

# IP TARGETING DISPLAY ADVERTISING



## Highly Accurate

Specific and unique  
ROI analysis using  
match-back.



## Human Traffic

No wasted impressions.  
Only target the people  
and addresses you want.



## Venue Targeting

Serve ads to places  
groups gather via a  
locations IP Address.

## IP Targeting “The Direct Mail of Digital”

Direct household online targeting. We deliver a digital ad message to a specific database of household and business addresses.

We can build customized targeting lists for you.

*Example: Targeting women that are married, have children, are between the ages of 35 & 54, and have a house hold income over \$150k.*

CTR is  
**3.3x**  
the industry average

**6-60x**  
more effective than other  
online display ads

**50-100x**  
more targeted than television

Note: Statistics are based on campaigns that provide a topical targeting list and advertisements with a strong CTA (call to action).