

Display ad best practices for marketing in email

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Introduction

Email is the most powerful marketing channel today.

According to eMarketer, most consumers across the world prefer to hear from retailers via email – more than via social media and apps. But email is also a powerful media channel for advertisers looking to engage customers at every stage of the funnel.

Think about it. Email is an opt-in, subscriber-based channel that people already trust. On average, people spend up to five hours each day checking their work and personal emails.

You just have to reach this engaged audience with the right ads.

In this guide

We'll show you how to build custom ad creative for engaging audiences at every stage of the funnel using a variety of campaign types, including:

- Brand awareness
- Content marketing
- Lead generation
- Product purchases
- Seasonal marketing

Let's get started.

Anatomy of a display ad

First, a quick dissection of a display ad to highlight exactly which elements are most important.



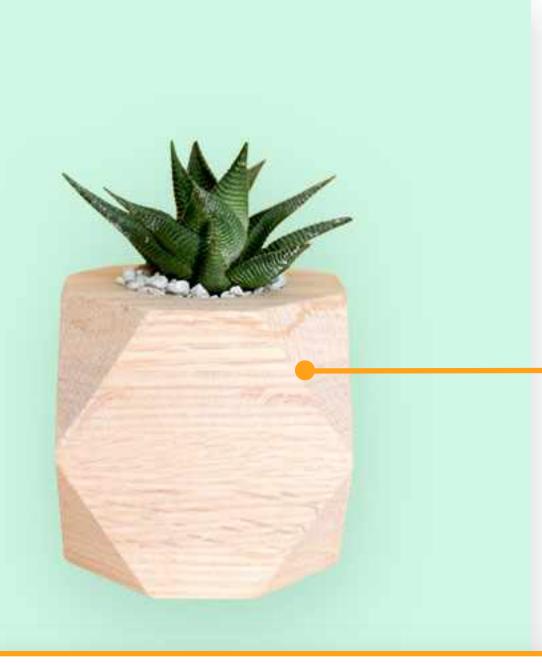
Bloom where you're planted

Shop Houseplants



Keep it short and sweet. Good copy will capture attention, demonstrate value, and set expectations, all at a glance. (Sometimes, a glance is all you get.)

Run A/B tests with ad copy to see which messaging resonates with your audience.



Imagery

Use imagery that's simple, evocative, and unique to both your brand and the goal of the campaign.

Elegant product images can be great for purchase campaigns. But for a branding campaign, where the goal is to associate an emotion with your brand, a custom lifestyle image may be more appropriate.

Anatomy of



Logo

Brand recognition is essential for banner ads that perform. Keep your logo visible and complementary to the overall design.

Try to create a hierarchy between logo, copy, and call to action. The logo should be immediately noticeable without overpowering the other elements.



Call to action

Your calls to action should set clear expectations. Let people know what they're clicking into so when they land on the page, their expectations are met and they're more likely to take further action.

If you want readers to buy something, "Learn More" probably isn't as strong as "Shop Now." Test different copy to see what resonates with your audience.

Anatomy of a display ad

Font

Never underestimate the impact of a strong font choice on brand recognition or campaign performance. Consistency and legibility are key for creating immediate and long-lasting impressions.

Always keep your banner size in mind. What works for one size may not work for another, so adjust your copy layout and size as needed for optimal visibility.

Color

Use your palette in a way that establishes your brand, enhances messaging, and influences behavior.

Bright colors are great for grabbing the eye. Reserve your brand's boldest shades for elements you most want your audience to notice, such as calls to action.



Animation

Using animated GIFs can be a great way to capture attention, but keep the movement subtle and short – otherwise, you could frustrate readers. Many brands see success animating only one design element, such as, the color of the product.

Remember to include the complete creative rendering in the first frame of the GIF, just in case the ad is served in an environment that doesn't support animation.









Brand awareness



▼ ROTH`
Enjoy Free Shipp

SHOP NOW









Brand awareness

Brand awareness campaigns are a great vehicle for advertisers looking to increase recognition and recall, provide information, or spark an emotion about their brand or product. While brand awareness campaigns can be synonymous with reaching a wide audience, depending on your product, you may want to advertise to a specific audience that will relate the most to your message.

With brand awareness campaigns, you can drive highquality traffic from emails to an informational web page. You can then gauge consumer interest and retarget those who engaged with your content.

When to use

There are three main use cases for brand awareness campaigns:

Entering a new market

For new brands trying to differentiate themselves from the competition, or are launching to a customer segment or geography that is unfamiliar with the brand.

Introducing a new line of business

Launching a new product, feature, or service will benefit greatly from a brand awareness campaign to drive growth even from your most loyal customers.

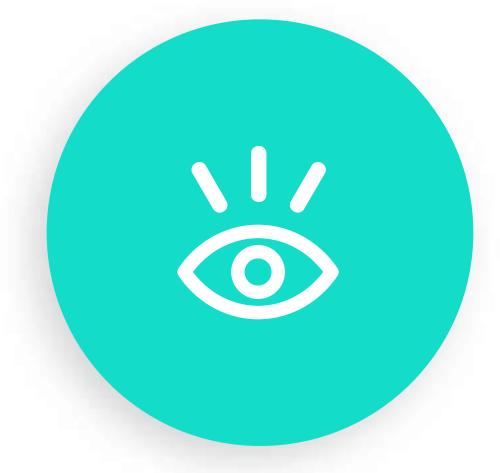
Selling a product that involves a longer purchase cycle

Many products, like cars or insurance, take more time and research before making a final purchase decision. Launching a brand awareness campaign will help educate consumers on the value of the product and drive to different landing pages or content.

Creative callouts

Use these creative best practices for brand awareness campaigns.









Use strong colors

Catch the eye immediately to spark brand awareness and recognition.

Keep branding visible

Use your logo and brand color palette to establish a theme.

Use broad messaging

Evoke a general feeling instead of pushing sales.

Focus on large marquee sizes

Go for greater visibility with bigger ads.

Rothy's

Rothy's campaign wins with:

Simple concept

Clean and sleek design incorporates white space.

Clear messaging

Copy is concise and uses the word "meet" to introduce the audience to the brand.

Visible branding

The insole with the Rothy's logo is a defining element of the shoe. These are on display and easily seen in the ad.

Cohesive landing page

The landing page matches both the look and messaging of the creative. It includes introductory messaging for each style of shoe and a call to action that drives visitors to the corresponding category pages, so each customer can find the right shoe for them.







LEARN MORE ABOUT SHIPPING DELAYS DUE TO COVI

SHOES BAGS ABOU



9020

Meet the Styles

Every Rothy's shoe is carefully crafted from recycled materials, delivering high-end style alongside mind-blowing comfort—all while being machine washable. And with four distinct silhouettes, we have a pair (or more) that you'll love.

Point

Add a bit of elegance to your every day with our perfectly polished Point. Refined and sophisticated, this sharp silhouette effortlessly takes you from day to night without missing a single, stylish beat.

SHOP THE POINT



Sneaker

Made for those on the go, our Sneaker can keep up with the busiest multitaskers. With its cool and casual style, it wants to accompany you on every adventure from the supermarket to the airport.

