A Guide to Digital Advertising Types

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Introduction

Hallaron directs your advertising strategy and shapes your creative campaign. Then we manage your plan with our digital and programmatic partners. Hallaron's digital marketing arm supplies you a wealth of media experience from global, national, or regional campaigns to local ads targeting individual neighborhoods or shopping centers.

- Serving 200 ad agencies and media firms.
- Manages nearly 2,000 digital campaigns monthly.
- Digital ads in 40+ countries and all 50 states.
- $2 billion in managed advertising budgets.
- 5 billion impressions served each year.
- Deloitte's Fast 500 - one of the fastest growing tech companies.

Hallaron can also manage your media campaign with these partners.

Targeting Strategies

Techniques to focus on reaching specific audiences, often based on demographics and browsing behaviors.

Behavioral

Showing your ads to specific consumers based on their previous online behavior, across all devices.

Artificial Intelligence

Data is constantly collected and analyzed about who is engaging with your ad. Machine learning is used to show your ad to more people like the ones who engage with it.

Retargeting

Following people who visit your website and serving them your ads on other websites and apps they visit, and on any device.

Keyword

Showing your ads on websites and apps that contain keywords related to your business, across all devices.

Geo-fencing & Geo-retargeting

Drawing a virtual fence around a location and showing your ad, to people inside that “fence” and continuing to follow them and show them your ads, across all devices.

Email Matching & Lookalike

Target people on your list and/or a lookalike audience, showing them your ads when they browse websites and apps, across all devices.

