

# ADDRESSABLE GEOFENCING

Reach users on all devices in the home

Target specific households and businesses anywhere in the United States. We'll take your customer list, create a geofence around each address, and then digitally target all the devices in that location. You can deliver your video (including OTT!), display and native ads to any device at that address, extending the reach of your direct mail campaign. PLUS, you can track online to offline conversions by adding conversion zones.

## Curated address lists are also available!

You also have the option to build your own audience profile. Define the following and we'll do the rest:

- Geographic area
- Property type (single family / apartment, etc)
- Choose from 500+ household variable targets - (i.g. demo, age, income, life events, purchase history, credit card, hobbies and interests, credit tiers, insurance, auto & vehicle, mortgage, etc)

**Addressable geofencing marketing improves shopper loyalty, helping you to retain your customer base.**

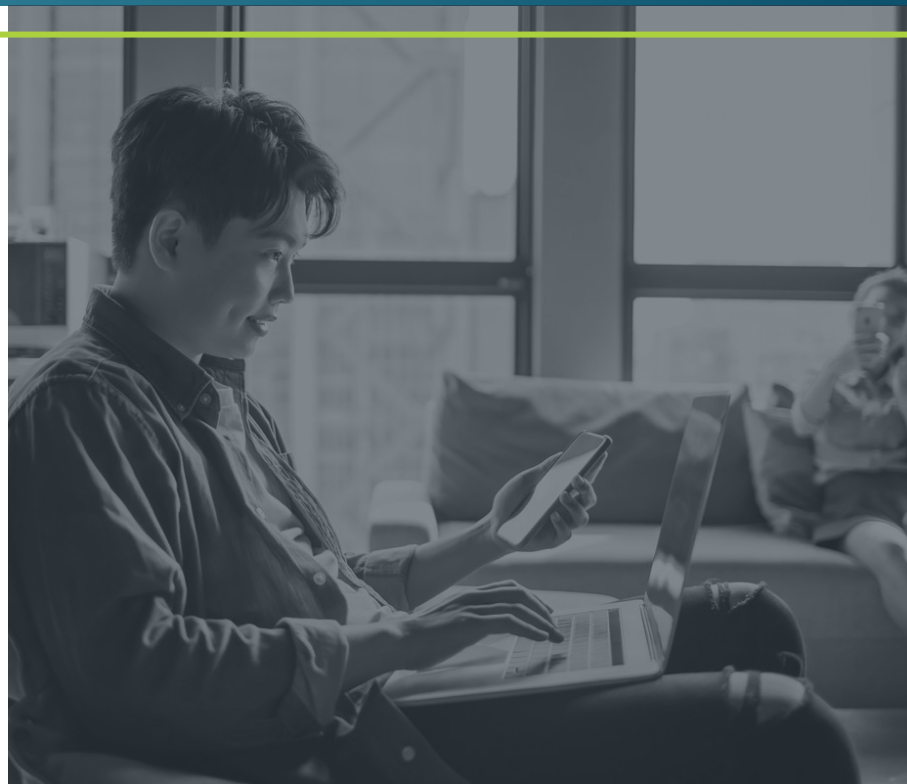
AWARENESS

CONSIDERATION

PURCHASE

RETENTION

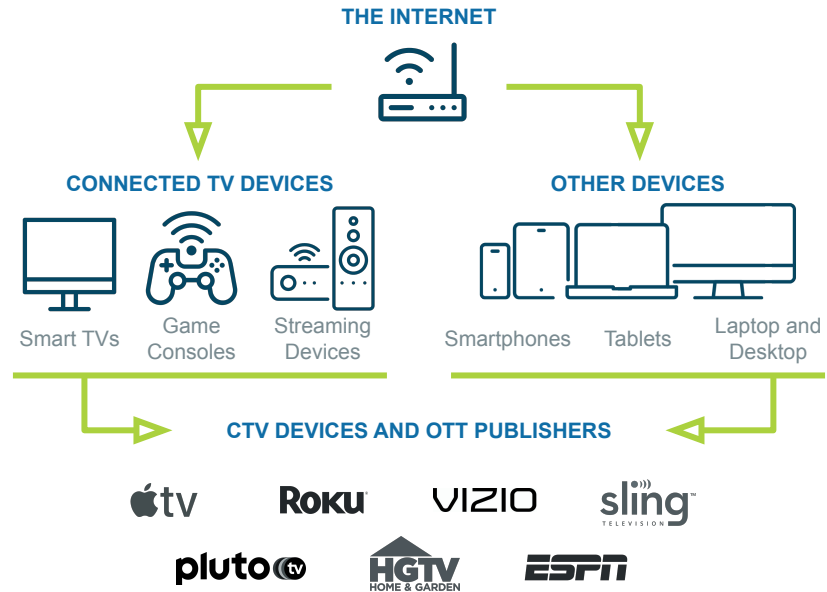
ADVOCACY



# CONNECTED TV / OTT

Reach more households than traditional linear TV

OTT / CTV content is streamed by users directly from the internet primarily on televisions and mobile devices. Your non-skippable video ad can be featured before, during, or after these shows - like commercials - but with the power to target your specific audience!



## Video Production Services

We can provide customized, professional videos in up to 5 business days, and you can choose from a wide range of packages to suit your needs.

AWARENESS

CONSIDERATION

PURCHASE

RETENTION

ADVOCACY

# CONNECTED TV / OTT CAPABILITIES

52%

of all US adults over 18 use at least one OTT service.

2+ HOURS

the average OTT user streams more than 2 hours of content a day!

## TARGETING:

- Reach over 31 million TV viewers who are no longer subscribed to cable. 27% plan to cut the cord in 2021 — almost 2x as many as in 2020.
- Deliver ads to your ideal customer and not just a channel they might be watching.

## CONTENT:

- Utilize your existing television assets or make new ones.
- Place same as you would a TV Spot
- :15 or :30 spots available

## TRACKING:

- Reach / Frequency
- PLUS, what traditional TV CAN'T provide:
  - Video Watch Rates
  - Foot Traffic Attribution



### Video Production Services

We can provide customized, professional videos in up to 5 business days, and you can choose from a wide range of packages to suit your needs.

AWARENESS

CONSIDERATION

PURCHASE

RETENTION

ADVOCACY