

DISPLAY ADVERTISING:

KEY TERMS *to* REMEMBER

Your quick guide to top targeting techniques for your display advertising strategy!

A prime element to creating an effective display advertising campaign for any business, is **targeting your ideal customer**. With a little help, you and your digital marketing team can determine finite details like where your customers live, how old they are, and even where they're most likely to spend their time online.

Targeting techniques of display advertising empower your campaign and will substantially boost your brand recognition among your customer base.

Below we outline the different types of targeting techniques your brand can start leveraging today.

geo-targeting

This technique is leveraged when your objective is to target a specific area. Geo-targets can be local or metro, regional, or you can even place your ads on sites that are national in scope!

site specific targeting

Your ads will be displayed on highly-recognized or relevant niche sites with this strategy. This is a very cost effective method for gaining maximum visibility building your brand on popular sites.

behavioral targeting

This technique targets your advertisements to people who have shown online behaviors and interests that are relevant to your business. It ensures that your ad dollars are directed towards sites that drive the best quality visitors.

remarketing

The remarketing technique targets your ads to valuable prospects that have shown an interest in your brand by already having visited your landing page or website. Essentially, it familiarizes your brand with interested site visitors and can entice them towards the purchasing phase.

retargeting

This combines two advanced targeting technologies: 1) Search Retargeting – targets prospects by showing your display ad to consumers how have searched for your keywords; and 2) Site Retargeting – targets consumers who have already visited your site and your ad is shown to them repeatedly as they surf.

About WSI – we simplify the Internet:

WSI is the world leader in Internet marketing, Internet consultancy and Internet development services worldwide. By using innovative Internet technologies and advanced digital marketing strategies, businesses can have a WSI Digital Marketing Solution tailored to their individual needs to elevate their Internet presence and profitability to new levels. For more information about the Digital Marketing tactics presented in this webinar please contact your WSI Consultant or email us at: webinars@getwsipowered.com.

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