ADAMS DIGITAL MEDIA

Product List
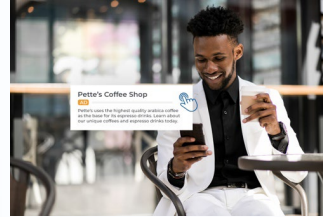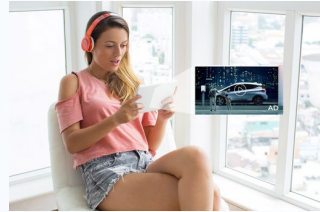
Display**
Addressable & Keywords
Through Browsers
(Targeted Display - PC, Mobile, Tablets)

Connected TV**
Addressable

SEM Google Ads

Geofence**
Through Apps
(GeoFencing – Mobile, Tablets)

OTT**
Addressable
CTV (Pure Connected TV)

Streaming Sports

Pre Roll Video
Through Browsers
(Programmatic Pre-Roll Video- PC, Mobile, Tablets)
Through Apps
(GeoVideo – Mobile, Tablets)

Streaming Audio
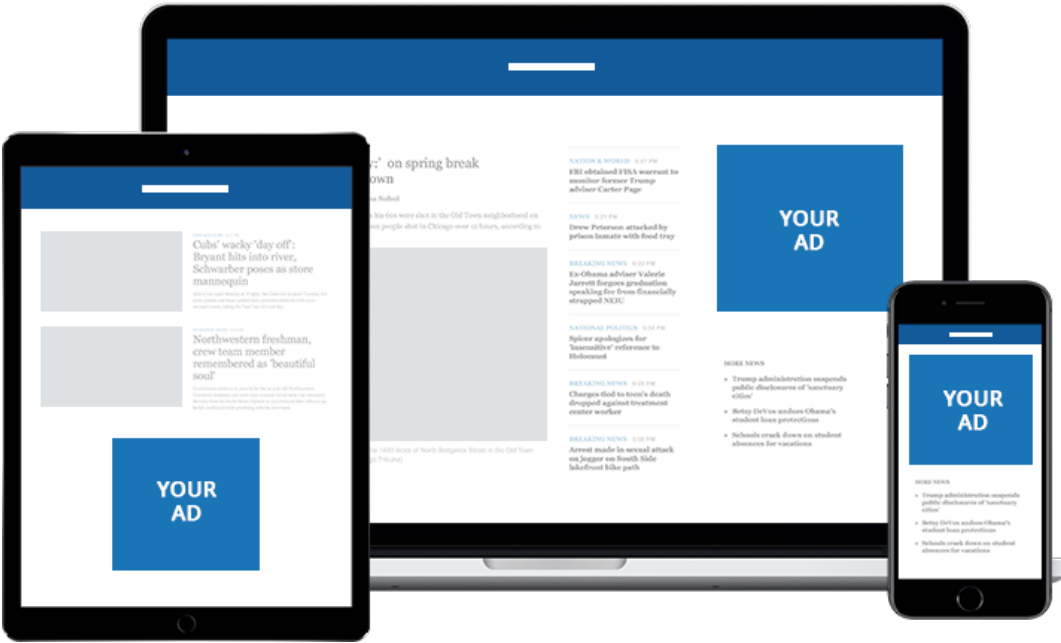Addressable

Social
Facebook, Instagram, Messenger

You Tube

Targeted Email

Display, Audio & Video Production

** Production included with a minimum impression purchase
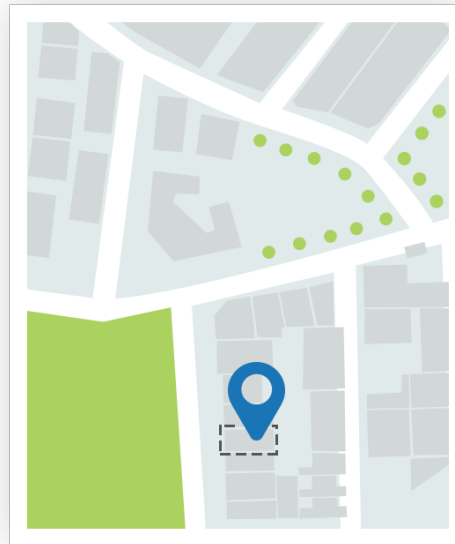
**Cross-Platform Premium
Quality Display Inventory**

