



Payments 2022 Digital Ad Retargeting Campaigns

The Power of Retargeting

Direct. Intelligent. Trackable. Quantifiable.

Effective Targeted Digital Marketing

Reach payments decision-makers exclusive to Nacha and drive that quality traffic and views directly to your website. Gain guaranteed digital reach with every Smarter Faster Payments 2022 attendee + Nacha website visitor to help reach your marketing objectives.

Increase ROI with Payments 2022 Attendees & Industry Professionals

Payments digital retargeting campaigns amplify your reach and compliment 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, promote new products or promote branded thought leadership that will be showcased within your booth.

Payments 2022 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. Select the Payments digital retargeting program and validate this proven marketing using your live 365 dashboard. The dashboard provides live metrics and intelligence to help you pivot for success.

9%

of attendees are
corporate end users

100K+

unique visitors go to
payments.nacha.org
annually

1.4M+

unique visitors
go to Nacha.org
annually

3.1M+

pageviews were
collected on
Nacha.org in 2021



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 2022 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 by 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 by 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.





Campaign	Duration	Dates	Impressions	Qty Available	Rate
Payments Pre-Show	3 months	May 9 – Aug. 9	50,000	6	\$5,000
Payments Post-Show	3 months	Aug. 12 – Nov. 12	50,000	6	\$5,000

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

300 x 1050
pixels
(animated GIFs only)

970 x 250 pixels
(animated GIFs only)

970 x 90 pixels *(animated GIFs only)*

Insertion Order

Payments 2021 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	Price
	Payments Pre-Show	3 months	50,000	\$5,000
	Payments Post-Show	3 months	50,000	\$5,000

☐ Please add this option and bill to our company's current billing contact for Smarter Faster Payments 2022.

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 and authorizes the fees to be paid by my company as outlined above. You must be a Smarter Faster Payments 2022 exhibitor or sponsor to participate and must complete by the May 4 or August 4, 2022 based on program chosen.

Signature: _____ Date: _____

MATERIALS SHOULD BE EMAILED TO: Lindsay Serth at lserth@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: 703-561-3935 • Herndon, VA 20171



**Smarter Faster
Payments™ 2022**

May 1-4 • Nashville, TN