

BPX Digital 4000

By BridgePact



RTB Digital Advertising Management

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?

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

This package is partnered with the RTB Digital Set-Up & Integration package that's designed to get all your banner ads, landing pages and campaigns created and loaded into our BPX Digital 4000 digital advertising RTB platform. Managed by our expert digital media teams, your campaigns will go through a monthly evaluation process to ensure that your advertising spend is performing at peak capacity. We handle all your ad serving and content delivery through the BPX Digital 4000 platform. Campaign criteria is adjusted based on the predictive analytic data that's produced from ongoing campaign evaluation.

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:

- Monthly campaign management by BridgePact's expert digital media teams
- Management of up to three active campaigns (additional campaign management available with a custom package option)
- Review of your desktop banner ads: 300 x 250; 160 x 600; 728 x 90
- Review of your mobile banner ads: 300 x 250; 300 x 50; 320 x 50
- Review of your desktop landing pages to match your desktop banner ads
- Review 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
- Loading your agreed-upon budget into your account on our BPX Digital 4000 platform
- Monthly reports for clicks, impressions, conversion data and campaign evaluation
- Monthly report on leads captured from your campaigns

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.

RECURRING STATUS

Please note that this service qualifies as a monthly subscription service that automatically bills each month. Our automated billing system will notify you with an updated email each month which allows you to monitor your account. You may cancel this service at any time. Please note that all recurring services require a 30-day written notice.