

# HCAOA E-NEWSLETTER RETARGETING SOLUTIONS

## TARGET THE MEMBERS OF HCAOA

*the industry's leading trade organization representing home care agencies and their suppliers across the country,*

Newsletter retargeting is effective due to its ability to ensure greater brand entrenchment by placing your company's message up front and center.

Through newsletter retargeting of the HCAOA eNewsletter, readers help your brand gain traction and more recognition. This opportunity allows your company to generate higher click-throughs and increased conversions, reaching active industry leaders who read their most trusted industry resource!



**ARP ASSOCIATION**  
REVENUE PARTNERS

Association Revenue Partners is proud to work with ASE. We have teamed up to provide an online marketing solution to reach the readers of ASEs eNewsletter through programmatic newsletter retargeting.

#### **HCAOA eNewsletter Metrics:**

Average Subscribers: 4,000  
Average Open Rate: 30%

#### **HCAOA Member Information:**

Over 3,000 home care agencies across the country that employ more than 500,000 caregivers across the U.S.

### MONTHLY

1 Month  
150,000 Impressions  
2 Advertisers Max

**\$3,000**

### QUARTERLY

3 Months  
450,000 Impressions  
2 Advertisers Max

**\$8,000**

#### BENEFITS:



**CAMPAIGN SET UP  
FEE WAIVED**



**TARGETED HCAOA  
MEMBER AUDIENCE**



**FREE  
CREATIVE SERVICES**



**MOBILE  
OPTIMIZATION**



**REPORTING UPON  
REQUEST**