



Digital Product:	Description:
Retargeting	Following people after they leave your website and showing them your display or video ad, across all devices.
Keyword Targeting	Showing your display or video ads on webpages that contain keywords related to your business, across all devices
Display Ad Networks	Showing your display ad on groups of websites targeted to the type of audience you want to reach, across all devices.
Behavioral Targeting	Showing your display or video ads to specific consumers based on their previous on-line behavior, across all devices.
Native Ads	Native display ads go across all devices and match the look, feel and visual context of the website or app where they are seen.
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/Facebook Audience Network	Targeting people across all devices on Facebook and Instagram in their News Feed or on Facebook Audience Network, with your display or video ads.
Household IP Targeting	Matching IP addresses to your list of names and street addresses and showing your display or video ad only to those people, across all devices.
Event Targeting	Targeting people at events using Facebook, Instagram, Mobile Conquesting, or Geo-Framing.
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, across all devices.
SEO & Rep. Management	Improving and promoting a website to increase the number of visitors the site receives from search engines.