

*Retail Bakers ~~of~~ America*

# Ad Retargeting

Reach key decision-makers in the Baking Industry.

Powered by  
 Feathr

Brand Awareness  
Digital Reach  
Targeted Audience

## Organization Overview

Founded in 1918, the Retail Bakers of America (RBA), a 501(c)(6) not-for-profit trade association, is committed to the success of the retail baking industry. We are a baker's business partner connecting buyers and sellers for a successful baking business..

We foster the community of retail bakeries providing a forum for the exchange of industry and business information as well as networking, learning opportunities, and mentoring among bakers, future and existing.

## Audience Overview

The RetailBakersofAmerica.org website successfully engages an active audience throughout the entire baking industry from artisans to specialty wholesale and bakery cafe operators.



**4 out of 5**

RBA members are decision-makers for their baking business

**\$154 Billion**

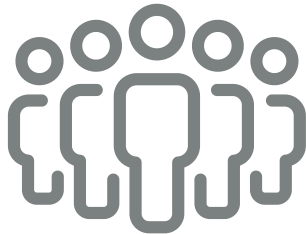
The baking industry employs almost 800,000 skilled individuals, generates over \$44 billion in direct wages, and has an overall economic impact of over \$154 billion.

# Ad Retargeting

Ad retargeting is one of the most effective forms of digital advertising—offering you the opportunity to strategically serve highly relevant ads to the *right* audience at the *right* time.

## Step 1

Internet users visit the Retail Bakers of America website



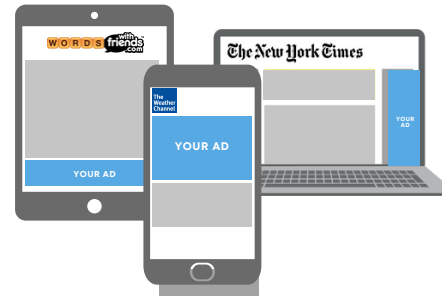
## Step 2

The user exits the Retail Bakers of America website



## Step 3

Website visitor sees your ad wherever they go online.



## Step 4

Visitor clicks your ad and visits your website or landing page.



# How does it work?

Ad Retargeting uses simple Javascript code to identify visitors of RetailBakersofAmerica.org and reach them with ads wherever they go online. By showing relevant, targeted ads to past RetailBakersofAmerica.org visitors, you increase brand awareness and drive online engagement with your ideal customer.



## **Stay top-of-mind:**

Keep your message in front of our audience year-round.



## **Boost your event impact:**

Reach attendees before, during, and after the event.



## **Analyze your results:**

Use real-time data & analytics to track performance and optimize your ROI.

# The Power of Retargeting

Your Ads will appear on multiple major websites and mobile apps following the RBA audience wherever they go



Click-through rates are 10x those of standard display ads.



Has been demonstrated to increase business name searches by over 1000%.



60% of viewers notice and consider purchasing products from retargeting ads.



Retargeted prospects are 43% more likely to convert than those served standard display ads.

# Choose Your Reach


Get started by choosing between one of our three campaigns. Start dates are flexible based on your needs, and ad view totals are guaranteed.

Campaign	Price	Views	Duration
BASIC	\$1200	50,000	3 Months
STANDARD	\$1500	100,000	3 Months
PREMIUM	\$1800	200,000	3 Months

RBA members qualify for special discounted pricing.

