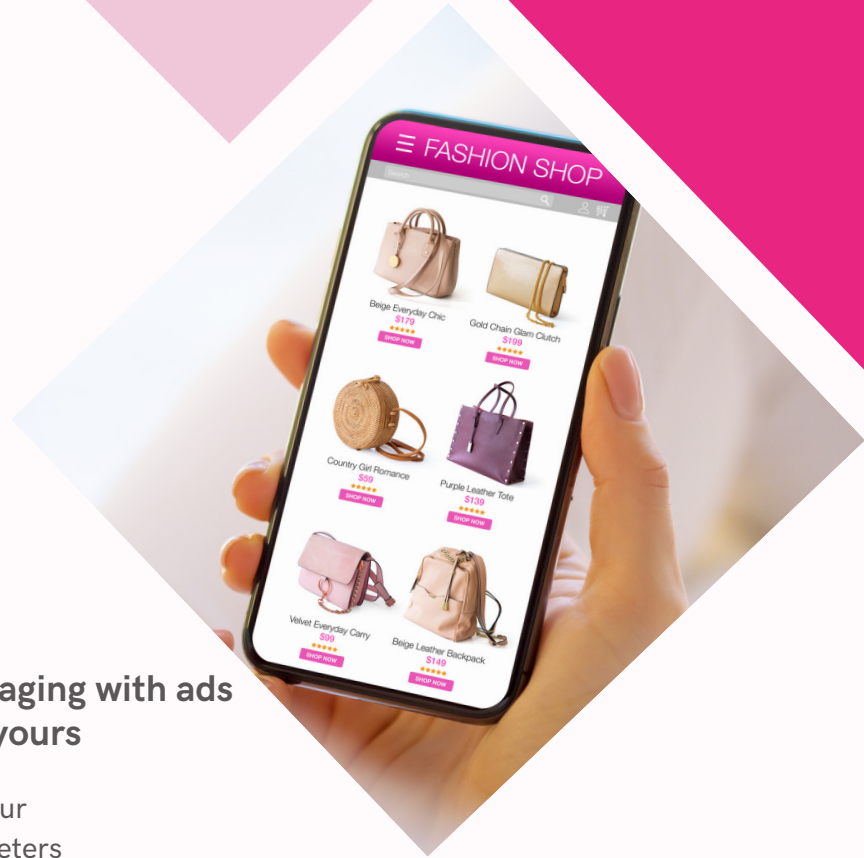




Contextual Advertising Audiences



Reach audiences who are already engaging with ads related to products and services like yours

Are you looking to increase engagement with your marketing? According to AdWeek, 76% of marketers fail to use behavioral data to target customers online with relevant adverts.

Based on online browser activity and ideal for prospecting, our Contextual Ad audiences are made up of individuals who have browsed and responded to Contextual ads related to products in your category. That way you know they are in market for your product. Our audiences include:

In Market Audiences

- Bridal & Wedding
- Earrings & Rings
- Flights
- Kitchen Remodelling
- Mortgages
- Streaming Services

Interest Audiences

- Arts & Crafts
- Cooking
- DIY Enthusiasts
- Green Living
- Healthy Living
- Machine Learning & AI

Get started with our Contextual Ad audiences - available for omnichannel marketing, onboarding, and DSP delivery and licensing.

Why Contextual Ad Audiences?

- *Generate Higher Engagement*
by targeting consumers who are already engaged with products like yours
- *Run Multichannel Campaigns*
across email, direct mail, mobile, social, display, CTV and other digital channels.
- *Try A Custom Audience*
based on your specific needs, using our custom segment builder.