

DEMOGRAPHIC TARGETING DISPLAY ADVERTISING

Display Targeting

This form of display advertising allows your business to laser in on your audience by reaching specific demographic groups.

EXAMPLES INCLUDE:

Martital Status, Race, Age, Income, Homeowners,
With Children in Home, And More

Benefits of Demographic Display Targeting:

- Allows your business to target a specific set of customers who are more likely to be qualified for your products and services
- Narrows your targeting with less “wasted” impressions