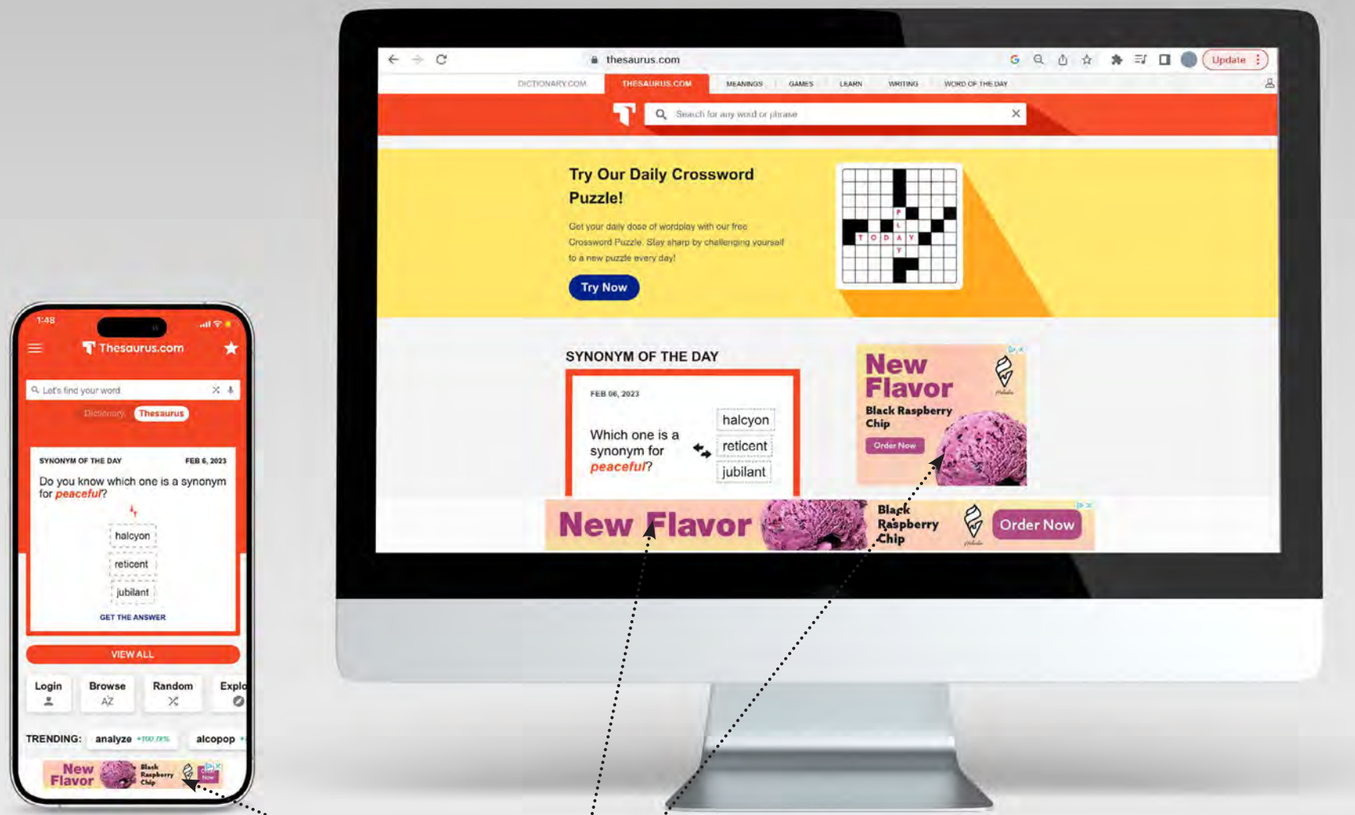
Geographic Targeting

Serve your ads and videos to a wide geographic footprint or a narrow one. Reach customers in other countries, or across multiple states, counties or zip codes. Geo-fencing and mobile conquesting pinpoints local areas where potential customers live, work, or visit regularly.

Let’s define where your target audience is located, then focus your ads only on the areas where you want to advertise.

Display Ads

Think of static magazine or newspaper print ads but served in full color on websites and apps, reaching your specific desired audience. The most cost-effective way to get your name and reputation out across the digital world.

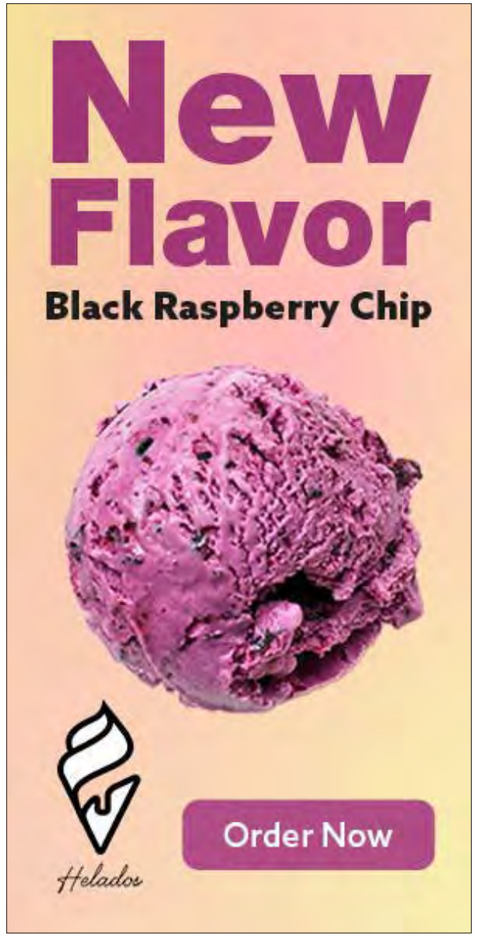


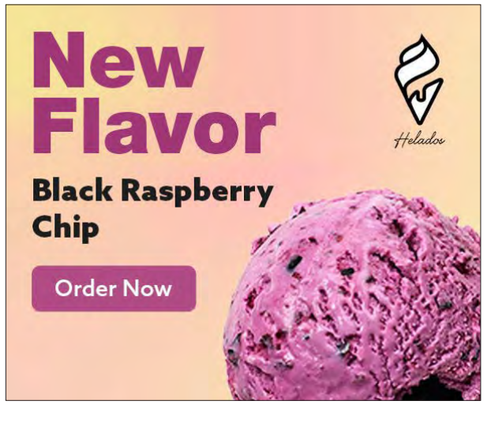
Display ad placement examples

Display Ad Examples

Display ads go across all devices, appearing on websites or apps, using the targeting strategies listed below.

