Strategy Comparisons

	Mobile Conquesting	Native Display	Native Video	Facebook	Instagram	OTT & Video Pre-Roll	OTT	Audio Streaming	Pay-Per-Click	SEO & Reputation
Click-thru to website	yes	yes	yes	yes	yes	yes	no	very limited	yes	no
Video advertising	yes	no	yes	yes	yes	yes	yes	no	no	no
Streaming TV	no	no	no	no	no	yes	yes	no	no	no
Photo Gallery	no	no	no	yes	yes	no	no	no	no	no
Artificial Intelligence	no	yes	yes	no	no	yes	yes	yes	no	no
Geographic Area to deliver ads	yes	yes	yes	yes	yes	yes	yes	yes	no	no
Geo Fence target location	yes	yes	yes	no	no	no	no	no	no	no
Reputation Management	no	no	no	no	no	no	no	no	no	no
Behavioral Targeting	yes	yes	yes	yes	yes	yes	yes	yes	no	no
Retargeting	yes	yes	yes	yes	yes	yes	yes	yes	no	no
4 different display ad sizes	yes	no	no	no	no	no	no	no	no	no
Keyword Targeting	yes	yes	yes	yes	yes	yes	yes	yes	no	no
Can create mini-website	no	no	no	yes	yes	no	no	no	no	no
Advertise on Amazon	yes	yes	yes	no	no	no	no	no	no	no
Stream in Podcasts	no	no	no	no	no	no	yes	no	no	no