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The Small Business Ad Platform

Targeted TV

Internet
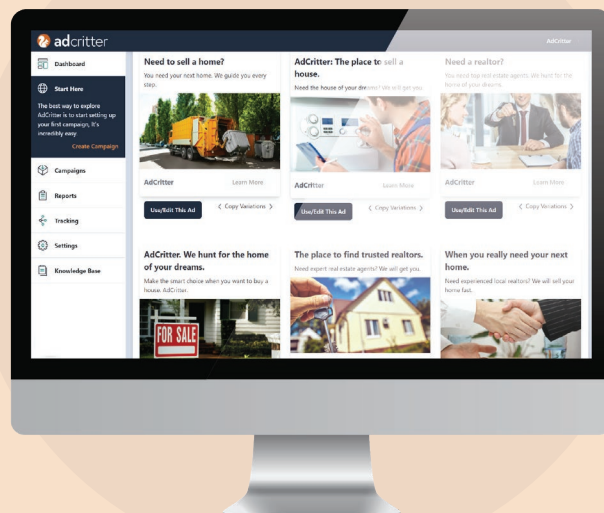
Billboards

ad critter ®

AdCritter is a self-serve platform that makes it easy for any business to advertise effectively on TV, Billboards and the Internet.

Targeted TV

Use AdCritter to choose, target and deliver your commercial on streaming television networks.

Internet

Use AdCritter to create, target and deliver your ads on the open internet, the 40% not controlled by Google and Facebook.

Billboard

Use AdCritter to promote your brand across a city or region. No long commitments or high minimums.

Targeted TV

Thanks to streaming platforms (Hulu, Peacock, HBO Max, etc.), you can now run TV commercials only in the households that you choose. No more waste or crazy minimums.
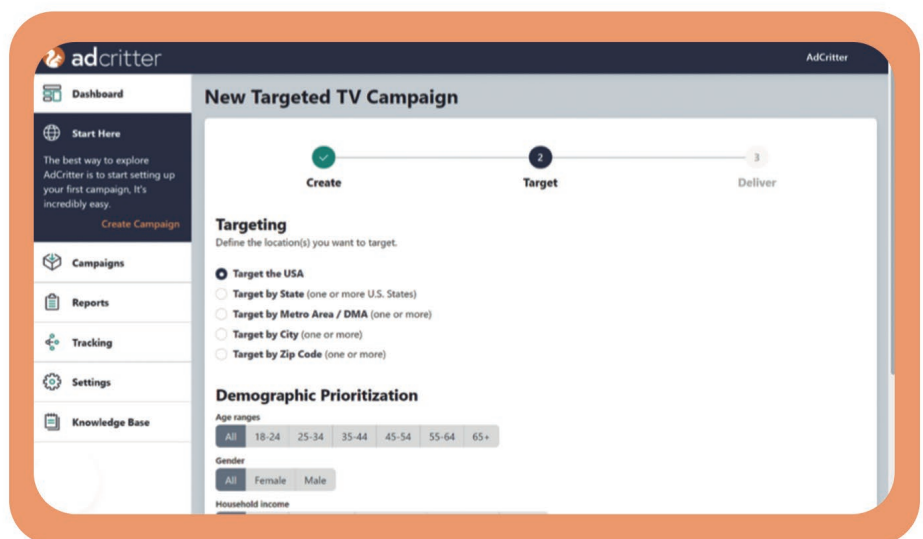
Step 1: Pick Your Commercial

- Thousands of premade commercials for 1000+ business types
- You can change what they say or run as-is
- Custom commercials available
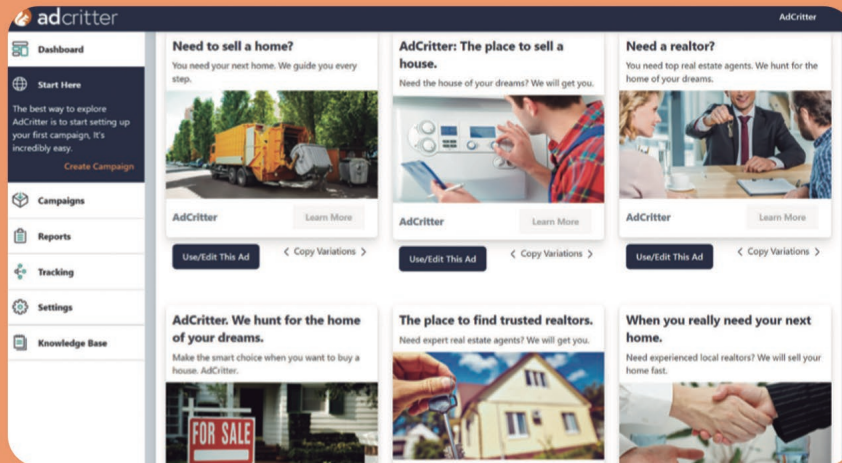
Step 2: Set Your Targeting

- Deliver your commercials to your ideal customer
- Target by state, city, zip and/or choose from 230K+ audience segments

# Step 3: Run Your Commercial

AdCritter has all the top networks and shows. Choose the ones you like or let our algorithms do the work. Either way, our buying power ensures your commercials run where you want at the lowest possible prices. We work with all the major streaming platforms, devices and television networks to ensure your commercials are seen in as many of the homes you target as possible.

