

# Balancing precision and scale for a higher return



## Display Advertising

Consumers have so many choices to make and paths they can take to discover, learn, purchase and experience a brand. The days of the linear customer journey are long gone. Consumers today shop around the clock, across multiple devices and touchpoints, both online and off.

Display advertising raises brand awareness by **12%**<sup>1</sup>

Our display advertising delivers strong results you can trust — outperforming industry standards for viewability and brand safety.

### Target the Most Receptive Consumers

Find people ready to act by uniting consumer browsing and buying behaviors with their home and the places they go using the Consumer Graph<sup>TM</sup>. The Consumer Graph allows us to personalize engagement with our cross-device view of individuals' online behavior and real-world activities. The award-winning Consumer Graph connects billions of behavioral and location signals so you can personalize and scale omnichannel campaigns.

## The Consumer Graph

Our data intelligence provides a complete mosaic of *each individual*

 **Demographics**  
Age, Income, Ethnicity, Sex, Family Make-up, etc.

 **In-Market Finance Signals**  
Loans, Financing, Insurance, Mortgages, Credit Cards

 **Location**  
Banks, Credit Unions, Financial Services, Competitive Locations

 **Interest Over Time**  
Online Activity Across 1,600 Topics

 **Customer Data Analytics**  
CRM Matching, Look-alike Modeling and Suppression Solutions

 **Financial**  
Spending Habits Credit Risk



## Balance Precision and Scale

Gain targeting flexibility with the power to reach individuals and scale to neighborhoods for increased performance with display advertising.

## Optimize Engagement

Choose from innovative ad units that spark action and drive optimal results by holistically assessing ad quality, audience, delivery, and response in real time.

## Trust Our Quality & Viewability

As certified leaders in brand safety and transparency, we deliver impressions that surpass industry standards:

- 82% viewable
- 95% cookie-free
- 98.9% fraud-free
- 100% brand-safe

## Gain Actionable Insight

Measure against your defined KPIs with a wide range of audience insight and impact studies that are delivered in time to inform your next display advertising campaign.

### DIGITAL ADVERTISING EXAMPLE METRICS

**65%**

Hispanic Responders

**99,024**

Incremental Visits

**6.0%**

Sales Lift

## Our Digital Universe

-  110B daily signals
-  30B daily mobile signals
-  1.4B+ unique devices
-  120M+ mapped households
-  105,000+ unique neighborhoods identified
-  1.6K+ unique interest categories

All of this equals our ability to reach the right individual, with the right product, at the right time — on any device.

<sup>1</sup> PerformanceIN, "Display Ads Raise Brand Awareness by 12%, IAB UK Finds," March 16, 2018



Find out how to engage the right consumer with digital advertising.

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