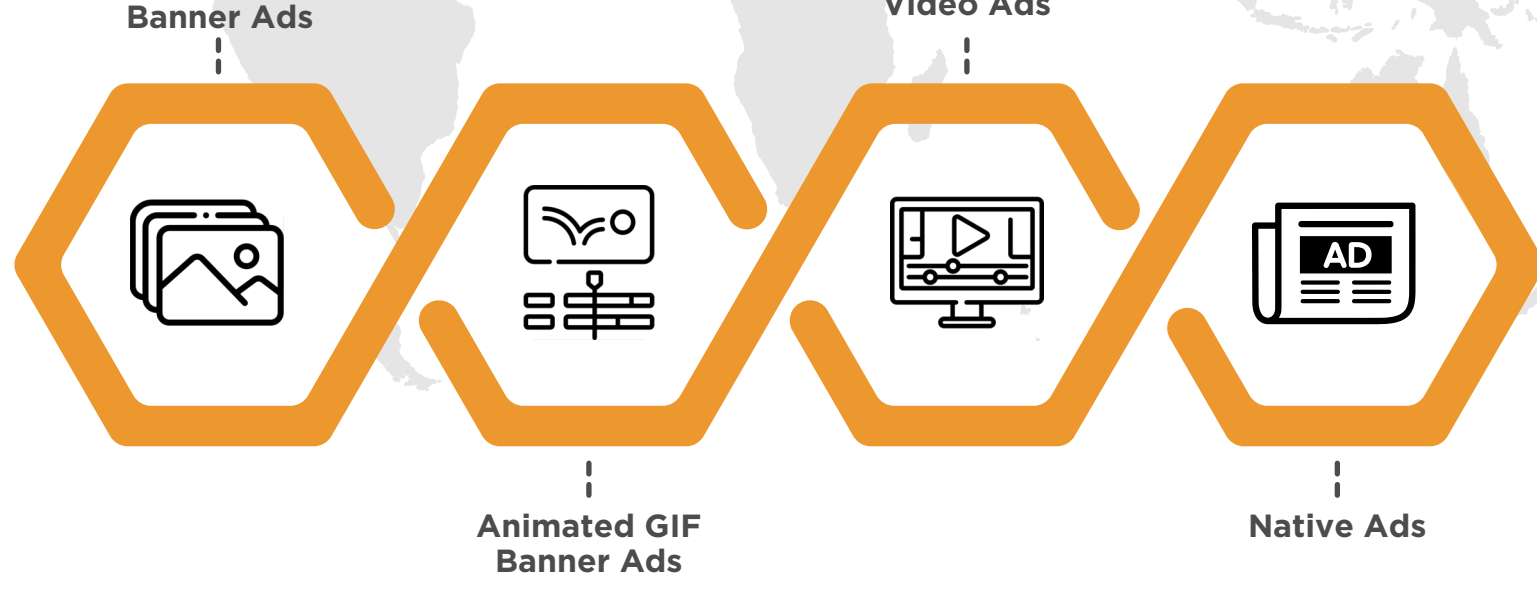


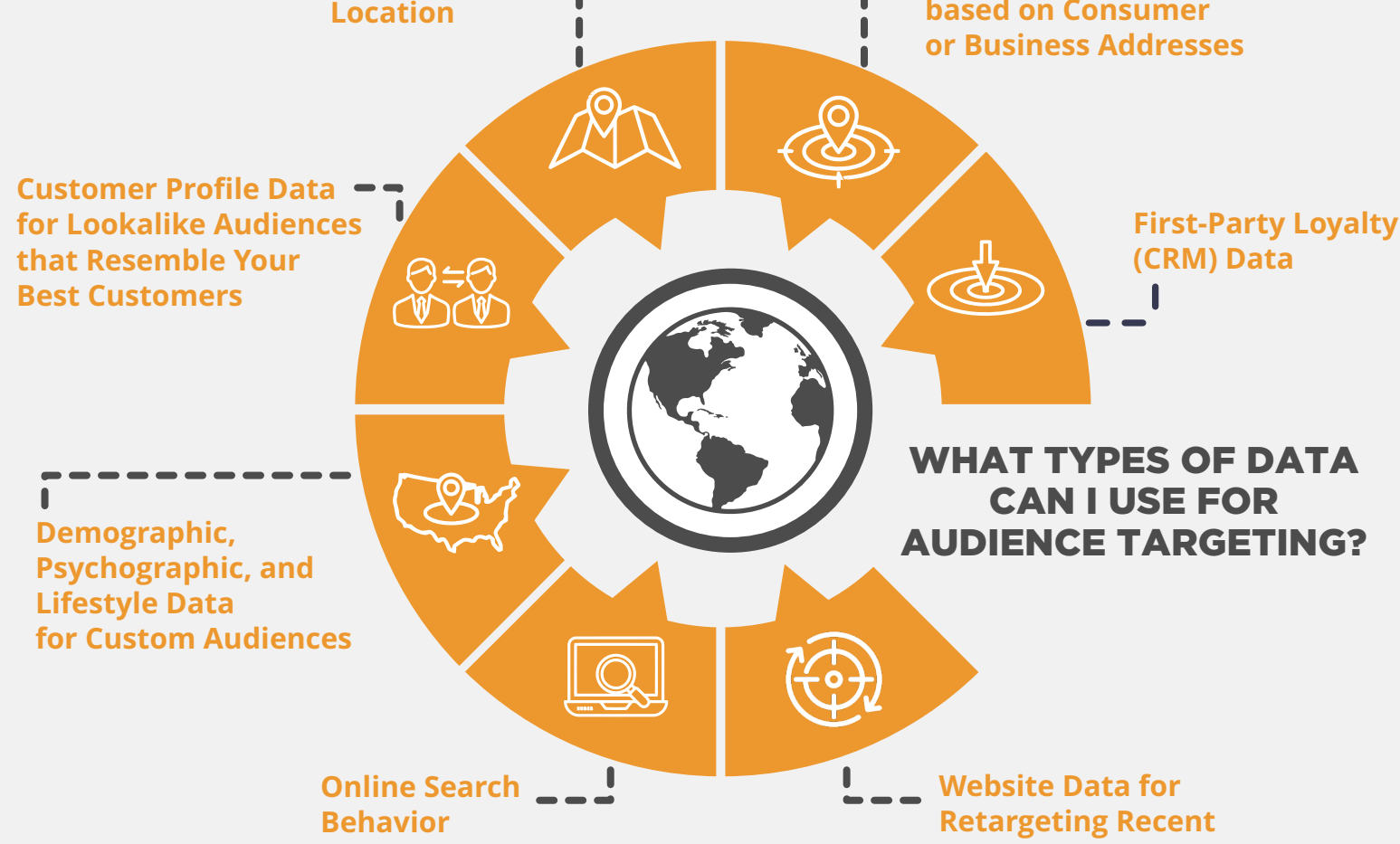
THE WORLD OF DIGITAL DISPLAY ADVERTISING

THE WORLD OF DIGITAL DISPLAY ADVERTISING IS VAST. WHEN YOU ARE READY TO GET STARTED, CONSIDER THIS YOUR ATLAS.

