

Programmatic by Roundel.

Power of our audience. In your hands. For your brands.

Orchestrate the journey.

Enhance personalization with access to Target's proprietary, addressable audiences paired with premium, curated inventory.

Drive outcomes from real people.

Make smart connections, generate insights and optimize performance.

Measure seamlessly.

Work within your DSP to measure your entire campaign with unified visibility into reach, frequency and performance.

Why work with Roundel to improve your connections to real people?

Transparent.

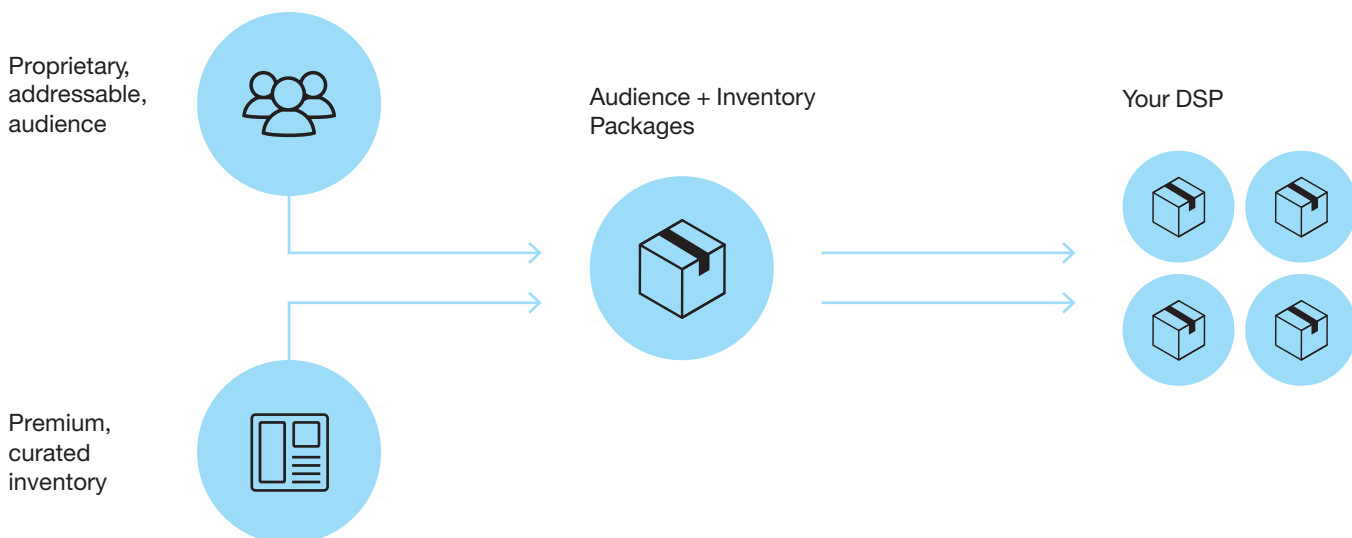
Control ad fraud in a transparent, brand positive environment where you determine price, location, and audience

Advertiser-specific.

Use Deal IDs created specifically for you to pair your campaign goal with Target's audience list.

Integrated.

Execute, measure, and optimize your entire campaign with seamless integration into your tools and processes.



Contact us now at programmatic@roundel.com to start creating your Deal ID.

ROUNDEL™