

one BRAND

DIGITAL ADVERTISING



INTEGRITY | RESPONSIBILITY | RESPECT | POSITIVITY | QUALITY | BELIEF | EFFICIENCY | PASSION | TEAMWORK

HELPING YOU REACH MORE CONSUMERS WITH COMPREHENSIVE MARKETING SOLUTIONS

one
BRAND

TARGETED DISPLAY ADVERTISING

Display advertising is a type of online marketing that utilizes banner ads and video content for branding/awareness and direct response campaigns. Unlike text-based ads, display advertising relies on elements such as images, audio and video to communicate an advertising message.

Think of it like Digital Direct Mail

By combining display “banner” or video ads with a targeting mechanism, organizations can pinpoint specific audiences online and not waste advertising dollars serving ads to the wrong people. Targeting options include geographic location of the device, browsing/search history, mobile device location, email address, social behavior and many other demographics.

This guide will highlight some of the best ways franchise organizations are utilizing targeted digital advertising to reach local audiences.

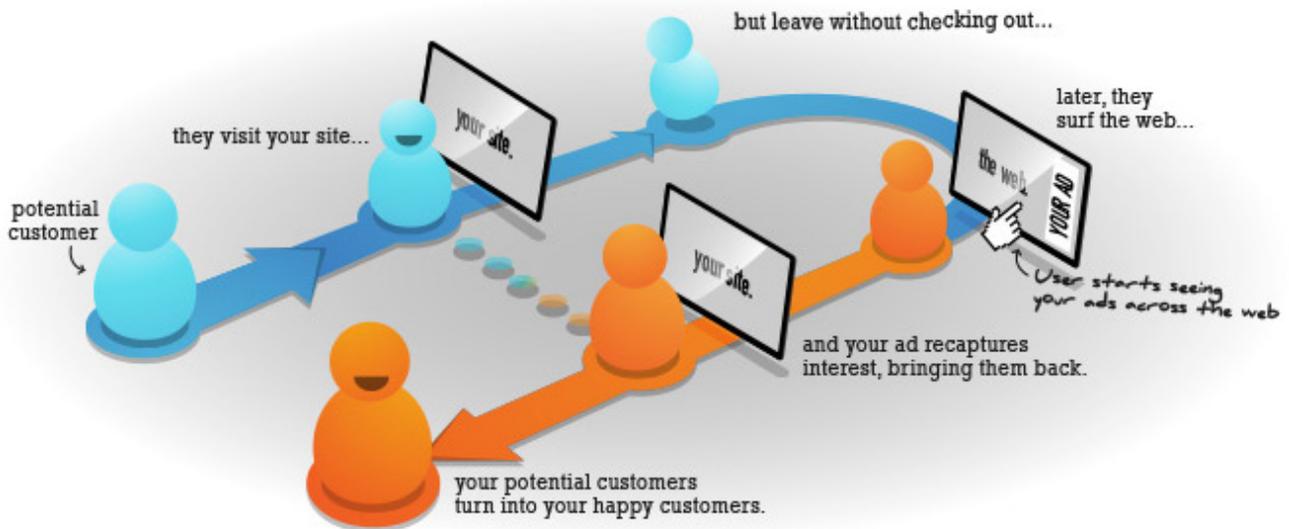


PANDORA Instagram facebook ESPN Google YouTube CNN Entrepreneur POLITICO & MORE



RETARGETING

Retargeting generates greater response by keeping your brand front and center and bringing “window shoppers” back when they’re ready to buy. Every time a potential new customer sees your retargeting ads, your brand gains traction and more recognition. The high click-through rates and increased conversions that are typical with retargeting campaigns underscore the value of good branding and repeated exposure.



Expected Results

We recommend this campaign as a foundational Branding / Advertising campaign. The main benefit is there is ZERO wasted spend. Every ad is seen by a potential new customer. All results are based on ads and offer, but industry average click through rate is .05 - .4 %.



