

Find your IDEAL AUDIENCE

Glacier can help you connect with
your audience—every time!



ENGAGE WITH THE RIGHT PEOPLE

You have an important message, but if it ends up being seen by the wrong audience, it's just not going to have the same impact.

Glacier's unique DSP allows specific audience targeting to ensure your brand is seen by the right people.

We build custom campaigns around your unique content to minimize wasted impressions. Everything is tailor-made to serve your goals!



TARGETING WORKS

Targeted ads are
2x more effective than
non-targeted ads

A retargeted ad sees a
70% higher conversion rate

84% of users expect custom
content from a brand

HIT THE BULLSEYE WITH AUDIENCE TARGETING

Cast a wide net? Nah, let's cast an effective net instead. There are huge advantages to the type of targeting that Glacier offers. It's not magic, it's just smart strategy.

Segmentation: Glacier identifies who your audience is and then breaks that down even further using specific variables. This way each group is targeted purposefully for the right reasons.

Custom content: Since every group is different, they'll each react positively to different messaging and visuals. Glacier A/B tests different creative to maximize results with each unique audience.

The right mix: Where is each segment of your audience? By focusing on the mediums and media that are most effective, we can maximize the return on your investment.



The future of YOUTH ADVERTISING

Glacier is informing and inspiring the next generation.

By combining innovative thinking, broad capabilities, and undeniable passion, we're able to engage youth in a personal and impactful way. This allows us to help create an open dialogue between you and your audience.

From there, you can share with them the important messaging that will potentially shape their lives and also the future as a whole.



TARGET BASED ON WHAT MATTERS

- | | |
|-----------------------------|----------------------------------|
| ✓ Gender | ✓ Language |
| ✓ Device | ✓ Location |
| ✓ Interests | ✓ Age |
| ✓ Income | ✓ Digital Activities |
| ✓ Live Events | ✓ Occupation |
| ✓ Entertainment Preferences | ✓ Relationship/
Family status |

GLACIER GETS YOU RESULTS— IT'S PROVEN

Glacier Case Study:

When our client approached us, looking to avoid a costly media spend on broad messaging, we had the answer! By running separate campaigns, including targeted messaging, we were able to maximize their efforts and deliver results. Through the use of targeting and retargeting, we were able to reach:

- MBA/Grad Students
- Law Student Enrollment
- International students
- High School students on campus

And give our client the results they were seeking.

GLACIER GIVES YOU THE ADVANTAGE

All audiences: From youth to the parents and Influencers that shape their decisions, Glacier can target anybody impacting the next generation. We have the ability to get granular at targeting audience groups looking to better their future.

Any media, any format: Glacier puts your campaign where it needs to be. Display, mobile, tablet, audio, video, on-site—wherever!

Target and retarget: Glacier helps get your message in front of the right audience again and again (and again).

Agile: Performance is always our priority, so we use real-time data to make sure everything is optimized.

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AND LEARN MORE
ABOUT OUR
DIGITAL SERVICES

