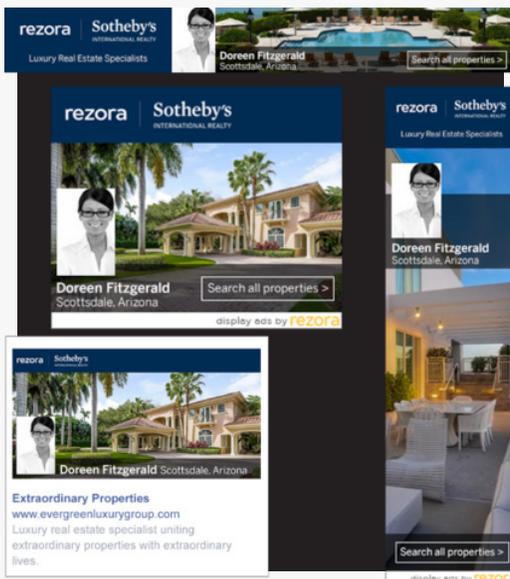# rezora

HOW TO / display ads

How do I get started?

1. Log into your rezora account. If you need help, click the green help tab on your sign in screen or send us an email at support@rezora.com.

2. Go to the "My Account" menu. Then to "My Account Information".

3. Choose "Purchase Additional Services".

In addition to the cost of your existing rezora subscription display ads are

$35 p/mo.

Contacts who are retargeting after opening an email are

70% more likely to return to your site.

The average click-through rate for retargeted ads is

10x the rate of standard display ads.

Retargeting can increase conversion rates by

147%.

It's like hocus-pocus, but it's not.

With Display Ad Retargeting, every rezora email you send carries a small snippet of code. When your contact opens your email, it places a cookie on your contact's browser. Afterwards, your personalized ads "follow" your contact around the web, appearing on the websites they visit. Each ad is linked back to your website, allowing your contacts to easily return, connect and convert.

More How To Guides:
www.rezora.com/resources