


DDL ADVERTISING

LET'S TALK **TARGETED DISPLAY**

 (401) 943 - 7400

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WHAT IS KEYWORD TARGETING?

Keyword targeting (also called contextual targeting) is the advertising technique of serving ads on a website that is relevant to the pages content.

HOW DOES KEYWORD TARGETING WORK?

The content of every web page is analyzed by the exchange, which is then matched to your ad using the keyword and phrase selections that you have picked. The idea is that when someone is on a website with relevant content to your product/service, they will be interested in your ad.

HOW DOES KEYWORD TARGETING WORK?

The more targeted an advertising experience is to a user the more interesting the ad will be to that person, leading to a higher likelihood that they engage with the advertisement and have a good user experience.

WWW.DDLADVERTISING.COM | CONTACT@DDLADS.COM
999 SOUTH BROADWAY, FLOOR 3 | EAST PROVIDENCE RI, 02914

READY TO GET TO WORK?