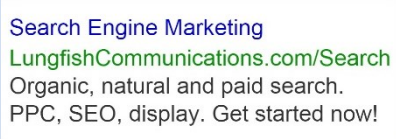

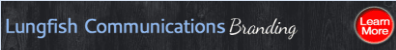




Behavior	Type	Example	Method	Targeting	Benefits
Search on Google, for example “search engine marketing”	Text	 <p>Search Engine Marketing  <a href="https://LungfishCommunications.com/Search">LungfishCommunications.com/Search</a>  Organic, natural and paid search.  PPC, SEO, display. Get started now!</p>	PPC – impressions are free, pay only when a response	Geography, device, time of day	Reach prospects at the moment they’re most interested. User intent expressed in keywords.
Visit sites with paid advertising in the network (gmail, youtube, nyt.com, weather.com, pof.com, etc)	Display Outreach		CPM – cost-per-thousand impressions	Geography, device, time of day, keyword, age, gender, topics, interests	Reach big audiences quickly. Target audience gets the message regardless of expressed intent
Visit sites with paid advertising in the network, <b>and run a search</b> (for example, searching “Patriots draft” on boston.com)	Display or text	  <p>Boston Marketing  <a href="https://LungfishCommunications.com/Boston">LungfishCommunications.com/Boston</a>  Strategy, branding, advertising,  PPC, SEO, display. Get started now!</p>	PPC for text ads and CPM for display	Geography, device, time of day, keyword, age, gender, topics, interests	Message delivered in the context of highly desired content
<b>Visit page(s) on f-squared investments.com and then later</b> visit sites with paid advertising in the network	Display Retargeting		CPM	Page visitation	Continue to reach interested prospects after they have left your site