

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* \$15 CPM | **TARGETED DISPLAY + DEVICE ID*** \$18 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