

CREATE ADS THAT ARE BUILT TO PERFORM

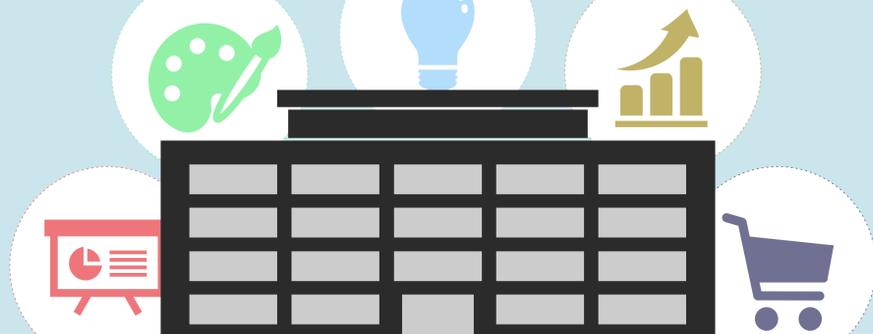
6 Tips from a Digital Marketing Guru



"Success is not about generating clicks; it's about driving performance," according to Chris Innes, the Chief Monetization Officer at the digital advertising company SteelHouse. But what makes a high-performing ad work? Let's travel behind the scenes to find out what needs to happen before your ad goes live.

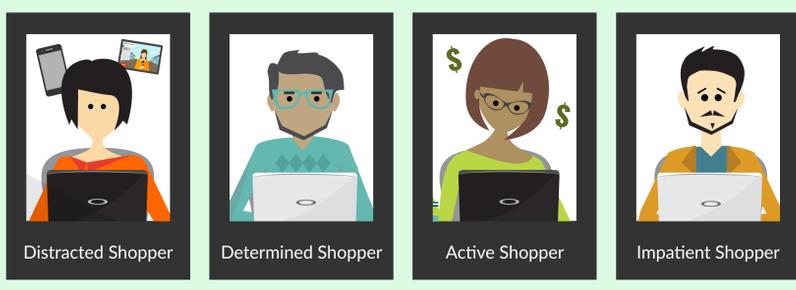
1 SIMPLIFY YOUR APPROACH

Juggling multiple vendors is less effective. SteelHouse streamlines your digital advertising, bringing everything you need under one roof, saving time and boosting optimization.



2 KNOW YOUR AUDIENCE

Who is the audience for each of your campaigns? Make sure you properly segment so you can target each group with relevant messaging.



50% of U.S. shoppers think retailers should offer promotions tailored to their online



3 HAVE A STRATEGY

"It comes down to strategy: who I'm messaging, with what, and why," says Innes. "If you can't answer those three questions, you're essentially leaving dollars on the table."



For every **\$100** spent on driving traffic to websites, companies spend only **\$1** converting that traffic into business.²

4 BETA TEST

Test the effectiveness of your ad before you go big with it; use techniques like A/B testing and control groups to find out what will work best.



Conversion rates deeply impact your ROI: If you increase a conversion rate by 100%, your traffic initiative just doubled its ROI.³

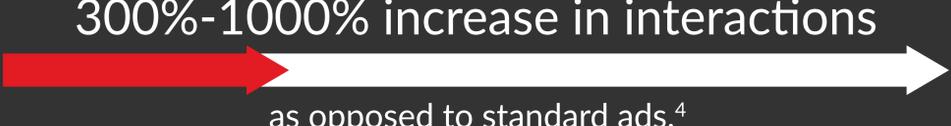


5 USE TECHNOLOGY WISELY

Use elements like video to introduce your brand, countdown timers to provide urgency, carousels to show recently viewed products, and multiple scenes to tell your story.

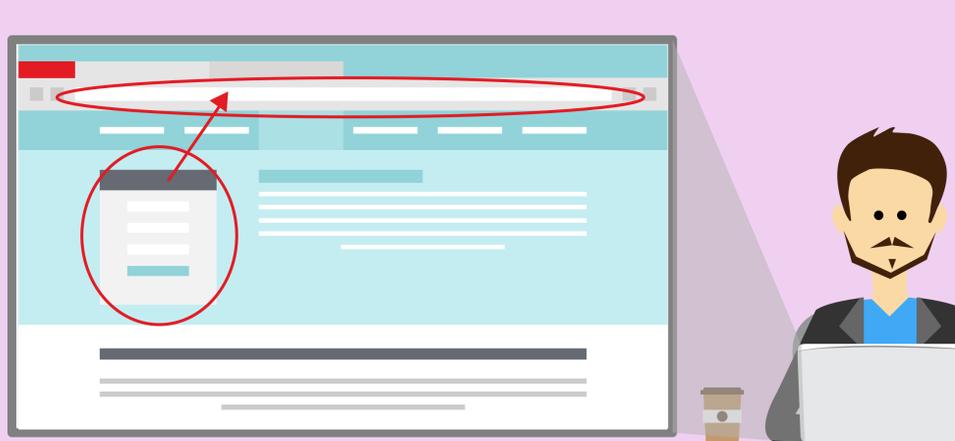


Rich ads yield a **300%-1000%** increase in interactions as opposed to standard ads.⁴



6 SEE BEYOND THE CLICK

99% of users see your ad but do not click on it. SteelHouse monetizes "view-throughs:" people who visit a website after viewing an ad, without actually having clicked on it.



Follow these steps to create ads that are **built to perform.**

¹SteelHouse: How to Segment for Campaign Success White Paper, p. 4 <http://www.steelhouse.com/digital-marketing-whitepapers/>
²<http://www.steelhouse.com/wp-content/whitepapers/AB-Split-Testing-Guide.pdf> p. 4
³<http://www.steelhouse.com/the-death-of-flash-why-you-need-rich-media-ads-infographic/> p. 5
⁴<http://www.steelhouse.com/seeing-is-believing-why-view-throughs-matter-infographic/>