

Channel	Tactics
Google Ads	<ul style="list-style-type: none"> - Customer Match: Utilizes email lists for targeting across Search, Shopping, YouTube, and Gmail. - Remarketing: Targets users who have previously interacted with your website or app.
Facebook/Instagram	<ul style="list-style-type: none"> - Custom Audiences: Uses customer files, website traffic (via Facebook Pixel), or app activity for targeted campaigns. - Lookalike Audiences: Targets new users similar to those in your Custom Audiences.
Twitter	<ul style="list-style-type: none"> - Tailored Audiences: Targets ads based on your own customer data like email lists or website visitors (using Twitter Pixel).
LinkedIn	<ul style="list-style-type: none"> - Matched Audiences: Utilizes email lists, website retargeting, and account targeting to reach users with tailored content.
Snapchat	<ul style="list-style-type: none"> - Snap Audience Match: Uses email lists and mobile device IDs for targeting. - Pixel Retargeting: Targets users who have interacted with your website.
Pinterest	<ul style="list-style-type: none"> - Customer List Targeting: Uploads a list of email addresses to target specific users. - Visitor Retargeting: Targets users who have visited your site (using Pinterest Tag).
TikTok	<ul style="list-style-type: none"> - Custom Audiences: Targets users based on your own data like email lists or website traffic. - Lookalike Audiences: Finds users similar to your existing audience.
Reddit	<ul style="list-style-type: none"> - Pixel Retargeting: Targets users who visited your website (using Reddit Pixel). - Custom Audiences: Uses email or mobile ad IDs for targeting.
Quora	<ul style="list-style-type: none"> - List Match Audience: Targets users based on email lists. - Pixel Retargeting: Targets users who have visited your website.
YouTube (via Google Ads)	<ul style="list-style-type: none"> - Customer Match: Utilizes email lists for targeting across YouTube. - Remarketing: Targets users who have interacted with your videos or YouTube channel.