- Behavioral Targeting
- Keyword Targeting
- Retargeting
- Artificial Intelligence Targeting
- Geo-fencing & Geo-retargeting

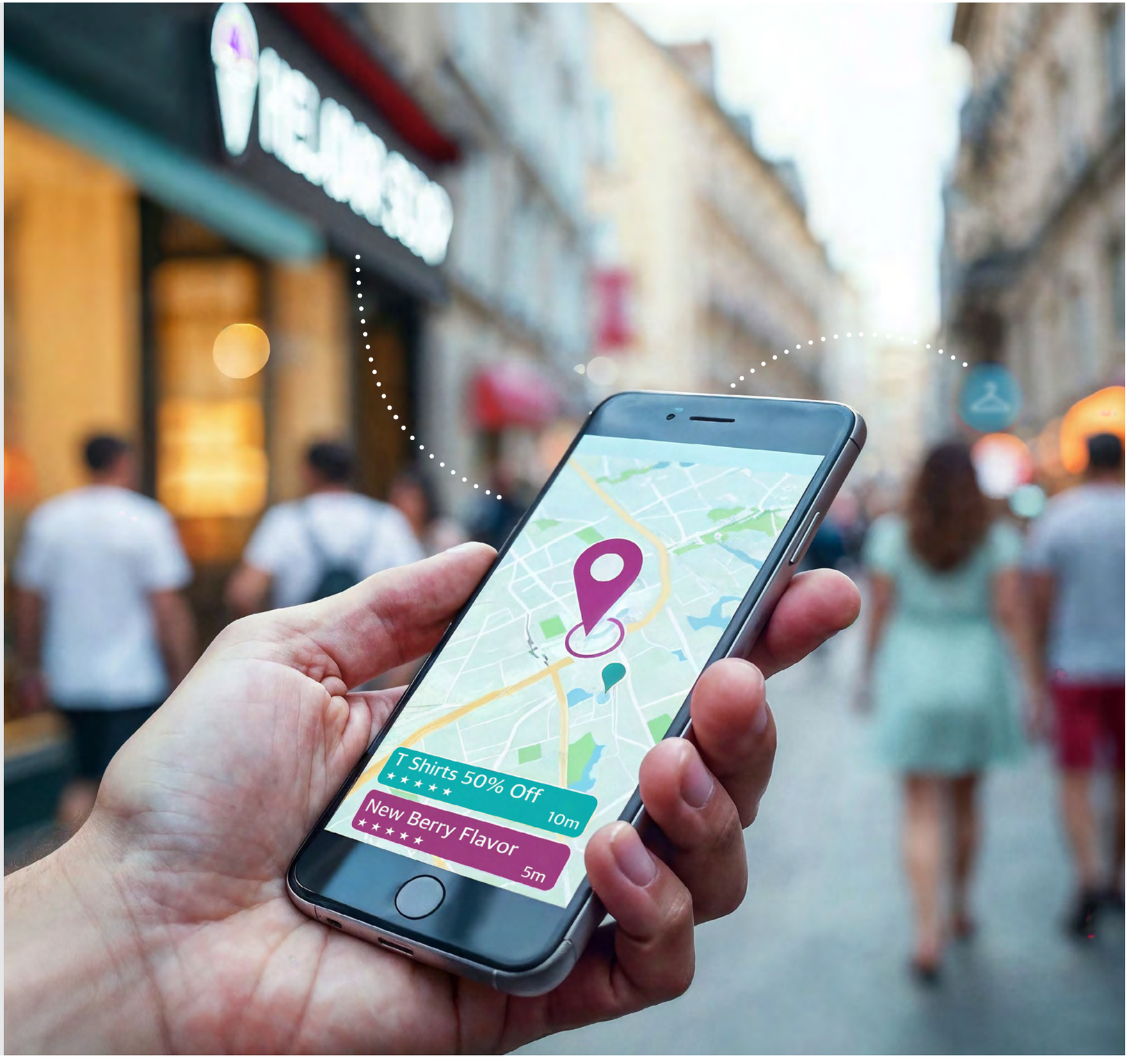




Mobile Conquest Ads

Reach your audience wherever they go. We serve hyper-targeted, location-based mobile ads directly to your customers mobile phones. Using display or video ads, your ads appear across premium mobile apps and mobile web browsing sites.

