



DIGITAL SERVICES: AUDIENCE EXTENSION

LEVERAGE THE POWER OF METLN'S DIGITAL AUDIENCE AND USERS ACROSS THE INTERNET ON ALL DEVICES.

Our team can help you create your target audience through programmatic display, precise geofencing, search engine marketing, and more.

CAPABILITIES:

DISPLAY: Target banner ads to your specific audience, who are more likely to be interested in your products or services. This is done by creating a custom audience based on user's location and online behavior, ensuring that your display ads appear on websites and apps where your ideal customers are most active.



PRE-ROLL & YOUTUBE: Video pre-roll allows you to target a streaming audience in a relevant location with programmatic advertising on the open web & on YouTube.



SEARCH ENGINE MARKETING: Showing at the top of the search results page increases your odds of being chosen over your competitors. Search Engine Marketing (SEM) uses Google search advertising to drive qualified leads to your website who are ready to take action.



CONNECTED TV & OVER-THE-TOP: CTV & OTT allow you to target a streaming audience watching premium network content - on a television screen - in a relevant location. Example platforms: Roku, Amazon Firestick, Apple TV, etc.



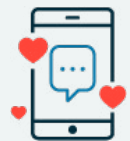
GEOFENCING: Create virtual boundaries around specific locations to deliver targeted ads to users within that area. Engage with customers based on their real-time geographical location, or for days after.



STREAMING AUDIO: Streaming audio allows you to target a streaming audience listening to audio content in a relevant location. Example platforms: Spotify, Pandora, iHeart Radio, etc.



SOCIAL: Social advertising targets social media users browsing content on Facebook, Messenger, and Instagram using first-party demographic targeting in a relevant location.



For a custom quote, speak with your media consultant. We'll find a program that's right for your marketing objectives and budget.

LET US BE YOUR PARTNER IN DELIVERING TO MAINE + BEYOND.