

Audience Extension

Extend your reach and stay in front of your most valuable prospects with audience-based targeting.



Audience Extension campaigns target the business decision makers in our database who match your target criteria. Utilizing thousands of sites across the web, your campaign is displayed multiple times, ONLY to those that fit your targeted profile. Audience Extension ensures your ads are viewed on the trusted sites your targets frequent; no wasting valuable marketing dollars on sites your prospects might not be visiting.

DETAILS

- Banners across web, powered by Informa first-party data
- Targeting options include: demographic, firmographic, behavioral data
- Available across Facebook and LinkedIn
- Account-based programs available
- Retargeting from specific sites or content assets