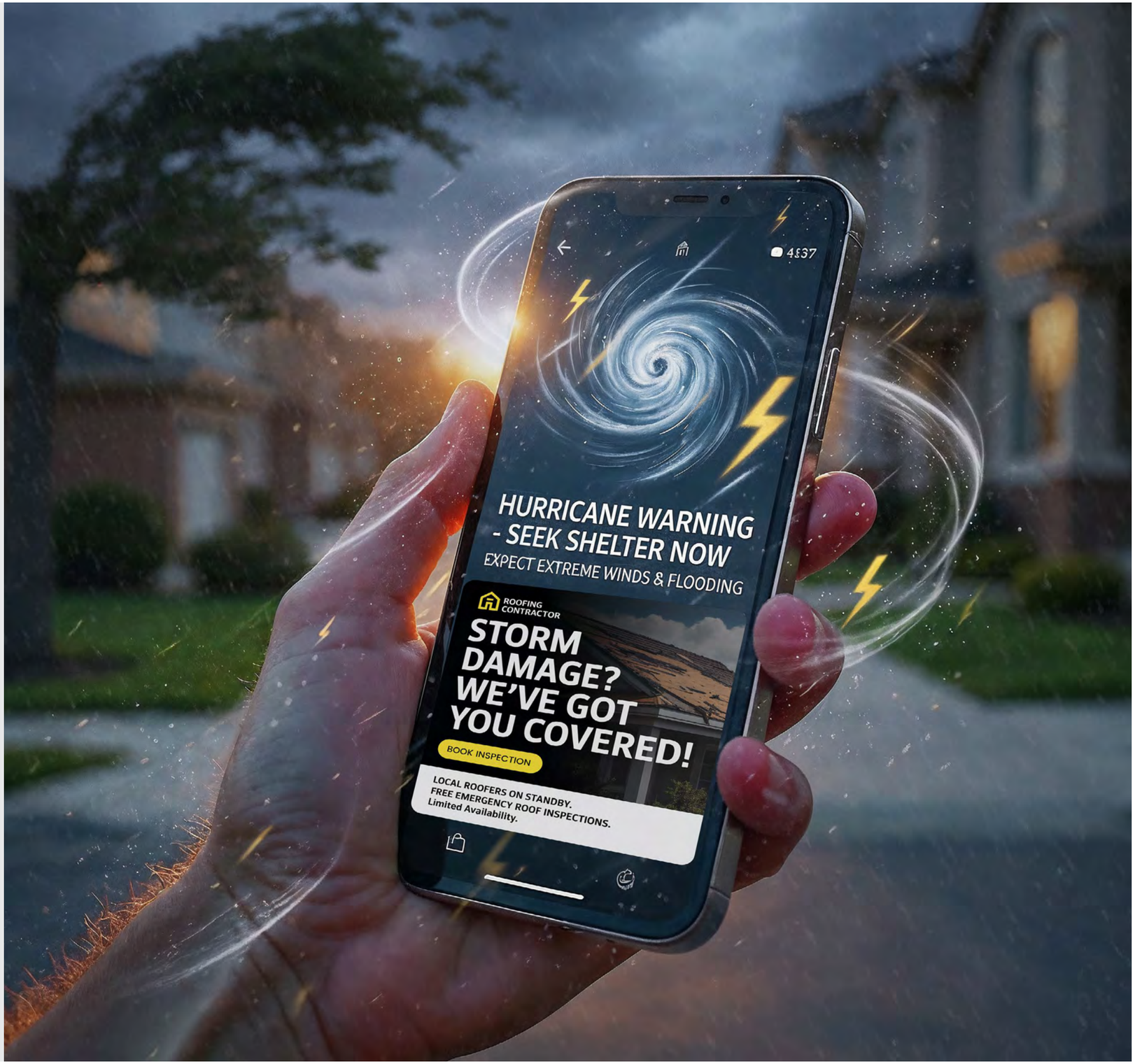
EVERYONE has a mobile phone in their pocket. Add a “geo-fence” around your competitors’ stores down to a 500 ft. radius. Thousands of categories to choose from, including weather triggers.



Weather Triggers

Using weather-based targeting, we create automated rules for your ads, so pre-arranged campaigns begin serving your ads when bad weather strikes.

Ideal for roofing, construction, insurance, water damage, tree trimming, power generators, home movers, and trash hauling companies. Budgeting is flexible. Add more budget or stop ads based on the severity of the weather event. Advertise when you need it most.



