

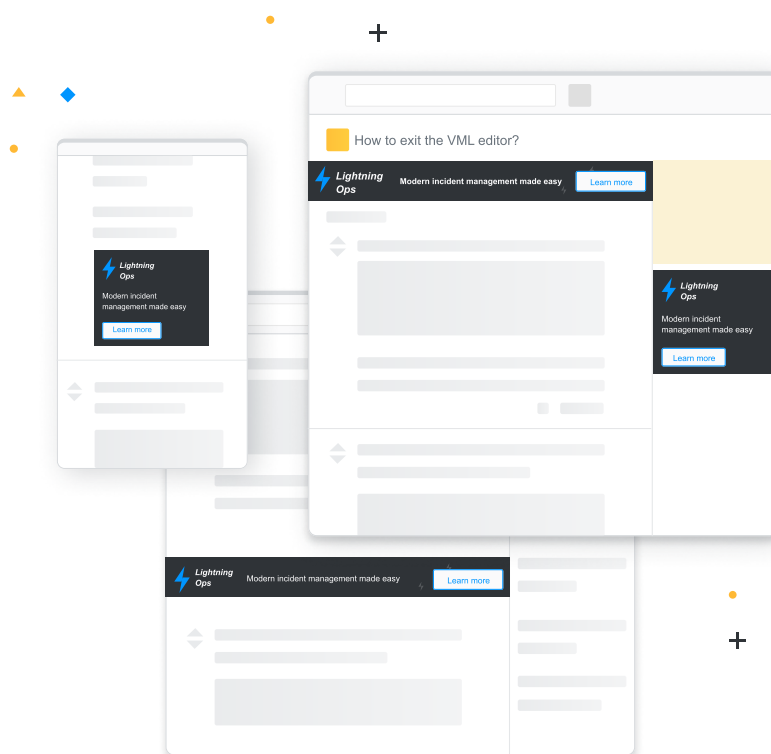
## Account Targeting

# Reach and engage developers and technologists at your target accounts

With **Stack Overflow Account Targeting**, select from a predefined list of more than 9,000 companies you can reach on our network and we'll target your banner advertising campaign directly to those accounts.

## Account Targeting can help you:

- ✓ **Reach the accounts that matter most to your business**
- ✓ **Engage and convert accounts your sales team will love**
- ✓ **Support a range of marketing objectives** - including prospecting, cross-selling and up-selling, re-engaging, and nurturing



## Specs

- ✓ **All Stack Overflow Advertising banner ad sizes (desktop and mobile placements) supported.**
- ✓ **Limited geotargeting is available**
- ✓ **No company list required. Select from our predefined list of 9,000+ companies to target.**
- ✓ **Wraps allowed for IAS, MOAT, and Double Verify tags. Standard UTM parameters may be appended to destination URLs.**