



Targeted Display

LOOKALIKES

How it works

- Target audiences who “look like” your recent website visitors. We’ll find audiences with similar data points to your existing audience (like search history, web behavior, and geographic and demographic data) and serve them your ads.

Why it works

- You’re able to target audiences who act like your fans and customers but may not be your customers yet. This type of targeting has proven to be effective due to its assumption similar audiences will likely also be interested in your brand.

When we use it

- To increase brand awareness to new audiences. Businesses like restaurants, dentists, and HVAC could benefit from the tactic.
- When a site retargeting user segment has reached at least 2500 users.

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).