



## Targeted Display

# CATEGORY CONTEXTUAL

### How it works

- Target user who have recently visited websites or apps that are classified in categories relevant to your business.
- We'll serve your ads on websites and apps a consumer is viewing, based on their having consumed content recently that falls within your business' criteria and category.

### Why it works

- You can reach consumers whose recent online behavior suggests a possible interest in your brand and product.

### When we use it

- This tactic works best if your audience can be pinpointed to particular websites that they visit (e.g., a plumber can target based on consumers visiting home improvement sites).

## WHAT MAKES US DIFFERENT

### Multiple Ad Tactics Under One Campaign

All your ads and targeting are combined under one umbrella to achieve your business goals and keep reporting easy to understand.

### Smart Optimization Technology

Our experts and smart optimization technology are constantly learning and adjusting your campaign to get your best ads on the sites and mobile apps driving the most engagement with your business (not just ad clicks).