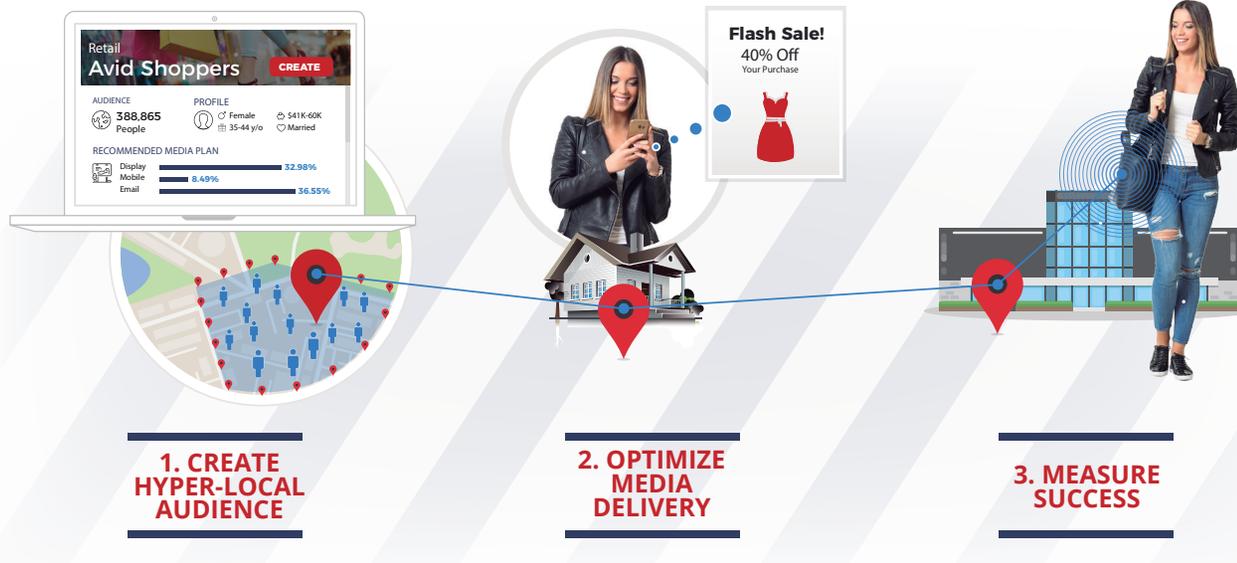# Digital and Multi-Chanel Solutions

It All Starts With Our Data

Our data fuels everything that we do - whether it's finding the right audience for your campaign, delivering personalized ads across all media channels, or analyzing our success to continuously improve future strategies.

Retail
Avid Shoppers CREATE

AUDIENCE
388,865 People

PROFILE
Female $41K-60K
35-44 y/o Married

RECOMMENDED MEDIA PLAN
Display 32.98%
Mobile 8.49%
Email 36.55%

Flash Sale!
40% Off
Your Purchase

1. CREATE HYPER-LOCAL AUDIENCE

2. OPTIMIZE MEDIA DELIVERY

3. MEASURE SUCCESS

Our data-driven marketing solutions include:

1. Audience Creation - By combining our offline, online, and mobile data, we identify the right audience based on your unique marketing goals.

2. Media Delivery - We link your audiences to individual consumer profiles and mobile device IDs so we can reach them across every channel for maximum engagement.

3. Advanced Attribution - Our attribution solutions ensure that your marketing dollars are generating real results.

More Channels, More Engagement

Marketers who invest in multiple channels across print, email, desktop, mobile, display and social media see a **37% increase in lift** when compared to those who utilize just one channel.

Multi-channel Campaigns Help:

- Reach your consumers where they are
- Expand audience reach
- Drive in-store traffic

- Reach your consumers where they are
- Drive in-store traffic

37% Lift

SiNGLE CHANEL VS. MULTI-CHANNEL
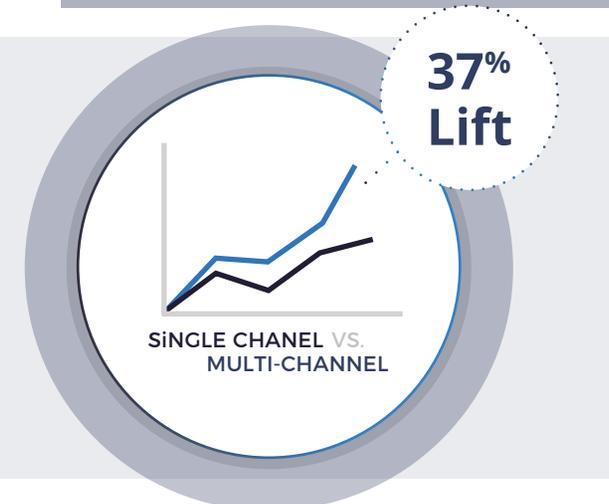
Digital Campaign Add-Ons

Meet people where they are engaging most! Incorporate our digital marketing solutions into your media plan to truly enhance your campaigns, increase lift in engagement, and deliver a more personalized experience for your consumers.

CHANNELS

+ Connected TV
Video ads delivered alongside premium produced content on Internet connected TVs to provide the look and feel of traditional TV commercials.

+ Programmatic Audio
Audio ads delivered through music, podcasts or digital audio streaming apps, targeted similarly to the way display is delivered to mobile users.

+ Mobile Advertising
Mobile ads delivered to smartphones, tablets, or PDAs that have wireless connections - either as text ads via SMS or banner ads embedded into mobile websites, downloaded apps, or mobile games.

+ Native Advertising
Ads formatted to blend in with the surrounding content to provide an uninterrupted, seamless user experience, such as a news ad that is included on a news website with similar content or a social media ad included in a user's feed.

+ Video Advertising
Video ads that are delivered on desktop or mobile for advertisers to reach cord-cutters and TV-light audiences at scale with more precise targeting.

+ Display Advertising
Ads served in standard, reserved spaces on web pages that are image or text-based placed on the top, middle, side or bottom of a web page.

+ Social Advertising
Social ads delivered within an individual's Facebook or Instagram feed, effectively appearing to be "native" and seamless to their experience.

HYPER-TARGETING

+ Geofencing
Serve hyper-local, relevant ads to audiences while they are near your specific retail location to drive in-store visits and sales.

+ Weather Trigger
Target ads in real-time based on weather conditions within each zip code.

+ Cross-Device Targeting
Target multiple devices linked together in a variety of combinations to reach a single user for most effective results.

+ Household Extension
Expand targeting to every device in a household to drive engagement.

ATTRIBUTION

+ Foot Traffic
Measure how customers react to digital campaigns in the physical world by looking at how ad exposure impacts in-store visits.

CREATIVE

+ Rich Media
Include advanced features like video, audio, or other elements to engage users with interactive content.

+ Video Personalization (Innovid)
Enhance and improve standard video assets by providing the user with a personalized, engaging experience.

Please reach out with any questions, comments, or concerns.