



# CATEGORICAL ADVERTISING

## Reach your prospects when they are in the right environment for your business

- **Categorical Advertising** is a powerful way to capture the attention of existing and potential customers. Category targeting places display advertisements on websites that are categorically relevant to your industry and customers' interests. It's the first cousin to Behavioral Targeting and another critical tool to put in your online advertising toolbox.
- **Categorical Advertising** gives advertisers the opportunity to advertise to people as they visit websites similar or related to their brand. The relationship between visiting a website you are interested in and seeing an ad for a related product or service can produce very exciting results. Capturing the attention of a person as they surf the Internet isn't easy. **Categorical Advertising** is a powerful step in the right direction for accomplishing this goal.
- Examples include entertainment, e-commerce, technology, health and travel. **RetargetingPlus.com** defines its available inventory (websites) into main categories and sub-level categories. Any categories (main or sub-level) can be included or excluded together within a campaign.



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