



# 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



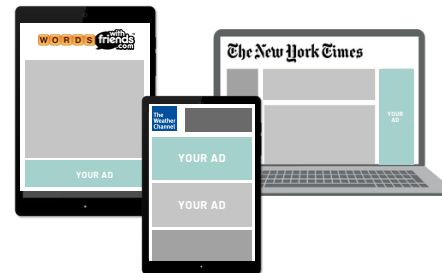
## Step 2

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](https://340bhealth.org) and reach them with ads wherever they go online. By showing relevant, targeted ads to past [340bhealth.org](https://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.

<p><b>BASIC</b> <b>\$3000</b></p> <p> <b>VIEWS:</b> 100,000</p> <p> <b>DURATION:</b> 3 Months</p>	<p><b>STANDARD</b> <b>\$5000</b></p> <p> <b>VIEWS:</b> 200,000</p> <p> <b>DURATION:</b> 3 Months</p>	<p><b>PREMIUM</b> <b>\$6700</b></p> <p> <b>VIEWS:</b> 400,000</p> <p> <b>DURATION:</b> 3 Months</p>
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# Reporting

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

 Number of impressions

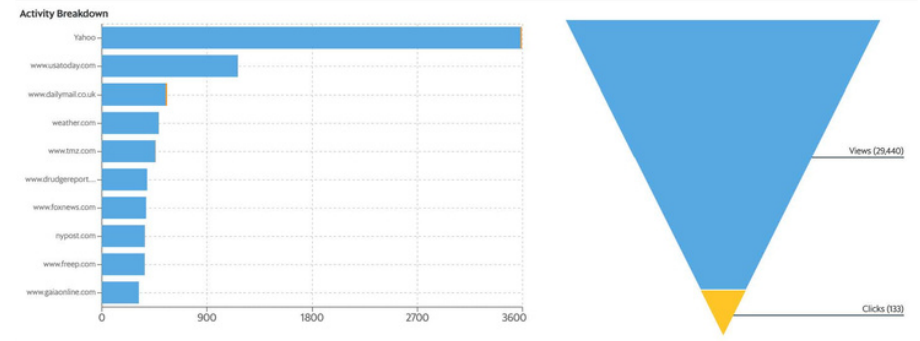
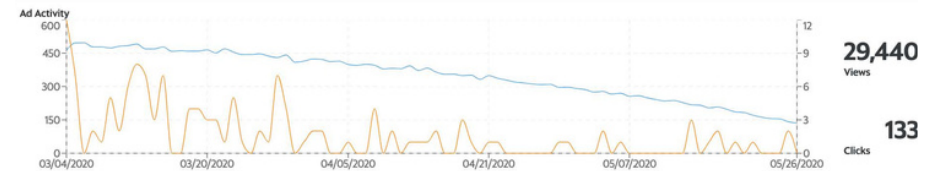
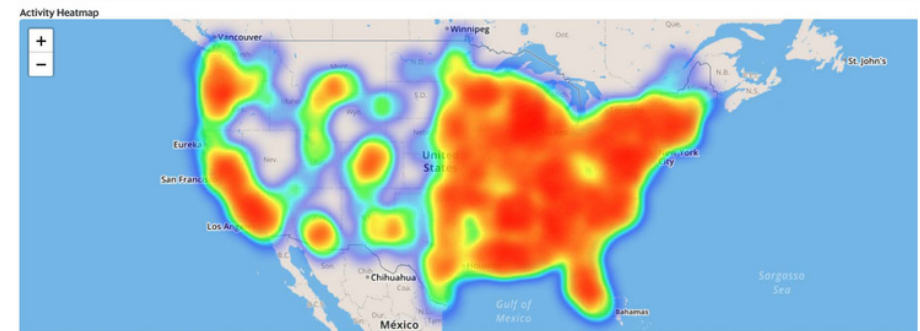
 Clicks

 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	<b>29,440</b> out of 30,000 (98.13%)	Clicks	<b>133</b> 0.45% CTR	Unique Clicks <sup>?</sup>	<b>129</b>	Reach <sup>?</sup>	<b>7,764</b>
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# 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)

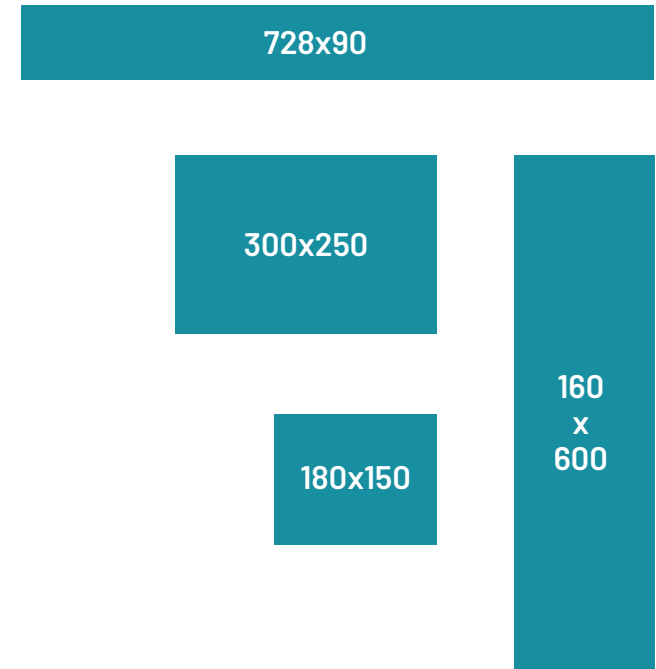
The following ad sizes are less frequently requested across the web, but are gaining popularity and make an impression when they're seen (in pixels, width x height):

- 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](#).