## Google Display Network

Find your target audience





There's a new way to send money abroad.

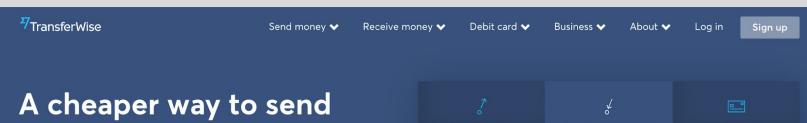
No unfair rates. No hidden fees.

Next time, beat bank fees at TransferWise.com





#### **TRANSFERWISE**

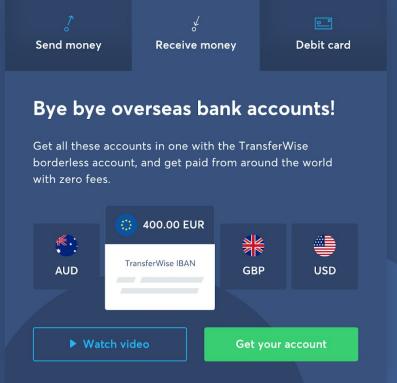


Join over 4 million people who left their banks to get a great exchange rate and a low fee. Every time.

money internationally.

► See why it's so cheap in 1 minute





#### **DISPLAY NETWORK CAMPAIGN - KEYWORDS**

# Positive:

- Remote
- Internet
- Business
- Work

# Negative:

- Trip
- Hostel
- Itinerary
- Booked

#### REDDIT

#### COMMUNITY DETAILS



#### r/digitalnomad

345k 161 Subscribers Online

Digital Nomads are individuals that leverage technology in order to work remotely and live an independent and nomadic lifestyle.

#### **SUBSCRIBE**

**CREATE POST** 

#### **COMMUNITY DETAILS**



#### r/solotravel

447k

297

Wanderers

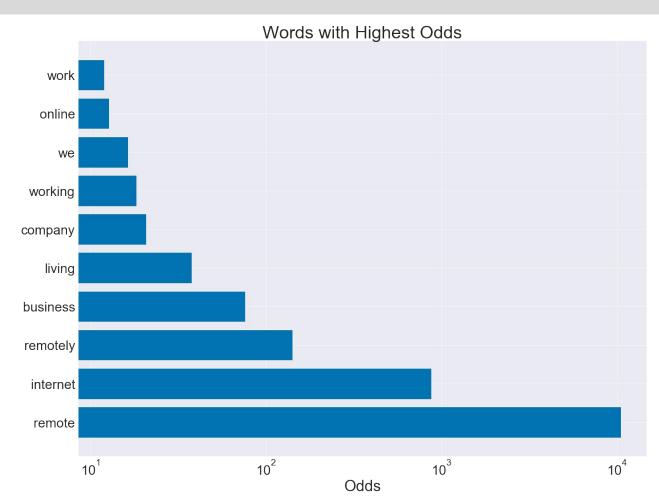
Getting some rest

A place for all of those interested in solo travel to share their experiences and stories!

