Select Audience From Your CRM

Launch Targeted Ads

Targeted Display

LIST RETARGETING

How it works
– Target online consumers with display ads who are already in your database of prospects or customers.
– Your database is cross-referenced against our database of targetable emails. Users with matching emails (typically 20-30%) can be targeted with your online ads.

Why it works
– These users are familiar with your brand already, either as past customers or leads you haven't closed, making it less of a 'cold call' ad.
– This can work well in conjunction with other CRM-focused initiatives for a true, multi-channel campaign.

When we use it
– We suggest using List Retargeting alongside other tactics since the list match can be very narrow. Clients typically have a database of at least 50K to work with.
– This is a great tactic to use in conjunction with retargeting via social media, ensuring you're reaching your target audience multiple times with your message.
– Clients with products or services bought on a regular cadence are a good fit for this tactic (e.g., annual HVAC check-ups, dentists, etc).

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).