

Advanced Online Display Ads and Pre-roll Video

The **targeting** of direct mail. The **interactivity** of the internet.



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MARKETING
COMMUNICATIONS

DISPLAY ADVERTISING

If you could put your online ads in front of only those people who are on your offline databases, wouldn't you want to do that?

Whether your data is voter data, donor, customer, or prospect data, through data appending processes and a network of over one million websites we can put Display Ads directly in front of your audience.

Through data appending, you can now reach the same desired target voter 25x for every one direct mail piece you would send. You already know the importance of layering your message with traditional means of TV, radio and direct mail. You can now layer with digital in a micro-targeted manner through targeted Display Ads.

*See next page for description of data appending processes.

Display advertising takes several forms including banner ads and motion images, and relies heavily on imagery.



The ad links to your web page with your call to action.



DONATIONS
PETITIONS
EMAIL SIGNUP

DISPLAY ADVERTISING

[SELECT QUESTION TO SEE ANSWER]

FIRST We match your offline data of name and physical address with an IP address.

SECOND We send display ads only to websites when and where your target data IP addresses visit.

RESULTS Your ads run directly in front of internet users at the households or businesses found in your target data.

TYPICALLY RESULTS
IN A MATCH RATE
ANYWHERE BETWEEN
30%–80%.



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(SELECT QUESTION TO SEE ANSWER)

- + How does it work?
- + What if I don't already have a list of names and postal addresses?
- + How can I use this to raise money?
- + Where will my ads appear?
- + What sort of metrics do I get?
- + How accurate is ad delivery?

FIRST We match your offline data of name and physical address with an IP address.

SECOND We send display ads only to websites when and where your target data IP addresses visit.

RESULTS Your ads run directly in front of internet users at the households or businesses found in your target data.

..... TYPICALLY RESULTS
IN A MATCH RATE
ANYWHERE BETWEEN
37%-61%.



DISIC.V3
PART OF
THE MURPHY

PRE-ROLL VIDEO

Pre-roll looks much like traditional TV commercials, with four advantages:

1. Increased accountability (viewers are forced to watch it).
2. Targets a more engaged user due to its on-demand format (viewer clicked on the link to see it).
3. Has a handy interactive component (viewers can take an action regarding the ad by clicking on the video if interested).
4. You have the stage to yourself—no competing commercials around the viewer.

A pre-roll video campaign is efficiently targeted by demographics, geography and behavior which means your video plays only in front of those you intend to influence.

While pre-roll is primarily used to raise awareness, it also includes the opportunity for clicking through to a landing page.

Pre-roll video is an online video commercial that appears prior to an online video, it is typically :15 or :30 seconds in length. Once a viewer clicks on certain video links, they will be forced to watch a short commercial before their video content begins.

The ad links to your web page with your call to action.



YOUR DISPLAY ADVERTISEMENT IS PLACED ALONGSIDE YOUR PRE-ROLL VIDEO SO THAT EVEN WHEN YOUR COMMERCIAL ENDS, YOUR MESSAGE REMAINS.



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PRE-ROLL VIDEO Case Study

Display ads and pre-roll video were used as part of the strategy by David Brat, Tea Party challenger in the June 2014 G.O.P. Primary upset of Eric Cantor. The “We Deserve Better PAC” (not a Design4 client). The PAC placed a :30 video as pre-roll video targeting Republicans, conservative voters and likely voters for four weeks. The campaign began seeing an increase in donations. As a result, the PAC continued putting money back into the pre-roll campaign.

This campaign reached more than 50% of people who voted, 3.4 times each. Specifically, the video was viewed 64,128 video views by 20,031 unique voters.



- Reached 50% voters
- Seen 3.4 times per viewer
- 64,128 total views
- 20,031 unique voters

COSTS

Ad placement [See next page](#)

Banner ad production for in-display, three sizes [\\$750–\\$1,000 per message](#)

We can also take existing television or web spot and produce [Contact for details](#)

:15 or :30 pre-roll. The post-production edit depends on several factors and we will provide a quote upon review of existing footage. We highly recommend that you shoot :15 & :30 video and TV commercials when you begin a project to avoid editing costs for pre-roll.



TYPE	LIST/TARGET	IMPRESSIONS*	MINIMUM LIST SIZE
Pre-Roll	Demo/Geo Target/ Behavior	200,000	N/A
Pre-Roll	Demo/Geo Target/ Behavior	100,000	N/A
Display Advertising	Demo/Geo Target/ Behavior	200,000	N/A
Display Advertising	Demo/Geo Target/ Behavior	100,000	N/A
IP Append Display	Customer supplies	200,000	20,000 records
IP Append Display	Customer supplies	100,000	10,000 records
IP Append Display	Third-party list	200,000	20,000 records
IP Append Display	Third-party list	100,000	10,000 records

*Minimum investment is 100,000 impressions