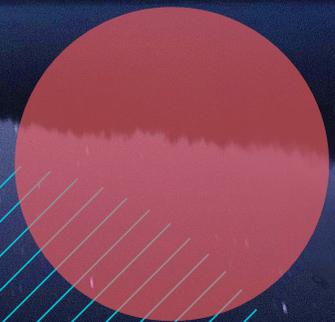


3Q/DEPT

WHITE PAPER

**Audience
Development
in Search and
Cross-Channel
Integration**



This white paper will prepare you for the anticipated changes resulting from the loss of third-party cookies, with expert insight on how this evolution will affect the company's audience development strategy, process, and resources.

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SECTION 1



The Need for Better Audience Targeting

The ability to capture and maintain consumer attention has become increasingly difficult in recent years. These are the top two fundamental challenges marketers face today. Companies create content to attract consumers to the brand and through continued engagement, consumers transition from new users to brand evangelists. However, brand loyalty must be earned over time and is contingent on a company's ability to provide consumers with the right content or information at the precise optimal time, and offer a convenient way for them to act on that information.

With growth marketing, brands combine a mix of upper- and mid-funnel activities with lower-funnel tactics to offer a well-balanced approach to revenue growth. Top of the funnel activities may include connected display advertising, connected TV, organic and paid social media, or emerging media such as virtual reality. Actions like search engine optimization, search engine marketing, pay-per-click, and influencer marketing are mid-to-lower-funnel engagements.

Search marketing is hugely influential in identifying new sources, channels, and content that drives customers throughout all stages of the funnel. Brands want to be THE resource for consumers looking to solve a specific problem or purchase a product or service. Optimizing for search ensures your company is that resource. Marketing and advertising campaigns then attract prospects from prioritized audience groups, increase conversions, and influence engagement earlier in the buying cycle.

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