

Targeting Strategy	Rationale
Contextual Targeting	<ul style="list-style-type: none"> - Targets ads based on the content of web pages.
 - Uses keywords and topics to place ads on relevant sites, aligning with user interests and the content they are viewing.
Placement Targeting	<ul style="list-style-type: none"> - Allows selection of specific websites, videos, and apps where you want your ads to appear.
 - Offers control over ad placement, reaching audiences on preferred platforms.
Interest-Based Targeting	<ul style="list-style-type: none"> - Targets users based on their interests and browsing history.
 - Reaches audiences who have shown interest in similar topics or products.
Demographic Targeting	<ul style="list-style-type: none"> - Segments audience based on age, gender, parental status, and more.
 - Tailors ads to specific demographic groups for better relevance.
Geographic and Language Targeting	<ul style="list-style-type: none"> - Targets users based on location and language settings.
 - Ideal for local businesses or global campaigns with language-specific content.
Remarketing	<ul style="list-style-type: none"> - Targets users who have previously interacted with your website or app.
 - Effective for re-engaging with interested users and increasing conversion rates.
Custom Intent Audiences	<ul style="list-style-type: none"> - Targets users based on their recent search activity on Google.
 - Captures users actively researching specific products, services, or interests.
In-Market Audiences	<ul style="list-style-type: none"> - Focuses on users who are actively considering buying a product or service.
 - Suitable for reaching decision-ready consumers to drive conversions.
Affinity Audiences	<ul style="list-style-type: none"> - Targets users with a strong interest in specific topics.
 - Ideal for building brand awareness and reaching users with a long-term interest in relevant topics.
Topic Targeting	<ul style="list-style-type: none"> - Advertisements are shown on pages about specific subjects.
 - Aligns ads with relevant topic areas across the Google Display Network.