Native Ads

With Native, Hallaron uses AI to dynamically create ads within news and other Internet articles your target audience is reading. Your branded ads or videos are served right in the middle of the content they want to see the most!

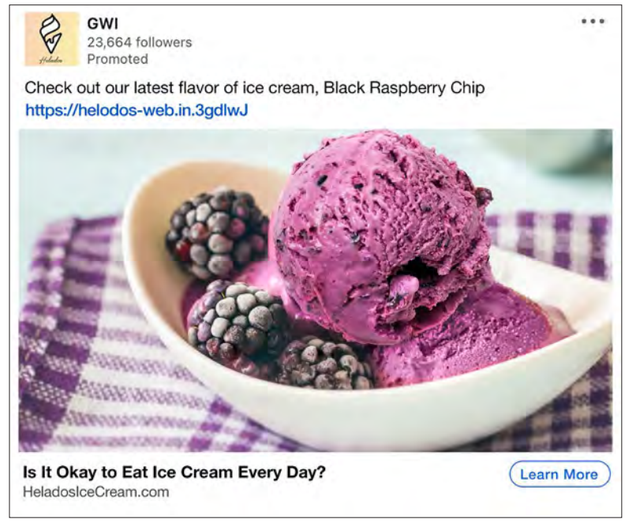
Native ads get 300x more attention than regular display ads.

And Native raises customers' intent to purchase by 18% versus regular display ads!

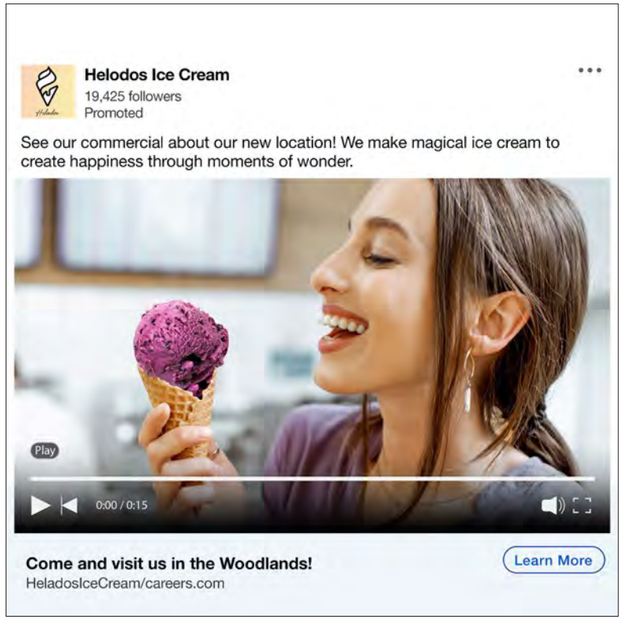
LinkedIn Ads

Perfect for reaching business-to-business customers.

Serve ads to company names, geographic areas, job titles, industry categories. Hallaron can create your single image ads, video ads, or carousel ads that will appear only to your targeted LinkedIn audience. Works great with a strong social marketing effort on your LinkedIn company page.



