



DIGITAL

Products

CTV
Premium
High Velocity
FAST
Netflix-Only

Geofencing

Email Marketing

Streaming Audio

YouTube

THE 1-2-3 of CTV



GAMING

XBOX

STICKS

chromecast

amazon fireTV

ROKU

VMVPD

sling **fubo** philo **hulu**

OTT BOX

ROKU

SMART TV

Samsung

LG Smart TV

APP

FREE APPS

CTV / STREAMING FACTS: THE MONEY IS MOVING

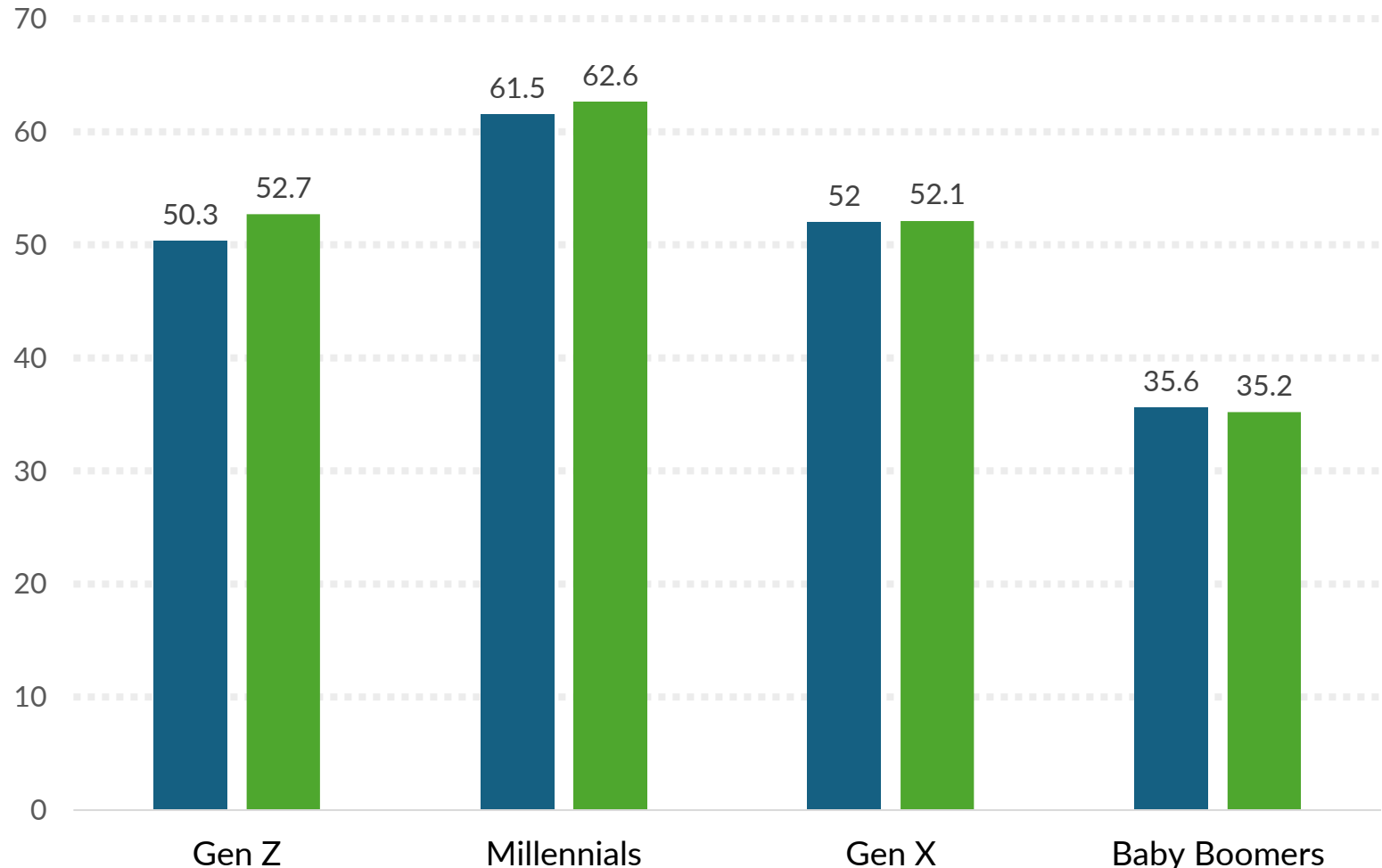
- 75% of the U.S. is streaming CTV
- 225M watching CTV
- \$26B will be spent this year in CTV advertising



WHERE DID ALL THE TV VIEWING BY MILLENNIALS GO? (AGES 27-42)

CTV STREAMING NOW A MUST INCLUDE TO REACH THIS KEY DEMOGRAPHIC GROUP

PEOPLE VIEWING CTV/STREAMING IN MILLIONS



Killer Spots CTV ADVANTAGES

- Killer Spots CTV has a potential reach of 90% of all U.S. CTV Streaming HH
- Massive Inventory **Scale**: 100 Billion Impressions/Week
- Great at **Local Targeting**: 57% of our campaigns are local zip code targeted – We can fulfill in any zip code in the U.S.
- Built-in **Fraud Protection** with one of the lowest IVT (invalid Traffic) rate in the industry
- **Unified Reach** across all CTV platforms
- Granular **Targeting**: Over 60,000 integrated Transunion – TruAudience BITS/Data Segments
- Live daily **M.R.C. Accredited** dashboard reporting
- Optional **Attribution** measuring both Linear TV & OTT
- **Retargeting** from CTV to mobile and desktop video



Killer Spots CTV GEOTARGETING

- Can deliver to any DMA in the U.S.
- Can deliver to individual zip codes in the U.S.
- Can have separate impression counts for individual DMA's or zips
- Can have unique creative per DMA with separate reporting by creative by DMA
- Can layer in 3rd party data targeting



Any DMA
Any Zip Code
1 Transaction



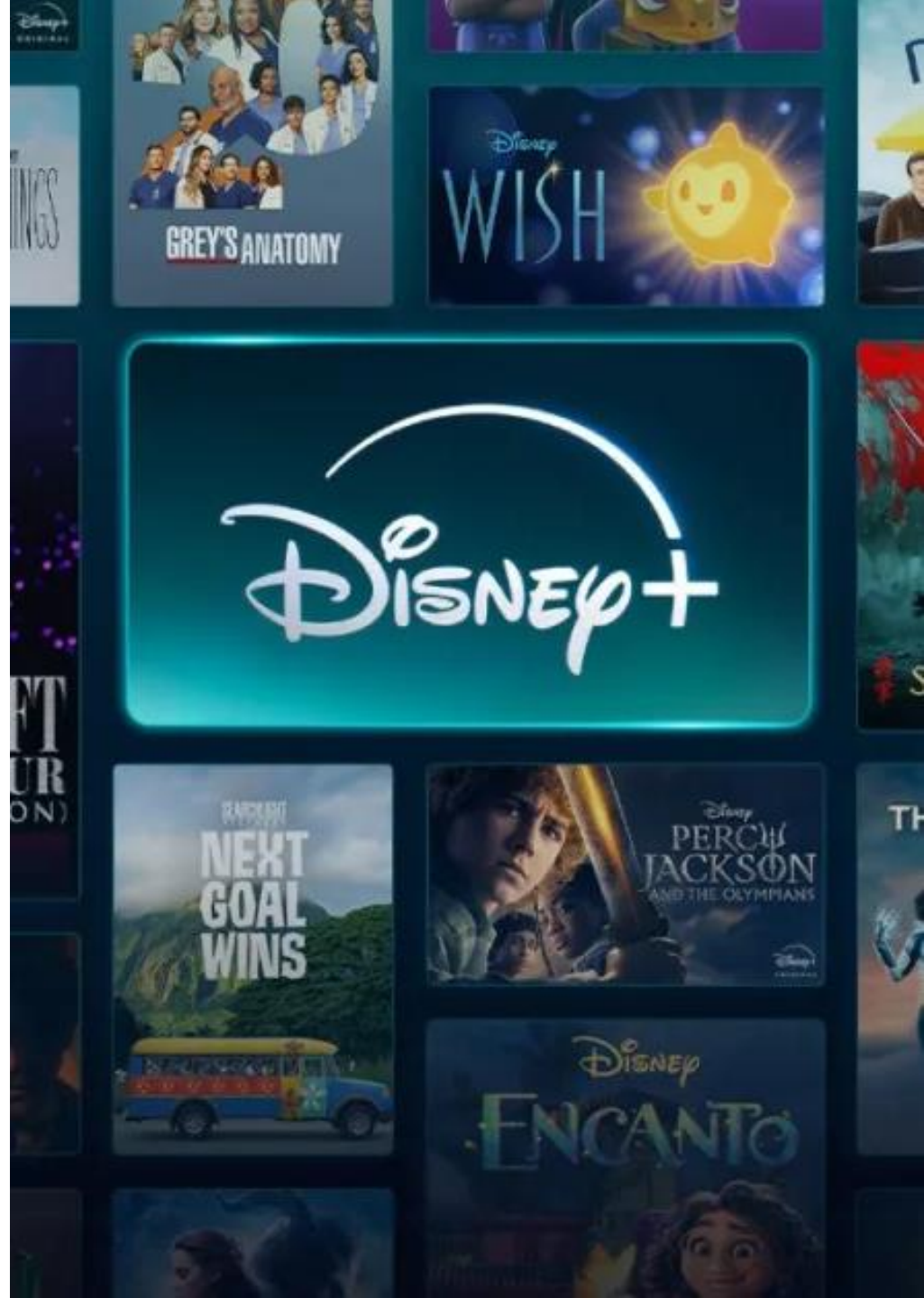
WHAT IS CTV PREMIUM?

A CTV advertising product that runs on Killer Spot's CTV ad platform.

This dynamic new offering features only premium inventory in subscription based premium services.

BENEFITS OF PREMIUM

- Higher level of viewer engagement
- Longer viewing time
- Brand awareness (top of funnel)
- Brand safety
- Higher brand recall
- Less ad load
- Fraud protection
- Live MRC accredited dashboards

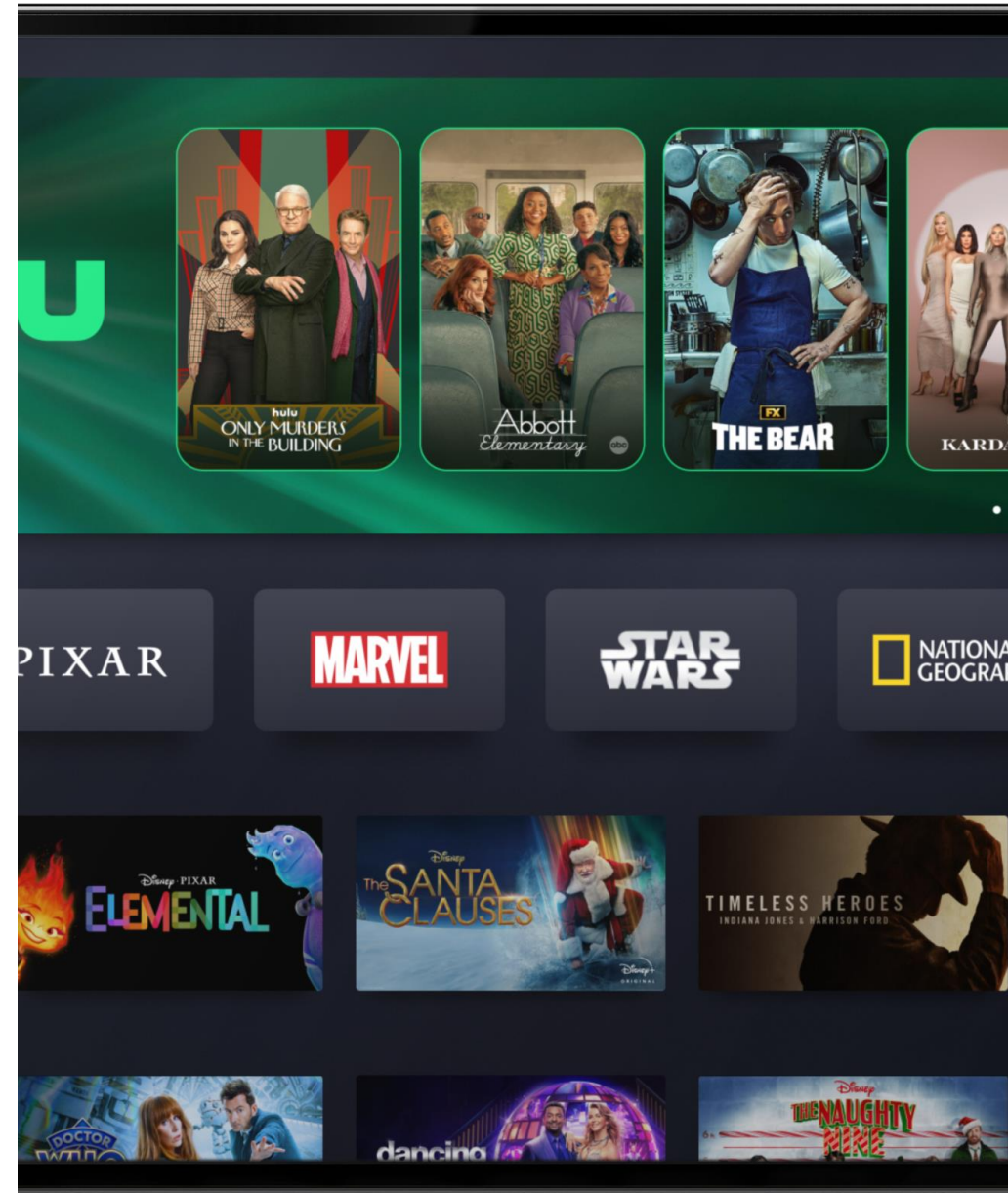


HIGHER ENGAGEMENT WITH PREMIUM

- **Viewing Duration:** 72% of U.S. adults identify as binge-watchers, with 26% of users binge-watching on premium streaming services at least once per week (1).
- **Brand Recall Higher:** Unaided brand recall of ad on top 3 streaming services is 33-50% (2).

