

**data***banner*

*Whitepaper*

**DYNAMIC  
BANNER  
ADS MEAN  
DYNAMIC  
REVENUE.**



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## Dynamic Banner Ads Mean Dynamic Revenue...A Whitepaper

### Overview

In a fast-paced digital world, media companies need to offer their direct-to-consumer advertisers digital campaigns that are able to cut through the noise, connect customers to relevant products and create revenue through conversion.

### Challenges

Creating campaigns that require little maintenance yet yield meaningful results present many challenges for media companies. Most do not have the IT resources needed to build dynamic creative on demand...and for those that do, the process can take days or weeks and backup production flow. Keeping up with changing device compatibility, creating engaging creative and providing comprehensive reporting to advertisers is simply difficult for media companies to do...and even more difficult to do well.

### Solution

Wehaa's *databanner* solution offers an intuitive online form that is used to onboard local advertisers. Sales reps simply click the type of ad, enter relevant information and select the sizes of the required creative. The platform offers banners of any size including dynamic reveal ads, mobile ads and dynamic social ads. (Continued page 3)

### Partner Snapshot



Wehaa and the L.A. Times recently teamed up to add dynamic banner ads to their digital real estate listings. They have a long history of print classifieds, but had not been able to offer a dynamic solution to their listing agents:

### Los Angeles Times

*"Delivering dynamic product ads to our local markets has always been a challenge. Wehaa stepped in and delivered a vertical solution that integrates with our current processes. The turnaround has been faster than we ever imagined and the quality of the creative is very professional."*

*- L.A. Times Ad Director, Maya Fidler-Mayer*

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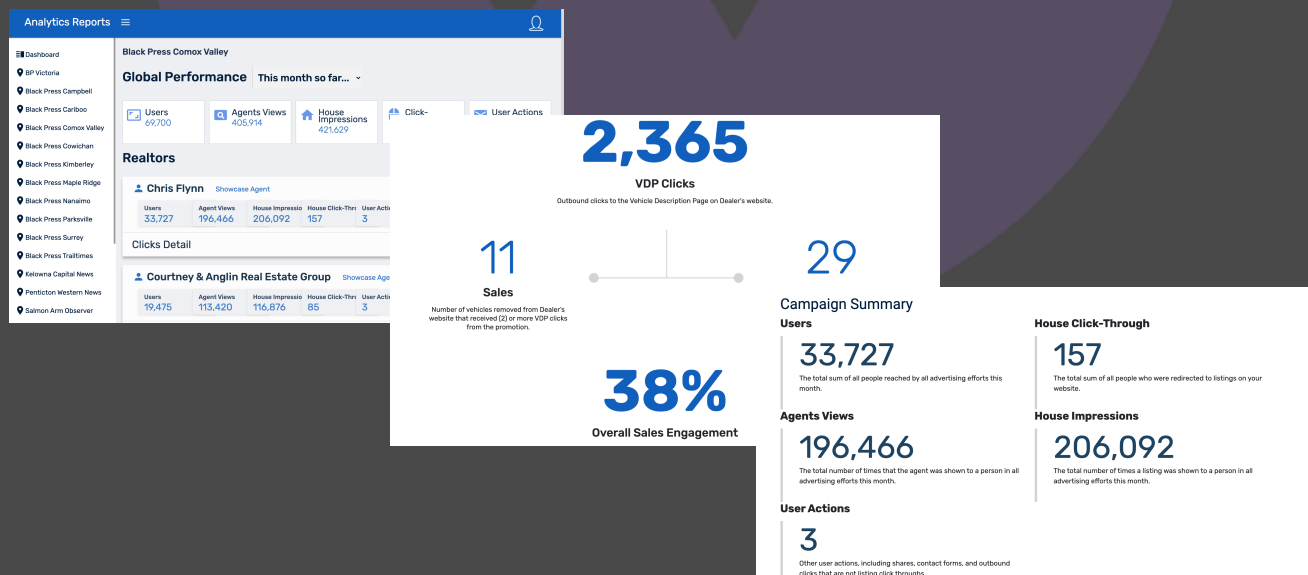
### Solution, cont'd

Wehaa's innovative technology automatically updates listings to keep banners up to date. The solution pulls the hero image and/or a thumbnail (ie, headshot of the agent for real estate listings) and provides a teaser about the product or listing. The call-to-action button delivers the user directly to the advertiser's website and anchors on the listing they clicked on.

In true white-glove style, Wehaa's in-house team delivers beautiful dynamic ads in 2-3 business days. Code is provided for running the dynamic banners on DFP, native, iframe, programmatic and other forms...with UTM tracking code on all outgoing clicks. The UTM code identifies all clicks on the advertiser's Google Analytics as coming from the media company. Wehaa provides login access to the reporting console which includes a quick and simple way to share beautiful advertiser reports.

### Results

Results are captured in informative advertiser reports. Media companies can quickly share these reports with their advertisers, proving conversion and tying the performance directly to their bottom line.



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### Client Examples

#### Automotive

Auto dealers have come to treasure the feed-less integration and direct VDP click-through. Wehaa scraped all the new and used car inventory and created dynamic banners for a 2-week holiday campaign. Wehaa designed the banners and branded them for the auto dealer. All clicks went directly to the VDP page on the dealer's website. Sales attribution was tracked with supporting detail on the advertiser report. Hibbing purchased multiple campaigns last year and is very pleased with the results! View Banners:



#### Real Estate

The challenge in running dynamic ads with live listings has always been integrating the agent/broker's listing feeds. Most regional MLS have processing fees and stringent sharing policy. Wehaa's dynamic banners promote featured listings, open houses, new communities, rentals and more. BHHS has over 200 local agents in the south Florida offices. Wehaa was able to import all of the listings from all of their offices into one set of digital banner ads. An MLS feed was not necessary due to Wehaa's feed-less integration. Agents appreciate the direct click-through exclusive lead generation methodology. And as agents and brokers are very busy, these dynamic campaigns are completely hands-free! View Banners:



#### Retail

Your direct-to-consumer advertisers will love the simplicity of Wehaa's dynamic banners. Most retailers don't have IT resources and their websites are not capable of creating professional dynamic product ads. Wehaa's feed-less integration and direct click-through technologies make it easy for them to showcase their products to a highly responsive & hyper local audience. View banners:



**Book a Product Demo!**