

# DIGITAL EXPERTISE AT YOUR FINGERTIPS

*Marketers are constantly working to reach today's hyper-connected audiences. It often makes sense to rely on outside experts to help with this objective. Integrate's media whizzes specialize in developing and executing customized digital strategies tailored to your goals.*

## MEET YOUR OBJECTIVES

Our digital media specialists (DMS) create and execute cross-channel digital strategies, leveraging programmatic platforms to ensure **maximum impact for your media dollars**. These are the pros to call on when you need to:

- Scale currently successful programs
- Develop new digital strategies
- Execute short- or long-term branding initiatives
- Complement performance campaigns being executed via Integrate's platform

## ENSURE REACH & RELEVANCY

Reaching your target audiences isn't just about defining who they are, but also engaging them everywhere they're consuming relevant information. Integrate's DMS pros implement **holistic targeting strategies** to *identify, surround and engage* your ideal audiences. This balanced approach ensures your programs gain **maximal reach** while delivering **stellar customer experiences**.

- **Audience Targeting** – Focus on your ideal audiences using more than 1,000 granular targeting filters such as:
  - ▶ Demographics
  - ▶ Psychographics
  - ▶ Company criteria
  - ▶ Purchase behaviors
  - ▶ Geography (including zip code and proximity)
  - ▶ Device, browser and operating system
- **Contextual Targeting** – Focus on content most relevant to your business to discover new audiences, using numerous strategies including:
  - ▶ Keyword oriented
  - ▶ Domain targeted
  - ▶ Category focused
- **Retargeting** – Develop ongoing engagement with visitors to your website using thoughtfully developed retargeting programs:
  - ▶ Customized messaging based on last interaction with your brand
  - ▶ Program length adjusted to your buying cycles
  - ▶ Frequency caps to assure positive brand identity



## CREATE MULTI-CHANNEL CUSTOMER EXPERIENCES

With much of the buying cycle in the hands of today's customers, multi-channel strategies have never been more important. Brands must meet and engage audiences in various formats to stay relevant. Our digital media experts use programmatic buying platforms to create complete digital experiences across display, video and mobile channels.

### Display

- Static and rich media creative formats
- Native ad placements
- High-impact units

### Video

- Pre-, mid- and post-roll, plus in-banner videos
- Companion banners available
- Advanced measurements including viewability and viewable completion rates

### Mobile

- In-app or mobile web
- Display or video units
- MRAID capable



Given the rapid pace of change, you've likely got a long list of tools and tactics you're working to master. Digital marketing shouldn't have to be one of them. Let the **experts at Integrate** create a program to **meet your digital objectives**. [Connect with us](#) to discuss your goals.



*To learn how Integrate's marketing pros can power your digital strategy, contact us today.*

Toll Free: 866-478-0326 | Email: [requests@integrate.com](mailto:requests@integrate.com)