



Ad Retargeting

Maximize your presence at The 340B Coalition Conference with trackable and quantifiable digital exposure.



Brand Awareness
Digital Reach
Targeted Audience

Organization Overview

340B Health is a membership organization of more than 1,400 public and private nonprofit hospitals and health systems participating in the federal 340B drug pricing program. To support our members, 340B Health monitors, educates, and serves as an advocate on federal legislative and regulatory issues related to drug pricing and other matters affecting safety-net providers. We provide a wide variety of education programs and materials to assist our members in operating fully-compliant, high-quality programs. Our membership consists of a broad spectrum of hospitals, including academic medical centers, community hospitals, children's hospitals, and rural facilities.



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 340B Health website



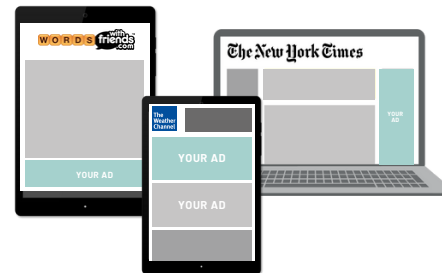
Step 2

The user exits the 340B Health 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 340bhealth.org and reach them with ads wherever they go online. By showing relevant, targeted ads to past 340bhealth.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.


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	\$3000	100,000	3 Months
STANDARD	\$5000	200,000	3 Months
PREMIUM	\$6700	400,000	3 Months

Reporting

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

 Number of impressions

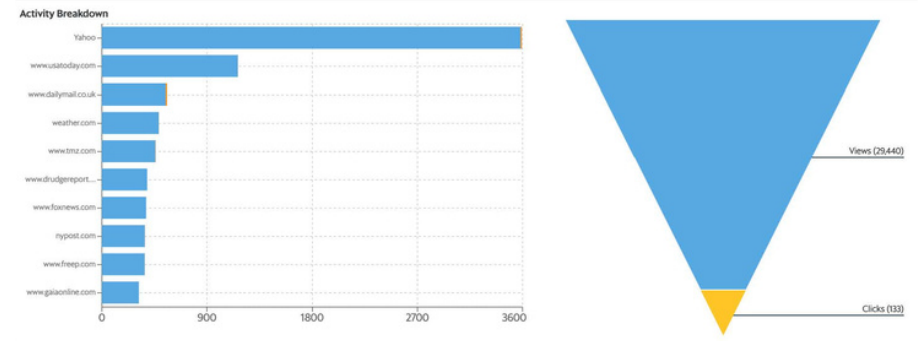
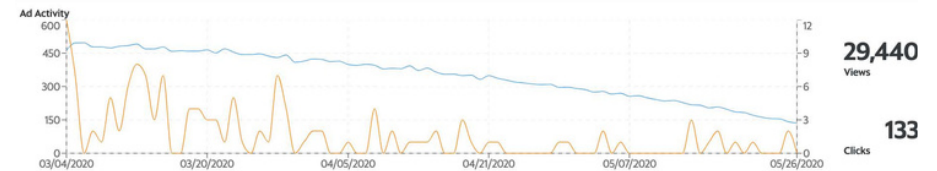
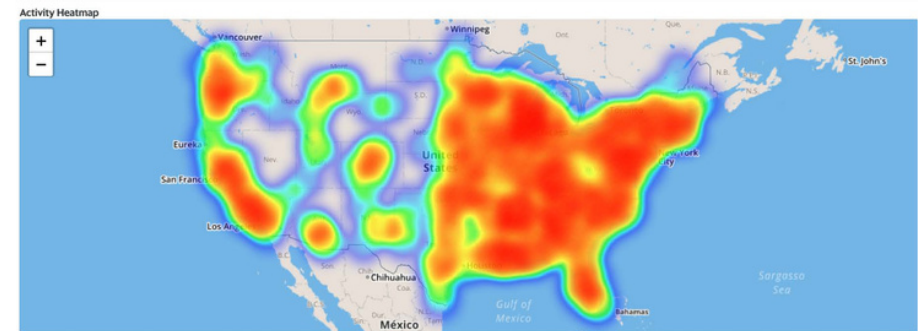
 Clicks

 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.

Overview of marketing activity from March 4th 2020 to May 26th 2020

Views	29,440 out of 30,000 (98.13%)	Clicks	133 0.45% CTR	Unique Clicks [?]	129	Reach [?]	7,764
-------	---	--------	-------------------------	----------------------------	------------	--------------------	--------------



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)

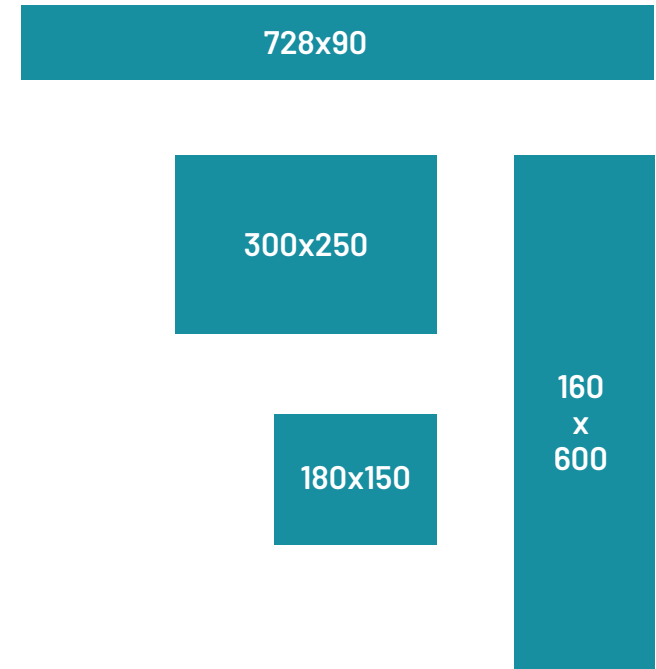
The following ad sizes are less frequently requested across the web, but are gaining popularity and make an impression when they're seen (in pixels, width x height):

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

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.



Not sure what to put in your ad? Check out our [Best Practices for Creatives Doc](#).