GHBA

Building a GREATER Houston

Ad Retargeting

Reach key decision-makers in the construction industry

Powered by Feathr

Brand Awareness
Digital Reach
Targeted Audience

Organization Overview

The Greater Houston Builders Association (GHBA) proudly represents all aspects of the residential building industry in the greater Houston area.

GHBA is the voice of Houston's residential construction industry, serving our members and the community by education and advocating professionalism and quality housing. The association interacts with the government, community and general public to enhance the business climate for its members, and to provide quality obtainable housing to the community it serves. The association is also active in community outreach and charitable events.

Audience Overview

Gain exposure to the decision makers in the multi-billion dollar homebuilding industry. These individuals control enormous purchasing power.

- Top business executives
- Industry leaders
- Custom Builders
- Production Builders
- Volume Builders
- Contractors
- Remodelers
- Architects
- Designers
- Developers
- Trade contractors
- Financial institutions
- Purchasing agents
- And more...

MORE THAN 1,600

member companies make up GHBA

GHBA is the **3rd largest builders** association in the country and the largest in Texas.

12 COUNTIES

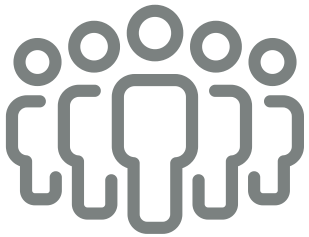
GHBA is a trade organization whose members are involved in the development, homebuilding, and remodeling industry in **11 counties**—Harris, Montgomery, Fort Bend, Brazoria, Waller, Liberty, Wharton, Galveston, Matagorda, Austin, Colorado and Chambers counties.

Ad Retargeting

Ad retargeting is one of the most effective forms of digital advertising—offering you the opportunity to strategically serve highly relevant ads to the right audience at the right time.

Step 1

Internet users visit the GHBA website



Step 2

The user exits the GHBA website

Step 3

Website visitor sees your ad wherever they go online.

Step 4

Visitor clicks your ad and visits your website or landing page.

How does it work?

Ad Retargeting uses simple Javascript code to identify visitors of GHBA.org and reach them with ads wherever they go online. By showing relevant, targeted ads to past GHBA.org visitors, you increase brand awareness and drive online engagement with your ideal customer.

Stay top-of-mind:
Keep your message in front of our audience year-round.

Boost your event impact:
Reach attendees before, during, and after the event.

Analyze your results:
Use real-time data & analytics to track performance and optimize your ROI.

Choose Your Reach

Get started by choosing between one of our three campaigns.
Start dates are flexible based on your needs, and ad view totals are guaranteed.

SILVER
$2,500

VIEWS:
75,000

DURATION:
3 Months

CPM: $33

GOLD
$3,100

VIEWS:
100,000

DURATION:
3 Months

CPM: $31

DIAMOND
$4,500

VIEWS:
150,000

DURATION:
3 Months

CPM: $30

Best value!