Internet

We've taken the powerful ad targeting tools that big businesses have used for years and made them simple, effective and affordable for you. Programmatic advertising means better results at lower prices.
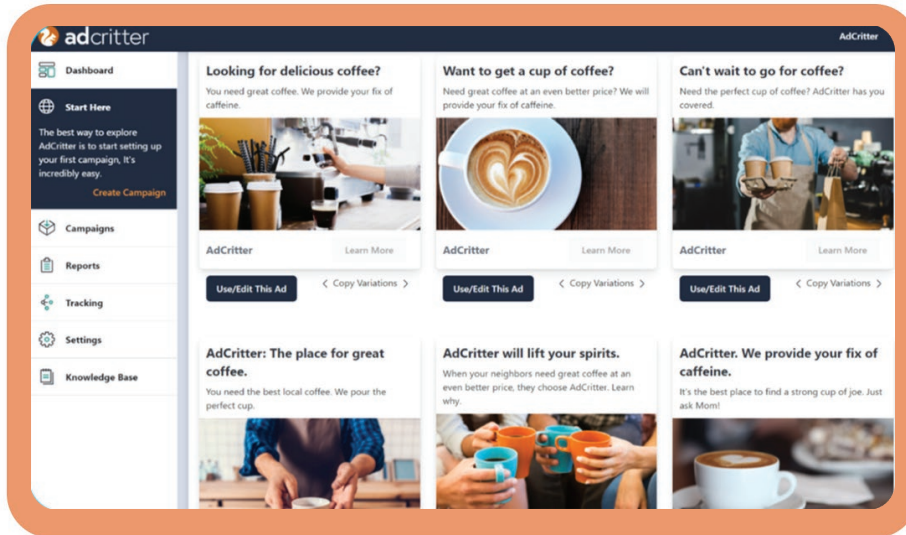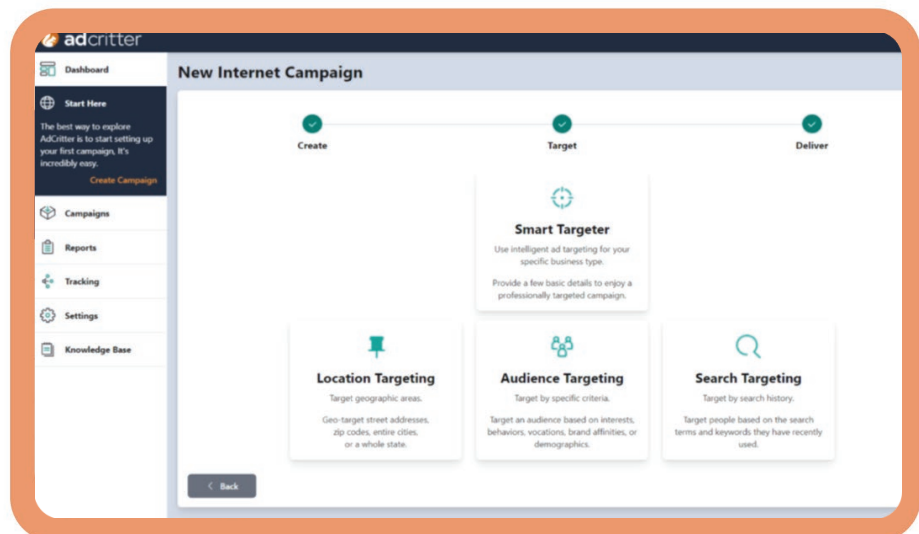

Pick an Ad. Any Ad.

- Over 15 million pre-made internet ads
- Choose from over 1000 business types
- Custom ads available

Advanced Targeting

- Location Targeting & Geo-Fencing
- Build Your Audience
- Upload an Audience
- Retarget Your Audience

