Phase 1
GROWTH MEDIA KIT

OnePortal takes your digital advertising beyond search and social to access the Internet

BANDWIDTH

We are an extension of your team to grow your brand, optimize your digital media campaigns and grow your monthly site traffic.
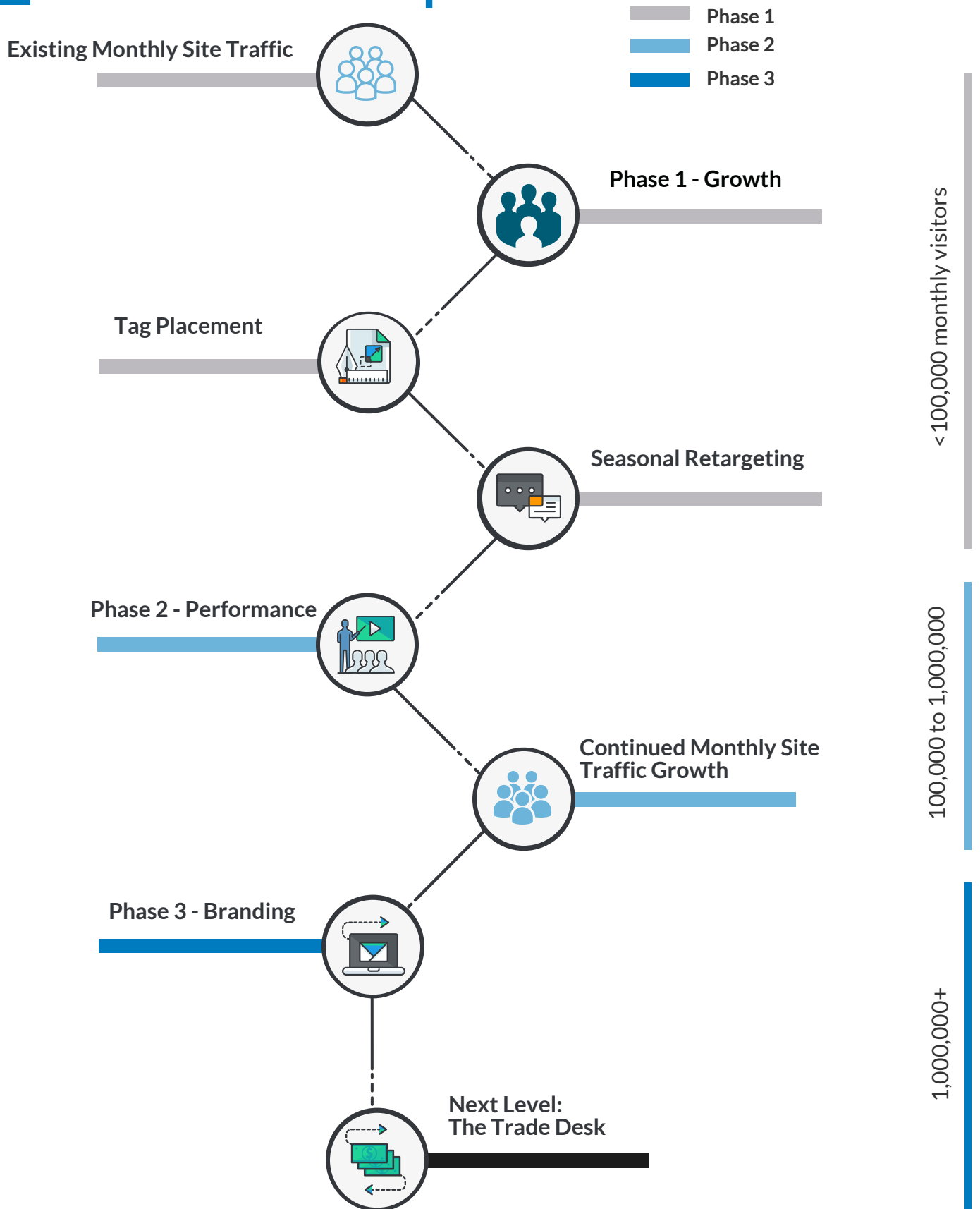
TRANSPARENCY

We treat your money like it's our money. We also leverage world-class deterministic reporting from our trusted partner, Google, taking out all the guesswork.

