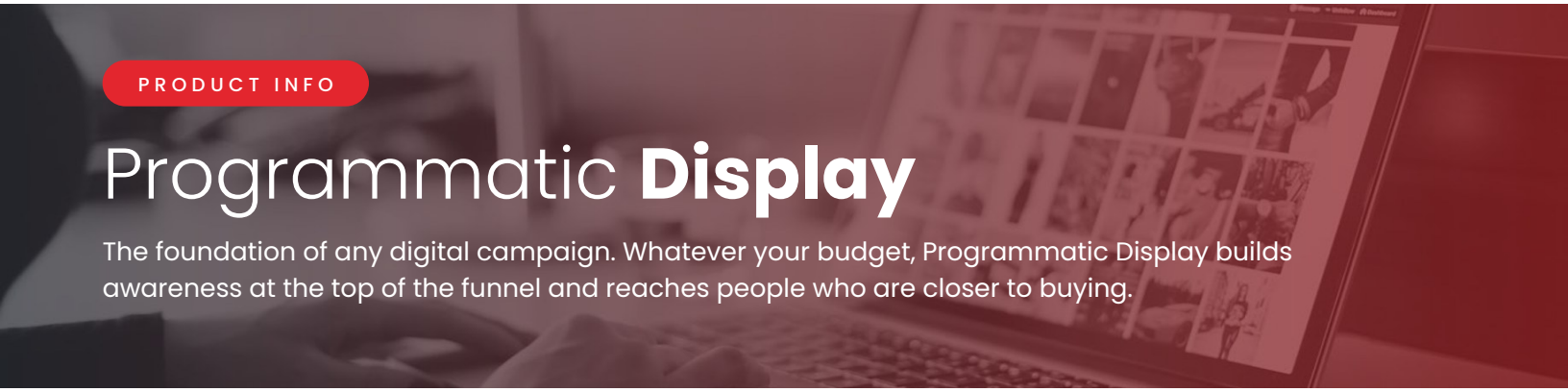


PRODUCT INFO

Programmatic **Display**

The foundation of any digital campaign. Whatever your budget, Programmatic Display builds awareness at the top of the funnel and reaches people who are closer to buying.

Programmatic Display has been around for years, and there's a reason it's still the most-used digital marketing tactic: **it works.** Here's why it belongs in your plan.

FIVE REASONS TO USE PROGRAMMATIC DISPLAY

1. **Outstanding reach**
   Wherever your customers are, display can reach them. We buy across multiple platforms with access to **more than 15 billion impressions per day**, with best-in-class targeting. Few other media can match that reach.

2. **Visually appealing**
   Display ads use graphics, color, photos, and your branding to stand out and grab attention in a way text-only ads can't.

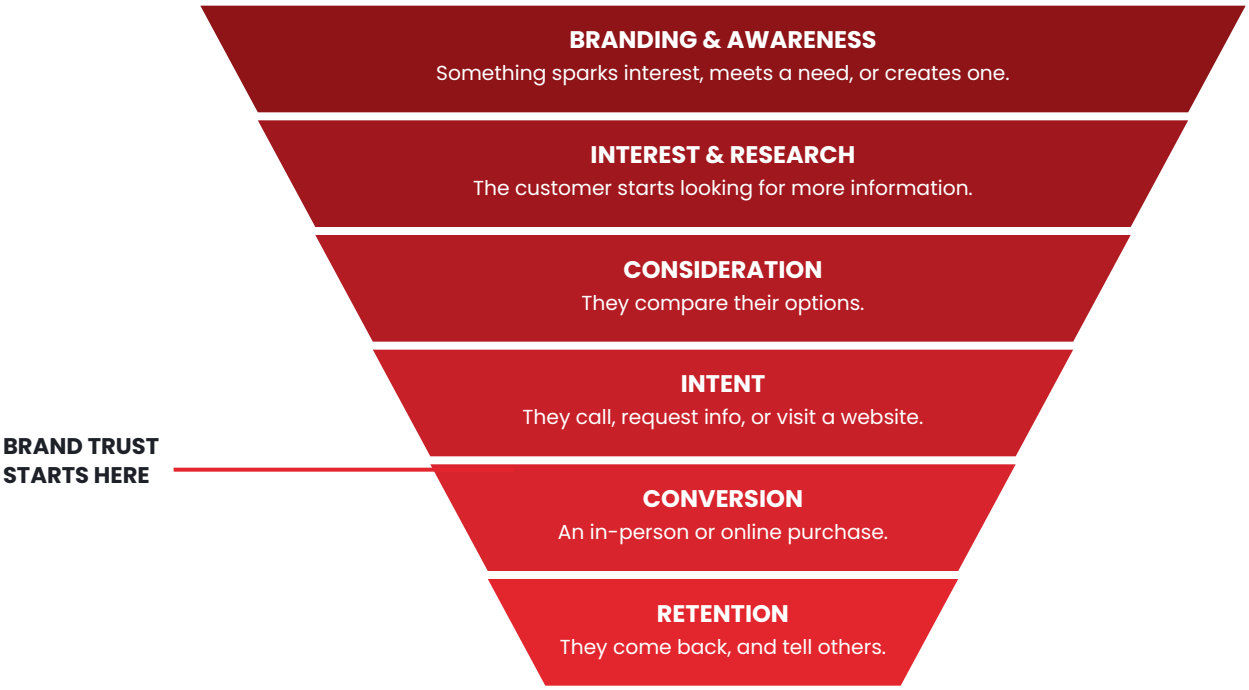
3. **Strong brand awareness**
   Consumers need to encounter a brand about **10 times** before they think about doing business with it, up from seven just a few years ago (Localogy). Display keeps you in front of customers before they're in the market, so you're top of mind when they are.

4. **Highly targeted**
   Reach the people most likely to buy, based on the websites they visit, their behavior, keywords they've searched, demographics, and past visits to your website.

5. **Pairs with other channels**
   Display makes your other marketing work harder. **27%** of consumers search for a business after seeing its display ad, and there's a **59% lift** in conversions when people search after seeing a related display ad.

15B+	10x	27%	59%
impressions available per day	exposures before they consider you	search after seeing a display ad	lift in conversions with search

DISPLAY WORKS AT EVERY STAGE



TARGETING OPTIONS

Demographic
Age, gender, household income, occupation, and more.

Behavioral
Search, click, and web browsing history.

Content
The kinds of sites and content people are viewing.

Geographic
Radius, ZIP, city, county, DMA, state, and more.

Geofencing
Devices in a specific location, or after they've left it.

Retargeting
People who have already visited your website.

Day parting
The times your customers are most likely to buy.

Frequency caps
Limit how often each person sees your ad.

A plan for any budget

Our team tailors a display plan to your goals and budget, and it naturally lifts the performance of your other channels. Ask us which targeting fits your business best.