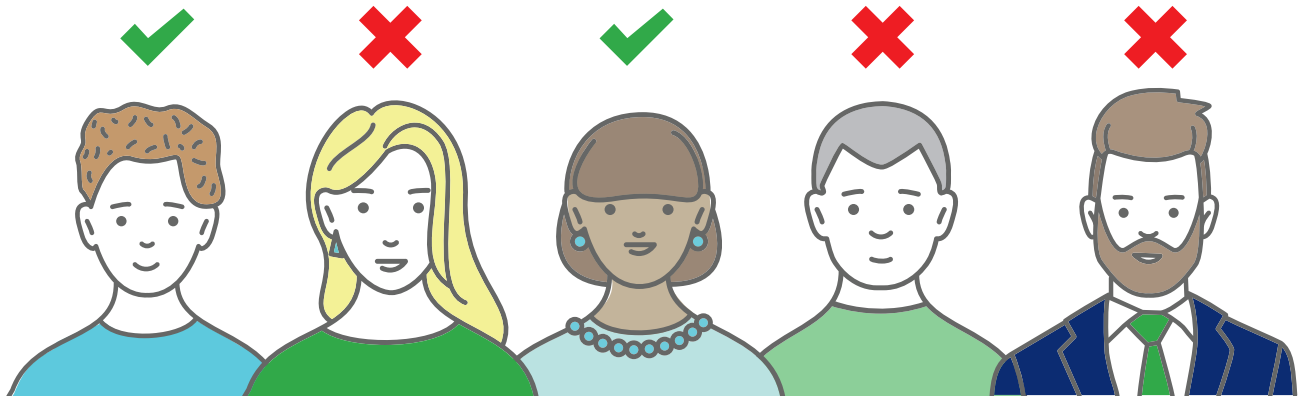


Maximize reach and frequency to your intended audience

You want them? We'll find them, wherever they are. Broad-based advertising has no targeting capabilities, uses one generic ad message and is blanketed across one, large audience on redundant sites. **The University Business** High-Yield Digital Ad Targeting strategy ensures your ads speak directly to your audience and are viewed on the trusted sites your defined targets frequent...with zero wasted dollars.

Campaign Strategy:

- Define audience segments using your identifiers (job function, decision-making role, geo targets) to create specific segments.
- Match defined audience segments to our UB audience (1st party users) and look-alike profiles (3rd party users).
- Engage users with ad creative off-portfolio on brand-safe partner sites.
- Deliver a high number of impressions at a lower CPM.



According to Businesswire, location-specific digital ad campaigns are 20x more effective than traditional banner ads that are not location-based. Focus your digital ad budget where it can make the most impact.

For more details and to customize your program, contact:

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