

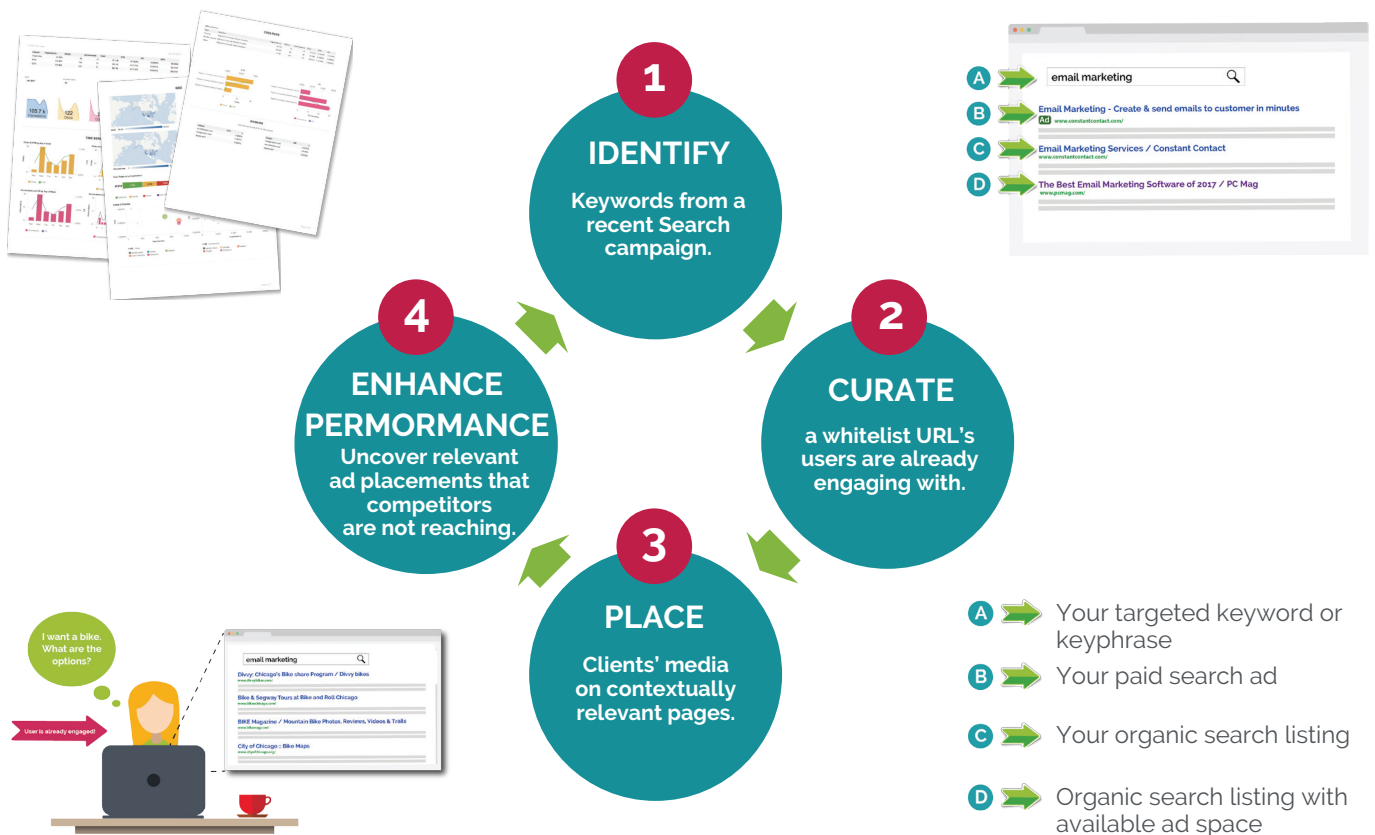
# search engine +

**Search Engine +** is a contextual targeting solution that uses an advertiser's keywords to build a **whitelist of URLs composed of Google's top organic search results.**

Benefits include:

- ▶ Compliment current SEO and SEM initiatives
- ▶ Target pages that users are already engaged with
- ▶ Use strategically valuable search terms to advertise on sites they are likely to visit after searching

Search Engine + enhances the performance of programmatic campaigns by **unlocking quality URL's** that rank highest in Google search and **uncovering relevant ad placements** that competitors are not reaching.



Digilant provides customized ad buying solutions and services specially designed for independent agencies and brands that are increasing their programmatic spending. Digilant's automated ad-buying platform, and data science methodologies enable advertisers to uncover new customers by unlocking complex audience and customer data that gives them actionable intelligence across every important media channel. Digilant is an ispDigital Group company.  
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