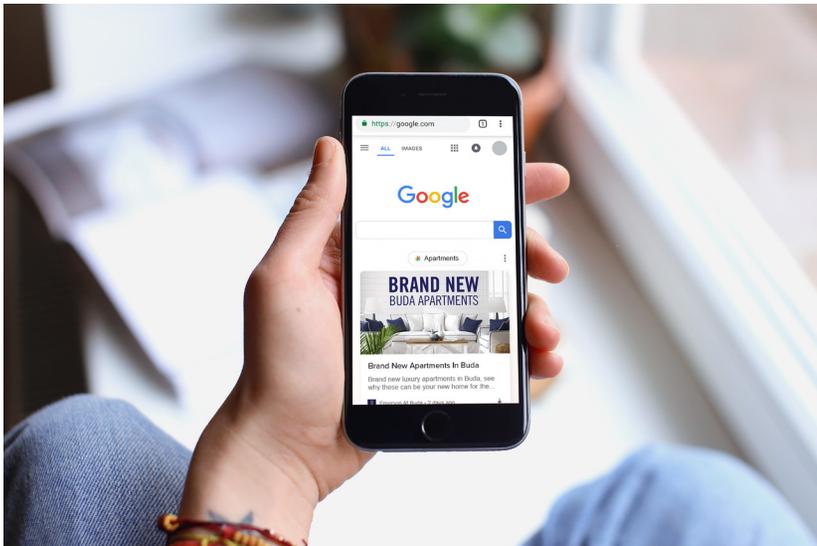




# DISCOVERY AD SERVICES WITH THRESHOLD

Discovery Ad campaigns harness the power of Google's targeting capabilities to reach promising prospects across a variety of Google platforms like YouTube, Discover, and Gmail. These ads can incorporate interactive elements and stunning visuals to build brand awareness and drive conversions among your target audience.

It all begins with our expert designers and copywriters crafting engaging messages that drive clicks. Then our Certified Google Ads experts get your campaign up and running quickly, maintain your performance, and improve results through ongoing analysis and adjustments. Along the way, you get transparent reporting and analytics so you can track your results and see the return on your investment.



## WORK WITH CERTIFIED EXPERTS

Whether you're launching a renewal campaign or targeting new prospects, we have proven expertise you can rely on. With a Google Premier Partnership and Google Ads certification, our digital team will leverage exclusive resources and insider information that helps your campaigns succeed.



## LEVERAGE EXTENSIVE REACH TO BOOST BRAND AWARENESS

Discovery Ads allow you to combine incredible reach and engaging creative with Google's intent-focused targeting algorithms to drive results. We'll help you launch & manage strategic campaigns that reach the greatest number of qualified prospects, resulting in wider brand awareness that contributes to more leads and leases when prospects are ready to convert.

## MAKE IT PERSONAL

Bringing your offer directly to your prospect's inbox, YouTube Home and Watch Next feeds, and Discover feeds allows you to engage them in a more personal arena. While other display ad tactics place your ad amid the backdrop of a user's fast-paced online experience, Discover Ads look and feel more personalized as if the content was specifically created for that user, resulting in more receptivity toward your message.

## KEY BENEFITS

- Increase brand awareness and boost website traffic
- Engage prospects in a personal and interactive format
- Reach prospects even when they're not actively searching
- Extend your reach with multi-channel placements across Discover, Gmail, and YouTube
- Target more qualified users with more relevant creative & messaging
- Stay top-of-mind for prospects who have already visited your website

**PUT US TO  
WORK FOR YOU!**





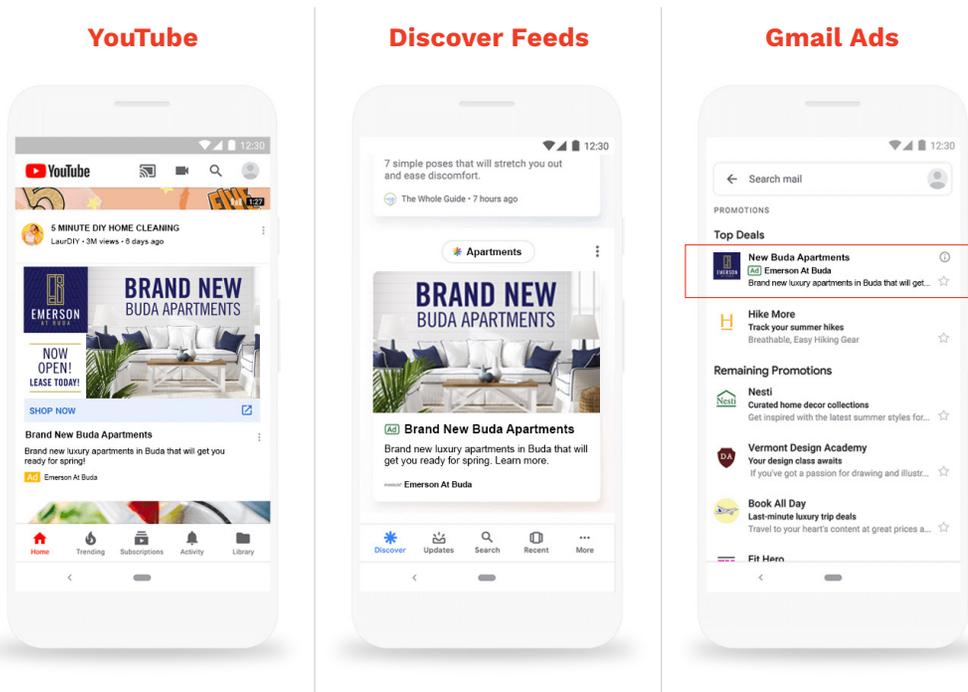
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## HOW IT WORKS

Discovery Ads are interactive ads that may reach up to 3 billion customers across the YouTube Home and Watch Next feeds, Discover feeds, and the Gmail Promotions and Social tabs using a single campaign.

We'll enter your landing page URL, your logo, at least one image, and up to five headlines and five descriptions. Then, Google's sophisticated machine learning optimizes your performance, serving the best combinations of your headlines, descriptions, and images across the best-performing placements.



## TARGETING OPTIONS

Discovery Ads can leverage a wide range of targeting tactics, resulting in highly customizable campaigns that reach exactly the right audience.

- **Affinity Audiences** - This tactic targets users based on lifestyle, interests, or other behavioral factors. For example, we can target users interested in residential properties for rent, student life, and post-secondary education.
- **In-Market Audiences** - This tactic targets users who are in the market, which means they are actively researching or considering new housing. These audiences are conversion driven and help drive retargeting efforts.
- **Custom Audiences** - This tactic allows us to tailor our reach to users who are searching for specific keywords, visiting certain URLs, and/or using certain apps related to housing.
- **Retargeting** - This tactic targets people who have already engaged with your website or mobile app.
- **Custom Intent** - This tactic targets users that have recently conducted online searches with specific keywords that indicate they are searching for new housing.
- **Customer Match** - This tactic allows us to target users from an existing email list and is often used to target current residents with a renewal campaign or stay top-of-mind with existing leads.
- **Location** - This tactic targets users within a minimum of a 15-mile radius based on their location.



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