

TARGETED ONLINE ADVERTISING with Audience Extension

Reach your target audience anywhere, on any device

DID YOU KNOW CANADIANS SPEND 75 HOURS ONLINE EVERY MONTH*?

With Online Audience Extension reach your qualified customers with compelling messages across a broad range of relevant websites and apps. Every advertising dollar spent is delivering the right audience to your business.

- Reach your ideal customer based on location, demographics, interests and behaviors
- Target your audience with eye-catching online display, video or mobile ads
- Retarget website visitors that have already expressed interest in your business, let them see your ad for a second time
- Track your results with comprehensive and clear reporting



DESKTOP CAMPAIGNS:

RUN OF NETWORK (RON): Reach a broad audience across a wide variety of websites.

GEOGRAPHIC TARGETING: Find new customers locally, regionally, even nationally.

AUDIENCE TARGETING: Target your desired audiences based on 3rd party demographic & behavioral data.

CONTENT TARGETING: Display your message on sites with content that is relevant to specific topics or keywords.

RETARGETING: Re-engage website visitors after they have left your site to reinforce messaging and drive them to take action.



MOBILE CAMPAIGNS:

Reach mobile consumers across a range of sites and apps based on precise GPS targeting.



TABLET CAMPAIGNS:

Reach your audience on-the-go or at home in a highly engaging & interactive environment.



VIDEO CAMPAIGNS:

Run pre-roll (non-skippable) video ads in front of video content online (:15 or :30 spots).