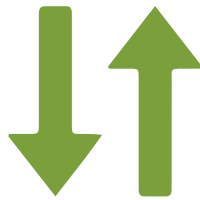


KEYWORD SEARCH RETARGETING



The user searches for keywords related to your business.



Data is recorded anonymously in our platform and used to create audience segments.



The user then sees your ad while they are browsing online.

Keyword Search Retargeting is when display ads are served to users as they browse the web based on their keyword search behavior. Campaigns are set up with keywords that you choose and that are relevant to your business or products. For example, a furniture retailer might want to serve display ads to users who have searched for “leather couch”, or “leather sectional”.

This form of advertising is successful because it uses intent to connect with shoppers. The shopper may or may not know about you, but they are showing interest in a product or solution that you offer. A display ad is only shown if the user has previously searched for a keyword or phrase that is being targeted. These ads are often more affordable, particularly for highly competitive keywords where bidding wars drive up the CPC (cost per click) in search marketing campaigns. These ads also enable advertisers to create visually impactful, branded ads that aren't possible with PPC campaigns.

- Serve display ads to users based on the searches they perform across the web
- Ads served on display inventory rather than search engine inventory
- Serve to the right audience all over the web instead of just search engines
- Users targeted with ads related to the content in which they have already displayed an interest
- Leverage the power of search and scalability of display ads
- Increase the number of sales conversions
- Maximize your marketing ROI
- Improved targeting
- Attract new clients
- Generate leads

