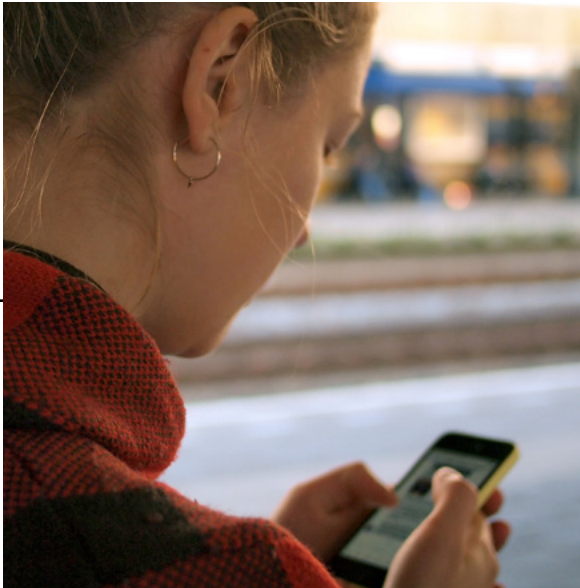




Targeted Display Advertising



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.

Boost Search Marketing with Increased Brand Reach

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.¹

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.

➔ **52%**

Studies have shown conversion rates to increase by up to 52% while display and search were running simultaneously.⁵

Stay Top of Mind

Keep your highly-relevant and compelling offers fresh in front of prospects who meet specific qualifying criteria.

➔ **30%**

According to a customer experience study, 47% of consumers surveyed stated that they would be likely to shop from a retailer that offered.⁴

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 inventory driving the most engagement with your business (not just ad clicks).

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.

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.

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.

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.

Improve Website Conversions

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.

1 LocaliQ Campaign Performance, 2022 2 audiencex.com 2022 3 Indiana Donor Network used a combination of LocaliQ solutions to drive traffic to their website: Targeted Display, Newspaper Print Ads, Branded Content, Video Production, Events. 4 webinarcafe.com 2022 5 audiencex.com 2022 © Gannett Co., Inc. 2022. All Rights Reserved.

Targeted Display Advertising

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 inventory 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 shift budgets and adjust overall strategy 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 to better understand how your campaign is performing at the tactic level. This enhanced reporting will inform better decision-making and drive ongoing improvements to our proprietary optimization logic.

