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2018
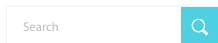# DIGITAL TARGETING GUIDE

2018 Digital Targeting Guide

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Tactic	Features	Benefits
Search Retargeting Allows advertiser to capture users searching for their products or services.	• Search engine, site search and vertical search data aggregated to deliver targeted, data driven campaigns	• Combines the effectiveness of search with the reach and impact of display. • Reach your audience down to the keyword level.
Site Retargeting Allows advertiser to target users who know business and have visited website.	• Delivery of ads to people who have visited your website • Amount of impressions based on visitors to advertisers site.	• Stay in front of your lowest funnel digital customer by delivering ads to them across the internet, after they have visited your website
Keyword/Category Contextual Targeting Contextual targeting looks at the category or keywords of the current page a consumer is viewing and then serves them ads that are highly relevant to that content.	• Viewers only see ads they're interested in	• You only serve valuable impressions to the qualified viewers.
Geo-Fencing Setting up virtual boundaries (fencing) around a specific location (geo) to trigger an action as soon as someone enters or leaves the target location.	• Custom Geo-fences down to 100 meter • Delivery of ads to captured devices for up to thirty days.	• Endless targeting options including delivery to people that have visited your location as well as your competitors
Conversion Zone* Virtual boundaries drawn around an advertiser's business location via a GPS map. *Campaign must include geo-fencing*	• Track online to offline conversions • Enrich mobile performance • Evaluate campaign effectiveness	• Additional layer of reporting to measure effectiveness of your geo-fencing tactics
Event Targeting A virtual geo-fence is traced around an event location where the advertiser wants to build an audience based on user visits to a particular location during a set, scheduled timeframe.	• Target a custom, niche audience out of users who attend a specific event • Delivery of ads to captured devices for up to thirty days.	• Pinpoint targeting for a niche audience • Minimal waste
Behavioral Targeting Targeting based on lifestyle, affinity, demographics, in-market purchase data and search data.	• Reach various demos (age,/gender/income) using online/offline data from social networks, registered census data, and consumer surveys. • Target "in-market" consumers based on online actions, purchases, loyalty memberships, direct searches, quote requests, and product comparisons.	• Reach your desired audiences more effectively and efficiently

Keyword Search Retargeting

A user performs a search Viamedia collects data associated with the search.

As the user browses the web, Viamedia shows the searcher an ad based on the keywords searched.
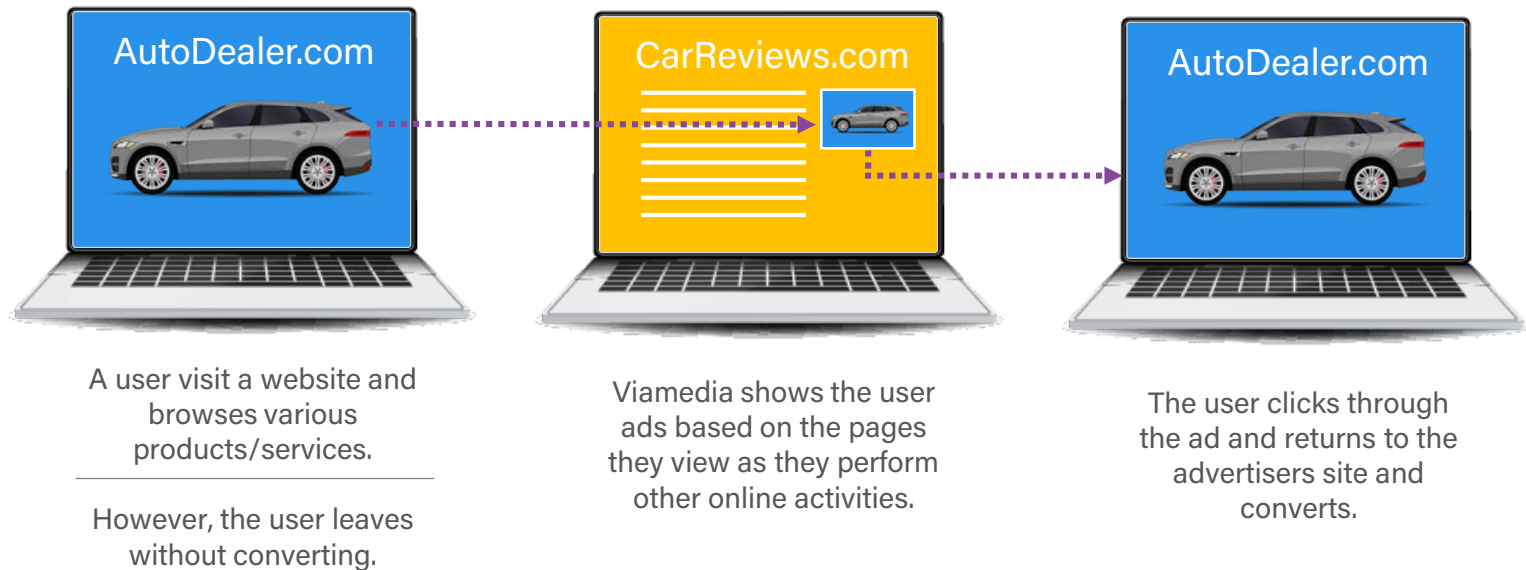
The user clicks through the ad and converts.