GEO-FENCING

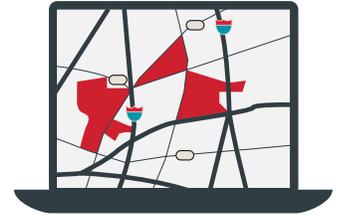
The most advanced location-based mobile advertising technology for targeting users based on specific geographic areas. Geo-fence technology enables marketers to customize audiences through custom targeting shapes with precise and accurate data. Typically clients use this technology to pair digital ads with an Every Door Direct Mailing for an integrated multi-touch to the consumer.

Geo-Fencing Benefits

- Pinpoint Accuracy
- Granular Localization via Custom Shapes
- Variable Recency (Instant – 30 days)
- Boost mobile reach and performance
- Retarget customers who visit or commute through any geo-fenced location
- Track off-line conversions to measure your campaign's effectiveness

Match EDDM Mapping with Digital

We generate dynamic and configurable shapes custom to an advertiser's campaign.



Target Competitors with CONVERSION ZONE Tracking

Serve Ads to the right person at the right time.

Available target times range from instant to last 30 Days.

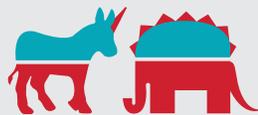
- Retarget customers who visit or commute through any business' location
- Leverage targeted campaigns only to customers within a predetermined physical proximity to your business
- The most reliable way to target mobile users in your business' proximity

WHO ARE IDEAL CLIENTS FOR GEO-FENCING



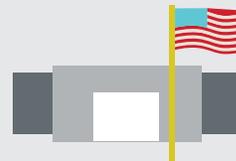
Brick & Mortar

- Auto
- Restaurants
- Blood/Plasma Centers
- Retail
- Hospitality



District Specific

- Political Parties
- Political Candidates
- Municipalities
- Counties
- Civic Groups



Venue Based

- Sports Areas
- Concert Halls
- Amphitheaters
- Convention Centers
- Colleges



Travel

- Airports
- Truck Stops
- Bus Stops

CONVERSION ZONES

The most powerful tool for tracking online to offline conversions in mobile advertising.

What Are Conversion Zones?

Conversion Zones are virtual boundaries drawn around an advertiser's business location via a GPS map. Conversion Zones allow advertisers to track what amount of physical traffic at their location have previously seen one of their ads from visiting another geo-fenced location.

Why Use Conversion Zones?

Identify audiences responding to mobile advertising by visiting a physical location as opposed to a click or call.

- Track online to offline conversions
- Enrich mobile performance
- Evaluate campaign effectiveness

Other mobile programmatic technologies lack our accuracy to effectively attribute mobile impressions with physical visits to an advertiser's location.



How Conversion Zones Work

A virtual geo-fence is traced around a specific location where the advertiser wants to target customers visiting another physical location (i.e. a competitor's store, a venue, or a specific part of town).

Next, a Conversion Zone is traced around one or more of the advertiser's locations.

When the customer enters the geo-fenced location, they will then be targeted with the advertiser's ads on their mobile device.

When the customer enters the Conversion Zone with their mobile device and has previously been served the advertiser's ad, the Conversion Zone recognizes the user and attributes their visit as an offline conversion for the geo-fencing campaign.

Reporting with Conversion Zones

Conversion Zones reporting includes the following metrics

- Impressions
- Total Spend
- Clicks
- View Through Visits
- Click Through Visits
- Total Visit Rate (TVR)
- Cost Per Visit
- Daily Visits
- Daily Total Conversion Zone Visits

USE CASE

Use Case



Auto Dealership

An auto dealership would like to serve ads to potential customers who have recently visited their competitors' location and measure how many of those customers have visited their own location. First, the dealership can draw geo-fences around their competitor's locations to serve ads to customers who have been to that location. The dealership can then draw a Conversion Zone around their own location to track how many of their customers had seen an ad since visiting a competitor's location.