KNOWLEDGE

We are your knowledge resource partner. Throughout each step of your digital media campaigns, we provide ongoing auditing and consulting services and apply best-practices that deliver results.

Phase Roadmap

Phase 1
Phase 2
Phase 3

Existing Monthly Site Traffic

Phase 1 - Growth

Tag Placement

Seasonal Retargeting

Phase 2 - Performance

Continued Monthly Site Traffic Growth

Phase 3 - Branding

Next Level: The Trade Desk

<100,000 monthly visitors

100,000 to 1,000,000

1,000,000+

What Is The Open Internet?

Advertising on the Open Internet

The Open Internet is every single website outside of Search and Social Media platforms that is publicly accessible through a browser. These websites include: FoxNews, Yahoo, Wall Street Journal, eBay, etc.

Advertisers can safely serve audience targeted Video ads, Display ads, Responsive ads & much more, all through a custom-tailored list of publishers.

From a company's perspective, gaining access to your consumers via the Open Internet means increasing touch points through repeated advertising for a fraction of the cost of social media platforms, resulting in growing your brand on a larger scale and at a faster clip.

Why do you need to grow your website's monthly users? To collect enough data and traffic to unlock an effective retargeting strategy.

Benefits of the Open Internet

In a 2020 survey conducted by OpenX and The Harris Poll, users reported spending 66% of their time on the Open Internet, and only 34% within social apps.

Over 280 million Americans are targetable on the Open Internet, making it larger than the social media platform user base by 59.07 million.

88% of Americans use the Open Internet, spending 6 hours and 30 minutes per day.

70% of Americans are on Social Media, spending 2 hours and 25 minutes per day.

How Does OnePortal Work?

OnePortal is a digital advertising application that currently sits on top of Google products in order to aggregate the data curated by those DSP's, acting as a unified traffic & reporting platform. Currently, campaigns are run through CM360, DV360 & Google Ads.

ONE•PORTAL

For clients looking to grow audience list over a scheduled time period.

Google Adwords utilizes their Google Display Network & YouTube, to serve ads on the Open Internet.
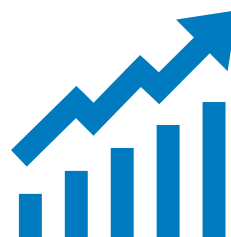
For clients looking to grow audience list as fast as possible.

CM360, in conjunction with DV360, is capable of serving billions of impressions through 150 different exchanges across the Open Internet.
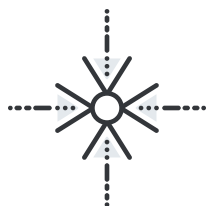
Why OnePortal?

Users

People spend **more time** on the Open Internet than on Social Media, are **more open** to make purchases on the Open Internet, and **trust publishers** on the Open Internet more than Social Media apps.

[source OpenX and The Harris Poll 2020]

Transparent Reporting
Not a "black box". 24-hour access to reporting via our application.

Deterministic Reporting
Served through the Google Data Pipeline to ensure trusted & verified data unlike other platforms that use their own probabilistic attribution.

Managed Services
Our team takes the complexity out of programmatic ad buying and builds your audience list through our industry knowledge, expertise and "white glove" service.