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Suggested Ads

AdCritter contains over 15 million pre-designed internet ads for virtually every kind of small business. Just choose your specialty and then pick the ads you like. It's as simple as that. Don't see ads for your business type? Tell us and we'll make you some for free.
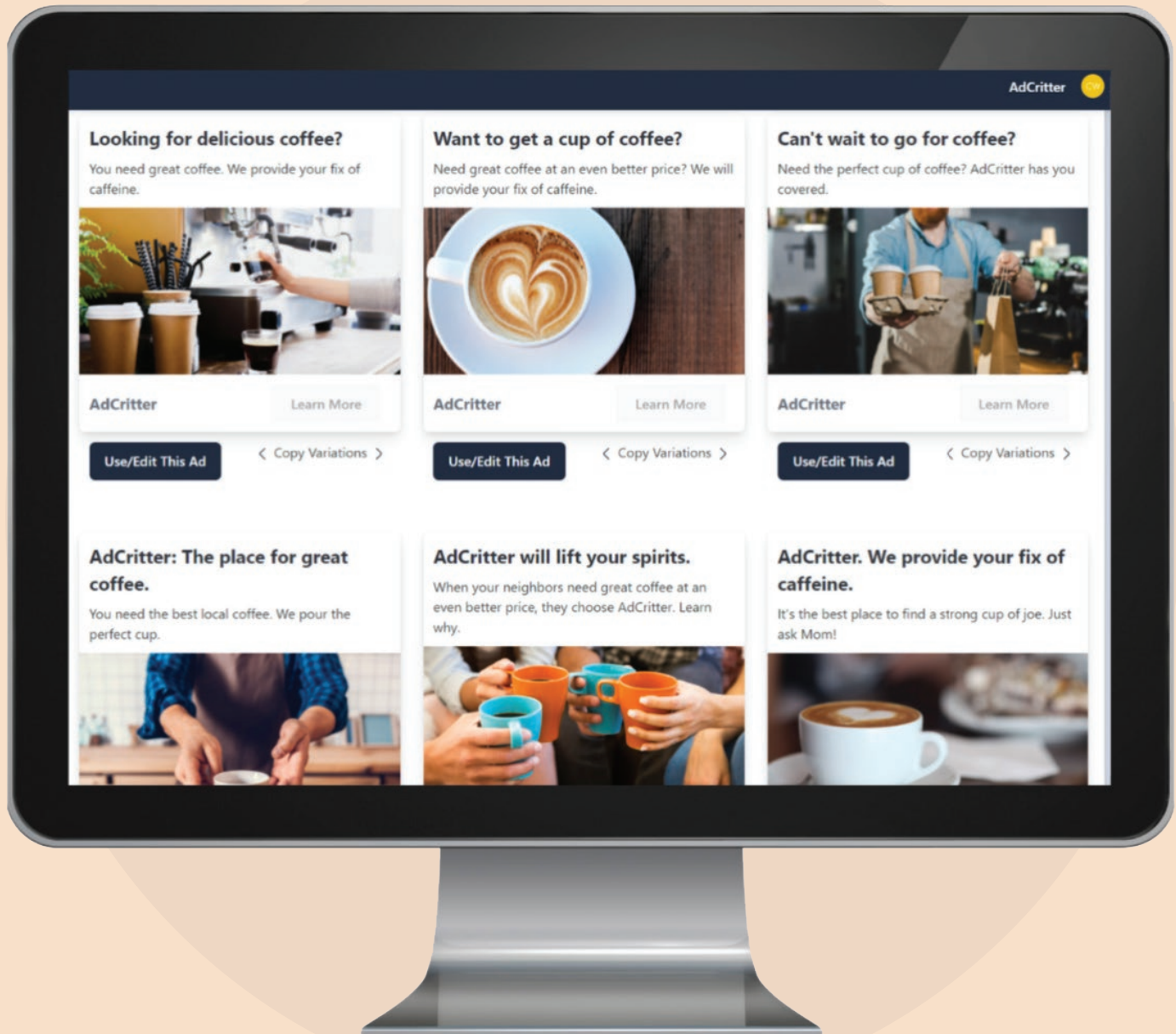
Browse ads and pick one you like. You can use it as-is or easily customize it for your business.

