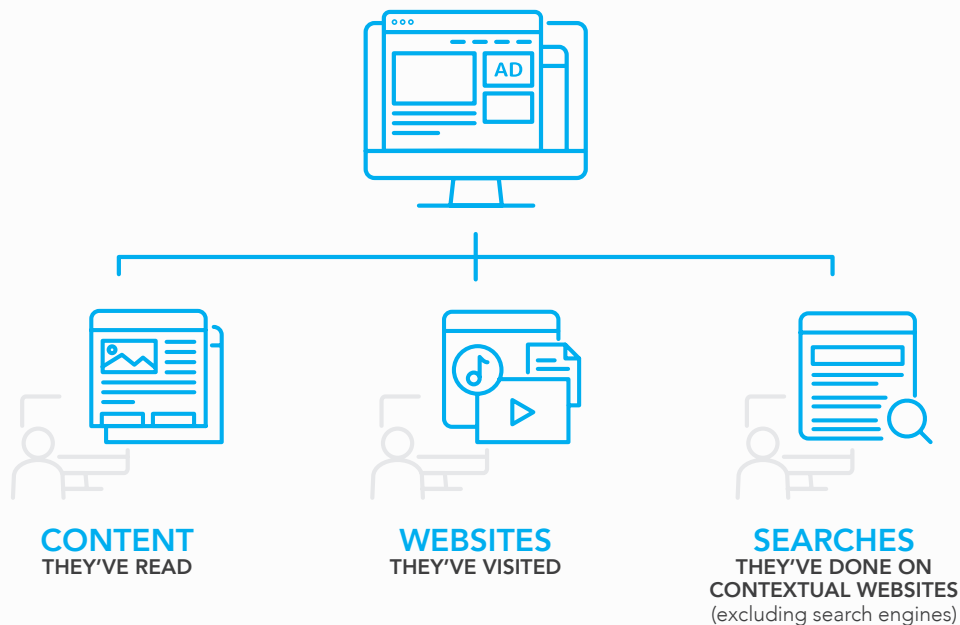


INTENT TARGETING

REACH CUSTOMERS WHO HAVE
THE INTENT TO PURCHASE YOUR
PRODUCTS OR SERVICES!

Intent targeting is a simplified and more robust tactic which can help you increase brand awareness and drive stronger conversion rates. It incorporates contextual targeting, behavioral targeting, demographic targeting, and keyword targeting, all under one umbrella.

Intent targeting lets you connect with users based on the content they have consumed. We'll make sure your ad is served to users who have demonstrated the intent to purchase based on their online activity.



WITH INTENT TARGETING, YOU'LL ALSO GET TO DELIVER YOUR MESSAGE TO USERS BASED ON THEIR ASSOCIATED DEMOGRAPHICS AND GEOLOCATIONS.

INTENT TARGETING USE CASES:



Roofing company targeting homeowners in a specific zip code with an awareness campaign



Furniture store targeting an audience interested in home design with a \$200 offer on custom furniture



Auto shop targeting used car shoppers within the zip code promoting a "Used Car Lemon Inspection"

