



Targeted Display

DYNAMIC INVENTORY RETARGETING

How it works

- We'll target online consumers with carousel ads of specific products that they recently viewed or search on your website.
- Consumers can be targeted by visiting a certain page on your website (like a car dealer's 2019 Toyota Prius page), or through searches within your online inventory or product feed list (like a search for "Prius").
- The ad unit pulls the image (or images) into the carousel directly from the dealer's current inventory feed based on what the user looked at or searched for.

Why it works

- You're able to show consumers exactly the product(s) they've recently viewed and expressed interest in. The image is familiar, making it eye-catching and difficult to ignore.

When we use it

- These ads work great for businesses who have dedicated product pages they can send consumers to (like auto dealers and e-commerce 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).