



**Find.**  
1301 5th Ave, Ste 1600  
Seattle, WA 98101

**Connect.**  
WhitePages.com  
206.973.5100



## Business search sample categories: (real-time targeting and retargeting available)

### 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

# Targeting Capabilities

Combining high reach and targeting expertise, WhitePages helps you deliver to the right audience. We offer the following methods for targeting your advertising to our visitors (capabilities can be customized to fit your marketing strategy):

## Business category (contextual)

- Real-time reach to people searching within our business listings in the categories that are most relevant to your product or service

## Business search retargeting (behavioral)

- Extended reach (in-session or return visits) to people who have searched for businesses by the names or categories that are most relevant to your product or service

## Syndicated (behavioral)

- Reach people on WhitePages based on their previous web browsing (derived from auto, finance, technology, life style sites and more)

## Psychographic

- Target people with the personality traits who are more receptive to your brand (based on 21 Mindset traits)

## Demographic

- Age
- Gender
- HH with Kids
- HH Income
- College Educated
- Cell phone carrier
- Internet connection speed

## @Work

- SIC code (Standard Industry Classification)
- Bizographics: company size, functional area, industry, seniority
- Syndicated business decision-makers (user registration/job titles)
- Fortune 500 companies
- Domain name
- Day-part targeting

## Usage

- Super heavy, heavy, medium and light users of WhitePages

## Geo-destination

- To user IP location (IP) AND their search parameter location (keyword):

Ex. Target ads to users in Seattle (IP) who are searching for people or businesses in New York (keyword)

## Geo-targeting

- By user IP location: zip code, city, DMA, state, country

## Mobile

- Service provider
- Device type
- Daypart
- Location (DMA, Country)
- Page
- Contextual