

**ASSOCIATION  
WEBSITE RETARGETING**

# GET VALUE BEYOND YOUR WEBSITE

**Connect industry professionals beyond your website while capturing value for your association**

Your website is an extremely important resource for members and other industry professionals, which is why it provides so much value for marketers looking to advertise to potential buyers. However, the benefits of those ads don't have to stop at your site because as the leading digital publisher for associations, we're also the only one that can offer you retargeting – an efficient way to connect your members and suppliers across the web while providing an additional stream of non-dues revenue.

## How It Works

After partnering with us, we'll place a retargeting pixel on your website and sell a limited number of campaigns to industry marketers. Our retargeting technology allows these marketers to stay in front of your site visitors by displaying ads to them after they have clicked away. Using deep insights gathered from thousands of campaigns, our team will also help develop branded messaging that will be displayed to your members, no matter where the web takes them. This process gives you peace of mind knowing that only relevant industry ads will be shown beyond your site as well as added value through non-dues revenue.

## Benefits

- Generate additional non-dues revenue through targeted industry-specific ads
- Connect members and suppliers beyond your website
- Rely on our expert team to manage all aspects of the retargeting campaigns from sales and design to customer service and billing