



# Display Channel Management & Optimization

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Reach new audiences and re-engage customers on desktop and mobile with display ads based on search intent

## Target

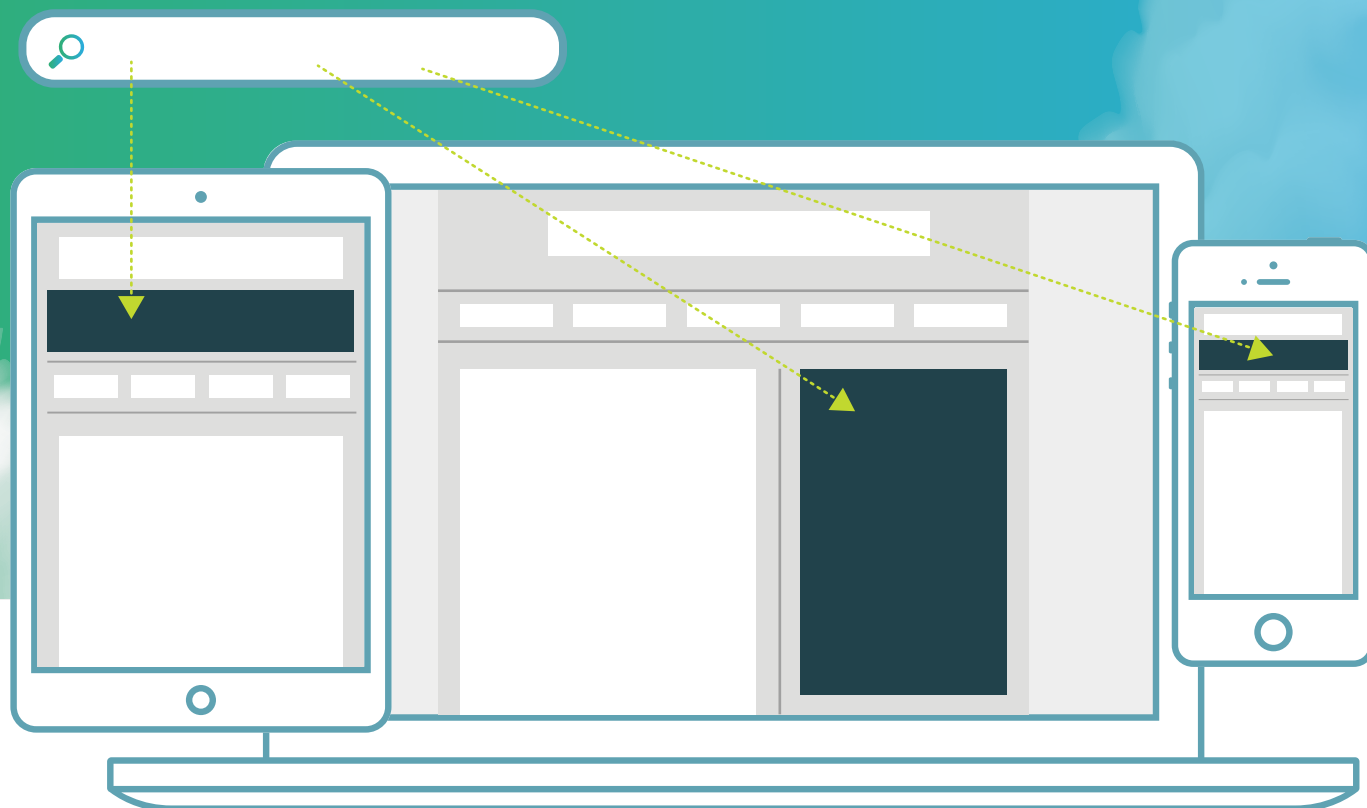
Based on search activity

## Develop

Brand awareness and affinity

## Drive

Incremental conversion lift and LTV

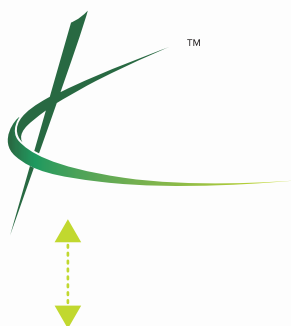


# Premium mobile and display advertising

including mobile web and in-app ads  
on all major exchanges

## Certified Supply

ensures high quality, viewable and fraud-free inventory



Display Exchange Platform

PubMatic

NEXAGE  
MOBILE ADVERTISING.  
DEMAND MORE.

mopub

OpenX



Microsoft Advertising



millennialmedia

rubicon  
PROJECT

Google

