

RETARGETING CAMPAIGN

The infographic is titled "Retargeting Your Banner Ad. How Does it Work?" and features the ACMG logo at the top left. The logo includes the text "ACMG American College of Medical Genetics and Genomics" and the tagline "Translating Genes Into Health". The main content is a three-step process flow: 1. A visitor comes to the ACMG website (represented by a person icon). 2. The visitor leaves the ACMG website with a cookie and the ad campaign is activated (represented by a person icon at a computer with a gear icon). 3. The visitor then sees your ad on other sites they browse (represented by a person icon with a smartphone and a laptop). Below the flow, there are two sections: "WHY RETARGETING?" with three bullet points: "Targeted Audience: No more guessing. Your ads are guaranteed to reach an audience of genetics professionals.", "Digital Reach: Your ads target these genetics professionals wherever they go.", and "Quantifiable ROI: A real-time report shows how your campaign is performing Available year round."; and "CHOOSE YOUR REACH" with a table of options. At the bottom, it says "Contact Penelope Freire today at pfreire@acmg.net".

Retargeting Your Banner Ad. How Does it Work?

A visitor comes to the **ACMG website.**

The visitor leaves the **ACMG website with a cookie and your ad campaign is activated.**

The visitor then sees **your ad** on other sites they browse.

WHY RETARGETING?

- ▶ **Targeted Audience:** No more guessing. Your ads are guaranteed to reach an audience of genetics professionals.
- ▶ **Digital Reach:** Your ads target these genetics professionals wherever they go.
- ▶ **Quantifiable ROI:** A real-time report shows how your campaign is performing Available year round.

CHOOSE YOUR REACH

50,000 impressions.....	\$5,000
75,000 impressions.....	\$7,500
100,000 impressions.....	\$8,500

Contact Penelope Freire today at pfreire@acmg.net

Ad information

Submit the ad in seven sizes (pixels), as well as the click-through url. Gif type files are accepted.

160 w x 600 h

320 w x 50 h

300 w x 250 h

320 w x 100 h

300 w x 600 h

728 w x 90 h

300 w x 1050 h

We set up the campaign to target the audience we have built up since 2017, consisting of:

- Visitors to the ACMG and ACMG meeting websites
- ACMG meeting attendees
- People who have attended our other educational programs

We are not able to target just lab directors, or just genetic counselors, for example. The feature that enables that has not been in existence long enough to build up a large enough segment at that level of granularity.

These contacts are worldwide. We can see active contacts and include only those in the segments being shown your set of ads.

Targets for quantity of impressions can be set per day. A good rule of thumb for a campaign of \$100K impressions would be 2 months.

The ads are not shown on dubious sites, such as adult entertainment.

Reporting: once the campaign starts, you will receive a link to a real time report so you can see how the campaign is progressing.