HOW IT WORKS...

Keyword-level search retargeting enables advertisers to combine the effectiveness of search with the reach and brand impact of display.

Intent data captured while a user is searching is generally the most effective targeting data available. Using search retargeting, advertisers are able to target prospects with display ads based on the searches they perform across the web.

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Site Retargeting

AutoDealer.com

CarReviews.com

AutoDealer.com

A user visit a website and browses various products/services.

However, the user leaves without converting.

Viamedia shows the user ads based on the pages they view as they perform other online activities.

The user clicks through the ad and returns to the advertisers site and converts.

Roughly 98% of consumers will leave a site without converting. Here is your chance to re-engage them with a completely new level of performance and insight.

HOW IT WORKS...

Site Retargeting targets users who have already visited your site while they are visiting other sites across the web. Site retargeting is a highly effective method of converting site visitors into purchasers.

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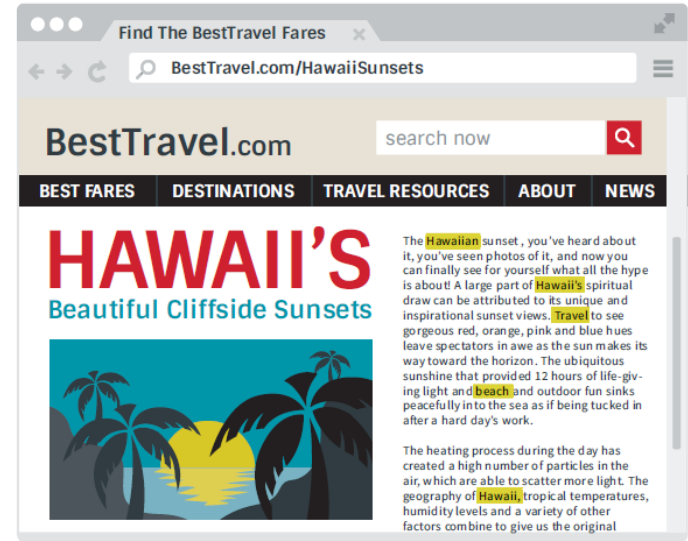# Keyword/Category Contextual Targeting

Category Contextual

Target users viewing content within specific categories that have been defined as relevant to what the advertiser offers.

Keyword Category Contextual

Target users viewing content with keywords that have been designated by the advertiser.

Example of the type of contextual data a keyword contextual campaign takes into account.

Engage new customers by showing them ads that resonate with the content they are already consuming.

HOW IT WORKS...

Contextual targeting looks at the category or keywords of the current page a consumer is viewing and then serves them ads that are highly relevant to that content. So, viewers only see ads they're interested in, and you only serve valuable impressions to the right viewers.

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Geo-Fencing (Location Based Marketing)

Store/Competitors Location

### Targeting students at the university

HOW IT WORKS...

Geo-Fencing as the name suggests refers to setting up virtual boundaries (fencing) around a specific location (geo) to trigger an action as soon as someone enters or leaves the target location. The marketing part comes in when a targeted message is delivered as soon as a potential customer crosses the fenced location.

HOW IT CAN BE USED...

▸ **Collect location insights about user's offline behaviors** for audience segmentation, personalization, retargeting, competitive intelligence, and online-to-offline (O2O) attribution.

▸ **Send location-relevant content to mobile users** based on their current or recently-visited location, in order to drive their engagement with the app.

