

Display Ad Campaign Guide

Overview

For a first project, allow 1.5 weeks from the time we receive the data and artwork to the start of the campaign. If we are designing the ads, allow additional time for this work. For repeat projects, 1 week is advisable lead time.

What We Need if the Client Provides All Assets

Average Timeline: 4-6 business days

- Data file
 - Common forms of data are CSV, DBF, XLSX, delimited
 - If the data file needs emails appended, specify Household vs Individual
 - A list of seed records to use during testing or actual deployment (limit of 20 total)
- Display creative
 - Preferred sizes are: 728x90, 300x600, 300x250, 160x600, 320x50
 - URL(s) to assign to display ads.

What We Need if Sabal Strategy Creates All Assets

Average Timeline: 6-8 business days

- Data
 - If we create the data list, specify the parameters to use for identifying the audience.
 - If we are targeting a specific list, send us the postal data.
 - Specify matching requirements such as Individual versus Household appends
 - Common forms of data are CSV, DBF, XLSX, delimited
 - A list of seed records to use during testing or actual deployment (limit of 20 total)
- URLs
 - URL/UTM to link to each Display CTA

Prohibited Characteristics

- Promotion of online gambling (paid, free, or gateway to paid gambling)
 - Brick and mortar gambling is acceptable
- Depicting or delivering libelous, violent, tasteless, hate, defamatory, or illegal content
- Partial or complete nudity, pornography, and/or adult themes and obscene content
- Spawn pops, simulate clicks, contain malicious code, viruses, or executable files of any kind
- Delivering surveys via floating layers, pop-ups or pop-unders
- No explicit language, no spelling mistakes, no simulated expletives (e.g., #\$\$!)

