

# PROGRAMMATIC AUDIENCE TARGETING

Reach potential consumers on desktop, tablet & mobile



## BASIC AUDIENCE TARGETING

Target specific audiences across desktop, mobile and tablet via demographics, keywords, site category, topic and behaviors. Geo-target by country, state, county, DMA or zip code, and can specify mobile/tablet only if desired. Includes a mix of above the fold and below the fold placements.

## PREMIUM AUDIENCE TARGETING

Target specific audiences across desktop, mobile and tablet via demographics, keywords, site category, topic and behaviors. Geo-target by country, state, county, DMA or zip code, and can specify mobile/tablet only if desired. Includes premium above the fold placements.

## VIDEO PRE-ROLL TARGETING

Reaches your target audience just like display programmatic across desktop, mobile and tablet.

## YOUTUBE PRE-ROLL TARGETING

Pre-Roll Videos on YouTube, with 80%+ view ability across desktop, mobile and tablet. Can target your audience by country, state, county, DMA or Zip code.

## WEBSITE RETARGETING

Retarget consumers that have visited your website with display ads and messages wherever those consumers go online. Ads serve across desktop, mobile and tablet.

## WEBSITE LOOK-A-LIKE TARGETING

Target consumers that 'look like' the people that are already visiting your website across desktop, mobile and tablet.

## DYNAMIC RETARGETING

Retarget consumers with images and products that they were previously engaged with on your website.

## TARGETED SOCIAL MEDIA

Reach your target audience where they already spend time online via Facebook, Instagram and LinkedIn ads. Target audiences by job title or function, interests, life events, and behaviors. Geo-target by city, state, or DMA.

## GMAIL PROMOTIONAL EMAIL ADS

New! Ads appear as emails within Gmail under the promotions tab. Can target to desired specific audience.

## CUSTOMER MATCH REMARKETING

Remarket to your current email subscribers or existing customer list with display ads on Google or Facebook.

## MOBILE LOCATION TARGETING

Target consumers on mobile apps and mobile sites based on a specific physical location they have visited using GPS technology.

## MOBILE GEO-FENCING

Target consumers within a specific geographic mile radius around a location.

