



Smart Retargeting

2017

ADS Data Direct has established partnerships with some of the country's largest brands and advertising agencies. Through these partnerships, we have effectively amassed the most comprehensive, selective cookie and device identifier pool in the country. Based on the KPI's, traffic patterns, purchasing behaviors and vertical targeting, we can filter a target audience to an ultra-niche level.

In most cases, when running a campaign with us, we are able to target individuals who have responded to offers, similar to our client's respective campaign.

This service allows for your marketing dollars to be allocated solely to targeting individuals with a high propensity to act on a particular offer.

Capabilities include campaign recency, purchase patterns, payment methods, geographic location, multiple responders and roughly 250 additional filtration capabilities. This premium service can be implemented through multiple channels including retargeting, social, display and video.