AUDIENCE EXTENSION

DEPLOY TARGETED ADVERTISING CAMPAIGNS TO YOUR USERS ANYWHERE ONLINE BY IDENTIFYING THEM AS USERS OF YOUR CONTENT

STEP 1
DEFINE YOUR GOALS AND KPIs
// Budget
// CPM targets
// CPC targets
// Lead/CPA targets
Reminder: Stay flexible! One of the key contributors to the success of a campaign is giving ad ops the ability to adjust budget allocations across platforms, ad sizes, frequencies, geo-targets, and other targeting criteria in order to meet KPIs.

STEP 2
UNDERSTANDING YOUR AUDIENCE
When it comes to your audience, the stickier they are the better.
// Learn about audience interests inferred from the content visitors consume and the actions they take on your site
// Leverage ad tags and/or pixels to collect first-party audience data
// Establish how long a visitor should stay in a particular audience list; the most recent visitors are typically the most valuable

STEP 3
EVALUATE AUDIENCE EXTENSION SYSTEMS
Bee thoughtful. Consider a solution’s...
// Scale and fee
// Targeting flexibility
// Ability to access and/or apply data from third-party providers
// Reach extension capabilities
// Integration with first-party lists, lookalike modeling, and other segmentation/grouping techniques

STEP 4
IMPLEMENT YOUR EXTENSION CAMPAIGNS
Audience extension campaigns can be executed using data from existing ad tag parameters, data management platforms, and/or site pixels.
// Create a marketing plan and/or an insertion order which accurately lays out your KPIs
// Determine available reach for your budget
// Compare your first-party audience data to similar third-party audience lists to establish the most efficient targeting options
// Traffic your audience extension campaign
Reminder: Monitor and optimize often to ensure that you stay on track to meet your campaign goals

STEP 5
ENJOY THE SWEET TASTE OF SUCCESS
Give yourself a hive-five! Once you’ve defined your audience extension strategy and approach, you can begin to run campaigns that are effective, efficient, and offer greater reach without creating additional ad space on your own content.