rezora

Everything you need to know about

DISPLAY ADVERTISING & RETARGETING

WHAT IS DISPLAY ADVERTISING?

Display Advertising is simply image based advertising on the internet. It's mostly made up of the banner ads you see at the top and sides of your screen while you're surfing the web, and has no real specific audience.

WHAT IS RETARGETING?

Retargeting is, well, more targeted. Display advertising's audience is anyone; retargeting is dialing that audience back to the folks that historically have shown they're more likely to buy your product or service. Say you've been shopping for a pair of shoes on amazon, and later see an ad for those shoes while you're reading your favorite blog. That is retargeting. When you use rezora, anyone who's opened up an email you've sent out of rezora will see your ads while they're surfing the web.

HOW DOES IT WORK?

SEND AN EMAIL

You've already signed up for retargeting and created an ad within your rezora account. Now all you have to do is send out an email to any contacts in your database.

DOES NOT OPEN

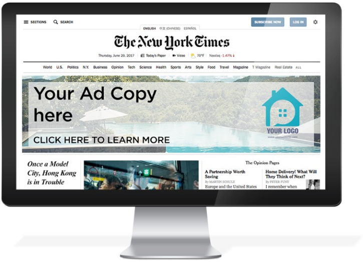
A contact who does not open your email will not be retargeted.

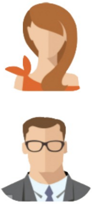
OPENS

A person who opens your email will be retargeted, and will see your ad when they're browsing the web.

CLICKS THROUGH

A person who clicks on any links in your email will be retargeted, and will see your ad when they're browsing the web.


The New York Times
Your Ad Copy here
CLICK HERE TO LEARN MORE
YOUR LOGO
Once a Model City, Hong Kong is in Trouble
The Opinion Pages
A Partnership Worth Saving
Home Delivery! What Will They Think of Next?



ADS APPEAR ON WEB

Anyone who has opened or clicked on your email will see your ad while they're surfing the web. You can choose which site (your website, property site, etc.) they're taken to if they click on your ad.

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. Hover over the My Account" tab, then click "Retargeting Campaigns"
3. Choose "Purchase Additional Services".

HOW MUCH DOES IT

COST?

Company DisplayAd Retargeting:

Included in Professional package

Agent Display Ad Retargeting:

$35/month

Agent Display Ad Retargeting PLUS:

$95/month (includes additional retargeting code for your website)

WHAT'S INCLUDED?

5 Display Ad Templates: A suite of five brand-approved display ad sized templates (3 desktop and 2 mobile) that you can use to create any number of custom ads.

Ad Placement: Throughout our network of over 200,000 websites.

Optimized Exposure: We make sure your ads are seen at just the right frequency.

No limit: Every opened email results in your contact seeing your display ads.

Retargeting can increase conversion rates by 147%.

147%

70%

Contacts who are retargeted 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.

10x

F.A.Q.

Q. Who sees my ads? How often?

A. Any contact who opens one of your rezora emails is retargeted and will see your display ads.

rezora moniters ad performance and adjusts the frequency that ads are served to your contacts. Generally, your contact will see an ad no more than 6 times in a 12-hour period.

Q. How long does my campaign run?

A. Your campaign will run and your audience will see your ads as long as your retargeting subscription is active.

Q. Can you explain the data I receive in my retargeting report?

A. The following information is currently provided to you via email on a monthly basis, as well as in real time from your rezora dashboard:

01. List of Sites: This downloadable file is a list of all the websites where your display ads were seen over the course of the last month. They may have been seen more than once at any one of those sites, but they were seen at least once.

02. Impressions: This is the total number of times your display ads were seen across all websites over the course of the prior month.

03. Clicks: This is the total number of times a user clicked on one of your display ads and was directed to your website.

04. Click Through Rate (CTR): This is the number you should be paying most attention to. This is the percentage of users who saw your display ads that clicked on them. The industry average for retargeting display ads is 0.1%. For traditional display advertising where you randomly purchase ad space, the average CTR is 0.01%.

Q. Who cannot be tracked with retargeting?

A. The retargeting code is added to users in the form of a special cookie. Users who have cookies disabled cannot be tracked using retargeting. In addition, users who were being tracked, but subsequently erased their cookies, will no longer be tracked, unless they revisit your website and receive a new cookie.

Q. What are the possible sizes of the ads?

A. “Rectangle” at 300x250 pixels
“Leaderboard” at 728x90 pixels
“Skyscraper” at 160x600 pixels
“Mobile Banner” at 320x50 pixels
“Mobile Interstitial” at 320x480 pixels

STILL HAVE QUESTIONS?

Contact our support team at support@rezora.com and we'd be more than happy to answer them.

CONNECT WITH US

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