

**CONTEXTUAL
TARGETING****GET IN FRONT OF PROSPECTS
WHO ARE CONSUMING CONTENT
RELATED TO WHAT YOU OFFER**

Reach potential buyers researching solutions like yours during their buying journey

The B2B buying journey is often a long and involved process where buyers spend a lot of time online researching major purchases -- reading articles and watching videos about the products and services they are considering. Wouldn't it be great to get your message in front of them during that time? Contextual targeting is a technique that scans and analyzes the content on web pages that people are reading (regardless of the site's subject as a whole) to identify those who might be interested in what you offer and then shows them your ads. This makes it an effective way of putting your products in front of a highly targeted group of potential customers as they proceed down the path to purchase.

How It Works

We work with you to determine the keywords and phrases your prospects search that identify them as being in the market for your types of products and services. Our in-house creative department develops ads that stand out to your potential buyers. And then our programmatic advertising technology identifies and shows your ads to those prospects in real-time as they surf the web and consume content over the coming days and weeks.

Benefits

- Target the most valuable prospects whose content consumption indicates buying behavior
- Reach potential customers reading content directly related to what you offer
- Stand out with ad creative designed to capture the attention of potential customers
- Compliment and lift your paid search campaigns and other marketing tactics