Reach any audience at any time with a4 Advertising's targeting solutions.

We focus on three core solutions: location, audience, and retargeting. Tailoring targeting needs for your goal is our specialty. Let us help you to reach your ideal audience today!

**LOCATION**

- **Geo-Targeting**
  Target a zip code, city, DMA or state. Utilize a radius around any of the above or a list of zip codes.

- **Geo-Fencing**
  Target a specific physical address or Lat/Long coordinates. Think of this as an actual fence around a property.

- **Event Targeting**
  Target a geo-fence during a specific date & time where attendees of an event are a key audience for a campaign.

**AUDIENCE**

- **Attributes**
  Target audience characteristics at the household level. These can include demographics, income, occupation, hobbies, and more.

- **In-Market**
  Target an audience who has shown intent to purchase your good or service, based on their consumer activity and other purchase data.

**RETARGETING**

- **Site Retargeting**
  Target those who have visited a client's website or a single page within their site within the past 30 days.

- **Device Retargeting**
  Target those who visited a physical location (a geo-fence or an event fence) and then retarget them with additional ads for up to 30 days after they leave that location or event.
Location Targeting

OUR TARGETING SOLUTION

Geo-Targeting
Target a zip code, city, DMA or state
*Example:* A car dealership targets all zip codes within 50 miles of their location.

Geo-Fencing
Target an address or Lat/Long coordinates
*Example:* A fast food restaurant targets the addresses of all their competitors.

Event Targeting
Target a geo-fence during a specific date & time
*Example:* A bridal store targets visitors at a 1-day bridal expo in their area.

YOUR BENEFITS

- Limiting reach to those able to visit a store
- Focusing spend on a geographically relevant region
- Targeting visitors of a competitor
- Targeting visitors of a business that is complementary to a client’s business
- Targeting a look-alike audience based on the demographics and lifestyle of existing customers
- Targeting a high concentration of relevant consumers who are showing action toward a client’s brand or type of product/service
- Targeting visitors of a client’s own event with a special message for attendees
Audience Targeting

** Attributes **
Target audience characteristics at the household level

*Example:* A retail store targets adults ages 18-35 with a high HH income, interested in fashion, and spend a lot of money on clothes.

** In-Market **
Target an audience who has shown intent to purchase

*Example:* A furniture store wants to target individuals who are in-market for new furniture

** OUR TARGETING SOLUTION **

** YOUR BENEFITS **

- Eliminate wasted impressions by focusing on the most relevant audience for each campaign
- Only reach households or individuals that will find your ad relevant and in turn be more likely to act on your ads when they are in need of your good or service
- Reaching households where data shows propensity to buy and therefore a higher potential to act on the ad during this time
Retargeting

Our Targeting Solution

Site Retargeting
Target those who visited a website or a single webpage

Example: A salon targets anyone who has been on their website in the past 30 days with a campaign informing them of new offerings.

Device Retargeting
Target those who visited a physical location

Example: A steakhouse wants to target visitors of other steakhouses and serve them ads for 30 days following their visit

Your Benefits

• Reengage with lost consumers
• Reengage with previous customers to create a repeat buy
• Remind site visitors of your goods and services to keep your brand top of mind
• Focus campaign spend on consumers that have shown intent by visiting your site

• Reengage previous customers at your business to get them to return
• Engage with customers of a similar business to sway them to visit your business as well
• Engage past visitors of physical locations that complement your store or service