



## Display Advertising

- **Contextual Advertising-** Place your ads and links on websites that are related to the product or service you are marketing. A targeted approach will lead to improved efficiency and increased ROI.
  - **Targeted Data-** Our data is the secret weapon in your online marketing campaign. We match our data with your goals to provide you with most robust data sets ensuring the highest level of exposure across your target audience.
  - **Business or Consumer-** Our platform is not limited to B2C campaigns. Backed by industry leading business data, we can help you take control of your online B2B campaign.
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**Interactive Marketing-** Display advertising breathes new life in to the typical marketing campaign. You can now reach customers in a targeted and interactive way. Video, audio and links providing immediate access to information about your product or services are just a few of the ways you can engage customers online.

**Marrying Online and Offline Data-** The key to a successful multichannel marketing campaign is having the most complete view of your customers. Online and offline data alone only present a part of the overall picture. An integral part of Lighthouse List's display advertising platform is the ability to match meticulously verified offline data with real-time, targeted online data.

**Reporting and Analysis-** We provide in depth reporting on where your ads run and how they performed, as well as financial breakdowns of your overall campaign. Make immediate adjustments to your campaign to reflect real-time changes in the market.

**Dedicated Advertising Specialist** – As with any project, we understand the importance of having subject matter experts to help you realize the greatest possible return on your investment. To this end, Lighthouse List provides you with a dedicated advertising specialist to help you get the most out of your campaign.