

Retargeting

What is *Retargeting*?

Retargeting is an advertising technique that allows you to target your customers who have already shown interest in the industry. When a user visits lift-journal.com, we can follow them after their visit using cookies. If the user then visits another website, your banner will be played to him there as well.

What are my benefits?

- Additional reach without wastage - this increases the effectiveness and reduces the cost of your campaign
- More attention
- Reaching the core target group
- Higher attention for your banner due to multiple addressing
- Image enhancement through presence on renowned websites
- Maximum control of your campaign through guaranteed playouts and comprehensive reporting





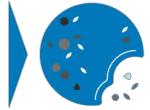
Experts inform themselves on lift-journal.com about the industry.

1



The user receives a cookie as a person interested in elevators and escalators.

2



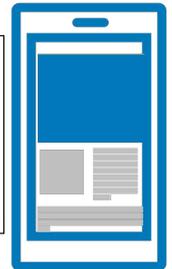
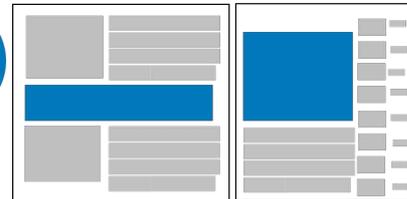
We subsequently find the user on third-party sites all over the Internet - across devices.

3



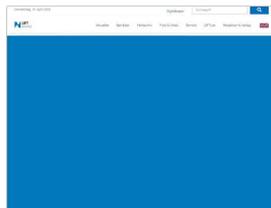
We play your advertising on these pages visited by the user.

4

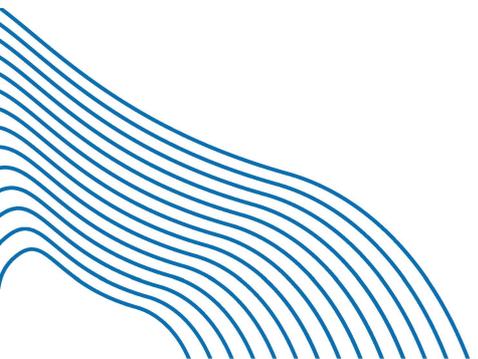
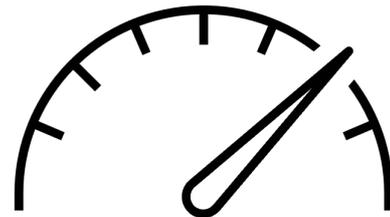


The user is taken to your website or a special landing page.

5



Your reach will increase, your brand awareness will grow, and your chances of conversion will rise.



We require the following banner formats

Inline Rectangle (MPU)	300 x 250
Mobile Interstitial	300 x 300
Banner 2:1	300 x 150
Billboard (big)	970 x 250
Billboard	800 x 250
Halfpage Ad	300 x 600
Leaderboard	320 x 50
Maxi Ad	800 x 600

Specs

- Image (.gif or .jpg): max. 150 KB and SSL-secure
- Animation length: animated ads must become static after 30 seconds
- 3rd party (javascript or html): max. 150 KB and SSL-secure
- iFrame only possible from DoubleClick
- Target URL to which the banners should be linked to

Banner AdTag

If you operate your own ad server, you can alternatively send us an ad banner AdTag. This is a referring code to the banners on your ad server. We will then integrate this code into our system. We support all common AdServer systems available on the market.

How much will it cost me?

You first pay for the banner on our website lift-journal.com. For this monthly price (between €390 and €650) you book at least 50,000 ad impressions for the hyperlocal advertising campaign, the thousand-contact price (CPM) is €45 - so in our example this is €2,250 for retargeting (plus the banner costs on the LIFTjournal website).

Hyperlocal Marketing

If you want to reach your potential customers in the immediate vicinity of your company, the hyperlocal advertising strategy is an effective way to target local customers. Instead of a national or Europe-wide campaign that targets a broader audience, this form of advertising allows you to specifically address the needs and interests of people in your region.

At trade shows, you can use Hyperlocal Marketing to target trade show visitors and present your new products or services. By targeting the attention of visitors, you increase your chances of successful networking, sales or lead generation.

Hyperlocal marketing also helps you find new employees and trainees. By playing your job ad hyperlocally, you reach potential candidates in your region who have a heightened interest in a job near you.

What are my benefits?

- Targeted approach of potential customers on site
- Increased visibility and awareness of your company
- Effective use of limited marketing resources, as the campaign is restricted to your company's immediate area
- Opportunity to strengthen existing relationships with local customers or partners
- Digitally extend awareness of your company or trade show novelty
- Via a landing page or a link to your website, you can provide your potential customers with further important information - including multimedia, of course



Professionals and interested parties from the industry meet

1



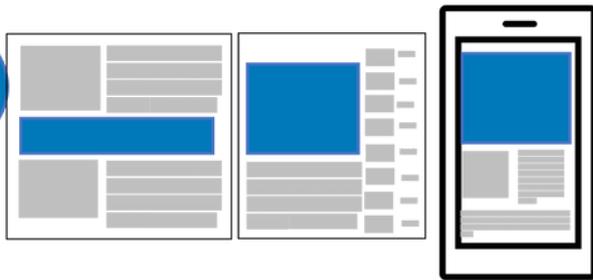
Geodata is used to identify people in the area.

2



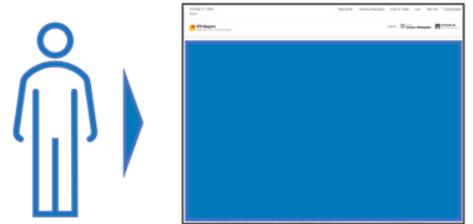
The user will be shown your ads on pages all over the Internet.

