

# metroX reach extension program

metroX delivers engaging experiences at scale, across every screen

our experienced team of digital media planners will build and optimize your programmatic campaign, tailored to your specific needs with brand safety first and deliver against your goal across our extended network choose a variety of tactics to reach your audience and goals or KPI (CTR, eCPC, eCPM, conversions)

## metroX tactics

### premium news

reach users via local news content

### run of network

maximize reach across a wide variety of sites

### contextual

serve ads across sites with relevant content

### social

reach users on social media networks such as Facebook and Instagram

### retargeting

reach users who have already visited the advertiser's site

### search engine marketing

target users on across a curated list of websites

### mobile/hyper-local mobile (geo-fencing)

target mobile users within a specific radius

### audience targeting

reach users across sites based on behavioral or demographic targets

### video

reach users with video assets

- \* minimum \$1000 per tactic
- \* campaign packages available