Single Image Ad

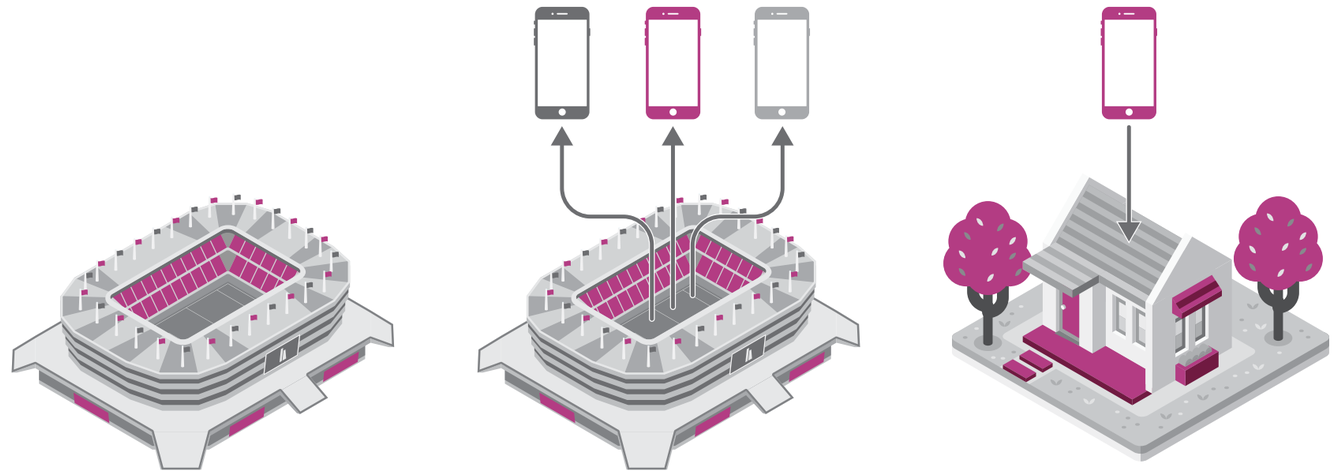


Video Ad

Carousel Ad

Geo-Framing Ads

Allows us to capture people's mobile phone ID's at a large trade show or convention anywhere in the U.S.. We can serve them your display, native, social, or video ads while at the event and later, serve them ads again once they are back home. This is a magnificent advertising tool for reaching narrow niche B2B customers all gathered in one physical location. Hallaron can even travel back in time and capture leads many months after the big event!



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2

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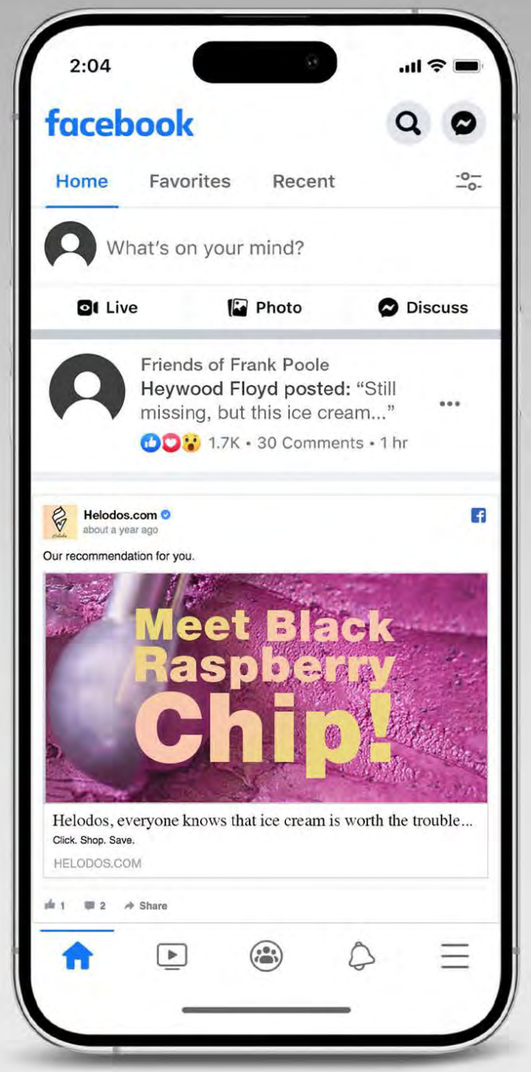
Facebook & Instagram Ads

Your reach is expanded using our Facebook Premium options with strategically chosen target categories.

- Facebook & Instagram's News Feed
- Facebook Audience Network (the #1 native mobile ad exchange in the world)
- Facebook Messenger App
- Facebook Marketplace
- Facebook & Instagram Stories