3



The user is taken to your website or a special landing page.

4

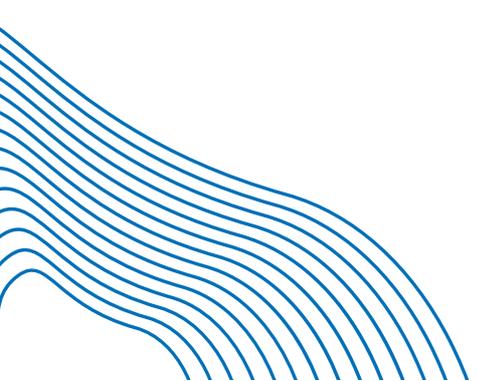
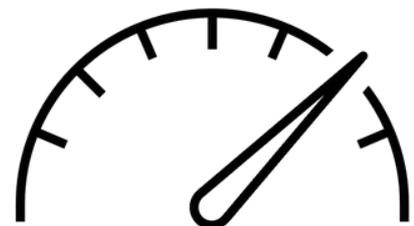


Be present on a personal level and digitally.

5



Your reach is increased and your brand awareness is enlarged.



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How much will it cost me?

You first pay for the banner on our website lift-journal.com. For this monthly price (between €390 and €650) you book at least 50,000 ad impressions for the hyperlocal advertising campaign, the thousand-contact price (CPM) is €65 - so in our example this is 3,250 € for a hyperlocal marketing campaign (plus the banner costs on the LIFTjournal website).

Account Based Marketing

Your customers are business customers? B2B - that is your form of advertising? Then Account-Based-Marketing (ABM) is an interesting extension for you! You define which companies you want to reach with your campaign. Your advertising banners are then displayed to your customers on the websites of our partners.

Benefits



- By targeting accounts, we can ensure that you reach the companies you want with the messages you want.
- Because marketing activities are tailored to the exact needs of your potential customers, the likelihood of a customer response is higher.
- ABM allows you to build a personalized and individual relationship with your potential business customers. This can strengthen customer relationships in the long run.
- Marketing and sales benefit from this data.
- Targeted advertising means you have no wasted coverage in your campaign.
- In the report we provide at the end of the campaign, you can see which companies have been reached and activated.

What do I have to do for this?

To increase the success of your ABM, you should proceed like this:

1. identifying your corporate customers is the first step. Your sales/marketing department compiles the company data and profiles of the potential customers that already exist in your company or/and you research which companies could be interesting for you as new customers.
2. each potential ABM campaign is unique and therefore you should ensure that the marketing messages are tailored to the specific needs and interests of each target company.
3. collaboration between marketing and sales team is key to ensure that you get and evaluate the optimal campaign.

Sample report after the campaign is completed

At the end, you will receive a report from us with the evaluation of your campaign. You will be informed which banners have been clicked on the most and which companies have responded more often.

Ad Performance by Creative

Creative Name	Size	Ad Impressions	Clicks	CTR
CAMPAIGN 1: Bestandskunden ABM 300x250	300x250	86.859	110	0,13%
CAMPAIGN 1: Bestandskunden ABM 320x50	320x50	68.159	104	0,15%
CAMPAIGN 1: Bestandskunden ABM 300x300	300x300	10.156	30	0,30%
CAMPAIGN 1: Bestandskunden ABM 970x250	970x250	9.385	11	0,12%
CAMPAIGN 1: Bestandskunden ABM 300x600	300x600	4.939	2	0,04%
CAMPAIGN 1: Bestandskunden ABM 800x250	800x250	1.414	0	0,00%
CAMPAIGN 1: Bestandskunden ABM 300x150	300x150	32	0	0,00%
CAMPAIGN 1: Bestandskunden ABM 800x600	800x600	11	0	0,00%
TOTAL		180.955	257	0,14%

Top Companies reached

Company Name
Firma 36
Firma 20
Firma 50
Firma 40
Firma 23
Firma 47
Firma 45
Firma 14
Firma 34
Firma 31
Firma 9
Firma 28
Firma 44
Firma 43
Firma 17
Firma 42
Firma 16
Firma 11
Firma 8
Firma 39
Firma 33
Firma 15
Firma 18
Firma 32
Firma 30

Top Companies - Awareness

Company Name	No. Impressions
Firma 1	4.125
Firma 2	4.063
Firma 3	4.009
Firma 4	4.006
Firma 5	3.995

Top Companies - Clicks

Company Name	No. of Clicks
Firma 20	17
Firma 36	16

Campaign procedure



You provide lists of target customers or we provide support.



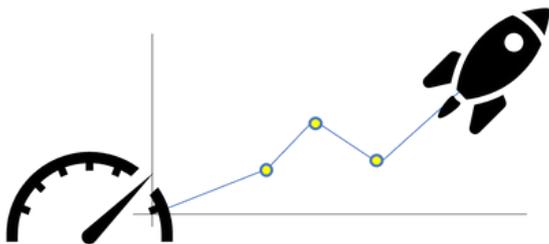
The target accounts on the Internet are identified...



... and targeted advertising is played to them.



The reports show which companies have been reached and activated.



Concentration of total power on identified target accounts

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How much will it cost me?

You book at least 50,000 ad impressions for the ABM-campaign, the thousand-contact price (CPM) is €95- in our example this is €4,750 for an ABM-campaign.



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Disposition

