crosspixel

CUSTOM SEARCH RETARGETING

ABOUT US

Cross Pixel is the preferred search retargeting provider in the programmatic industry. We identify the search and browsing activity of users online to build dynamic audiences. Cross Pixel has Server-to-Server integrations with all of the leading DSPs, allowing for seamless activation of custom segments.

450mm + UNIQUES WORLDWIDE

8,000 + DATA SOURCES

1,300 + ALWAYS-ON SEGMENTS

METHODOLOGY

User searches online for a product or service

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Data is collected from page URL, title, body, Meta tag & referring URL

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Advertiser's keywords qualify user for audience

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User is added to segment & made available for targeting

Daily Refresh
Qualified users added each day

DSP Integrations
Seamless delivery to all DSP Platforms

Quick Turnaround time
Live in 24-48 hours

Real-Time Audiences
Deliver ads instantly

CUSTOM AUDIENCES

Target your most relevant and in-market audience

Campaign-Specific Keywords

Tailor your audience to your branded, non-branded, and competitor terms

Optimizations in Real-time

- Modify segment scale
- Add/remove keywords
- Adjust user recency from 1-45 days