The screenshot displays the GeoJSON interface for an auto dealership. The top section shows a map of Tampa with several auto dealerships marked: Reeves Pre-Owned Automobiles, Porsche of Tampa, Audi Tampa, Reeves BMW Tampa, Motel 6 Tampa Downtown, Reeves VW Tampa, and Reeves Import Motorcars. The interface includes a search bar for "Audi Tampa" and a search bar for "Search GeoFences". Below the map, there is a table of geo-fences with columns for "Name" and "Geo Type".

Name	Geo Type
<input type="checkbox"/> Porsche	Target
<input type="checkbox"/> Reeves BMW	Target
<input type="checkbox"/> Reeves VW	Target
<input type="checkbox"/> Reeves Import	Target

A dropdown menu is open for the "Reeves Import" row, showing options for "Set Geo Fencing Recency":

- Within 1 month
- Within 2 weeks
- Within 1 week
- Within 1 day
- Within 1 hour
- Within 30 minutes
- Within 15 minutes
- Within 10 minutes
- Within 5 minutes
- Instant

Use Case



Universities

A university wants to track how many students, faculty, and visitors are attending sporting events at their stadium after seeing ads on their mobile devices on campus. The university can create a geo-fence around the campus to serve ads for the events to those on their campus. The university can then trace a Conversion Zone around their stadium to track how many attendees have been served an ad and visited the stadium.

The screenshot shows a geo-fencing application interface. At the top, there are tabs for 'Locations' and 'Geo Fencing'. Below the tabs is a map of University Florida with several buildings outlined in blue. The buildings are labeled: Fletcher Hall, Sled Hall, Turlington Hall, Library West, Plaza of the Americas, Ben Hill Griffin Stadium, Student Recreation & Fitness Center, and West Hall. Below the map is a search bar for 'Search GeoFences' and a 'Download GeoJSON' button. Below that is a table with columns 'Name' and 'Geo Type'. The table lists the following items:

Name	Geo Type
<input type="checkbox"/> Fletcher Hall	Target
<input type="checkbox"/> Dorms	Target
<input type="checkbox"/> Turlington Hall	Target
<input type="checkbox"/> Sled Hall	Target
<input type="checkbox"/> West Hall	Target

Below the table is a dropdown menu for 'Set Geo Fencing Recency' with the following options:

- Within 1 month
- Within 2 weeks
- Within 1 week
- Within 1 day
- Within 1 hour
- Within 30 minutes
- Within 15 minutes
- Within 10 minutes
- Within 5 minutes
- Instant

At the bottom left of the dropdown menu are 'OK' and 'Cancel' buttons.

ADDITIONAL EXAMPLE USE CASES

Travelers (Hotels, Rental Cars, Airlines, etc.)

Target users who have been through an airport in the last day, week, or month and those who have stayed in hotels near the airport or visited the airport's rental car lots.

Grocery Shoppers

Target users who have visited a grocery store within a specific timeframe.

Drug Store Shoppers

Target users who have been in CVS or Walgreens or other major drug stores in the last day, week, or month.

Golf Equipment Manufacturers

Target users who have been on a golf course within the last month.

Conference & Trade Show Attendees

Target users visiting trade shows related to particular verticals.

Company Employees

Target users at particular companies by targeting corporate buildings or campuses.

Mall Shoppers

Target users who have visited a mall within the last two to four weeks.

Skiers & Snowboarders

Target users who have been to ski resorts, ski shops, or outdoor stores.

Boaters

Target users who have been on area lakes, spend time at marinas, or visited boat dealerships.

Exercisers

Target users who have visited a health club like LA Fitness in the last day, week, month, and any area competitors.

Outdoor Enthusiasts

Target users who have visited an outdoor shop recently such as a Bass Pro Shop, Cabelas, REI, or Gander Mountain.

Racing/NASCAR Fans

Target users attending a NASCAR event or other local race tracks.