Ad Builder

Create compelling online ads in minutes with our Ad Builder. Choose one of our pictures or upload your own. Write your headline and body copy. Choose your "call to action" button and type in your URL. You're ready to go! Ad Builder makes it easy to design quality ads in a short amount of time, reducing time and labor costs for your small business!
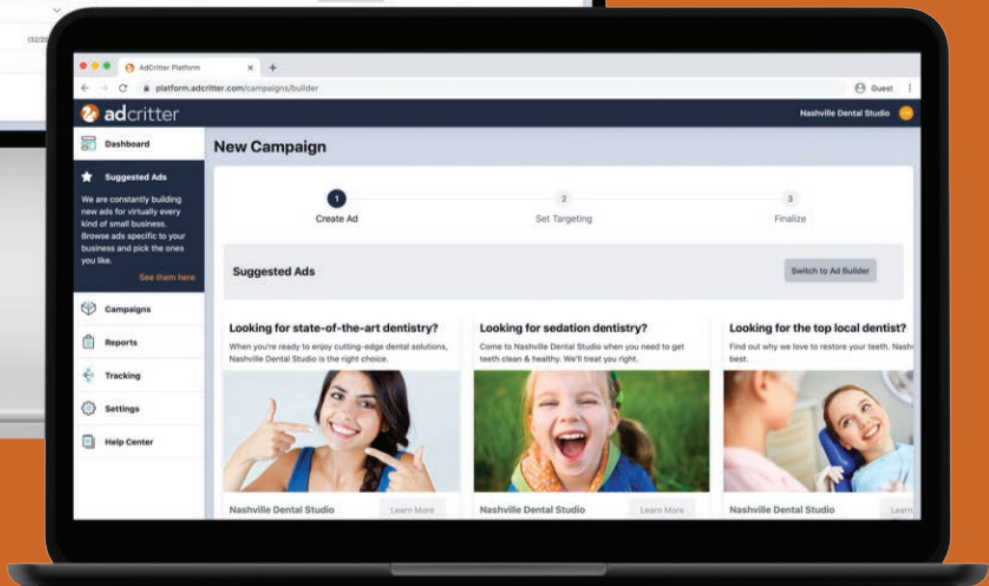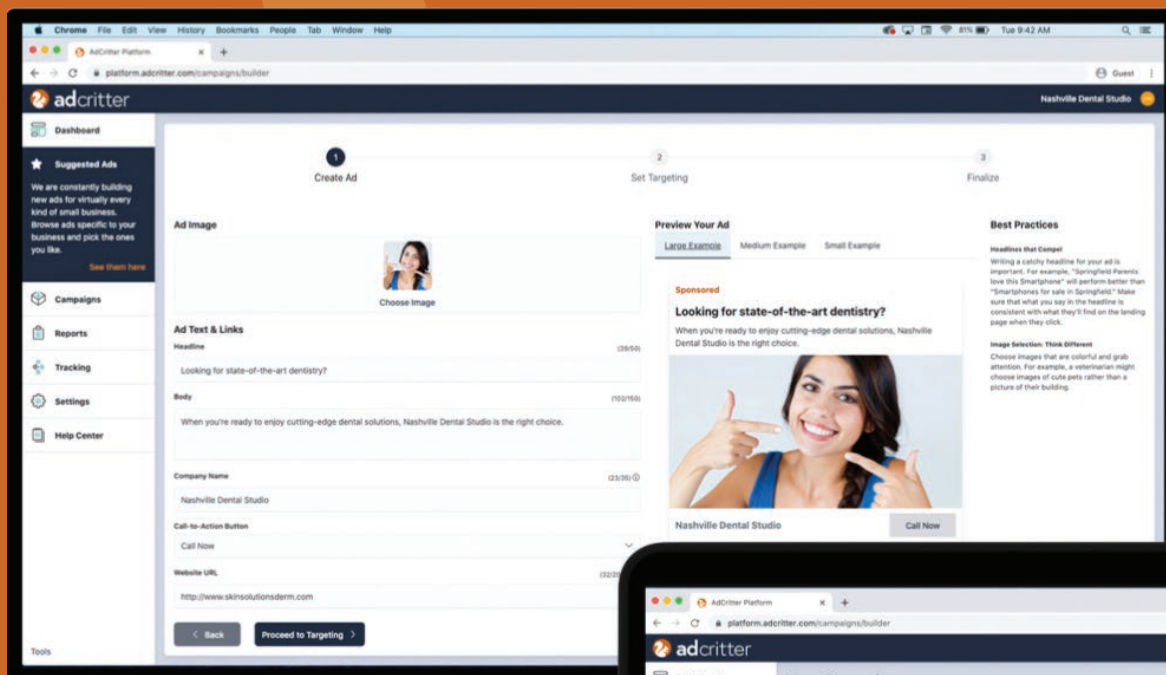
Ad Targeting

Target the exact people you want to reach with your ads by using one of AdCritter's powerful targeting tools.

Smart Targeter

Let us do the targeting for you. Serve ads within a target area radius to people who visited your location or your competitor's in the past 60 days.

Audience Targeting

- Build an Audience using 230,000+ data segments
- Upload an Audience from your database
- Create a Retargeting Audience from users visiting your website

Location Targeting

Target individuals by state(s), designated market area(s), city, zip code(s), or address(es)

Geo-Fencing

Build an audience based on mobile IDs from a location and serve that audience ads for 30 days after they leave it.

Site Retargeting

Target people who've engaged with your website using our code snippet.

Search Targeting

Serve ads based on people's web searches or when they're viewing content containing targeted keywords. Does not include Chrome or Safari.

