Targeted Display

Stay top of mind with your prospects and help close the sale with our data-driven approach to ad design and placement. With our custom creative, technology and expertise, your brand and message influence prospects throughout their buying journey. Our unique and transparent approach ties your business goals to campaign outcomes - re-balancing your budget to only focus on high-performing ad formats.

Ad Creative with Proven Performance
We deliver smarter ad creative proven to drive better results by using our proprietary AI platform and data science methodology.

50K PROVEN BEST PRACTICES BASED ON 50K CLIENT ADS STUDIED

Boost Search Marketing with Increased Brand Reach
Combine with Search Marketing to help stay top of mind and lift overall results of your advertising efforts.

15-20% DISPLAY ADS CAN IMPROVE SEARCH AD CONVERSION BY 15-20%.[1]

Close the Deal
Serve mobile ads with highly-relevant offers to prospects who enter predefined areas in your community.

22% ONLY 22% OF MARKETERS AGREE THAT THEY ARE EXPLOITING HYPERLOCAL ADVERTISING TO ITS FULL POTENTIAL.[2]

You Don't Need to Become a Marketing Expert to Stand Out from the Crowd. We Can Help.

Achieve Business Goals, Not Just Ad Goals
Our experts and technology are constantly learning and adjusting your campaign to get your best ads on the sites driving the most engagement with your business (not just ad clicks).

Data-Informed Ad Design
We know what ad designs work to drive the best performance. Our proprietary AI platform and data science methodology produces ongoing ad design best practices and proven performance.

Let Us Take Care of You
Managing your own display advertising can often end in wasted ad dollars due to lack of knowledge. Our experts will work with you to create and maintain a display advertising campaign that helps get you to your business goals.

Stay Ahead of Your Competition
Our targeting technology is at the forefront of display advertising. With so few of your peers using a multi-tactic strategy, you'll be leaps and bounds ahead of the competition.

Get On-Demand, Detailed Reporting
We'll track and report on your campaign activity including stats like view-through and click-through conversions, store visits, and completed video views. You'll always know how your campaign is performing.

Improve Website Conversions
Retargeting your website visitors with display ads is the core to your larger digital advertising strategy. Website visitors who are retargeted with ads are 70%[3] more likely to convert on your website.

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There's not just one answer to where you should place your ads and how to target your audience. We'll customize one ad campaign, using one budget, that drives the post-ad view activity that matters most to your business.

Multiple Ad Tactics Under One Campaign
Historically, publishers only offered one targeting tactic under a campaign, creating an advertising silo with management and budget challenges. With Targeted Display, we combine multiple tactics (like site retargeting and lookalike audiences) under one umbrella to achieve your business goals.

Marketing Experts
You don't have to worry about where to publish or position your ads. Our expert display marketers oversee your campaign and budget every step of the way, updating your campaign regularly to get your ads on sites most effective at bringing you new business.

In-House Team of Design Experts
Get access to our team of design experts whose focus every day is on designing ads for local businesses.* Ad designs are driven by AI technology that studied over 50,000 client ads to understand what layout, imagery, content and calls-to-action drive the best results.

Campaign and Budget Management Made Easy
A single, multi-tactic campaign allows us to easily swap out ad types and targeting tactics to help you achieve your goals. We'll work with you on your ads, get you set up, and monitor your reporting to find any gaps to fill.

Real-Time Reporting
Our updated reporting dashboard will help you understand how you're tracking towards your business goals, not just impressions and ad clicks. This new level of tracking helps to inform more educated decisions on overall marketing strategy that drive results