

SITE TRAFFIC



ADVERTISER CAMPAIGN GOALS

Increase site traffic 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 Clicks

eCPC (Average Cost per Click)

CTR (Click Through Rate)



PERFORMANCE BASED CAMPAIGN

All the tactics will share the budget and work together to reach your audience and drive site traffic. 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.

- **Contextual Targeting** – Reach the advertiser's audience by aligning their messaging with relevant content.
- **Hyperlocal** – Use location to find the advertiser's audience.
- **Run of Network** – Find your audience through performance. Deliver impressions outside of your advertiser's target and optimize towards the click.
- **Retargeting** – Re-engage users who have already shown an interest in the advertiser.