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The Open Internet

AdCritter serves your ads on the open internet (which accounts for approximately 40% of the overall internet*) across mobile and desktop devices. This includes websites and apps that aren't a part of Facebook, Google, Amazon, and other players' closed advertising systems. The open internet is the primary way to advertise online outside of the Facebook and Google duopoly.
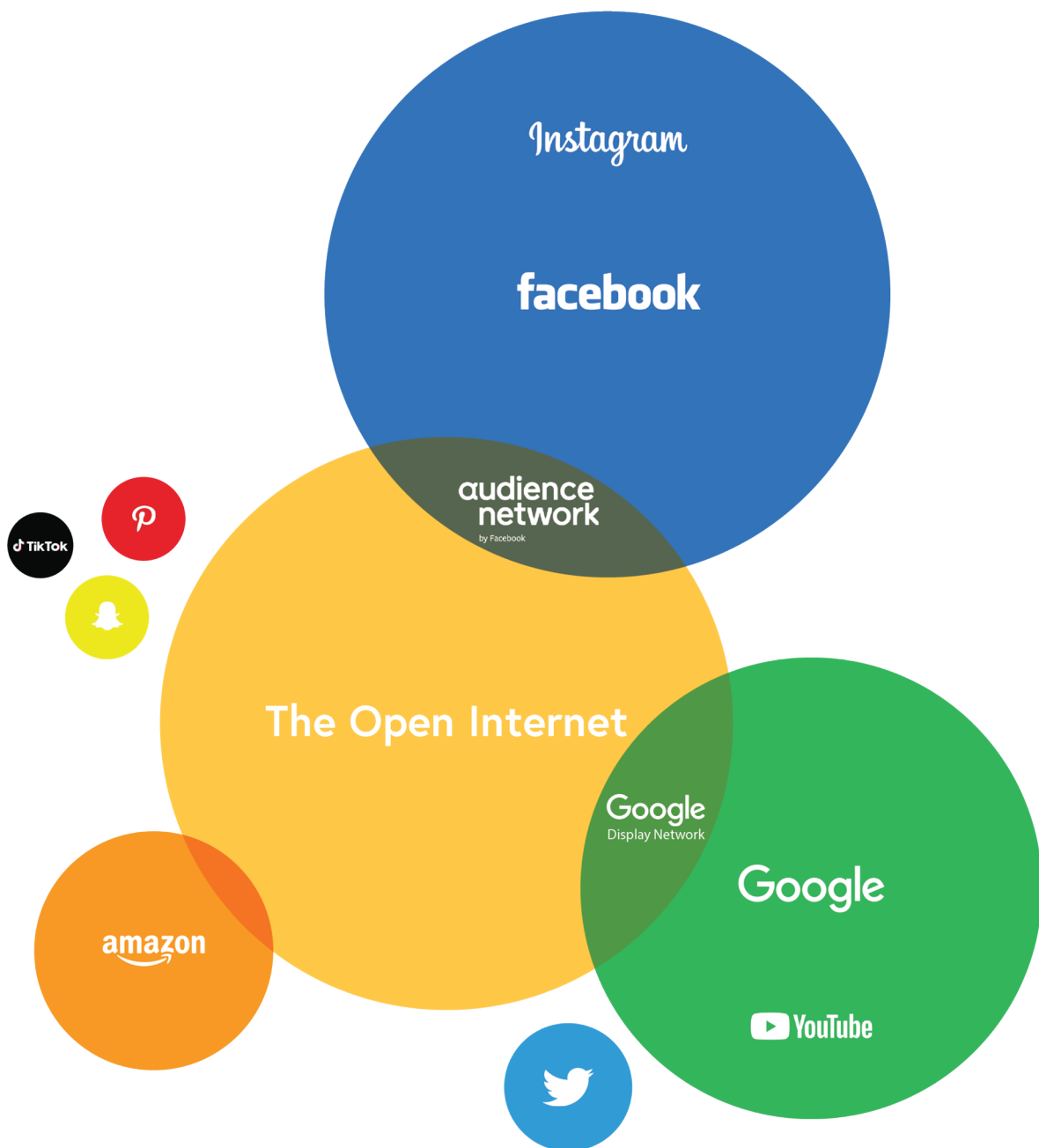
Instagram

facebook

audience
network
by Facebook

TikTok

The Open Internet

Google
Display Network

Google

amazon

YouTube

Access the Entire Web

AdCritter delivers ads across the open internet ecosystem. Your ads can appear on over **60,000+** websites relevant to your target audience. Here's a partial list of where ads appear with AdCritter.