1. Statista 2024

2. Microsoft 2023 Proprietary Study



WHEN WE
SAY
“PREMIUM”
WE MEAN
IT

Potential Sample Inventory

Campaign delivery is based on available inventory, cannot guarantee delivery on each publisher.



*Peacock inventory may deliver under the NBC umbrella, Paramount+ inventory may deliver under the CBS umbrella.

PREMIUM PRODUCT FEATURES AND RULES

- Geo Targeting Only: U.S. , State and DMA targeting (zips must be pre-approved)
- Campaigns must run entire month or longer – no short flights
- Only :15 and :30 second commercials
- Creatives/Commercials must be at “Premium” Tech Specs
- No day-parting campaigns
- Be sure to check the list of Prohibited and Restricted categories
- Minimum is \$7,000/month or \$2,000/month for 6 Months.

CPM: \$48 NET



MRC ACCREDITATION: INTEGRAL AD SCIENCE (IAS)

- IAS provides M.R.C. accreditation in our reporting (Media Ratings Counsel).
- M.R.C. accreditation is the most stringent and difficult accreditation to receive. The certificate process can take over a year.
- Integral Ad Science is a global leader in media measurement and a leader in the fight against ad fraud.
- IAS measures for SIVT (sophisticated invalid traffic) filtration.
- AMP CTV uses IAS for third party validation of our ad impressions and completion rates.

NEW ADVANCED BEST-IN-CLASS AD TECH STACK

CAMPAIGN ORDER & MANAGEMENT

OPERATIVE

INNOVID

mediaocean

FREEWHEEL
A COMCAST COMPANY

CAMPAIGN DELIVERY & MANAGEMENT

Microsoft

TransUnion^{tu}

/LiveRamp

CAMPAIGN SAFETY & FRAUD PROTECTION

IAS

tag
TRUSTWORTHY
ACCOUNTABILITY
GROUP

HUMAN
formerly White Ops

Killer Spots CTV TARGETING TECH STACK

3 CO-DEPENDENT REQUIREMENTS (NO COOKIES IN CTV)

CTV PLATFORM

Killer Spots CTV

Identifies geo and includes parameters and macros for targeting into VAST code.

Data Management Platform

TruAudience®

TransUnion®

/LiveRamp

Identifies IP address, device IP and/or user agent string needed for targeting

DATA TARGETING PROVIDERS

alliant

EPSILON

LOTAME

comscore

Provides 3rd party anonymized but reliable data to enable targeting while complying with federal IP laws

Killer Spots CTV DATA PROVIDERS

ACCESS TO OVER 50,000 DATA SEGMENTS



Match Rate: 3rd Party Data Targeting is based on bullion logic which is an “and”, “or” logic. We use “or”. Consequently, campaigns will have 100% delivery to chosen geo and then optimized to that 3rd party segment based on availability to match segment to the IP address/CTV device ID. It will NEVER be a 100% match to that third party data segment (BIT).

RETARGETING FROM Killer Spots CTV

HOW IT WORKS:

- Up To 15% Impression Ad On
- At Same CPM As Campaign

CTV Device IPs/IDs
Served With
Killer Spots CTV Ads

Same IPs Served Mobile
Devices Video Ads

15% Delivery not guaranteed

Same IPs Served
Desktop Video Ads

15% Delivery not guaranteed

Killer Spots CTV WEB ATTRIBUTION

ALWAYS ON PLATFORM THAT PROVIDES SPEED TO INSIGHT THROUGH REPORTING ON 100% OF YOUR DELIVERED OTT IMPRESSIONS

- Real numbers vs. probabilistic or assumption-based methodologies
- Match 100% of delivered impressions to household IP addresses to report out on real outcomes with accuracy
- Measures real business outcomes via Client selected KPIs
- Provides additional valuable insights such as: Web visits by page, A/B creative testing by response, Day of week and daypart responses, reach, optimal response frequency data, response over time, and geo response

Campaign Attribution



OTT & BROADCAST LINEAR NON-DUPLICATED MEASUREMENT

CROSS-CHANNEL REACH EXTENSION

Determine your audience overlap and unique reach across linear and OTT campaigns

REACH PROPORTION

When looking at Linear and OTT campaigns, what was the comparative share between the two vs. the total HHs reached



AVG. FREQUENCY

Average number of times an ad is served to target audience

SHARE OF IMPRESSIONS

A proportion of the total number of impressions / exposures per medium

UNIQUE REACH

What proportion of the deduplicated reach was delivered to OTT vs. Linear

	Share Of Impressions	Reach Proportion	Avg Frequency	Unique Reach
OTT 📺	19%	23%	5.2	96%
Linear 📺	78%	71%	6.5	93%
Overlap	3%	6%	6.2	



Netflix

Tap into America's largest streaming service with 80+ million subscribers and its growing ad-supported tier.

Highly Engaged Audience Reach

Peak ad impression window occurs between 5-10pm, capturing viewers during prime engagement hours

64

Minutes Daily

Average viewing time per US Netflix subscriber in Q1 2025

10%

Ad-Supported

Portion of US Netflix subscribers on the ad-supported plan in 2025

75%

Young Adults

Percentage of 18—34 age group with Netflix subscriptions

Netflix Content

Members have diverse taste in genre

MOST WATCHED
ENGLISH SHOW

**Wednesday:
Season 1**

252.1M views
1.718B hours

MOST WATCHED
ENGLISH MOVIE

Red Notice

230.9M views
454.2M hours

MOST WATCHED
NON-ENGLISH SHOW

**Squid Game:
Season 1**

265.2M views
2.205B hours

MOST WATCHED
NON-ENGLISH MOVIE

Troll

103M views
178.6M hours

PREMIUM CONTENT ENVIRONMENT

- **Non-skippable Ads:** Seamlessly integrated into premium content for guaranteed views.
- **Viewing Duration:** 61% of the Netflix audience identify as binge-watchers, with 2hrs, 10min and 40sec being the average binge session on Netflix (1).
- **Higher Purchase Intent:** Brands who advertise on Netflix receive 3x higher purchase intent lift over the CTV average (2).

1. Ssoar.info, 2024

2. Licud by Cint, 2024



Advertising Restrictions on Netflix (US)

Netflix maintains a premium, brand-safe environment through strict content policies

Restricted Categories

- Alcohol, dating, unhealthy food/beverages
- Gambling, insurance, legal services
- Healthcare, prescription drugs, financial services

Prohibited Categories

- Guns, recreational drugs, cannabis, tobacco products
- Political ads, religious-themed, sexually explicit
- No misleading claims, pyramid schemes, counterfeit goods



These restrictions create a premium environment that protects both viewers and advertisers.

NETFLIX PRODUCT FEATURES AND RULES

- Geo Targeting Only: U.S. , State and DMA targeting (No zip code targeting)
- Campaigns must run entire month or longer – no short flights
- BIT's data targeting not available
- Only :15 and :30 second commercials (can run multiple spots, but spot length must be the same)
- No QR codes allowed on creative
- No attribution
- Creatives/Commercials must be at “Premium” Tech Specs
- No third-party pixels
- No day-parting campaigns
- Be sure to check the list of Prohibited and Restricted categories
- Minimum is \$30,000/month or \$10,000/month for 3 Months.
- CPM is \$60net Firm

CPM: \$60 NET

CTV FAST VALUE ADVANTAGES

- CTV Fast Value is part of the Killer Spots CTV family which has a collective potential reach of 90% of all U.S. CTV Streaming HH
- Massive Inventory Scale: 100 Billion Impressions/Week
- Great at Local Targeting: 57% of our campaigns are local zip code targeted – We can fulfill in any zip code in the U.S.
- Built-in Fraud Protection with lowest IVT (invalid Traffic) rate in the industry
- Unified Reach across all CTV platforms
- Granular Targeting: Over 50,000 integrated Transunion – TruAudience BITS/Data Segments
- Live daily M.R.C. Accredited dashboard reporting
- Retargeting from CTV to mobile and desktop video available





TOP 3 IMPROVEMENTS

- **New Product Features:**
Pure CTV product
- **Expanded BITS List:**
Uses the same list of segments that Killer Spots CTV has access to, which is over 60k segments
- **New Condensed Publisher List:**
Delivering on 5 publishers: PlutoTV, NewsOn, Samsung, Roku and Vizio. (*Plus, potential delivery on other quality CTV inventory)



CTV FAST VALUE GEOTARGETING

- Can deliver to any DMA in the U.S.
- Can deliver to individual zip codes in the U.S.
- Can have separate impression counts for individual DMA's
- Can have unique creative per DMA with separate reporting by creative by DMA
- Can layer in one 3rd party data targeting segment




Any DMA
Any Zip Code
1 Transaction

CTV FAST VALUE

PRICING

- \$22 net CPM
- Demo Included
- Zip Code Targeting Included
- Targeting BITS: +\$3
- \$1,000 net/Month
- \$1,500 net/Quarter
- Retargeting available
(must reach retargeting minimums)
- Dynamic Ads available
(must reach the CCAT minimums)

PRODUCT LIST

	CTV FAST Value \$24cpm	Killer Spots CTV \$40cpm	Killer Spots CTV Premium \$48cpm	CHPP \$45cpm	Netflix only \$60cpm	SportsOTT \$48cpm
DMA Targeting	✓	✓	✓	✓	✓	✓
Zip Code Targeting	✓	✓	Needs pre-approval	✓		Needs pre-approval
BITS (+\$3cpm per)	✓	✓		✓		
CHPP Segments (+\$5cpm per)	✓			✓		
Demo Segments Available	✓	✓		✓		
MRC Accredited Dashboard Reporting	✓	✓	✓	✓	✓	✓
Retargeting Available	✓	✓	Needs pre-approval	✓		
Attribution Available (+\$2cpm)	✓	✓		✓		✓
CAT Available (+\$4cpm)	✓	✓		✓		✓
QR Codes Accepted	✓	✓		✓		✓
FAST Channels (Free Ad Supported Television)	✓	✓		✓		
Sports Streaming (MLB, NHL, NCAA, NBA, ESPN, etc.)		*Limited Inventory	*Limited Inventory	*Limited Inventory		*All Sports 50% live in-game
Premium/Paid Publishers (Hulu, Discovery+, Paramount+, etc.)		✓	✓	✓	All Netflix	

LOCATION BASED ADVERTISING

The Next Generation of Geofencing



CONTENTS

Tactics & Targeting

- Behavioral Audience Targeting
- Historical Audience Targeting
- FT Attribution
- On-Premise/Polygon Targeting

Ad Types

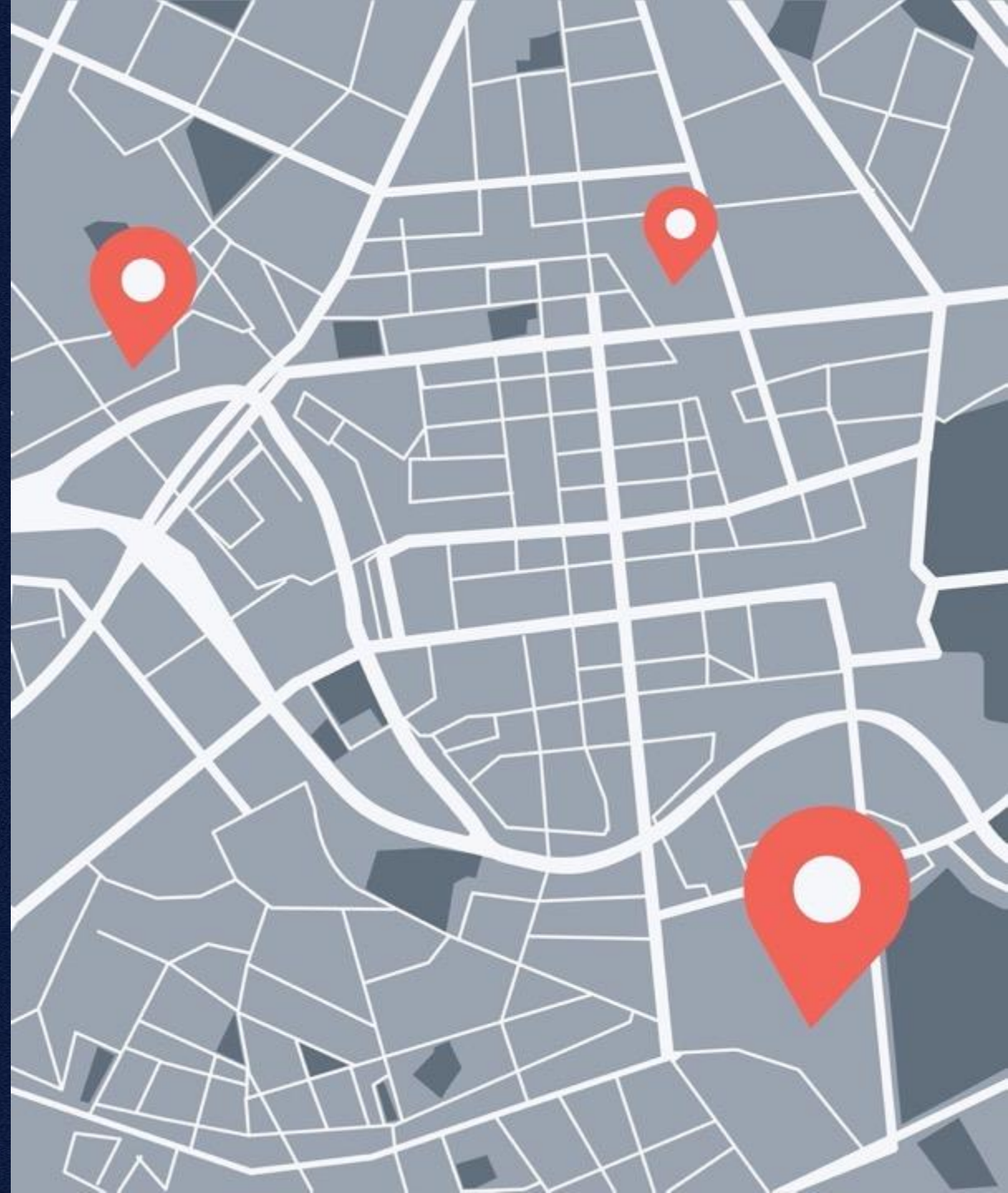
- Display
- Video

Reporting

Pricing

Appendix

- Verticals
- Glossary of Terms



The background of the slide is a light blue and white pattern of overlapping street grids and curved lines, resembling a stylized map or urban layout. A solid blue horizontal bar is centered across the middle of the slide.

