



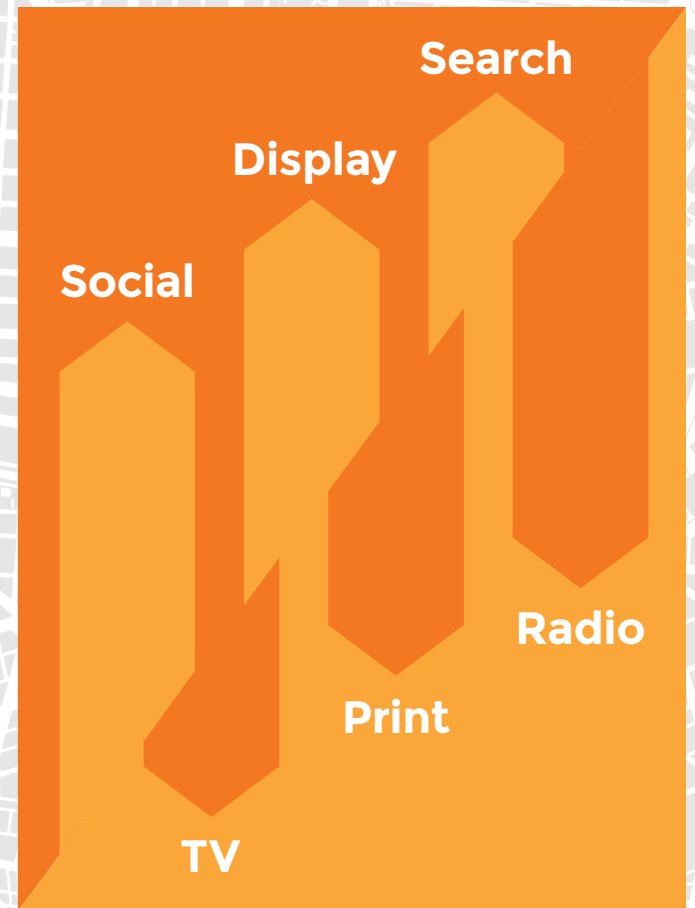
**{Your Business Name} is your location-based marketing expert.**

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.

**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

