AccuData
INTEGRATED MARKETING

NextGen Behavioral Targeting

Advance your digital marketing tactics by **reaching people based on their online search behavior**

Serve engaging visual ads within seconds of a consumer performing a relevant keyword search.

AccuData's NextGen Behavioral Targeting is behavioral targeting, evolved. By pairing keywords and online search behavior, we can serve relevant advertising in real time.

Benefits

Leverage the power of a pay-per-click campaign in a display environment

Tap into online search behavior that is collected from more than 100,000 website search engines

Reach in-market consumers in real time with the right message

Reach new customers at the precise moment they are looking to buy.

With a list of keywords, AccuData can reach the people whose online search behavior matches the objectives of your marketing campaign. By serving ads during a consumer's decision-making journey, you'll reach the right audience at the right time with no wasted ad impressions. Your custom audience will be targeted with geographic and demographic attributes that meet your campaign criteria.

AccuData's partnerships with thousands of search engines enables us to see real-life interactions as they happen. 33% of ads are served within seconds of a search taking place.

Top website partnerships:

- Bing
- Zillow
- WebMD
- Yahoo!
- Amazon

- Trip Advisor
- Men's Health
- Lowe's
- Facebook
- Parenting

How It Works:

> A person in Fort Myers, FL goes to a travel website and conducts a search for "Las Vegas." We immediately begin showing them your ads for a popular hotel on the strip.

COMPLEMENT YOUR CAMPAIGN

IP Targeting

Serve engaging digital display ads to consumers' mobile and desktop devices based on their physical address. Like direct mail delivered digitally!

Connected TV/OTT

Target unique behavioral audience segments with your video message over a collection of the nation's largest streaming platforms and services.

Web Visitor Intel

Turn your website into a lead generation tool, enabling you to identify real-time, in-market prospects for your organization or the organizations that you support.

Site Retargeting

Serve digital display ads to consumers following a website visit that did not result in conversion. Designed to recapture the consumers' attention so they return to your site.

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