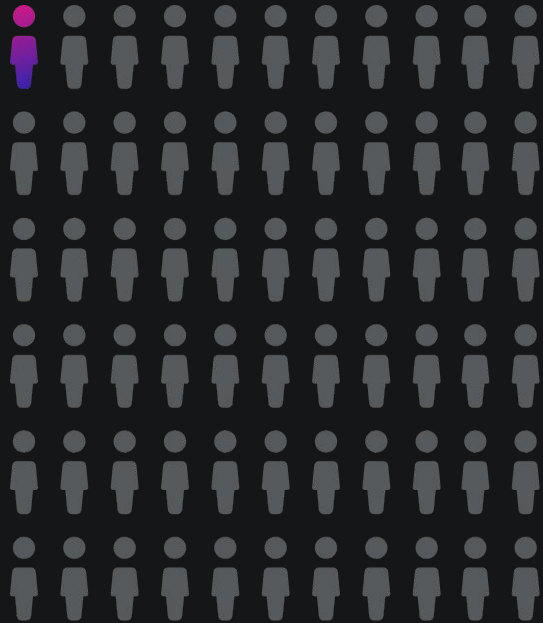


A BEST IMPRESSION STRATEGY™

5 Steps to Maximizing Click-Through Rates

BROADSTREET



1/2000 clicks

Click-Through Rate

The global internet average click-through rate (CTR) is 0.06%, which means out of every **2000 people** that see an ad, only around **1 person** clicks.

At average CPMs, an advertiser might spend \$20 - \$30 for a single click! Put in their position, would you pay for that performance?

Excelling at providing great performance, which is easy to do, is how you earn long term clients and repeat customers. Being average is how you get cancelled.

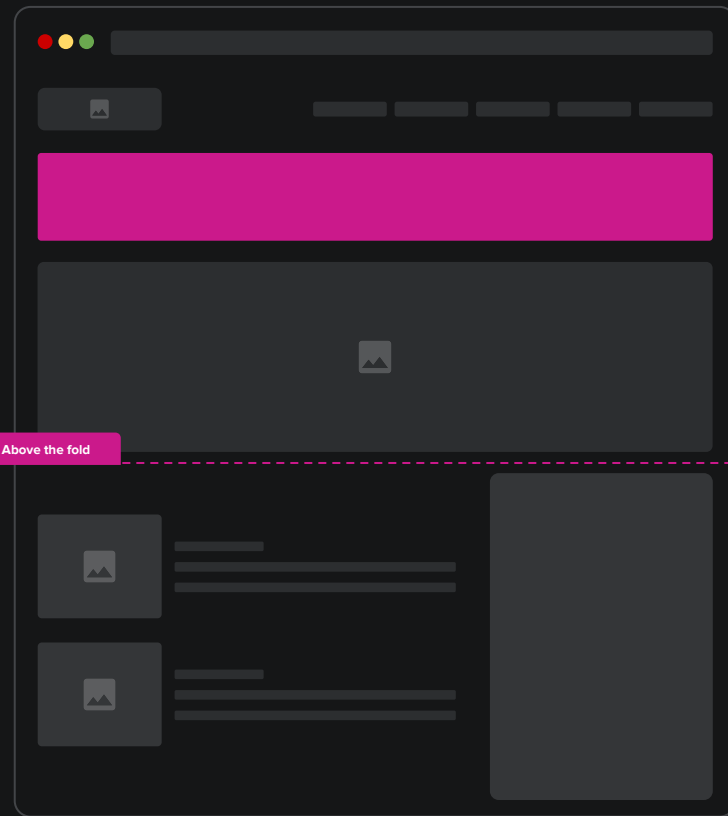
#1 Position on the Page



The highest positions on a page, specifically above the fold, provide the best viewability for an advertisement. More viewability = more performance.

Some publishers relegate their clients to the sidebar units which, if they aren't using Broadstreet, get pushed to the bottom of the page on mobile devices. This dramatically decreases performance.

Expect a 2-3x increase in clicks for visible positions vs positions further down the page.



#2 Ad Size

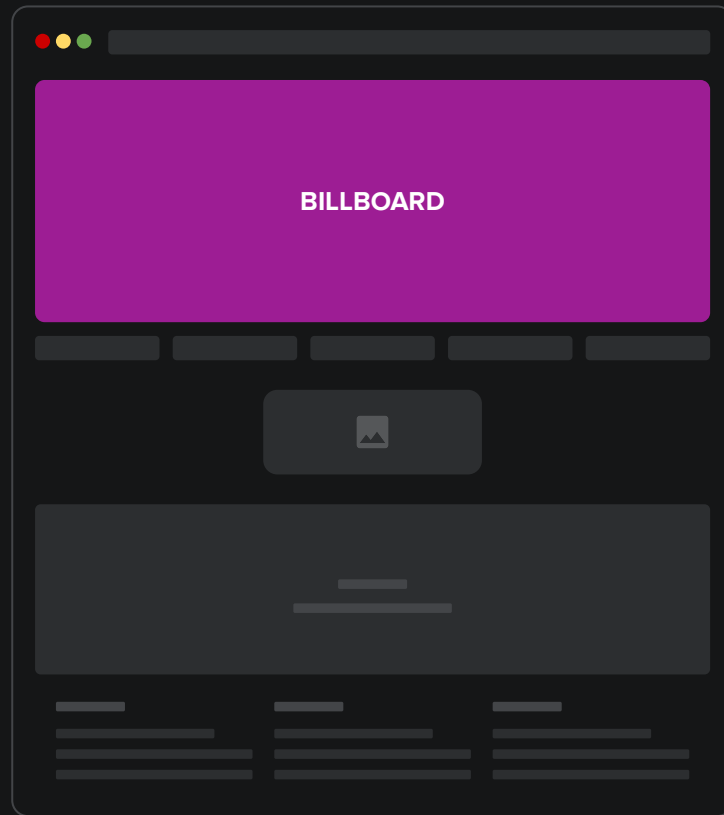


The larger an ad is, the more engagement it will naturally get.

