







Figure 3. Sample Ad Landing Page

- Target a specific audience using behavioral and usage-based targeting capabilities

**Set a performance-based advertising mix**

- **Media.** Select from broad-reach inventory to contextually relevant placements, such as gaming, parenting, or sports, to point-of-action opportunities, like sign-in screens and order confirmation pages.
- **Creative.** Test multiple creative and ad units, and optimize based on click-through and conversion

*Designed to be flexible and meet the differing business and technical needs of our advertiser partners, the Lead- and Purchase-Enabled Advertising<sup>SM</sup> Network provides advertisers easy access to a robust distribution network*

*that reaches action-minded consumers, while also enhancing the overall efficacy of their online advertising spend. Please contact us for more information on our capabilities.*

**CONTACT US**

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