

Targeting Summary

This overview is a high-level glimpse into iTraffic's reach and breakdowns. For more, [contact us](#).

SPECIFICS

Location

- Geographic
- DMA/CBSA/MSA
- Zip code
- Congressional district
- Hyper-local (lat/long; geofencing)

Time

- Date/hour/day
- Day-parting (only run during certain hours/days)
- Patterns (Rush Hour, etc.)

Frequency

- When and how often ads are shown
- Can be personalized or taken at household level

Device

- Desktop
- Phone
- Tablet
- Connected TV
- Cross-device
- Make, model, operating systems, browsers, languages

AUDIENCE

Demographic

- Age
- Gender
- Ethnicity
- Marital status
- Education
- Income
- Employment

Behavioral

- Psychographic (personality, lifestyle, interests, opinion, attitude, beliefs, values)
- Intent

Political

- Voter demographics
- Party affiliations
- Turnout models
- Contributors
- Issue support
- Demo models
- Early & absentee voting
- Voting history
- Voting districts
- Haystaq DNA models
- FEC donors
- Commercial data (gun owner, business owner, etc.)

CONTEXT

(advertising is related to content)

Inventory

- Domain/app
- Open market
- Private marketplaces
- Direct IO

CRM

Look-alike modeling

Retargeting

- Capture the attention of your engaged audience
- Keep your brand top of mind by delivering messages to users when they are in consideration or ready to take action
- Leverage frequency and recency tactics to achieve conversion objectives

Network & Provider Sources

- 33Across
- AdsWizz
- Assembly Change
- Beachfront
- Connatix
- DailymMtion
- District M
- E-Planning
- EMX Digital
- FreeWheel
- Flyber
- Google
- Index Exchange
- inMobi
- Ironsource
- Liveintent
- Magnite
- Mediavine
- MoPub
- Nativo
- OpenWeb
- OpenX
- Pubmatic
- Sharethrough
- Smaato
- Sovrn
- Taboola
- Triplelist
- Undertone
- Verizon Media
- Xandr