

# DIGITAL AUDIENCE TARGETING

Contextual

Site Retargeting

Page Context AI

CRM Match

Keyword Search (Browsing)

Domain

Event Capture

Geo-Fencing

Demographic



Ads are served to users based on relevant content on the webpage

Ads can target keywords and context related phrases on a webpage

Ads are served to users who have searched for a specific term or 'keyword'

Ads are served to users after they attend an event that has been 'fenced' to collect device data

Ads are served to users based on a defined location aka 'fenced' location

Ads are served to users based on demographics and/or interests

Ads are served to a specific list of websites

Ads are served to users from your CRM lists to create an audience targeting your customers and those like them.

Ads are served to users who have visited your website or engaged with a previous ad