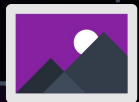
Think about full page, glossy magazine advertising. Is there any online equivalent?

On the sales side, your clients don't want to feel marginalized and constrained, especially on mobile. Give your clients the impact they want and deserve.

Expect click rates over 1% for large, above the fold ad positions. That's 1 out of every 100 viewers!



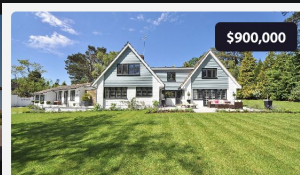
#3 Great Imagery



Beautiful imagery gets performance

Food & dining, real estate, remodeled kitchens, country clubs — just a few advertisers that will see outstanding performance by letting pictures do the talking.

The best copywriting will **never** exceed the performance of a great visual. Expect a 2-3x increase in clicks with fantastic imagery.



121 Sycamore Lane

If you have been searching high and low for a North Lake home that blends mountain charm with flair, look no further!



62 Hudson Avenue

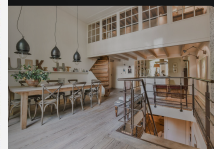
Charming, spacious colonial in one of Rumson's most desirable neighborhoods



April Adams

1-(888)-555-1234

april@specialrealty.com



#4 Length of Run

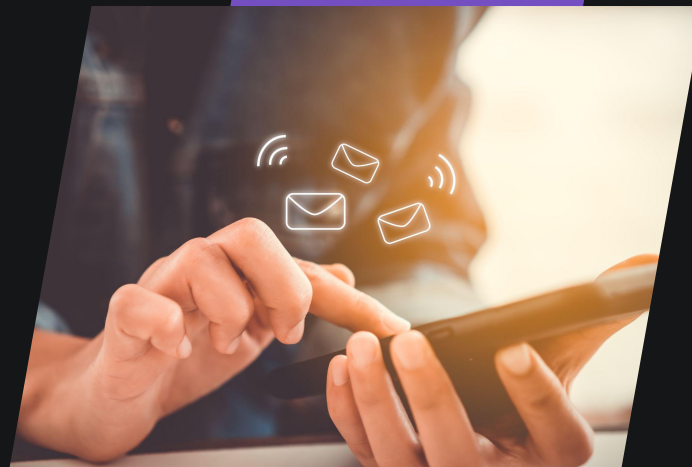


The best ad performance always comes in the first 4 weeks

Users simply stop noticing ads that have been around a while and become “stale.” To get the best performance, keep the creatives updated at least once per month.

Expect a 3x increase in click rate in a refreshed banner.

Consider one of Broadstreet’s [social media integrated](#) ads to make this effortless.



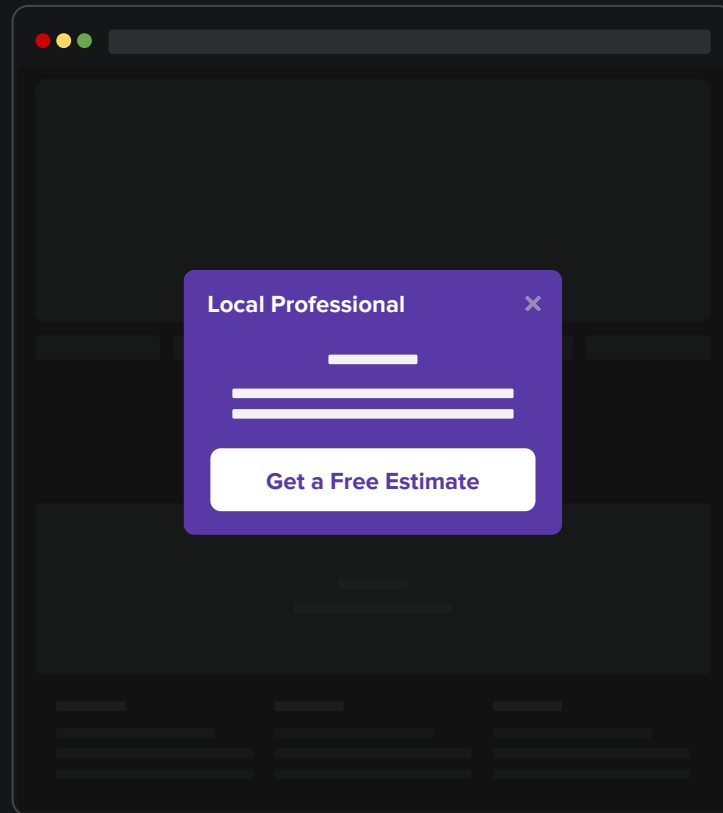
#5 Reason to Click



Ads that include all information you need leave no reason for the user to click.

Instead, try leaving some of that information out or using a call to action to give the user a reason to click on the ad to learn more.

Expect a 2x increase in click rate with a strong call to action.



Let Us Show You How

These are great ideas, but some publishers and sales teams appreciate a little guidance in putting them into action.

Let us show you how delivering top performance for your advertisers can be effortless.

www.broadstreetads.com/demo

Request a Demo →

”

"I would recommend Broadstreet without hesitation. Their interface is easy to use. They offer a wide variety of ad formats to which my clients have responded positively. And their customer service is very responsive and friendly."

Chris Wadsworth
Editor, Ashburn Magazine

