

# RETARGETING SPECS & GUIDE

## WHAT IS RETARGETING?

- Retargeting allows advertisers to send messages directly to mobile phones or devices of people who've seen your Mobile Billboard OOH campaign in action
- Advertisers can tailor their retargeting campaign to their marketing needs – for example, only retarget women under 25

## WHAT CONTENT WORKS BEST?

- Videos, animation and interactive features to grab consumers' attention
- Discounts and special offers to entice click-through
- Simplicity is the key to converting clicks to sales

## CONTENT FORMAT

- JavaScript, HTML or CSS
- Served on web pages or in mobile apps and easily optimised for various devices and platforms



### MOBILE BANNER – STATIC AT TOP OR BOTTOM OF SCREEN

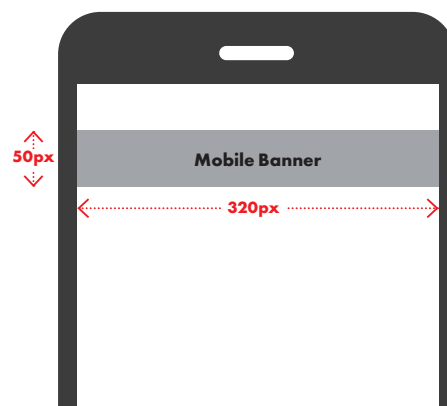
#### Images

JPEG /PNG – W 320 x H 50 pixels  
Recommended 50 KB, up to 75 KB max  
GIF – up to 150 KB max

#### HTML5 Files:

#### 3rd party tag /HTML index file

Up to 7 KB max



### BANNER POP-UP – VISIBLE WHEN SCROLLING

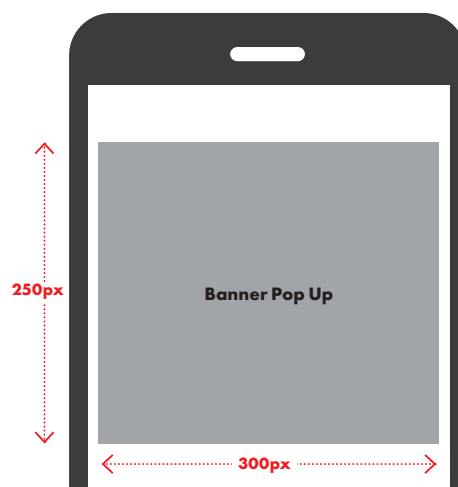
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Send artwork to [artwork@runningboards.com.au](mailto:artwork@runningboards.com.au)