

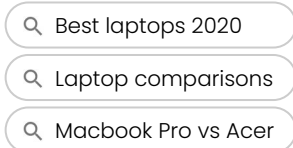
Search-Intent Based Targeting

Define your own data segments through Search & Recency.

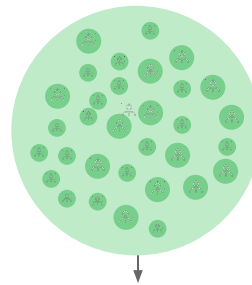
Engage with audiences based on their unique search history via programmatic buying with the MediaGrid's proprietary Intent-Based Targeting solution. Choose the search terms and recency to create an audience segment associated with the search terms into a Deal ID directly linked to your preferred DSP.

How it works:

1 Buyer defines a list of search terms & phrases as well as a recency to reflect buyer interest



2 The MediaGrid builds a pool of users who visited search result pages for those terms within your recency setting



4 Once activated, the deal finds those audiences at scale across select supply



3 The MediaGrid packages the audience into a Deal ID where you can define the inventory that gets activated through DSP of choice



Use Cases:

Maximize effectiveness by choosing the right combination of keywords for your strategy

AWARENESS:

Drive awareness of your brand with audience based terms, such as: frequent shoppers, business travelers, tech enthusiasts.

CONSIDERATION:

Appeal to customers already in market by using brand and non-brand product/service terms and keyword phrases.

COMPETITOR:

Persuade consumers researching competing brands to consider your brand and convert with you using competing terms.