

ON-SITE USER ACTION



ADVERTISER CAMPAIGN GOALS

Increase user actions 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 Conversions

eCPA (Average Cost per Acquisition/Conversion)



PERFORMANCE BASED CAMPAIGN

All the tactics will share the budget and work together to reach your audience and increase user actions. 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 3rd 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.
- **Run of Network** – Find your audience through performance. Deliver impressions outside of your advertiser's target and optimize towards the conversions.
- **Retargeting** – Re-engage users who have already shown an interest in the advertiser.