OnePortal Dashboard
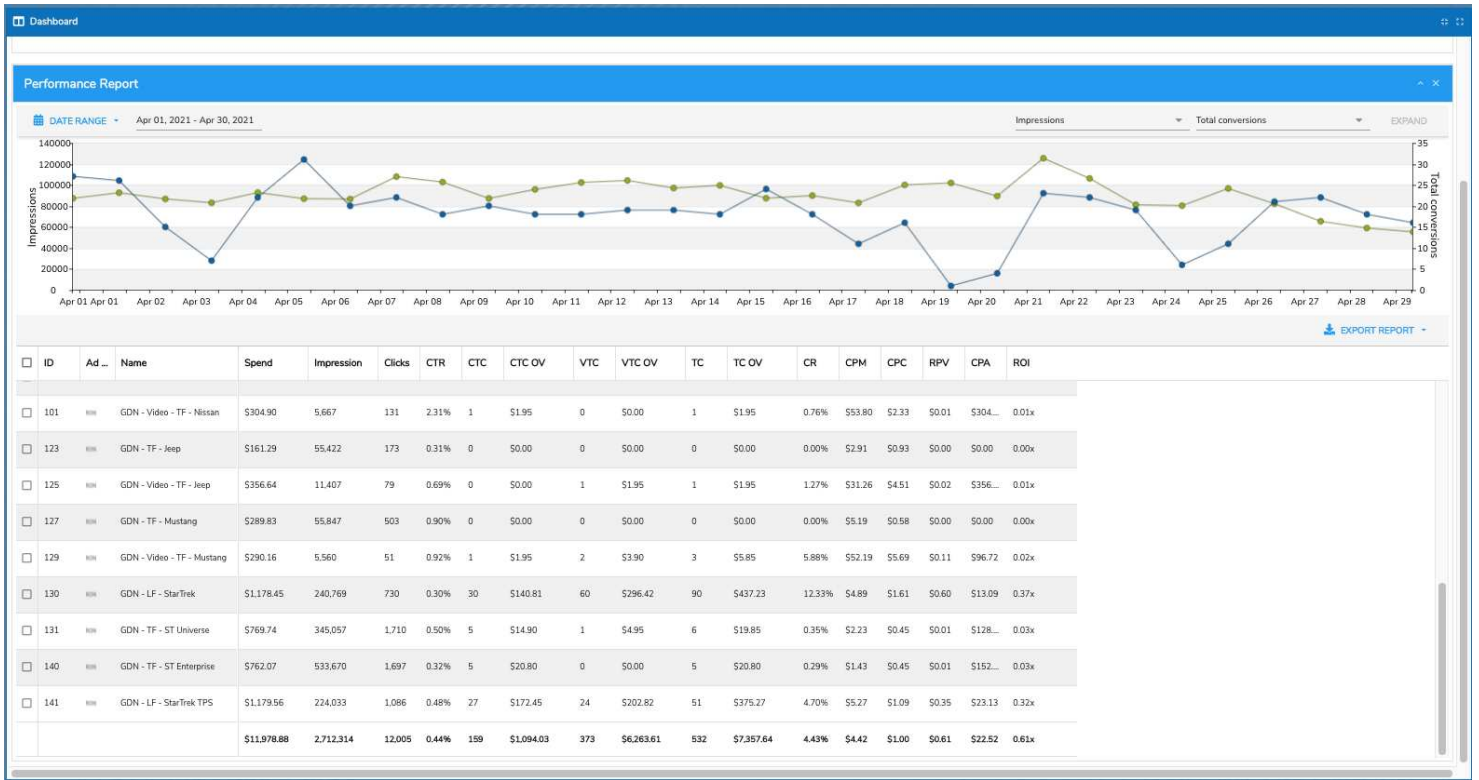
Gain access to individual campaign performance from various DSP's, all in one place

Use adjustable charts for X and Y-axis to toggle between different KPI's for clearer analysis

Downloadable daily, aggregated and blended reports for date range selected (CSV, XLSX format)

Get 24/7 access with stats updating each morning with the previous day's data, allowing for reconciliation

Custom Tailored Strategy

Your Unique Campaign Strategy

Every client has different strategy needs which is why we work together to align campaigns with your goals. The OnePortal Strategic Partnerships team works directly with your team to create a custom-tailored strategy for your campaigns running with us.