Bargain/Bulk Shoppers

Target users who have been to a "big box" store recently such as Costco or Sam's Club.

DIYers

Target users who have been to a hardware store in the past few weeks such as Home Depot, Lowe's, or Ace Hardware.

Home Owners

Target neighborhoods where the homes are of the age to require roof repair. Target areas that have recently encountered hail damage.

KEYWORD SEARCH RETARGETING

Connect with more searchers more often and more effectively with our industry leading keyword-level search retargeting. Our search retargeting enables advertisers to combine the effectiveness of search with the brand impact and reach of display. Intent data, such as keyword search terms, are the most effective targeting data available. Search retargeting

gives advertisers the ability to target potential customers with display ads based on the searches they perform across the web.

We captures over 13 billion search events per month from over 300 million users. Each individual search is date and time stamped.

HOW SEARCH RETARGETING WORKS



CRM TARGETING

CRM targeting allows advertisers to upload data from an existing or purchased database of names, email, postal addresses, etc. into our platform and show ads to those users as they surf the web.

How CRM Targeting Works

Customer data is onboarded into our platform. Users are matched with their online profiles and served the advertiser's ad(s) across the web.

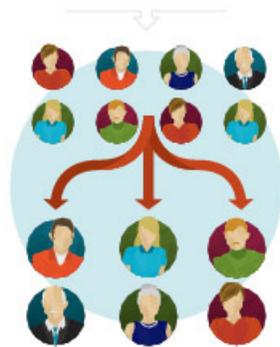
Direct Advertising—Users are matched one-to-one to build a relevant, targeted audience for an

advertiser's campaign(s).

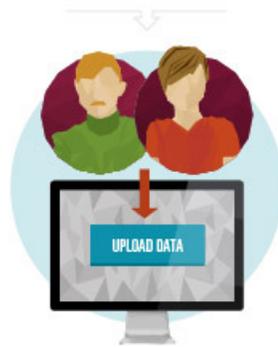
Boost Brand Exposure—By bringing offline data into our platform, advertisers are able to show ads to their offline audience while they are online, creating a second customer touch point.

Data Privacy—CRM data onboarded into our platform is anonymized and scrubbed of any personally identifiable information, so there's no risk of a breach in privacy.

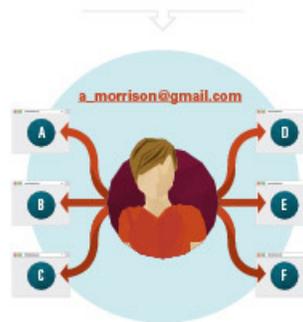
1. DATA ONBOARDING



2. MATCHING



3. COOKIE SETTING



4. ADVERTISING



Re-engage Dormant Customers

Past customers make the best return customers, so re-engage them with retargeted ads featuring new products and deals. A customer saved is a customer earned.

Turn Offline into Online Easily

Connect the dots between your offline customer data and your retargeted online display ads to design more complete campaigns and engage more customers.

REPORTING AND ANALYTICS

We provide the most extensive and transparent reporting available:

- Users can extract data at any time, in real-time
- All reporting is available in the User Interface and API
- Over 100 prebuilt reports can be selected for immediate use
- Reports can be scheduled and emailed to one or many users automatically

Below are samples of report views available for all service models within the UI in real-time, at any time. The following metrics can be toggled on or off for custom visualization in each view.