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Conversion Zone (Location Based Marketing)
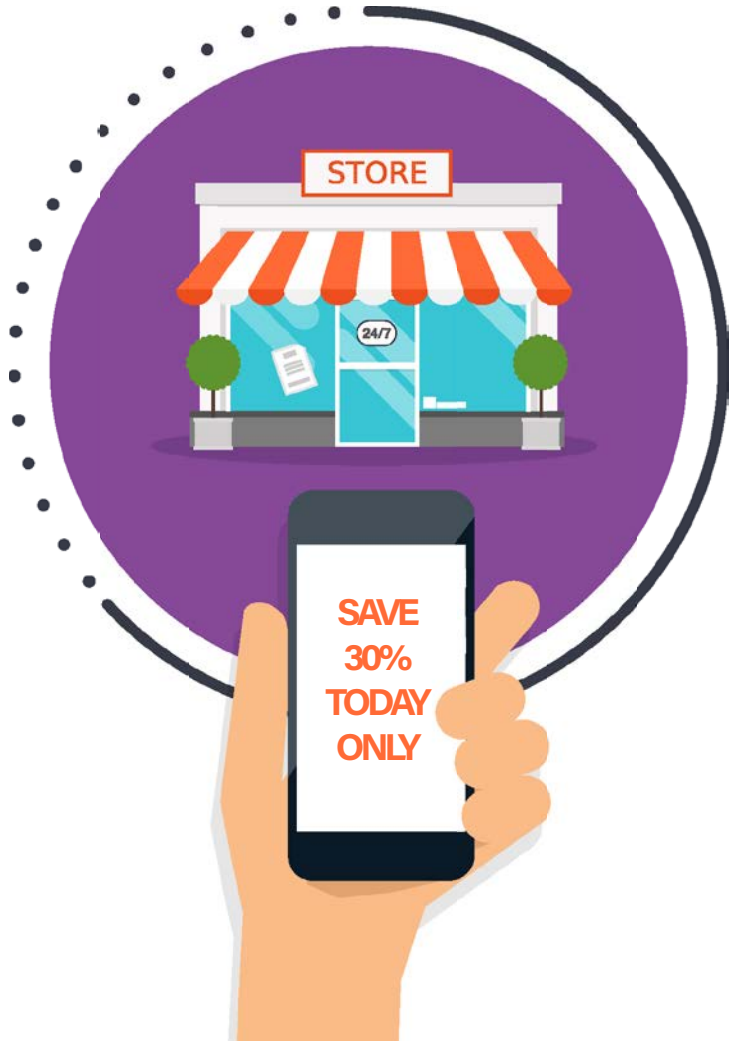
The most powerful tool for tracking online to offline conversions in mobile advertising.

What Are Conversion Zones?

Conversion Zones are virtual boundaries drawn around an advertiser's business location via a GPS map. Conversion Zones allow advertisers to track what amount of physical traffic at their location have previously seen one of their ads from visiting another geo-fenced location.

Why Use Conversion Zones?

Identify audiences responding to mobile advertising by visiting a physical location as opposed to a click or call.

- ▸ Track online to offline conversions
- ▸ Enrich mobile performance
- ▸ Evaluate campaign effectiveness

Other mobile programmatic technologies lack the accuracy to effectively attribute mobile impressions with physical visits to an advertiser's location.

STORE

24/7

SAVE
30%
TODAY
ONLY

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Event Targeting (Location Based Marketing)

Event Location

Captured Audience

Targeted Ads

HOW IT WORKS...

A virtual geo-fence is traced around an event location where the advertiser wants to build an audience based on user visits to a particular location during a set, scheduled timeframe.

When a user enters the geo-fenced location during the set timeframe, they will then become part of an audience that can later be targeted following the event.

IDEAS FOR WHEN TO UTILIZE...

▸ Conferences, conventions & tradeshows

▸ Sporting events, fitness competitions, school teams

▸ Concerts & tours

▸ Performing arts: opera, theatre, musicals

▸ Festivals: music, renaissance

▸ Fairs: state fairs, carnivals, Oktoberfest, craft fairs

▸ Community & cultural events

▸ Fundraisers & benefits

▸ Parades

▸ Venues: amusement parks, speedways, even hotels

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Behavioral Targeting

Lifestyle, Affinity & Household Segments

Leverage predictive purchase behaviors to reach all types of audiences – **Working Moms, Social Influencers, Sports Lovers, and more.**

Core Demographic Data

Reach various demographics such as **age, gender, and income** using online offline data from comScore's top U.S. Social Networks, registered census data, and consumer surveys.

In-Market, Purchase Data

Target those in-market for **a sports car, a mortgage, televisions, and more** based on online actions, purchases, loyalty memberships, direct searches, quote requests, and product comparisons.

Search Data

Reach people using search terms such as "TV reviews" or "best TVs" to find products. Access data through **vertical sites, shopping comparison/product review sites**, or through **targeting keywords** used by Google and Yahoo.

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