Payments 2023 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 2023 attendee + Nacha website visitor to help reach your marketing objectives.

Increase ROI with Payments 2023 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 2023 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.

2.6M+
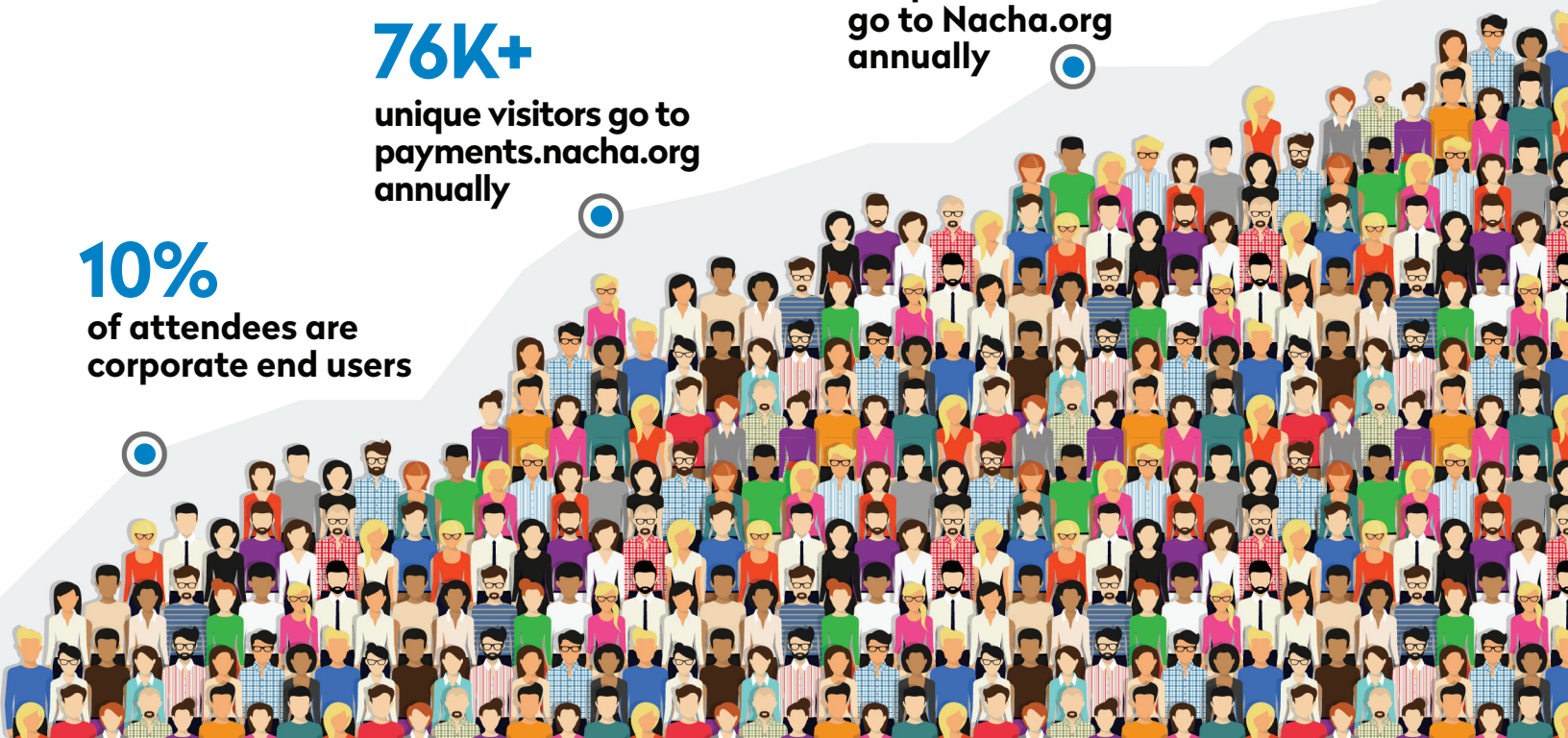pageviews were collected on Nacha.org in 2021

1.8M+
unique visitors go to Nacha.org annually

76K+
unique visitors go to payments.nacha.org annually

10%
of attendees are corporate end users

The Power of Ad Retargeting
We are not kidding! Direct results.

Smarter Faster
Payments® 2023

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!
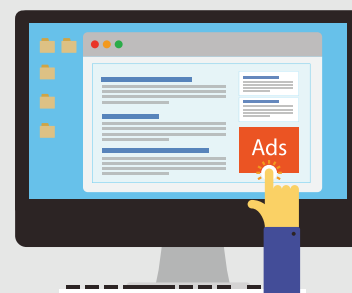
1

New and returning visitors come to the Smarter Faster Payments 2023 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	Jan. 19 – April 19	50,000	6	$5,000
Payments Post-Show	3 months	April 16 – July 16	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)*

Smarter Faster Payments® 2023

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 2023.

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

Name: _____   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 2023 exhibitor or sponsor to participate and must complete April 19, 2023 or July 16, 2023 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® 2023
April 16-19 • Las Vegas, NV