

# Social Display

Stay social across the entire digital landscape

Social Display ads are recreations of organic social media posts that are configured to deliver within the digital display environment. These ads maintain the look and feel of the social post, and so elicit response from an engaged, interconnected audience.

## Benefits



Leverage AccuData's precise targeting capabilities to reach your ideal target audience.



Deliver highly relevant, personalized content in real time.



Increase audience reach and achieve higher response rates.

Extend cross-channel reach with current and prospective customers throughout their favorite social media platforms and across mobile and desktop websites, apps, or games. Social Display ads are ideal components of multichannel marketing efforts as they support both brand awareness and direct response initiatives.

## Why Social Display?

- Organic social media is for building relationships, not driving conversions. Social Display ads keep your brand top of mind with your target audience as they move about the web.
- Enhance visibility with the households or businesses in your direct response campaigns by transforming your organic social media posts to work in the digital display environment.
- Your ads will appear more like social content than paid advertisements on your consumers' favorite websites, extending your social engagement to new channels.
- Implementation is easy, eliminating the need to produce new creative assets. We'll convert your desired posts from Facebook, Instagram, LinkedIn, Pinterest, or TikTok.



## Turn your Organic Posts into Engaging Social Display Ads

### Expansive Audience Targeting Capabilities

AccuData offers the following targeting capabilities for your Social Display campaigns:

- First-Party Loyalty (CRM) Data
- Third-Party Offline Data, based on Consumer or Business Addresses
- Geographical Location
- Lookalike Audiences that Resemble Your Best Customers
- Custom Online Audiences based on Demographic, Psychographic, and Lifestyle Data



## Additional Digital Display Advertising Services

### Addressable GeoFence

Like Direct Mail delivered digitally. Serve engaging display advertising to the specific households or businesses in your Direct Mail Campaign. Reach all connected devices with precision and accuracy.

### NextGen Behavioral Targeting

Utilize advanced online behavioral targeting to serve engaging visual ads within seconds of a consumer performing a relevant keyword search.

### Site Retargeting

Convert website visitors into purchasers by re-engaging them with relevant banner advertising as they move about the web. Continue the conversation with consumers for up to 30 days.