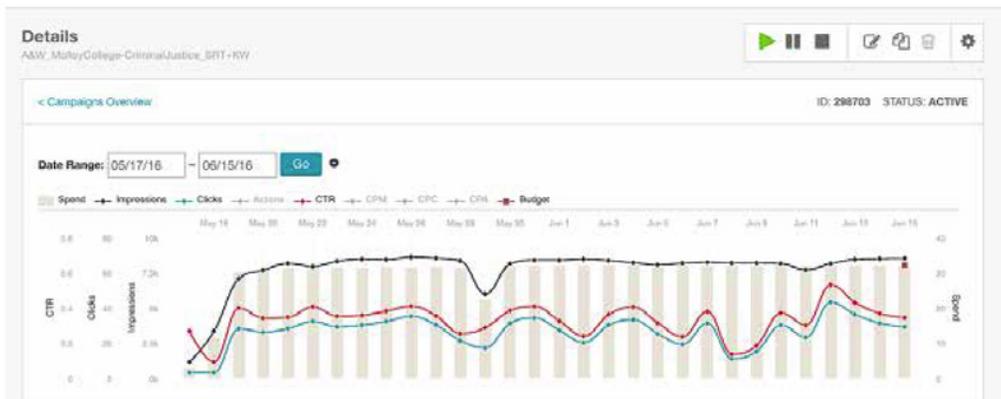
- Spend
- Impressions
- Clicks
- Actions
- CTR
- CPM
- CPC
- CPA
- Budget
- Geo Visits

CTR Campaign Performance Visualization - Campaign Overview Screen*



*"Campaign Overview" screen is a summary of all an advertiser's active campaigns.

CTR Campaign Performance Visualization - Campaign Details Screen*



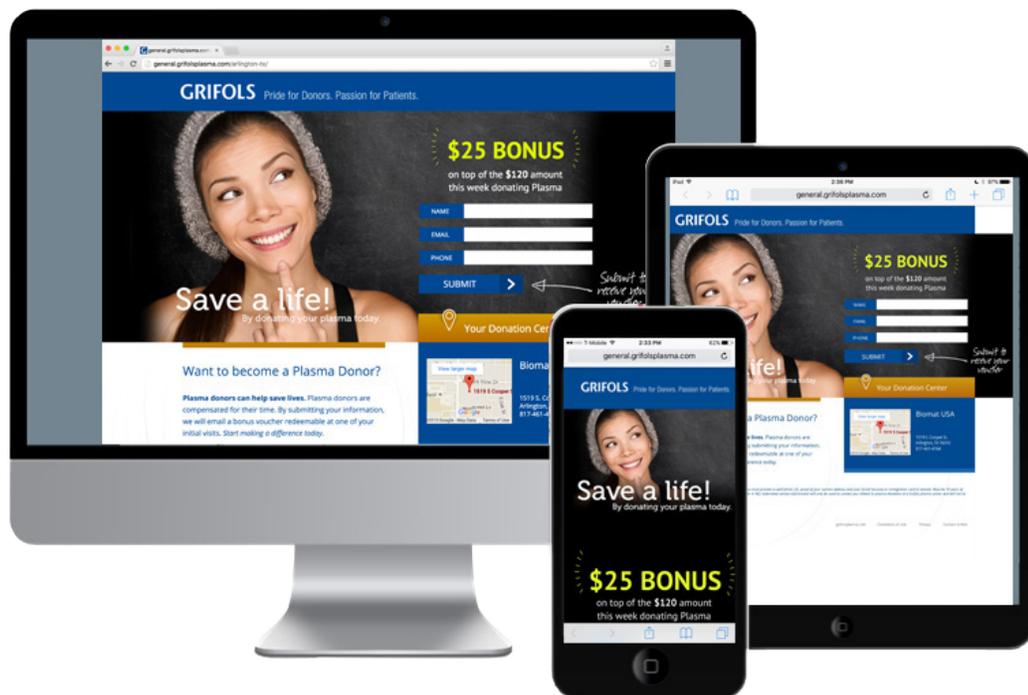
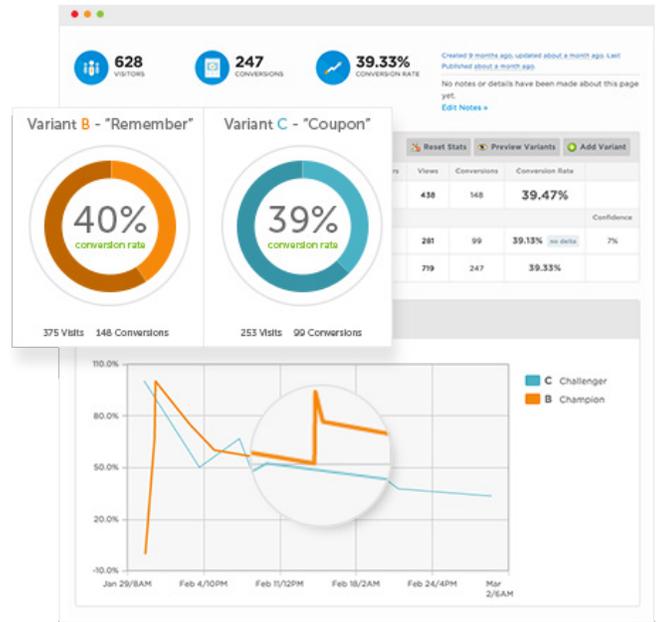
*"Campaign Details" screen is a summary of a specific, individual campaign.

