

# How to GROW Your Digital Ad Campaigns

What do gardening and digital advertising have in common? The parallels may not be immediately apparent, but at the heart, both practices require an element of planning, considerable subject knowledge and an understanding of the tools needed to cultivate successful growth. Want to learn more? Read on to unearth the secret to growing digital campaigns that blossom before your eyes.

## THE SEEDS IN THE SOIL

Like seeds under the soil, your best audiences are there just waiting to be coaxed out. But sometimes, those new consumers, different users and better prospects are hidden in places you wouldn't expect. What can you do to find and engage these **hidden consumers**?



## GROWING THE ROOTS

Much like roots that ground a plant in the earth, you will need meaningful data to identify relevant audiences and provide a solid foundation from which to build your campaigns. Our **Interest-based Audiences**, which come from our page-level contextualization engine, provide audience insights that are based on actual behaviors of an advertiser's best customers.



## BUILDING THE STEM

A stem connects the roots to the rest of the plant to support its growth – similarly, a strong **data management platform** connects disparate pieces of audience data to provide granular meaning and ultimately, make that data actionable. When interest-based audience data collected at the page-level is integrated with 1st and 3rd party data, a more holistic picture is formed so you can understand who your audience is, what they do, where they go and what they buy.



## SPROUTING THE LEAVES

More often than not, a plant will require less maintenance once it is established. In digital advertising, we can use **audience-efficient real-time optimization** to improve accuracy and increase campaign performance, while also spending media budgets more efficiently. This form of machine learning technology, which values consumers in real-time based on their likeliness to convert, improves ROI and enables the campaign to then take on a life of its own!



## PROPAGATING THE BLOOMS

Like fertilizers that improve the quality of a plant and increase the speed at which it grows, **VDX (Video-Driven Experiences) ad formats** maximize the brand impact of your video campaigns. By capturing users' active attention and enabling interaction on their own terms, VDX brings a compelling experience to the most relevant users and ultimately, increases ad effectiveness. Couple VDX with seamless delivery across multiple screens throughout a consumer's journey and watch your brand influence bloom!



Contact us at [sales@exponential.com](mailto:sales@exponential.com) to learn more about how we can help your video campaigns grow and thrive with VDX ad formats.