



Client

P A C K A G E S



Digital Marketing Partner is a strategic digital advertising company focused on providing data-driven solutions to our agency partners to empower them with digital campaigns that achieve their clients' marketing goals. At Digital Marketing Partner, we act as an extension of your advertising agency or media buying service, providing multi-channel campaign strategies within your client budgets and fully managed by experts to eliminate your overhead costs.

ABOUT OUR PACKAGES

The outlined digital advertising packages include programmatic display, data-targeted email and social media strategies, executed on a monthly basis for the proposed budget noted for each tier. Turnkey services include ongoing campaign optimization and management, media placement costs, access to same-day campaign reporting and content creation for social media ads based on assets provided by advertiser/agency (Meta account admin access and approval required.)

TIER 1

Representative Level – Digital Ad Campaign

Behavioral Display Banner Advertising

Delivering ads to online audiences based on demographics, annual income, past purchases, purchase intent, online research, interests, etc. *Includes Site Retargeting banners within impression count.*

Monthly Banner Impressions: 65,000

Monthly Cost: \$780

Contextual Targeting Display Banner Advertising

Delivering display banner ads to online users based on websites and webpages with specific content (articles/text) related to selected Topics/Categories (i.e. Real Estate, Sports, Law, etc.), as well as custom keyword lists. *Contextual targeting is a cookie-free targeting strategy.*

Monthly Banner Impressions: 35,000

Monthly Cost: \$420

Search Retargeting Display Banner Advertising

Delivering banner ads to online audiences who have searched specific campaign-related keywords within 2-hours of search-engine searches.

Monthly Banner Impressions: 25,000

Monthly Cost: \$300

Social Media Paid Advertising

Paid ads on social media platforms - **Facebook & Instagram**, delivered to targeted audiences on newsfeed and content feeds, clickable to the campaign website, designated landing page or custom click funnel.

Monthly Ad Spend: \$500

total: \$2,000/mo

TIER 2

Competitive Level – Digital Ad Campaign

Behavioral Display Banner Advertising

Delivering ads to online audiences based on demographics, annual income, past purchases, purchase intent, online research, interests, etc. *Includes Site Retargeting banners within impression count.*

Monthly Banner Impressions: 100,000

Monthly Cost: \$1,200

Contextual Targeting Display Banner Advertising

Delivering display banner ads to online users based on websites and webpages with specific content (articles/text) related to selected Topics/Categories (i.e. Real Estate, Sports, Law, etc.), as well as custom keyword lists. *Contextual targeting is a cookie-free targeting strategy.*

Monthly Banner Impressions: 50,000

Monthly Cost: \$600

Search Retargeting Display Banner Advertising

Delivering banner ads to online audiences who have searched specific campaign-related keywords within 2-hours of search-engine searches.

Monthly Banner Impressions: 35,000

Monthly Cost: \$420

Social Media Paid Advertising

Paid ads on social media platforms - **Facebook & Instagram**, delivered to targeted audiences on newsfeed and content feeds, clickable to the campaign website, designated landing page or custom click funnel.

Monthly Ad Spend: \$680

Data-Targeted Email Blast

Data-targeted email blast delivered to third-party email contacts that match the target audience criteria, within a specified geographic area. Includes list use, deployment and reporting for one deployment. Client supplies HTML.

Cost: \$600 per blast, per month

(Up to 30,000 contacts)

total: \$3,500/mo

TIER 3

Prominent Level – Digital Ad Campaign

Behavioral & Contextual Targeted Display Banner Advertising

Delivering ads to online audiences based on demographics, annual income, past purchases, purchase intent, online research, interests, etc. *Includes Site Retargeting banners within impression count.* Contextual targeted ads will place ads on webpages with content (articles/text) in related Topics/Categories (i.e. Real Estate, Sports, Law, etc.), and custom keyword lists.

Monthly Banner Impressions: 150,000

Monthly Cost: \$1,800

Search Retargeting Display Banner Advertising

Delivering banner ads to online audiences who have searched specific campaign-related keywords within 2 hours of search-engine searches.

Monthly Banner Impressions: 50,000

Monthly Cost: \$600

Social Media Paid Advertising

Paid ads on social media platforms - **Facebook & Instagram**, delivered to targeted audiences on newsfeed and content feeds, clickable to the campaign website, designated landing page or custom click funnel.

Monthly Ad Spend: \$900

Data-Targeted Email Blast

Data-targeted email blast delivered to third-party email contacts that match the target audience criteria, within a specified geographic area. Includes list use, deployment and reporting for one deployment. Client supplies HTML.

Cost: \$600 per blast, per month (Up to 30,000 contacts)

Programmatic Digital Video Advertising

Behavioral targeted video ads (:05 secs or longer) served on prominent video, news and local websites and apps as pre-roll or site content, includes a no-charge companion banner.

Monthly Banner Impressions: 50,000

Monthly Cost: \$1,100

total: \$5,000/mo