

Get on the Map with Targeted Ads

By dezinsINTERACTIVE



Targeted advertising is a form of online advertising that focuses on the specific interests, and preferences of a consumer. When a consumer views a product on a retail website, the user's browser submits information about what he/she is searching for to third-party advertising networks. If the consumer clicks on another site in the same advertising network, ads for the product the user viewed at the first retail site could show up.

Simply put, when a user searches for a pair of tennis shoes, then repeatedly sees tennis shoes on his or her Facebook feed, the user has been introduced to targeted ads. The ad targets the user in hopes of drawing them back to purchase the product.

Marketers need to ensure that their ads appear as an organic part of the website so that users don't feel they are clicking on an unwanted piece of advertisement. By using targeting options, you can ensure that your ads are displayed to only those who are likely to click on them, and who will find the ad interesting.

It doesn't make sense to send your ad across the country if your business operates only in one state because a high percentage of users will see no use of your ad. Blasting ads to users who are not a part of your audience can also lead to such users completely blocking your ads, which can lead to brand erosion.

So, instead of wasting your marketing budget, it's wise to send targeted ads to the right audience group, which may be grouped according to their location, interests, and searches. This way, your ads reach your targeted

users only, and that means more return per penny of investment, and less wastage of valuable resources.

When people see adverts selling services, products, or experiences that are relevant or useful to them, they are more likely to click on the ads. This will increase the click-through rate and users will see only relevant content while the publisher will get more ad revenues and the marketers/advertiser will get more conversions and a higher ROI.

There are many reasons a company should target their advertisements based on any data that relates to their target consumer. Targeted Ad enable marketers to enhance their brand value and become highly customer-oriented and can go a long way in building your brand and creating a loyal base of customers.

Interested in putting your products in front of the people who are interested in seeing them? Targeted ads turn the spotlight on you to the specific audience needed to create sales, increase leads and promote your brand. Thankfully, dezinsINTERACTIVE has the tools needed to get you on the map – the online map.



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