



Digital Product:	Description:
Retargeting	Following people after they leave your website and showing them your display or video ad.
Keyword Targeting	Showing your display or video ad to people who search your keywords or visit webpages that contain your keywords .
Display Ad Networks	Showing your display ad on groups of websites targeted to the type of audience you want to reach.
Behavioral Targeting	Showing your display or video ad to people based on their previous on-line behaviors and interests.
Mobile Conquesting	Using location based targeting combined with demographic and behavioral targeting to reach people with your display ad on their mobile devices.
Facebook/Instagram News Feed Ads	Targeting people on Facebook and Instagram in their News Feed, with your display or video ads based on their demographics, interests, behaviors, or your list of email addresses or phone numbers.
Household IP Targeting	Direct mail for the internet! Taking a list of street addresses, matching those to IP addresses and showing ads only to those households.
Video Pre-Roll Targeting	Targeting people with a :15 or :30 video pre-roll ad which is the commercial that runs before the content plays
SEO & Rep. Management	Improving and promoting a website to increase the number of visitors the site receives from search engines.