

How Lessiter is Monetizing Omeda's Personalization Tool

OMEDA WEBINAR

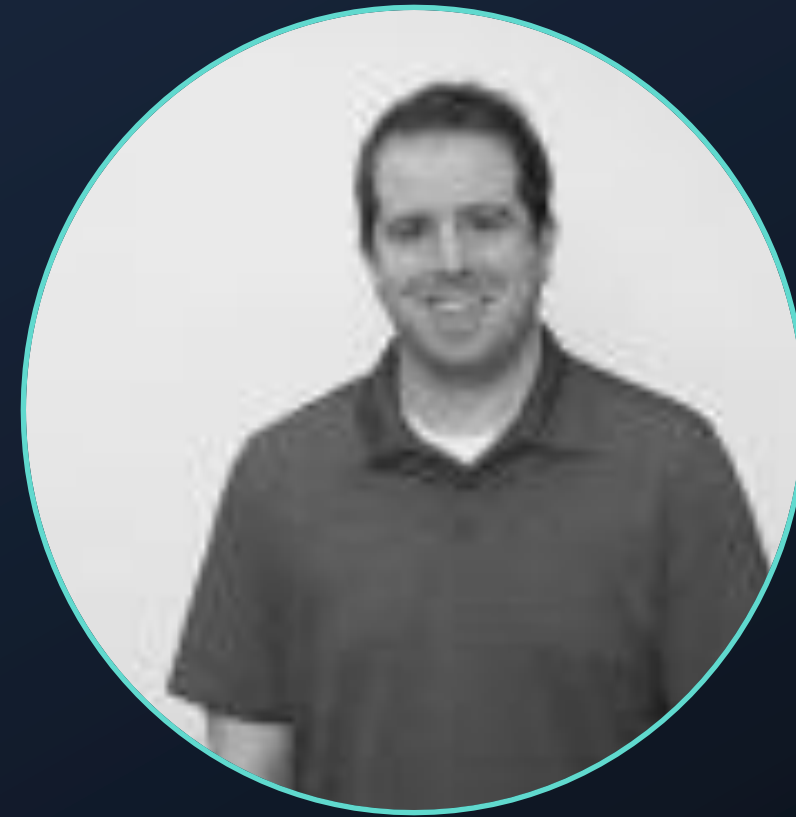


Your Hosts



Kati Tucker

SENIOR CLIENT SUCCESS MANAGER, OMEDA



Luke Weigel

MARKETING MANAGER, LESSITER MEDIA



Program Origins



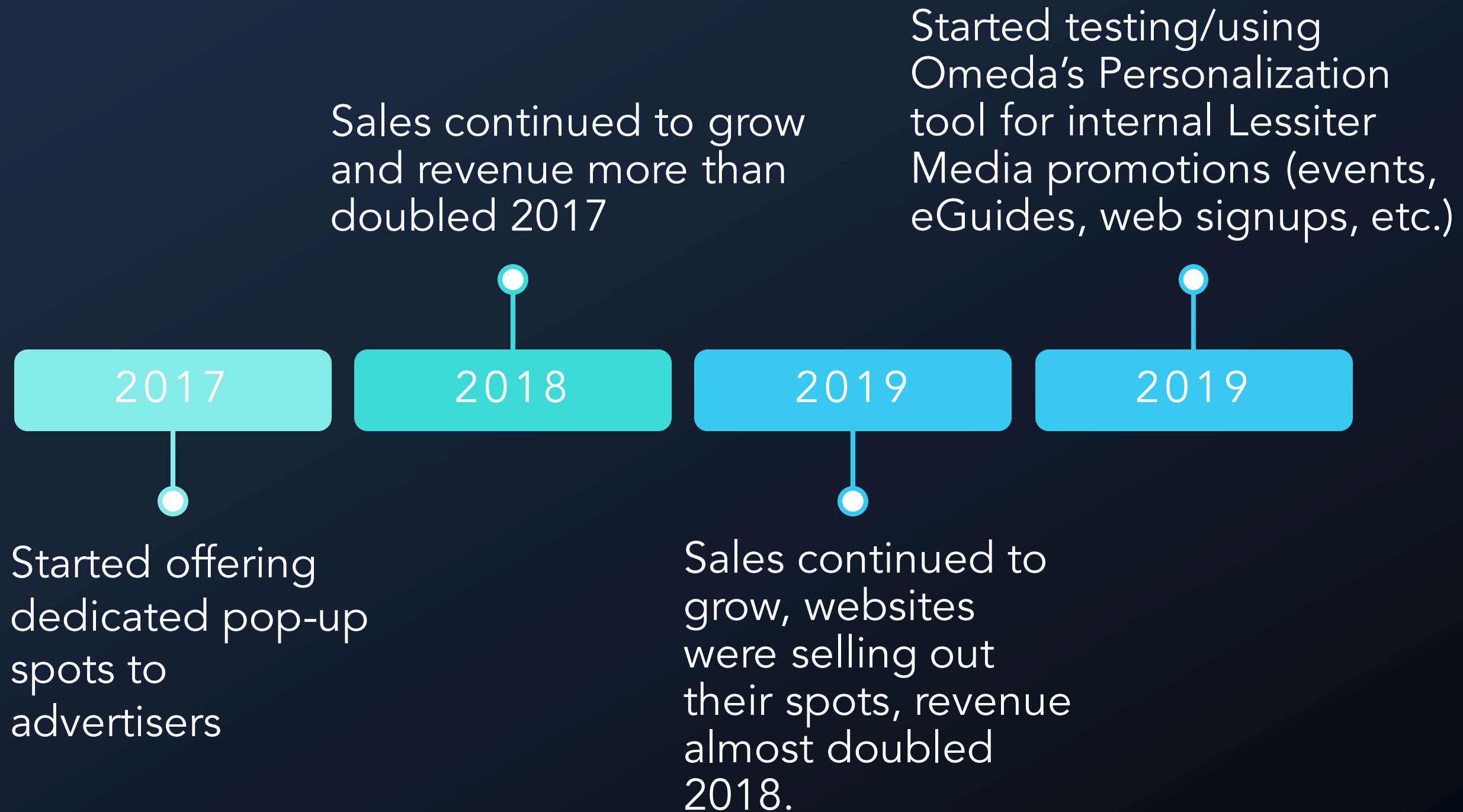
Program Origins



Program Origins



Program Origins



Google Gets Involved

Issues

Threats



Pop-ups too large

Google Gets Involved

Issues



Pop-ups too large



Pop-ups displaying too quickly

Threats

Google Gets Involved

Issues



Pop-ups too large



Pop-ups displaying too quickly

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Negatively impacts search rankings

