

DISPLAY ADVERTISING

Grow brand awareness and increase consumer purchase intent through engaging and precisely targeted online advertising

Advances in big data and machine learning coupled with increasingly accessible and affordable rich media solutions make this an exciting time for display advertising.

Glyph Design Studio is proud to have maintained our industry leading display advertising to create consistent and quality messaging across essential mediums and devices. Promote brand recognition and buyer recall with our full suite of display advertising products and tools, from media planning and creative execution to trafficking, ad verification, and attribution.

DESIGN

Whether you start from scratch or from dozens of proven creative templates, Glyph Design Studio will help you design and implement a captivating and engaging brand experience for your audience.

OPTIMIZED FOR ANY ENVIRONMENT

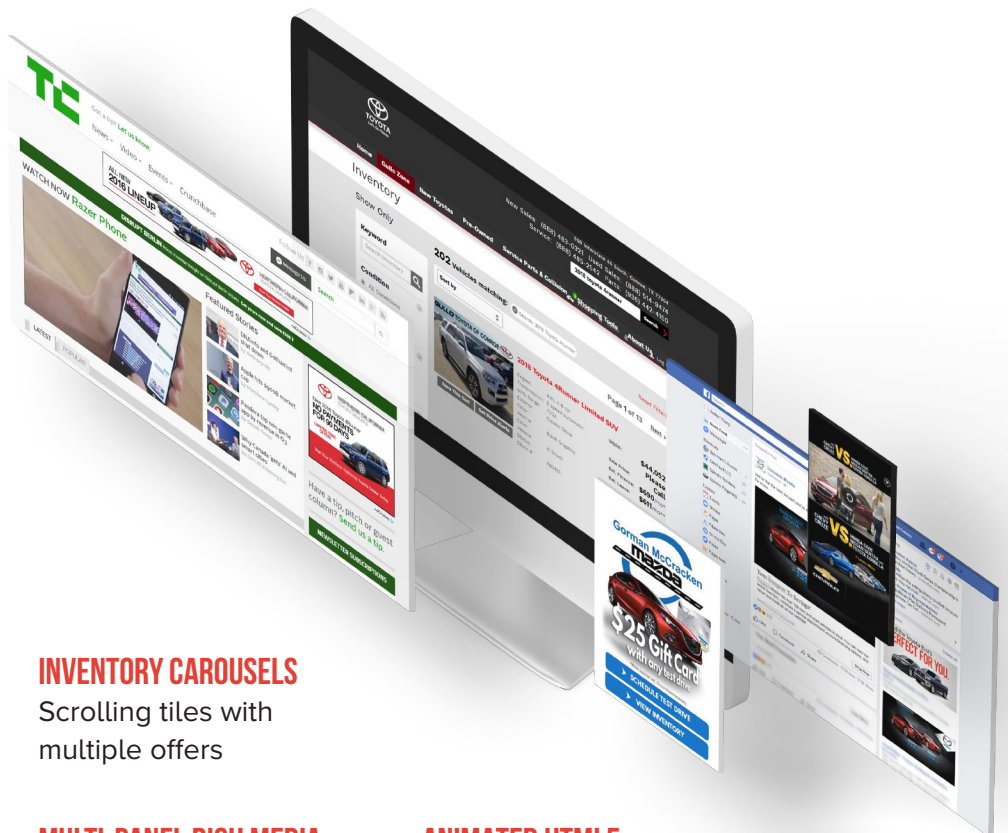
HTML5 for desktop, mobile web, or in app on smartphones and tablets

