

AdAdvisor

Whether you are an ad network, online publisher, advertiser or media buyer, you already know that online response rates increase with better ad placement. However, you also know how tricky it can be to find your audience online

Amplify Your Current Targeting Methods with AdAdvisor

With AdAdvisorSM services, powered by TARGUSinfo, you can deliver the most relevant display advertising possible — regardless of how or where the inventory is displayed.

AdAdvisor services instantly arm you with relevant information enabling you to deliver hard-hitting, click-prompting display advertising.

Bridging Predictive Offline Data and Online Advertising

We use our vast repository of offline, household-level consumer demographics to group Internet users into unique, anonymous population segments based on:

- Verified Demographics
- Interests
- Lifestyles
- Purchase Behaviors

AdAdvisor segment scores and our verified demographics enable the nation's top ad networks and online publishers to deliver highly relevant display advertising — from the moment they encounter each visitor.

AdAdvisor services leverage our 20+ years of data-aggregation expertise. We have a patented, privacy-friendly process to bring together household-level consumer information from over 100 dynamically-changing sources.

Proven to Outperform Existing Targeting Methods

AdAdvisor surpasses demographic, contextual and behavioral targeting methods in click-through and conversion rates.

Ad Networks

The Value of Your Inventory Just Went Up.

AdAdvisor services are a paradigm shift in the way you serve your clients' display ads. With our services, you'll be able to sell your inventory at a premium above your existing rates — all while creating value for your clients, who will see an increase in click-through and conversion rates.

At the moment visitors hit your network, AdAdvisor cookies tell you precisely which segment they fall into. With this information — along with our verified demographics — you can deliver the most relevant display advertising based on your group of advertisers.

Ad Agencies and Media Buyers

Watch Media Wastage Plummet. Watch Response Rates Climb.

Now, there's a way to get your clients' display ads in front of the right audience with greater precision and far greater response. Seek out ad placements optimized by AdAdvisor services to achieve never-before-seen results.

Advertisers

The Right Ad. The Right Audience. The Right Results.

Boost your display-advertising response and conversion rates by working with ad networks and publishers powered by AdAdvisor services — delivering your ads to a more targeted audience. Our services also arm you with predictive insights to tailor your landing pages for each visitor, regardless of past-purchase history or referral sites.

Open the door to more predictive targeting today by calling **800.6.TARGUS** (800.682.7487) or visit us at www.TARGUSinfo.com/AdAdvisor.