AccuData
INTEGRATED MARKETING

NextGen Behavioral Targeting:

Pair Keywords and Online Search Behaviors to Advertise in Real Time

Q.   **What is NextGen Behavioral Targeting?**

NextGen Behavioral Targeting is an advertising service that delivers digital display ads to in-market consumers based on the keyword searches they perform. NextGen Behavioral Targeting harnesses the power of Pay-Per-Click (PPC) campaigns in a display advertising environment.

Q.   **How does NextGen Behavioral Targeting work?**

NextGen Behavioral Targeting pairs keywords and online search behavior to serve relevant display ads. Through AccuData's partnerships with more than 100,000 website search engines, we are able to serve ads based on more than one billion user interactions and actual search behaviors in real time. For example, a consumer types "Las Vegas Hotels" on a popular travel site. Your keyword list matches the consumer's search action, which triggers your ads for a popular Las Vegas Hotel to be served.

Q.   **How do I find keywords that are relevant?**

AccuData can help! We will begin with your PPC keywords, if available, and build from there. Please note that PPC keywords are not required. Our team will compile a keyword list based on your campaign goals, that may include associated products, services, and the names of your competitors. This keyword list is continuously optimized based on campaign data and performance.

Q.   **Can NextGen Behavioral Targeting be used by business marketers, too?**

Yes, absolutely! NextGen Behavioral Targeting is an excellent method of reaching B2B audiences that are searching for the products and services that your business (or your competitors) offer.

Q.   **What options are available for me to refine my audience?**

AccuData can refine your audience by applying geographic locations and/or demographic attributes to your campaign. These applications act as an overlay to your defined keywords to ensure your ad is displayed only to consumers that meet your criteria.

Q.   **How quickly will my ad be seen?**

33% of ads are served within one second of the consumer's search. At the latest, your ad would be served within a matter of minutes.

Q. **Where will my ads appear?**

With our DSP partnerships, AccuData can place ads on more than one million websites featuring 30 – 50 billion advertising impressions per day. This accounts for approximately 90% of the available daily ad inventory on the Internet! Popular sites where ads may be placed include CNN, Fox News, MSN, and Yahoo. By default, your ads are never served on "vice" or adult-focused sites. We eliminate sites with a history of fraudulent traffic as well as the top 200 most popular children's sites.

Q. **What ad sizes do I need?**

The standard display ad sizes are included below. We recommend that you provide at least one creative in each size to maximize available ad placement. While we can run campaigns with fewer sizes, it limits the available inventory and may result in your campaign taking longer to serve. Your files should be less than 50k in size. We accept JPEG and PNG file formats:

- 300x250
- 300x50
- 320x50
- 728x90
- 160x600
- 320x480

Q. **Can I use animation in my ads?**

Yes! Just keep in mind that if any animation is present within your ads, it should be a maximum of three loops.

Q. **What if I don't have creative?**

AccuData can help! Simply inform your Account Representative that you are interested in utilizing our creative services. We can assist you with each aspect of the creative process, including copywriting.

Q. **What do I need to get started?**

Getting started is easy! Once we have the following assets in place, we can begin your campaign: a signed Statement of Work (SOW), keyword list, ad creative, and your landing page URL.

Q. **How quickly can my campaign begin?**

Your campaign will go live 2-3 business days from receiving all assets mentioned above.

Q. **What will I learn about how my campaign performed?**

At the conclusion of your NextGen Behavioral Targeting campaign, you will receive a performance report that includes the total number of impressions served, total number of clicks, click-through-rate (CTR), time and day trends, a sample of the websites on which your ad may have appeared, the top performing creative, and behavioral insights.

AccuData
INTEGRATED MARKETING