

Demographic Targeting

Reach your target audience online with accuracy and precision

Pinpoint your ideal market by leveraging thousands of demographic and psychographic data points. The addition of geographic overlays enables you to reach your desired audience with hyper-targeted display ads at even the ZIP-Code level.

Benefits



Create custom audiences based on demographics (for example age, gender, and income) or interests.



Increase your reach by creating lookalike audiences that match your best customers.



Enhance brand reputation by serving the right ads to the right audience.

Reach a target audience of addressable consumers online by leveraging the power of consumer data.

Using thousands of data points from both offline and online environments, AccuData can build your custom audience at the desired geography, down to the ZIP-Code level. Traditional data categories include household income, gender, age, education, parental status, and job title, whereas niche audiences can be developed based on interests, transactional information, donation history, and much more. Keyword overlays are available to further refine audience segments based on online search behavior.

Lookalike Audience Creation

Demographic Targeting is a powerful tool for developing lookalike audiences of a brand's best customers. For organizations with rich CRM data, demographic lookalikes can be identified and targeted with ease. For those lacking robust customer data, AccuData's data enrichment services and customer profiling tools are easy, affordable additions to the process.

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 DEMOGRAPHIC 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.



Connected TV Advertising

Target your audience with video messaging shown over a collection of the nation's largest streaming platforms and services. With a non-skippable content format, you can engage with viewers committed to the content they are consuming.



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.