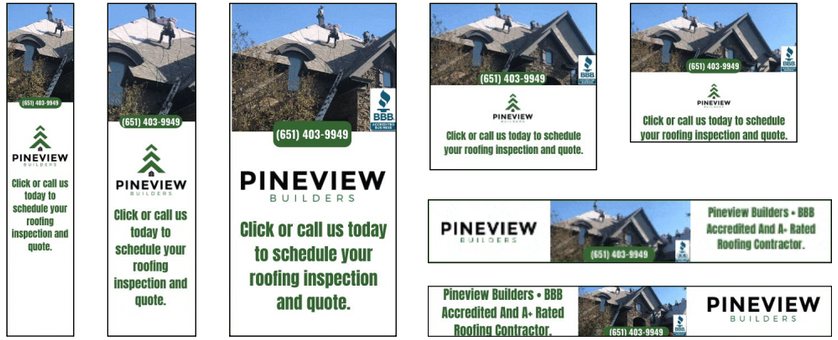


Banner Example

Display ads would be presented in website such as Startribune



Let our Marketing Solutions experts help increase your online presence
Email our team at chadpedersen@thefirstbbb.org

Google's Targeted Display Campaigns

If you've ever asked: How do my online ads know me so well? It's because of targeted display ads.

BBB's Targeted Display ads allow you to steer online traffic to your business when potential customers search for your products or services. Targeted ads reach consumers based on their previous online actions. Retargeting, also known as remarketing, keeps your ads appearing for 95% of users who leave your website without choosing your service or products right away.

Targeted Display Benefits:

- Retargeted display ads can lead to a 10x higher click-through rate than standard display." (Marketing LTB, 2026)
- No long-term contract
- On average 10,000 - 15,000 impressions are delivered per campaign per month

> *Thanks to the BBB retargeting program, our business sees a solid return and solid website traffic! This is a terrific marketing spend!*
>
> **Scott Williams**
> Vice President of Marketing and Brand Management,
> Lex Brodie's Tire, Brake & Service Company