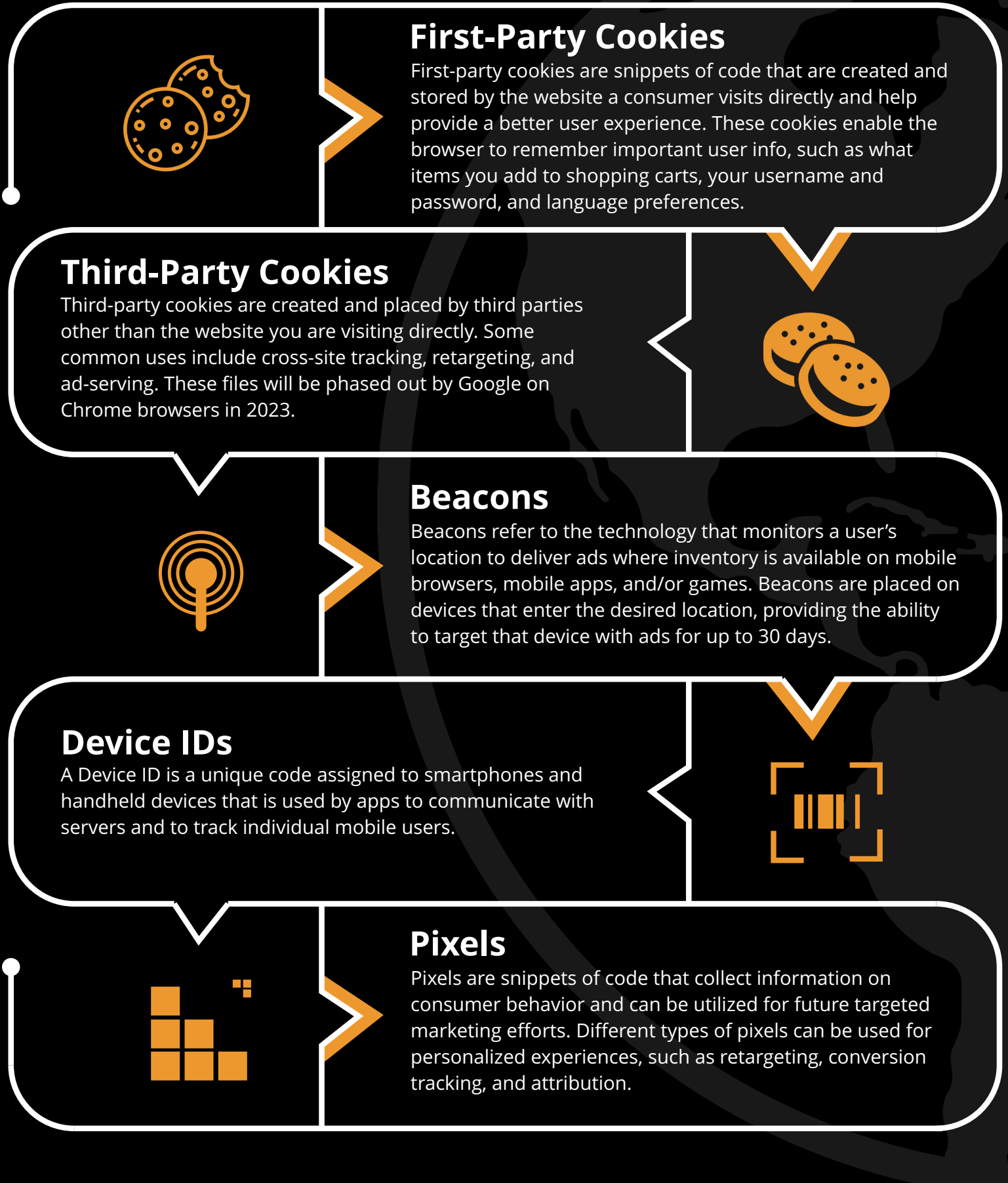
WHAT TYPES OF DIGITAL DISPLAY ADS ARE AVAILABLE?