SHOP THE SNEAKE

Flat

Discover the joy of a well-rounded shoe. Our original Flat is the perfect finishing touch to any ensemble. Its eye-catching style seamlessly fits into your wardrobe, so you can slip them on and comfortably conquer the day.

SHOP THE FLAT





Loafer

Designed with trendsetters and tastemakers in mind, our Loafer takes a timeless silhouette and adds a dash of Rothy's magic. Its structured style complements everything from silk trousers to distressed denim.

SHOP THE LOAFER

California Walnuts

California Walnuts cracks brand awareness ads with:

Visible branding

The brand name and logo are prominent in the design and set against a white background to ensure legibility.

Simple concept

No over-complication here. The brand showcases an enticing photo of cake and urges viewers to learn the recipes.

Straightforward call to action

The call to action piques interest and sets expectations for what will be on the landing page.

Informational landing page

The landing page includes the full recipe for the cake along with other recipes that include walnuts, so visitors can continue browsing and getting to know the brand.















Walnut Chocolate Bundt Cake

Shore 0000 🗁



PREPARATION

Total Time	Nutrition
Colones	399.000
Total Fat	29 g
Sonworld Fot	TO:
Polyumaturated Felt	5.55 g
Monourseturoted Fat	6.3(27 g)
Chalestorol	70 mg
Sodium	200 mg
Darbohydrotes	40 g
Distary Fiber	20
Total Bugara	IF to
Protein	4.0
Delotum	50 mg
Iron	2 mg
Potossium	150 mg

INGREDIENTS

Related Recipes













Chapman University

Chapman University makes the grade with:

Strong colors

The bold, branded red makes the ad pop against the other email content.

Visible branding

The logo is large and clear, yet it doesn't overpower the other ad elements.

Simple concept

The display ad uses a lifestyle image to help showcase the student experience.

Straightforward call to action

"Discover Chapman" sets expectations to learn more about the university on the landing page.

Engaging landing page

The landing page includes a video that gives prospective students a solid overview of the university and its offerings.











Where big ideas are born.

We strive to become multidimensional, original thinkers the kind of people who flourish in a challenging world. The kind of people who rise to every occasion. The kind of people who can accomplish anything imaginable.

Chapman by the Numbers

#5

Regional Universities West, U.S. News World Report 14:1

8,542

Discover Chapman University











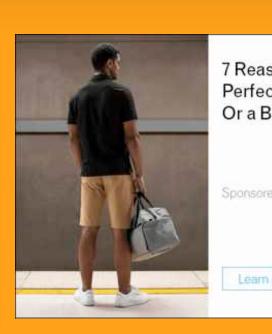


Content marketing













How Bombas Donated 30mm+ Socks

Content marketing

Content marketing campaigns go beyond brand awareness to teach consumers more about your product, mission, and community.

With content marketing campaigns, you can invite people to read an article or informative landing page that peels back the layers of your brand further. Content marketing ads also fit natively into the email environment, matching the surrounding content, which might include organic links to blog posts and website content.

When to use

Popular use cases for content marketing campaigns include:

Promoting an article or ebook

If you have an entertaining or informative piece of content to share with your audience, you can deliver it to them through email ads.

Educating people about how to use your product

Have a product with a bit of a learning curve, or just some helpful tips to share? You can educate your audience with content marketing ads.

Creative callouts

Try these creative best practices for content marketing campaigns.



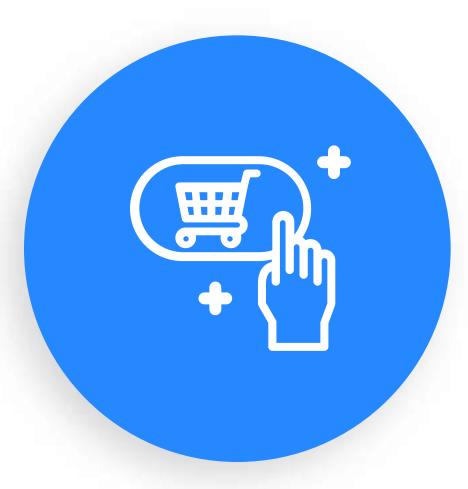
Match the call to action with your goal

Use phrases like "Learn More" and "Read More."



Create cohesion between the ad and landing page

The landing page content should match your ad creative, yielding a seamless and intuitive experience.



Include a "Buy Now" button on the landing page

Engagement shouldn't stop once
people read your content. Keep
visitors interested by including calls
to action for making purchases on
your website.



Take notes from these content marketing campaigns done right.

Public Rec

Public Rec nails content marketing with:

Simple concept

This native design looks similar to other content in the newsletter environment, fitting into the consumer experience.

Clear messaging

The "7 reasons why" angle piques curiosity in newsletter readers and teases the landing page content.

Straightforward call to action

The call to action sets clear expectations for learning more by clicking through to the website.

Informative landing page

The landing page delivers by highlighting the product features and benefits. It also includes multiple calls to action that drive visitors to the product page for conversion.







FREE SHIPPING * FREE RETURNS * FREE EXCHANGES



7 REASONS YOU NEED THESE SHORTS IN YOUR LIFE

RYAN COOPER June 9, 202

For far too long, you've had to make the decision between comfort and style; uncomfortable cargos or not-so-flattering basketball shorts. Those days are gone thanks to the <u>All Day Every Day Short</u>. These ultra-comfortable and stylish shorts are seriously the best, and here's why:



PUBLIC REC

1. Custom-fitt

These incredibly breathable and veriable shorts have two inseam lengths plus waist numbered sizing, as opposed to small, medium, large. With the addition of an elastic waisthand, the <u>All Day Every Day Short</u> will fit just right, while staying comfy AND looking tailored and formal enough to was all day long.



2. Nothing but the best

Public Rec is using the highest-quality evide and shander father kinns that is 2-3x the cost of basic cotton fabrics that many other brands use for everyday shorts. The result is ultra-soft, moisture-wicking fabric with high disrability and breathability.



3. Indoor comfort, outdoor style

With a premun fabru, these shorts work in almost any environment. Gym, airplane, couch, golf course, the All Day Every Day Short is truly multi-purpose. They're great for lounging at home, a quick workout in the marring, or just running errands on the weekend.



4. Every detail considered

Hate it when stuff fails out of your pockets? So did Public Rec. So they built.

These aborts for an active lifestyle with two front apper pockets, deep enough to secure your valuables. The shorts also have two generous back pockets for your wallet and scoessories.



. Raving customer review

The opposition Public Rec. Check out what this happy customer had to say about these "perfect shorts". SIMPLY THE BEST Have spent years and thousands of dislams looking for the perfect parts and perfect shorts. Not only a material that suits my fractly factive to the office to dinner to travel) but a perfect fit. Those are so amazing, it's almost like they are not real. Expensive but unbelievable. "Note W.



6. A color for every occasion

Everyday shorts need to achieve your overall averyday look, but they can't do that if they don't match the rest of your outfit. With 8 colors to choose from, there truly is a color for every occasion in the Ali Day Every Day Short collection. Select your favorite colors and take your everyday look to the next level.