ADDITIONAL TACTICS & TARGETING

GEOFENCING

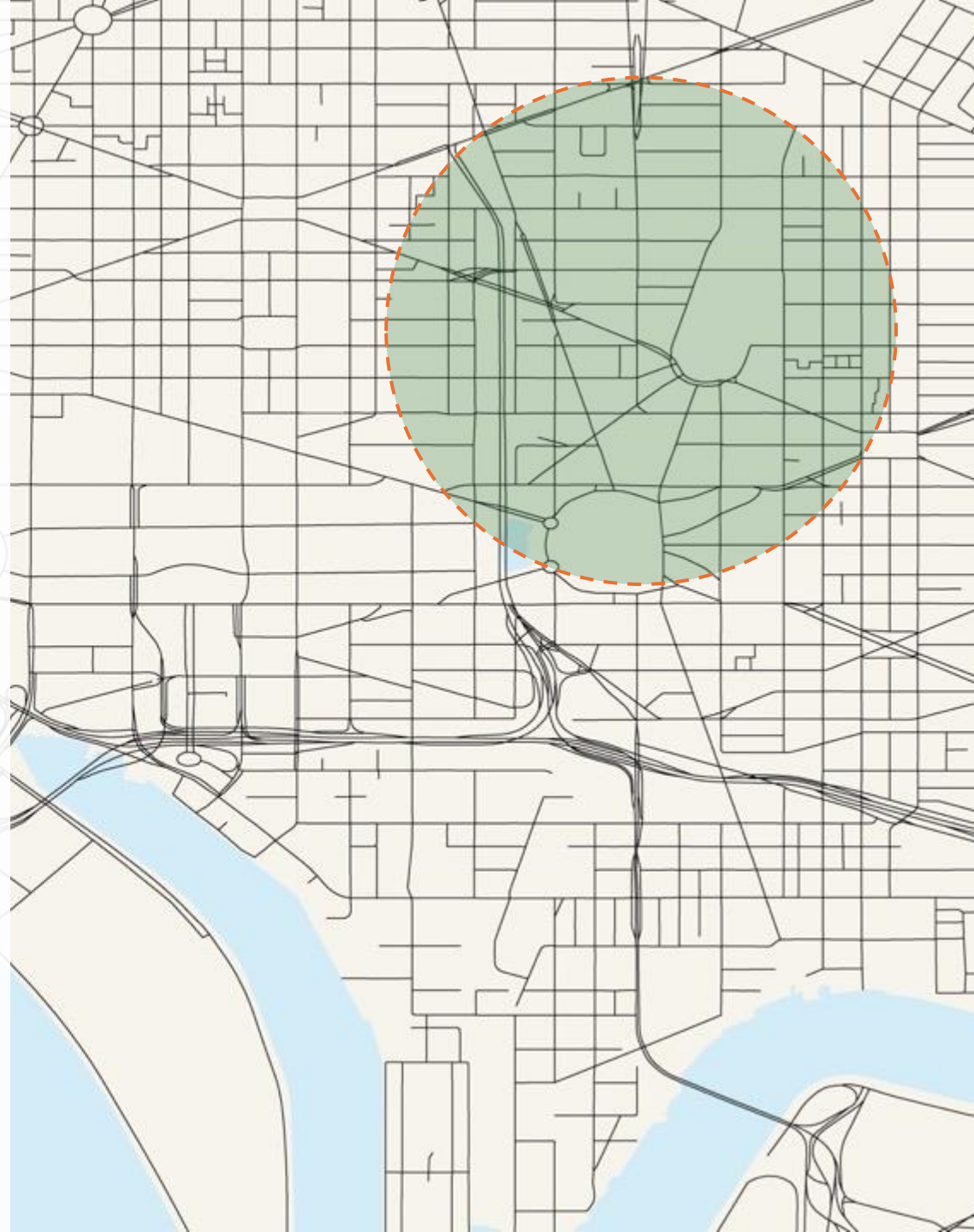
Location is the greatest indicator of intent. It speaks to customer's current mindset as well as provides great insight into their behavior. Leverage proximity targeting to engage consumers as they are around business or points of interests to impact immediate and future behaviors.

How It Works

We set up a radial fence around specific business locations or a point of interest. If someone enters into the fenced area and accesses our network, they are eligible to receive an ad.



Best Practice: Tighter targeting radii can perform well in population-dense markets, larger radii are typically recommended in more rural areas. Smallest fence possible is .25 miles around address, but under delivery may occur when fences are this small.



BEHAVIORAL AUDIENCES



What Is Behavioral Audience Targeting?

Behavioral targeting is a method of advertising that targets consumers based on offline behavior.

Offline behavioral targeting is possible by way of mobile location technology. If a consumer opts into location-based services on an app on their phone, this information may be used to reach consumers based on their real-time location.

How It Works

Killer Spots combines visitation behaviors with demographic information to build sophisticated audience profiles which can be used to target potential customers based on consumer lifestyles and interests.

- Age/gender for each ID is determined by publisher app information as well as location indicators
- As consumers qualify for the segment, their device ID will be eligible for targeting
- Look back period for each segment varies and ranges between 1 month and up to 10 months
- Recommend applying this tactic to a 5 mile radius or higher

SAMPLE BEHAVIORAL AUDIENCES



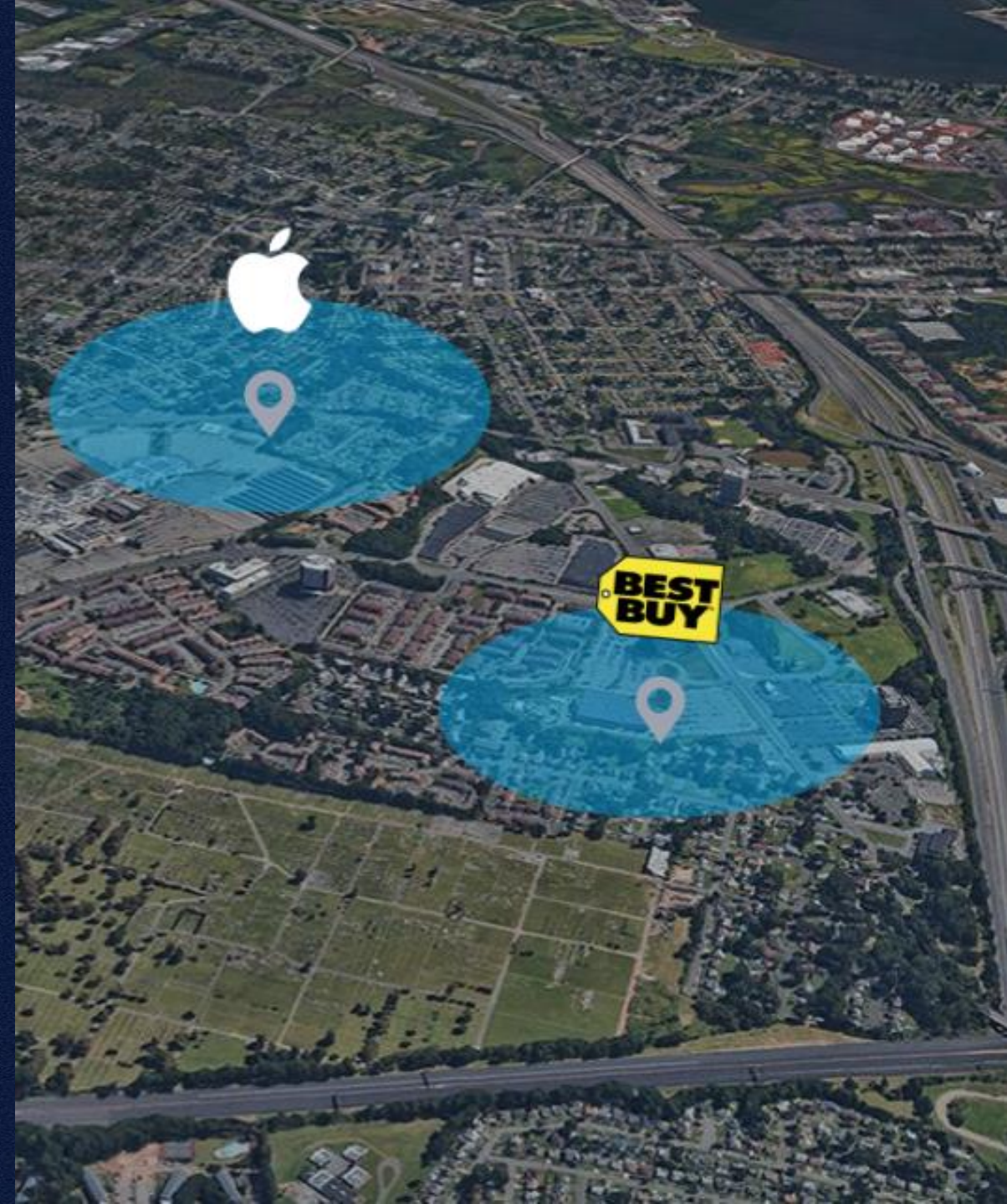
- Affluent Shoppers
- Arts Lover
- Baby Boomers
- Big Box Shoppers
- Big City Moms
- Car Enthusiasts
- Car Owners
- Casino Goers
- Dads
- Department Shoppers
- Diners
- Electronics Enthusiasts
- Fast Casual Diners
- Fitness Enthusiasts
- Foodies
- Gamers
- Gen X
- Gen Z
- Hispanics
- In-Market For Auto
- In-Market For Furniture
- In-Market For Luxury Auto
- Live Theater goers
- Luxury Shoppers
- Motorcycle Enthusiasts
- Movie-goers
- Museums Lovers
- Music Lover
- NBA Enthusiasts
- Outdoor Enthusiasts
- Pet Lovers
- Small & Medium Business
- Sports Enthusiasts
- Suburban moms
- Veterans and Military
- Young Professionals

HISTORICAL IMPRESSION TARGETING PER BRAND

Enables marketers to target consumers who have recently visited a specific business location or brand (i.e. Walmart, CVS, Old Navy).

How It Works

- Killer Spots verifies the location of all ad requests sent from all apps.
- Killer Spots then tags the ad request with a business name/category
- If found the request is coming from a business, the user's device ID is stored in the database alongside the brand and category information
- When such a user later appears within the app ad network, we are able to target the user's device knowing the user visited a certain brand or category location prior
- Generally, to qualify for audience inclusion, the user must have visited a brand or category location at least once in the last 90 days.
- Recommend applying this tactic to a 5 mile radius or higher



FOOT TRAFFIC ATTRIBUTION (FTA)

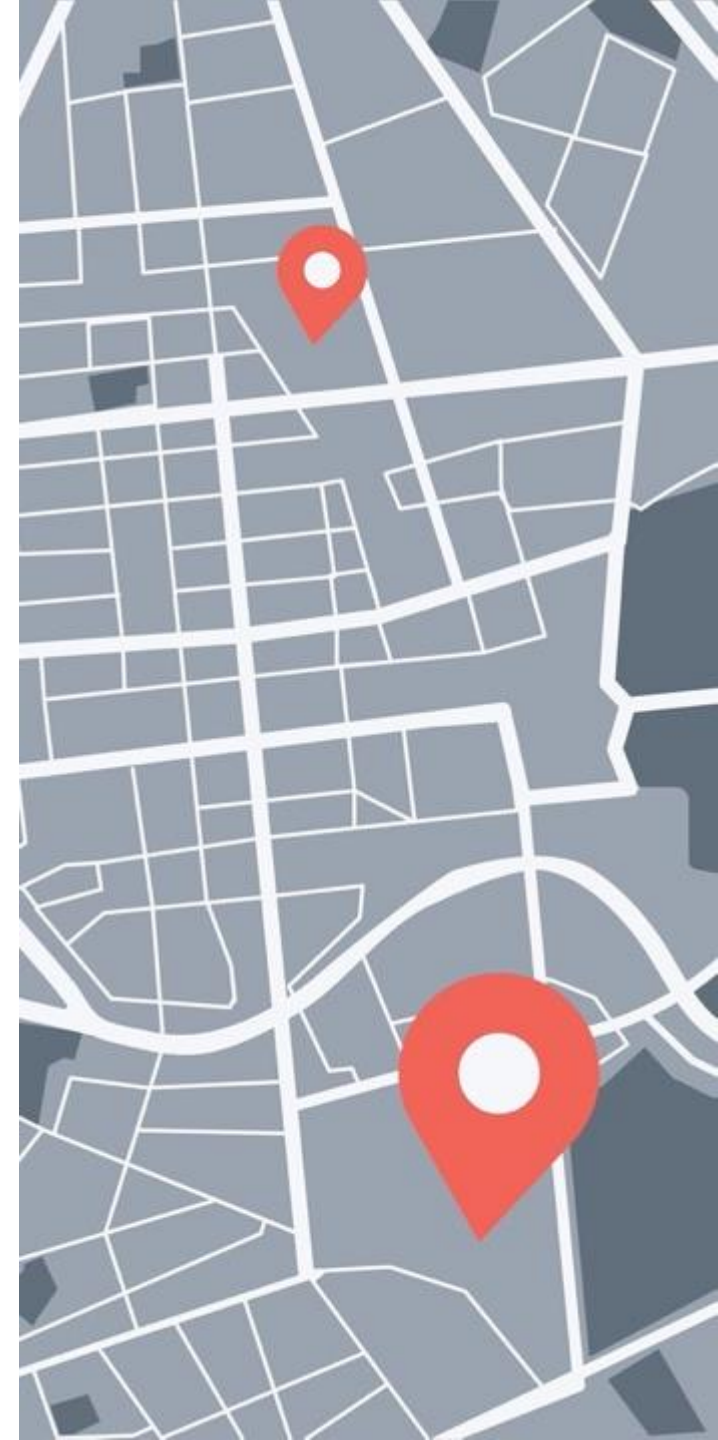
Visits are recorded when a user is exposed to your mobile ad and later shows up within your blueprinted store location. This “raw” visitation metric is the actual observed measurement. Since the user must both see your ad and be on a mobile device when they visit your location, visits reported will be lower than the actual visitors from ad spend.

