lef
LEWISVILLE ISD EDUCATION FOUNDATION

Ad Retargeting
## Reach potential local customers wherever they are.

How it Works

Ad Retargeting uses simple Javascript code to identify visitors of lisdef.com and reach them with ads wherever they go online. By showing relevant, targeted ads to past lisdef.com visitors, you increase brand awareness and drive online engagement with your ideal customer.
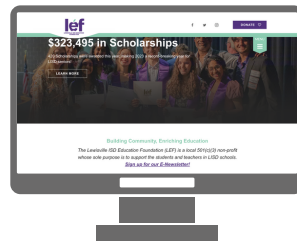
Step 1

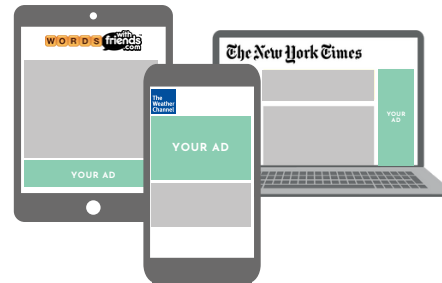Internet users visit the LEF website.
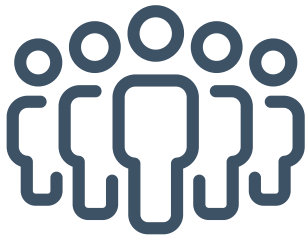
Step 2

The user exits the LEF website.

Step 3

Website visitor sees your ad wherever they go online.

Step 4

Visitor clicks your ad and visits your website or landing page.

Reporting

Track results in real-time
Live, shareable report tracks
campaign results including:

 Number of impressions

 Clicks

 Geographical locations

**Optimize your spend: A/B test
different ad designs, messages,
and calls to action. Pause under-
performing ads to allocate more
impressions to your top-
performing ads.**
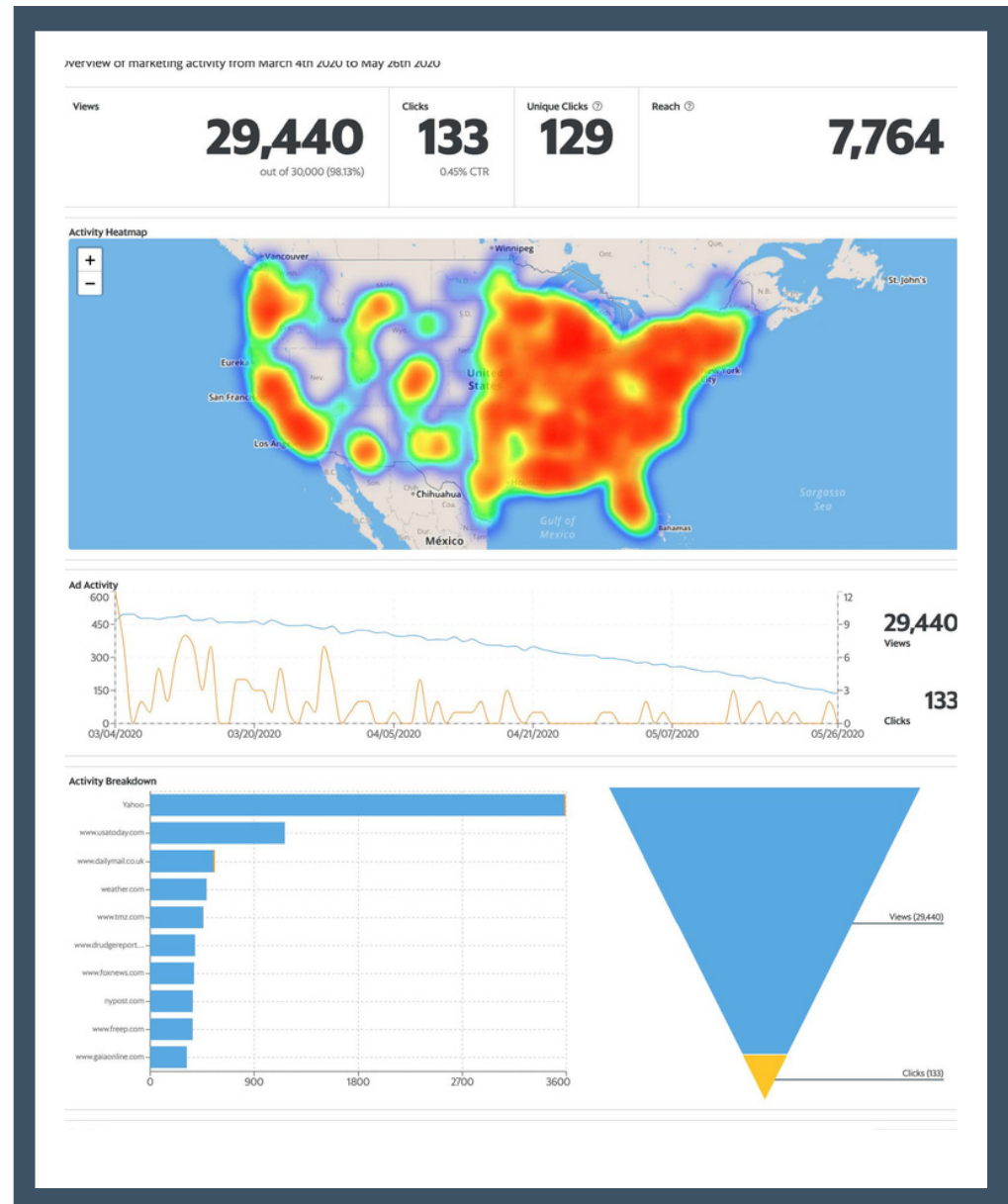
Ad Requirements

