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Programmatic

Reach a precise audience at scale across desktop and mobile websites and apps, with the ability to track full-funnel performance

Talk to an expert
Our approach to Programmatic and Display Advertising

Using the right combination of advanced targeting capabilities, programmatic media buying, and incremental lift testing, we can reach a more relevant audience across the websites and apps visited by your ideal buyer. Once your ads are running, we'll track and monitor performance in real-time, and make immediate adjustments to your targeting selections to optimize ROAS.

Variable ad format

Test and optimize banners and video ads with a clear, actionable CTA, and our in-house creative team means your ads can be launched to market with speed and efficiency and consistently tested and optimized for greater effectiveness.

Precise targeting capabilities

Reach the right audience using a robust mix of targeting capabilities including geographic, demographic, behavioral, first, and third-party targeting. Layer and create lookalike audiences from lists or target audiences, and use cross-device retargeting to drive conversions.

Centralized data and custom dashboards

Custom-built dashboard provides easy, real-time view of campaign performance across media channels.

More efficient ad spend

Buying display/video programmatically allows for precise targeting using 3rd party data sets, eliminating wasted impressions, and campaigns can be optimized by targeting/blocking specific sites/apps.

Cross-platform impact

Reach your audience across multiple platforms to make an impact wherever they're viewing content – desktop websites, mobile web browsing, or mobile apps.

Clear attribution, testing, and optimization

Use pixel placement on your website to track, attribute, and optimize performance across devices. Retarget using pixel data.

Brand safety

Brand safety addresses the challenge of ensuring that advertisers and

their brands are not placed in the context of inappropriate or controversial content. Pre-bid filtering used to exclude potentially offensive sites as well as invalid traffic according to IAB quality guidelines.

We're here to help you grow your business.

Whether you have something specific in mind or just want to learn more about our services, we'd love to hear from you.

A member of our team will contact you within 24 hours.

Maureen G.

Ken S.

Tanner M

Name*

Email*

Job Title

Company

Phone Number

What can we do for you?*

Services

Performance Creative

CTV/OTT

Television

Radio

Digital Audio

Programmatic

Paid Search

Paid Social

Direct Mail

Sponsored Content

CRO

Out of Home

SEO

Data powered by OneSource™

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Work Email*