How does it work?

- We check the lat/long data (the most accurate of measure of location) to determine users' location at a given place and time.
- Using proprietary blueprint technology, we're able to index locations by three distinct geo-boundaries (in-store, on-lot, and retail block)

Prior to recording a visit, we filter for legitimate visits by checking the following criteria:

- Employee status: Users determined to be employees are not added to the visit total.
- Store Hours: Visits are only included if they occur during store hours.
- Dwell Time: Depending on the vertical, a user must dwell at the location for a defined period of time to be counted as a visitor.
- Speed: Analyzes speed to determine the difference between a user quickly driving by or recording a true visit.



ON-PREMISE USING POLYGON TARGETING FOR COMPANIES WITH 100+ LOCATIONS

Powered by the accuracy of polygons, our Retail Block Targeting offers brands the ability to reach consumers during moments of purchase intent as they are inside of a store, on-lot, or in that retail area.

How does it Work?

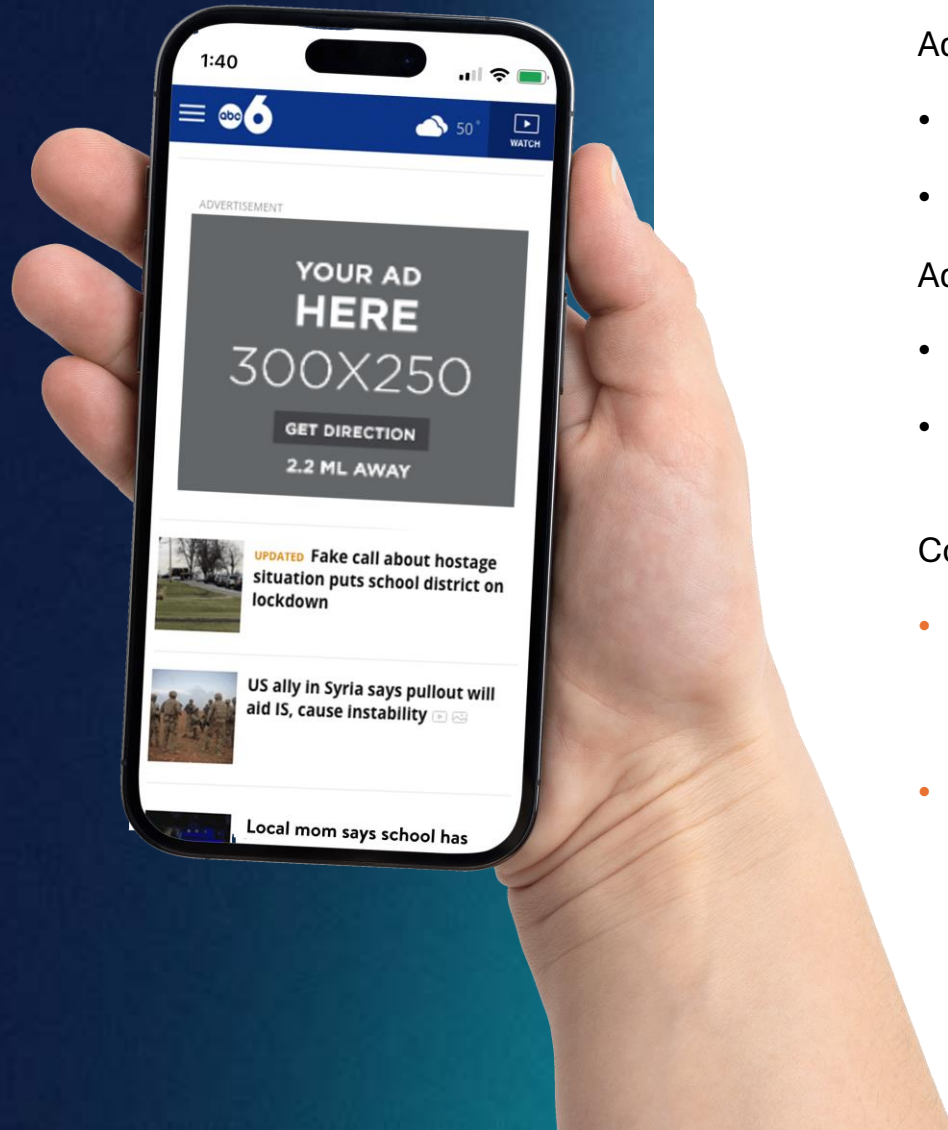
Polygons allow us to identify precise location boundaries that captures the world we live in and how we live in it. Our mapping platform accurately draws brands and multi-layer Points of Interests (POIs), which we believe are necessary in order to fully understand who consumers are and how they engage with their surroundings. Our polygons capture visits at three levels: Retail Block, On Lot, and In-Store.



Best Practice: This tactic should be reserved for Fortune Five Hundred companies with 100+ locations. This is not to be used for small to medium size business', rather large regional or national accounts only.



AD TYPES



BANNER

Static banners are the most scalable creative units that runs primarily in app inventory.

Ad Specifications:

- Display Campaigns must run both ad sizes: 300x250 & 320x50
- Ad Types: GIF, PNG, JPG

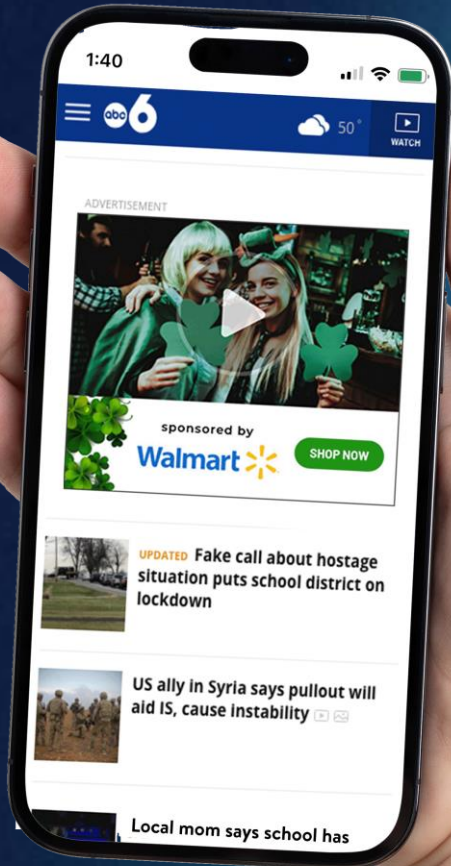
Ad Creative Best Practices

- Adding a subtle GIF animation improves CTR by 36%
- Ads smaller in file size, and thus faster, perform up to 200% better in terms of CTR

Copy Recommendations

- By using engaging phrasing such as, “You’re in the neighborhood!” or “Come on in”, you can help the user know they’re nearby and increase foot traffic.
- Your copy should also include a call-to-action that makes the value clear. For example, “50% off today only” or “10% off when you show this notification” clearly states the benefit of following through with the ad.

AD TYPES



VIDEO

Engage consumers through mobile video as they are near or around key points of interest. Video has the ability to captivate, create connections, and inspire action.

Video Specifications:

- Length: 15 or 30 seconds (Recommend :15's)
- Resolution: Min: 1280 x 720 - Max: 1920 x 1080
- Aspect Ratio: 16:9
- File format: .mp4, .mov
- File Size: Under 50MB

Benefits

- Maximize campaign reach
- Increase engagement
- Convey Brand imagery

Best practices

Video assets should run in conjunction with display ads to allow for mid-campaign budget adjustments. Video is the least prevalent piece of in-app inventory, and avails should be checked in advance.

REPORTING

Campaign data will be available in your personalized dashboard. Below are the metrics that will be available in the dashboard.

Impressions, Clicks, CTR

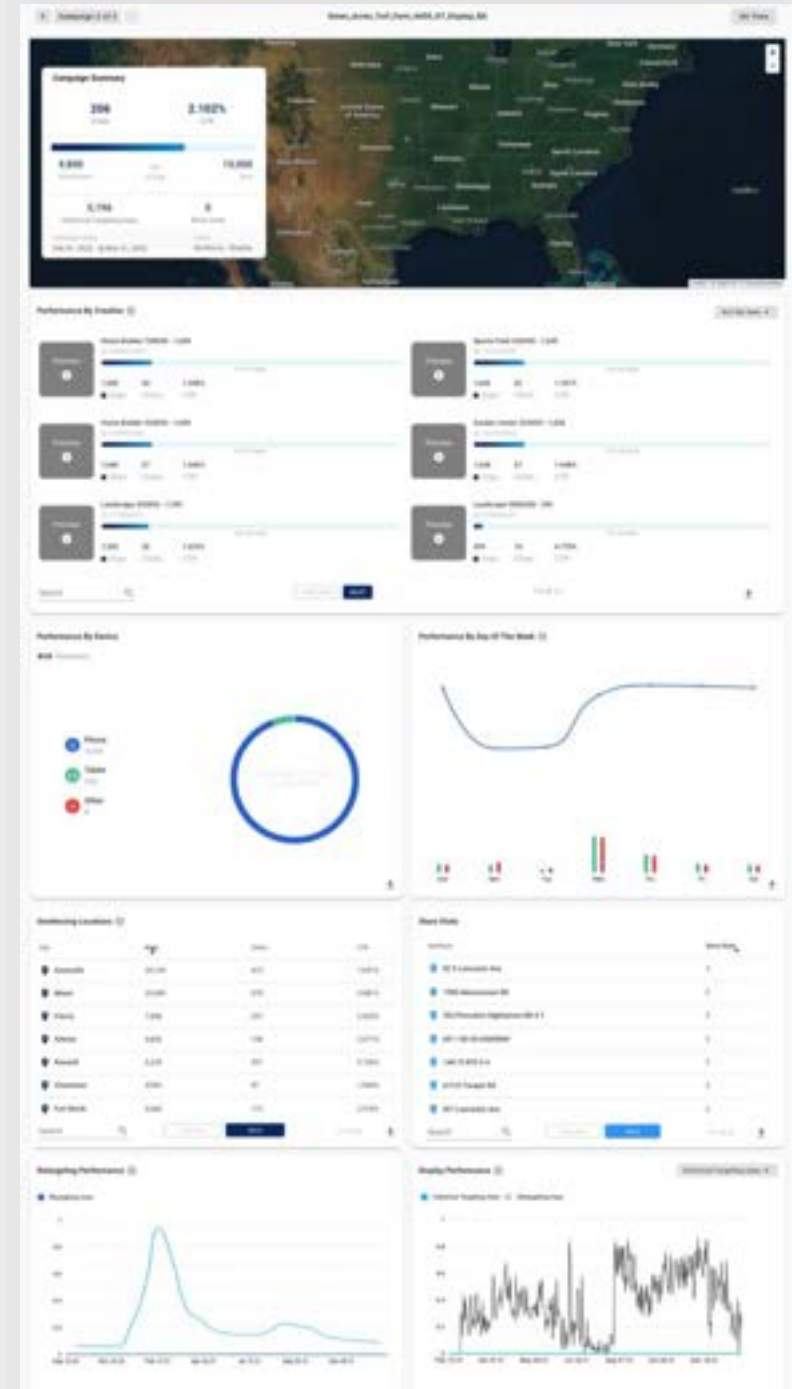
- By Creative
- By Day of Week
- By Geofencing Location
- By Device

Store Visits by Location (for FTA Campaigns Only)

FTA by Day (Impressions and Store Visits)

Daily Impressions

- Historical Audience
- Behavioral Audience
- Retargeting Audience



PACKAGE MINIMUMS & PRICING

GeoBanner

Display Ads may include Behavior and Historical Targeting

- \$12cpm
- \$1000/mth minimum

GeoVideo

Video Ads may include Behavior and Historical Targeting

- \$30 cpm
- \$1000 mth minimum

Foot Traffic Attribution (Banner)

Multiple locations required.

- \$12 cpm
- \$3000 mth minimum



RESTRICTED CATEGORIES

Category	Allowed for Geofencing?
Alcohol	YES. All audiences must be above the age of 21 or older.
Firearms	NO. This includes hunting sports, self-defense, promotions, etc.
Adult Content	NO. This includes adult entertainment, adult merchandise, dating sites, plastic surgery
Tobacco	NO. This includes Cigarettes, Tobacco, Vaping, etc
Casinos & Gambling	Yes, can also measure visitation Any promotion for gambling apps or lottery initiatives must be pre-approved. Submit your creative to Jason Moore for screening.
Healthcare, Medical	Yes. Can also measure visitation.
Personal Loans	Yes
Bail Bonds	Yes

Auto

National Behavioral Audience Size

73M Monthly Devices
315M Monthly Impressions

Behavioral Audiences

Target audiences based on multiple location factors that we use to identify their behavior

- In-Market for Auto
- In-Market for Luxury Auto
- Car Enthusiasts
- Luxury Car Enthusiasts
- Recent Auto Repair Visitors
- Car Owners
- Young Drivers
- Recent Auto Repair Visitors

Historical Targeting

Target audiences based on recent visits to relevant businesses and locations

Location Categories

- Automobile Dealers – New Cars
- Automobile Dealers – Used Cars
- Motorcycles & Motor Scooters - Dealers
- Motorcycles & Motor Scooters – Used
- Automobile Repairing & Service
- General New Car Dealer
- Luxury New Car Dealer
- Car Service / Tire Service
- Service Stations – Gasoline & Oil, and more...

