

# AWARENESS

## DISPLAY



### ADVERTISER CAMPAIGN GOALS

Increase brand awareness by delivering the advertiser's message to the target audience and finding more of their audience using general tactics and optimization algorithms.



### MEASURING CAMPAIGN SUCCESS

Total Number of Impressions  
eCPM (Average Cost per Thousand)



### PERFORMANCE BASED CAMPAIGN

All the tactics will share the budget and work together to reach your audience and build brand awareness. Real-time data will tell us which tactics are performing best and those tactics will be allocated more of the budget. Estimated impressions across the plan are available.

## MEDIA PLAN

This plan can be customized and added to as needed.

- **Audience Targeting** – Use 3<sup>rd</sup> party data to find demographics, intents and interests that match the advertiser's target audience.
- **Contextual Targeting** – Reach the advertiser's audience by aligning their messaging with relevant content.
- **Hyperlocal** – Use location to find the advertiser's audience.
- **Retargeting** – Re-engage users who have already shown an interest in the advertiser.