Google Gets Involved

Issues



Pop-ups too large



Pop-ups displaying too quickly

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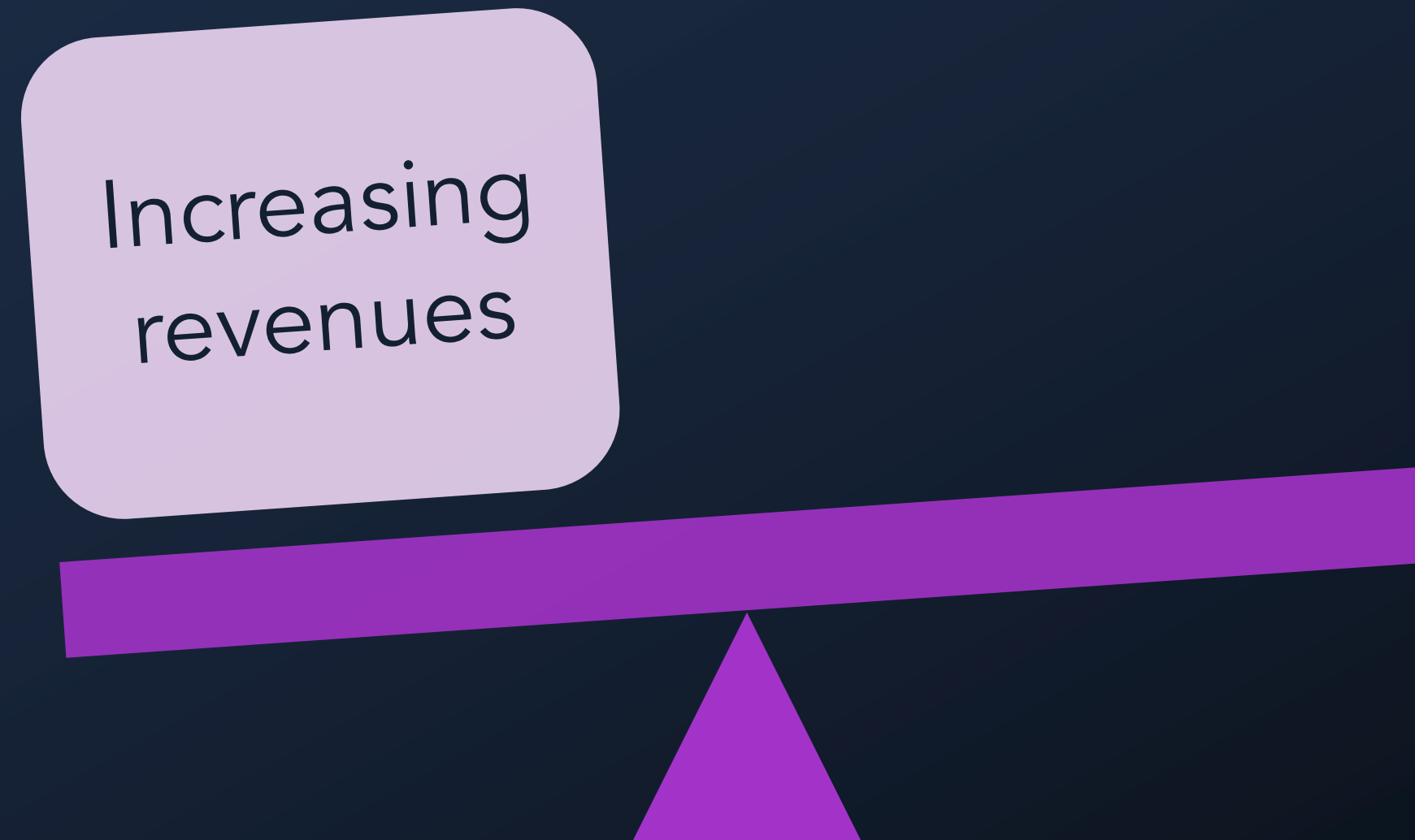


Negatively impacts search rankings



Complete removal from search rankings

Decision Point



Decision Point



And Then There Was 2020...

1

No Pop-Up Ad
program



And Then There Was 2020...

1

No Pop-Up Ad
program

2

Used
Personalization
for internal
promotional
efforts

And Then There Was 2020...

1

No Pop-Up Ad program

2

Used Personalization for internal promotional efforts

3

Worldwide Pandemic

And Then There Was 2020...

1

No Pop-Up Ad program

2

Used Personalization for internal promotional efforts

3

Worldwide Pandemic

4

Sales trending downward

And Then There Was 2020...

1

No Pop-Up Ad program

2

Used Personalization for internal promotional efforts

3

Worldwide Pandemic

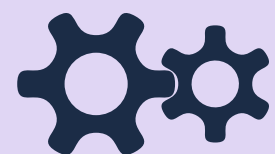
4

Sales trending downward

5

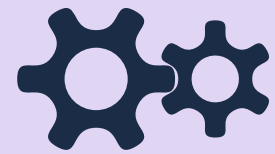
Marketing tasked with generating new revenue streams

