

Network/Awareness Funnel

Stage Of Awareness	Traffic Sources	Targeting
Totally Unaware	Native Ads GDN YouTube Facebook LinkedIn Twitter Instagram SnapChat	Interest Based Affinity Based Lookalikes
Problem Aware	Native Ads GDN YouTube Facebook Solo Ads Twitter Instagram SnapChat	Topic Targeting Contextual Targeting Placements
Solution Aware	Adwords GDN YouTube Facebook Solo Ads Twitter Instagram	Keyword Targeting In-Market Placements
Niche Aware	Adwords GDN YouTube Solo Ads Twitter Instagram	Keyword Targeting Influencers Placements
Offer Aware	Adwords Retargeting Email List	Keyword Targeting Recent Visitors Subscribers