Reach our Winter Texans with Digital Advertising !

Event Targeting is one of the clearest ways to reach your target audience!

Targeted Technology

First, we will geofence the event location to serve ads to people during the following events:

- Winter Texan Expo: 1/17 - 1/18
- Entertainer Showcase: 1/11 and 1/19
- Bayside Fiesta: 1/25
- Beachside Fiesta: 2/1

During the events, we will be collecting device ID's, creating a highly focused audience

Next, we will serve your ads to this audience for the next 30 days

YOUR AD HERE

Targeted Audience Tactics

- Keyword retargeting - When someone types a keyword into a search engine or website search site online (i.e. winter texan), that keyword is captured in the browser history and used in remarketing.
- Site retargeting - Retargets people with ads, once they have visited a website.
- Geofencing - We draw a virtual boundary around a physical location, capturing devices that come into that "fence" for purposes of serving them ads.

All campaigns include proactive optimization and link to full online reports that are updated daily.

Your 3 Month Digital Package

Good | $325/mo

25,000 monthly impressions
✔ Hyper-local audience
✔ Ads to Event Attendees
✔ Keyword Retargeting

Let's build your campaign today!

Better | $650/mo

50,000 monthly impressions
✔ Hyper-local audience
✔ Ads to Event Attendees
✔ Keyword Retargeting
✔ Ads to Users Visiting WelcomeHomeRGV.com

Best | $1,495/mo

115,000 monthly impressions
✔ Hyper-local audience
✔ Ads to Event Attendees
✔ Keyword Retargeting
✔ Ads to Users Visiting WelcomeHomeRGV.com
✔ Competitor Geofencing
✔ Audience Profile: 55 and older Retirees