

NexTarget

Reach highly qualified prospects online using next generation targeting technology.

NexTarget leverages first and third party data to find new audiences online that are similar to your most valuable customers. Focus your ads on high potential audience segments to maximize your advertising performance and ROI.

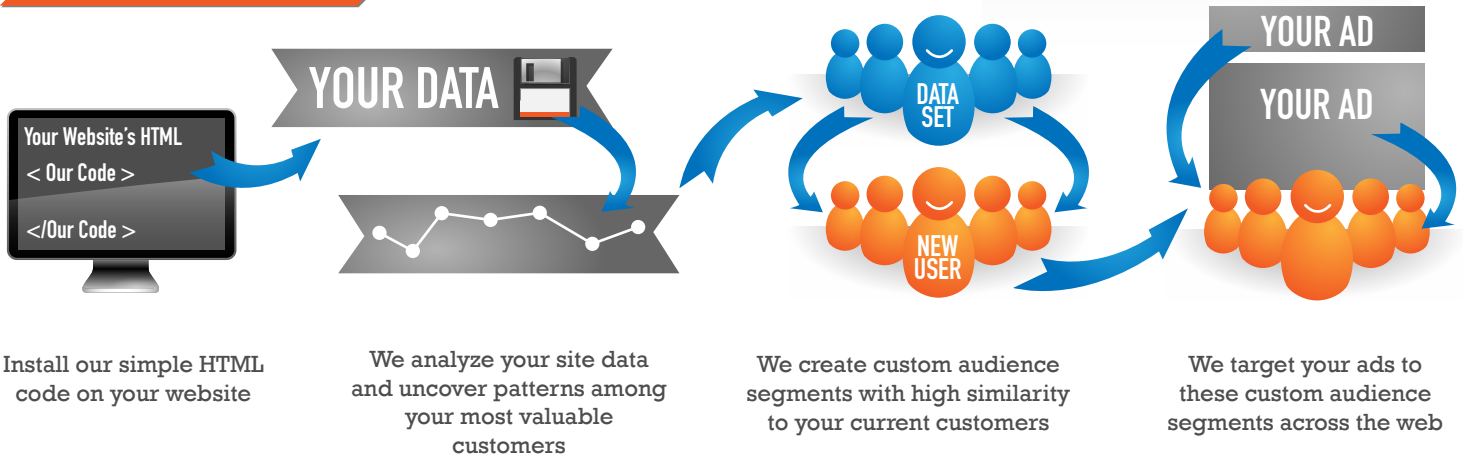
What is NexTarget?

NexTarget is the most advanced form of targeted advertising available today.

We analyze your first party data to determine the common characteristics of your highest-performing site traffic. We then combine this data with over 10 billion existing online data points to create custom audience segments of similar users and serve them your ads across the web.



How does it work?



How can this help you?



Increased ROI

Focus your ad spend on audiences that have the highest affinity to your most valuable customers to prevent wasted impressions and improve ad performance.



Scalable Performance

By using your first party data to discover new qualified prospects, you don't have to sacrifice precision for reach in your online advertising campaign.



Next Generation Targeting

We use the latest research in network analysis, machine learning, and lookalike modeling to create audience segments that are more relevant and precisely targeted than was ever before possible.