

Payments 2020 Digital Ad Retargeting Campaigns

The Power of Retargeting

Direct. Intelligent. Trackable. Quantifiable.



INTRODUCTORY OFFER! Get in on the ground floor and become a premiere organization to initiate an intelligent marketing strategy from Nacha. Gain guaranteed digital reach with every Smarter Faster Payments 2020 attendee and Nacha website visitor.

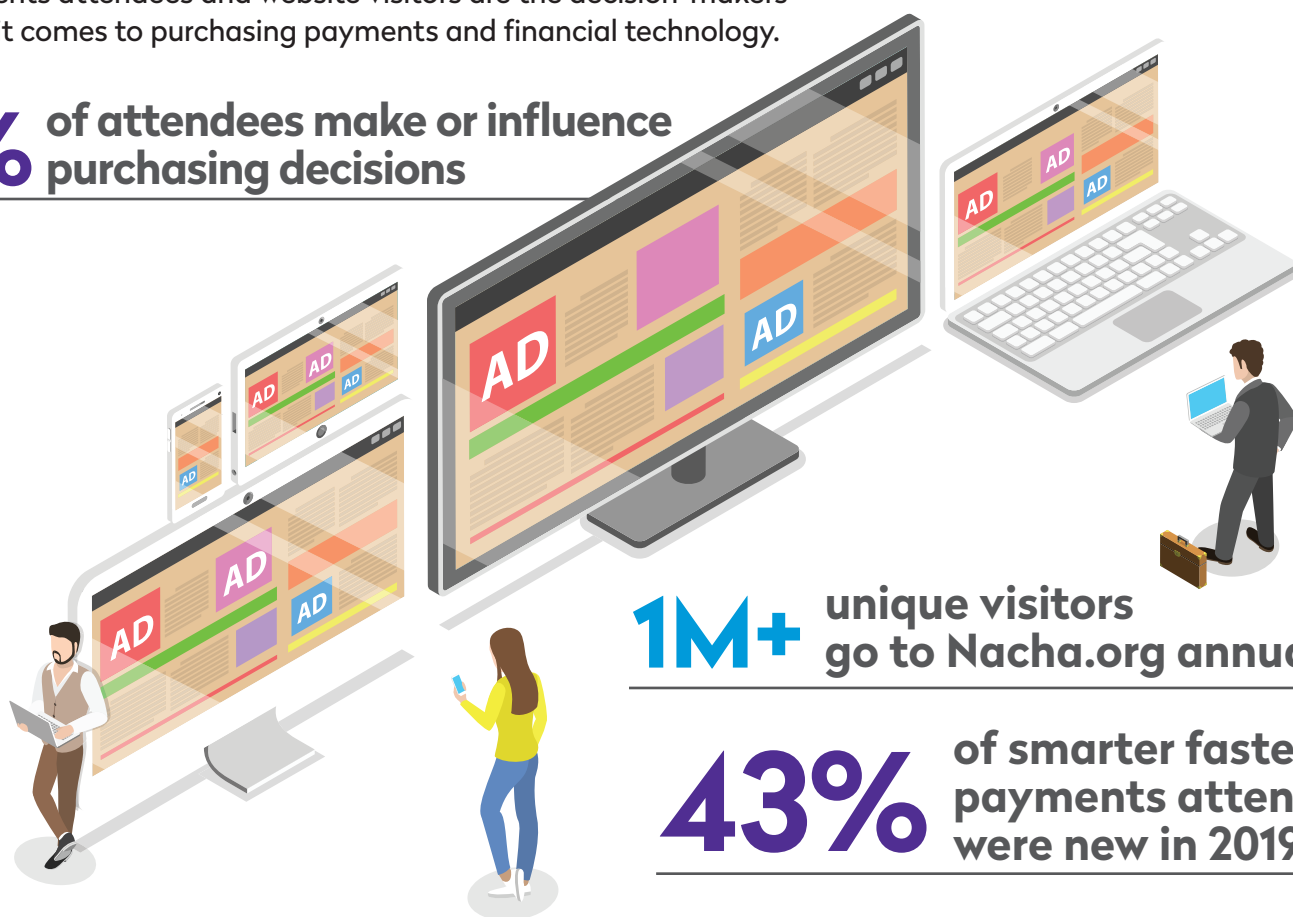
Increase ROI with Payments 2020 Attendees & Industry Professionals

Retargeting campaigns diversify your reach and complement your exposure as a conference exhibitor. Why not make your exhibit experience even better by leveraging this tool to reach attendees. Make a special offer or promote new products that will be showcased within your booth.