Parents · Bloomberg Business · CNN · The New York Times · abc NEWS · HGTV · HUFFPOST

ESPN · People · Today's Parent · TED · NFL · Sports Illustrated · GQ

NBC · BBC · Merriam-Webster · Better Homes & Gardens · The Guardian · VOGUE · TIME

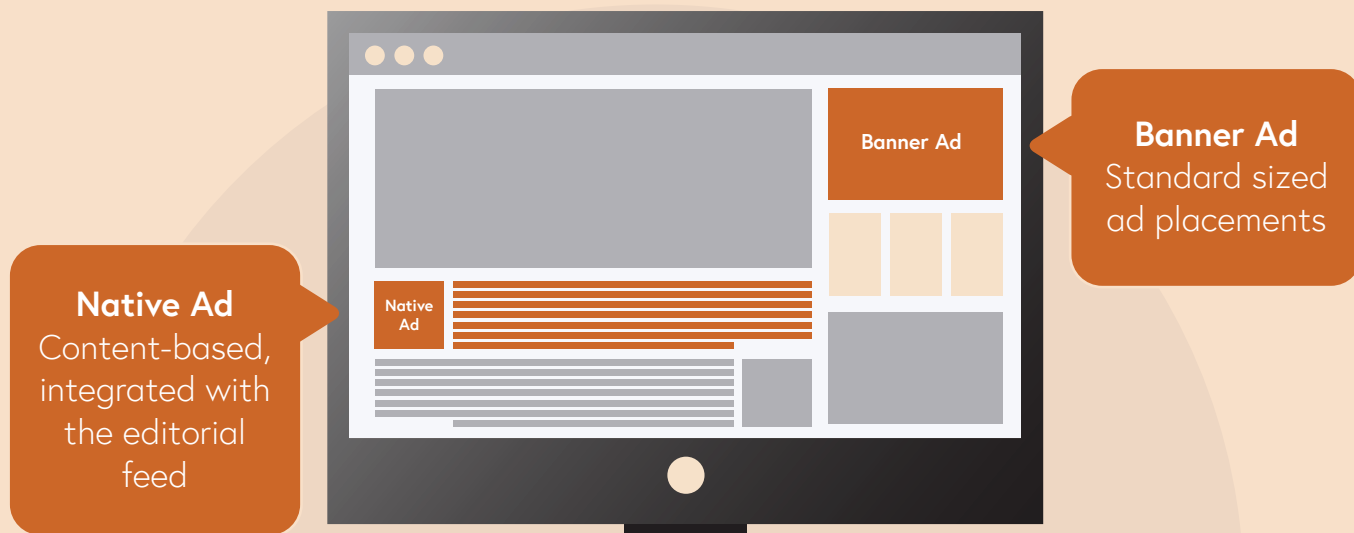Inc. · Momtastic · Woman's Day · eHow · NBA · HISTORY · ebay

USA TODAY · NASCAR · FOOD&WINE · NHL · Rolling Stone · COUNTRY LIVING · teenVOGUE

BUSINESS INSIDER · BLEACHER REPORT · Autotrader · Cooking Light · The Weather Channel · bon appétit · Ask

YAHOO! SPORTS · SAVEUR · Minimalist Baker · PureWow · Thesaurus.com · RATE MY PROFESSORS · Yummly

TechCrunch · delish · The Washington Times · allure · goodfood · Jamie Oliver · RACHAEL

food network · Entrepreneur · REALSIMPLE · Los Angeles Times · THE GLOBE AND MAIL · InStyle · the better Mom

Entertainment · The Hollywood Reporter · the kitchn · KBB.COM Kelley Blue Book · LIVESCIENCE · COSMOPOLITAN · FORTUNE

FOX NEWS channel · wikiHow · KINDERGARTEN MOM · marie claire · the BUMP · EVERYDAY HEALTH · ELLE

THE WALL STREET JOURNAL · VARIETY · Parent Herald · FOOD BEAST · FASHIONSPOT · NATIONAL POST · TEACH BESIDE ME

msn · Health · Investopedia · DEAR CRISSY · CBS · NYLON · ADVENTUROUS RECIPES FOR babies + toddlers

WebMD · VIACOM · cnet · InStyle

Internet Ad Formats

Choose

Native Ad
Content-based, integrated with the editorial feed

Banner Ad

Native Ad

Banner Ad
Standard sized ad placements

Native

Use native ads to entice your audience to act. Native ads have the highest click-through-rate (CTR) of any digital ad format due to their ability to fit seamlessly into their environment (e.g. website structure and device type).

Display

Use display ads to grab your audiences attention and where the visual message is primary to your business goals. Ideal for remarketing campaigns. Display ads also have the ability to provide motion via HTML5 and GIFs.