Campaign Creations:

- Creative sizes
- Sales periods
- Budget scaling
- Network allocation
- Demographic audit
- Responsive headlines and CTA
- Mobile to Desktop split
- Audience behavioral targeting
- Targeted placements
- Exchange optimization
- Nonbranded keywords
- A/B testing

Client Services:

- Incremental scaling into monthly budgets
- Actively optimizing campaigns (daily basis)
- Proactively raising or lowering budget on performance
- Team of human experts guiding machine learning
- Providing weekly, monthly & quarterly basis data insights
- Creative & strategy suggestions
- Creating a scaling strategy around your sales calendar
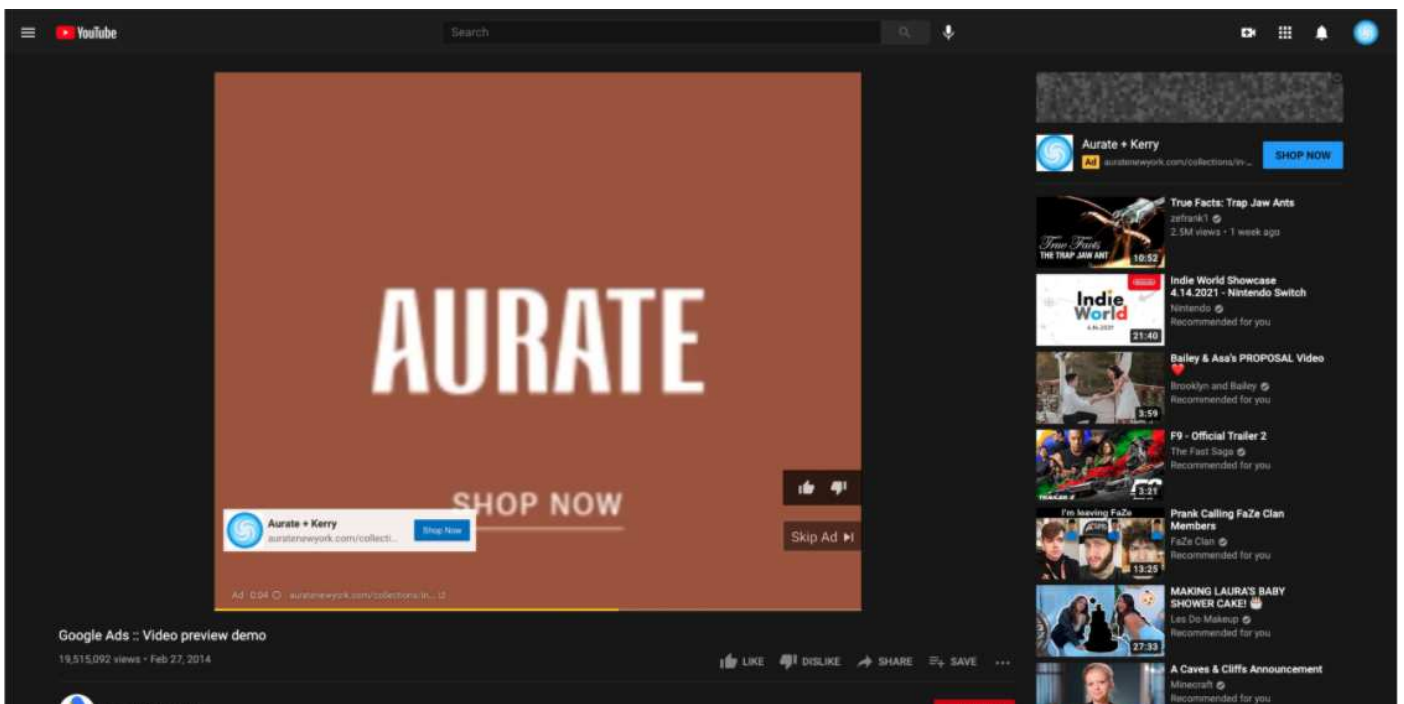- Budgeting flexibility around supply chain constraints

