

Reach your exact target market anywhere and everywhere customers are consuming digital content.

Place your ads in front of a targeted audience of community bank decision-makers and engage those who have expressed interest in your solutions. Targeted display ads promote your business to the most interested audiences possible and feature a blend of tactics to build your campaign:

**DEMOGRAPHIC TARGETING:** Target a specific age, income and/or gender with trying to reach your consumers

**CONTENT TARGETING:** Only interact with users interested in viewing content relevant to your target consumer

**BEHAVIORAL TARGETING:** Target consumers based on their behavior and tracked interest online



**SITE RETARGETING:** Serve ads to the people who have recently visited your website and showed interest

**GEOGRAPHIC TARGETING:** Target a user bases on their location, available at zip, city, state, country and radius

**DEVICE ID GEO-FENCING:** Uses device ID history data to target users that have been in a target location during a customizable, specified timeframe

**TARGETED DISPLAY\*** \$12 CPM | **TARGETED DISPLAY + DEVICE ID\*** \$15 CPM

**Representative Level:** 100,000 impressions per month

**Competitive Level:** 300,000 impressions per month

**Dominant Level:** 500,000 impressions per month

\*Three-month minimum campaign timeline