

# FocusOn Targeted Digital Display Solutions

Acquire and reactivate buyers online using **RETARGETING!**



## Targeting Methods

- **Site Retargeting** - Our signature service – users who visit your website will see your ads as they browse the Web.
- **CRM Retargeting** - Serve web ads to people with nothing more than their email address or mailing address.
- **Audience Targeting** - Buy ads across all of the major ad networks based on demographics, interests, geography and context.
- **Social** - Broadcast your ads across Facebook, Instagram & Twitter with precision targeting based on interests, demographics, and relationships.
- **Real-time Digital Display Modeling** - Model your website buyers to find potential look-a-like web customers.
- **Mobile** - Serve static, dynamic, or video ads to targeted individuals across all devices with our 1st party device IDs!



## Effective Uses

- Turn website visitors into buyers
- Targeting new pools of prospects online
- Generating brand awareness
- Reactivating former customers
- Improving the response of a traditional campaign
- Acquiring leads

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