

# RUN OF NETWORK

Performance-driven tactic that casts the widest net and allowing the campaign to optimize towards placements achieving the KPI



## PERFORMANCE DRIVEN

- Discover new audiences outside of the targeted tactics already used in the campaign.
- Learn what is working. Optimizations make this tactic more targeted based on performance and the campaign goal.
- Use in conjunction with Contextual Insights Reports to glean insights into what content your audience is consuming.



## INCREASE REACH

- Target a broad audience. Use this tactic to reach a large audience within your geographic parameters.
- This tactic works well when the campaign is promoting a large event or sale as well as when the campaign needs increased scale.

## MLO

MACHINE LEARNING  
OPTIMIZATIONS USE  
ARTIFICIAL INTELLIGENCE TO  
OPTIMIZE CAMPAIGNS

## THE POWER OF AI

Leverage machine learning technology that uses artificial intelligence and privacy-approved data across 30 parameters to optimize a campaign.

This solution can improve media performance all without the use of cookies or infringing on the target's privacy.