Available Brands

Acura	Fiat	Lamborghini	Scion
AutoZone	Ford	Land Rover	Smart
Bentley	GMC	Lincoln	Subaru
BMW	Harley Davidson	Mazda	Tesla
Buick	Hyundai	Mercedes	Toyota
Cadillac	Infiniti	Mini	Toyota Trucks
Chevrolet	Isuzu	Mitsubishi	Volkswagen
Chrysler	Jeep	Nissan Trucks	Volvo
Dodge	Jiffy Lube	Porsche	& More....
Ferrari	Kia	Rolls-Royce	



QSR & Restaurant

National Behavioral Audience Size

89M Monthly Devices
400M Monthly Impressions



Behavioral Audiences

Target audiences based on multiple location factors that we use to identify their behavior

- Diners
- Evening Diners
- Fast Casual Diners
- Lunch Diners
- Late Night Diners
- Morning Diners
- QSR Diners
- Sit-Down Diners
- Foodies
- Bar/Pub Goers
- Pizza Lovers
- Morning QSR Goers

Historical Targeting

Target audiences based on recent visits to relevant businesses and locations

Location Categories

- Fast Casual Restaurant
- Quick-Service Restaurant
- Fine Dining Restaurant
- Sit-Down Restaurant
- Restaurants
- Delicatessens
- Café
- Cafeterias
- Restaurants-Family Dining, and more...

Available Brands

Applebee's	Dunkin Donuts	Outback Steakhouse
Buffalo Wild Wings	Golden Corral	Panera Bread
Burger King	Hardy's	Papa John's
Chick-fil-A	IHOP	Pizza Hut
Chipotle	KFC	Starbucks
Cici's Pizza	Little Caesars	Subway
Cracker Barrel	McDonald's	Taco Bell
Denny's	Moe's Southwest	Wendy's
Dominos	Olive Garden	& More....

HEALTHCARE

National Behavioral Audience Size

78M Monthly Devices
325M Monthly Impressions



Behavioral Audiences

Target audiences based on multiple location factors that we use to identify their behavior

Consumers

- Pharmacy Regulars
- Baby Boomers
- Millennial Parents
- Moms/Dads

Industry Professionals

- Dentists
- Optometrists
- Healthcare Professionals
- Chiropractors
- Nurses

Historical Targeting

Target audiences based on recent visits to relevant businesses and locations

Location Categories

- Hospitals
- Dentists
- Physician & Surgeons
- Clinics
- Health Services
- Pharmacies, and more...

Available Brands

CVS	Hy-Vee	Schnucks Pharmacy
Costco	Kroger	Shoprite
Costco Pharmacy	Medicine Shoppe	Target
Duane Rede	Piggly Wiggly	Valu-Rite Pharmacy
Fred's Pharmacy	Publix	Walgreens
Giant Food	Randall's Pharmacy	Walmart Pharmacy
Harris Teeter	Rite Aid	Wegmans
Health Mart	Sam's Club Pharmacy	& more...

EDUCATION

National Behavioral Audience Size

57M Monthly Devices
264M Monthly Impressions



Behavioral Audiences

Target audiences based on multiple location factors that we use to identify their behavior

- Soccer Moms
- Gen Z
- Gen X
- Big City Moms
- School Staff
- Stay At Home Moms
- Millennials
- Young Professionals

Historical Targeting

Target audiences based on recent visits to relevant businesses and locations

Location Categories

- Public High School
- Public Middle School
- Public Elementary School
- Private Middle School
- Public K-12 School
- Private K-12 School
- Public Other School
- Private Other School, and more...

Available Brands

Many Universities are mapped around the country. Contact DCM or GroundTruth team to find if any specific school is on the list.

LEGAL & FINANCE

National Behavioral Audience Size

99M Monthly Devices
405M Monthly Impressions



Behavioral Audiences

Target audiences based on multiple location factors that we use to identify their behavior

- Commuters
- Business Travelers
- Golfers
- Small & Medium Businesses
- Recently Moved
- Young Professionals
- Baby Boomers
- Home Contractors
- Financial Advisors
- Payday Loan Visitors

Historical Targeting

Target audiences based on recent visits to relevant businesses and locations

Location Categories

- General Contractors
- Home Improvements
- Investment Securities
- Financial Advisory Services
- Insurance Consultants & Advisors
- Insurance-Mobile Home
- Insurance-Health & Accident
- Insurance-Homeowners
- Insurance-Group, and more...

Available Brands

Allstate
Century 21
Charles Schwab
Coldwell Banker
Fidelity National Title
Geico

Nationwide Insurance
Prudential
State Farm
Suntrust Mortgage
Wells Fargo Mortgage
and more...

HOME SERVICES

National Behavioral Audience Size

80M Monthly Devices
400M Monthly Impressions

Behavioral Audiences

Target audiences based on multiple location factors that we use to identify their behavior

- DIYers
- Home Contractors
- Recently Moved
- Moms
- Dads
- Big Box Shoppers



Historical Targeting

Target audiences based on recent visits to relevant businesses and locations

Available Brands

ABC Warehouse	Lowe's
Ace Hardware	Menards
B&Q	Mr Appliance
Black & Decker	P.C. Richard & Son
Bosch	Rona
Conn's	Sears (Home)
HH Gregg	Toolstation
Home Depot	True Value
Kirkland's	Workman
Kohnan	and more...



Location Categories

- Home Improvement
- Home Centers
- Building Contractors
- Heating Contractors
- Plumbing Contractors
- Air Conditioning Contractors & Systems
- Leak Detecting Service
- Electric Contractors
- Installation Service
- Contractors
- Movers
- Windows
- Home Centers
- Paint-Retail
- Glass-Auto Plate & Window
- Hardware-Retail
- Tools-New & Used
- Lawn & Garden Equip & Supplies-Retail
- Sprinklers-Garden & Lawn-Retail
- Bathroom Fixtures & Accessories-Retail
- Drapery & Curtain Fixtures
- Kitchen Accessories
- Housewares-Retail
- Floor and Tile



TELECOM

National Behavioral Audience Size

50M Monthly Devices
300M Monthly Impressions



Behavioral Audiences

Target audiences based on multiple location factors that we use to identify their behavior

- In-Market for Carrier
- US Cellular Subscribers
- Sprint Subscribers
- T-Mobile Subscribers
- Verizon Wireless Subscribers
- Virgin Mobile Subscribers
- British Telecom Subscribers
- Deutsche Telekom Subscribers
- E-plus Subscribers
- Hutchison Subscribers
- Telefonica German Subscribers
- Three Subscribers
- Virgin UK Subscribers
- Vodafone Subscribers

Historical Targeting

Target audiences based on recent visits to relevant businesses and locations

Location Categories

- Mobile Telephone Service
- Cellular Telephones (Services)
- Telephone Companies
- Television-Cable
- Cellular Telephone-Equipment & Supplies
- Utilities, and more...

Available Brands

AT&T	Sprint
Boost	T-Mobile
British Telecom	Verizon
Cricket	Virgin Mobile
Deutsche Telekom	Vodafone
E-Plus	and more...
MetroPCS	

FITNESS ENTHUSIASTS

National Behavioral Audience Size

45M Monthly Devices
470M Monthly Impressions



Behavioral Audiences

Target audiences based on multiple location factors that we use to identify their behavior

- Fitness Enthusiasts
- Golfers
- Gym Goers
- Fit Moms
- Cyclists
- Swimmers
- Sportsmen
- Sports Enthusiasts

Historical Targeting

Target audiences based on recent visits to relevant businesses and locations

Location Categories

- Health Club Studios & Gymnasiums
- Health Spas
- Personal Trainers-Fitness
- Gymnasium
- Athletic Club
- Specialty Fitness Center
- Golf Courses
- Swimming Pools, and more...

Available Brands

24 Hour Fitness
Anytime Fitness
Bally Total Fitness
Curves
Fitness Together
Gold's Gym
Koko Fit Club

LA Fitness
Ladies Workout Express
Planet Fitness
Powerhouse Gym
Retro Fitness
World Gym
and more...

GLOSSARY OF TERMS

Term	Definition
LBA or Location-based Mobile Advertising	Location-based mobile advertising (LBA) is a form of advertising that integrates mobile advertising with location-based services. The technology is used to pinpoint a consumer location and provide a location-specific advertisement on their mobile devices. GeoFencing along with location-based historical/behavioral audiences are the most widely used LBA tactics.
Geofencing	GeoFencing is a solution in which a virtual barrier is created around a defined area. A geo-fence can be as broad as a state or as hyper-local as .25 mile. The smaller the geo-fence, the more granular the targeting, and in turn, the less scale we see. A geo-fence is used in a mobile ad strategy to serve impressions to individuals that fall within the defined area. For all location products, smartphones are served ads within an in-app experience
Historical Audience Targeting	Historical audiences are built off visitation to select stores or a specific brand. For instance, we can reach Planet Fitness loyalists. This would be someone seen within the store walls of any Planet Fitness in the past 90 days. This tactic should be applied for bigger brands rather than individual mom and pop shops.
Behavioral Audience	Combines visitation behaviors with demographic information to form audience profiles which define consumer lifestyle and interests. These are built using location data which is proven to be the greatest indicator of intent. Rather than reaching a Planet Fitness (Brand) loyalist, we would target gym goers. This audience segment would reach users seen at any gym multiple times in a given month as opposed to one specific store location. The behavioral segments are populated using consumer visitation patterns. The solution is powered by proprietary Location Verification, Blueprints and Footprints technology, resulting in high accuracy and performance.

GLOSSARY OF TERMS

Term	Definition
Retargeting	We will capture consumers that fall within the determined fence. Once these users have received an ad, they're stored within our system to receive a retargeting ad. This tactic is commonly deployed for event targeting. We would geo fence the event, then retarget these users later.
FTA (Foot Traffic Attribution)	Visits are recorded when a user is exposed to the mobile ad and later shows up within the blueprinted store location. This "raw" visitation metric is the actual observed measurement. Since the user must both see your ad and be on a mobile device when they visit your location, visits reported will be lower than the actual visitors from ad spend.
Avail	<p>Much like a quote, a Geofencing avails or avail is a request for an estimated number of monthly impressions given specific campaign parameters including location, device, and audience type.</p> <p>Before processing an avail, please have with you a list of full physical addresses (street address, city, state, and zip code), zip codes, DMAs, or latitude/longitude coordinates plus any pertinent demographic data that you wish to target.</p>
Verified Store Visit	This is a measurement for Foot Traffic Attribution campaigns only. In order to count a store visit a person must have had an app (within the network) open with location services on and entered the store boundaries to be considered a Verified Store Visit. With these parameters, it is likely that there are many more store visits attributed to the campaign, but we are only reporting the matched data.



EMAIL MARKETING

Reach thousands of potential customers in their inbox

GROW YOUR BUSINESS WITH EMAIL



Email Marketing is great for promoting your events, products, services, and special offers. It offers a large format for telling a complex story with captivating text and imagery— that is then sent to the inboxes of your defined audience of potential customers.

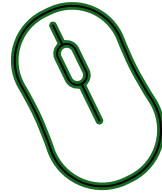
The value you receive:

- 2% click-through rate guaranteed
- Database with extensive verification and opt-in processes
- Detailed reporting available 7 days after email deployment
- CAN-SPAM Act AND GDPR compliant
- 10 email HTML design templates options available

BENEFITS OF EMAIL MARKETING



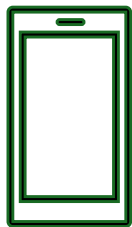
Drive traffic to your website and social pages



2% click through rate guaranteed



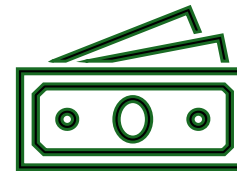
Increase brand awareness and engagement



Responsive on desktop and mobile



Define your audience by geo, demos & interests



Cost effective marketing strategy with high ROI

CUSTOMIZE YOUR CAMPAIGN

Get your message out there. Define your audience based on geography, interests, core demographics, and more. Tailor your text and imagery to your campaign objectives. Reach new people.

Information we need from you:

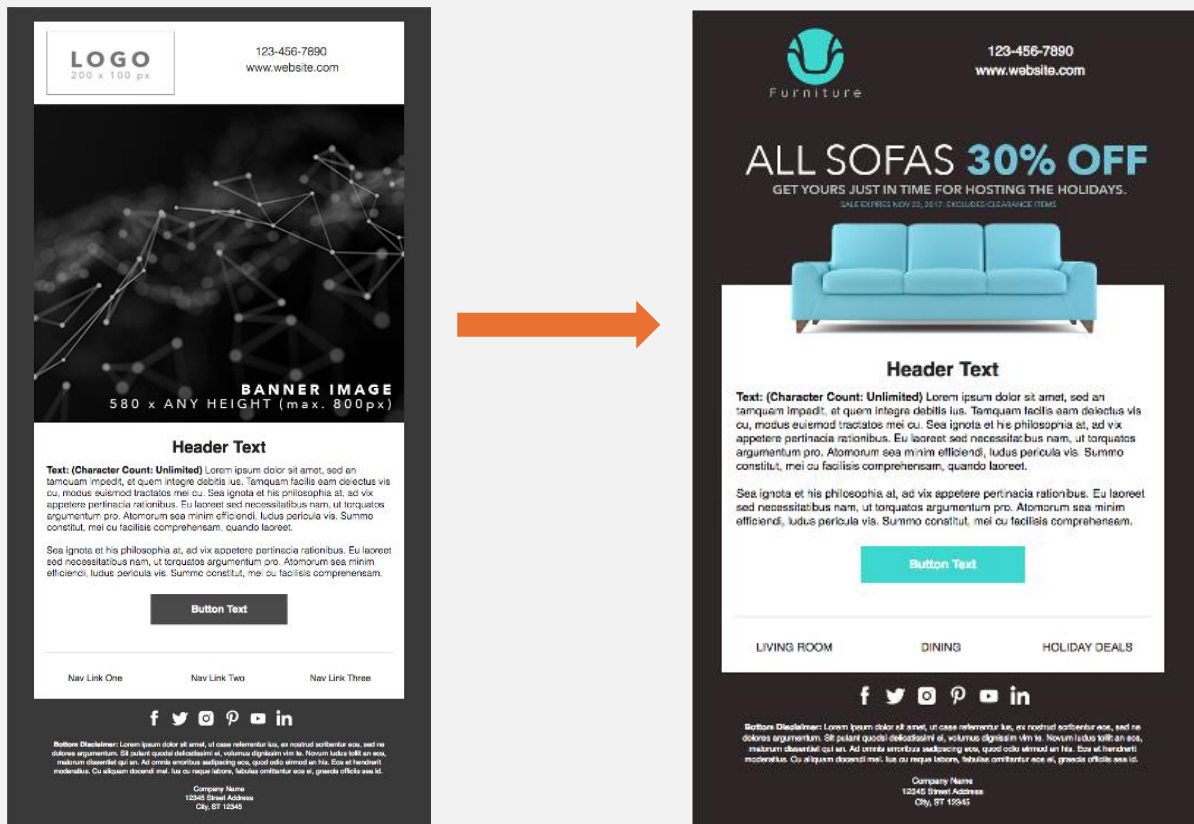
- Subject line
- From line
- Preview text (optional)
- Imagery & ad copy*
- Urls for call to action buttons & clickable elements*
- Audience scrubbing list (optional – no additional fee!)

