

# Maximum Brand Awareness, in Reach

Consumers are spending over 50%<sup>1</sup> of their media time surfing popular news, entertainment, and lifestyle sites on the web. So why aren't you advertising where your audience is looking?



## ReachDisplay™

ReachDisplay™ is an online display advertising solution that builds brand awareness where consumers are most likely to see it: on the Internet. Using advanced targeting techniques, we put your message in front of local consumers surfing popular websites. And, ReachDisplay can lift your ReachSearch™ results by up to 22%<sup>2</sup>. That means more consumers will remember you when they are ready to buy.

## What We Do



### Build Your Brand

We increase your brand awareness by choosing the right mix of online media for your business objectives. Then we place your display ad on our network of premium websites, which reaches an estimated 90%<sup>3</sup> of the U.S. online audience.



### Remarket to Recapture Interest

We boost your campaign with remarketing, a powerful technology that remembers consumers who visit your website and then displays your ad on other media sites they visit. This technique creates top-of-mind awareness for your brand and helps bring consumers back to your site.



### Track and Optimize

We track your campaign and provide online reports (available 24x7) that show you details on the impressions, website visits, and more, that you get from your ad. We then optimize your campaign by dynamically steering your budget to those sites that are the most cost-effective in bringing people to your website.

## Your reach, multiplied

### Ideal if you want to:

- ❖ Cost-effectively increase brand awareness where consumers are spending most of their time
- ❖ Ensure your products and services are top-of-mind with consumers
- ❖ Create consumer affinity for your brand over time

### With ReachDisplay, you get:

- ❖ An extensive network of websites that reaches 90%<sup>3</sup> of the U.S. online audience
- ❖ Robust reporting that proves ROI for your budget
- ❖ Face-to-face service from a local IMC backed by a team of digital marketing experts



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