



{Your Business Name} is your location-based marketing expert.

Our technology provides a turn-key solution for local advertisers to target audiences of all sizes and in any area with **95%+ accuracy**. We offer advertisers the leading location technology, premium inventory and RTB supply.

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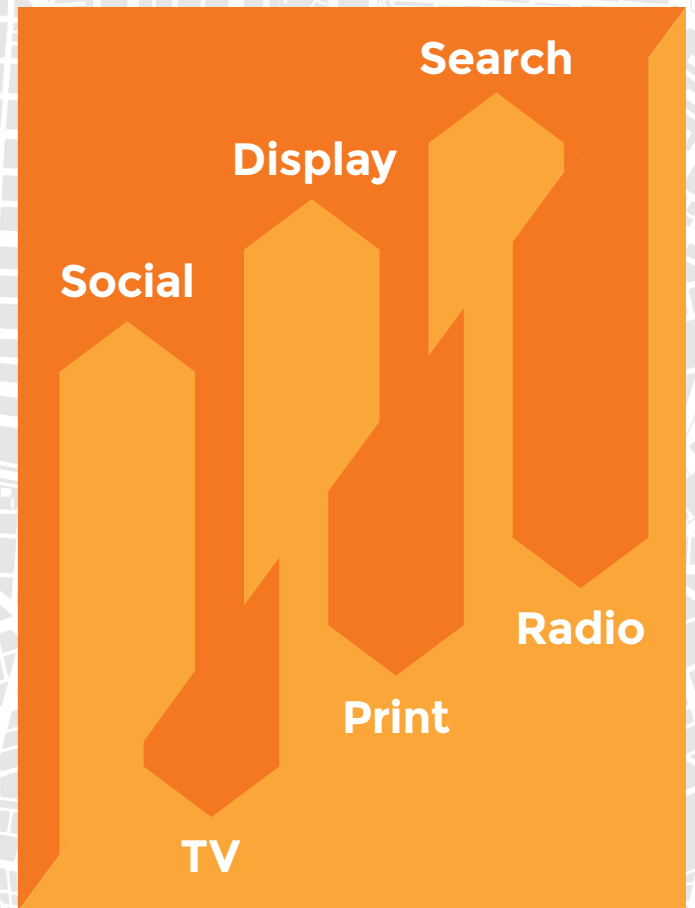


ConsulTV

Digital marketing will account for 75% or more of spending within the next five years.

source: cmocouncil.org

DIGITAL MARKETING



TRADITIONAL MARKETING

IP Targeting

“The Direct Mail of Digital”

For pennies on the dollar, {Your Business Name} can improve your direct marketing efforts by adding IP Targeting - direct household online targeting.

IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

We can take any physical mailing address and matching it to an individual household, hotel, convention center, or office building's IP address.

From there we deliver a variety of banner and display ads and messaging to the sites the targeted customer visits on the Internet.

No cookies used. No cluster data. No district designations.



CTR is
3.3x
the industry average

6-60x

more effective than other
online display ads

50-100x

more targeted than television

Key Benefits



Highly Accurate Specific and unique ROI analysis using match-back.



Zero Budget Waste 100% reach of your online target.



Venue Targeting Serve ads to places groups gather via a locations IP Address.



Timely Targeting Notify prospective customers of your upcoming campaign, event, etc. days or even weeks in advance. And follow up with additional messaging.



Human Traffic No wasted impressions.



Custom Lists We can build customized targeting lists for you.
Example: Married women, 35 - 54 years of age, with children, and a house hold income over \$150k.

How IP Targeting Works



Match physical addresses
to IP addresses with a
95%+ accuracy rate



Target specific individuals, groups
and locations via digital banner
and display advertising

OTHER FORMS OF TARGETING

Re-targeting: Based on a past site visit.

Behavioral Targeting: Based on something web users have done online.

Audience Segmentation: Based on demography of the sites people visit.

Geo-Targeting: Based on zip code demography.

PPC: Based on search terms.

Our 4 Step Match Process

- 1 Advertiser provides a list of address (maintained or purchased) including street, city, state and zip code.
- 2 {Your Business Name} matches the physical addresses on the advertisers list to a corresponding IP address.
- 3 Online ads are directed to prospective customers' IP address and delivered on the sites they choose to visit.
- 4 Advertisements normally used for display campaigns are now used for IP Targeting.

Tangible and accurate ROI.

Through match-back analysis we are able to cross-reference the target list with sales records - without the use of UTM codes, conversion pixels, re-targeting or call tracking.

50% Matched Records

50,000 Matched Targets

KEYS TO A SUCCESSFUL CAMPAIGN

1. Use the best list possible. (Current/Past Customers; Pre-Qualified Prospects; etc.)
2. Have ads that resonate with the audience.
3. Special offer and/or strong call-to-action
4. Test messaging for best response rate.
5. Simple conversion process to sales & sign up