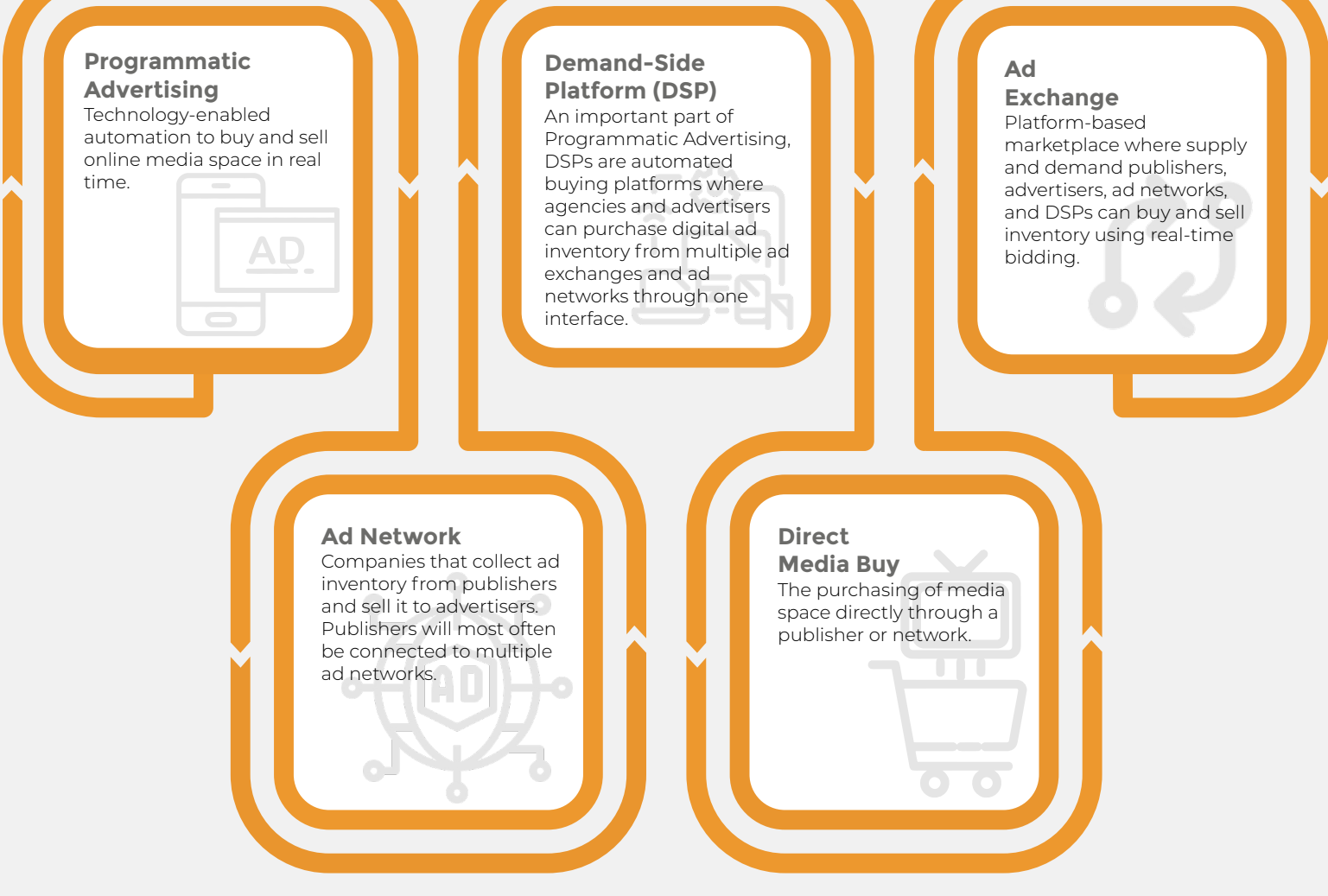
WHAT TYPES OF DATA CAN I USE FOR AUDIENCE TARGETING?



WHAT TECHNOLOGY IS USED TO DRIVE DIGITAL DISPLAY ADVERTISING?



WHAT BUYING TERMINOLOGY DO I NEED TO KNOW?



PARTNER WITH ACCUDATA.

Because our data is anchored in identifiable consumer and business contacts, we confidently serve our ads to individuals based on their real-world, physical location.

ACCUDATA'S DIGITAL DISPLAY CAPABILITIES:

- Addressable GeoFence**
 - Engaging online display powered by postal addresses.
 - Recommended for:
 - Complementing Direct Mail campaigns with digital ads to increase conversion.
 - Direct Marketers that possess a mailing list.
- Location-based Targeting with Mobile GeoFence and GeoFollow**
 - Reach consumers at desired events and locations, in real time and after they leave.
 - Recommended for:
 - Reaching consumers based on visits to a competing location.
 - Marketers wishing to track physical store conversions.
- Location-based Targeting with Venue Replay**
 - Reach prospective customers based on past visits to events, conferences, or store locations.
 - Recommended for:
 - Engaging sports enthusiasts that attended a big concert or festival.
 - Promoting special offers to shoppers that visited a competing location.
- Native Advertising**
 - Reach your desired audience with relevant content, advertorial-style.
 - Recommended for:
 - Increasing brand awareness, website visits, and thought leadership.
 - Marketers with editorial, blog, or informational content as opposed to traditional advertisements.
- Connected TV/OTT Advertising**
 - Serve your video message over a collection of the nation's largest streaming platforms and services.
 - Recommended for:
 - Advertisers with impactful video commercials looking for more precise targeting options.
 - Marketers looking to increase brand awareness and storytelling messaging, as opposed to just tracking clicks.
- NextGen Behavioral Targeting**
 - Reach individuals based on their online search behavior with display ads.
 - Recommended for:
 - Engaging in-market consumers at the precise moment they are looking to buy.
 - Marketers that are currently running Paid Search campaigns.
- Site Retargeting**
 - Continue the conversation with consumers that engage with your website.
 - Recommended for:
 - Marketers seeking to enhance their online presence.
 - Advertisers looking to increase online conversion rates.

Digital Display Advertising: Engage current and prospective customers on their favorite devices to increase overall campaign conversion.

Talk to a digital expert to learn more

CALL

800-732-3440

VISIT

www.AccuData.com

AccuData
INTEGRATED MARKETING