

CONTEXTUAL TARGETING



How Does Contextual Targeting Work?

- **Contextual** is similar in working mechanics to retargeting because you only show a display advertisement to users after they have taken a specific action. In the case of retargeting it is when the user has previously visited the client's website. With **Contextual Targeting** a display advertisement is only shown if the user has previously searched for a keyword or keyword phrase that is being specifically targeted by the client.
- **Contextual** merges the power of search intent with the ability to repeatedly show a client's brand to people that have previously expressed interest by searching for specific keywords or phrases
- **Contextual** is the first cousin of website retargeting and they often get along wonderfully when working and coupled together as a two-punch online advertising strategy.
- We don't do this by crawling search engines. What it means is that the advertiser creates a list of keywords and keyword phrases and as we see people surfing the Internet that have previously searched for items on that list we display an advertisement to them.
- **Contextual** is a highly effective way to target people who have proven to be interested in certain topics, services and/or products based on their search history.



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