

# Deliver The Right Message to the Right User at the Right Time

The Internet is a big place. But with NWFDailyNews.com and Yahoo!, you can eliminate waste and reach only highly-qualified, local consumers interested in your products and services.

## Precision Reach with Two-Tiered Targeting

NWFDailyNews.com and Yahoo! offer many unique targeting capabilities to reach your most valuable customers, and improve your return on investment. We can help you reach consumers who are interested in what you are selling and making a purchasing decision.

### Audience Levels:

**Shoppers:** Consumers who are intensively searching for specific products and services and ready to buy

**Engagers:** Consumers who are spending the most time researching possible future purchases

### KEY BENEFITS:

- Reach a highly qualified and differentiated audience with specific messages
- Deliver targeted audiences with the right message at the right time in the buying cycle
- Discover new customer segments that will respond to your messages
- Increase your conversion rates by focusing your messages on the right audience and the right time

We also offer audience segments across a myriad of different categories in a number of primary areas of focus, including:

- ✓ Automotive
- ✓ Entertainment
- ✓ Finance
- ✓ Sports
- ✓ Travel
- ✓ Retail
- ✓ Real Estate
- ✓ Healthcare
- ✓ Education
- ✓ And Much More!

## Reach Large Audiences with Focused Messages Through a Total Targeting Solution

NWFDailyNews.com and Yahoo! targeting solutions include geographic targeting, behavioral targeting, demographic targeting, re-targeting and other options to help you reach massive audiences with very focused messages to achieve your objectives and performance goals!

