



BEHAVIORAL TARGETING

WHAT IS BEHAVIORAL TARGETING?

- Right now, millions of people are surfing their favorite websites, reading blogs, playing games, updating social networking profiles. Do you know exactly which people are likely to prefer your brand? Do you know when, where and how often they go online?
- Behavioral targeting combines proprietary and third-party data sources to predict the precise locations where your brand and your target audience will intersect.
- Behavioral targeting through RetargetingPlus.com is a powerful and precise online advertising technique. We find audiences or select prospects based on their most recent online activities, including websites visited, search terms used and general browsing habits. As a result, campaign goals are maximized while minimizing the amount of wasted budget.
- Our platform offers many behavioral targeting categories to choose from. Ranging from Arts & Entertainment to Personal Finance to Style & Fashion, and many more. We have access to over Third-Party 30 data suppliers to allow us to find the best access to your target audiences



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