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Billboards

Digital billboards are one of the best ways to promote your brand across a city or region. Over time, even with a modest budget, virtually everyone in town can know about your small business. Digital billboards grab drivers' attention more effectively, and because they are sold in small time increments of 7 to 10 seconds, they cost much, much less. Digital billboards are one of the very best ways to get your message out to an entire city. Thanks to AdCritter, your business can use them, too.
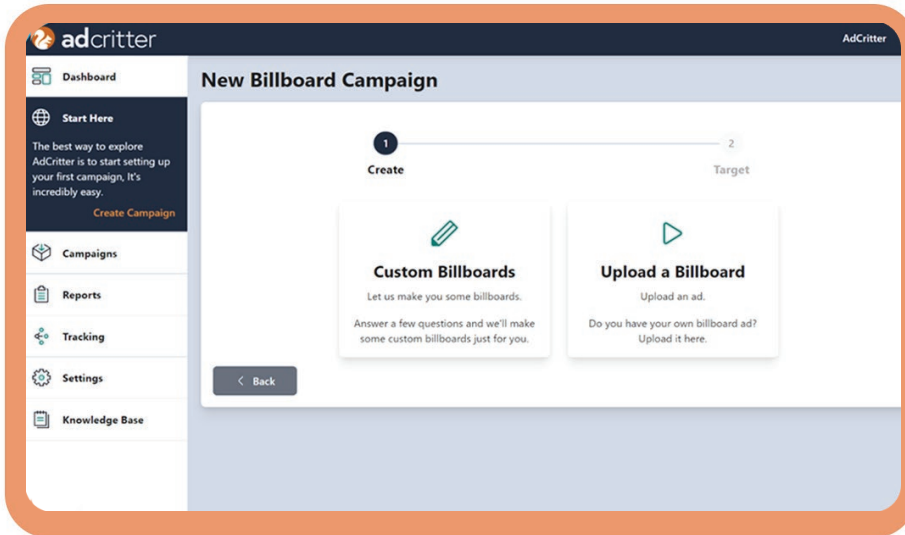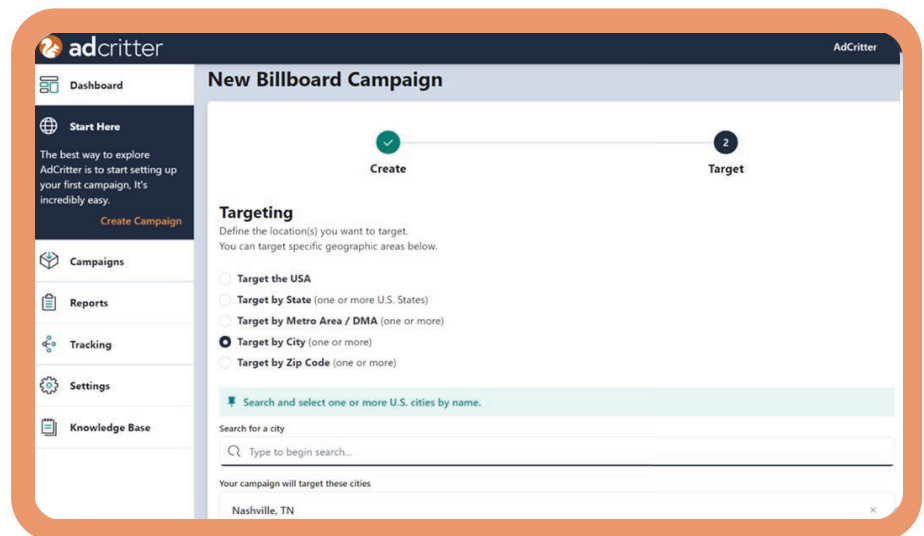

Easy Billboard Design

- Request a custom billboard
- Upload your own

Choose Your Locations

- Target by state, metro area, city or zip code. Even the entire country!

Tracking/Audiences

Copy and paste pre-generated code snippets into your website to activate site retargeting and audience building features. These codes are available in the tracking section of the dashboard.

Site-wide Code Snippet

Place the code snippet below on every page of your website.

```
<script src="https://apxl.io/script.js"></script>
<script>
    apxlTag.config("e506d46f-2d95-4e6b-9872-157386f6225b");
</script>
```

Site-Wide Code Snippet

- The Site-Wide Code Snippet allows you to retarget people who visit your site with ads. The snippet must be placed on each page of your website.

Conversion Page Code Snippet

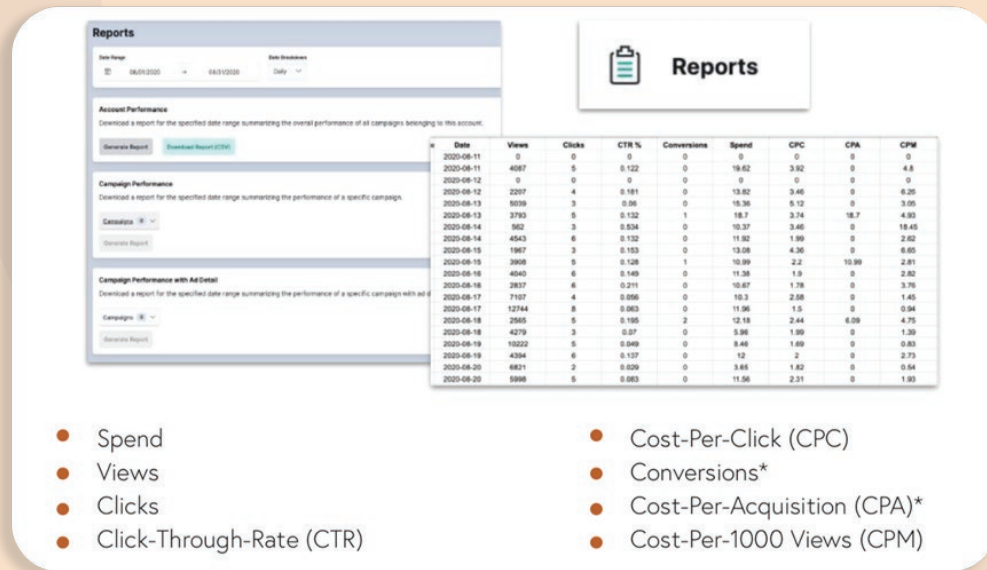track conversions, place the enhanced code snippet below on your conversion pages only.

```
<script src="https://apxl.io/script.js"></script>
<script>
    apxlTag.config("e506d46f-2d95-4e6b-9872-157386f6225b");
    apxlTag.event("conversion");
</script>
```

