



Thinking of launching a digital display campaign?

Great! Digital display campaigns are an excellent means of extending your brand and promoting your message just to the people who are most likely to be interested.

Through a banner campaign you're able to identify and target your potential customers by their demographics, online behaviors and location — city, state, zip code or even the building they're in — then send them your strategic messages across the high-traffic sites, social media platforms and apps they're browsing.

HERE'S HOW TARGETING WORKS

GEOTARGETING enables you to reach consumers based on where they live, work and spend their time. Your ads could be sent to the people in the neighborhood your shop is in, the posh district where your prospects are shopping, the cities your out of town visitors come from, or any other geographic area you specify.

KEYWORD SEARCH TARGETING ensures your ads find people who are searching terms that are relevant to your business. A real estate agent's keyword list might include "high end Santa Fe homes" and "luxury mountain house," while keywords for a bistro could include "local microbrews," "best burgers in my town" and "live music venues." Keyword lists are strategically constructed, based on the terms that people are most frequently searching.

CONTEXTUAL TARGETING enables you to target users based on the content they are viewing online and/or specific keywords within that content. As with keyword search targeting, you specify the kinds of content and words within it to target, so that your ads reach the people who are browsing information that's relevant to your business.

GEOFENCING defines a boundary around a specific site where your prospects are spending time, collects their phone i.d.'s, then serves them your ads for a week, a month or more after they've left. An entertainment venue, for example, might geofence a competitor's establishment, the downtown plaza, or a major concert or festival to deliver its ads to the people who've frequented those sites.

RETARGETING ensures that people who visit your website will then be served your ads, reminding them of your brand and nudging them back to your business. (By the way, businesses that don't retarget see 8% of visitors come back, while those that do are rewarded with 26% returning to purchase.)

HOW DO YOU KNOW YOUR ADS ARE HITTING THE TARGET?

Your campaigns are monitored daily to ensure they're delivering on pace to your audiences using the tactics specified. You'll receive an easy-to-read report each month to show how your campaign is doing, including clickthrough rates by tactic and noting top-performing keywords and geofence sites.