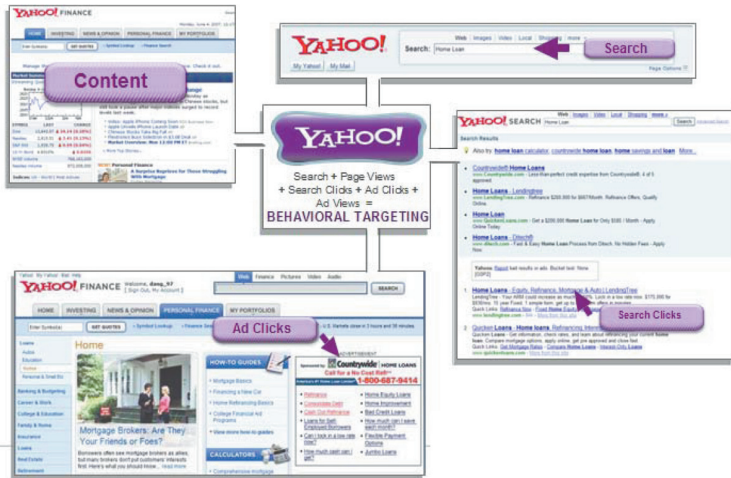


# The Right Message, To The Right Audience, At The Right Time



Internet Display Advertisement  
Featured on Yahoo! Network Websites



## Engagers

Consumer is beginning to gather content and process that content steadily over time. Probability of clicking is lower. A great time to build brand awareness.

## Shoppers

Consumer is getting closer to the time of purchase. Behavior indicates a high probability to click & is very connected to the content. A great time to generate clicks & leads.

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