

DATA FOR DONKEYS - TARGETING



UNDER THE HOOD



Retargeting

Reach online viewers who have either been to your site or clicked on your banner ad.

Hyperlocal/ Geofence Targeting

Target a location where you believe a specific audience congregates.

Cross Device (Tapads)

Track users within and across devices to retarget them either deterministically (using 1st party data) or probabilistically. This includes cross device conversion attribution, increasing the devices that can be tracked.

Mobile App Targeting

Target specific mobile apps to target people while browsing on their mobile phones and/or tablet devices.

Whitelist Targeting

Curate a list of sites that are “brand acceptable” and are important to your audience.

Top Targeting Options for Every Campaign

- ✓ Political Voter Data Targeting
- ✓ Retargeting
- ✓ Cross-Retargeting
- ✓ Hyperlocal Targeting
- ✓ Domain List Targeting



Evergreen Private Marketplace Deals

Reach your audience across a specific premium site or groups of sites with access to specific sections, ad units and types of inventory you may not get without PMP deals.

Connected Tv – (Via PMP Or Open Market)

Use as an extension of traditional television buys or to complement digital advertising buys to reach viewers while they are consuming digital video content on their TV.

Instream/Inread Video

Reach your audience with your video assets while they are watching video content online, utilizing existing :15 or :30 in-stream video spots targeted as pre, mid or post-roll ad units.

Outstream Video

Reach your audience outside of online video content with autoplay in a large format player whenever a user navigates to it within text content (typically an article).