Facebook & Instagram Ad Examples



facebook

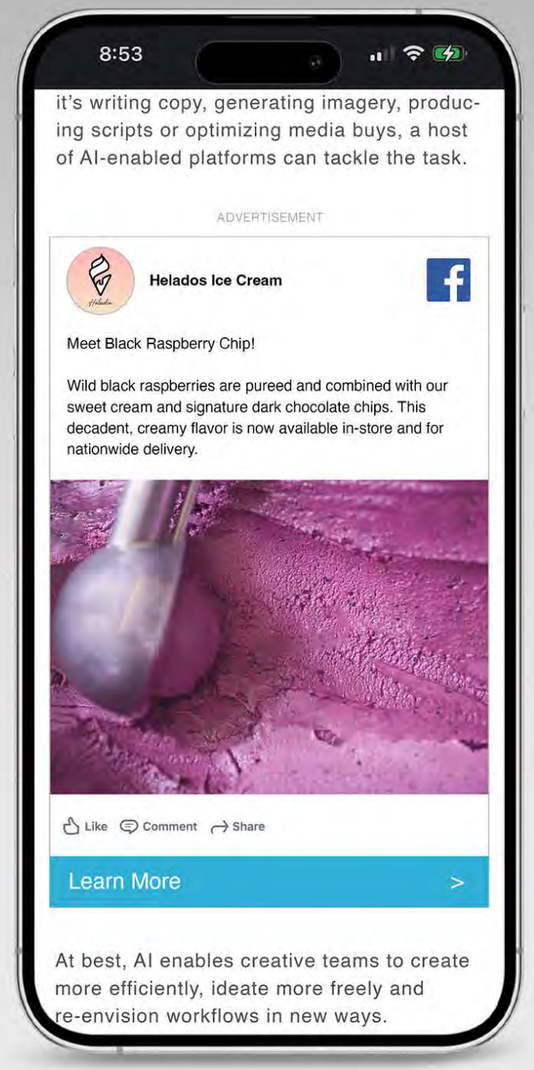
Instagram

Social Mirror Ads

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices.

Targeting Strategies we will use:

- Keyword Targeting
- Retargeting
- Artificial Intelligence Targeting
- Email Matching & Lookalike



Social Mirror Ads

Leveraging the instant recognition of popular social media brands, your Social Mirror ads will outperform traditional display ads. Add a video for a powerful combination. And we can use Social Mirror with any of these popular social channels.

7X

higher click-through rate than the national average*

** Comparing CTR on social mirror ads to IAB standard display ad sizes*

Over-the-Top Ads

OTT is just like TV commercials served to popular streaming programming. A premium service, 100% of OTT ads are served on Connected TVs – the most desirable inventory. Add ‘On-Site Visit Tracking’ to see how many people who saw your OTT ad, then visited your store or business location. Perfect for business-to-business, too!

More cost-effective than expensive broadcast or cable TV options.

Online Audio Ads

Audio ads are served to targeted online listeners who listen to music, news, and podcasts across all devices, including Smart Speakers like Siri, Echo and other popular home audio platforms. Hallaron creates your :15 or :30 audio ads.

73% of the U.S. population listened to Online Audio in the last month.

The average listener spends 1 hour and 40 minutes a day with Online Audio.

Behavioral Targeting options are almost endless. Reach your desired audience!