Payments 2020 Attendees & Nacha Website Visitors by the Numbers

Payments attendees and website visitors are the decision-makers when it comes to purchasing payments and financial technology.

93% of attendees make or influence purchasing decisions



1M+ unique visitors go to Nacha.org annually

43% of smarter faster payments attendees were new in 2019

3.8M+ pageviews were collected on Nacha.org in 2019

11% of attendees are corporate end users



Smarter Faster Payments **2020**[™]

The Power of Ad Retargeting

We are not kidding! Direct results.

How it Works

Retargeting uses cookies to track visitors of one site and reach those same visitors with ads on other sites. Now you can retarget and **advertise directly** to Nacha and Payments website visitors and conference attendees pre-conference, post-conference and year-round!

1



New and returning visitors come to the Smarter Faster Payments 2020 website and Nacha website.

2



Your ad campaign is activated and when a site viewer leaves our website, their unique identifier (cookie) allows your ad to be displayed.

3



Your ads are served to potential customers on thousands of websites they visit in their normal online daily browsing.

Quality Website Traffic - Delivered!

Ad retargeting directs sustained, specific exposure to the exact qualified audience you're trying to reach. No more guessing whether or not your ads are reaching the right people or if they're being seen to your potential customers.

Quantifiable ROI

Detailed analytics and reporting allow you to see your ad campaign results in real time, including number of times your ad has been seen, number of clicks on your ad, and the geographical locations of where your ad has reached.



Smarter Faster
Payments 2020™

Reserve now. Limited quantities available!
Leverage this marketing tactic for your event exposure.

Campaign	Duration	Dates	Impressions	Qty Available	Introductory Rate
Payments Pre-Show	2 months	Feb. 22 – April 22	50,000	6	\$3,000
Payments Post-Show	3 months	April 23 – July 23	50,000	6	\$2,500

Utilize these campaign options to continue to reach your customers beyond the conference.

Quarter Program	3 months	April – June or July – Sept.	200,000	8	\$4,500
Half Year Program	6 months	July – Dec. or Jan. – June	400,000	4	\$7,500

Digital Ad Sizes & Specifications

To get started, submit these three digital ad sizes in .jpg or .gif images only; no flash. Animated .gif images are also accepted.

728 x 90 pixels

160
x
600
pixels

300 x 250
pixels

For questions, contact to Holly Price, hprice@nacha.org • 703-561-3960

INSERTION ORDER

Payments 2020 Web Retargeting

Exhibitor / Sponsor Information

Return this form to secure your digital ad retargeting position.

1. Sign-up for one of our retargeting campaign options

Sign-up	Campaign Options	Duration Dates	Impressions	Introductory Price
	Payments Pre-Show	2 months	50,000	\$3,000
	Payments Post-Show	3 months	50,000	\$2,500
	Quarter Program	3 months	200,000	\$4,500
	Half Year Program	6 months	400,000	\$7,500

☐ Please add this option and bill to our company's current billing contact for Smarter Faster Payments 2020.

2. Include contact information. (All fields are required)

Advertiser Name: _____ Ad Agency: _____
(if applicable)

Contact Name: _____

Phone: _____ Email: _____

By signing below, advertiser gives consent to ads being used for retargeting campaigns on their behalf. Advertiser indemnifies Nacha and its associates/partners against any losses or liabilities that could arise from this advertising. I also authorize the fees to be paid by my company as outlined above. You must be a Smarter Faster Payments 2020 exhibitor or sponsor to participate.

Signature: _____ Date: _____

MATERIALS SHOULD BE EMAILED TO: cblevins@nacha.org. Ads must arrive no later than seven business days before the desired run date.

ACH/EFT *Preferred* (non-wire, Domestic)	Online/Phone	Check	Wire (International)
M&T Bank UPIC Rtn: 021052053 UPIC Acct: 59058945	Login: nacha.org -or- Call: 703-561-1100 All major credit cards accepted	Nacha Attn: Accounting 2550 Wasser Terrace Ste. 400 Herndon, VA 20171	Call: 703-561-3954 for instructions

For More Information

Nacha

Attn: Sales Department • Phone: 703-561-3901 • Fax: 703-787-0996 • Herndon, VA 20171

