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Behavioral Targeting

WhitePages is the leading online destination for contact information today. With over 20 million unique users a month, we can connect you with a specific audience through behavioral targeting. We're able to do this by targeting our visitor searches within our business listings.

The in-market targeting advantage

- Reach people searching for specific products or services
- In-session and return visit targeting
- Custom segments designed around your target audience

Sample categories

Automotive

- Dealers
- Parts/repairs

Finance

- Insurance
- Banks

Health and wellness

- Doctors/dentists/hospitals
- Health insurance

Entertainment

- Movie theaters
- Sports venues

Travel

- Car rentals
- Hotels

Food and dining

- Restaurants and caterers
- Grocery stores

Shopping

- Retailers
- Holidays, weddings

Consumer electronics

- Computer products
- Cell phone dealers

Moving

- Real estate agents
- Mortgages

... and much more. If you need a specific category, just ask.

How it works:

Step 1:
A visitor searches for a travel agent. They're placed into the respective category, e.g. "travel."

Step 2:
The visitor is served a relevant travel ad within the current session or upon their return visit.