

The 5 Powers of Digital Display

Solving the key challenges marketers face:

- > Making your brand stand out in an almost infinite digital landscape
- > Engaging the right consumers without a lot of wasted ad spend

1. Brand Exposure to attract more leads

Digital display provides the oxygen to fuel your sales funnels. Brands are embracing digital transformation to maximise exposure online and drive brand awareness, the key is making sure your budget is well spent.



Fluid Ads optimisation strategies deliver more impressions for the same budget



Social
Retarget a website visitor to ensure they come back and convert



Display
Feed passive audiences into the hopper

Search

Secure the user when they become an active searcher

2. Fueling your channel strategy

Designing the best digital campaign is about balance, **layering tactics to win reach and engagement**. Embedding display into your strategy will turn marketing goals into results.

Driving 'first touch' marketing

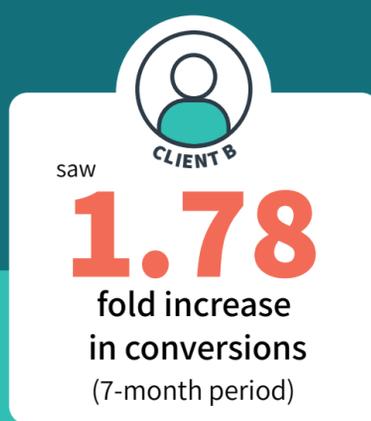
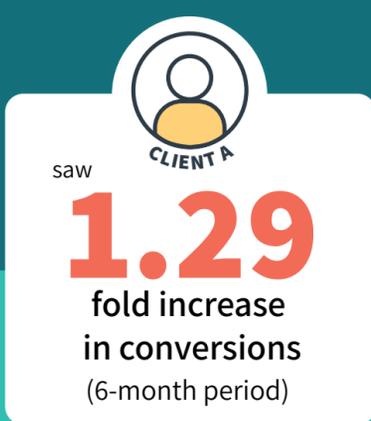


Nurturing prospects through to conversion



3. Delivering ROI today!

When integrated with the right digital strategy, display **delivers revenue today!** Traditionally placed in the 'longer-term' brand awareness category, here at Fluid Ads we design campaigns that drive your conversions.



4. Staying relevant and reacting quickly

Taking advantage of the online potential is a no-brainer, but creating and managing all of the necessary assets is time-consuming. With our adtech automation, you can **create and scale multi-size adsets** in minutes.



5. Adjusting to tighter budgets

With the expectation to deliver more, with less, display campaigns are one of the **most cost-effective channels** to reach your audience.



CPM between £1.5 and £3 for Google Display Network

CPM between £2.5 and £7 for precision tactics like geofencing & retargeting

"Our campaign results get better and better"

"Driving CTR 70% above the industry standard"

Talk to the experts at Fluid Ads and challenge us to find your best online audience

Book a free demo

