

# DIGITAL AD BUY

## PROGRAMMATIC DIGITAL AD BUY

Programmatic digital ad buying involves buying digital advertising space automatically, with computers using data to decide which ads to buy and how much to pay for them. A.D. combines our years of content creation, graphic design and digital strategizing to build, analyze, and refine your digital media strategy to achieve results.

## CHANNELS (Reach your customer wherever they are)

Whether browsing the web at work, searching Google on their laptop, watching their connected TV or scrolling through Facebook on their phone, A.D. can reach your customer with the right message at the right time. Our campaigns are built to reach your customers on all their devices and no matter where they are consuming content.



### Display

With advanced targeting techniques, we buy ad inventory in real-time across the web while your customer is online.

### Paid Search

A.D. bids for ad placement through Google AdWords to appear in the sponsored links for an extensive list of keywords related to your business.

### Paid Social

Utilizing engaging and visually appealing creative A.D. can serve ads across social media networks that drive real results for your business.

### Retargeting

Site-based Retargeting is the practice of serving ads based on a user's prior engagement with your business's online content. We serve relevant ads on a variety of other sites around the web, keeping your brand in front of potential customers.

## Your Customer

SAMPLE AUDIENCE

**Target Audience:**  
Interests & behaviors

**Geo:**  
Location

**Gender:**  
Male & Female

**Age:**  
18+

## TARGETING

A.D. uses top data providers such as Nielsen, comScore, and Facebook to target audiences for your brand. For each product, service, or campaign, we can create custom audiences that are ideal for the set budgets, tactics, and goals.

A.D. can target users based on demographics, geographic location, browsing behaviors, site content, and more.

## CAMPAIGN MONITORING



### KPIs

While planning a campaign, Key Performance Indicators (KPIs) are determined with your business which are used to define a successful campaign.



### Optimization

Once the campaign starts, our attention turns to optimization. We constantly monitor performance with advanced analytics platforms to ensure the highest ROI on your ad spend. Through the use of tag management systems and various tracking technologies, A.D. is able to oversee and assign attribution to specific campaign initiatives, determine where strengths and inefficiencies exist, and make the necessary optimizations to maximize the effectiveness of a campaign.



### Brand Safety & Fraud Protection

Buying authentic, brand safe inventory is a top priority for A.D. Our partnerships with the industry's top verification partners give our clients best-in-class brand safety and fraud monitoring.



### Tracking & Reporting

Comprehensive reporting allows A.D. to track key metrics and conversions to help define success for a campaign. Analysis of these statistics allows for real-time optimizations to be made as necessary. A.D. will provide campaign reporting at key points during the campaign as well as a final report. Client-supplied analytics including web traffic and account openings are extremely helpful in evaluating ROI and campaign performance.

## READY TO GET STARTED?

Contact us today

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