

# URL Audience Targeting: Unlock the Power of Precision Advertising



## What is URL Audience Targeting?

URL Audience Targeting is a cutting-edge digital advertising strategy that allows you to serve highly relevant ads to users based on the specific URLs they have visited. By targeting users who have shown interest in similar content, products, or services, you can significantly increase engagement and conversion rates.

## How Does It Work?

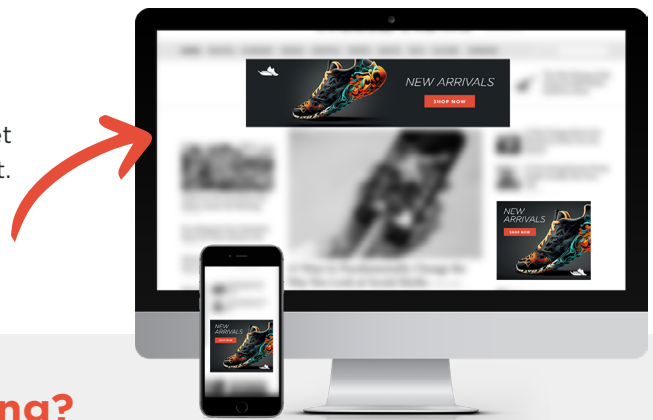
- 1. Data Collection:** We collaborate with trusted data partners to collect information on which URLs users visit. This ensures a robust and reliable foundation for our targeting strategy.
- 2. Audience Segmentation:** Once we have the data, we segment the audience based on the URLs visited. This enables us to create highly targeted campaigns that resonate with your potential customers.
- 3. Ad Serving:** After segmentation, we serve tailored ads to the specific audience segments. These ads are not just relevant but are also timely, increasing the likelihood of engagement and conversion.

## Daily Updates & 30-Day Lookback

Our audiences are updated daily within a 30-day lookback window. This ensures that the users you're targeting are fresh and have recently shown interest in the content relevant to your campaign.

## Used in Practice

For example, if users have visited URLs like [www.forbes.com/best-running-shoes-of-the-year](https://www.forbes.com/best-running-shoes-of-the-year), we can target them with ads for your latest running shoes or sports equipment. This way, they're more likely to engage and make a purchase. We can share the specific URLs targeted with you for complete transparency.



## Why Choose URL Audience Targeting?

- Highly Relevant Ads:** Serve ads that are closely aligned with the user's interests and browsing behavior.
- Increased Engagement:** Targeted ads are more likely to capture attention and encourage interaction.
- Better Conversion Rates:** With more relevant ads, users are more likely to take the desired action, be it making a purchase, signing up for a newsletter, or filling out a contact form.

## Take Your Advertising to the Next Level with URL Audience Targeting

Don't miss out on the opportunity to connect with your audience in a meaningful way. Contact us today to learn how URL Audience Targeting can revolutionize your digital advertising strategy.