

Display

Increase Brand Visibility

Widely available and time-tested, display ads combine visual and creative elements with a compelling call to action (CTA) message to **promote a brand's product or service**.

Bolster Your Strategy

A cornerstone of digital marketing, display offers a cost-effective and scalable way to drive specific actions through eye-catching visuals. It remains **an essential component** of any integrated marketing plan.

An Industry Mainstay

\$200B Projected U.S. programmatic display ad spending by 2026

155% Consumers are 155% more likely to look up brand-specific terms after they've been exposed to display ads

97% Programmatic will account for 96.8% of new display ad dollars in 2025

Sample DSP Partners

 theTradeDesk®

 ZETA

VIANT.

Tap into Unmatched Scale

Display has the greatest potential reach of any programmatic channel.

- Leverage Q1Media's **established connections with leading DSPs** to engage audiences when they're browsing their favorite websites and mobile apps.
- Activate advanced **first-party, third-party, and location-based targeting solutions** to discover and reach specific audiences with precision.
- Implement custom and lookalike audiences to drive ad relevancy and extend reach.
- Incorporate retargeting to **stay top of mind with website visitors** and boost conversions.

Measure What Matters

Q1Media's dedicated Account Operations specialists, **optimize campaigns in real time** to the metrics - click-through rate (CTR), cost-per-click (CPC), conversions - that matter most for your brand.