

OPTIMIZE YOUR REACH
TO OUR COVETED AUDIENCE

AUDIENCE EXTENSION

An advanced marketing program that blends **audience segmentation**, **outbound engagement** and **programmatic retargeting**.



TARGETED OUTREACH. A custom, targeted email blast to 10,000 users from *Chemical Engineering's* coveted database. We'll then send a retargeted email blast with modified creative to users that engaged with the initial email blast.



MAXIMIZE ENGAGEMENT. A targeted rectangle ad will surround the same 10,000 users with your message for one month. An additional disruptive pop-up banner ad to the same target audience for two weeks.



AMPLIFIED REACH. A programmatically retargeted rectangle ad to the same target audience off-site across the web, up to 100,000 impressions.



PERFORMANCE ANALYSIS. A complete, multichannel performance analysis including total audience reach, total actions and a full list of companies, titles, and geography of engaged users.

Price: \$10,000/net

EXCLUSIVELY FROM



chemengonline.com/mediakit

A **CPI** PRECISION PRODUCT