

fetchthem

Woodpecker - FetchThem Integration
Tutorial Document



Woodpecker

Overview

FetchThem and Woodpecker have integrated to give you the ability to add any prospect from your list in Woodpecker, to - what the cool kids at Google call, an in-market audience, prior to contact & in near real-time. This is basically a list of your ideal prospects that you are able to place targeted messaging in front of. We place highly targeted & immersive ads in front of your prospects, so you can stay front of mind, before the next follow-up mail, and throughout your campaign. Helping you increase your email campaign response rate by up to 300%.

Key Contacts:

FetchThem

Heyns van Rooyen

heyns@fetchthem.com

(+27) 010 020 0605

Woodpecker

Wojtek Dziwalski

wojtek@woodpecker.co

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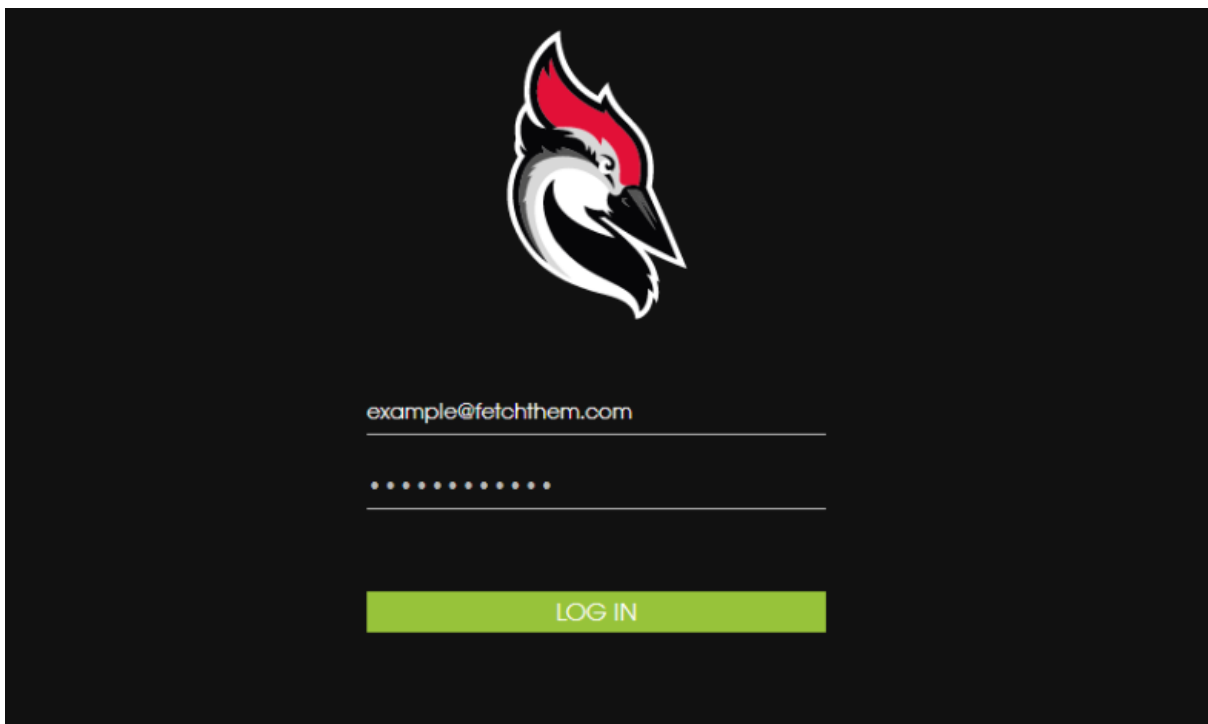
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Setting It Up

Pre-Campaign

Step 1:

Log On to your Woodpecker account at <https://woodpecker.co/> with your username and password



Step 2:

Select the "Prospects" tab, and select "Import"



search... or filter by [Status](#) [In Campaign](#) [Contacted](#) [Imported](#) [Tags](#)

Add prospects
Import
Manually

Setting It Up

Step 2:

Select the "Browse" button and find the csv list you have made of your prospects to be uploaded

IMPORT FROM CSV

Upload a CSV file from your computer to quickly add a new base of your prospects to the contact list in Woodpecker.

Select a UTF-8 CSV file you want to import

BROWSE...

What would you like to do with duplicate contacts?

- Ignore the new entry and keep the existing contact intact
- Update the existing contact with changed or new fields

UPLOAD AND IMPORT

or [cancel](#)

Setting It Up

Step 3:

Once your file has been selected, you will see it appear on the line. Select “Upload and Import”

IMPORT FROM CSV

Upload a CSV file from your computer to quickly add a new base of your prospects to the contact list in Woodpecker.

Select a UTF-8 CSV file you want to import

C:\fakepath\Example Data Set.csv

BROWSE...

What would you like to do with duplicate contacts?

- Ignore the new entry and keep the existing contact intact
- Update the existing contact with changed or new fields

UPLOAD AND IMPORT

or [cancel](#)

Step 4:

Send this same csv file to FetchThem via support@fetchthem.com for these prospects to be added to your audience list 7-21 days in advance of starting your campaign for highly targeted ads to be placed in front of them.