LANDING PAGE DESIGN

A critical component to conversion success is having a matching landing page that accurately reflects the messaging presented on the original ad. Most visitors are very impatient and will leave within a few seconds of arrival if you don't reinforce their mission with a matching headline and purpose (quickly and clearly).

While it is possible to serve ads without a corresponding landing page by just pointing to the main company website, it is statistically proven to reduce the impact of the advertising campaign.

Track and optimize conversion rates with split testing and campaign analysis to increase effectiveness of your marketing efforts.



Desktops



Tablets



Smart Phones

DYNAMIC CREATIVES

The most powerful tool for advertisers to engage their audience at a one-to-one level. Dynamic Creatives are online ads personalized and served in real-time for specific users based on information collected about the user's needs and interests. Dynamic Creatives also offer recommendations for similar products or services and adapt to match changes in their interest.

Our Dynamic Creatives can be integrated with site retargeting, search retargeting, and geo-fence campaigns, allowing advertisers to move up the sales funnel.

Features

- Leverage online ads dynamically created in real-time at the time it is being served rather than a static, pre-created ad unit
- Identify a specific data point, then serve a custom dynamic creative based upon that information:
 - Location
 - Keywords searched
- Utilize inventory feeds to match users with specific products they are searching for. We support the following feed types:
 - Google Product Feed
 - Retail Feed

Dynamic Creative Ad Types

We support three types of Dynamic Creatives:

- **Single Product View:** Displays the specific product a user is searching for online. Similar products are viewable by clicking on "arrow" buttons on either side of product picture. As the user clicks or hover over products shown, the products offered evolve to show similar products to that specific product.

- **Carousel:** Displays the specific product a user is searching for as well as similar products in one glance. Similar products "carousel" in real-time to show even more product options. As the user clicks or hover over products shown, the products offered evolve to show similar products to that specific product.
- **Franchise:** Mobile Dynamic Creative that displays contact information for nearest local agent, representative, or franchise for services users are searching for online



GRAPHIC DESIGN & DEVELOPMENT

We want to be your creative department. Our in-house design and development team is available for any creative project. We have experts on staff that specialize in everything from branding and print design to website design and custom application development.

CREATIVE PARTNER

Trust is the cornerstone of a positive, creative relationship. Knowing you have a team you can count on to deliver imaginative, brand-focused results when you need them is the best way to take the stress out of marketing, especially in a difficult economic environment.

A good partnership is a valuable asset. A good partnership that fulfills the complete spectrum of your creative needs is priceless. Our team has the expertise to be your single point of contact for a wide range of creative services.

