Strategic Services Offerings

Digital advertising is a complex landscape. We'll show you the path to self-service success. With Strategic Services, you have access to our time-tested targeting tactics and strategies as well as support from a Strategist who'll help you determine which ones to use based on your campaign objectives. In addition to our core targeting tactics and strategies, you unlock access to additional tactics with strategic services that require the help of a Strategist to implement.

Core targeting tactics and strategies include:

Data Targeting

Target based on a person's interests, demographics, purchase behavior, and online behavior using third-party data.

Retargeting

Re-engage previous website traffic throughout their long-term or recurring customer lifecycle.

Contextual Category Targeting

Reach your audience while they're viewing related content by targeting sites belonging to specific categories.

Contextual Keyword Targeting

Target specific websites that contain keywords or keyword phrases most relevant to your ads.

Site Targeting

Serve ads on specific websites and target consumers based on the websites they visit.

IP Address Targeting

Reach the exact audience you want to target with hyper-location targeting.

CRM Targeting

Upload CRM data to target the online profiles of your customers in your digital advertising campaigns.

Video

Reach customers with in-app, in-stream, and in-banner ads.

You unlock additional targeting tactics and options by meeting the strategic services requirements. These additional tactics and strategies require support from a Strategist for implementation include:

Cross-device

Through our cross-device partners, deterministic and probabilistic matching capabilities can be used to reach your target audience. Partners are selected based on regional coverage, graph size, device types, and more.

Geo-fencing & Geo-framing

Geo-fencing enables mobile device targeting based on the mobile user's location. Factual validates the accuracy of each ad request's device location data before they serve an impression or collect a device-level audience data point. While Geo-framing capabilities enable the creation of a custom audience based on mobile devices collected within a specific location and time through the creation of a frame.

Brand Safety & Viewability

Through several partners, campaigns can include targeting that offer options for brand safety, language, location, suspicious activity filters, and viewability to accurately authenticate the quality of digital advertising placements through a pre-bid implementation.

Private Marketplace

Through pre-negotiated third-party deals, private marketplace is an invite-only marketplace where high caliber publishers offer their ad inventory to a select group of advertisers which is accessible to use within existing campaigns. These pre-negotiated deals have pre set permissions and prices from the publishers.

Native Advertising

Native advertising describes any situation where branded messages fit seamlessly within their surrounding environment, engaging audiences rather than disrupting the user experience.