EXPANDABLE RICH MEDIA

Fully functional landing pages and expandable three panel CTA units

DYNAMIC LOCATION-AWARE UNITS

Personalized 'x distance to nearest location' maps & ad copy



INVENTORY CAROUSELS

Scrolling tiles with multiple offers

MULTI-PANEL RICH MEDIA

Video, mapping, scrolling inventory combined

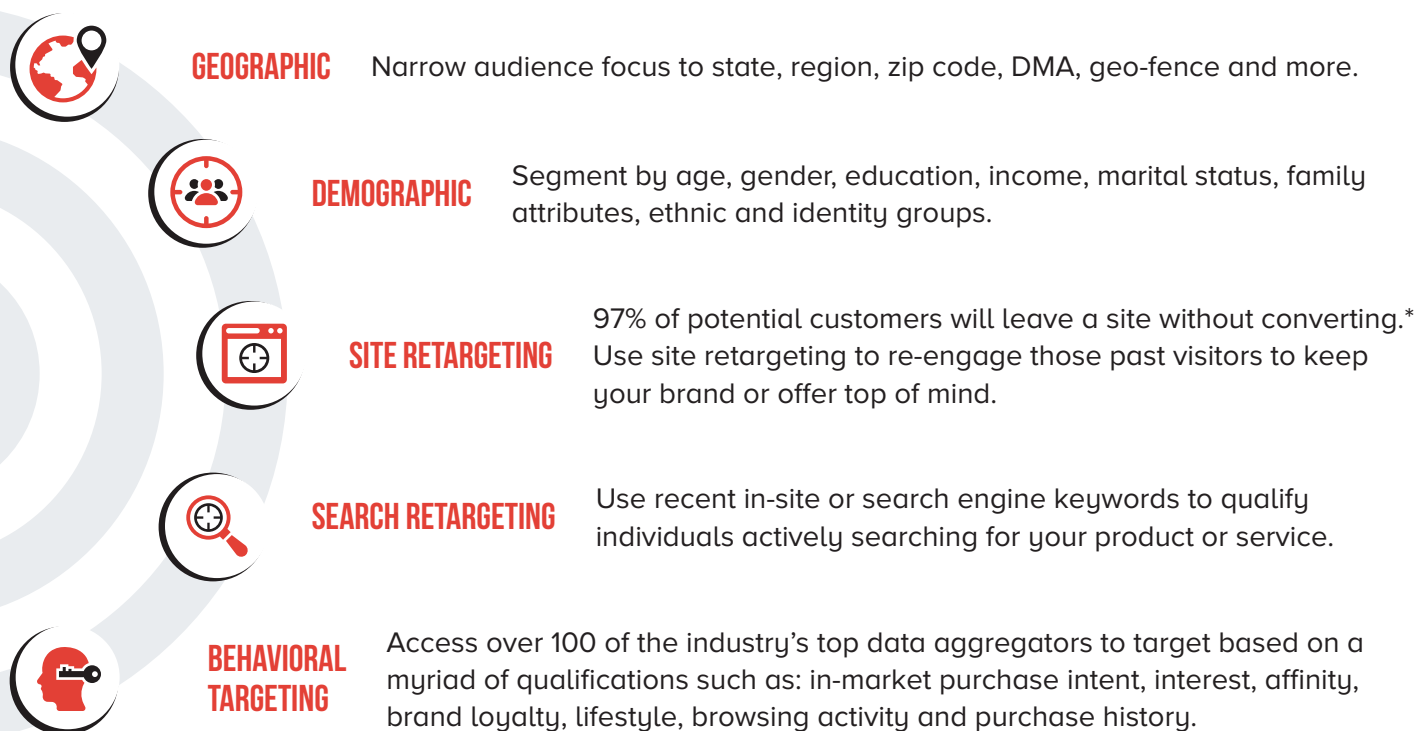
ANIMATED HTML5

Attention grabbing animations and moving objects

TARGETING & DELIVERY

TARGET CUSTOM AUDIENCE SEGMENTS

Combine targeting strategies to create a custom audience for your products or industry. Target shoppers who are the most likely to buy based on first and third-party data points and use unique audience building techniques to retarget potential consumers.



Datalogix

bluekai

experian

exelate
A Nielsen Company

ORACLE

acxiom

Alliant

OPTIMIZE & DELIVER DISPLAY ADVERTISING

Ongoing, rigorous, manual
campaign optimization

- Routine trimming at the inventory, site, and creative level for higher engagement
- Pre-traffic exchange approval checklist
- Bid scaling
- View-through optimization
- Audience focus
- A/B creative and messaging testing
- Dayparting
- Geo-fence location optimization
- Delivery optimization for smooth and linear fulfillment

*Source: Search Engine Watch, "Google AdWords average conversion rates by industry [study]." Jan 2019.