

# OPTIMIZE YOUR AUDIENCE BUY WITH



Data-driven solutions help you reach your ideal audience and deliver results at scale.

## THE JOURNEY OF AD RETARGETING

Retargeting is the practice of serving ads to our digital audience based on prior website engagement. See how this process works:



### BEYOND OUR SITE: Ad Targeting Capabilities

Define Your Customer. We Will Find Your Buyer.

We know about our users' lifestyles and behaviors and marry these data points using partner information:

- Demographic
- Geographic
- Behavioral
- Business Type
- Occupation
- Purchase Intent
- Income
- ... And Much More



We pinpoint delivery based on client strategy.

