

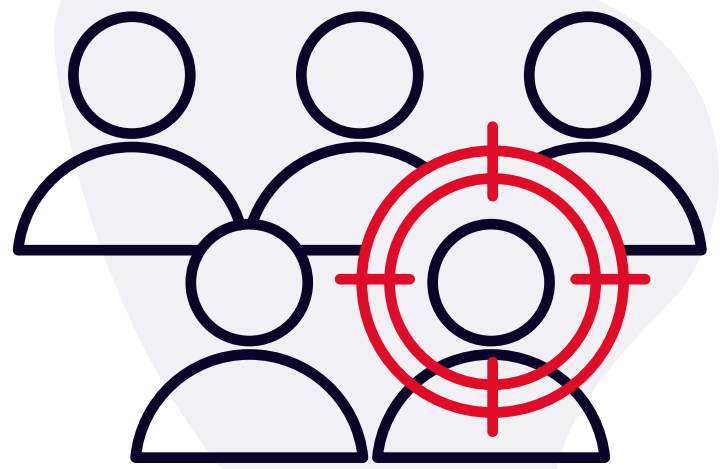


# 4 Tips to successfully target Digital Ads

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## Pick up the right audience

Audience targeting can boost campaign's performance. To do so correctly, it is necessary to make some research on Consumption Habits, In-Market, Custom Intent, Similar Audiences, Customer Match and Remarketing.



## Deploy a cross-channel strategy

By doing this, you can leverage the strengths of each channel and tailor the message to target your potential customer on each touch point.

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## Don't forget about local adaptation

Keep in mind that the market overview and the market insight will be different depending on the area.



## Deliver personalized content based on Data analytics

Through this personalization, we are able to display the right message, to the right person at the right time.

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