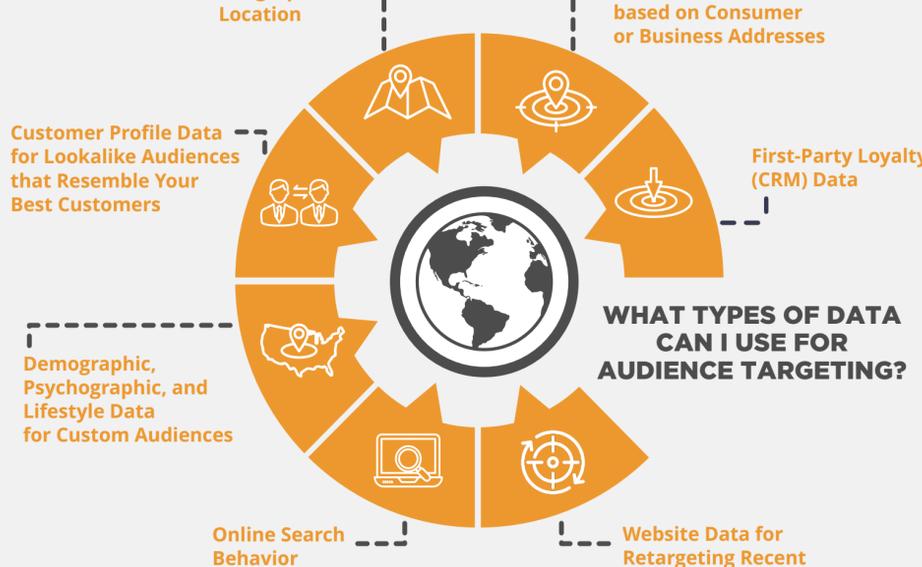
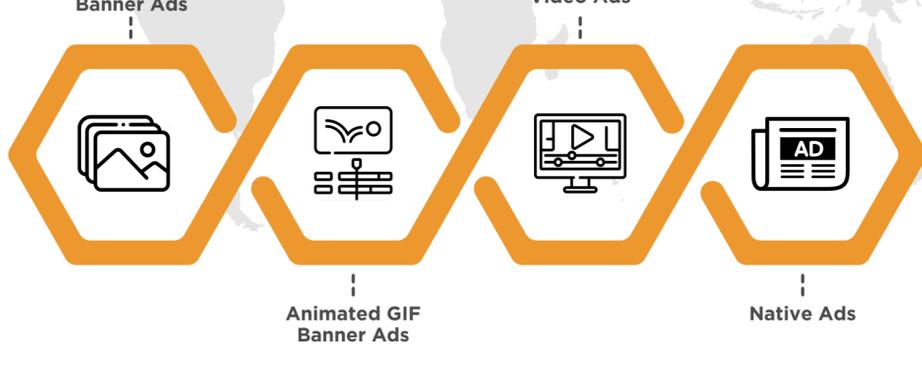


Ad

THE WORLD OF DIGITAL DISPLAY ADVERTISING

THE WORLD OF DIGITAL DISPLAY ADVERTISING IS VAST. WHEN YOU ARE READY TO GET STARTED, CONSIDER THIS YOUR ATLAS.

WHAT TYPES OF DIGITAL DISPLAY ADS ARE AVAILABLE?



WHAT TECHNOLOGY IS USED TO DRIVE DIGITAL DISPLAY ADVERTISING?



First-Party Cookies

First-party cookies are snippets of code that are created and stored by the website a consumer visits directly and help provide a better user experience. These cookies enable the browser to remember important user info, such as what items you add to shopping carts, your username and password, and language preferences.

Third-Party Cookies

Third-party cookies are created and placed by third parties other than the website you are visiting directly. Some common uses include cross-site tracking, retargeting, and ad-serving. These files will be phased out by Google on Chrome browsers in 2023.

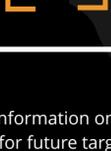


Beacons

Beacons refer to the technology that monitors a user's location to deliver ads where inventory is available on mobile browsers, mobile apps, and/or games. Beacons are placed on devices that enter the desired location, providing the ability to target that device with ads for up to 30 days.

Device IDs

A Device ID is a unique code assigned to smartphones and handheld devices that is used by apps to communicate with servers and to track individual mobile users.



Pixels

Pixels are snippets of code that collect information on consumer behavior and can be utilized for future targeted marketing efforts. Different types of pixels can be used for personalized experiences, such as retargeting, conversion tracking, and attribution.

WHAT BUYING TERMINOLOGY DO I NEED TO KNOW?

Programmatic Advertising

Technology-enabled automation to buy and sell online media space in real time.



Demand-Side Platform (DSP)

An important part of Programmatic Advertising, DSPs are automated buying platforms where agencies and advertisers can purchase digital ad inventory from multiple ad exchanges and ad networks through one interface.



Ad Exchange

Platform-based marketplaces where supply and demand publishers, advertisers, ad networks, and DSPs can buy and sell inventory using real-time bidding.



Ad Network

Companies that collect ad inventory from publishers and sell it to advertisers. Publishers will most often be connected to multiple ad networks.



Direct Media Buy

The purchasing of media space directly through a publisher or network.



PARTNER WITH ACCUDATA.

Because our data is anchored in identifiable consumer and business contacts, we confidently serve our ads to individuals based on their real-world, physical location.

ACCUDATA'S DIGITAL DISPLAY CAPABILITIES:

Addressable GeoFence

- Engaging online display powered by postal addresses.
- Recommended for:
 - Complementing Direct Mail campaigns with digital ads to increase conversion.
 - Direct Marketers that possess a mailing list.



Location-based Targeting with Mobile GeoFence and GeoFollow

- Reach consumers at desired events and locations, in real time and after they leave.
- Recommended for:
 - Reaching consumers based on visits to a competing location.
 - Marketers wishing to track physical store conversions.



Location-based Targeting with Venue Replay

- Reach prospective customers based on past visits to events, conferences, or store locations.
- Recommended for:
 - Engaging sports enthusiasts that attended a big concert or festival.
 - Promoting special offers to shoppers that visited a competing location.



Native Advertising

- Reach your desired audience with relevant content, advertorial-style.
- Recommended for:
 - Increasing brand awareness, website visits, and thought leadership.
 - Marketers with editorial, blog, or informational content as opposed to traditional advertisements.



Connected TV/OTT Advertising

- Serve your video message over a collection of the nation's largest streaming platforms and services.
- Recommended for:
 - Advertisers with impactful video commercials looking for more precise targeting options.
 - Marketers looking to increase brand awareness and storytelling messaging, as opposed to just tracking clicks.



NextGen Behavioral Targeting

- Reach individuals based on their online search behavior with display ads.
- Recommended for:
 - Engaging in-market consumers at the precise moment they are looking to buy.
 - Marketers that are currently running Paid Search campaigns.



Site Retargeting

- Continue the conversation with consumers that engage with your website.
- Recommended for:
 - Marketers seeking to enhance their online presence.
 - Advertisers looking to increase online conversion rates.



Digital Display Advertising: Engage current and prospective customers on their favorite devices to increase overall campaign conversion.

Talk to a digital expert to learn more

CALL

800-732-3440

VISIT

www.AccuData.com