

# Targeted Display Ads



Serving specific ads to specific groups/types of people while they surf the internet

## Targeted Display Works for:

- Service Companies
- Retail Companies
- Online Retailers
- Trade Associations
- Philanthropies
- Political Campaigns
- Issue Campaigns

### GEOFENCING

- Serve ads to people online based on their location

### SITE RETARGETING

- Serve ads to people online who visit your website

### KEYWORD CONTEXTUAL SEARCH RETARGETING

- Serve ads to people based on the types of content they consume online

**Step 1:** Kick off consultation to identify your needs and business objectives.

**Step 2:** Based on your needs and goals, we recommend a specific targeting strategy.

**Step 3:** We design ads for specific audiences that we will target, for your approval.

**Step 4:** We serve the ads to the intended audience over a predetermined period.

**Step 5:** We gauge success of ads throughout the effort and make adjustments based on impression information.

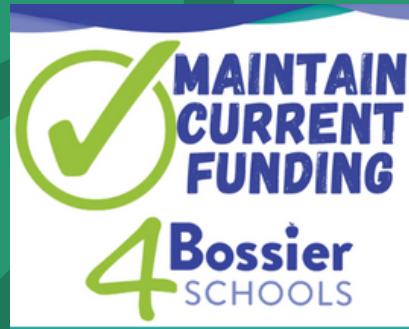
**Step 6:** We report to you during and at the end of the month or term regarding the impact of the effort.



# Targeted Display Portfolio



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