



# Vendor Partner Program

ePayAdvisors teams up with Vendor Partners to provide ePayResources' financial institution members with access to some of the finest solutions, products, and experts in the payments industry. We offer several options for expanded visibility through various marketing channels, including product showcases.

Supplement an ePayResources Affiliate Membership by selecting one of these levels and allow our certified payments professionals the opportunity to position your organization as subject matter experts to drive referrals to your business!

A large, stylized graphic on the right side of the page. It features a dark blue globe with glowing orange and white data lines and circles. The globe is partially obscured by a large, dark blue, curved shape that frames the text. There are also several orange circles and a large orange and white striped area at the bottom right.

**GET STARTED**  
increasing your  
visibility to over  
**1,000 financial**  
**institutions!**

# Choose Your Partner Level

ANNUAL DELIVERABLES	1 Basic	2 Standard	3 Advanced	LOGISTICS AND REACH
Partners Page Listing	✓	✓	✓	Partner to provide their company description, URL, and high-res transparent logo for inclusion on Partner Program web page.
Use of ePayAdvisors Logo	✓	✓	✓	ePayAdvisors to provide logo to Partner.
Membership Announcement	✓	✓	✓	Partner to provide one or two paragraphs that explain the purpose and benefit of the partnership and how the solution or product will benefit ePayResources' members and clients. Announcement appears in newsletter and on social media.
Digital Ad in Newsletter	✗	✓	✓	Partner to determine preferred week for ad to run and to provide final ad copy 2 weeks in advance. Newsletter is published weekly on Wednesdays. Ad will run for 30 days; 4 issues sent to over 11,000 contacts per issue.
Article in Newsletter Blog in Member Community	✗	✗	✓	Partner to determine preferred week for article to appear and to provide copy (subject to edit by ePayResources) 2 weeks in advance. The content piece can be added to the member community as a blog. Article/blog is viewable by over 11,000 member contacts + social media reach.
Product Showcase Webinar	✗	✗	✓	Partner to submit for approval preferred date(s), session title(s) and description(s), and presenter credentials 12 weeks in advance. Showcase will be promoted in store, newsletter, social media, and community.
Digital Ad Retargeting	5,000 views	10,000 views	25,000 views	Partner to provide art files at least 2 weeks in advance of preferred campaign start date. Ads will retarget ePayResources reach via the Feather platform. Campaigns will run until the minimum views are reached, which will be approximately 30 days.
Podcast Episode	✗	✗	✓	A 20-minute episode of The Payments Space, ePayResources' podcast, scheduled at your convenience. Interview questions to be developed in collaboration with the ePayResources Marketing team.
<b>Annual Cost</b>	\$1,500	\$3,000	\$5,000	

# Digital Ad Retargeting



Powered by

Brand Awareness  
Digital Reach  
Targeted Audience



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.



## 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.

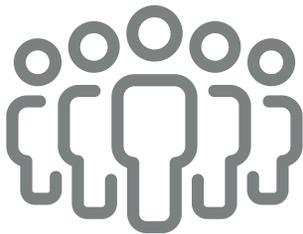
# How it Works

Ad Retargeting uses simple Javascript code to identify visitors of [epayresources.org/epayadvisors.com](http://epayresources.org/epayadvisors.com) and reach them with ads wherever they go online. By showing relevant, targeted ads to past website visitors, you increase brand awareness and drive online engagement with your ideal customer. Affinity campaigns can also reach targeted industry groups nationwide.



## Step 1

Internet users visit the ePayResources or ePayAdvisors website.



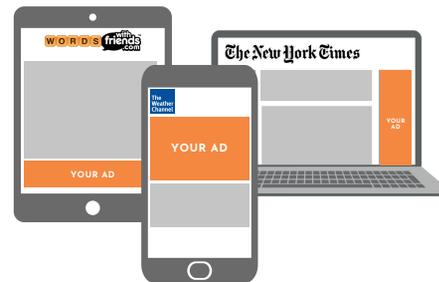
## Step 2

The user exits the ePayResources or ePayAdvisors 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.