7. Risk-free purchase

Public Rec is a risk-free brand, with <u>FRICE Injuring</u> on all orders, including returns and exchanges - no questions asked. Need a new size[§] Defiarent

Quip

Quip offers an engaging content marketing campaign with:

Visible branding

The product, brand colors, and bold logo pop to ensure brand recognition.

Simple concept

Quip used a GIF but kept the motion simple by animating only one element – the color of the toothbrush. The result is an eye-catching but not overwhelming visual.

Clear messaging

The copy and call to action set clear expectations for what's to come on the landing page.

Cohesive landing page

The landing page photos all match the ad color scheme, tying the campaign design together.









iews Help Sign in





9 Reasons so many switch to a quip electric toothbrush.

Have you been putting off dental advice to go electric, or maybe you switched but have regrets? For years, brush brands have been adding features teeth don't need to increase profits, leading to overpriced, complex options. Here's how the designers and dentists behind quip fixed the electric brush.



An effective clean (at an affordable price).

By taking away all the bells and bristles features teeth don't need — quip is able to offer one of the most affordable electric toothbrushes on the market, it starts at just \$25, and Brush heads are delivered to your door every three months for only \$5 with free shipping.



2. Guiding features that help you build healthy habits.

quip's founders are designers, who worked closely with dentists to identify which features have the biggest impact on oral health. The one mode brush features sensitive sonic vibrations, for a gentle, effective clean. There's also 30 second pulses that run for 2 minutes, so you clear for as long as you're supposed to it's the basics, done better, and more intuitively. But don't just take our word for it — our brush is ADA-



3. Sleek, light... and quiet.

It has the compact nature of a manual brush, with the power of an electric, and is almost sitent in use (no more waking up your loved ones when brushing). More perks of ditching the features you don't need. Best of all, its beautiful design is available in metal options that make picking up your brush twice a day something to actually look forward to.



4. Don't let wires hold you back.

That clunky charging stand? You don't need it. quip's runs on a AAA battery, and it's removable, allowing you to either replace it with the fresh one you get free with every brush head refull (both last 3 months), or to recharge it if that's your preference. Another bonus of not needing a charger? A sleek, re-stickable, mirror mount that keeps your counter clutter-free, and your brush within reach.



5. Traveling with your electric toothbrush can be easy.

The sleek design easily fits in your makeup bag, carry-on bag, or whatever-type-of-bag, and stays fresh thanks to the mirror mount doubling as a travel cover. Pack it away when you're traveling far, or tuck it into your backpack (or back pocket) if you're just spending the night.

Flamingo

Flamingo passes with flying colors by using:

Simple concept

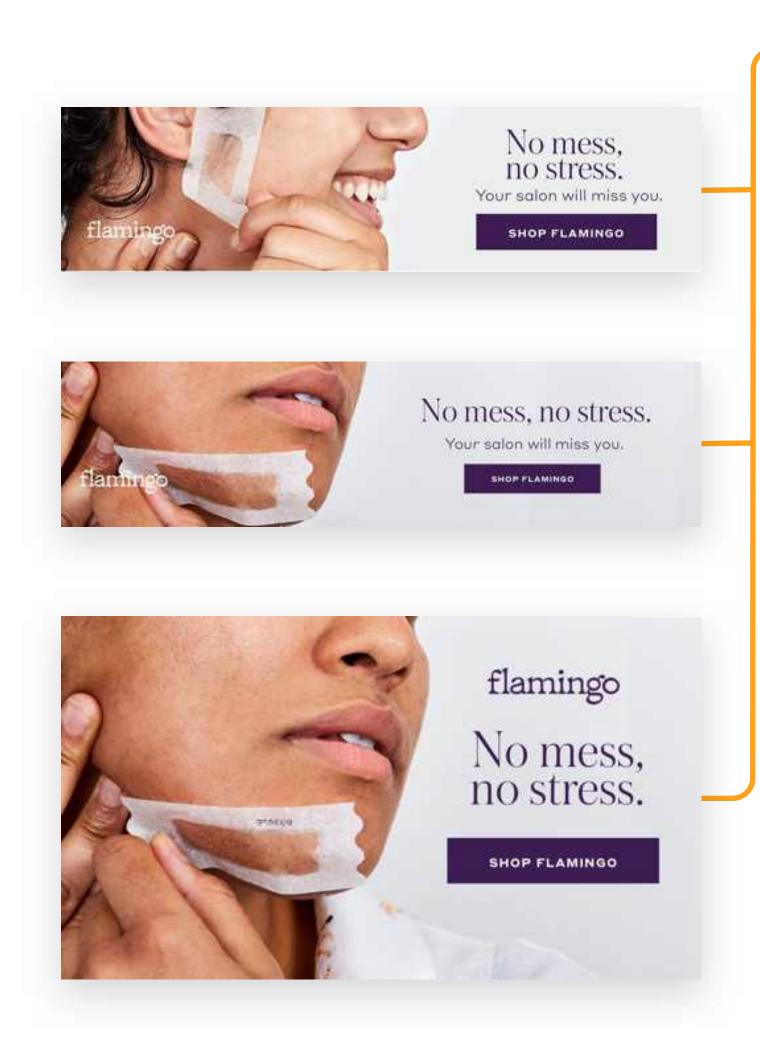
This creative uses the empty space in a full-frame lifestyle photo to create a clean design.

Strong colors

The branded purple pops against the light background to make the call to action and ad copy stand out.

Sleek landing page

The landing page takes the form of a blog post, even kicking off with an author's name. The sleek and modern design also help the content stand out from other retailers' campaigns.



lamingo Shep All About Un Haviere Hose to Was



CONFESSION: I HAVE BODY HAIR

by Comille Musoo - 01/30/19
I shave my legs every few doys, my bikini line when
I'm going swimming, but I have a few chin hairs I'd
yet to figure out how to handle. They keep
sprouting out of nowhers! Then I found the
Flamingo Bure Bundle.

I've used a million hair removal products, and the always seem to require math. Is this a good value Am I being scammed? You get it. Flamingo gets it too. They combined all of their best-selling wax, and shave products (a \$32 value) for just \$24—that's a 25% discaunt. I know I was just frustratiobout math, but here's why I think the Flamingo Bare Bundle is the ultimate value:

"I BARELY NEED TO WAX"

Same! I mostly shave — which is why this bundle is ideal — but it's gretty amazing to have a quick way to remove errant hairs floating ground. I'm really over accidentally stabbling my chin every time! go to attack them. The Bare Bundle includes 20 strips, 6 post wax claths, and a calming serum that removes redness. This is a big win! you've get a lot of territory to cover.

SHOP THE BARE BUNDLE ------





WHY THIS WAX

Flimingo is the first company to bring soft-gel was to the US. These ready-to-use strips don't require any heating—aka no mess—and, they work. Even on thuse little spikey hairs I didn't think I could anog! \$24 for all of this plus a razer is way better than waiting for my hairs to be long enough for a professional wax.

