

Questions You Should Ask Your Digital Provider

1. What digital products are available to me?
2. Can your mobile product track people who see the ad and then come to my location?
3. What types of video products are available?
4. What type of reporting will I receive?
5. Do you measure view-throughs?
6. Do you track conversions?
7. What types of targeting do you do on Facebook & Instagram?
News Feed ads or Right Hand Column ads?
8. Can you target down to individual households or just areas?
9. If I wanted to target people at an event what type of product would you suggest?

Our Answers

1. What digital products are available to me?

Digital Product:	Description:
Retargeting	Following people after they leave your website, showing them your display, native, or video ad, across all devices.
Keyword Targeting	Showing your display, native, or video ads on webpages that contain keywords related to your business, across all devices.
AI (Artificial Intelligence) Targeting	Showing your display, native or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
Behavioral Targeting	Showing your display or video ads to specific consumers based on their previous online behavior, across all devices.
Native Ads	Native display ads go across all devices and match the look, feel, and visual context of the website or app where they are seen.
Mobile Conquesting	Using location, demographics, behaviors, to target people with display and video ads on their mobile devices. Can include geo-fencing, geo-retargeting, geo-retargeting lookalike, weather triggers and on-site visit tracking.
Facebook & Instagram Targeting	Targeting people across all devices on Facebook and Instagram in their news feed, on Facebook audience network, Facebook Messenger, Facebook Instant Articles, Facebook Stories and Facebook Marketplace, with your display or video ads.
Household IP Targeting	Matching IP addresses to your list of names and street addresses and showing your display or video ad only to those people, across all devices.
Geo-Framing	Going back in time to previous events where we have captured people's mobile device ID's, mapping those to their homes and showing them ads now.
Video Targeting	Targeting people with a video ad using any of the above products (with the exception of native) across all devices. Ask us about OTT!
SEO & Reputation Management	Improving and promoting a website to increase the number of visitors the site receives from search engines.
Live Chat	Get more leads by engaging your prospects with a chat box and text-to-chat on your website.

Our Answers

2. Can your mobile product track people who see the ad and then come to my location?

Yes! With our Mobile Conquesting product, we can track "in-store visits." It's an additional way for you to see return on your advertising investment. This product can also track the top 10 characteristics of people who either click on your ad or come to your location whom we have been geo-fencing, and report on what those characteristics are.

3. What types of video products are available?

We do 6 different types of video products: video retargeting, video keyword targeting, video IP targeting, video behavioral targeting, Facebook/Instagram carousel and video ad networks. We buy across 5 video exchanges: SpotXchange, GoogleADX, BrightRoll, LiveRail, Facebook/Instagram

4. What type of reporting will I receive?

We provide you monthly reports that include impressions, clicks, conversions, and view throughs on all reports. In addition, for certain products we are also able to provide website/app breakout, creative performance, device performance, and top keywords. Compare our reports to other providers! They are incredible.

5. Do you measure view-throughs?

Yes, we do. We measure when someone sees an ad, doesn't click, but returns to your website via search or directly typing in your website address at a later date. Most people don't click on an add (less than 1 in one thousand people) so tracking the people who see your ad, don't click, but come to your website later is an important indicator of the effectiveness of your ad.

6. Do you track conversions?

Yes, we do. We can track any action that a person takes on your website including filling out a contact us form, making a purchase, downloading a coupon or info, signing up for a newsletter, scheduling an appointment, and many others. Let's talk about what you want us to track.

7. What types of targeting do you do on Facebook & Instagram?

Carousel News Feed, Collections Ads, Event Response Ads, Job Listing Ads, Custom Audience Matching to Email & Phone Database, Lookalike Audience Ads, Video. These types of ads go across all devices (Right Hand Column Ads are desktop only so we don't buy those). We also run across Facebook Messenger, Facebook Audience Network, Facebook Marketplace, Facebook Stories, and Facebook Instant Articles.

8. Can you target down to individual households or just neighborhoods?

Yes, we can target individual household with Household IP Targeting. We can target:

- Any data list a you have. All you need is: First Name and Last Name (if possible) and Full Address
- Any data list that can be purchased from a direct mail vendor - any public data
- Universities and Colleges (no list needed)

9. If I wanted to target people at an event what type of product would you suggest?

We have a number of ways to target people, depending on the type of event. If it is a concert or other type of social event we can do a tight geo-fence and then use Facebook or Instagram ads. If it is a convention where people are logging onto wifi we would use IP Targeting. For other types of events we can use our Mobile Conquesting product and geo-fence around the event AND then continue to target those people even AFTER they leave the event. We can even go back in time to events that have happened previously, and target those people NOW with your ads, with our product called Geo-Framing.