



fourtytwo.agency

Audiences

LiveRamp 3rd Party Audience

ODC 3rd Party Audience

Website Audiences

Google / Facebook Audiences

Custom Intent Audiences

Intent Data

Custom & LookAlike Audiences

Paid Media Strategy - 42 Agency

Ungated Blogs	Video	Video	Content	Content	Signup	Video	Video
Facebook (Awarness / LP Views)		Twitter		Display		Youtube	Native
Awarness (create demand)							



Garted Content	Video	Signup	Signup	Content	Signup	Video	Singup
Facebook (Downloads / Signups)		Search	Review Websites	Display Remarketing & Custom Intent		Youtube Remarketing	Quora
Consideration (capture demand)							