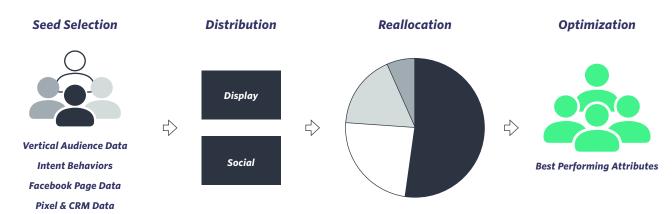


LOOKALIKE MODELING

Lookalike campaigns perform 2.7x better than traditional audience targeting campaigns, but the barriers to entry can be substantial for most local businesses. At Lin Digital, we've developed an automated lookalike solution that isn't dependent on website traffic or CRM files. Our proprietary solution initiates your lookalike campaign with customized audience profiles and optimizes performance to expand market share for your business.

Our Lookalike



01 Seed Selection

In addition to using site pixels and CRM files, we create seed groups based on vertical data from our past campaigns, intent data from the largest data platform, and social data from your Facebook page.

Other vendor lookalikes use a single seed group that must have significant size.

02 Distribution

Using the seed audiences, we are able to activate multiple lookalike campaigns across display and social platforms with various ad types that meet your budget and goals.

The typical lookalike is only tested and distributed through one media source.

03 Reallocation

We monitor your key performance indicators in real time to see what is working. We then reallocate your media investment toward the campaigns most likely to generate new customers.

Other lookalikes commit your entire investment into a single campaign strategy.

04 Optimization

We analyze campaign results to uncover the best customer attributes. These insights accelerate lookalike optimizations and can inform your future campaigns.

Other vendors analyze campaign results, but do not create new seed audiences.

We Use Validated Audience Data

We verify our data assets against Facebook, Google, comScore and other 3rd-party sources to ensure audience profile accuracy. This provides meaningful insights and smart targeting across other media channels.