



# DISPLAY ADVERTISING

Grow brand awareness and increase consumer purchase intent through engaging and precisely targeted online advertising.

Advances in big data and machine learning coupled with increasingly accessible and affordable rich media solutions make this an exciting time for display advertising.

Since 2008, Demand Local is proud to have maintained our industry leading display advertising to create consistent and quality messaging across essential mediums and devices. Promote brand recognition and buyer recall with our full suite of display advertising products and tools, from media planning and creative execution to trafficking, ad verification, and attribution.

## DESIGN

Whether you start from scratch or from dozens of proven creative templates, Demand Local will help you design and implement a captivating and engaging brand experience for your audience.

### OPTIMIZED FOR ANY ENVIRONMENT

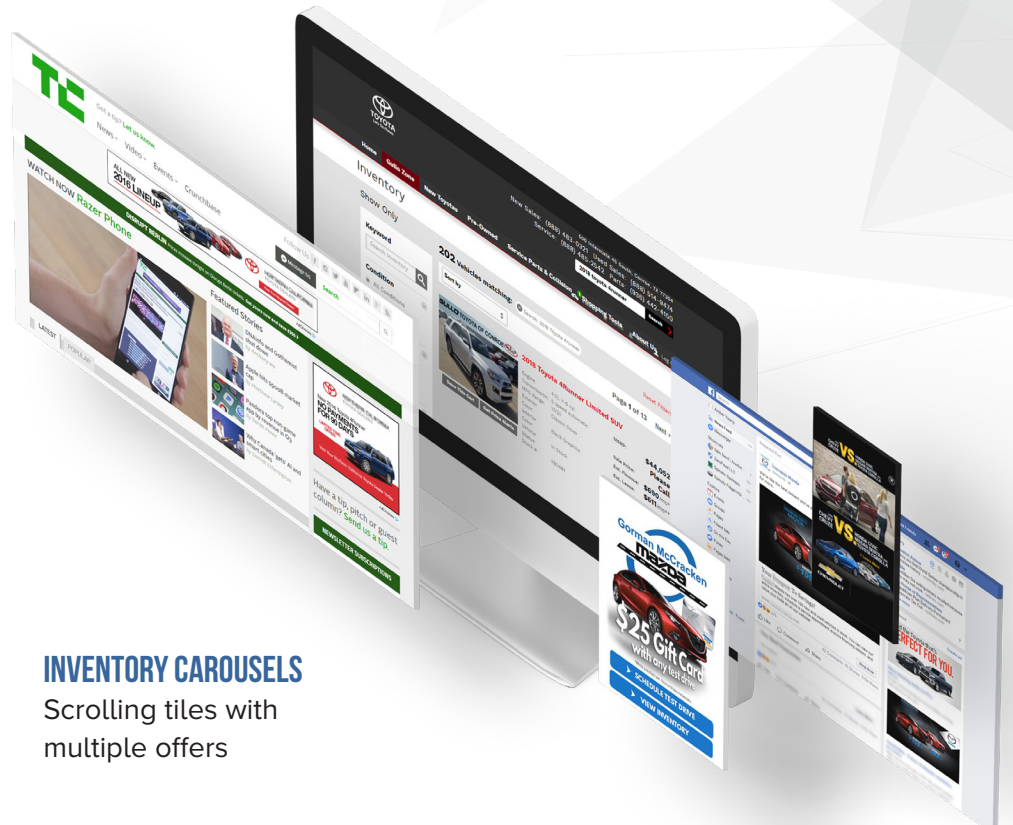
HTML5 for desktop, mobile web, or in app on smartphones and tablets

