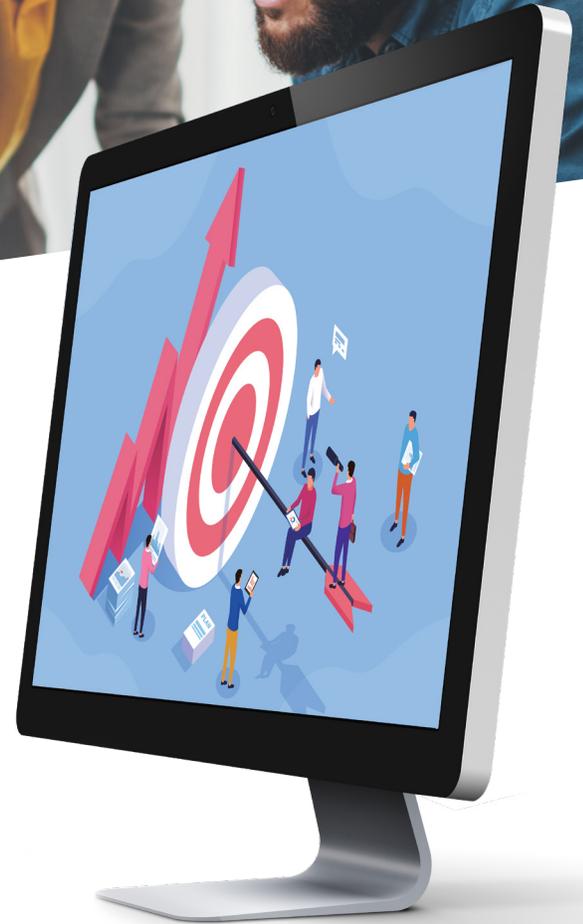


# NJCPA RETARGETING SERVICES

## We'll Help You Convert More Customers and Achieve Greater ROI

When you partner with the NJCPA on retargeting campaigns, it's guaranteed that your advertising will be seen by CPAs and finance professionals, which results in more conversions to customers.

Retargeting is one of the most effective digital marketing strategies to build brand awareness and convert viewers to customers. It's been proven that three out of five viewers notice and consider ads showing products they viewed on another page.



### TARGETED AUDIENCE

Access up to 21,000 New Jersey CPAs and finance professionals on njcpa.org each month.



### DIGITAL REACH

Follow your audience wherever they go on the web.



### QUANTIFIABLE ROI

Analyze results with detailed reports, including impressions, clicks and websites occupied.

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## How does retargeting work?

With retargeting, you follow CPAs and finance professionals around the web — starting with njcpa.org. After they visit the NJCPA site, they will see your ad on nearly any website they visit. This guarantees access and sustained exposure to your target audience.



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## Why should you use retargeting?

**10x**

Click-through rates compared to standard display ads

**1,000%**

Increase in business name searches

**43%**

Prospects more likely to convert over viewing standard display ads

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## What advertisements do I place?

The Universal Ad Package is a set of four web banner creative sizes that are accepted and available almost universally across the web. We highly recommend including these sizes in your ad campaign.

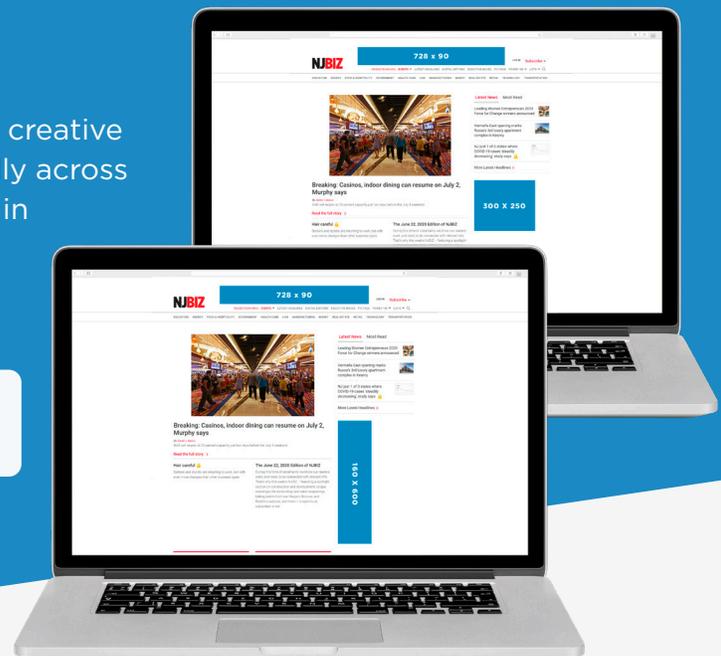
The sizes (in pixels, width x height) include:

728 x 90

300 x 250

160 x 600

180 x 150



## What is the cost?

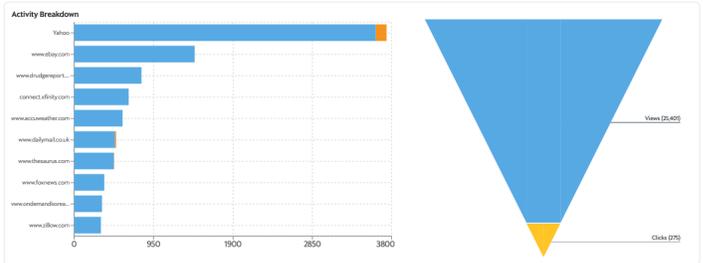
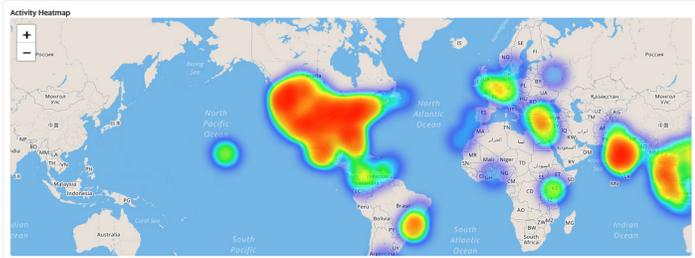
To reach the entire NJCPA target audience — up to 21,000 unique visitors per month — we are offering three packages to maximize your ROI. Studies have shown that the marketing message “lands” best after 10 or more views of an ad.

PACKAGE	IMPRESSIONS	COST
SILVER	25,000	\$2,500.00
GOLD	65,000	\$5,000.00
PLATINUM	125,000	\$7,500.00

**BEST VALUE**

## How will I measure ROI?

You will have access to a unique campaign dashboard that reports activity in real time. It will measure your campaign’s performance, including views, click-through rates, unique clicks and reach.



# BOOST YOUR ADVERTISING SUCCESS

As you partner with the NJCPA to advertise your products and services to an influential group of CPAs, retargeting is an effective way to focus your advertising spend. Learn more about this opportunity and how it fits into your marketing goals.



Contact **Eileen Proven** at 862-702-5640 or [eproven@njcpa.org](mailto:eproven@njcpa.org).

