



Audience Extension

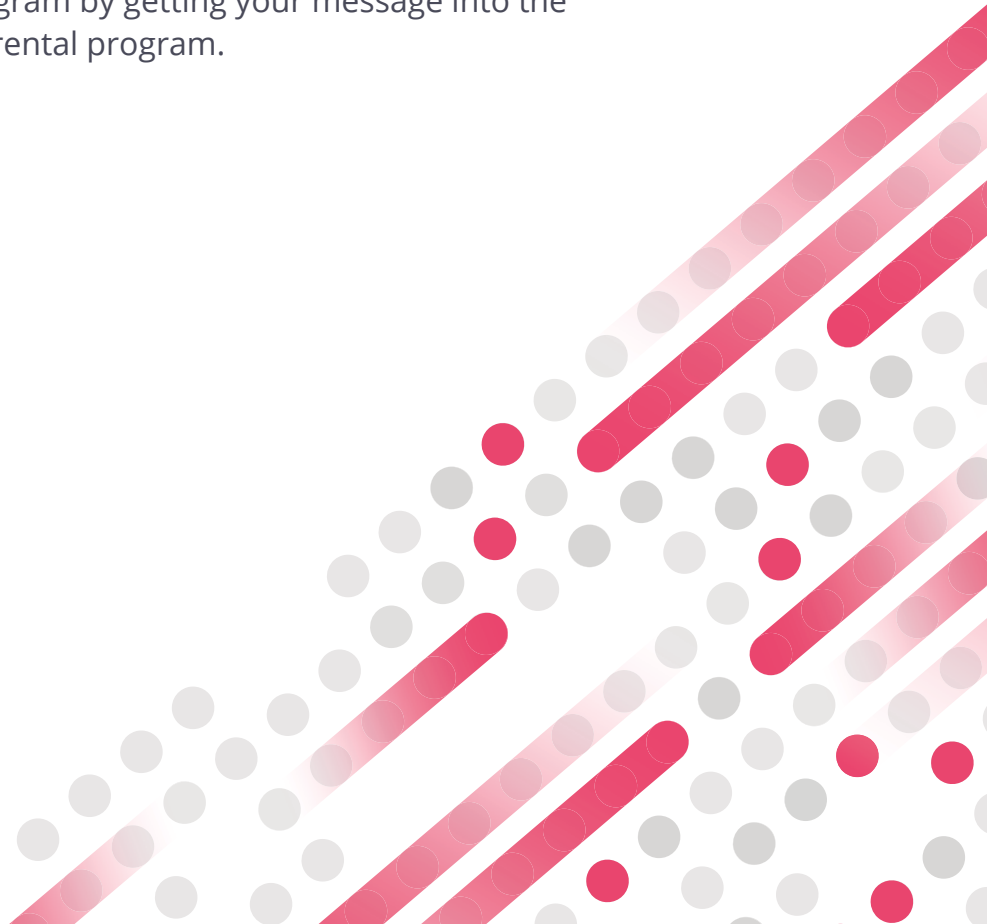
Stay in front of your target audience on brand-safe sites and social media across the web.

Extend your Reach with Audience-based Targeting

Your target audience are online every day, digesting information critical to their organization. Broaden your scope and increase your brand awareness by targeting your audience online through audience extension. Audience extension helps you reach them as they navigate the internet – keeping your brand in the forefront of their minds.

Extend your Audience Extension program by getting your message into the same audience's inbox with our List rental program.

For more information
contact the sales team or visit
pharmaintelligence.informa.com



How Does it Work?

1. Identify who you want to target. They may be those who have seen your ad on our websites, received an email we sent out for you, or were selected from our pre-defined segments. We can also work with you to build your custom target profile.
2. We compile your target audience.
3. Your ads are displayed across 98% of the internet on a variety of different websites to those who meet your criteria.

Our audience extension solution utilizes thousands of sites across the internet, including many of the most recognized, respected, and visited web pages. Your campaign will only be seen by those who fit your target profiles.



Benefits of Using Audience Extension

- Targeted approach – your banner ad is only shown to those who meet your criteria making it perfect for ABM
- Multi-channel brand awareness – build on your existing brand awareness activities by targeting the same audience via different channels, ensuring your brand stays in the forefront
- Broaden your reach and awareness within the pharma industry
- A great way to raise awareness before and after an email send



To learn more about Pharma intelligence and the advantages we can deliver to your company, please visit: pharmaintelligence.informa.com or email: Pharma@informa.com

US Toll-Free: +1 888-670-8900 US Toll: +1 908-547-2200 UK & Europe: +44 (0) 203 377 3737 Australia: +61 2 8705 6907