

LOCAL DIGITAL DISPLAY PACKAGES



Use localized targeting to find customers in your area, bring awareness to your brand and location, and drive users to submit information for an estimate. Each tactic is part of a holistic digital display strategy, designed to ensure your messaging is being shown only to viable prospects within a 5-10 mile radius of your store.

Contact the Ansira team to review the standard tier levels and determine which is right for you.

To ensure maximum campaign efficacy, a minimum enrollment period of 3 months is required	\$695 PER MONTH	\$1,195 PER MONTH	\$2,255 PER MONTH	\$4,330 PER MONTH
PACKAGE LEVEL	BRONZE	SILVER	GOLD	PLATINUM
MEDIA SPEND	\$500/MO	\$1,000/MO	\$2,000/MO	\$4,000/MO
MANAGEMENT FEE	\$195/MO	\$195/MO	\$255/MO	\$330/MO
SET UP FEE (1X)	\$125	\$125	\$125	\$125
MARKET SIZE	SMALL	SMALL	MEDIUM	LARGE
POPULATION	≤175K	175K-250K	250K-1M	1M+
TARGET RADIUS	5-10 MILES	5-10 MILES	5-10 MILES	5-10 MILES
MULTI-STORE CAMPAIGN			VIABLE	VIABLE
ESTIMATED IMPRESSIONS	125,000	250,000	500,000	812,500
SITE RETARGETING ¹	✓	✓	✓	✓
PROSPECTING ¹	✓	✓	✓	✓
CONTEXTUAL TARGETING ¹		✓	✓	✓
COMPETITOR CONQUESTING ¹			✓	✓
PROGRAMMATIC VIDEO ²				✓
CUSTOM LANDING PAGE(S)	✓	✓	✓	✓
MONTHLY REPORTING	✓	✓	✓	✓

¹Tactic requires Standard Creative assets. To be provided by Carpet One or Carpet One Member.

²Tactic requires Video Creative asset. To be provided by Carpet One or Carpet One Member.

As an awareness driver, the main Key Performance Indicator (KPI) for this channel is to reach the most relevant audience in the targeted area through Impressions (reach). Secondary metrics to monitor consists of Media Efficiency (CPM), Click-through Rate (CTR), and submissions of online quote estimate (Conversion Rate).

DIGITAL DISPLAY 101

	SITE RETARGETING DESKTOP + MOBILE	PROSPECTING DESKTOP + MOBILE	CONTEXTUAL TARGETING DESKTOP + MOBILE	COMPETITOR CONQUESTING DESKTOP + MOBILE	PROGRAMMATIC VIDEO DESKTOP + MOBILE
	ALL LEVELS	ALL LEVELS	BRONZE-GOLD	SILVER + GOLD	GOLD LEVEL
WHO	Ads are served to users who have previously visited your microsite, carpetone.com or clicked on one of your banner ads	Ads are served to users based on their current physical location or IP address	Ads are served to users who look like your target audience and engage with home improvement content	Ads are served to users who have taken an interest in competitor stores	Video ads will be served to users based on their current physical location or IP address
WHAT	Standard display banner ads you're used to seeing online	Standard display banner ads shown to users near your store	Standard display banner ads shown to users on contextual attributes	Standard display banner ads you're used to seeing online	:15 or :30 videos shown to users near your store
WHERE	Ads appear on the websites the user visit	Ads appear on a variety of sites (e.g., Spotify, TWC, 247Sports and AccuWeather, etc.)	Ads appear on websites with relevant content (e.g., flooring, redecorating, improvement, etc.)	Ads appear on a variety of sites (e.g., Spotify, TWC, 247Sports and AccuWeather, etc.)	Videos appear to users before their selected content
WHEN	Ads will be served to users online within 5-10 miles of your store	Ads will be served to users online within 5-10 miles of your store	Ads will be served to users online within 5-10 miles of your store	Ads will be served to users online within 5-10 miles of your store	Videos will be served to users online within 5-10 miles of your store
WHY	Retargeting allows you to reach prospects after they have expressed interest	Prospecting allows you to reach prospective customers effectively	Contextual targeting allows you to reach users who have expressed interest in related products or topics	Competitor conquering allows you to reach users who have expressed interest in competitor stores	Programmatic video allows you to reach prospective customers effectively