Lead generation











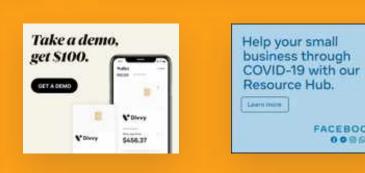






FACEBOOK 00990









Lead generation

Consumers aren't always ready to make a purchase when they're first introduced to your brand. That's where lead generation campaigns come in.

These campaigns can help you get people into the top of the funnel and collect contact information, such as an email address or phone number. You can then use that information to continue to engage them using ad retargeting or email marketing in order to drive purchases. You just need to offer something valuable in return, such as an email newsletter, downloadable content, or free trial.

When to use

There are several popular use cases for lead generation campaigns, including:

Growing your email newsletter audience

Email advertising is a great channel for acquiring email addresses, since you're reaching active subscribers and readers.

Selling a high-priced or long-funnel product

By having an intermediary goal, like account creation through email signup, you can optimize towards these actions and easily assess the backend success with a set Lifetime Value model.

Acquiring leads through a sweepstakes

Collecting email addresses or phone numbers in exchange for a chance to win certain prizes.

Driving leads for a call center

Accelerate the sales cycle by connecting customers directly to people that can answer questions, qualify buyers, and follow up with further information.

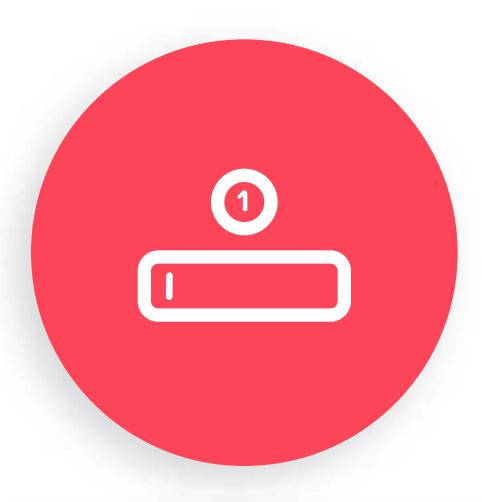
Creative callouts

Use these creative best practices for lead generation campaigns.









Showcase value

Make sure your creative highlights the value you'll deliver in exchange for the consumer's information.

Keep it simple

Stick to the point – delivering value and gathering information. Don't distract with too many creative elements.

Have a dedicated landing page

Fill it with a user-friendly email signup form, or even try a full-page takeover or enticing lightbox.

Make signing up the first step

This effectively captures the email so you can optimize accordingly and launch remarketing campaigns to continue engaging the consumer.

The Farmer's Dog

The Farmer's Dog fetches leads with:

Clear messaging

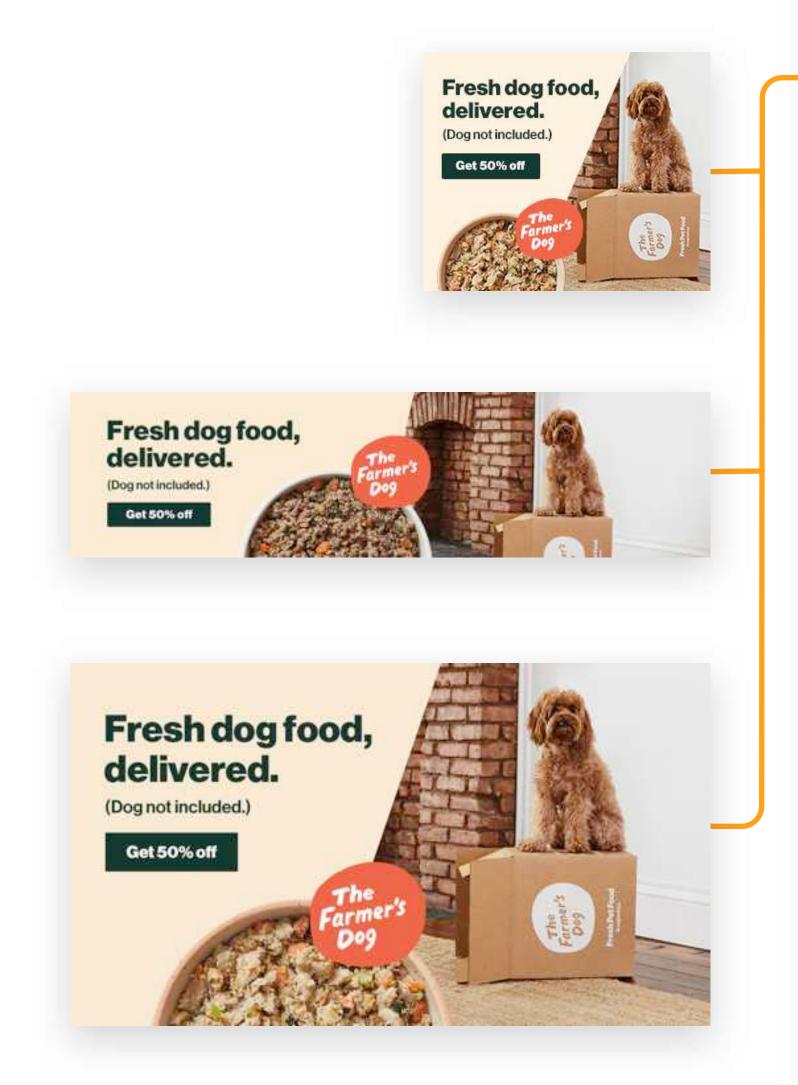
You can't get much clearer than "Fresh dog food, delivered." Just four words were needed to get their message across. It even follows with a quick joke underneath for a lighthearted touch.

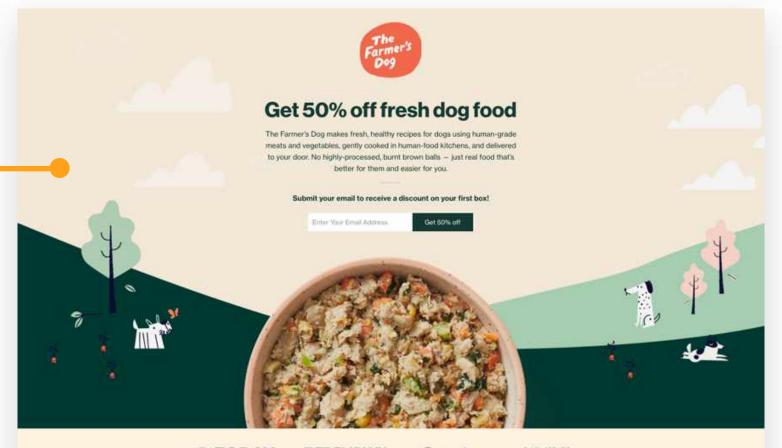
Straightforward call to action

The call to action sets clear expectations that you'll receive a deal by clicking through.

Communicative landing page

The landing page leads with an email capture form and reiterates the value of entering your email address in the headline and button copy. The page also highlights testimonials from both vets and customers (with cute dog photos included).





