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Advertisers

Why Advertise With Us?

WhenU combines innovative targeting technology with one of the largest audiences on the Internet to deliver timely and relevant advertising to interested consumers. When you work with us, you can take advantage of several unique benefits.

Precision Targeting

WhenU's proprietary technology delivers your message at the exact moment it can be the most effective. Our precision targeting technology examines keywords, URLs, HTML code, and search terms currently in use on the consumer's browser to select relevant advertisements. And relevance works: Our consumers respond to our advertisements *10 to 20 times more often* than typical graphical advertisements.

Real-Time Reporting

WhenU advertisers view our comprehensive reporting in real-time by logging into our Web site with a private user name and password. You have the ability to immediately see how your campaign is performing (impressions, clicks, conversions, and more) - allowing you to test and improve your campaigns on the fly.

Increased Results

Success means better results in your marketing efforts. WhenU advertisers generally see click-through rates (CTRs) of 3% to 20%, and conversion rates from 0.8% to 7% - rates considerably higher than the industry standard.

A Variety of Formats

Web advertising has evolved beyond the simple 468x60 banner, and the most successful online advertisers are taking advantage of WhenU's wide variety of rich media and standard IAB ad formats to enhance online marketing. Your WhenU account executive will help you design innovative ways to break through the clutter and boost your results.

Consumer Consent

WhenU believes strongly in protecting consumer privacy and making every impression count. Our contextual marketing software can only be downloaded with each consumer's consent, ensuring that your message only reaches people who want your products and services.

Privacy Protection

Consumer privacy is of ultimate importance to WhenU. We do not track or compile any personal information on any user, nor do we track clickstreams, use cookies, or engage in any sort of user profiling. For WhenU's stance on privacy protection, our privacy policies, and our involvement in establishing industry guidelines, please visit the [Privacy Center](#).