

# Banner Ad Queen

YOUR STRATEGIC DESIGN PARTNER FOR THE CONTENT NETWORK

## PROCESS

### PHASE 01 .. Kanto Speakers

Testing image ads using the right balance of variety and consistency is the way to really get the most out of your advertising dollars on the GCN.

For most clients a Phase 01 of 10-20 ads works really well. These ads are all the same popular GCN medium rectangle size, with variation in the other elements. From this kind of process, we can quickly test & refine your way to a campaign that gets you the most clicks and conversions for your dollar.

