

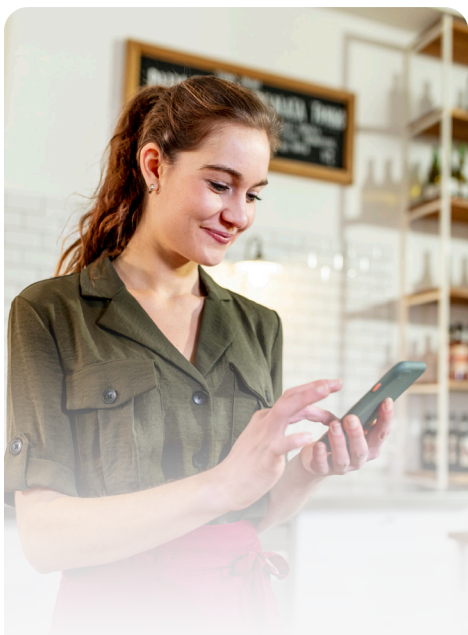
INCREASE AWARENESS AND SHOWCASE YOUR BRAND TO YOUR CUSTOMERS WITH A PEOPLE-BASED CAMPAIGN (PBC)

One-third of traditional digital marketing campaigns fall prey to fraud, impression mistargeting, and ad bots - resulting in wasted resources, effort, and time. Now, you can avoid this and maximize every cent of your budget with people-based marketing, a unique strategy that is centered around delivering a cross-platform, cross-device digital campaign to specific users. The audience selection methodology of PBC is so precise that we even get to know the names of the people we target! PBC is anchored on three major elements that ensure your campaign objectives are fulfilled:

IDENTIFY HIGHLY-TARGETED AUDIENCES

We can target individuals who perfectly match your ideal customer criteria. This eliminates the possibility of fraud and waste, as we only reach meticulously selected people who are most likely to take action.

Here's an example of how we identified an ideal customer for a specific fashion line:



Define the Ideal Consumer Profile

- Female, 25-35 years old
- Lives within a 10-mile radius
- Household income of at least \$60K
- Has searched online for high-end fashion



Search in Our Massive Database

- Google Searches
- Social Activity
- Offline Actions
- Financial Data
- Location Tracking



Find the Perfect Customer Match

- Female, 32 years old
- Exact address within that radius
- Income of \$63K
- Frequently searches for matching fashion terms on Facebook and Instagram

We can also target people by their previous and current locations as well as your competitors' customers!

DELIVER HIGH-FREQUENCY COVERAGE

We follow each individual in their online activities, which means they get to see your message via email, social media, video, and more. Also, your campaign will be tailored to each individual's usage habits so that we can reach them at the point where they will likely convert.

Your ad will follow these prospects whenever they go online, and you can engage them through any device, including tablets, phones, and TVs. They will get to see your message through a variety of tactics, including:



Connected TV



Cross-Device Display



Responsive Email



Social Feed



Pre-Roll Video



Contextual Native

MEASURE CAMPAIGN SUCCESS WITH AUDIENCE ATTRIBUTION

Our goal is to ensure that your marketing dollars result in measurable gains. We can help boost your ROI by following the targeted individuals online up to the point of purchase. To be specific, we can demonstrate when they will end up on your website and/or visit your physical store location.

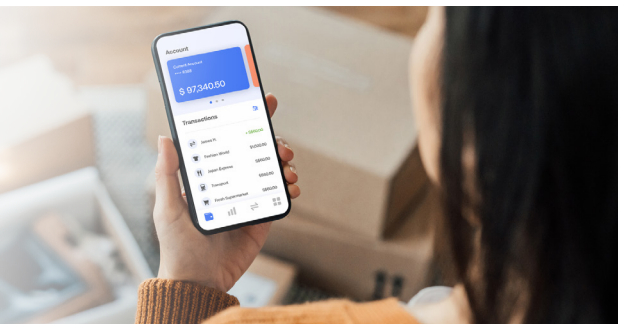
In-Store Foot Traffic

Using the same technology as geo-fenced ads, we can draw a tracking perimeter around the store and measure when some of our audiences' mobile devices enter the premises.



Consumer List Export

- 100% transparency
- Knows the prospects' identities
- Continuous remarketing
- Match-back purchases



Track Conversions

