

# TARGET DISPLAY

Build brand awareness with our digital targeting solutions



Reach potential customers across the web wherever they are searching or reading by placing your ad in front of them.

We leverage data from our own publishers' and readers, along with data from third-party publishers to target your message to a highly engaged and desirable audience. You can connect with interested consumers at the exact moment they are actively engaged and researching information about products and services you sell on the web.



## FIRST PARTY ADVANTAGE

Amplified leverages data from Lee Enterprises' owned and operated newspaper websites. That's more than 50 publications across the country with more than 30 million monthly unique users. We combine that first party advantage with third party data from our partners to target audiences based on your ideal customers' demographics, behaviors, search habits and more.



FIRST PARTY DATA



THIRD PARTY DATA



**CLICK-THROUGH RATE**



**CONVERSIONS**

## TARGETED DISPLAY CAMPAIGN GOALS & BENEFITS

- » Drive market share growth
- » Increase your brand awareness to a target local audience
- » Increase conversions
- » Increase traffic to your site
- » Keep top of mind with current customers
- » Expand your reach to our Amplified audience
- » Acquire new customers
- » Track advertising success and ROI using the right metrics
- » Drive clicks to your website with interactive online ads

# TARGET DISPLAY OPTIONS

Reach out to your direct audience with our digital targeting solutions



## AVAILABLE FOR DISPLAY, MOBILE & TABLET



### GEO-TARGETING

Send your ad to those who are close enough to take action now



### SITE RETARGETING

Keep customers coming back to your site until they're ready to buy-from you



### SEARCH RETARGETING

Reach people who searched for your product or service even after they leave the results page



### CONTEXTUAL TARGETING

Your ads will appear on pages with content that matches keywords or phrases related to your business



### CATEGORY TARGETING (CHANNEL)

Reach your audience through relevant content on customized site lists



### BEHAVIOR TARGETING

Reach people who act just like your target customer, based on their recent search and browsing history



### DEMOGRAPHIC TARGETING

Reach your target demographic by narrowing your advertising audience by age, gender and household income



### WEATHER TARGETING

Use dynamic creative to serve highly relevant messages according to weather in the area (e.g. serving ads for a snow blower sale in a blizzard)



### YOUTUBE.COM DISPLAY

Place your ad right next to the video player on YouTube.com for a massive reach



### VIDEO NETWORK

Use geo- and demographic targeting to achieve a higher level of engagement with your audience on our Video Network or YouTube streaming video

## AVAILABLE FOR MOBILE



### HYPER-LOCAL TARGETING

Tap into smartphone GPS combined with an ad display network on thousands of mobile apps to reach potential customers based on their precise location



### TAP-TO-CALL

More valuable than a website click, tap-to-call lets mobile phone users call you right from your ad



### TAP-TO-MAP

Give potential customers directions to your store with one click on your ad



### DISTANCE-TRIGGERED CREATIVE

Combine hyper-local targeting and dynamic creative to serve messaging based on the viewer's current location

## TABLET-SPECIFIC TARGETING



### TARGETED TABLET

Reach your audience on the go and at home in a highly interactive, engaging environment designed specifically for tablet users