**WINDOW SHOPPER**
- **INTEREST**
  - Affinity Audiences
  - Similar Audiences
  - Custom AA’s

**IN-STORE SHOPPER**
- **SEARCH**
  - Keywords
  - Placements
  - Topics

**CHECKOUT SHOPPER**
- **BUYING**
  - In-Market Audiences
  - Website Remarketing
  - Video Remarketing

**ATTENTION**

**ADVICE**

**ACTION**