Where Ads Are Shown

Example Display Website Screenshot
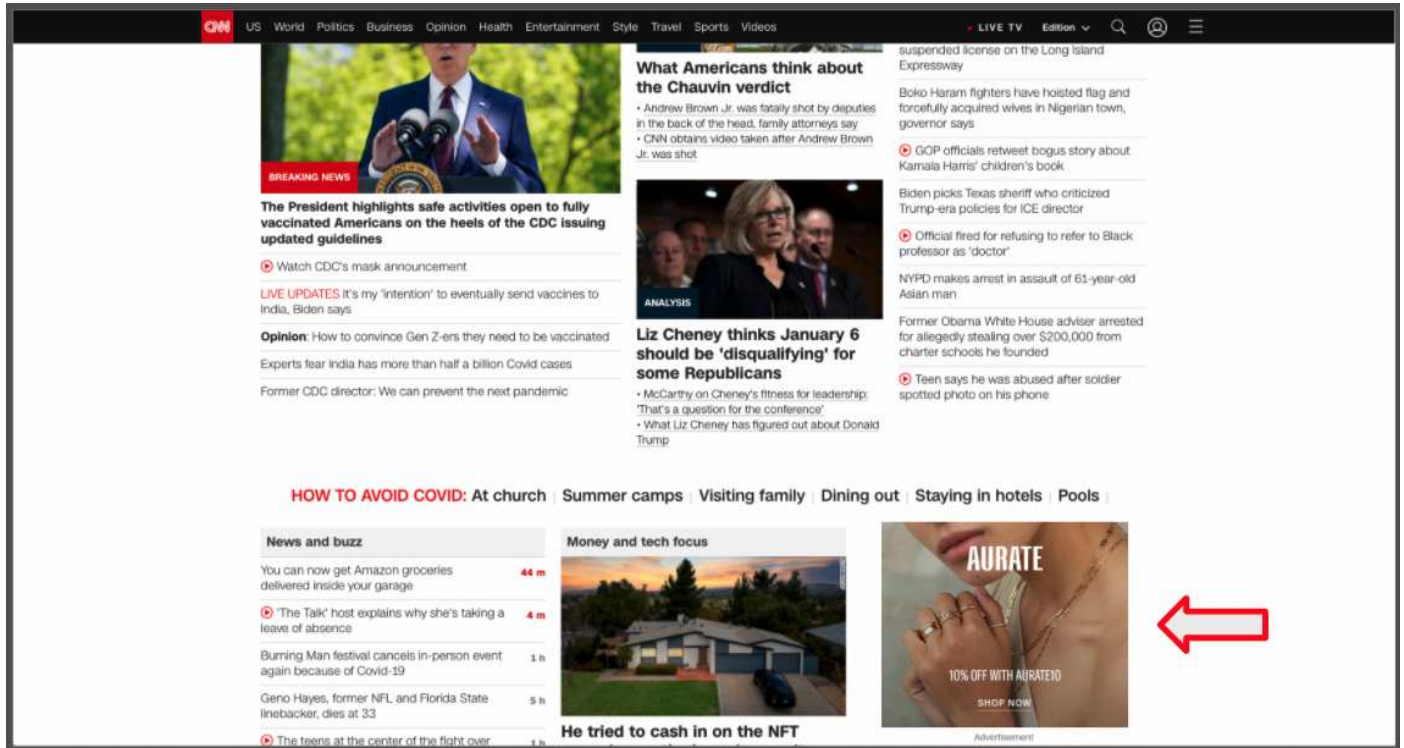
Example Video Website Screenshot

