

# **BPX Digital 4000**

**By BridgePact**



**RTB Digital Advertising  
Set-Up & Integration**

## **TODAY'S BUSINESS CHALLENGE:**

### **Attracting and Converting Target Markets Online**

Today's target markets have a wide variety of search habits that create many opportunities for companies to get their potential customers' attention online. When it comes to banner ads and landing pages that show up on websites where ads are permitted, competition for online real estate is fierce.

Consumer psychology and behavior is part of what makes people click on banner ads or repels them to pass them by. There is an art and a digital science to creating banner ads and landing pages that produce qualified clicks and form fills or other conversions. What are the latest trends in banner ads and what are your target markets responding to? How can you measure results? How to measure results based on the cost of acquisition of your new clients? Who's going to manage your campaigns and what reporting options do you have so that you can effectively measure results?

How do I know how much of my ad spend is actually going into my campaigns?

### **WHY BRIDGEPACT?**

Our number one priority is understanding your business.

BridgePact delivers a dedicated team approach of client-focused business advisors, technology industry experts, project fulfillment solutions and best practices, all under one roof. Increase your revenues and lower your expenses – with no long-term contracts.

To effectively deploy today's rapidly changing technology and to address the real threat of digital chaos, we have built the BPX Digital 4000. Our cloud-based automated platforms provide state-of-the-art digital AI integrated solutions for your business. Get a powerful competitive edge. Partnered with dedicated professional teams to support your business goals and objectives, we can adapt quickly and cost-effectively to change.

BridgePact is your one-stop technology strategic partner. Through the BPX Digital 4000, we eliminate your high costs of hiring and managing individual and expensive tech employees or multiple outside vendors. Our knowledgeable teams and project management staff takes care of all your digital needs from start to finish so that you can stay focused on your business.

### **THE BRIDGEPACT SOLUTION: Branded Banner Ads, Landing Pages & Campaigns**

The BPX Digital 4000 digital advertising RTB platform and our knowledgeable digital media teams make a powerful combination. Platform automation makes it possible to set effective parameters so that your banner ads are reaching your target markets and where they are spending time online.

Your banner ads and keywords for your target markets are loaded into all the major ad exchanges. This gives your business placement based on automated bidding and many other criteria. Get access to billions of impressions across all desktop and mobile devices. We handle all your ad serving and content delivery through the BPX Digital 4000 platform.

When you partner with BridgePact, 100% of your ad spend goes into your campaigns. Set-Up / Integration and ongoing monthly management of your campaigns is billed separately as part of our commitment to industry best practices.

### **Package Deliverables:**

- Up to one-hour BridgePact / Client consultation to gather your company information, advertising goals, products or services, images, content, logo, and other marketing collateral
- Development of three (3) campaigns centered around where you want to drive your target market traffic
- Creation of your desktop banner ads: 300 x 250; 160 x 600; 728 x 90
- Creation of your mobile banner ads: 300 x 250; 300 x 50; 320 x 50
- Creation of your desktop landing pages to match your desktop banner ads
- Creation of your mobile optimized landing pages to match your mobile banner ads
- Custom retargeting tracking codes to capture active campaign traffic for further engagement and conversions
- Review and one client edit before approval of the banner ads and landing pages
- Strategic placement on the BPX Digital 4000 RTB programmatic digital advertising platform
- Target date set for campaign launch
- Integration of your RTB campaigns with your website for tracking
- Set-up for monthly reports for clicks, impressions, conversion data and campaign evaluation
- Set-up for automated lead capturing to your email as leads come in

### **IMPACT ON YOUR BUSINESS**

Take all the stress of creating and managing your RTB digital advertising campaigns. Let the power of the BPX Digital 4000 find, re-target and convert your target market traffic. Work with our highly skilled team of digital media experts to take the analytics from your campaigns to make ongoing adjustments to reach even more of your target markets. Grow your audiences in powerful ways to engage and convert them into new potential revenue for your business.