



## How It Works

1

Leverage client digital assets for a unique animated ad experience.

2

Create a custom audience to target new prospects in your target market.

3

Deliver impressions to high-value prospects interested in your business or service.

4

Prospects click on your ads and are redirected to your website.

## Our Approach

Display advertising is a highly effective tool for driving brand awareness, re-engaging website visitors, and acquiring new prospects to target.

Conversion Logix custom audience targeting identifies consumers who meet the characteristics of your ideal customer, emphasizing those with intent. We deliver ad impressions to familiarize your prospects with your brand and to encourage website traffic.

Our creative team designs curated, engaging digital ads to entice your target audience. Communicate your product offering and deliver a memorable brand experience.

## Benefits

- Increase your brand awareness by delivering a unique animated ad experience with greater customization and an engaging story-telling experience.
- Capture your audience's attention and increase brand awareness through the use of custom images, gifs, and video banner ads that engage your audience.
- Improve prospect engagement through the use of compelling graphics and a curated ad experience targeted at your ideal audience.
- The interactive capabilities engage your prospects with a unique experience that has a lasting impact.

## The Conversion Logix Difference

- Premium Ad Design ads feature animation-based designs to increase the engagement rate with your target audience.
- Leverage a combination of the biggest ad networks in the world to give your campaigns the greatest chance of reaching your target audience
- Actively manage your campaigns to ensure your ads are delivering the maximum amount of impressions and conversions each month.
- Track the full impact of Display campaigns by tracking direct clicks, direct conversions, post-view website visits, and post-view conversions.