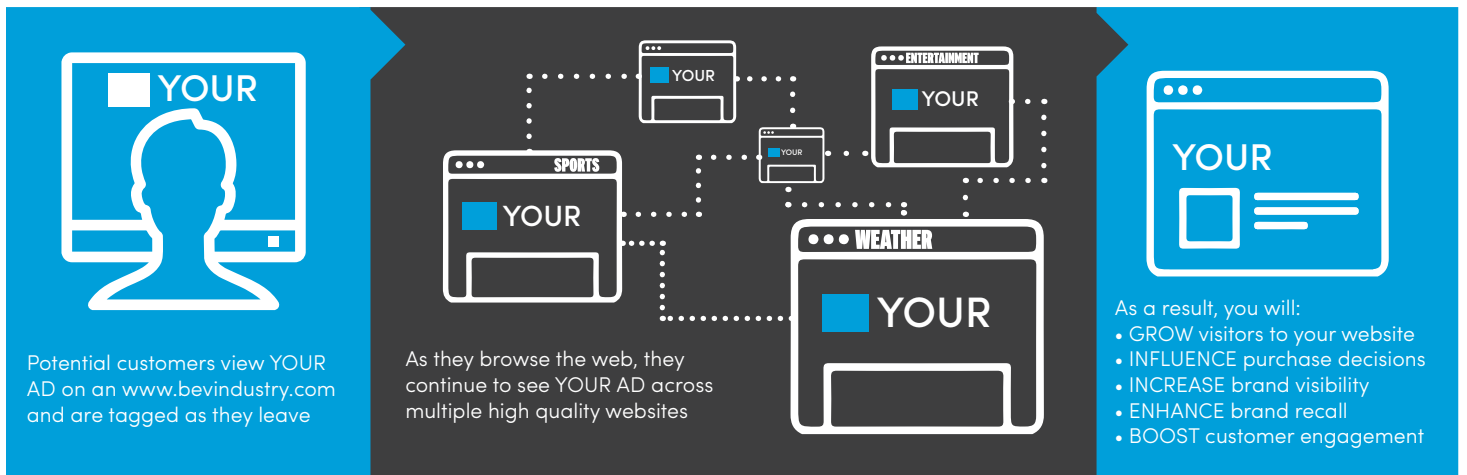


## DRAMATICALLY INCREASE YOUR BRAND EXPOSURE TO A TARGETED B2B AUDIENCE

Enhance your online advertising program with RETARGETING. Retargeting tracks industry professionals visiting *Dairy Foods'* website and then displays your ads to these professionals again as they travel to other websites. As a result of this increased visibility, your brand will enjoy greater post-impression recall and convert the *Dairy Foods'* browsing customers into visitors to your website!



### Additional Benefits:



Your campaign is monitored by an actual person (not algorithms) and is adjusted for best results.



Your ads retarget visitors on high quality sites across networks – examples include CNN, The New York Times, The Weather Channel, YouTube and many, many more!



We track your impressions and clicks to your ads.



We also track visitors who saw your ad and then went directly to your site (without clicking) so you know post-impression activity.\*

\*Requires a tracking pixel to be placed on your site.

### Retargeting Requirements:

- Purchase online display ads on *Dairy Foods'* website with a minimum of 10,000 impressions.
- Purchase a minimum of 300,000 Retargeting Impressions for 30 days at \$21 CPM