Formulated by Nutritionists, **Praised by Vets**



"One of the most exciting innovations in pet food, The Farmer's Dog is a safe alternativ







Over 10 Million Meals Delivered



weight and is much more playful and



feels better. He's become so much more cuddly."

them healthy food will save yet visits and lengthen their life span, It's totally



Tested On Humans Human-grade USDA ingredients means less

processing, natural nutrients, and higher safety standards. Things we believe every pet deserves.

Gilt Groupe

Gilt Groupe offers lead-worthy value with:

Simple concept

This minimal design gets just the important information across while having a luxury look and feel.

Clear messaging

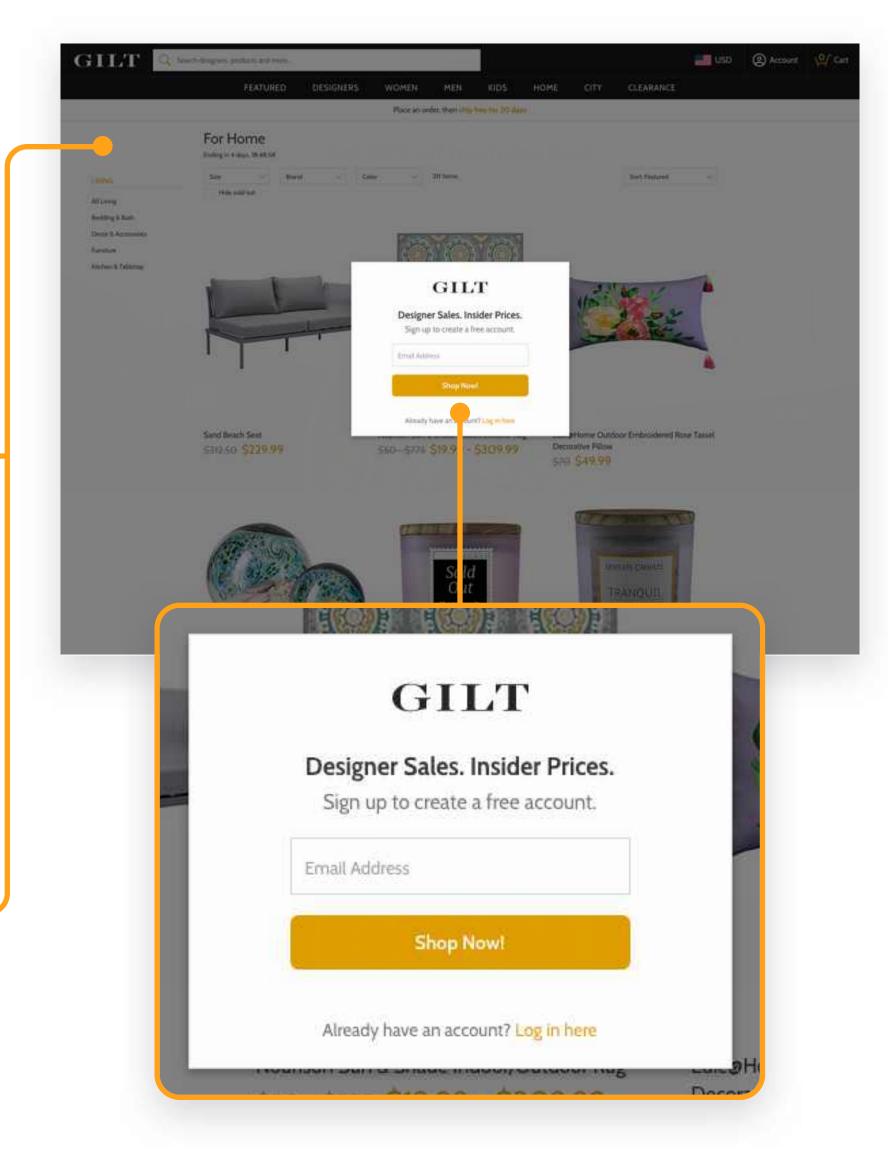
The copy and call to action set clear expectations for the shopping experience that awaits on the landing page.

Instructive landing page

The landing page opens with a lightbox prompting the user to create an account in order to "Shop Now!"







Lead generation

Divvy

Divvy delivers its lead-generation campaign with:

Clear messaging

The headline clearly showcases the value of signing up for a demo with the opportunity to earn \$100.

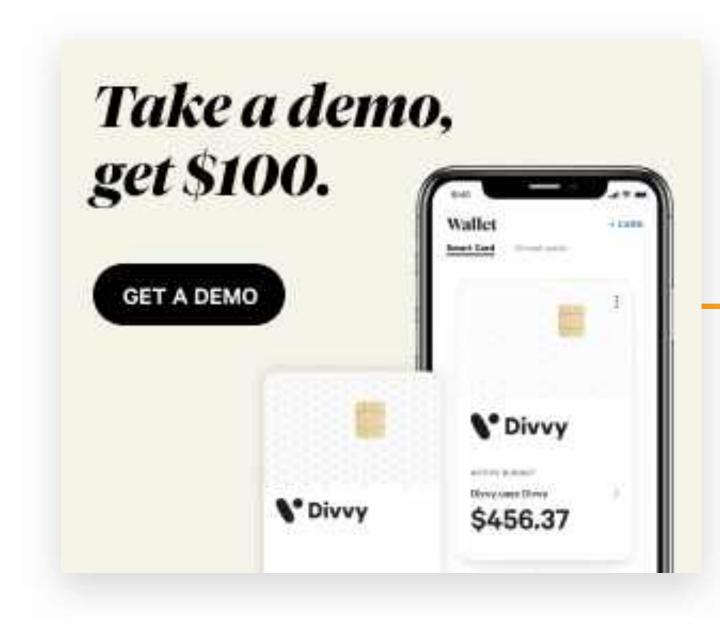
Breaking the headline into two short lines is also easier to read and more attention-grabbing.