Reporting

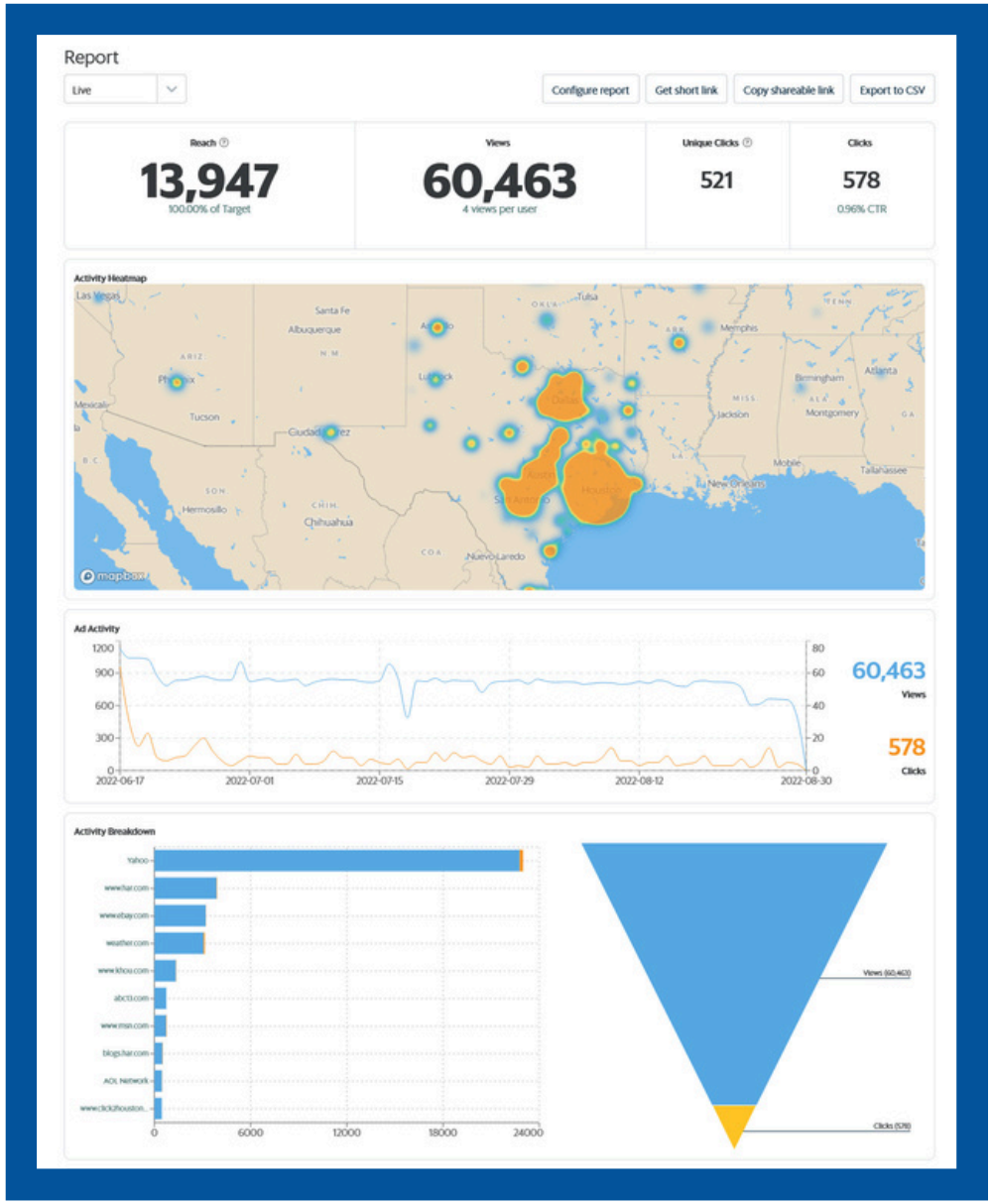
Track results in real-time
Live, shareable report tracks campaign results including:

Number of impressions

Clicks

Geographical locations

Optimize your spend:
A/B test different ad designs, messages, and calls to action. Pause under-performing ads to allocate more impressions to your top-performing ads.



Ad Requirements

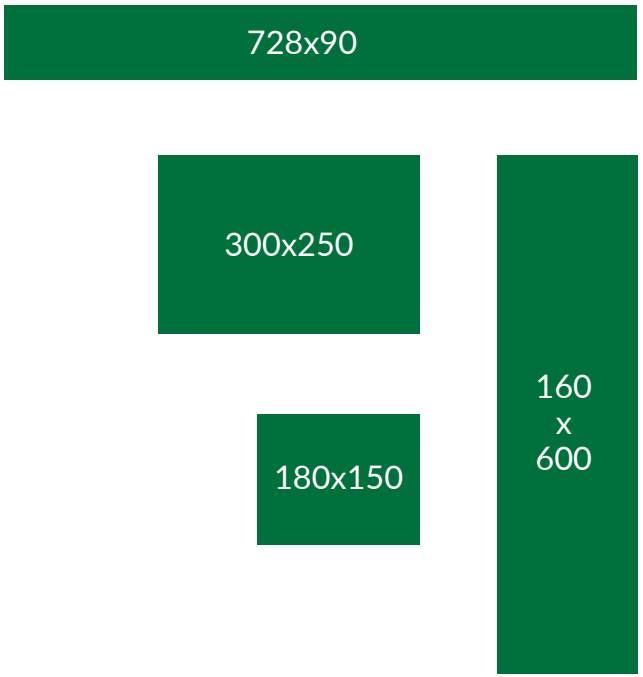
Universal Ad Sizes (Required)
This is a set of four display ad sizes which are universally accepted across the web - these sizes are necessary to launch your ad retargeting campaign (in pixels, width x height):

- 300 x 250
- 728 x 90
- 160 x 600
- 180 x 150

IAB Rising Stars (Optional)
The following ad sizes are less frequently requested across the web, but are gaining popularity and make an impression when they're seen (in pixels, width x height):

- 970 x 250
- 300 x 600
- 320 x 250
- 300 x 1050
- 970 x 90

Ads must match pixel dimensions exactly for launch.
Acceptable File Format: .png, .jpg, .gif.
The maximum file size of each creative that can be uploaded to Feathr is 200MB.



Not sure what to put in your ad? Check out our Best Practices for Creatives Doc.

Custom ad design service available.