

Contextual Targeting

Capture your audience's attention based on the content they consume

Use relevant keywords, categories, and topics to target consumers based on the online content they consume. This content-focused tactic serves ad messages while site visitors are at their most engaged.

Benefits



Increase brand recognition by appearing only on websites that align with campaign parameters



Deliver your ad message at the right time to the right audience, without wasted ad impressions



Elevate multichannel communications with this easy-to-implement tactic

Go beyond the cookie to reach new customers based on their online interests. Contextual Targeting relies only on the content of a website for ad placement and is therefore not impacted by the upcoming changes to the digital advertising landscape.

AccuData can curate a list of keywords, categories, and topics that best align with the brand's criteria. Geographic overlays are available for localized campaigns, and negative keywords, categories, or topics can be excluded for optimal, privacy-focused initiatives.

What is the Difference between Contextual Targeting and Behavioral Targeting?

Contextual Targeting is the practice of displaying ads based on a website's content. Almost like placing a print ad in a niche magazine (think: hotel ads on a travel website), Contextual Targeting aligns digital display ads with the keywords and categories of the websites on which they are placed.

Behavioral Targeting is the practice of targeting customers based on a defined behavior, such as web browsing. AccuData's NextGen Behavioral Targeting, for example, serves banner ads to consumers after a relevant keyword search as they move about the web.

AccuData is Your Partner for Digital Advertising

Need more than just strategy and implementation? AccuData offers a team approach that provides individual attention, exceptional customer service, and campaigns executed with precision. This includes a complete suite of digital creative design and copywriting services.

What does this mean for our clients? It means we provide end-to-end managed digital services from concept to creation. It means we provide insightful and useful reporting every step of the way. And it means data-driven marketing results that go above and beyond.



COMBINE CONTEXTUAL TARGETING WITH THESE TACTICS FOR MAXIMUM IMPACT

NextGen Behavioral Targeting

Serve highly targeted ads within seconds of a consumer performing a relevant search. Your desired keywords are matched to consumers whose online search behaviors match the objectives of your marketing campaign.

Site Retargeting

Motivate website visitors to re-engage with your brand as they move about the web. Our pixel-based technology enables the display of relevant ads to confirmed website visitors for up to 30 days following their initial visit.