



PROGRAMMATIC BUYING

Stop paying to advertise to the wrong audience.

Get the right message to the right people at the right time.

Auction-fed programmatic impressions deliver a strong return on budget.

Test your display ads with high confidence and low risk.

Integrate with DoubleClick, GDN/ AdWords, 3rd party display ad providers and more.

How do you define what an impression is worth to you?

Smart marketers aren't interested in reaching just anyone. If you don't address an inability to properly segment and focus, you'll spend money reaching an ineffective audience with irrelevant ads.

Don't waste your budget.

Cardinal Path can provide, build and/or analyze highly refined segments, ensuring you never spend more than necessary. With Cardinal Path, accurate analysis and segmentation of your intended customer base is guaranteed to improve your targeting efficiency.

Your trusted ad vendors, empowered with actionable data.

Cardinal Path's unparalleled expertise with top data analytics platforms, like Google Analytics, makes us uniquely qualified to maximize your investments.

Our best-in-class implementation, analysis and business intelligence delivery allows us to uncover the specific campaign aspects that impact and influence your business goals. This understanding gives us razor-sharp focus when refining and adjusting targeted segments towards cost-per-acquisition goals.

The best programmatic campaign launch involves a targeted and thoroughly segmented user profile to provide the highest relevancy and opportunity for conversion.

Combine this with the power of Google Analytics, DoubleClick, and other top people-based advertising networks and your impressions will be worth every penny.

What you get:

- Initial strategic assessment of programmatic goals
- Segmentation analysis and definition
- Tagging audit, conversion event tracking/tagging
- Campaign setup
- Campaign execution and optimization
- Reporting and monitoring

Get Started!

A thorough assessment of your campaign goals can help us better define the *right* user segments to target. Eliminate needless spend and start realizing business benefits from programmatic right away.

We'll show you how. Contact us today:

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Cardinal Path is a premier digital data analytics firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.