Marketing Automation to the Rescue



Internal promotions proving successful

Marketing Automation to the Rescue

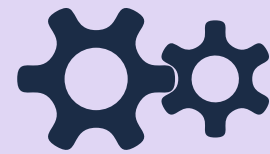


Internal promotions proving successful



No issues with Google

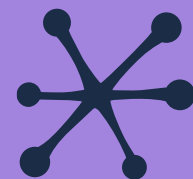
Marketing Automation to the Rescue



Internal promotions proving successful

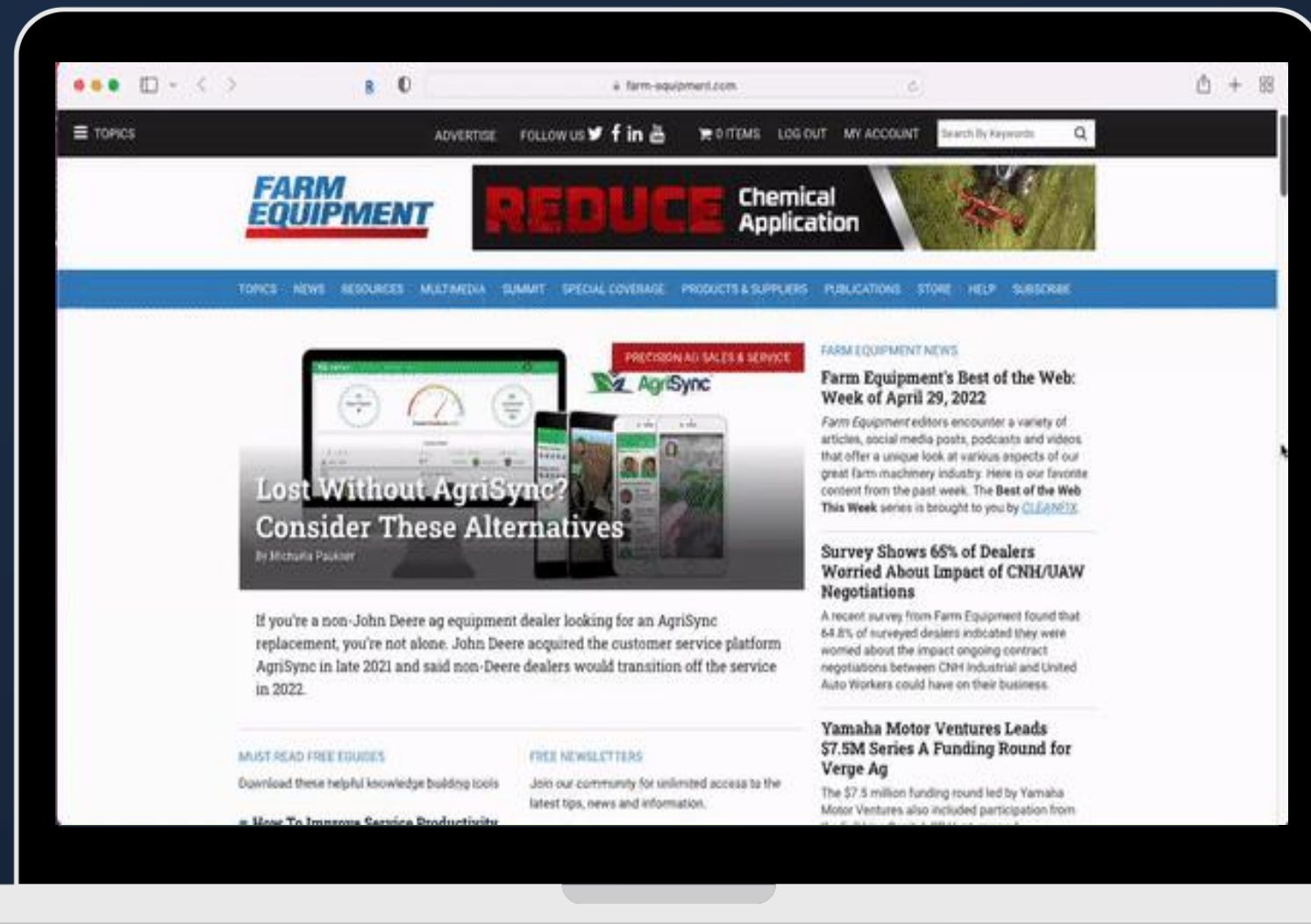


No issues with Google



Researched how to use
Personalization in paid ads

The Paid Plan for Personalization

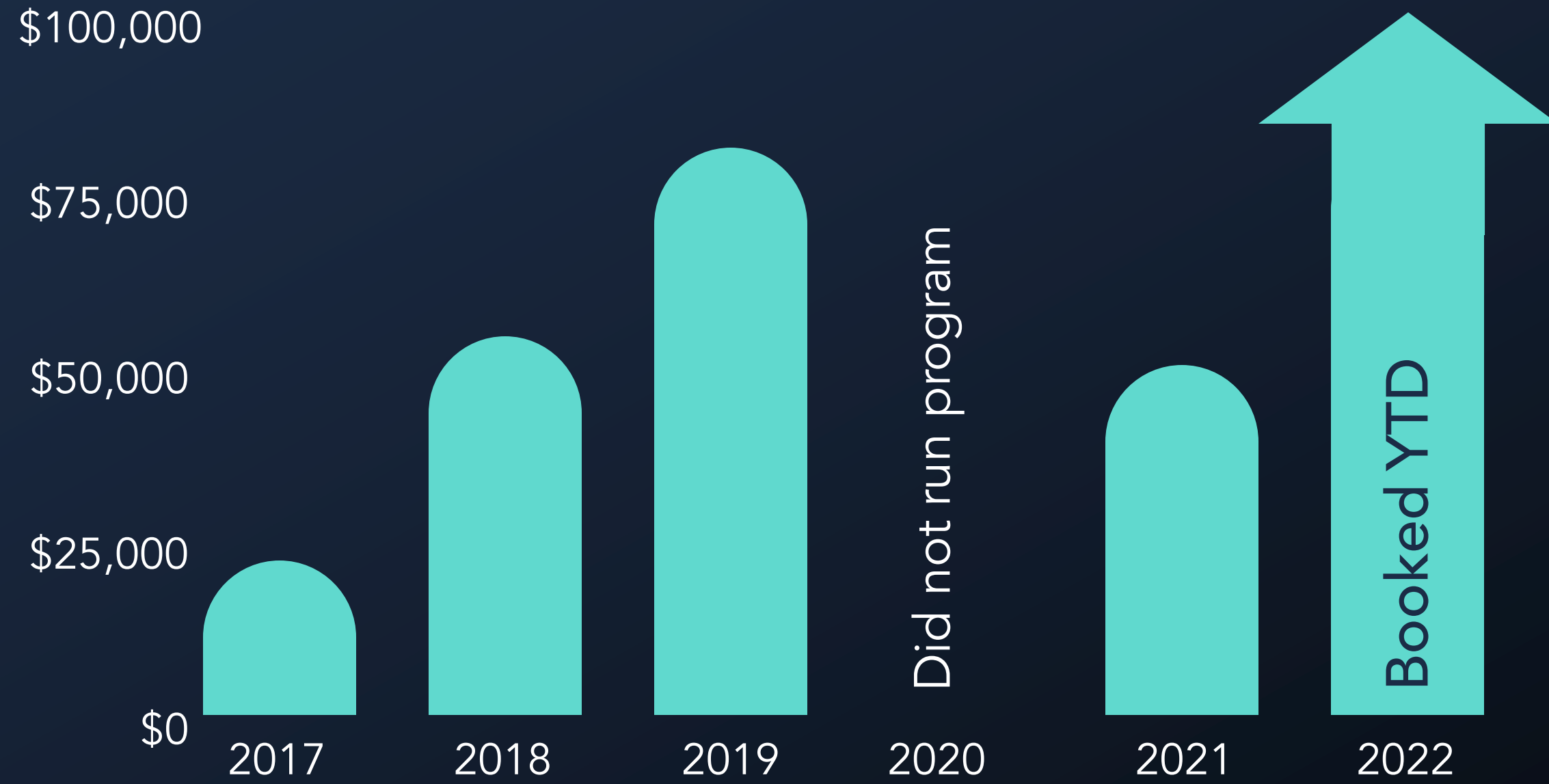


- Available on 7 Publication Websites
- Exclusive Rights sold on a monthly basis
- Total Inventory of 84 spots
- 10 second delay before pop-up displays
- Only displays once per day per user
- Various price points based on average website impressions
- Can display a static image (jpg), an animated image (gif) or and embedded YouTube video

Completely Revamped for 2021



Pop-up revenue



Advertiser Results

5,000 -
47,000

Impressions

3.5% -
10%

Click-Through Rate

Thank you!
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