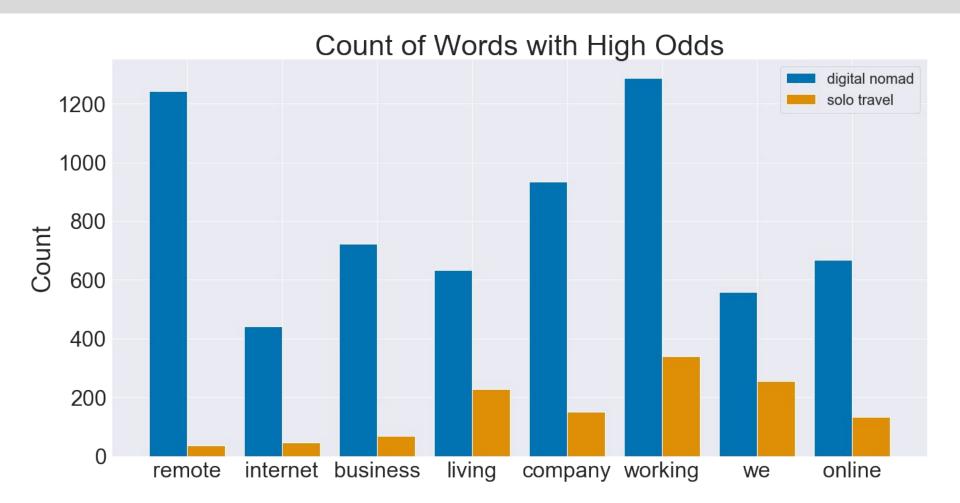
#### **SUBSCRIBE**

**CREATE POST** 

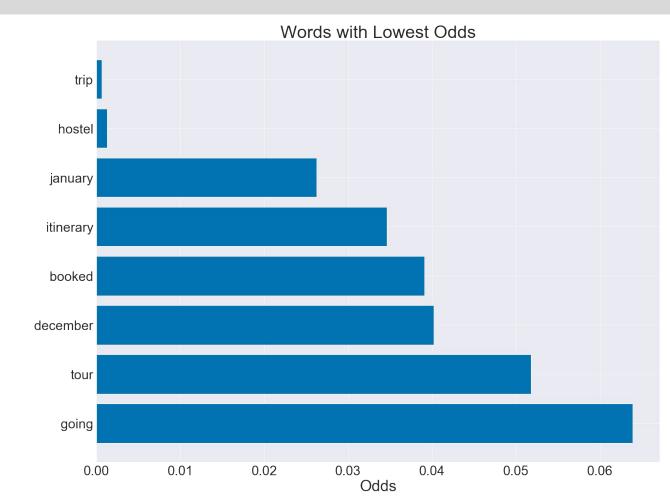
## **POSITIVE KEYWORDS**



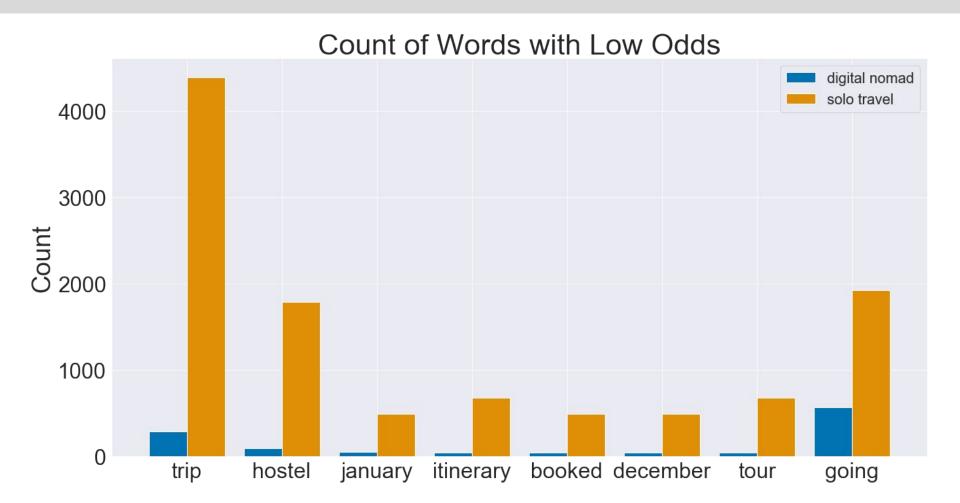
## **POSITIVE KEYWORDS**



## **NEGATIVE KEYWORDS**



### **NEGATIVE KEYWORDS**



# 81.35%

#### INCORRECT WITH HIGH CERTAINTY

"Is it possible to find a boat/ship/yacht where i can "pay" my ticket [with] working on it to cross the sea?"

#### INCORRECT WITH LOW CERTAINTY

"Looking to travel somewhere alone for the **first** time... I asked a friend to go... and was countered with 'you'll have to pay for my... time of **work**"

"I got my current phone in China and it worked great... But it doesn't seem to work with US carriers. I'll be going to Peru soon..."

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