*If we are creating the email HTML



EMAIL CREATIVE OPTIONS

Free Templates, Client HTML or Custom HTML



Choose one of these creative options for your email marketing campaign:

- **Creative Templates:** Provide the text, links, and imagery and we will build the HTML for you! Choose from one of our free 10 Pre-Built Templates: [View Templates \(A-J\)](#)
- **Client HTML:** Supply your own email HTML and we will host the files/images.
- **Custom HTML:** For an additional fee, we will design and build a custom email HTML template for your campaign(s).

AUDIENCE TARGETING CATEGORIES

 Geography

 Ailments

 Auto

 Collectors

 Core Demographics

 Donor

 Dwelling

 Entertainment & Tech

 Ethnic

 Financial

 Health & Fitness

 Intenders


 Interests

 Lifestyle


 Mobile & Social

 Pets

 Political

 Purchase History

 Reading

 Sports & Outdoors

 Travel Destinations

FILTER WITH A SCRUB LIST

Optional audience filtering at no additional cost

Want to ensure your current clients don't receive your marketing email? Provide us with the email addresses (.CSV file) of those who you would like to exclude, and they will not receive your email deployment.

Great for:

- Automotive Sales
- New Membership Sign Ups
- New Client Offers
- Ticket Sales

Also known as a "suppression list".



REDROP AUDIENCE OPTIONS

Optional audience filtering

- **Redeploy to Openers** – Deploy a new email to the previous email viewers + fill the remaining email quantity ordered with the counts specified.
- **Redeploy to Non-Openers** – Deploy a new email to the previous email non-viewers + fill the remaining email quantity ordered with the counts specified.
- **Redeploy to Clickers** - Deploy a new email to the previous email clickers + fill the remaining email quantity ordered with the counts specified.

Redrop audience selections are available 8-90 days after the original email campaign went live. If the campaign is outside 90 days, it will not show as an available order.

Targeted Original Email



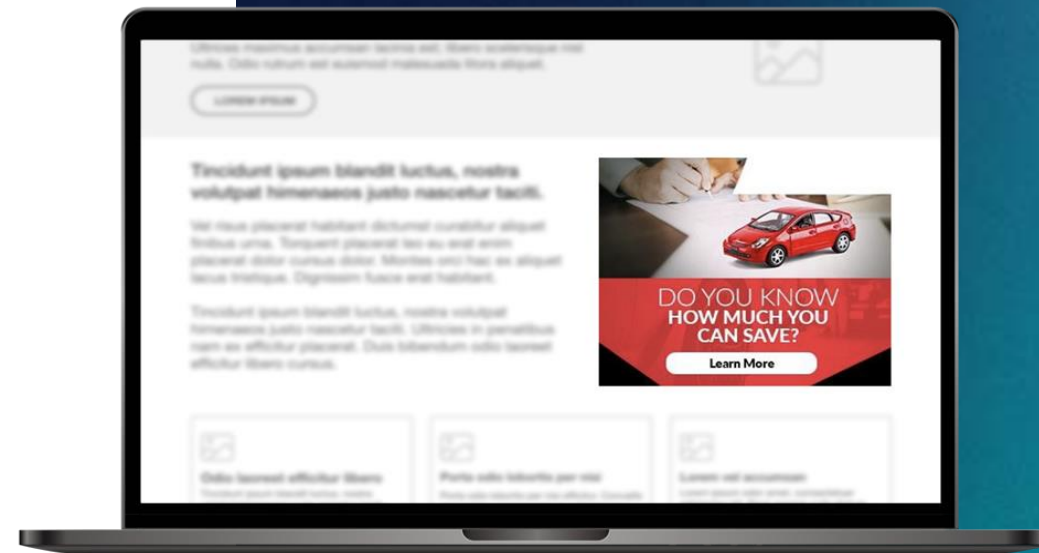
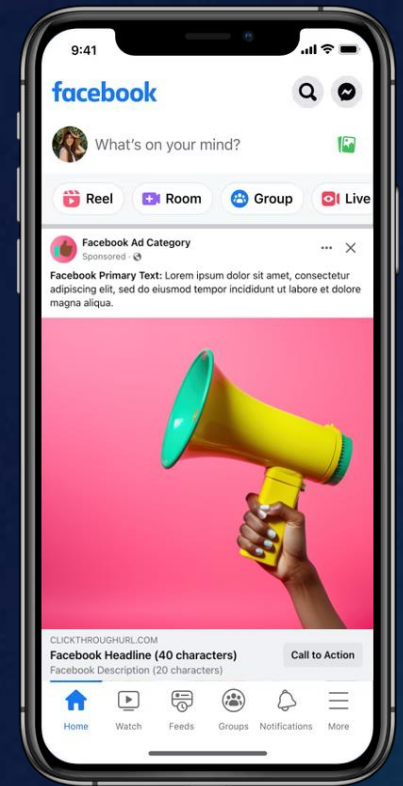
Email Re-drop



EMAIL MARKETING AUDIENCE EXTENSIONS

Create a multi-channel approach by reaching potential customers outside of their inbox. Minimum 1-week flight.

- **Email Marketing Social Extension (Facebook & Instagram):**
 - Target look-a-like individuals who match your email marketing audience with social ads across Meta platforms
 - No pixel installation or Facebook account access
 - Creative options: single image, image carousel, or video
- **Email Marketing Display Extension:**
 - Target look-a-like individuals who match your email marketing audience with display banner ads across the web
 - Creative sizes accepted: 300x250px, 728x90px, 160x600px, 300x600px, 320x50px, 300x50px



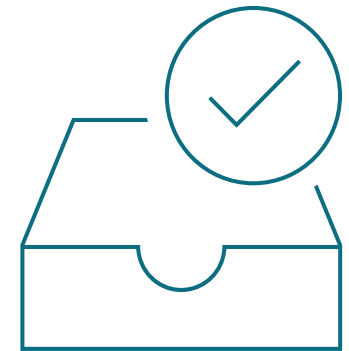
TRACK ROI WITH MATCHBACKS



Within 30-90 days of your email campaign send us the email addresses of your new customers (.CSV file) and we will confirm if they received your marketing email(s). This is a great add-on to help attribute recent sales or sign ups to your email campaign.

Great for:

- Automotive or Retail Sales
- New Membership Sign Ups
- Event Signs Ups / Ticket Sales



Not Available for:

- Healthcare / HIPAA Compliant Industries

REPORTING METRICS



Email campaign data will be available 7+ days after deployment.
We report on the following metrics:

- Views & views %
- Clicks & CTR%
- Top browsers
- Top operating system (IOS / Android)
- Platforms (desktop / mobile)
- Clicks by url
- Industry average views & clicks analysis

Reporting for email social and email display extension tactics will be available 2 business days after the campaign end date.

DATABASE & DATA HYGIENE

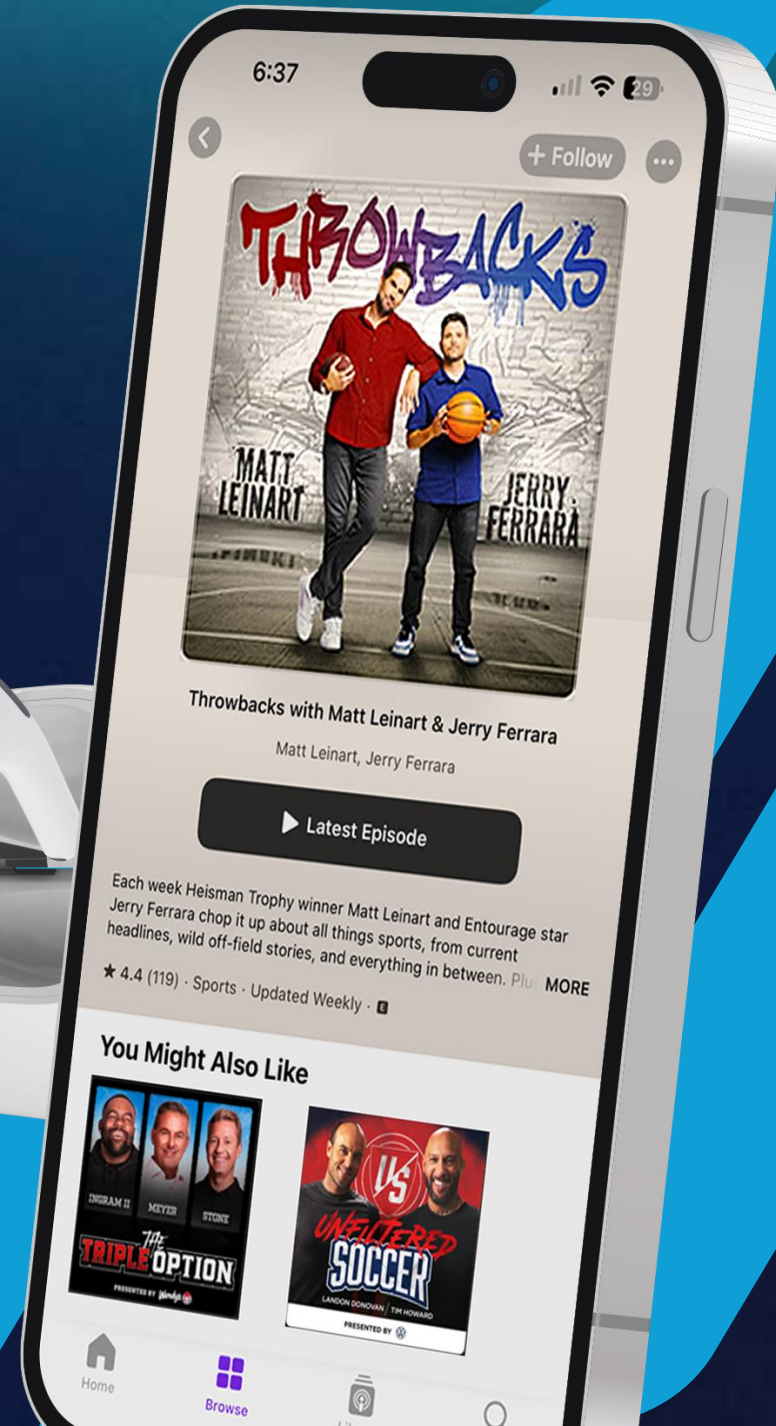
- We have always and will continue to respect the privacy of our clients with regards to their marketing strategies in an effort to help them maintain a competitive advantage amongst their peers.
- Our B2C database comes from a wide range of sources, including but not limited to over five thousand content & destination websites, online publishers, data partners and co-registration. Some examples of sourcing sites include Apartments.com, Classmates.com, Dailypress.com, Baltimoresun.com, Chicagotribune.com, Courant.com, USMobilerewards.com and Latimes.com.
- Our B2B database utilizes over 108 sources; records need to be multi sourced prior to inclusion in file. Sources include public records, Federal/State filings, telephone connects and disconnects, professional state licensing records, association data, web/internet data feeds, shipping records, print media publications, national business and professional directories, corporate filings, self-reported data per corporate updates, annual reports (public companies), stock/wire services, data swaps, directory maintenance in return for data usage per controls and websites.

DATABASE & DATA HYGIENE

- Our data is single opt-in and permission based. Upon sign up, the subscriber is sent a confirmation email to their address giving them an opportunity to opt out in the event they did not intend to sign up.
- U.S. subscribers only
- We utilize a fourteen (14) point delivery checklist to ensure maximum delivery and maximum impressions for your message
- The database is updated in real time, as per usage. This means that as we deploy an email campaign, we gather hard and soft bounces, as well as opt outs and flag the records accordingly. The database as a whole is updated on a quarterly basis.
- We try to limit the frequency in which a subscriber receives an email advertisement to a maximum of six to eight times per month. The same holds true for mobile advertisements.

STREAMING AUDIO

Streaming audio ads are a fun and effective way to boost your brand's reach and engagement. With non-skippable ads, you can connect with users as they enjoy their favorite music, podcasts, or audiobooks, ensuring your message gets heard loud and clear!