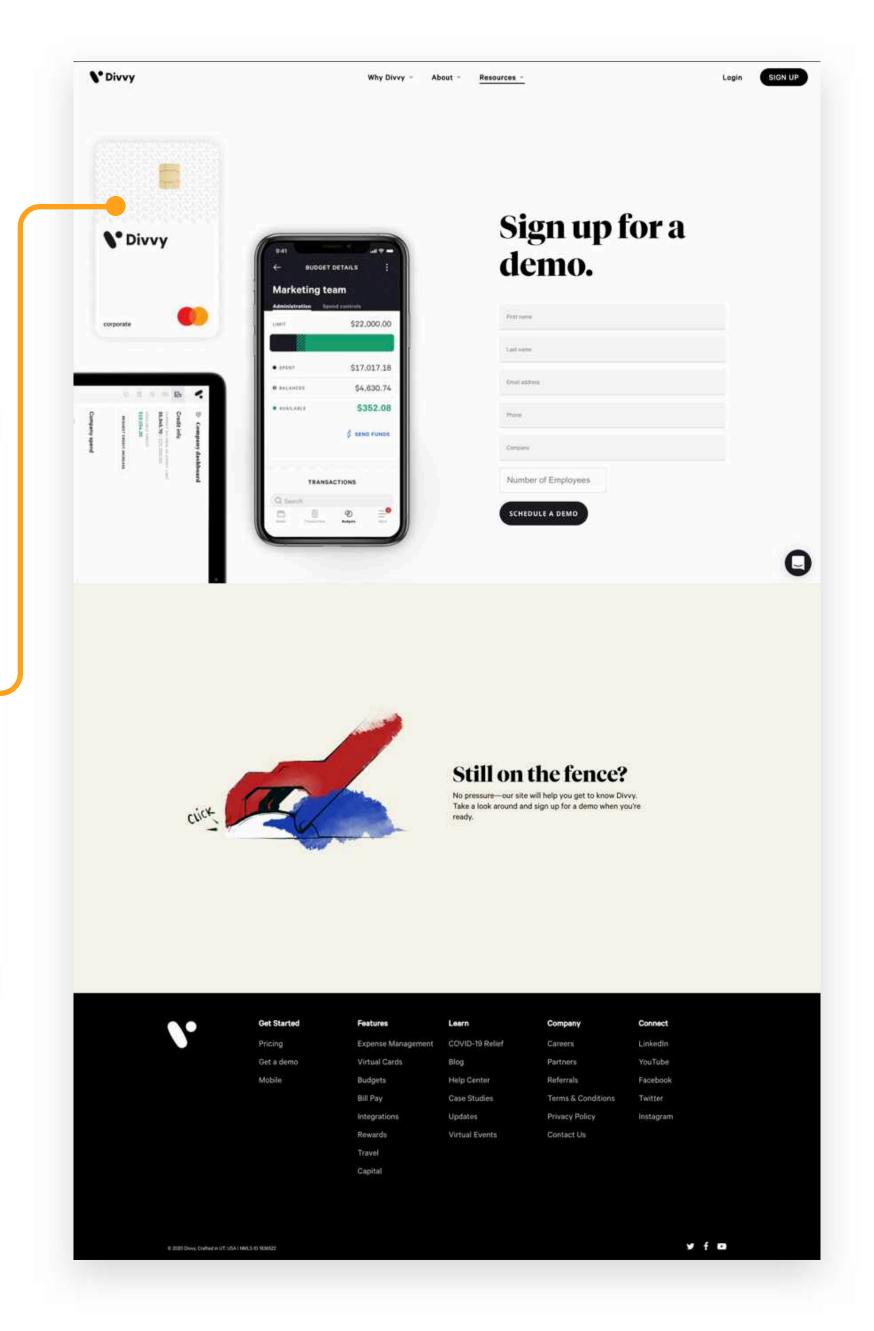
Straightforward call to action

The call to action follows up on the headline's promise, inviting readers to click through and sign up to learn more about their offer.

Sleek landing page

The landing page features a simple email capture form set against white space, giving it a sleek, user-friendly feel.















Product Purchase

















Product Purchase

Here's where you start launching ads to drive sales and maximize ROAS. Since we're at the end of the funnel, and you've distinguished your serious decision-makers from your casual browsers, it's important to spend your budget wisely.

You want to leverage your first-party data from your website, mobile app, and your CRM list to target only those who are most likely to convert.

When to use

Product purchase campaigns are most helpful for:

Driving first-time purchases

Reach target audiences with products and offers that are most relevant to their interests.

Retargeting website visitors

Stay top-of-mind and keep promoting your products to consumers who've previously visited your site or provided their information.

Correcting cart abandonment

The journey isn't over if the cart is still full. Give consumers a friendly nudge and drive them to complete that purchase.

Up-selling and cross-selling

Keep generating revenue from past purchasers by providing more product options that suit their needs.

Re-engaging lapsed customers

Looking at those who haven't purchased from you in a while, retarget them with a special offer to come back.

Creative callouts

Keep driving purchases with these creative tips:



Use simple concepts

Many brands see higher conversions when they remove unnecessary design elements.



Lead with a sleek product photo

Ads with these to-the-point visuals perform better than those with general lifestyle photos.



Optimize across devices

Make the path to conversion quick and easy with a mobile-friendly landing page.

Allbirds

Allbirds made product purchase ads a breeze with:

Simple concept

A solid background, sleek logo, product photo, and clear call to action make this ad easy on the eyes.

Even the fun illustration is kept minimal to fit right in.

Bold colors

Strong but complementary colors make this creative pop out amongst is surrounding email content.

Straightforward call to action

The call to action drives consumers to click by calling out the specific product shown in the ad.

Informative landing page

The landing page highlights basic product features above the fold, and dives deeper below with further benefits and customer reviews.



Thrive Causemetics

Thrive Causemetics drives sales with:

Strong colors

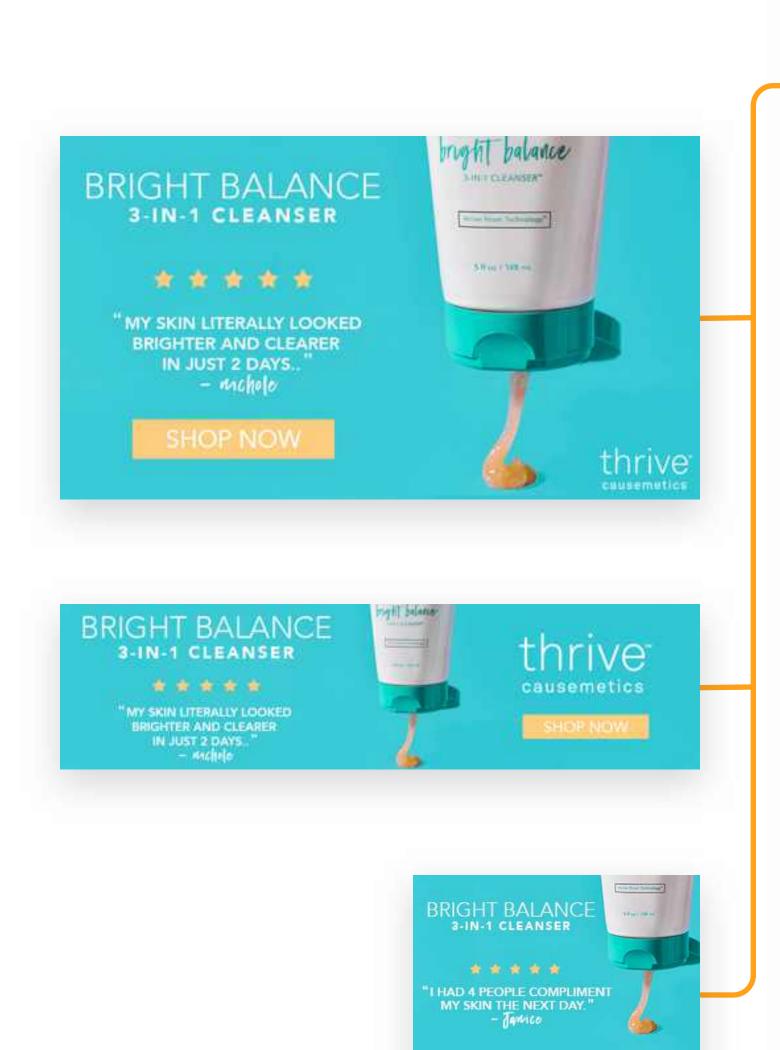
The bright teal background makes the creative pop out amongst email content.

