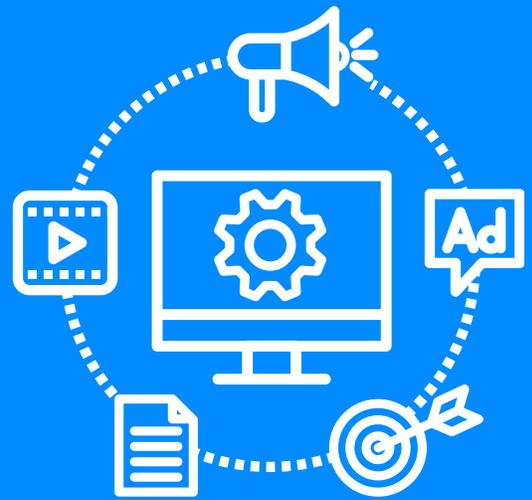


Digital Display Ads

Advertise with the **only ad platform built to reach home buyers** precisely and at scale.



Reach the right home movers at the right moment.

Reach and retarget your target audience across digital channels, extending your advertising to in-market home buyers right where they're already browsing.

- **Reach in-market home movers** shopping for a home.
- **Activate ads** to multiple audiences on multiple platforms for each community.
- **Uncover real intent** and opportunity that drive better leads into your funnel.
- **Be visible on premium outlets** around the web, across devices.
- **Retarget qualified website visitors** driven by any ad channel to drive mid-funnel conversions.



Why Digital Display?

83% of viewers recall a digital sign

32% more likely to consider a brand for future purchases

1,046% more search queries after retargeting

HGTV bon appétit

AD ESPN

yahoo! allrecipes!

BARSTOOL SPORTS allure

Premium Placements

Feature your brand on popular premium websites and digital media outlets.

Affordable

Just \$2,500/mo. =

400K+

IMPRESSIONS

How Digital Display Ads Fit In Your Strategy

Digital display ads drive high-quality top of funnel **awareness**, and enhance other ad channels with conversion-focused **retargeting**.



100M scored movers, targeting across CTV, mobile, and display.



Local, DMA, zip-level geo-targeting, plus event / contextual targeting.



Custom allow/block lists, brand safety, high completion rates.



Ad Specs

- Display Banners
- Ad Sizes: 300x600, 300x250, 728x90, 160x600, 320x50 (mobile)
- Format: PNG, GIF, JPG

No in-house designer? Our Creative Services team is happy to help you build your ads.

Customer Case Study

Holt Homes, a large regional home builder, used Audience Town's consumer intelligence to find potential in-market new home buyers. With digital display ads, they experienced:

CLICK-THROUGH RATES

3X

THE NATIONAL MEDIA AVERAGE

COST PER LEAD

50%

DECREASE IN COST

Get started today!

Ready to reach in-market home movers with ads? Let's talk!



IAN BARBO

VP, Operations

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