

Expand your brand's reach by leveraging the power of the IRE website's traffic. It can take time for customers to research and reflect before making a purchasing decision. Stay front of mind throughout their decision-making process. Our Smart Ads Retargeting program lets you deliver your company's display banner ads to the ideal customer.

Retargeting advertising (also known as remarketing) is a cost-effective way to remind your target audience about your brand continuously. Retargeting ads are great for promoting best sellers, introducing new products or services, building brand awareness, and generating new leads via website click-throughs.

### How does the program work?

We take your banner ads and load them into our retargeting ad network. Then your ads are delivered to the IRE website audience when they visit other websites such as ESPN, Facebook, Instagram, The Weather Channel, and 1000s of the most popular websites.

Keep your brand front and center and bring the audience directly to your website when they are ready to buy.



## PRICING

**50K IMPRESSIONS.....\$1,700**

**100K IMPRESSIONS.....\$2,890**