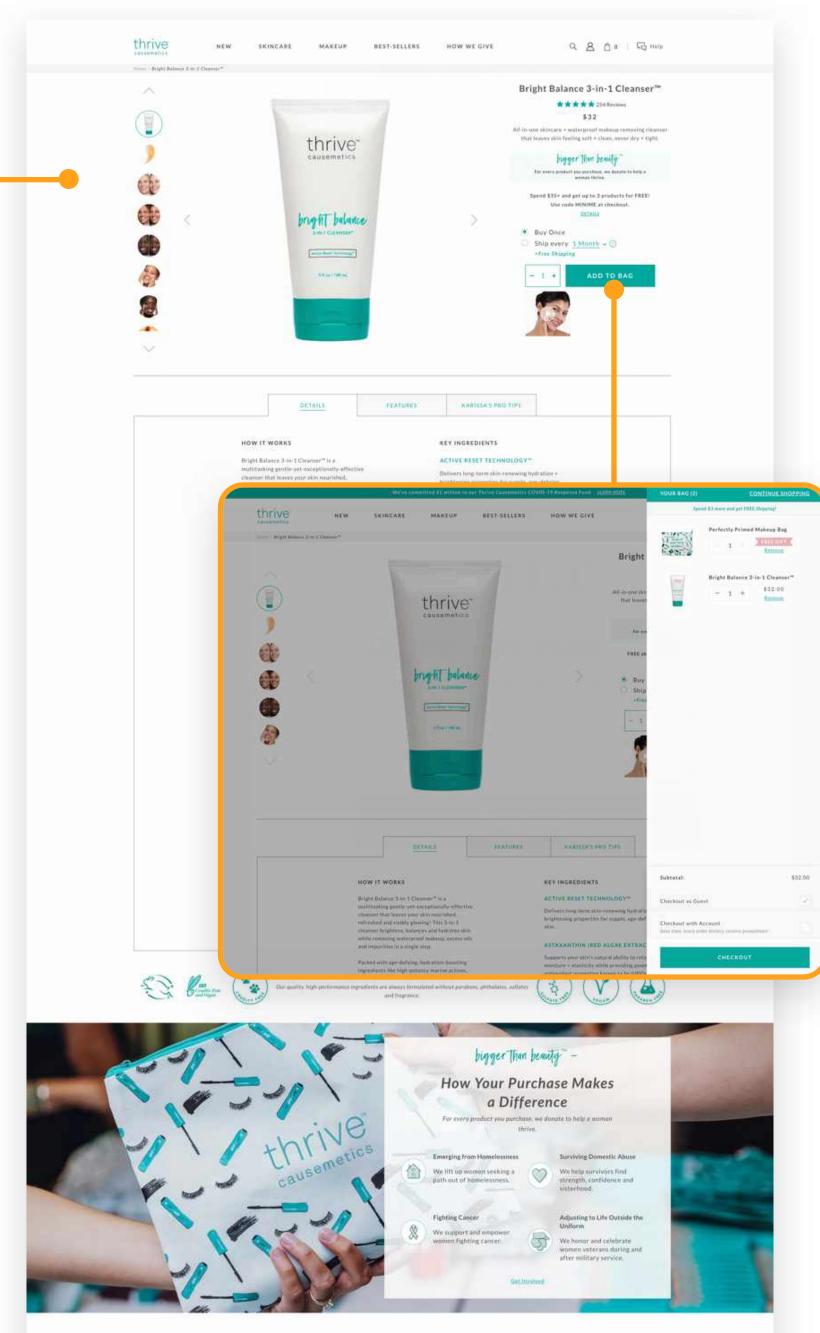
Clear messaging

Leveraging customer reviews and quotes is a smart tactic for building trust and interest among buyers.

User-friendly landing page

The landing page directly matches the product shown in the creative. And once you hit "Add To Bag," a lightbox appears showing your cart, offering a free gift, and providing the option to check out right away.





Nordstrom Rack

Nordstrom Rack generates conversions with:

Dynamic Product Ads

Once a shopper had visited the Nordstrom Rack website, they leveraged dynamic product ads to retarget those folks with personalized ads featuring products they had shown an interest in purchasing.

Enticing offers

The ad clearly displays a discounted price, alongside the original price, and an offer for free shipping on orders over \$100.

