



Frequently Asked Questions

Digital
Advertising Tactics



Frequently Asked Questions: Addressable GeoFence

What is Addressable GeoFence?

Addressable GeoFence is a highly precise advertising tactic that targets specific households or businesses with digital advertising. This enables direct marketers to reach all connected devices based on physical location, which is determined by using a virtual geofence around the property address.

How does the matching process work?

Our process harnesses advanced, cookie-free technology to match the individual postal addresses on your direct mail file with verified GPS and property plat line data to pinpoint the specific location, size, and shape of the physical address.

Which fields are needed on my direct mail file for the matching process?

To make a match, we need your postal file to include the following fields: Street Address 1, Street Address 2, City, State, and ZIP Code.

What is the estimated match rate?

Our average postal address match rate is 90%.

How will I know which postal addresses matched?

Once the match process is complete, your file will be returned with a “T” or “F” to indicate which matches were made. Records coded with “T” designate matches and records coded with an “F” designate non-matches.

How long does a typical Addressable GeoFence 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.

What if I don't have a postal file? Do I have to provide a list to target?

While many clients provide us with a postal file, it is not required. Our team can help you acquire a targeted prospect list if you don't have one of your own. We can also create a custom audience based on your geographic and demographic criteria.

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 are where bidding for advertising space from buyers takes place. Ads are delivered to all connected devices within the geofence, including mobile, desktop, tablet, and laptop devices.

Where will my ads appear?

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 ad sizes do I need?

The standard display ad sizes are included below. We recommend that you provide at least one creative in each size to maximize available ad placement. While we can run campaigns with fewer sizes, it limits the available inventory and may result in your campaign taking longer to serve. Your files should be less than 150KB in size. We accept JPEG and PNG file formats.

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

Can I use animation in my ads?

Yes! You can use animation in your ads. Ads with animation are limited to 30 seconds or less with no more than 3 loops. GIF files are accepted.

Can I use video ads?

Yes! Video ads can be used with Addressable GeoFence. The standard video ad sizes are included below. Your video can be 15 or 30 seconds in length and should be at an aspect ratio of 16:9. We accept FLV, WEBM, or MP4 files.

- 400 x 225 px
- 400 x 300 px
- 480 x 360 px
- 640 x 360 px
- 1920 x 800 px

How do I get started?

Getting started is easy! Once we have the following assets in place, we can begin your campaign: a signed Statement of Work (SOW), ad creative, and your landing page URL.

How quickly can my Addressable GeoFence campaign begin?

Your campaign will go live 2-3 business days from receiving all assets mentioned above.

What will I learn about how my campaign performed?

At the conclusion of your Addressable GeoFence 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.

Is conversion tracking possible?

Yes! We can implement conversion-zone tracking with Addressable GeoFence campaigns to track foot traffic into a specific location.

Frequently Asked Questions: Mobile GeoFence/GeoFollow

What is Mobile GeoFence/GeoFollow?

Mobile GeoFence/GeoFollow is a location-based advertising tactic that delivers digital display ads to a consumer's mobile device based on where they are in real time and after they leave.

How does Mobile GeoFence/GeoFollow work?

Mobile GeoFence/GeoFollow relies on virtual boundaries, called geofences, that have been created around a geographical location that you designate.

How do you know a device is at a specific location?

Mobile GeoFence/GeoFollow identifies devices via GPS-location services within a virtual boundary. As soon as a device is used to open a mobile browser, app, or game, the Device ID is captured.

What is the difference between Mobile GeoFence and Mobile GeoFollow?

Mobile GeoFence serves ad content to a device while it is present at a specific location. Mobile GeoFollow uses a beacon that enables the consumer's device to continue to receive ad content for up to 30 days following their departure from the designated location.

What is a beacon?

Beacons refer to the technology that monitors a user's location to deliver ads where inventory is available on mobile browsers, mobile apps, and/or games. Beacons are placed on devices that enter the desired location, providing the ability to target that device with ads for up to 30 days.

Does the consumer have to be connected to wireless for Mobile GeoFence/GeoFollow to work?

No, the consumer does not have to be connected to a wireless network for these services to work.

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How quickly can my Mobile GeoFence/GeoFollow campaign begin?

Your campaign will go live 2-3 business days from receiving all assets mentioned above.

What will I learn about how my campaign performed?

At the conclusion of your Mobile GeoFence/GeoFollow 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.

Frequently Asked Questions: NextGen Behavioral Targeting

What is NextGen Behavioral Targeting?

NextGen Behavioral Targeting is an advertising service that delivers digital 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 does NextGen Behavioral Targeting work?

NextGen Behavioral Targeting pairs keywords and online search behavior to serve relevant display ads. Through AccuData's partnerships with more than 100,000 website search engines, we are able to serve ads based on more than one billion user interactions and actual search behaviors in real time. 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.

How do I find keywords that are relevant?

AccuData can help! We will begin with your PPC keywords, if available, and build from there. Please note that PPC keywords are not required. Our team will compile a keyword list based on your campaign goals, that may include associated products, services, and the names of your competitors. This keyword list is continuously optimized based on campaign data and performance.

Can NextGen Behavioral Targeting be used by business marketers, too?

Yes, absolutely! NextGen Behavioral Targeting is an excellent method of reaching B2B audiences that are searching for the products and services that your business (or your competitors) offer.

What options are available to refine my audience?

AccuData can refine your audience by applying geographic locations to your campaign. This application acts as an overlay to your defined keywords to ensure your ad is displayed only to consumers that meet your criteria.

How quickly will my ads be seen?

NextGen Behavioral Targeting ads are served within one minute.

How are my ads delivered?

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How quickly can my NextGen Behavioral Targeting campaign begin?

Your campaign will go live 2-3 business days from receiving all assets mentioned above.

What will I learn about how my campaign performed?

At the conclusion of your NextGen Behavioral Targeting 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.

Frequently Asked Questions: Site Retargeting

What is Site Retargeting?

Site Retargeting is an advertising practice used to serve digital display ads to consumers following a website visit that did not result in conversion. Site Retargeting enables direct marketers to show product- or service-specific display ads on a consumer's device as they navigate online. The ads are designed to recapture the consumer's attention so that they return to the website.

How does Site Retargeting work?

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 guarantees that your ad is seen by consumers who have visited your website.

What is a Site Retargeting Pixel?

A Site Retargeting pixel is a line of code that is placed on a website. The pixel becomes activated once a consumer visits your website.

Do I need to update my Privacy Policy?

Yes! A small update to your Privacy Policy should be made. Please consult your legal advisor regarding the language that will be appropriate to your organization.

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How quickly can my Site Retargeting campaign begin?

Your campaign will go live 2-3 business days from receiving all assets mentioned above.

What will I learn about how my campaign performed?

At the conclusion of your Site Retargeting 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.

For additional questions on AccuData's digital advertising tactics and campaign capabilities, please contact your Account Representative at 800-732-3440 for more information and custom recommendations.