



MISSOURI PRESS SERVICE



TARGETED DISPLAY



REACH POTENTIAL CONSUMERS ON DESKTOP, TABLET & MOBILE

Targeted Display, also called Programmatic, allows you to place your message in front of potential customers where they spend time online, utilizing targeting segments such as demographic information, website category, browsing behavior, and search habits.

Our platform leverages data from publishers and readers, and pairs it with data from third-party websites across a massive network to target your message to the best possible audience. Your campaign is optimized in real-time, and can be modified at any time to suit your company's changing needs.

BENEFITS OF TARGETED DISPLAY CAMPAIGNS

- Maximize exposure by targeting your best audience
- Drive market share growth
- Increase brand awareness to your target audience
- Gain a competitive advantage
- Complete your branding circle
- Encourage repeat business
- Build a new customer base
- Track ad campaign conversions
- Drive engagement and traffic to your website
- Take advantage of A/B split testing
- Reconnect with your website visitors

