

Act-Alike Display

Clone Online Converters to Create Massive, Lucrative Display Audiences

Your new customers are out there, sending billions of digital signals with their online and offline behaviors every day. But with ad fraud, bot traffic and [wildly inaccurate third-party data](#) plaguing programmatic media performance, how do you target these customers precisely, efficiently and at scale?

SeQuel offers programmatic advertising that uses high-level data science, algorithms and statistical **Act-Alike** models to target only the consumers most likely to purchase your product or service. By capturing the complete journey of your online converters—including browsing behavior, app usage and physical location—we efficiently deliver your message to new prospective customers whose digital “footprints” mirror those of your current customers, with precision and scale across all screens. What’s more, with industry-leading brand-safety capabilities and ad-fraud prevention, you can rest assured that your ads are seen by real people on brand-safe websites. This is a powerful prospecting tactic capable of activating high-value prospects at the very top of the funnel, creating significant interest (and future conversions), which can prove lucrative for brands who have evolved from [last-click attribution](#).

Act-Alike online-converter modeling strategies have helped countless leading consumer brands generate impressive results like these:



40x

Created 40x greater reach than organic site traffic



250%

Act-Alike audiences visited site 250% more often



20%

Mobile ad increased conversions by 20%



40%

Beat client's cost-per-acquisition goal by 40%



57%

Cut cost per acquisition by 57% month over month

SEQUELRESPONSE



**ANALYZE
ONLINE
CONVERTERS**



**IDENTIFY
PREDICTIVE
BEHAVIORS**



**BUILD NEW
ACT-ALIKE
AUDIENCES**