Setting It Up

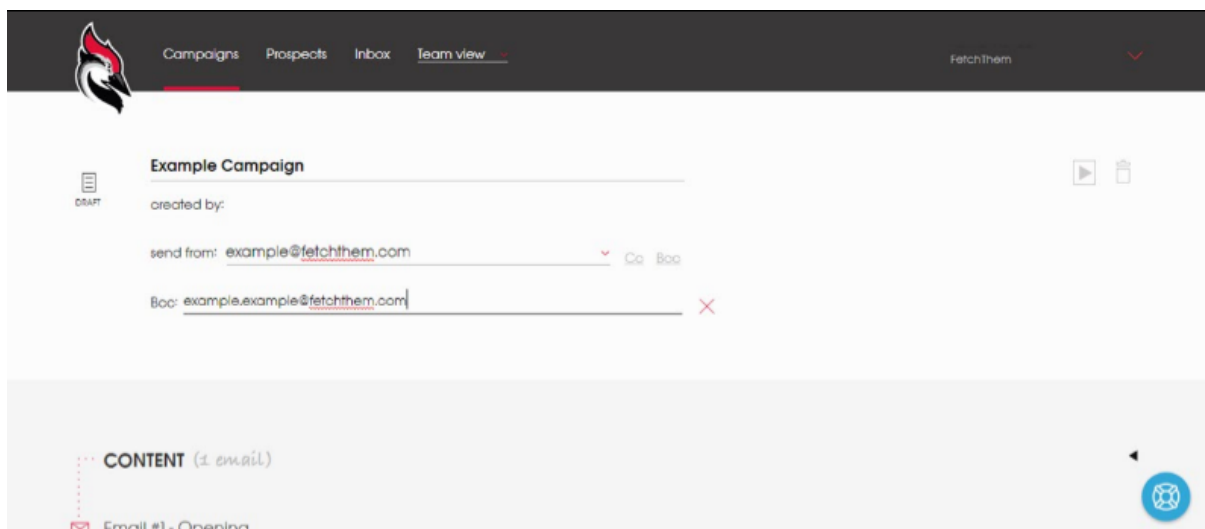
Post-Campaign (During Campaign)

Step 1:

Contact FetchThem to receive your unique FetchThem email address

Step 2:

Add this email address into the BCC feature within Woodpecker



Step 3:

Continue to run your campaigns as normal, and each email address received by FetchThem through this feature, will be added to your audience, and these prospects will be included in your targeted ad campaign as with the list of prospects you sent to use in the Pre-Campaign stage

Creative Requirements

DISPLAY BANNER ADS			
Sizes	Style	Gif Weight	Flash Weight
300 x 600	Full Banner	20 KB	30 KB
728 x 90	Leaderboard	25 KB	35 KB
336 x 280	Square	25 KB	35 KB
300 x 250	Square	25 KB	35 KB
250 x 250	Square	25 KB	35 KB
160 x 600	Skyscraper	20 KB	30 KB
120 x 600	Skyscraper	20 KB	30 KB
120 x 240	Small Skyscraper	20 KB	30 KB
200 x 200		25 KB	35 KB
300 x 100		15 KB	20 KB
180 x 150	Rectangle	15 KB	20 KB
125 x 125	Square Button	15 KB	20 KB

All 12 Banner Ad Sizes Required Per Message/ Per Audience/Per Campaign

Recommendations:

- We advise all clients that all 12 ad sizes are required per message/per campaign
- We advise that each of the 12 ad sizes are created in 3 theme variations in order to reduce banner fatigue
 - Primary full colour set
 - Greyscale colour set
 - Linear colour set
- We rotate ads quarterly which means that in 12 months we would need fresh ad creatives every 3 months

- **Example:** 12 sizes x amount of products being offered/messaging x 3 themes = total number of ads to be created

Creative Requirements

SOCIAL ADS				
DESIGN SPECS - OPTION 1 (Create separate sizes per display specs - Recommended if ad makes use of text)				
Image Size	Image Ratio	Headline	Link Description	Text
1 200 x 628	1.9:1	25 Characters	30 Characters	90 Characters
DISPLAY SPECS				
Placement	Size	Headline	Link Description	Text
Desktop News Feed	470 x 246	25 Characters	30 Characters	500 Characters
Mobile News Feed	560 x 292	25 Characters	30 Characters	110 Characters
Right Column	254 x 133	25 Characters	30 Characters	90 Characters
DESIGN SPECS - OPTION 2 (Create one size that will auto scale - Recommended for ads with little to no text)				
Image Size	Image Ratio	Headline	Link Description	Text
600 x 600	1:1	25 Characters	30 Characters	90 Characters
DISPLAY SPECS				
Placement	Size	Headline	Link	Text

			Description	
Desktop News Feed	200 x 200	25 Characters	30 Characters	500 Characters
Mobile News Feed	460 x 460	25 Characters	30 Characters	120 Characters
Right Column	Not Available	Not Available	Not Available	Not Available
Images May Not Include More Than 20% Text				

Recommendations:

- We rotate ads quarterly which means that in 12 months we would need fresh ad creatives every 3 months
- We place ads on 3 placement areas, meaning that each ad will need to be replicated for each placement per the above
- We use a carousel format (multi-product banners), with 3-4 ads per product offering (unless the client would like to offer one of each product in the same ad set)
- **Example:** 3 ad campaigns/placement types x 3-4 products/messages = total number of ads to be created

Banner Ad Examples



Ad Examples

Social Ad Examples

- Here are a few examples of ads that we have run on Social in the past



Costing

We have a variety of packages available, to suit your business' needs

	Bronze	Silver	Gold	Titanium	Platinum
Email Volume	7500	15000	30000	45000	60000
Management Fee	\$ 750	\$ 1 425	\$ 2 700	\$ 3 825	\$ 4 800
Ad Budget	\$ 107	\$ 204	\$ 386	\$ 546	\$ 686
Landing Page	\$ 350	\$ 333	\$ 315	\$ 298	\$ 280
Est. Ave. p/email	\$ 0.16	\$ 0.13	\$ 0.11	\$ 0.10	\$ 0.09