# Display Advertising



**Challenge:**

You want to increase your marketing reach at a low cost

**Solution:**

We create effective display campaigns and serve ads to your target audience on the sites they visit

**Features:**

- Access the best data in the marketplace to identify all of the devices your prospects are using – mobile, tablet, desktop and streaming devices

- Tailor the spectrum of your campaign – we use device IDs, MAIDS, cookies and IP addresses to get as specific as you would like

- Ensure your ads reach your prospects – our DSP connects to more than 250 ad networks



**Benefits:**

- Increase audience engagement when paired with other marketing channels

- Retarget those who have engaged – whether through opening an email, visiting a landing page or various other engagement signals

- Give your brand visual credibility and identity

- Track interactions to create a custom look-alike audience to expand your campaign reach

- Stay in front of your prospects, using a cost-effective method