Getting Started

eFind Display Ads are a powerful way to showcase your brand across the web by reaching users with visually engaging advertisements. Whether you want to build brand awareness, generate leads, or drive conversions, eFind Display Ads provide the tools to connect with your audience at the right time and place.

What Are eFind Display Ads?

eFind Display Ads allow you to promote your business through visually appealing images, banners, and videos. These ads appear on websites, apps, and eFind-affiliated platforms, targeting users based on their browsing behavior, interests, or specific demographics.

Our Display Ads are designed to:

- Capture attention with visually striking designs.
- Drive engagement by targeting the right audience.
- Expand your reach across a vast network of publishers and partners.

Why Choose eFind Display Ads?

High-impact visuals that showcase your brand with professionally designed designs. Smart targeting that uses AI-driven audience insights to deliver ads to users who are most likely to convert. Flexible campaign goals, whether you aim for awareness, traffic, or sales, eFind Display Ads align with your marketing objectives. Seamless integration that makes eFind Display Ads easy to

integrate into multi-channel strategies, including eFind Search and eTube campaigns.

How to Create a Display Campaign on eFind Ads

Sign in to your eFind Ads account and navigate to the 'Campaigns' section. Choose your campaign goal from predefined goals such as brand awareness, lead generation, or website traffic. Select 'Display Network' to access visually rich ad placements across eFind-affiliated sites and apps. Define your target audience using eFind’s powerful AI tools to select audiences based on interests, behaviors, location, and demographics. Create your ads by uploading high-quality images, videos, or HTML5 creatives. Use our built-in design templates if you don’t have custom assets. Set your budget and bidding strategy by deciding how much you want to spend daily and whether you’d like to optimize for clicks, impressions, or conversions. Review and launch your campaign by previewing it, making necessary adjustments, and clicking ‘Launch’ to start reaching your audience.

Tips for Successful Display Ads

Use eye-catching designs that are clear, high-quality, and relevant to your brand message. Keep the message simple by including a concise headline, compelling call-to-action (CTA), and minimal text. Leverage AI targeting to reach users most likely to engage. Optimize for mobile to ensure your ads are responsive and display well on all devices.

Track and Optimize Your Campaign

Once your campaign is live, monitor its performance through the eFind Ads dashboard. Key metrics to watch include impressions, clicks, and conversions. Use these insights to adjust your targeting, bidding, or creative assets for better results.

Need Help?

If you have any questions or need assistance, visit the eFind Ads Support Center or contact our support team. We're here to help you succeed!

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