

# Make the most of your digital ad budget in 2023

## Through contextual advertising & audience insights

### The opportunity in digital today

This year, marketers have access to more data and channels, making addressability the key to success. This rapid increase allows for the creation of more relevant and effective campaigns, audience segments, and targeting. With increased privacy regulations, signal loss from cookie deprecation, and ad-blocking tech, you need to have a clear and concise strategy on who to reach and when to reach them. Savvy marketers will succeed with the right tools, tech, and creative.

### Two addressability points to remember

**Personalization** –allows you to create distinctive messages that offers more relevance to specific audiences.

**Targeting**– enables you to target a specific audience based on demographics, behaviors, interests, and other data points to increase the effectiveness of your campaign.

### How do contextual advertising and audience insights improve targeting and increase ad relevance?

- Contextual advertising uses the context of a webpage or app to identify the consumer's interest, while addressability uses consumer profiles to support the targeting of the consumer.
- Combining the two advertising methods enables you to create highly targeted ads based on consumer profiles and the context in which the consumer is viewing the ad.
- This helps drive more effective targeting and an increase in ad relevance, resulting in higher conversion rates.

### Experian & Yieldmo

Have partnered to help you make sure that your marketing campaigns are reaching the right target audiences on the platforms that are most relevant. Through contextual advertising, we can ensure that.

### Five tips for digital ad success



Start experimenting.  
Broaden your playbook to exceed goals.



Maximize addressability.  
Optimize your budget by targeting specific audiences with personalized ads.



Be proactive.  
Get ahead of signal loss by incorporating multiple identifiers.



Integrate creative.  
Align design with your campaign goals.



Make it measurable.  
Apply your learnings to your next campaign.

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