

# Expand Your Advertising Campaign

## Audience Extension & Retargeting

Our audience extension retargeting allows you to reach your audience when they're not on one of our branded websites. Your ad will continue to appear to the users of a branded site even after they have left reinforcing your message to buyers and decision makers on a larger scale.

- Recapture your audience's attention to boost brand awareness and stay top of mind
- Increase ROI by serving focused ads to a pre-qualified audience
- Ensure your ads appear only on high quality websites such as CNN.com, NYTimes.com, USAToday.com, Mashable.com, Reuters.com, WashingtonPost.com, and many more

