



# ReachDisplay Display Advertising

ReachDisplay™ builds brand awareness where consumers are spending their time: online. With a variety of advanced targeting techniques, we put your display ads in front of local consumers across the web, so your brand is top of mind when they're ready to buy.

- Build brand awareness with your target audience
- Reach more consumers through an extensive network of sites
- Lift the results of your other advertising efforts



## Build Your Brand

We build brand awareness by showing your display ads to consumers as they browse popular entertainment, news, sports, and specialty sites. And, when combined with ReachSearch™ search engine advertising, ReachDisplay can lift the results of your overall advertising efforts.



## Target Your Ads

We offer many targeting options to reach the right audience, including geographic targeting, premium site targeting, behavioral targeting, and Facebook advertising. Plus, reach even more consumers with ReachRetargeting™, which shows your display ad to people who have visited your website, keeping your brand top of mind with your most interested prospects.



## Track & Optimize

ReachDisplay's optimization technology gets your ads on the sites and networks that are most effective at bringing consumers to your business. Plus, it tracks and reports your campaign activity, including ad impressions, website visits, and conversions, so you can exactly how your campaign is performing.