### EXPANDABLE RICH MEDIA

Fully functional landing pages and expandable three panel CTA units

### DYNAMIC LOCATION-AWARE UNITS

Personalized 'x distance to nearest location' maps & ad copy



### INVENTORY CAROUSELS

Scrolling tiles with multiple offers

### MULTI-PANEL RICH MEDIA

Video, mapping, scrolling inventory combined

### ANIMATED HTML5

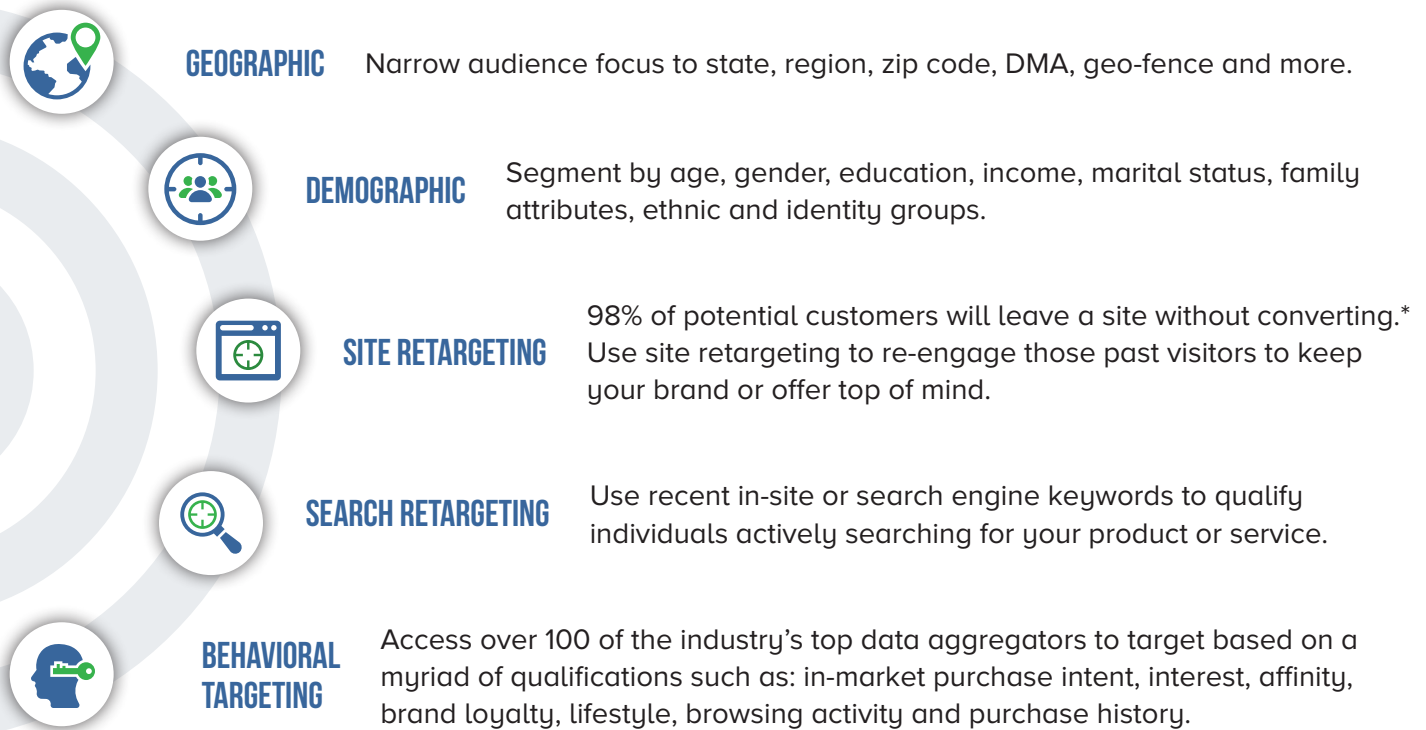
Attention grabbing animations and moving objects



# TARGETING & DELIVERY

## TARGET CUSTOM AUDIENCE SEGMENTS

Combine targeting strategies to create a custom audience for your products or industry. Target shoppers who are the most likely to buy based on first and third-party data points and use unique audience building techniques to retarget potential consumers.



- Routine trimming at the inventory, site, and creative level for higher engagement
- Pre-traffic exchange approval checklist
- Bid scaling
- View-through optimization
- Audience focus
- A/B creative and messaging testing
- Dayparting
- Geo-fence location optimization
- Delivery optimization for smooth and linear fulfillment

\*Source: Search Engine Watch, "Google AdWords average conversion rates by industry [study]." Mar. 2016.