

# RETARGETING

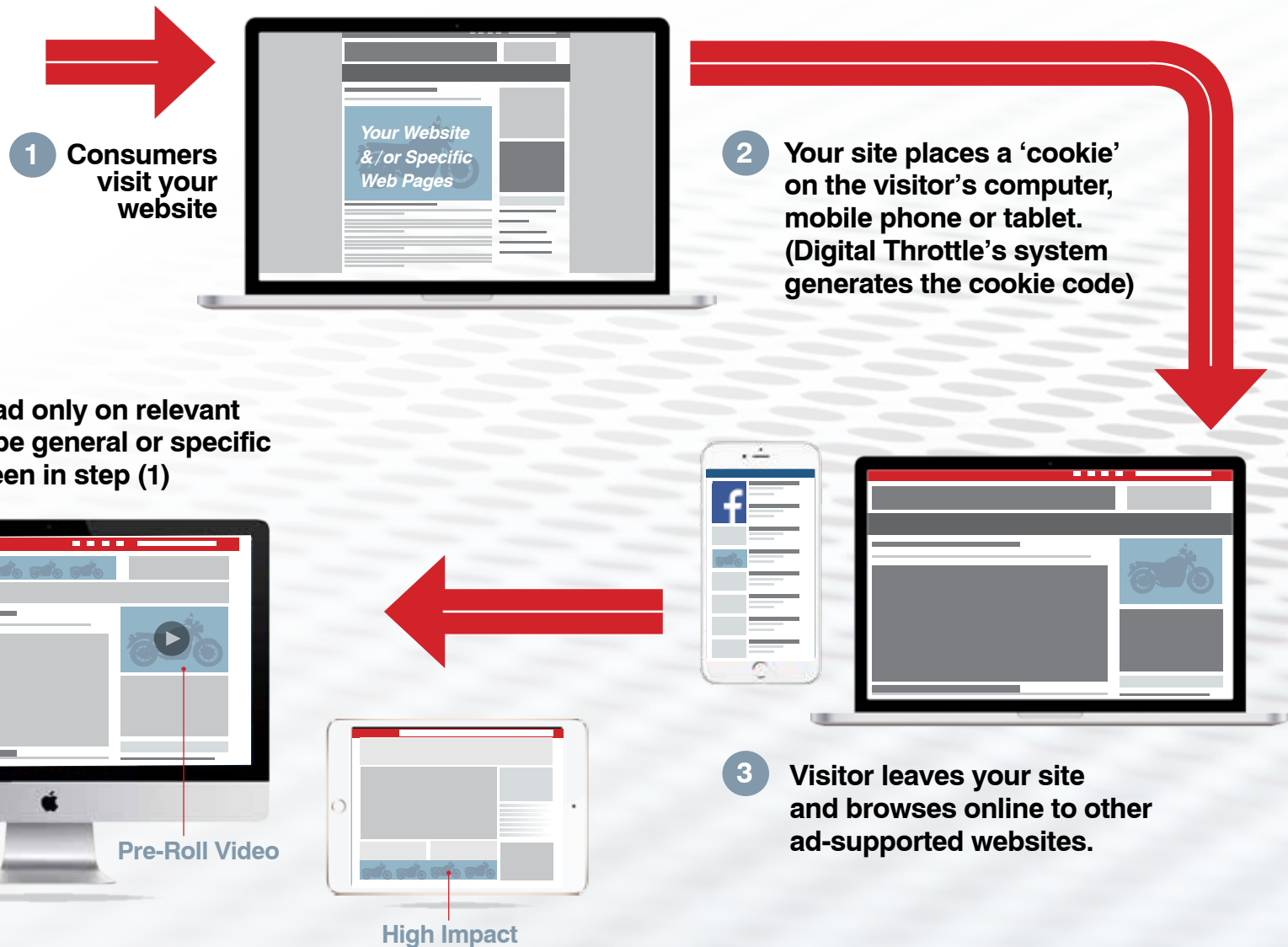
## Stay in Contact with your Website Visitors

### The Challenge:

Less than 5% of your website visitors take immediate action on their first visit. Without RETARGETING, your past site visitors will quickly forget you.