- Brand Consultation and Logo Design
- Stationery (letterhead, business cards, envelopes, mailing labels, notepads)
- Direct Mail (postcards, brochures, newsletters)
- Collateral (presentation folders, sales kits, annual reports)
- Advertisements (flyers, magazine & newspaper ads)
- Environmental Graphics (trade show displays, banners, vehicle graphics)
- Magazines (cover to cover design, feature & article layout)
- Books (custom cover design, page layout)



WEB DESIGN

A creative design with a clear message and great information is our recipe for creating awesome websites for our clients. Harnessing the power of WordPress, We offer businesses custom designed themes, powerful plugins, and responsive layouts all backed by a powerful content management system.

- Complete Websites and Landing Pages
- Custom Dashboards and User Experience Design
- Personalized Voucher and Email Programs
- Social Media Graphics

DIGITAL MARKETING CAMPAIGN CHECKLIST

DONE?	TASK	DESCRIPTION
<input type="checkbox"/>	DETERMINE GOAL	Define Success: Phone call, download, lead, sale, etc
<input type="checkbox"/>	SET CAMPAIGN BUDGET	Determine your campaign budget. Consider the total reach (number of prospects) of your campaign, the total number of impressions (number of times you will mail to each prospect), and the timeline for each mailing
<input type="checkbox"/>	RESEARCH COMPETITION	How does their offer compare to yours. Discover opportunities to differentiate your business and leverage weaknesses.
<input type="checkbox"/>	CHOOSE PERFECT AUDIENCE	If not 100% sure, contact us and we will help.
<input type="checkbox"/>	EFFECTIVE OFFER	Choose an effective, unique offer that should pique the interest of the targeted audience you've selected. (If you're not sure, ask yourself if YOU would redeem your offer!)
<input type="checkbox"/>	DEVELOP LEAD FOLLOW UP PLAN	Who is in charge of responding to new leads or inquiries from your campaign? And how? Prepare a lead follow-up plan and make it the law. Give them a heads up.
<input type="checkbox"/>	DEVELOP CREATIVE	The message, branding, and colors on display ad are eye-catching and relevant to my target audience. The text is short and sweet.
<input type="checkbox"/>	STRONG CALL TO ACTION	Make sure you are telling your viewer exactly what you want them to do next. (Get started, Shop Now, Call Now)
<input type="checkbox"/>	DEVELOP LANDING PAGE	Create a dedicated landing page for your website (where applicable) for the campaign. Do not use a generic homepage when promoting a specific offer or Call To Action.
<input type="checkbox"/>	PREPARE "MATCHING" SUPPORT EFFORTS	Integrated marketing campaigns are more effective. Use social media, email blasts, postcards, etc to further promote your campaign.
<input type="checkbox"/>	PREPARE FOR LAUNCH	Ensure that adequate inventory, supplies, human resources, ect. are available during the "in home" date range for your campaign.
<input type="checkbox"/>	DETERMINE RESPONSE TRACKING METHODOLOGY	How will you track response? Phone call tracking? Web visit? Form submission?
<input type="checkbox"/>	REPORT AND MEASURE	While your marketing campaign's running, it's important that you check the daily performance and keep a note of what's working for you.

SUPPORT

We take relationships seriously. As your marketing partner we are here to answer and questions you may have and provide the support and communication you need.

DEDICATED ACCOUNT TEAM

One of our marketing experts will be your dedicated point of contact for all aspects of your marketing. Whether you need to place an order, create a new design, launch a new campaign, or would like to plan your next promotion, you will be able to call or email your Account Manager for swift and accurate communication.

BENEFITS OF PARTNERSHIP

Enjoy the ability to focus on the operation of your business, knowing your marketing is being handled effectively and continuously increasing new and returning customers.

1. A dedicated Marketing Partner with one goal:
Help you easily reach new customers and grow your business.
2. One invoice for all of your marketing needs:
Printing, design, mailing, online and digital advertising services.
3. Brand Recognition and Enhancement:
You can be sure ALL of your print and online advertisements add continuity to your marketing efforts and consistency to your brand.
4. INDUSTRY LEADING TURNAROUND

QUESTIONS?

If you have any questions or comments please call.

THANK YOU



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