# 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.

### Activity summary

Reach ⓘ

**18,780**

Views

**46,624**

2 views per user

Unique Clicks ⓘ

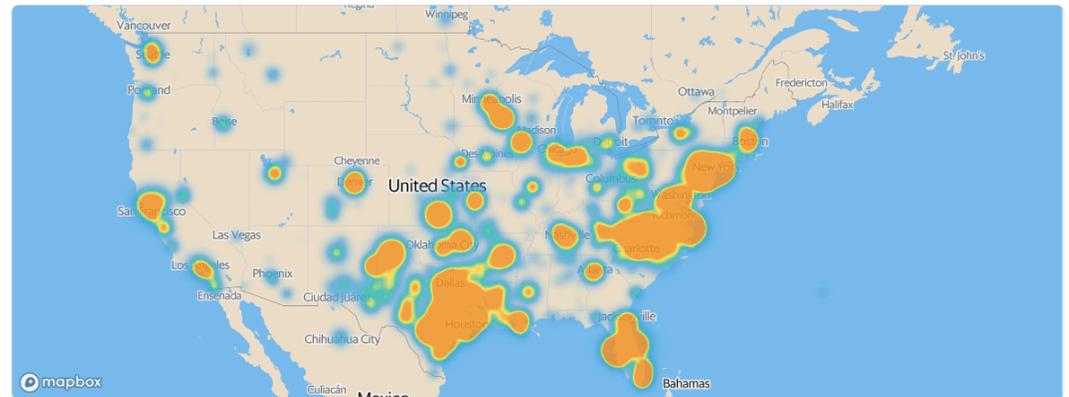
**156**

Clicks

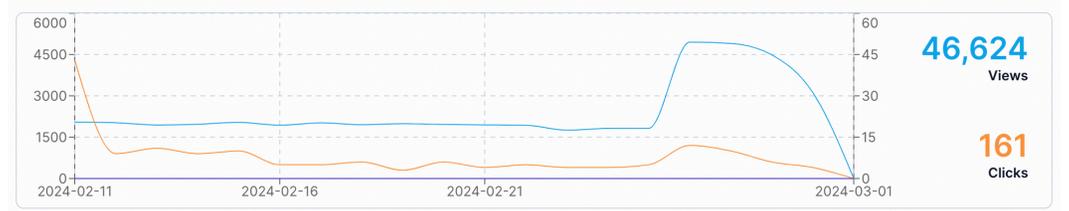
**161**

CTR: 0.35%

### Activity heatmap



### Ad activity



# Ad Requirements

Specific to ePayResources and ePayAdvisors Communication Channels

## Newsletter (4K+ weekly subscribers)

Your ad will appear in the Weekly Connections Newsletter sent every Wednesday for six weeks.

