Lookalike targeting uses a combination of pixel data, CRM data, Facebook page data, and purchase intent behaviors to reach audiences that are most ‘like’ your existing customers and therefore most likely to buy.

**KEY FEATURES/BENEFITS**

- **With data from thousands of campaigns each month, our Nexstar owned site data, and 95 data partners, we use an extensive library of attributes to build custom audience groups.**

- **With more seed groups and less reliance on standard lookalike audience creation, we offer a unique solution that uses display and video for your campaign.**

- **Connect with a more precise audience by reaching beyond over-used, “off-the-shelf” targeting segments.**

**EXAMPLE**

Starbucks wants to not only advertise to those that visited their website but any person looking at coffee shops in their area. Using our pool of data we can match those that have similar web behavior as those that went on the Starbucks site. This could be those that looked at other coffee shops websites in their area, people following coffee shops on Facebook, those that are demographically similar to their initial customer base, or who have similar interests.