STATS

55% Listening

\$2.5B in 2025

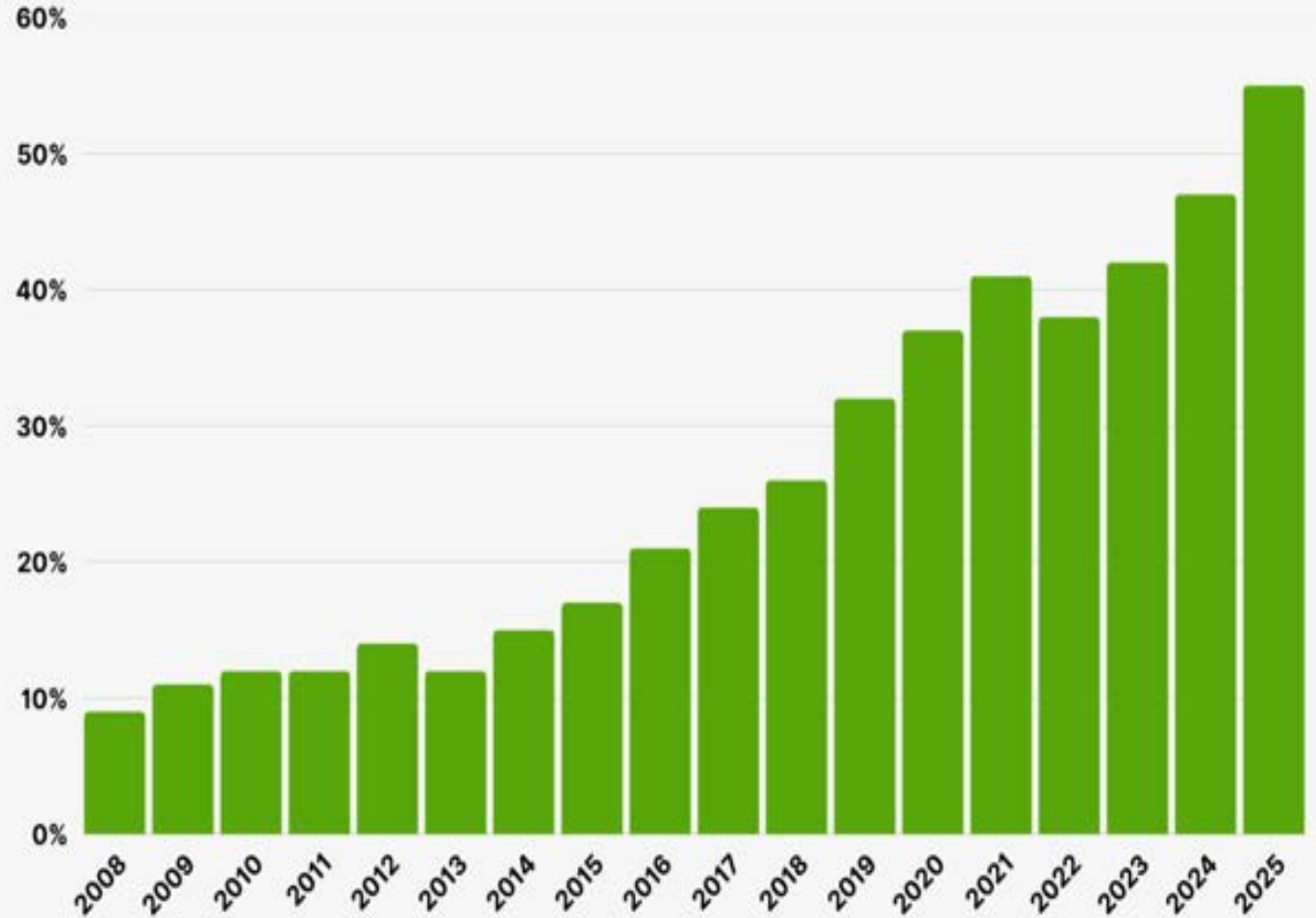
Younger Demo

Millennials and Gen Z make up 61.6% of US podcast listeners



Podcast Listeners in the US

Share of Monthly Podcast Listeners (US Population 12+)



Year

TUNE IN AND LISTEN UP

Streaming audio ads are ideal for brands looking to connect with an active, on-the-go audience, such as commuters and podcast listeners. It's the perfect tactic for clients who want to tell a story or share messages that benefit from the personal touch of a voice element.

MOBILE REACH

Reach people on the go, whether they're tuning into Spotify or their favorite podcast.

HIGH AD RECALL

Voice-only ads in a relaxed, low-competition space make it easier for listeners to remember your brand.

CUSTOMIZABLE MESSAGING

Personalize your ads based on user data, so your message feels like it's made just for them.



REPORTING

- Map of where impressions are served/Campaign summary
- Performance by creative
- Performance by publisher
- Performance by device
- Performance by device type
- Performance by daypart
- Daily performance
- Performance by geo
- Campaign targeting (location/audience)



Performance By Creative



Performance By Publisher

Publisher	Imps
Audacy	4,953
apps.apple.com	1,913
Substack	1,543
HealthData	688
speaker.com	343
Heart Radio	237
audacy.com	161

Performance By Device

Device	Imps
Apple	6,897
Amazon	2,266
Samsung	1,328
Motorola	1,000
Sony	500
Nokia	250
Google	125

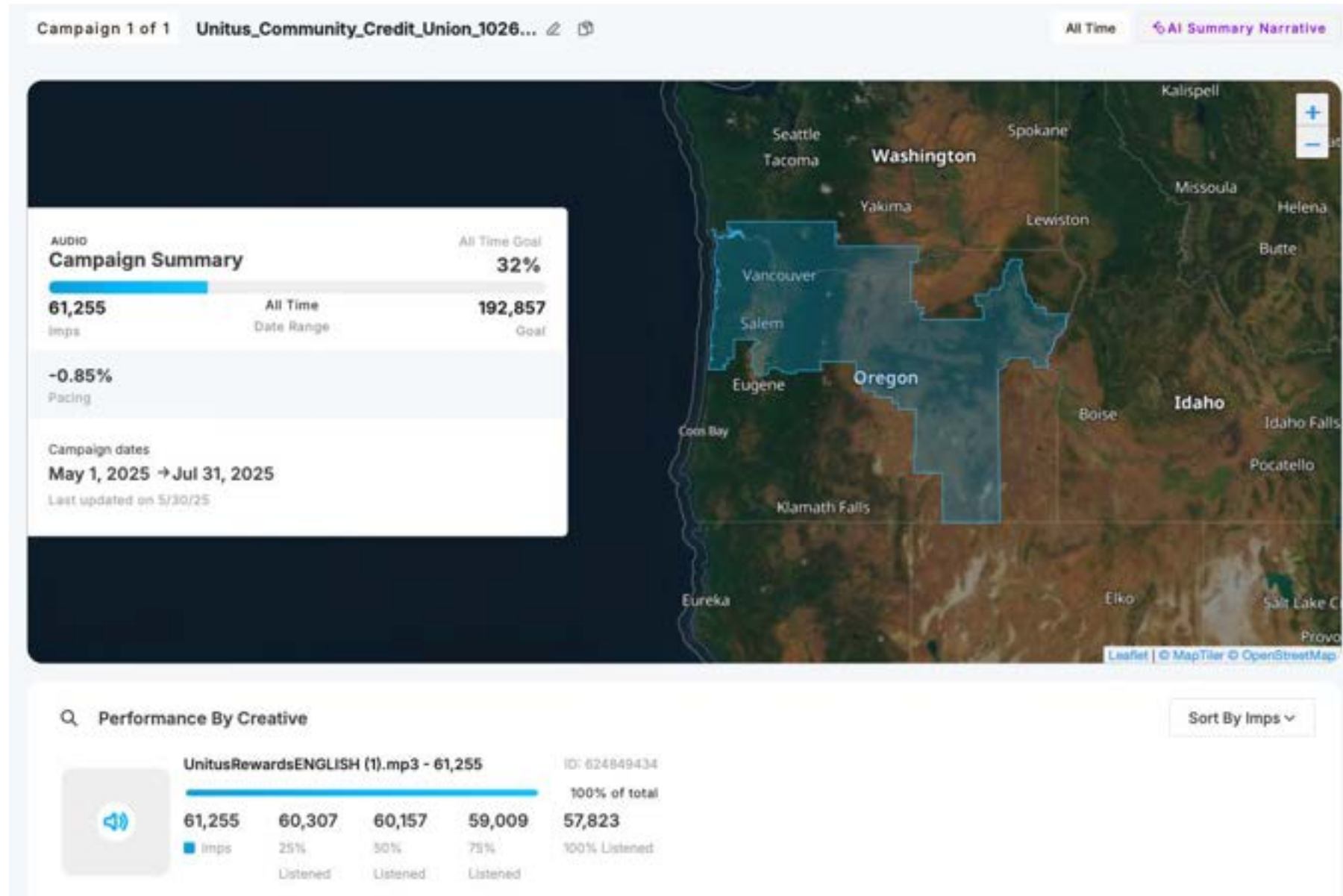
Performance By Device Type



Performance By Daypart



Geo & Pacing



INVENTORY PROVIDERS

AdsWizz

Wideorbit

DAX

Spotify

TuneIn

PodcastOne

Triton

Audiology

Spreaker

Targetspot

Cumulus

iHeart



Publishers & Device

Performance By Publisher ⓘ

Publisher	Imps
<u>Spreaker from iHeart</u>	30,063
Consumable Inc	28,644
VOXNEST, INC	1,293
com.radio.pocketfm	354
Audacy	255
Sonic Odeeo Ltd	243
Salem Communications Corporation	175

← 1-7 of 29 →



Performance By Device

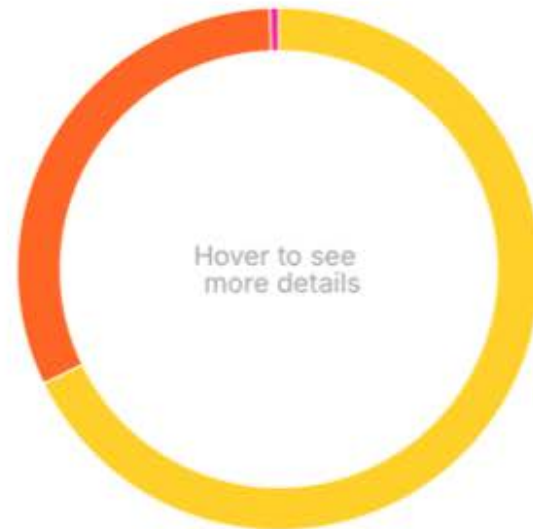
Device	Imps
<input checked="" type="checkbox"/> Apple	22,611
<input checked="" type="checkbox"/> Samsung	17,146
<input checked="" type="checkbox"/> Motorola	7,773
<input checked="" type="checkbox"/> Google	2,805
<input checked="" type="checkbox"/> OnePlus	657
<input type="checkbox"/> Amazon	576
<input type="checkbox"/> T-Mobile	525

← 1-7 of 85 →



Device and Daypart

Performance By Device Type ⓘ

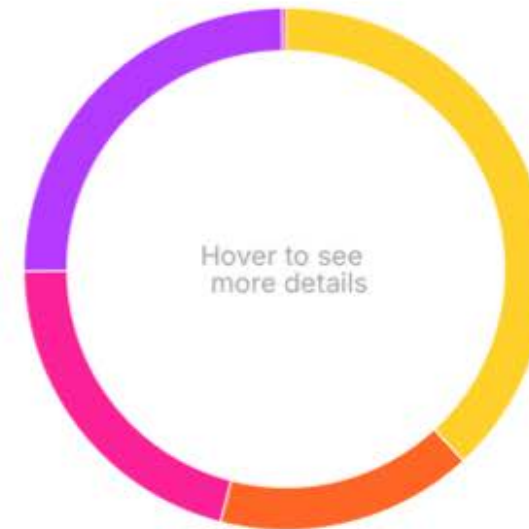


- Mobile 41,526
- Desktop 19,406
- Other 323

●●● IMPRESSIONS



Performance By Daypart ⓘ



- Morning 23,352
- MidDay 9,739
- Afternoon 12,770
- Night 15,252
- Overnight 142

●●●●● IMPRESSIONS



BEST PRACTICES

Strong Start

Mentioning your brand within the **first five seconds** can **boost Favorability by 24%¹**. Pro Tip: Make your brand name the last word of your opening line for a stronger, more memorable impact

Clear CTA

Whether it's visiting your website, redeeming a promo code, or learning more, make your CTA clear and compelling. Ads with a strong CTA perform significantly better

Get Personal

Make the ad feel like a one-on-one conversation. Mention specific locations or events when possible, like saying, "Hey Denver!" This makes the content more relatable and engaging.

Be Authentic

Focus on creating a conversational and engaging tone that feels like you're speaking directly to the listener. Energy and authenticity are key to making your message relatable and impactful.

Think Outside of the Box

Use sound effects, storytelling, or playful dialogue to capture attention without overdoing it. Keep your audio dynamic but aligned with your brand

¹Nielsen Brand Effect & Kantar Brand Lift, Q1 2021 - Q1 2023



CREATIVE SPECS

- Minimum of 128 KBPS
- Length's. :15 or :30 seconds

File Types: 3G2 (3GPP2), 3GP (3GPP), Advanced Audio Coding (AAC), Advanced Systems Format (ASF), Audio Video Interactive (AVI), F4A, F4B, F4P, F4V, FLV, M2V, M4P, M4V, MKV, MOV, MPE, MPEG, MPEG-2 (MP2), MPEG-3 (MP3), MPEG-4 (MP4), MPG, MPV, OGG, OGV, QuickTime (QT), RM, SWF, VOB, WAV, WebM, and Windows Media Video (WMV).