- 600 x 200

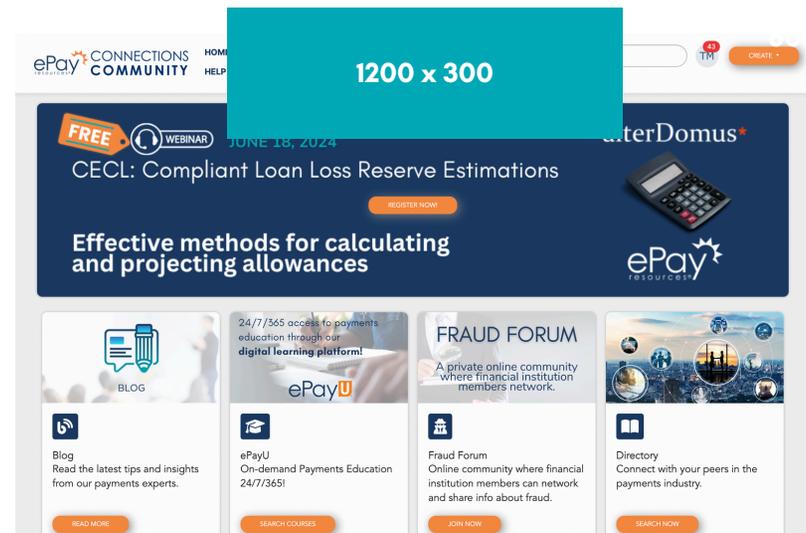
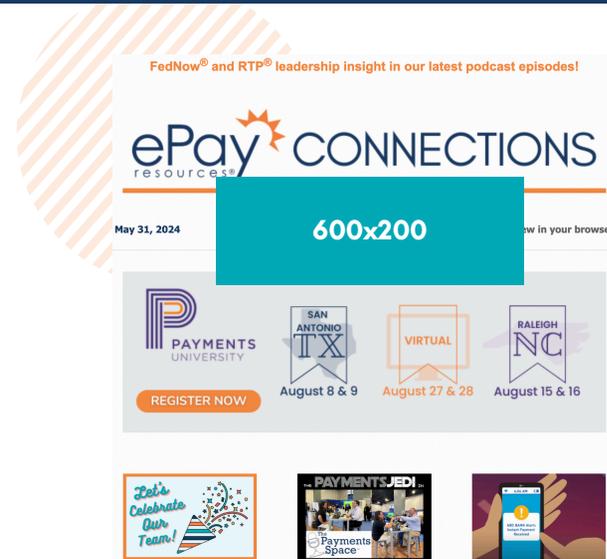
## Member Community and Fraud Forum (15K total members)

Your ad will appear in our Member Community and Fraud Forum for six weeks.

- 1200 x 300

Ads must match pixel dimensions exactly for launch.

Acceptable File Format: .png, .jpg, .gif.



# Ad Requirements

Specific to Feathr Digital Ad Retargeting

## 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)

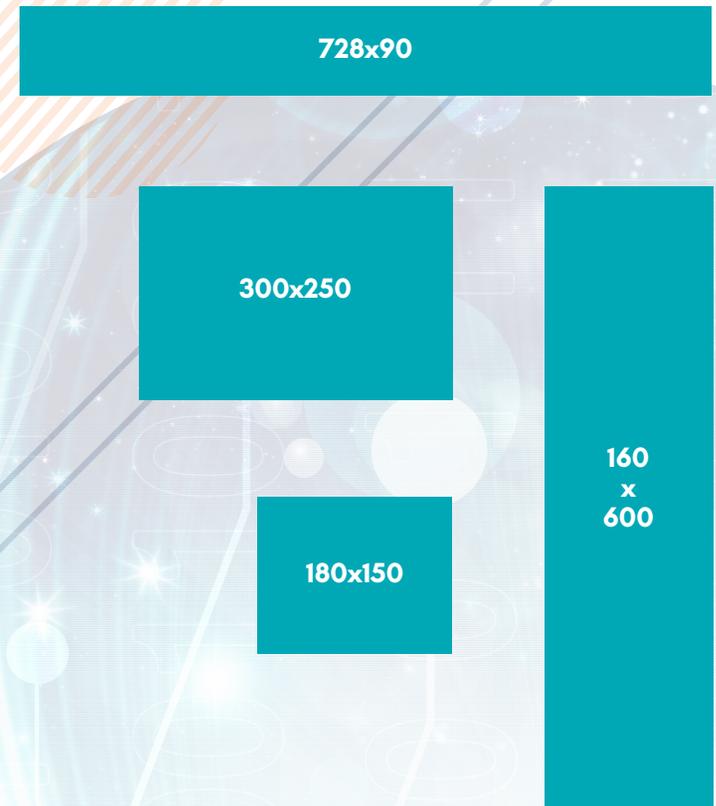
The following ad sizes are less frequently requested across the web, but are gaining popularity and make an impression when they're seen (in pixels, width x height):

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

## 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.](#)