CONTEXTUAL TARGETING

Contextual Targeting is a form of targeted advertising in which the content of an ad is in direct correlation to the content of the web page the user is viewing. Rather than utilizing demographics, searching, browsing, or purchasing history – we will deliver your campaign on contextually relevant web pages that maximize campaign relevancy and resonance.

KEY FEATURES/BENEFITS

- Contextual targeting increases message relevancy and resonance amongst your prospective customers.
- Audiences often view contextual ads as minimally intrusive because they align with the content that the user is browsing.