

## Our Top 10 Tips for a Successful Digital Advertising Campaign

1. Have a clear understanding of what you are measuring and what defines success.
  - What are you trying to achieve? Why?
  - An objective drives strategy. Strategy drives tactics.
2. Know who your target audience is.
  - Look at your customer base, then you can apply 3rd party behavioral targeting and advanced analytics to better hone in on your perfect customer type.
3. Develop a creative that speaks to this audience.
  - Relevancy is key. You want the audience to engage
4. Keep it simple.
  - The digital consumer views 20,000+ messages a day. Keep your message concise.
5. Make sure your creative has a call-to-action.
  - Give your user clear direction to click, view, or buy.
6. Consider your design and color palette.
  - White backgrounds with high contrast colors are eye-catching and effective.
7. Highly consider purchase “above the fold” ads.
  - This type of ad increases the viewing ability, which is key in driving click-through performance.
8. Know the time of day and the number of ads served each day.
  - Day parting can help optimize performance, while frequency capping can help you from spending more money.
9. Make sure your landing page is consistent with the message/design of the creative.
  - You don't want the user and potential customer to second-guess if they are in the right place.
10. Once on the landing page, make sure the call-to-action is also clear and concise.
  - The conversion process should be unencumbered by any other secondary action whether you are selling a product, service or driving email registration.