

## Keep in touch with your customers everywhere online

### WHAT IS SMART DISPLAY?

Smart Display is an intelligent marketing campaign that gives your company's advertising strategy the edge when it comes to being in the right place at the right time.

MediaEdge is connected to over 17 ad exchanges, giving you the power to target your niche audiences online on almost any website they visit most often. We access hundreds of b2b data networks to ensure your display message targets buyers in real time. Advertise with confidence that you are making a valuable impression at the right time.

#### How does Smart Display work?

Smart Display identifies niche audiences

- Visiting your website
- Researching online
- Reading industry articles online
- Entering and leaving sites of interest

We build a unique audience profile for your business identifying individuals in your industry, as well as those who show purchasing behaviour online.

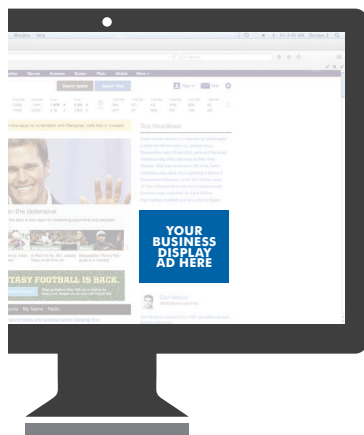
These days, people are spending more and more time consuming content and researching products and services online prior to making an inquiry. With an average of 1,700 online display ads being seen each month per person there is a huge opportunity to get in front of buyers online.

Previously, if a company visited your website and left, or was researching your products and services online, you had no way of ensuring you stayed top of mind. Through the use of MediaEdge Smart Display you can influence buyers in your current pipeline and get your message out to those who are not yet familiar with you.

Smart Display is the perfect campaign for any company looking to gain significant exposure online.

### FEATURES

- ▶ Target buyer behaviour online
- ▶ Guaranteed impressions
- ▶ Campaign Manager
- ▶ Complimentary creative
- ▶ Reporting and analytics



### Ready to get started?

Contact your MediaEdge sales rep for pricing today!

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