

# rezora

## HOW TO / use display ads

Retargeting is a type of display advertising for a targeted audience. It is an optional subscription you can sign up for in rezora, and you'll be able to create your display ads, choose which website they link to, and get valuable analytics info on where they are displayed on over 200,000 websites.

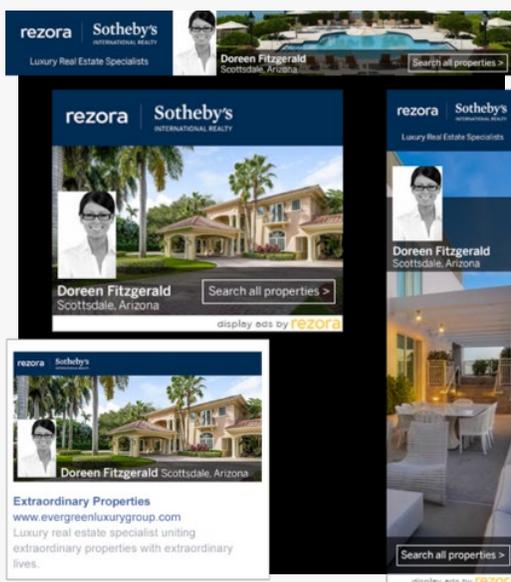
Retargeting has been shown to be very effective at enhancing both your and your company's brand.

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.

# How do I get started?

## Signing Up

To sign up for your retargeting campaign, head to Marketing Materials >> Retargeting Campaigns, and then click Create New Retargeting Campaign.

## Customizing the Campaign

When you create the retargeting campaign, you'll need to set a Title and URL. The title is the label it will have in your rezora account, and the URL is the website that your display ads will be linked to. Anyone who clicks on one of your display ads will be taken to that website.

Want to edit your campaign title or URL? Head to Marketing Materials > Retargeting Campaigns, and then click the title of the campaign.

## Creating Your Display Ads

Method One: Workflow

The quickest way to create your display ads is using the rezora Workflow feature. This option allows you to create your display ads very quickly. Check out this video to see exactly how easy it is:

### Video: Creating Display Ads with a Workflow

Method Two: Marketing Piece

Another way you can create display ads is with a marketing piece. This option gives you more control over which templates/designs are used. Check out this video to see exactly how easy it is:

### Video: Creating Display Ads with a Marketing Piece



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