**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.