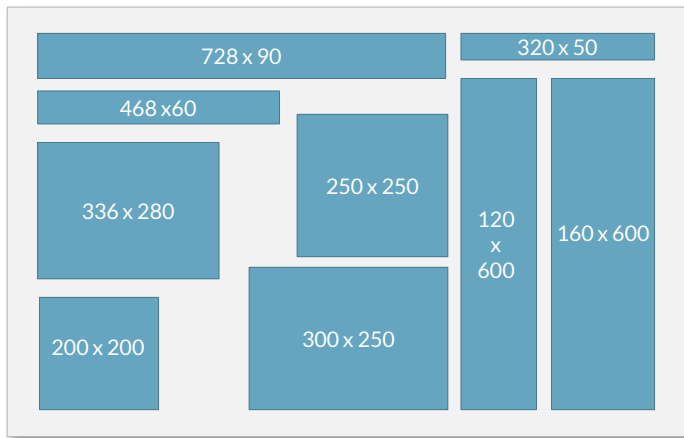


EVERYTHING YOU NEED TO BUILD **YOUR OWN** (awesome) **REMARKETING CAMPAIGN**

Remarketing gives you the chance to engage your audience long after they've left your website. Additional exposure to anyone who's shown interest in your company helps keep your brand up front and center during the most important steps of the buying cycle! In the end, your display ads and remarketing prowess will nudge them even closer to becoming yet another one of your satisfied customers!



DISPLAY AD SIZES: (in pixels)

- 728 x 90: Leaderboard
- 468 x 60: Banner
- 336 x 280: Large rectangle
- 300 x 250: Inline rectangle
- 320 x 50: Mobile leaderboard
- 250 x 250: Square
- 200 x 200: Small square
- 160 x 600: Wide skyscraper
- 120 x 600: Skyscraper



CAMPAIGN QUICKLIST:

- ✓ Incorporate A/B testing
- ✓ Send ads to dedicated and optimized landing pages
- ✓ Create multiple campaigns for each objective
- ✓ Expect lower click through rates (CTR) but higher conversions
- ✓ Continuously refine sites showing your display ads




	50 kb max
	30 sec max
	5 fps max

IMAGE FORMAT:

- GIF, JPG, PNG, SWF*
(*Unavailable for mobile leaderboard)
- 50k maximum file size for all display ad images!

ANIMATION RESTRICTIONS:

- Animations should be 30 sec. or less
- GIF ads should be 5 fps or slower

DROP US A LINE, WE'D LOVE TO HELP.

WSI is the world leader in digital marketing and we're equipped to implement a full suite of internet solutions. But, of course, we'll work with you to determine which strategies are best-suited to accomplish your business goals. For more information, get in touch with your local WSI Consultant at contact@wsivorld.com.