

***Looking to reach millions of individuals online
that are just like your best customers?***

Now you can, with statistical modeling and digital display.

Times have changed and online advertising has gotten a whole lot smarter. By custom modeling your best-performing customers online, Focus USA has the ability to reach your optimal audience across the entire Internet to meet performance objectives.

How it Works

- **1,000 Conversions:** Prior to the campaign, a pixel is placed on your website to capture 1,000 conversions.
- **Model:** A custom model is built by a team of statisticians who match your customers to the entire Internet population - based on 10,000 different data points.
- **Banner Ads Served in Real-Time:** Once your audience is identified we will target them in a Real-Time Bidding platform to get the best possible rate for each impression.



Why it Works

- Models are always based on *your* visitors and converters, not a third party data or pre-existing behavioral targeting buckets.
- Models utilize 10,000 data points based on the demographics and individual behavioral data from consumer interactions with 100 million websites.
- Scale far beyond simple behavioral targeting and retargeting to reach millions of new customers.

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