

AUDIENCE EXTENSION

Extend your reach with audience-based targeting

STAY IN FRONT OF YOUR MOST VALUABLE PROSPECTS ONLINE

Millions of decision makers engage with Informa brands daily to get critical information to grow and run their businesses successfully. **Audience Extension** helps you stay in front of those **business people**, keeping your brand top of mind and encouraging response.

1) Client identifies target audience

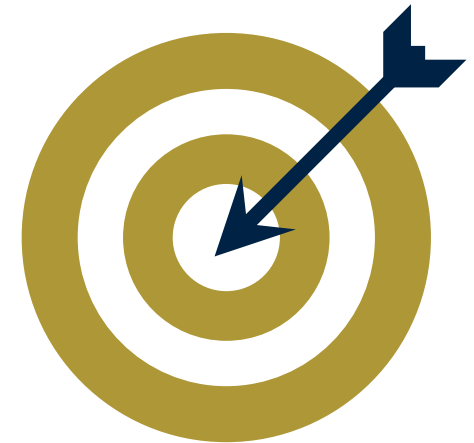
Select audiences based on **demographics** and/or **behaviors**

2) We match target audience to our database

1st Party Data – unique to Informa’s Audience Extension

3) Target audience sees client ads

Ads served on Informa brand-safe websites (CNN, CBS, ESPN, TripAdvisor, etc.)*

**4 easy ways to target your online reach**

- Account-based targeting
- Audience targeting based on demographics
- Turnkey audience segments
- Extension from Informa brand sites – inside and outside of our network.

Clients increase their reach and visibility to the right decision makers

* We put quality and quantity restrictions in place for a non-intrusive user experience.