KEYWORD TARGETING

Place your ads near relevant content



Our Keyword Targeting places your ads on web pages with a strong concentration of relevant words and phrases on targeted sites.



Vehicle Make



Vehicle Model



Vehicle Type





"Keyword targeting allowed us to zero-in on very specific pages for our product launch"

Our system looks for "clusters" of keywords and ranks pages based on matches to our proprietary Keyword Segments

KEYWORD TARGETING



Digital Throttle Keyword Segments

POWERSPORTS					
Bike Type	Bike Make	Products & Gear			
ATV Chopper Cruiser Dual-Sport Motocross Off-Road Scooter Sort Touring Sportbike Snowmobile Trike Touring UTV	BMW Can-Am Harley David son Hond Husqvarna Indian Kawasaki KTM Polaris Suzuki Thriumph Vistory Yamaha	Helmet Gear & Apparel Engine Tools & Equiptment Lubricates Suspension Tires MC Tires ATV/UTV Motorsports Endurocross Fan Drag Racing Fan Moto GP Fan Off Road Fan SX & MX Fan			

MARINE					
Boat Type	Propulsion Type	Marine Products			
Bass	Diesel	Anchor & Docking			
Bowrider	Gas Inboard	Engine Upgrades			
Catamaran	Jet	Electrical			
Center Console	Outboard	Fishing			
Deckboat	Sterndrive	Maintenance			
Fishing		Safety			
High Performance		Tow Sports			
Personal Watercraft		Trailering			
Runabout					
Sailboat					
Sportfish					
Tow Boat					
Yacht					

How's it Work?

We build each segment using a series of matching and excluding words and phrases. We also use brand names and product names in our search.



AUTOMOTIVE						
Type of Vehicle	Vehicle Nar	ne	Vehicle Model	Vehicle Prducts	Motorsports	
Car Diesel Truck Electric Car Hybrid Luxury MiniVan Off-Road / 4x4 Sports Car /Coupe Sports Utility (SUV) Truck	Audi BMW Buick Cadillac Chevrolet Chrysler Dodge Fiat Fors GMC Honda Hyundai Infinity	Land Rover Lexus Lincoln Mazda Mercedes Benz Mini Porsche Range Rover Scion Smart Tesla Volkswagon Volvo	Anchor & Docking Engine Upgrades Electrical Fishing Maintenance Safety Tow Sports Trailering	Air & Fuel Body Styling Brake Car Care Diverables Electrical Engine Components Exhaust Interior Lubicates Suspension Tire & Wheels Tools & Equipment Trailers & Towing	NASCAR NHRA Formula 1 Fan Off-Road Fan	

KEYWORDS	■ Avoid ■ Required		
bike	honda	honda accord	
honda automobile	honda civic	honda compact	
honda coupe	honda CRV	honda crossover	
honda odyssey	honda fit	honda insight	
honda suv	honda pilot	honda sedan	
motorcycle	honda vehicle	minivan	

Example of our "Honda Vehicle Make" segment. Notice that we're excluding pages where the words "bike" or "motorcycle" are present.

We select one or more targets from above to build your keyword targeting. For instance "Ford" AND "Truck" NOT "SUV" would target pages with just content relating to Ford Trucks.

"We were able to place ads on very large sites, but ensure the ads were only adjacent to the vehicles we make parts for"