

What's The Difference?

Traditional
Display Ads

vs.

Targeted
Display Ads

Inbound Search Based Marketing		
Outbound, ABM or List Based		
Appears As Banner Ads, Native Ads To Viewers		
Appears Based on Search, Keywords		
Appears To Targeted Individuals		
Retarget Online		
Retarget With Print In Less Than 48 Hours		
Retarget Online Only		
Track Impressions		
Track Clicks		
Tracks Individual Responders		
Placed Via Ad Exchange		
Supports Animated Or Video Ads		
Uses Cookies		Only When Retargeting
Vulnerable to Ad Fraud		
You Set Your Budget and Limits		