

Blacklisting



Whitelisting



Targeted Display

WHITELIST/BLACKLIST

How it works

- Whitelist: Target users who visit a specific list of sites or apps, whether that be a group (e.g., ComScore Top 500) or a specific list.
- Blacklist: Rule out a list of sites or apps you don't want your ad to appear on.

Why it works

- It allows you to control exactly where your ad appears (or doesn't appear) when you have a message that might be in contradiction to certain audiences or is targeted at a very narrow audience. This ensures your message is highly relevant to viewers and you're not wasting ad dollars where you know your message won't resonate.

When we use it

- To control exactly where your message appears.
- Not often used as it's typically more important WHO sees your ad vs WHERE they see it but can be effective in a scenario like a premium real estate agency who may want to blacklist apartment-hunting websites, for example.

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).