

# Targeted Display

## CURATED AUDIENCE<sup>1</sup>

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### How it works

- We build out a list of local households that meet location, demographic and/or interest-based criteria of your target audience.
- Reach an entire household of consumers through any device on which anyone is viewing content. Think of it like direct mail, only it's digital, trackable, and makes better use of your advertising dollars.
- Your business locations can even be set as 'conversion zones' to track foot traffic to your business of people who viewed your ad.

### Why it works

- Our curated list allows for layering of demographic and psychographic targeting on top of local addresses, allowing you to only target households with your ideal customer.
- You can connect with local consumers in their homes – on their phones and across all devices they use, including connected TV.
- You can target multiple consumers within a household across their devices and for up to 30 days after they have left the address, keeping your brand top of mind for everyone.

### When we use it

- We curate addresses to target from scratch or from an existing list. Adding the demographic and elements allows a client like a veterinary clinic, for example, to only target dog-lovers within the address list (making laser-focus use of ad dollars).

<sup>1</sup> US only. Minimum TCV budget required of \$5,000.