Creative Specs

Display (Required)

	Required	Max File Size
300x250	x	150kb, JPEG or PNG
320x50	x	150kb, JPEG or PNG
300x600	x	150kb, JPEG or PNG
250x250		150kb, JPEG or PNG
300x50		150kb, JPEG or PNG
728x90		150kb, JPEG or PNG

Responsive/Discovery Ads (Required)

	Required	Max File Size
* Background Image 1: 1200x628 (1.91:1)	x	5120kb, JPEG or PNG
* Background Image 2: 1200x1200 (1:1)	x	5120kb, JPEG or PNG
Logo 1: 1200x300, (4:1)	x	5120kb, JPEG or PNG
Logo 2: 1200x1200, (1:1)	x	5120kb, JPEG or PNG
(Discovery) Portrait: 960x1200 (4:5)	x	5120kb, JPEG or PNG
(Discovery) Square Image: 1200x1200 (1:1)	x	5120kb, JPEG or PNG

Responsive Copy	Versions	Max Character Count
Headline	up to 5	30 (40 for Discovery)
Long Headline	1	90
Description	up to 5	90
Business Name	1	25

*Note: Background Images should only be lifestyle images and not contain text

Video* (Required)

	File Type	Max File Size	Dimensions	Aspect Ratio	Length
Video	MP4 or MOV	5MB	1280x720 (minimum)	16:9 (1:1 will be rejected by networks)	15 to 30 sec. (min of 10 sec.)

*Recommended: Sound or captions, Call-to-action in upper or middle of video, logo in upper or middle of video

Creative Best Practices

Display

- Maximum size requirements (i.e. 1:1 → 1200x1200, NOT 1:1 → 300x300)

- Closest to <5120kb as possible

- Quality mix of non-text creatives exemplifying actual product & lifestyle images (responsive)

- Quality mix of bannered creatives exemplifying actual product & lifestyle images, as well as adding different CTA's within banners (static)

- Prospecting will require more actual product than lifestyle (buy now)

- 5+ images for Responsive Ad (headlines, descriptions, long headlines) → leads to GDN responsive video ads being formulated

- Seasonality of creatives → creatives leading up to current events (holidays etc.)

Video

- Video compressed to <5mb

- 2 video lengths: 15sec & 30sec (optimal)

- Product showcasing videos

- If no access to video, highly suggest creating a slideshow of images and saving as mp4.

- Do not place CTA in bottom right corner of video (will be covered by Skip Ad button)

Next Steps

Contact the OnePortal Strategic Partnership Team

Schedule a call with our Strategic Partnership team to solidify the Insertion Order based on the audience list building program you chose via the audience list table (on next page). We'll then create an account for you to access the OnePortal Dashboard.

For a custom audience list calculator, please visit:
https://www.oneportal.com/programs

Log into the OP Dashboard

Directly input your credit card via the dashboard into Stripe for weekly billing on traffic served.

Submit Creatives via Email

Send our Strategic Partnerships team your creative assets in a zip file via email and the URL(s) to direct traffic to.

Grow your Audience List

Grant us view only access to your GA and we will show you how to gauge the growth of your audience list.

How you're Charged

Prospecting is charged on a dynamic CPC (Cost Per Click).

KPI's to Track Results

CPC (Cost-Per-Click) - how you are charged
CTR (Click-Through-Rate) - measures the engagement level of your creatives
Clicks - ultimate goal is to create more clicks to build your audience list
Users - monthly average user growth

