CONTEXTUAL TARGETING

Saving valuable impressions for the right customer

People are online for an average of 3-4 hours a day, searching and consuming content. With the help of web crawlers, we are able to collect information based on the keywords or context of the content a user is consuming. With this, we can now deliver ads to that user based on their interests.

Industry Example:
Louise who is looking to purchase a forklift for her lumber yard, is spending a lot of time reading articles and product reviews on different forklifts. Jerry sells forklifts at his heavy equipment dealership and uses Keyword Contextual as a marketing tactic. With this tactic, we can gather that Louise is looking to buy a forklift from the keywords and context of the content she is reading. This tells us she could be interested in what Jerry has to offer and we can now deliver her ads for Jerry's dealership!

Target prospects early in buyer lifecycle to win more business.

Benefits:

1. Buyers researching products will become familiar with your brand early

2. Target content that directly related to what you sell

3. Increases lower funnel results from search campaigns

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