

# ReachDisplay™

Stay top of mind with your prospects and help close the sale. With our unique online and mobile targeting opportunities, your brand and message follow your prospects throughout their buying journey.



## Build Awareness

Find new audiences and keep your brand top of mind throughout their buying journey.



## Boost Search Marketing

Combine with ReachSearch to help lift results of overall advertising efforts.



## Close the Deal

Serve mobile ads with highly-relevant offers to prospects who enter pre-defined areas in your community.

**7X** MARKETING RULE OF 7: PEOPLE NEED TO SEE A MESSAGE AT LEAST 7 TIMES BEFORE THEY'LL TAKE ACTION.<sup>1</sup>

**15-20%** DISPLAY ADS CAN IMPROVE SEARCH AD CONVERSION BY 15-20%.<sup>2</sup>

**22%** ONLY 22% OF MARKETERS AGREE THEY ARE USING HYPERLOCAL ADVERTISING TO ITS FULL POTENTIAL.<sup>3</sup>

## You Don't Need to Become a Marketing Expert to Stand Out From the Crowd. We Can Help.

### Let Us Take Care of You

We will work with you on an ongoing basis to create and maintain a display advertising campaign that makes sense for your business.

### Take Advantage of Our Data-Driven Technology

Our optimization technology is constantly learning and updating to get your ads on the sites and networks most effective at bringing consumers to your business.

### Stay Ahead of Your Competition

Our targeting technology is at the forefront of display advertising. With so few of your peers using hyper-local advertising, you'll be leaps and bounds ahead of the competition.

### Choose From Our Targeting Options to Achieve Your Goals

With multiple targeting options to choose from, we'll help you be everywhere your prospects are online.

### Boost Your Search Conversions

Display and search advertising go hand in hand. Studies have shown display advertising can lift search advertising conversions by up to 59%<sup>4</sup>. No company should be without it.

### Get Transparent Reporting

We'll track and report on your campaign activity, including ad impressions, website visits, and conversions, so you'll always know exactly how your campaign is performing.

**“Many dealers don't understand digital well enough, so they're hesitant to spend marketing dollars there. But everything is measurable; you can easily see the ROI.”**

*Mike Shum  
GM of Sunnyvale Scion*

# ReachDisplay™

There's not just one answer to where you should place your ads and how to target your audience. We'll customize a campaign for your business to get in front of the right people, at the right time (and even in the right place) with our suite of display advertising options.



## ReachDisplay: Awareness

Get the most brand impressions for your budget with an awareness campaign. Local audiences will see your ads on news, entertainment, and lifestyle sites.



## ReachDisplay: Premium

Target consumers surfing the 1,000 top site on the web and mobile with our Premium ads. Get noticed on highly trafficked (premium) sites like USA Today, New York Times, and Expedia.



## ReachDisplay: Behavioral

Based on real-time behavioral data, we'll target your ads to audiences who have shown an interest in your type of product or service based on their recent browsing history, helping keep your brand at the forefront of their buying experience.



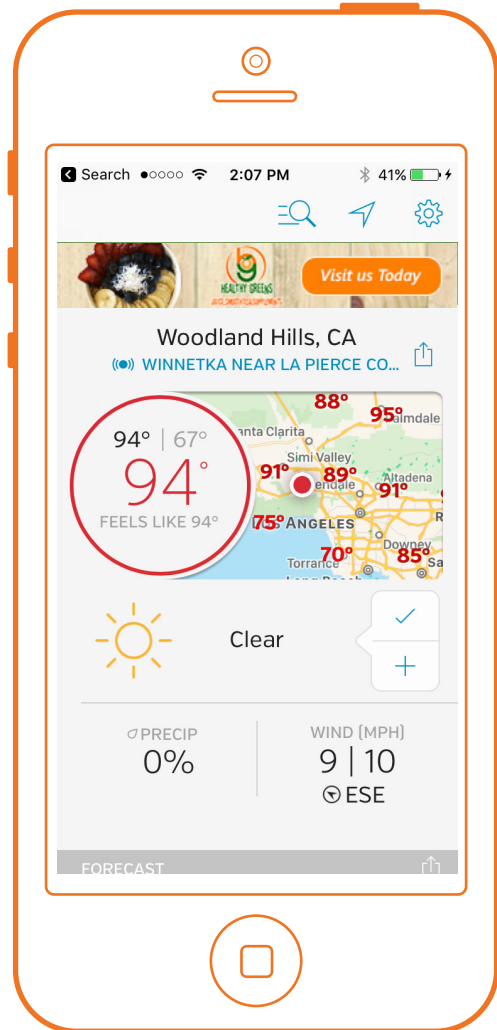
## ReachRetargeting: Site Retargeting with Lookalikes Option

97% of first-time visitors to your website don't take action.<sup>1</sup> Stay top-of-mind with those visitors and bring them back to your website by retargeting them with desktop, mobile and in-app ads. Target others with similar "lookalike" behavior and characteristics to your visitors for even more powerful results.



## ReachRetargeting: Search & Site Retargeting

Reach audiences who have visited your website or have searched for your business' targeted keywords. This is a high intent audience that is typically far along in their buying journey. Share a targeted message (or offer) with them about your product, encouraging them to end their journey with you.



## ReachDisplay GeoFence

Now you can reach consumers on their mobile devices when they are at or near a specified location like your storefront, a competitor's business, or an event. Our mobile network covers over 90% of mobile devices, helping to drive more in-person visits.<sup>2</sup>