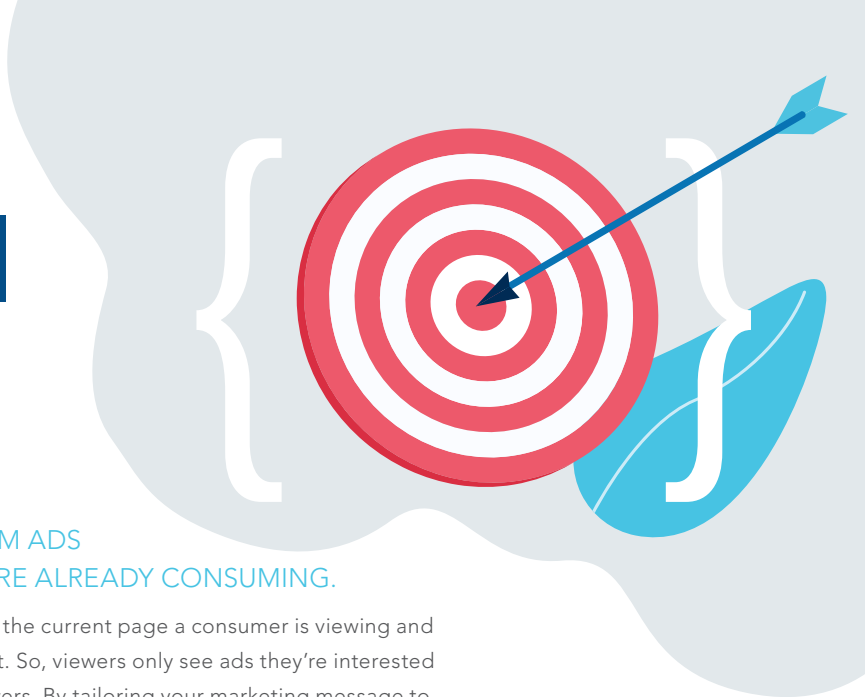


# Contextual Targeting



ENGAGE NEW CUSTOMERS BY SHOWING THEM ADS THAT RESONATE WITH THE CONTENT THEY ARE ALREADY CONSUMING.

Contextual targeting looks at the **category** or **keywords** of the current page a consumer is viewing and then serves them ads that are highly relevant to that content. So, viewers only see ads they're interested in, and you only serve valuable impressions to the right viewers. By tailoring your marketing message to the content on an association's page, you can improve campaign effectiveness by associating your brand with the key content that your target audience is engaging with, thus increasing user conversions.

## WHAT IS KEYWORD CONTEXTUAL TARGETING?



Retarget users who viewed content featuring keywords that were designated by the advertiser.

## WHAT IS CATEGORY CONTEXTUAL TARGETING?



Target users viewing content related to specific categories that were designated by the advertiser.

## NAYLOR ADVANTAGES:

- **Keyword Level Performance:** Naylor's keyword contextual targeting enables you to retarget users who viewed pages containing competitive product terms, brand terms, and other highly relevant phrases that drive improved performance.
- **Multiple Options:** Get as granular as you like with keywords or keep it high-level based on categories. Balance reach and performance to meet the goals of your specific campaign.
- **Complete Transparency:** Learn how each keyword and category performs, and use that insight to improve existing and future campaigns.

## CONTEXTUAL TARGETING OPTIONS

- **Keyword Contextual Targeting:** Create a custom list of keywords relevant to your product or business, and retarget users who view content featuring those keywords. Bid, report, and optimize based on each keyword to attain optimal performance.
- **Category Contextual Targeting:** Target ads on pages that fall into one or more of 300 contextual categories defined by the Internet Advertising Bureau (IAB). Gain visibility on how each contextual category is performing and optimize accordingly to increase click-through rate.