### The Solution:

Use Digital Throttle Retargeting to remind, repeat and reinforce your advertising messages. Our service locates people who have recently visited your website and shows them targeted advertisements on relevant websites.



Retargeting advertisements can include Banners, Pre-Roll Video, High Impact and Facebook®. Ads are visible on various devices, including computers, mobile phone and tablets.

# Frequently Asked Questions

## ADVERTISING QUESTIONS:

### What's the Cost?

We provide the Retargeting codes and service for FREE. Your only cost will be regular media rates when you we display your online ads. In other words, the technical setup and cookies we generate on your website is FREE but the paid ads you use to Retarget users is charged just like any other media plan we provide you.

### What's the minimum Retargeting order details?

The minimum advertising order using your Retargeting codes is \$1,000. This amount can run over any length of time. Depending on your website traffic, utilizing this budget may take only a few days or several months. See "Ad Programs" on this page for more details: <http://www.digitalthrottle.com/ad-choices/>

### Are you required to run Retargeting ads within a certain length of time?

No, you can simply build a pool of users with your unique Retargeting cookies for later use. While most advertisers elect to run Retargeting ads all year, you may decide to only run Retargeting ads around certain promotions such as a spring rebate.

### Can we report the number of users with your Retargeting codes installed?

Yes, we can provide an estimated number of unique people your online ads can potentially reach.

### Are the cookie codes private?

Yes, your Retargeting cookies are coded and unique to just your company. No other advertiser will ever be able to target ads to your unique cookie codes.

**"Without RETARGETING ,  
your past site visitors will  
quickly forget you."**

## AD TARGETING QUESTIONS:

### How can we limit the "creepy – you're being followed" concern?

We normally don't allow Retargeting ads to appear within the first 48 hours after a visitor leaves your website. We also limit the number of Retargeting ads to only 2 ads over a 24 hour period (called a "Frequency Cap")

### Can we set a limit on how "old" the original site visit occurred?

Yes, we can set a time cutoff such as targeting your site visitors that visited in the last 30 days only.

### Can you select the sites your Retargeting ads appear upon?

Yes, you can specify a list of ad-supported websites your ads will appear upon. However, most all our clients allow their ads to be displayed on any vehicle enthusiast and motorsport website.

### Will your Retargeting ads be seen by people that have cleared their cookies?

No, users that have cleared their cookies or block third-party cookies will not see your Retargeting ads.

### Are ad reports available for which Retargeting codes are performing best?

Yes – any advertising campaign you run through Digital Throttle will be supported by full reporting. Our "REPORTER" system is updated nightly and available for online access or scheduled email summaries. See this page for REPORTER demo: <http://www.digitalthrottle.com/advertisers/reporter/>

## TECHNICAL QUESTIONS:

### What if a user doesn't want to see Retargeting advertisements?

We require that your website feature a privacy policy where users can "opt-out" of Retargeting cookies. See this page for a privacy policy you can duplicate for your site: <http://tinyurl.com/jrlz556>

### How does my website know to install cookies on the user's computer, mobile phone or tablet?

Digital Throttle will provide you a simple line of computer code. Your website manager will install the code on specific pages or site-wide.



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### What does the code look like? Where is the code installed?

We provide you a secure Javascript line of code that is best installed on the "footer" of your pages, adjacent to your Google Analytics code.

### Sample Code You Install:

```
<script src="https://secureads.digitalthrottle.com/seg?add=123456789&t=1" type="text/javascript"></script>
```

### Can you use multiple codes on your site to identify different products or sections of your site?

Yes – there is no limit on the number of different Retargeting codes you use. For instance, you might want different codes for the "Automotive" and "Motorcycle" sections of your site. Doing this would therefore allow you to display unique ads to visitors that visited just those pages on your site.