

Brand Awareness Campaigns:

A Quick Intro

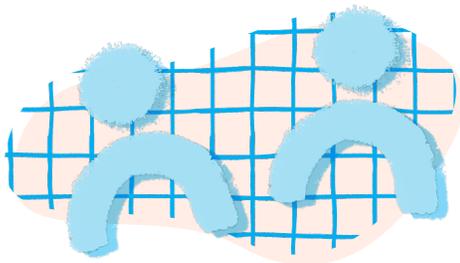
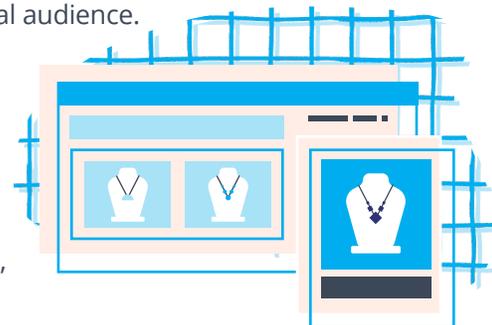
Brand awareness campaigns are the bread and butter of any business looking to acquire new customers. Using our platform, you can:

- Launch campaigns across the web using contextual, lookalike, and demographic and interest targeting
- Identify audiences unfamiliar with your brand, product, or service
- Measure results with our full-funnel dashboard

Within your campaigns, you can use three types of targeting to reach your ideal audience.

Contextual Targeting

Contextual targeting attracts potential shoppers by featuring your brand and products alongside similar content — no tracking or third-party cookies needed! Once you select the **ad categories and subcategories** most relevant to your ad, we'll find the best ad placements for your budget, helping you get the best results possible.



Lookalike Targeting

Let our AI do the work of identifying people who look and act like the people who already engage with your brand

Demographic and Interest Targeting

Identify your ideal customer and let us do the rest. All you have to do is select attributes like age, gender, and net worth combined with interest categories like sports, fashion, food and more.



Getting Started With AdRoll

Launching your first brand awareness campaign with AdRoll is extremely easy — simply follow these steps:

- Once you log in, click the left navigation menu, then “Social & Display Ads” under “Campaigns.”
- Click “Create Campaign” in the upper right corner.
- Select either “Lookalike Targeting on Web,” “Demographic & Interest Targeting on Web,” or “Contextual Targeting on Web.”
- Set your campaign name, budget, bid strategy, campaign dates, audience, and frequency caps.
- Upload your creative — **you’re all set!**