Audience List Representation
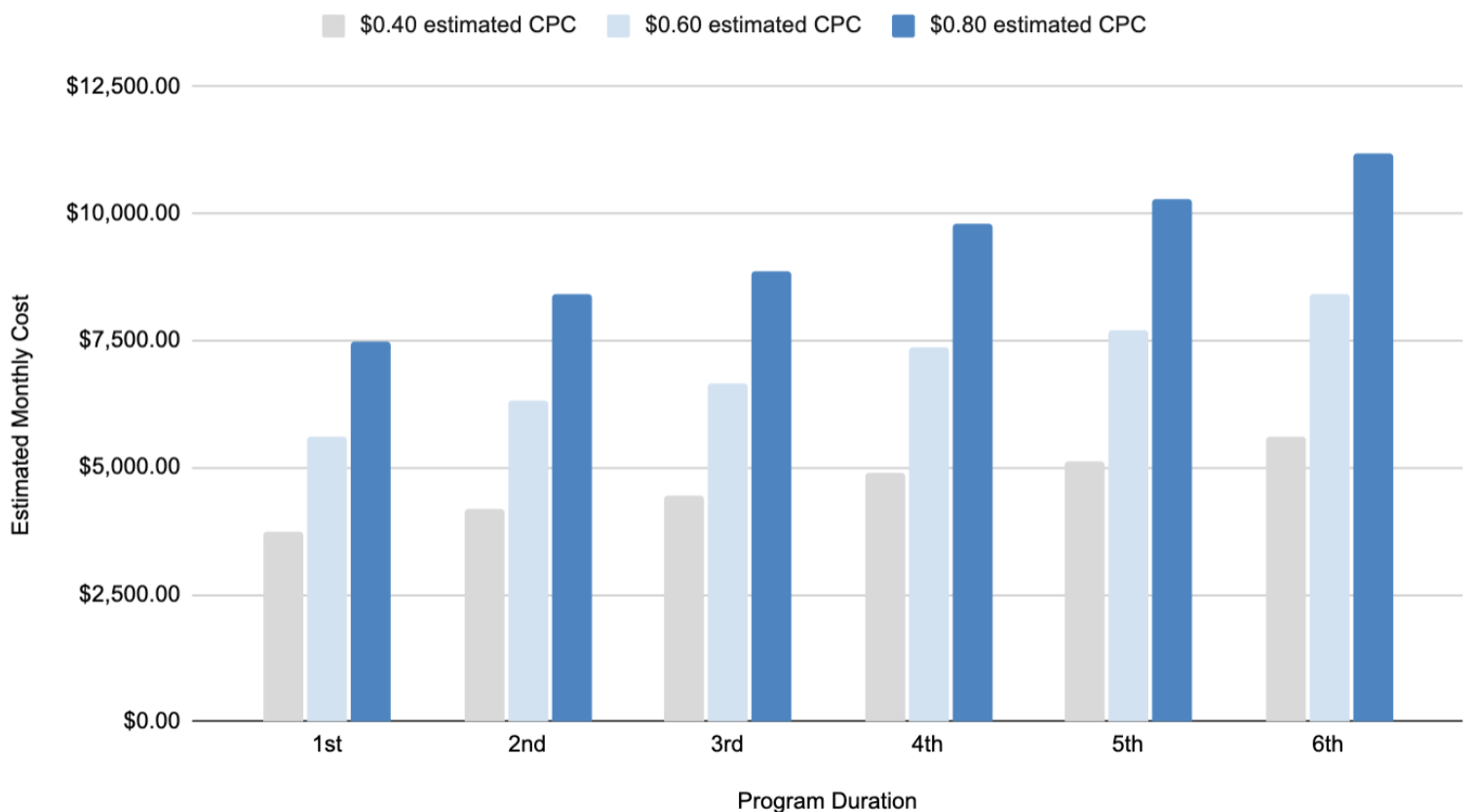
Monthly Budget = C x ((M-CM)/P)

C - estimated CPC
M - monthly traffic user goal
CM - current monthly users (6 month average)
P - program duration

6 Month Program - Phase 1

*The chart above is a rough indication of the monthly budget necessary for a company with 30,000 monthly users, to reach a list size of 100,000 over the course of 6 months, at various estimated CPC's

Contact Us

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