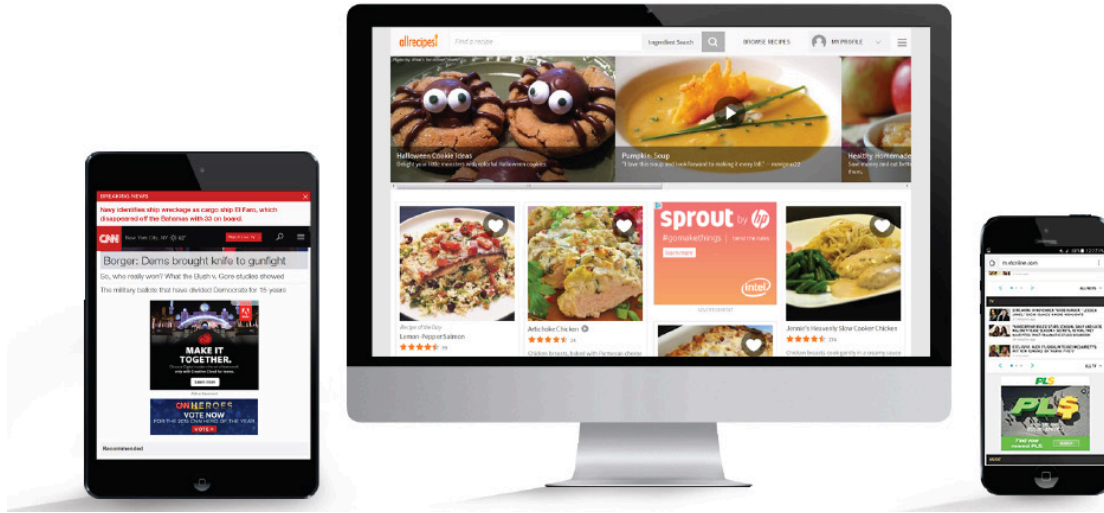


TARGETED DIGITAL



TARGETED EMAIL MARKETING

Reach highly targeted audiences right in their inbox!

BENEFITS OF EMAIL MARKETING

- 90% of adults check their email on a weekly basis
- It's highly targeted and permission-based
- Detailed tracking includes open rates & clicks
- Increase retention and repeat business
- Build brand, product & event awareness
- Micro-target your audience to parallel your marketing message

TARGETING EMAIL MARKETING INCLUDES

- Targeting Capabilities: Gender, Age, Lifestyle, Occupation, Ethnicity and Language Preference, Education, Religion, Income Level
- Geo-Targeting Options: DMA, State, ZIP
- Email Addresses: Cost per thousand basis, 25,000 minimum per send
- Frequency: Varies, based on your goal
- Minimum of 25,000 emails per send, with a minimum spend of \$750

PROGRAMMATIC AUDIENCE TARGETING

Reach potential consumers on desktop, target & mobile!

BENEFITS OF TARGETED DISPLAY CAMPAIGNS

- Maximizes exposure by targeting your best audience
- Drive market share growth
- Increase brand awareness to your target audience
- Gain a competitive advantage
- Complete your branding cycle
- Encourage repeat business
- Build a new customer base
- Track campaign conversions
- Drive engagement and traffic to your website
- Take advantage of A/B split testing
- Reconnect with your website visitors

VIOLET SPADER KIRK

vk@nebpress.com

www.onepressne.com | 402-476-2851

ONEpress

PROGRAMMATIC AUDIENCE TARGETING

BASIC AUDIENCE TARGETING

Target specific audiences across desktop, mobile and tablet via demographics, keywords, site category, topic and behaviors. Geo-target by country, state, county, DMA or zip code.

VIDEO PRE-ROLL TARGETING

Reaches your target audience just like display programmatic across desktop, mobile and tablet.

WEBSITE RETARGETING

Retarget consumers that have visited your website with display ads and messages wherever those consumers go online. Ads serve across desktop, mobile and tablet.

WEBSITE LOOK-A-LIKE TARGETING

Target consumers that 'look like' the people that are already visiting your website across desktop, mobile and tablet.

DYNAMIC RETARGETING

Retarget consumers with images and products that they were previously engaged with on your website.

TARGETED SOCIAL MEDIA

Reach your target audience where they already spend time online via Facebook, Instagram and LinkedIn ads. Target audiences by job title or function, interests, life events, and behaviors. Geotarget by city, state, or DMA.

CUSTOMER MATCH REMARKETING

Remarket to your current email subscribers or existing customer list with display ads on Google or Facebook.

MOBILE LOCATION TARGETING

Target consumers on mobile apps and mobile sites based on a specific physical location they have visited using GPS technology.

MOBILE GEO-FENCING

Target consumers within a specific geographic mile radius around a location.

CONTACT US FOR A CUSTOM QUOTE!

VIOLET SPADER KIRK
vk@nebpress.com
www.onepressne.com | 402-476-2851

ONEpress