



REACHLOCAL
PART OF THE USA TODAY NETWORK

LOCALiQ

Targeted Display SEARCH RETARGETING

How it works

- Target users who have searched for keywords relevant to your brand in the last 30 days.
- User could search on any 3rd party website like a local news site, WebMD, or About.com, for example. If their search matches one of your keywords, that person will later be served one of your ads when they visit another website or app that serves ads.

Why it works

- The consumer has expressed recent, specific interest in your product/service, showing a potential short-term need for your business.

When we use it

- To drive awareness to consumers interested in your types of products and services but may not be familiar with your brand yet.
- When clients are looking for new audiences (e.g., restaurants, HVAC, dentists).
- Typically works best for purchase cycles that last longer than a week.

WHAT MAKES US DIFFERENT

Multiple Ad Tactics Under One Campaign

All your ads and targeting are combined under one umbrella to achieve your business goals and keep reporting easy to understand.

Smart Optimization Technology

Our experts and smart optimization technology are constantly learning and adjusting your campaign to get your best ads on the sites and mobile apps driving the most engagement with your business (not just ad clicks).