# Reporting

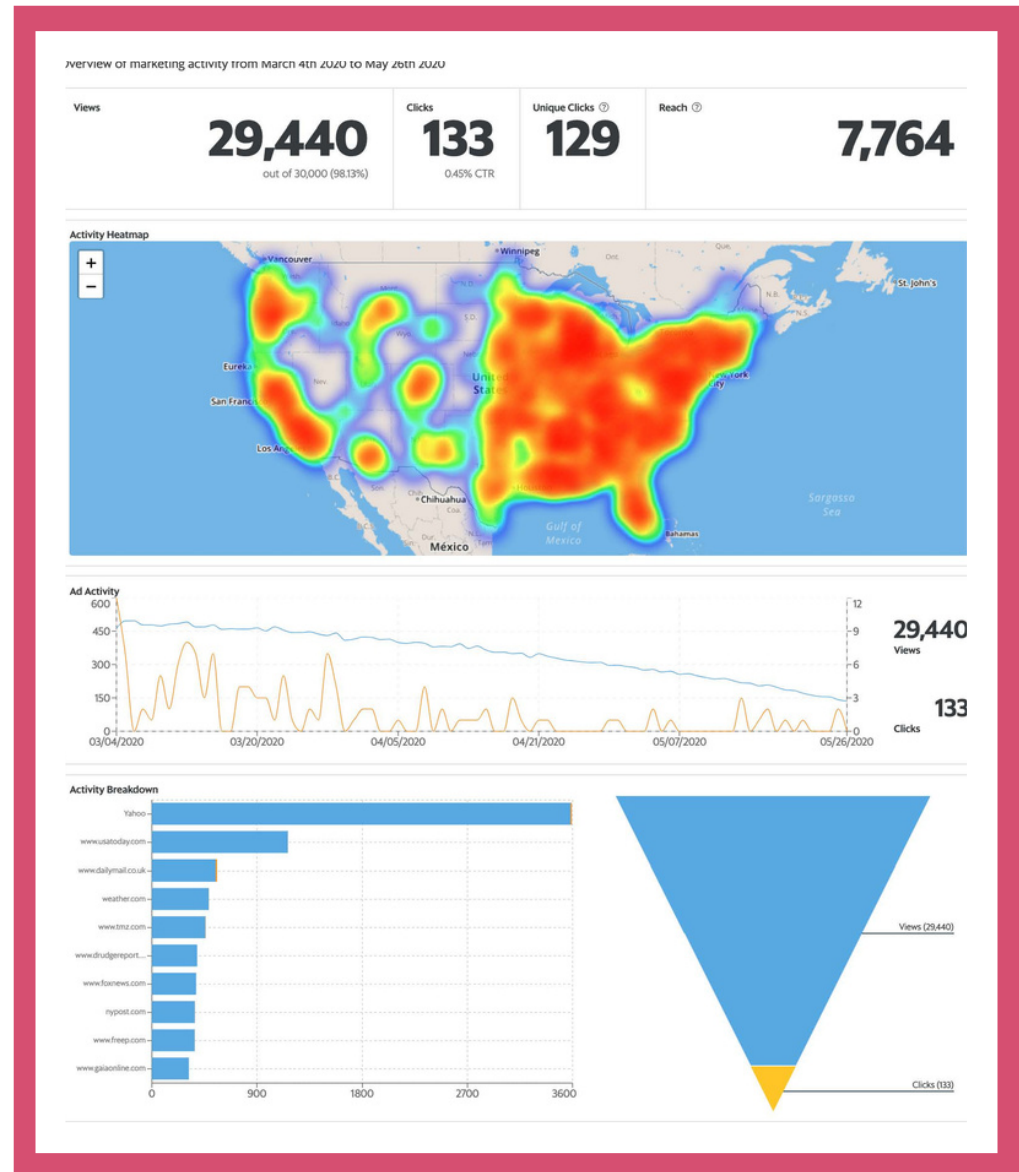
Track results in real-time  
Live, shareable report tracks campaign results including:

 Number of impressions

 Clicks

 Geographical locations

Optimize your spend: A/B test different ad designs, messages, and calls to action. Pause under-performing ads to allocate more impressions to your top-performing ads.



# Ad Requirements

## Universal Ad Sizes (Required)

This is a set of four display ad sizes which are universally accepted across the web - these sizes are necessary to launch your ad retargeting campaign (in pixels, width x height):

- 300 x 250
- 728 x 90
- 160 x 600
- 180 x 150

## IAB Rising Stars (Optional)

The following ad sizes are less frequently requested across the web, but are gaining popularity and make an impression when they're seen (in pixels, width x height):

- 970 x 250
- 300 x 1050
- 300 x 600
- 970 x 90
- 320 x 250

**Ads must match pixel dimensions exactly for launch.**

Acceptable File Format: .png, .jpg, .gif.

The maximum file size of each creative that can be uploaded to Feathr is 200MB.