Tracking

Conversion Page Code Snippet

- The Conversion Page Code Snippet allows you to track conversion events driven by your campaign (e.g. form submissions and shopping cart purchases). Place this snippet on the web pages people are directed to after they complete a conversion event (e.g. the "thank you for filling out our form" web page or the "receipt/ thank you for your purchase" web page).

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Reporting

Use our dashboard to track your campaign(s). You can see views, spend and CPM for TV and billboard campaigns and views, clicks, spend, CTR, CPC and CPM on internet campaigns. If you have installed AdCritter's code snippets, you can track conversions.

- Spend
- Views
- Clicks
- Click-Through-Rate (CTR)
- Cost-Per-Click (CPC)
- Conversions*
- Cost-Per-Acquisition (CPA)*
- Cost-Per-1000 Views (CPM)

You can download reports for each campaign and even each ad using the Reports tab. Choose the date range, generate your report and click download.

*AdCritter's code snippet must be placed on designated web pages for conversions to show up in the platform and in the reporting.

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AdCritter Asset Specs

DISPLAY ASSET SPECS

Accepted Display Sizes:
- 300x250 px
- 336x280 px
- 728x90 px
- 300x600 px
- 160x600 px
- 970x250 px
- 320x50 px

Accepted Formats:
- JPG
- JPEG
- PNG
- HTML5
- GIF

CTV/OTT ASSET SPECS

Time:
- 15 or 30 seconds. (Exactly.)

FPS:
- 29.97

Aspect Ratio:
- 16:9

Resolution:
- 720p pr 1080p

Audio:
- AAC

Bitrate:
- 1,000kps or higher

Format:
- MP4

NATIVE ASSET SPECS

Accepted Size:
- 1200x667 px or larger

Accepted Formats:
- JPG
- JPEG
- PNG

BILLBOARD ASSET SPECS

Accepted Sizes:
- 1400x400 px
- 840x400 px

Accepted Formats:
- JPG
- JPEG
- PNG

Free Trial Time!

The only way to really appreciate the power and simplicity of AdCritter is to try it out for yourself. That's why we offer a 100% free trial, so you can see the potential it has to grow your business firsthand. There are two costs when using AdCritter: the cost of our software (platform fee) and the cost of running your ads (ad spend).

Platform Fee
The price of the AdCritter Platform

30 Days Free.
Then $149 /mo.

- Free to explore.
- Free while setting up campaigns.
- Free for 30 days after starting your first campaign

Includes:

- Access to millions of pre-designed ads.
- Free custom ad design for unique business types.
- Advanced customer targeting.
- Hyper-local geo-targeting

+

Ad Spend
The money you spend to run ads on top sites

Set your own budget

- You decide the ad budget that's right for your business.
- Our buying power gets you the best possible prices.

Includes:

- Display your ads on top sites.
- Options for choosing the sites you like.
- Conversion tracking.
- Advanced analytics.

AdCritter's platform fee is $149/month with the first 30 days free. There are no long-term contracts, so you can cancel any time. You don't need a credit card to create an account, and you'll never pay a penny until you start running ads.

Once you do start running ads, you'll need to set a budget for ad spend. Ad spend is the cost to
actually run your ads. You can adjust your ad spend as often as you like based on your business needs and the results you are getting.

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Three steps to beautiful campaigns that work...

Create Your Ad

Browse our library of thousands of pre-designed ads and commercials. Virtually every small business type is included. Don't find your business type on our list? We'll make your ads free.

Target Your Audience

Use the same targeting software that big companies do to get your ads and commercials in front of   exactly who you want. Better targeting = more sales for less money.

Deliver Your Ad

Choose the TV networks, website categories and billboard locations that make the most sense for your business. Our buying power gets your ads on the best properties at the lowest prices.

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