

Digital Media Kit

A collection of digital advertising tactics designed to connect your brand to its current and future customers across locations and devices

Utilize the latest digital technologies in combination with AccuData's industry-leading data to place your brand in front of the ideal audience. From concept through reporting, AccuData manages every step of the process. You will receive the individual attention you deserve, paired with the quick adaptation, customization, and scalability your campaigns demand.





Addressables: Target Consumers Based on Their Physical Address

Build Brand Awareness Among Acquisition and Loyalty Postal Audiences

Addressables, also referred to as Addressable GeoFence, is an easy-to-implement, digital advertising tactic that enables direct marketers to reach their desired postal audience online with engaging display ads.

How Addressables Works

AccuData's Addressables harnesses advanced, cookie-free technology to match postal addresses with verified GPS and property plat line data to pinpoint only your desired homes or businesses. With a geofence in place, AccuData identifies all the connected devices to serve ad messages via available placements online — like direct mail delivered digitally.

On average, AccuData obtains a 90% or greater match rate to postal files. Multiple targeting options are available, which include existing acquisition postal lists, loyalty postal lists, or custom targeted prospect lists obtained from the AccuData team. Audiences are updated daily at each matched address.

The Benefits

Experience highly accurate and precise online targeting of your postal audience with match rates that average 90%

Reach your direct mail audience across their personal and mobile devices

Pair Addressables with postal campaigns to increase reach and responsiveness with digital display impressions



Mobile GeoTactics: Target Consumers Based on Locations They've Visited — Past or Present

The Benefits

Create real-time digital connections with consumers based on their physical location

Deliver highly-relevant, competitive offers to consumers that have demonstrated a specific behavior

Continue the conversation with your audience after they depart from the targeted location

Apply Competitive and Location-Based Intelligence to Effectively Target Prospective Customers

Mobile GeoTactics, including GeoFence and Geo Follow, deliver digital advertising to consumers' mobile devices based on where they are located. Mobile GeoTactics are ideal for marketers looking to target consumers at competitive locations along with concerts, conferences, hotels, trade shows, and more.

How Mobile GeoFence Works

Reach consumers present at a specified location, in real time. Devices are identified by GPS-location services within the geofence boundary. Once a consumer browses the internet or initiates an app session, they will receive your highly relevant display ad on their mobile device, where ad placements are supported.

How Mobile GeoFollow Works

Continue the conversation with consumers after they leave the geofence with Mobile GeoFollow. Consumers' mobile devices are identified when they enter the fenced location and can be targeted once they leave for up to 30 days.



NextGen Behavioral Targeting: Target Consumers Based on What They Search For

Become Part of the Consumer's Decision Making Process

NextGen Behavioral Targeting is an advertising service that delivers display ads to in-market consumers based on the keyword searches they perform. NextGen Behavioral Targeting harnesses the power of Pay-Per-Click (PPC) campaigns in a display advertising environment.

How NextGen Behavioral Targeting Works

With a list of keywords, AccuData can reach the people whose online search behavior matches the objectives of your marketing campaign. By serving ads during a consumer's decision-making journey, you'll reach the right audience at the right time with no wasted ad impressions.

Your custom audience will be targeted with geographic attributes that meet your campaign criteria and ads are served within one minute. AccuData's partnerships with thousands of search engines enable us to see real-life interactions as they happen. For example, a consumer types "Las Vegas Hotels" on a popular travel site. Your keyword list matches the consumer's search action, which triggers your ads for a popular Las Vegas Hotel to be served.

The Benefits

Leverage the power of a pay-per-click campaign in a display environment

Tap into online search behaviors that are collected from more than 100,000 website search engines

Reach in-market consumers in real time with your brand's relevant messaging



Site Retargeting: Target Consumers That Have Visited Your Website

The Benefits

Increase brand consideration by staying in communication with those that engage with your website

Showcase special offers and highlight key products with engaging display advertising

Improve the likelihood of conversion by adding a digital touchpoint

Encourage Conversions Among Your Brand's Website Visitors

Site Retargeting converts website visitors into purchasers by re-engaging them as they move about the web. By staying top of mind with relevant product- or service-specific ads throughout a customer's buying journey and enabling an easy path back to the brand's site, marketers typically see a significant lift in conversion.

How Site Retargeting Works

Site Retargeting relies on the use of a pixel to enable the display of relevant ads for up to 30 days following the consumer's initial visit to a website. When the visitor leaves your website and continues to browse other locations online, the pixel follows their journey, targeting them with your display ad. This pixel-based retargeting ensures that your ad is seen by consumers that have visited your website.



Digital Media Specs

Color Format

- RGB

File Format

- .PNG
- .JPG
- .GIF

File Size

- Less than 150KB

Additional Notes

- Display ad creative must include a distinct brand name and/or clearly identifiable logo
- Please include the desired landing page URL
- Ads with animation are limited to 30 seconds or less with no more than 3 loops

Recommended Ad Sizes (in pixels)

- 160 x 600 px
- 300 x 250 px
- 300 x 50 px
- 320 x 50 px
- 320 x 480 px
- 728 x 90 px





Frequently Asked Questions: Digital Advertising Campaigns

How long should my campaign last?

In most cases, we recommend a minimum of 30 days; however, we understand that each campaign is unique, and our recommendation may change based on your specific campaign goals and budget.

Do I need all of the recommended ad sizes?

Yes, we recommend that you provide at least one creative in each size to maximize available ad placement. While we can run campaigns with fewer ad sizes, it limits the available inventory and may result in your campaign taking longer to serve.

How are my ads delivered?

AccuData works with top-tier Demand Side Platforms (DSPs) to deliver ads to your intended audience. DSPs are automated

platforms that bring together online advertising buyers and sellers and where bidding for advertising space from buyers takes place. Ads are delivered to all connected devices, including mobile, desktop, tablet, and laptop devices.

Where are my ads placed?

With our DSP partnerships, AccuData can place ads on more than one million websites featuring 30 - 50 billion advertising impressions per day. This accounts for approximately 90% of the available daily ad inventory on the Internet!

Popular sites where ads may be placed include CNN, Fox News, MSN, and Yahoo. By default, your ads are never served on “vice” or adult-focused sites. We eliminate sites with a history of fraudulent traffic as well as the top 200 most popular children’s sites.

What information is including with my campaign reporting?

At the conclusion of your digital advertising campaign, you will receive a performance report that includes the total number of impressions served, total number of clicks, click-through-rate (CTR), time and day trends, and more.

How quickly will my campaign begin?

Your campaign will go live 2 - 3 business days from receiving the following assets: a signed Statement of Work (SOW), your campaign creative, and your landing page URL.



Begin Today by Calling 800-732-3440.

For more information on how AccuData's team of marketing experts can help you achieve your digital advertising goals, call 800-732-3440 or email info@accudata.com.