Audio Creation: Can use CTV VAST audio or use Waymark to create new audio ad or use radio/streaming ad

GEO TARGETING

Target by DMA

RATE & MINIMUMS

\$1500/month or \$750/2 months minimum or \$500/3 months minimum



YouTube Ads Guide





ENGAGE YOUR AUDIENCE WITH YOUTUBE

Place your brand message on the second-largest search engine in the world and reach potential customers when they watch or search for videos on YouTube

FEATURES INCLUDE:

- Brand awareness
- Product consideration
- Reach
- Website traffic

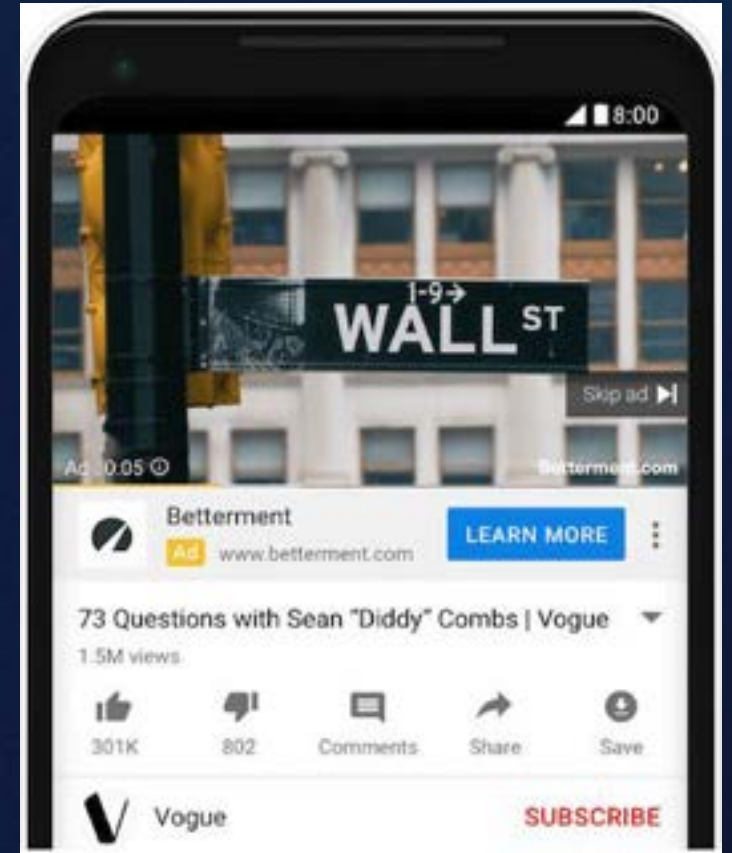


YouTube has over two billion monthly active users.



KEY DEMOGRAPHICS & VIEWING HABITS

- Mobile YouTube videos reach more 18- to 19-year-olds than any TV network
- Among millennials, YouTube accounts for 67% of online video consumption
- Two-thirds of millennials say they can find how-to content for anything on YouTube
- 81% of US internet users between 15 and 25 years old use YouTube
- YouTube reaches 89% of US households with over \$100,000 in annual income
- YouTube users are more likely to have kids than non-users
- YouTube users are more likely to have a bachelor's degree than non-users
- During the average month, YouTube reaches 95% of internet users over 55
- YouTube ads reach 32.4% of the total population and 51.8% of internet users





Ad Types & Requirements

5 OPTIONS TO REACH YOUR AUDIENCE



REACH PEOPLE WHO MATTER MOST TO IMPACTING YOUR BUSINESS

YouTube uses Google data to show your ad to the right people at the right moment. Find your most valuable customers by age, location, interests, and more.

PRODUCTS INCLUDE:

- SKIPPABLE TRUEVIEW IN-STREAM
- NON-SKIPPABLE TRUEVIEW IN-STREAM
- TRUEVIEW In-Feed (former Discovery)
- BUMPER ADS
- SHORTS (NEW)
- **REQUIREMENTS:**
 - \$3,000 for 1 month flight
 - \$1,500 per month for 2+ months
 - Provided creative assets



Reach potential customers on YouTube with a range of ad formats on a budget that work for your clients

SKIPPABLE TRUEVIEW IN-STREAM

This targeting option is great for generating leads, brand awareness, reach, and brand product consideration. This video content plays before and during other YouTube video content. Users may skip the ad after viewing the first 5 seconds

REQUIREMENTS:

- Video must be hosted on the client's YouTube page
- Video must be :15 seconds in length or longer
- When a viewer sees the ad and wants to engage with it, once they click the ad it will take them to a landing page (the client's website) that is OFF YouTube

FEATURES:

- Cost-per-view model: A view is counted once a user watches the entirety of an ad or at least :30 seconds or longer OR if the user clicks through to the clients landing page
- Ads are delivered in the brand-safe YouTube environment that is desirable



NON-SKIPPABLE TRUEVIEW IN-STREAM



This targeting option is great for building brand awareness and reach for a client. This option is great for when a client needs end users to view the entire message. This video content plays before and during other YouTube video content

REQUIREMENTS:

- Video must be hosted on client's YouTube page
- Video must be :07-:15 seconds in length
- When a viewer sees the ad and wants to engage with it, once they click the ad it will take them to a landing page (the client's website) that is OFF YouTube

FEATURES:

- Cost-per-thousand model
- End-users must watch the entire ad to get to the YouTube content they want to view
- Ads are delivered in the brand-safe YouTube environment that is desirable

OPTIONAL CALL TO ACTION OVERLAY FOR TRUEVIEW CAMPAIGNS

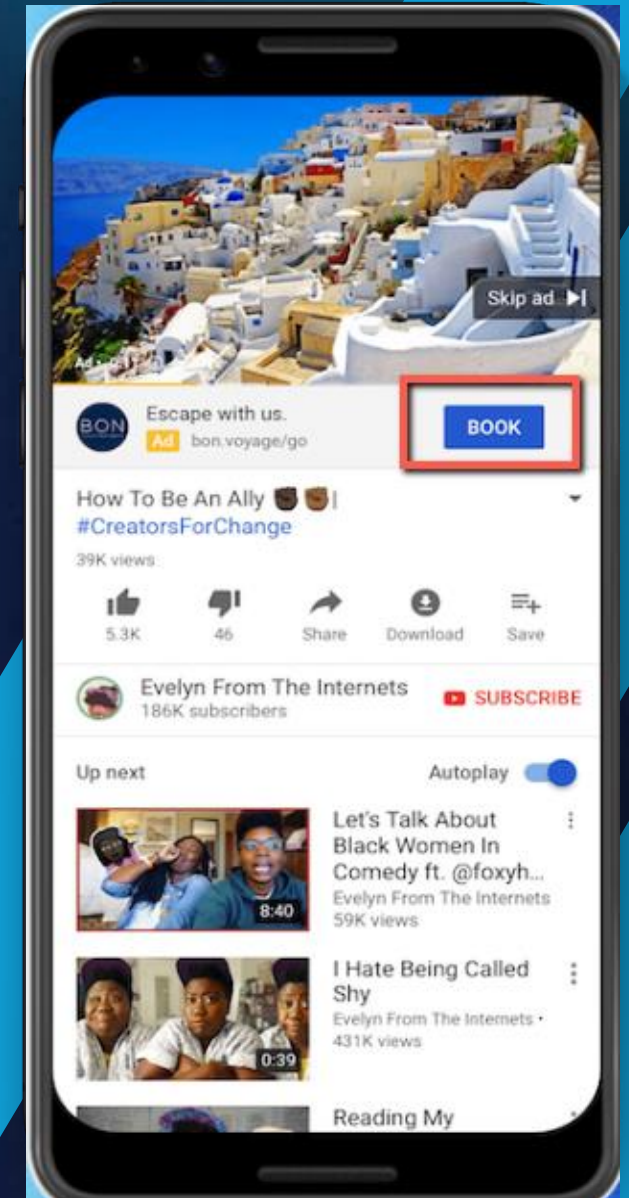
Call-to-action (CTA) overlay is an interactive element that appears over an ad and can help drive clicks to your website. An overlay appears when the video starts and collapses into a thumbnail image after 15 seconds.

REQUIREMENTS:

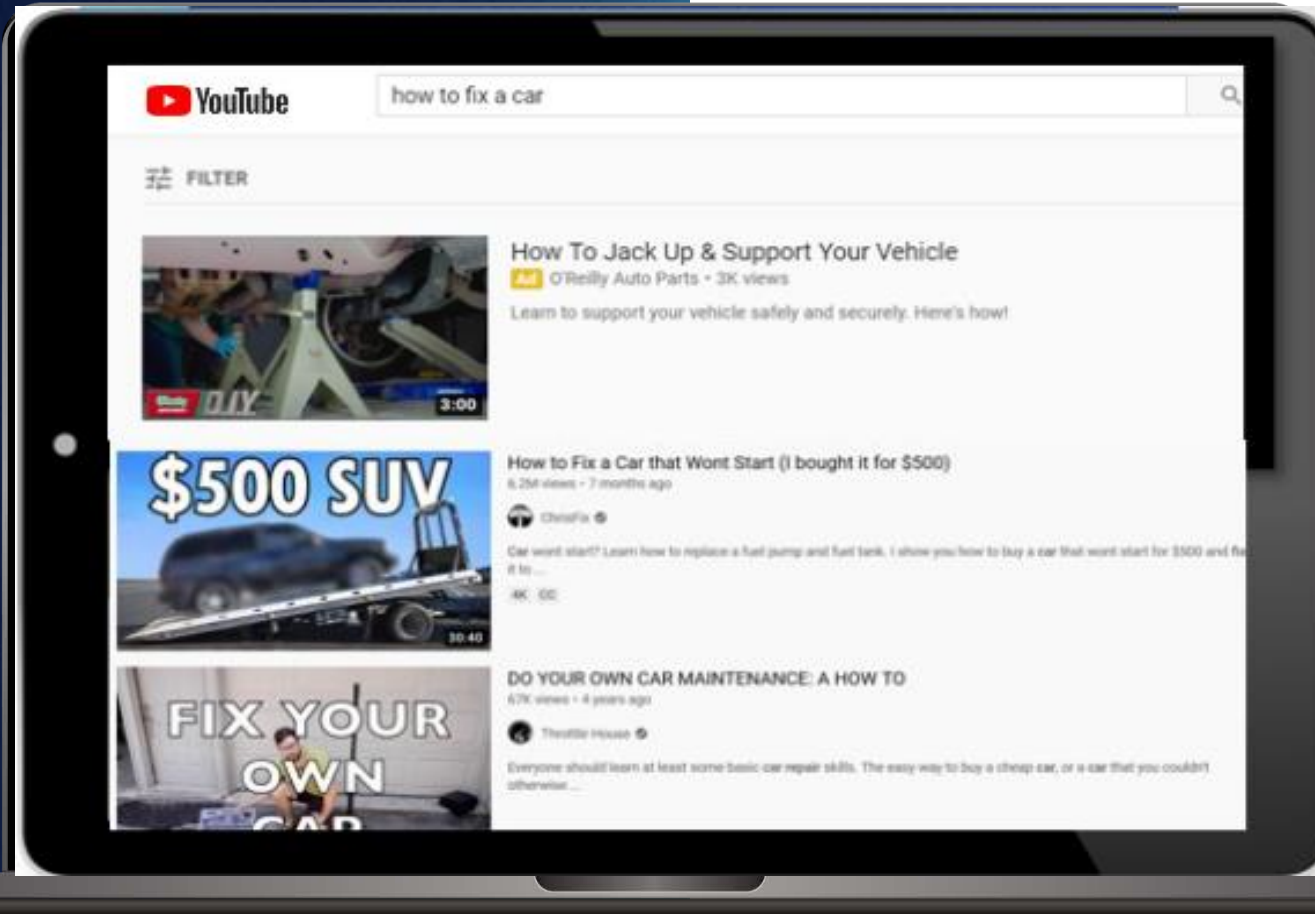
- 10-character maximum

FEATURES:

- Clicks back to the client's website to take the action on [the CTA](#)



TRUEVIEW IN-FEED (formerly Discovery)



This targeting option is great for building brand awareness consideration. Ads appear in YouTube search results in the related videos, on the YouTube homepage, or as an overlay on a YouTube watch page or on video partner sites. Campaign goals typically include product and/or brand consideration

REQUIREMENTS:

- Video can be any length and is good if the client has a great topic they are passionate about
- Requires copy to be provided (100-character headline & two 35-character descriptions)
- When a viewer sees the ad and wants to engage with it, once they click the ad it will take them to a landing page (the client's website) that is OFF YouTube

FEATURES:

- Cost-per-view model: A view is counted once a user watches the entirety of an ad or at least 30 seconds or longer
- Ads are delivered in the brand-safe YouTube environment that is desirable

BUMPER ADS

This targeting option is great for generating leads, sales lead gen, brand awareness, reach, and brand product consideration. This video content plays before and during other YouTube video content.

REQUIREMENTS:

- Video must be hosted on client's YouTube page
- Video must be less than :06 in length
- When a viewer sees the ad and wants to engage with it, once they click the ad it will take them to a landing page (the client's website) that is OFF YouTube

FEATURES:

- Cost-per-thousand model
- End-users must watch the entire ad to get to the YouTube content they want to view
- Ads are delivered in the brand-safe YouTube environment that is desirable



OPTIONAL BANNERS FOR TRUEVIEW IN-STREAM OR BUMPER AD CAMPAIGNS



Increase the reach, frequency and awareness around a TrueView campaign. The presence of the advertiser is continued after their ad ends.

REQUIREMENTS:

- Creative must be provided in the size of 300x60 pixels (max 150KB large)

FEATURES:

- Appears above videos which are related or below a video and remains there for the duration of the video
- Counts as a view if clicked on by user
- No additional cost to add on to a campaign

SHORTS (NEW)

Shorts reach a large audience of engaged views in a mobile-optimized experience. Short ads tend to have higher viewing rates

REQUIREMENTS:






- Vertical creative
- Maximum length of 60 seconds

FEATURES:

- CTA to drive viewers to a designated landing page



SUMMARY AND SELLING POINTS

Skippable In-stream	In-feed (formerly Discovery)	Non-Skippable In-stream	Bumper	Shorts
				
<p>Users can skip ads so advertisers can understand attention</p>	<p>Shows to highly engaged users in as they search on YouTube</p>	<p>User's can't skip so they are able to see your whole message</p>	<p>Quick message that can't be skipped to raise awareness or reinforce in other ads</p>	<p>Shows to highly engaged users in a mobile-optimized experience</p>



REPORTING EXAMPLE



All campaign data lives in Killer Spots Analytics

