

## ASSOCIATION WEBSITE RETARGETING

# REACH ASSOCIATION WEBSITE VISITORS ACROSS THE WEB

Association websites are a powerful resource for businesses looking to reach highly defined B2B audiences. Millions of industry professionals visit these sites, but how do you stay in front of them once they leave? Now, with association website retargeting, you have the opportunity to connect with your audience after they have clicked away from the association website and are navigating the rest of the internet.

### How It Works

MultiView leverages our extensive data and real-time bidding technology to put your display ads in front of these industry professionals over the coming days and weeks as they visit their favorite sites. Additionally, our in-house creative design team builds custom retargeting ads that catch your potential buyers' attention, keeping your message top of mind.

Association website retargeting is the perfect complement to our association website advertising because it ensures that your company is reaching your desired audience at a high volume across the entire web in an effective and relevant way.

### Benefits

- Increase brand awareness with prospects who are active and engaged within your industry
- Capture the attention of association website visitors with custom ad creative and entice them to visit your site
- Optimize results over time by keeping your marketing message current and engaging
- Improve results and ROI from all your industry-focused online marketing tactics