Apple Podcasts

amazon echo

iHeart Radio

Siri

Spotify

SOUNDCLOUD

TRITON DIGITAL

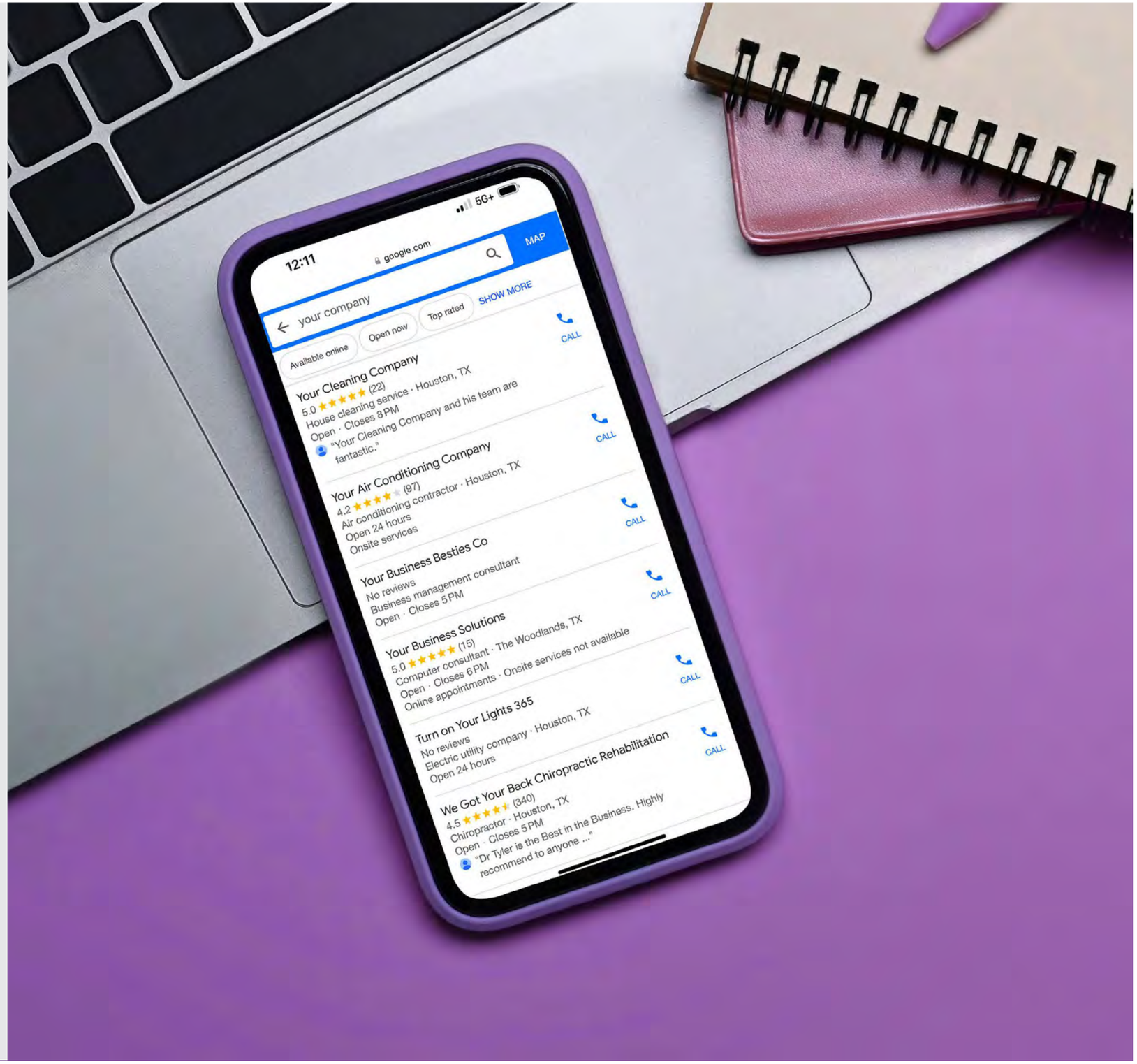
TUNE IN

Digital Out-of-Home Ads

We can serve your 30-second video commercials or static ad images across more than 30,000 screens. DOOH ads can now be found running across digital screens in restaurants/bars, retail locations, gyms, airports, doctors' offices, malls, movie theaters, and office buildings. Optimize your campaign with tactics including day-parting, geo-location and cross channel amplification for increased brand engagement. Let's talk about which cities or markets will work best for you.

SEO Campaigns

Search Engine Optimization (SEO) - improving and promoting your website search ranking to increase the number of customers visiting your website. Hallaron supplies a FREE consultation with our expert SEO manager, plus a custom-quoted, handcrafted SEO strategy based on your overall website needs, current rank, competition and market. (6-month minimum campaign)



Google Pay-Per-Click Campaigns

Selecting your best search keywords and customer target base, Hallaron can manage your Google Pay-Per-Click Ads campaign. Generate new call in leads or website visitors. We use three types of Google search ads: Responsive, Dynamic or Call ads. PPC ads also have additional ad extensions that we can customize for your campaign.

We shape the strategy for you and share reporting to show what's working and what needs improvement. (6-month minimum campaign)

Creative Strategy & Production

Hallaron boasts a veteran award-winning creative team to think of the big ideas you need for your advertising campaign to succeed. Our agency team will craft your strategy, copy, design, scripts, and direct and produce videos and commercials that set you apart and get noticed.

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What's The Next Step?

An honest conversation.

Let's discuss your brand reputation, products, services, and customers. Then we can provide an estimate for your digital advertising campaign and a custom digital media plan just for you.

Want more?

- Refresh or expand your brand.
- Review some of our work.
- Learn how we think.

Thank You!