DIGITAL PRODUCTS OVERVIEW

Programmatic Display Advertising Products

Behavioral-Targeted Display Banner Advertising
Delivering display banner ads to online users on all devices (desktop, tablet, mobile websites & in-app environments) based on specific data-targeting parameters: demographics, incomes, interests, past purchases, purchase intents and geographic location. (Can be geo-targeted.)

Retargeting Display Banner Advertising
Delivering display banner ads to online users who have visited an advertiser's website to re-engage the prospect with the brand on sites they visit after they leave the advertiser's website. *(Typically included with Behavioral-Targeting Banner Campaign. Can be geo-targeted.)*

Behavioral-Targeted In-App Ads
Delivering mobile banner ads to mobile device app users (on cell phones and tablets), based on specific data-targeting parameters, including demographics, app usage, app categories and geographic location of the device.

Premium-Sized Display Banner Ads
High-impact, large format display banners (970 x 250 & 970 x 90) that typically run at the top of a webpage, ensuring above-the-fold placement and increased visibility on premium websites.

Search Retargeting with Display Banners
Delivering display banner ads in real-time (within a 2-hour window) to online audiences who have recently searched a selected campaign keyword in a search engine. The audience is updated every 2 hours with new IP addresses of recent searches to keep the data relevant and timely.

Contextual Targeting Display Banners
Delivering display banner ads to online users on websites and web pages with specific content (articles/text) related to selected Topics/Categories (i.e. Health: Pediatrics, Law, Gov't & Politics: Politics). Contextual targeted ad delivery can also be geo-targeted to region, DMA, city, zip code, etc.

Digital Business-to-Business Products

Data-Driven B2B Targeting Display Advertising
Delivering display banner ads to target professionals/business audience decision-makers based on title/industry/certifications, as well as targeting employee devices (desktop/laptop/tablet/mobile) at target companies based on the SIC or NAICS code for specific industries (i.e. manufacturing, finance).

TargetLeads - B2B Website Visitor Identification
Lead notification and management software for companies with B2B target audiences that identifies companies that visit an advertiser's website in real-time and notifies the advertiser via email of the prospective company's visit, as well as provides valuable information to be used for lead follow-up and management. The TargetLeads software offers a web-based lead management platform and integrates with many CRM systems.

Programmatic Digital Video & Audio Products

Programmatic Digital Video, Includes No-Charge 300 x 250 Companion Banner
Delivering 10-, 15- or 30-second videos to behaviorally-targeted online users as pre-roll or video content on news and premium video websites based on specific data-targeting parameters: demographics, incomes, interests, past purchases, purchase intents and geographic location.

Additional Digital Products

Search Engine Marketing – PPC
Pay-Per-Click Keyword Search Engine Marketing deliver text layout ads to online users who search a keyword in the leading search engines (Google, Bing, Yahoo, Ask.com) within a specified geography. The SEM program allows for recorded call tracking for people who place calls to the companies form the text ads delivered, ad reports on impression, visits, emails sent and web events (such as form completions).

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* (CPM Pricing = Cost-Per-Thousand Impressions)