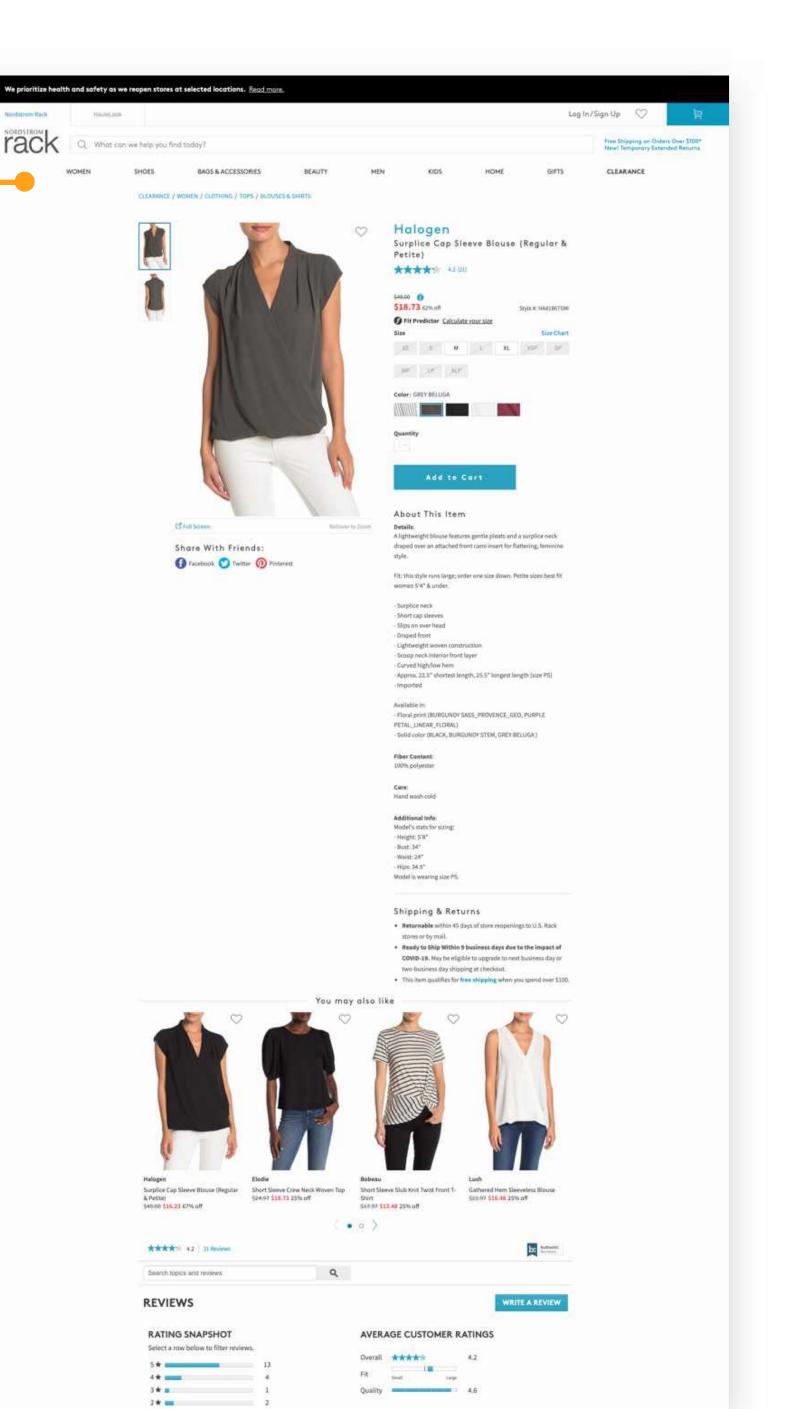
Visible branding

A large logo sparks brand recognition among those who've already engaged with Nordstrom Rack.

Straightforward call to action

"Shop Now" is much clearer than "Learn More" or "Browse Options." It clearly invites customers to find the right product and complete their purchase.















Seasonal marketing













Seasonal marketing

During that time of year when your products are most popular and your customers are actively in the holiday shopping mode, you want to be ready with eye-catching ads – especially if competitors will be ramping up their outreach too.

That's where seasonal marketing campaigns come in to help you capture the emotional spirit of the season, drive performance, and win market share.

When to use

Seasonal marketing opportunities vary for each brand and industry, but popular use cases include:

Driving holiday sales

Inspire gift buyers during the winter holidays, or launch themed campaigns for festive celebrations like Halloween, Valentine's Day, and Easter.

Reaching back-to-school shoppers

Generate revenue as families and students prepare to start a new school year.

Promoting summertime deals

Share special offers for products people love to use during the warmer months or on vacation.

And remember, regardless of the industry or season, leveraging your first-party data can be a powerful way to find new customers using Lookalike Audiences, or to re-engage current and past customers using Custom Audiences.

Creative callouts

Spice up your seasonal marketing campaigns with these creative best practices.



Use customized messaging

Write copy that addresses specific holiday interests, trends, and needs.



Capture spirit of the season

Use imagery that illustrates seasonal activities and settings.



Build a seasonal landing page

Make sure the page matches your seasonal ad creative for a more intuitive customer experience.

Ross-Simons

Ross-Simons masters Mother's Day marketing with:

Simple concept

From the clean product photography to the concise line of copy, Ross-Simons kept this creative to the bare essentials.

Clear messaging

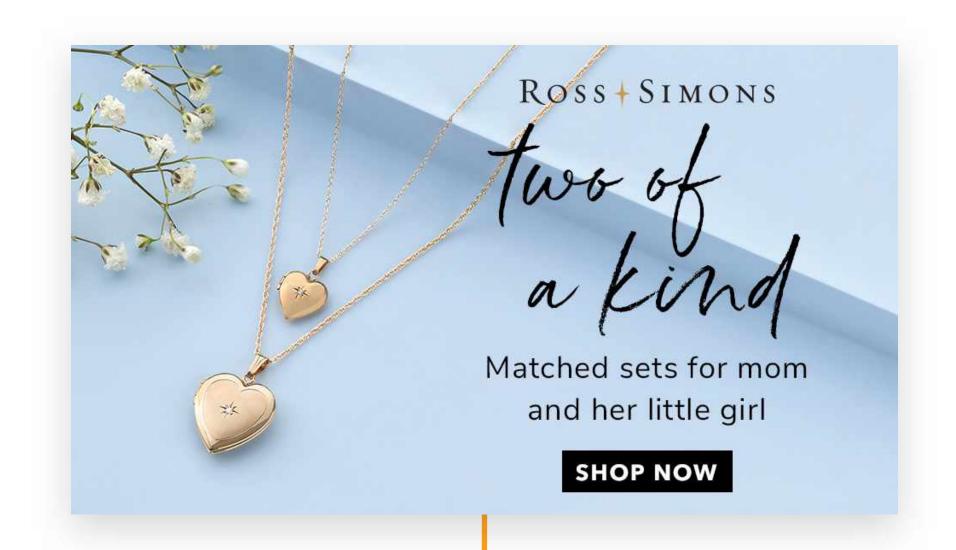
"Matched sets for mom and her little girl" hooks in shoppers looking for a special, two-part gift.

Eye-catching imagery

Showcasing the large and small heart-shaped jewelry captures the spirit of Mother's Day.







Lovepop

Lovepop sweetens its Valentine's Day ads with:

Simple concept

Each design is built around a single product, joined by eye-catching graphics and illustrations.

Clear messaging

The witty, lighthearted copy captures the romantic and playful spirit of the holiday.

Strong colors

Valentine's Day—themed colors complement the brand color palette and enhance the messaging.







Manscaped

Manscaped drives Black Friday sales with:

Mobile optimization

The large, bold text highlighting the sale translates on all devices and makes the ad pop.

Clear messaging

The ad copy showcases the core promotional offer for 25% off purchases across the entire website.

Strong colors

A bold, black-and-red color scheme draws attention to the ad and the playful call to action, "Get Manscaped."

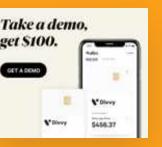
















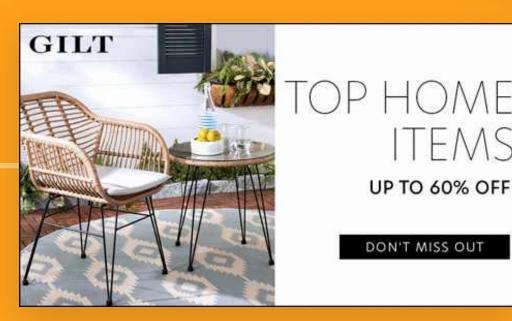














Key takeaways

Remember that email is just the vehicle by which your ad is being served. Sure, it can get you to your audience, but once you're there, you need to deliver with the right ad creative.

Here's a cheat sheet of six creative best practices for designing simple ads that clearly set expectations and inspire action.

1. Keep it simple

It's always better to A/B test several simple creative concepts rather than one with many ideas packed in.

4. Use straightforward calls to action

Let people know what they're clicking into, so that when they land on the page, they're ready to take action.

2. Choose strong colors

Choose a color palette that establishes your brand, enhances the messaging, and influences behavior.

5. Incorporate clear messaging

Keep it short and to the point. It needs to capture attention, demonstrate value, and set expectations.

3. Keep branding visible

Keep your logo visible and complementary to the overall design.

6. Optimize across devices

55% of LiveIntent impressions are served on mobile, so optimize your ads for viewing on various devices.



Want to learn how LiveIntent can help power profitable growth for your brand?

See our advertiser solutions