Universal Ad Sizes (Required)
This is a set of four display ad sizes which are universally accepted across the web - these sizes are necessary to launch your ad retargeting campaign (in pixels, width x height):

- 300 x 250
- 728 x 90
- 160 x 600
- 180 x 150

IAB Rising Stars (Optional)
The following ad sizes are less frequently requested across the web, but are gaining popularity and make an impression when they're seen (in pixels, width x height):

- 970 x 250
- 300 x 600
- 320 x 250
- 300 x 1050
- 970 x 90

Ads must match pixel dimensions exactly for launch.
Acceptable File Format: .png, .jpg, .gif.
The maximum file size of each creative that can be uploaded to Feathr is 200MB.

728x90

300x250

160 x 600

180x150
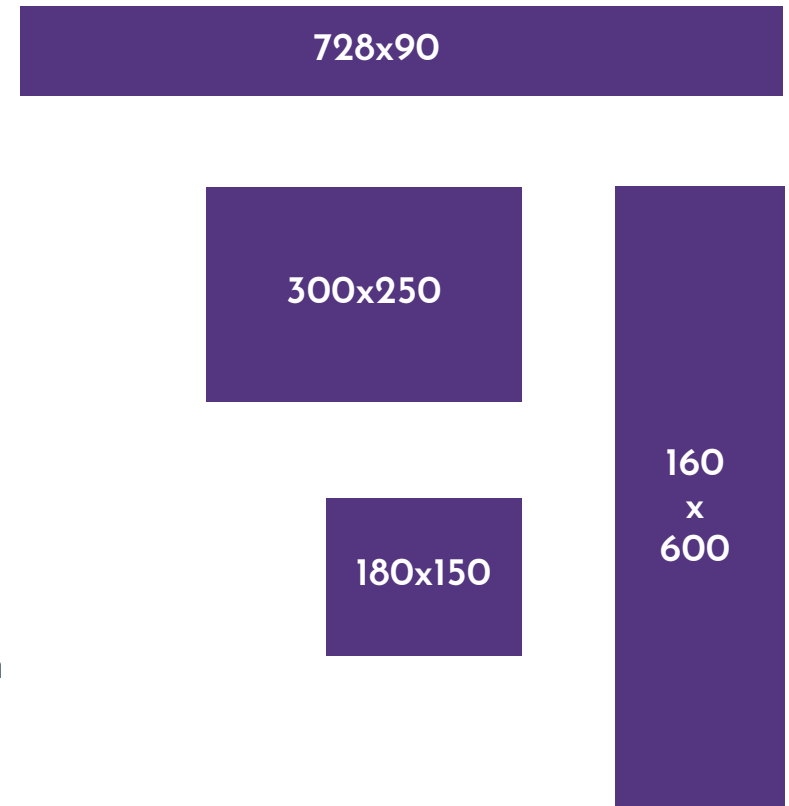
Not sure what to put in your ad? Check out our Best Practices for Creatives Doc.