WHEN TO USE WHAT	TARGETED DISPLAY
WHERE ADS ARE SERVED	Websites
HOW APPS AND WEBSITES ARE CHOSEN	Top Websites according to ComScore 1000
DEVICES WHERE ADS WILL BE SEEN	All – phones, tablets, laptops, desktops
GEOGRAPHIC TARGETING	Zip Codes & Regions
NUMBER OF GEOGRAPHIC TARGETS AVAILABLE	Unlimited (Based on Budget)
DEMOGRAPHIC TARGETS AVAILABLE	Male/Female, Age, Education, HH Income, Kids/No Kids
BEHAVIORAL & AUDIENCE INTEREST TARGETS AVAILABLE	Yes – Client chooses a minimum of 3 and a maximum of 12
RETARGETING AVAILABLE	Yes (included automatically for free)
CAMPAIGN MEASURE	Reach & Frequency

Audience Extension)

Display Ads: GeoFencing

Location-Based Advertising

A pre-defined area around a specific location. Ads are only served to consumers inside the fence. Verifiable location targeting with GPS services. Eliminates waste circulation with day-parted delivery. Engage consumers through mobile as they are near or around businesses or key points of interest.

GeoRetargeting

Keep serving ads to consumers even after they've left your geofence if they were served an ad while inside a geofence in this campaign.

Excellent way to get high frequency on already qualified consumers.

WHEN TO USE WHAT	GEOFENCING
WHERE ADS ARE SERVED	Mobile Apps & Mobile Websites
HOW APPS AND WEBSITES ARE CHOSEN	22,000 of the most popular apps
DEVICES WHERE ADS WILL BE SEEN	Phones & Tablets
GEOGRAPHIC TARGETING	Specific Businesses, Addresses & Locations
NUMBER OF GEOGRAPHIC TARGETS AVAILABLE	Unlimited / Based on your budget
DEMOGRAPHIC TARGETS AVAILABLE	Not Available
BEHAVIORAL & AUDIENCE INTEREST TARGETS AVAILABLE	Not Available
RETARGETING AVAILABLE	Yes
CAMPAIGN MEASURE	Impressions

Display Ads: GeoFencing – GeoCookie

GeoCookie

What it is?

GeoCookie targets mobile users based on historical location data.

How is it used?

Create GeoCookie profiles based on custom "look back" windows and specific historical location data to reach the target consumer.

Why it is important?

Consumers get relevant ads while marketers reach the audience that matters most.

What are its benefits?

GeoCookie targeting allows marketers to conquest competitors visitors, and re-engage past consumers and visitors.
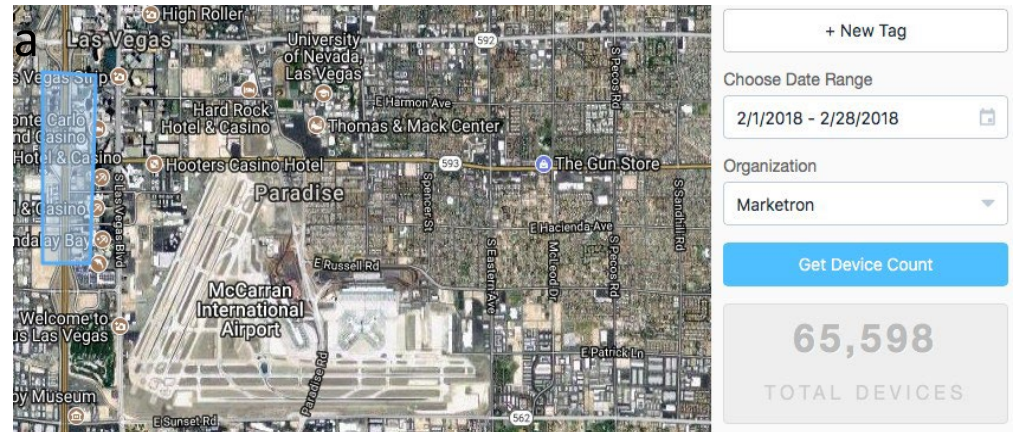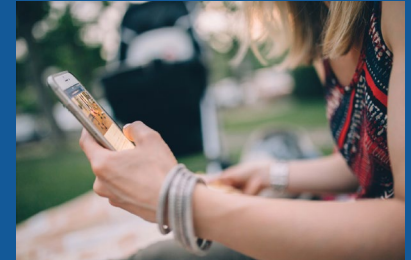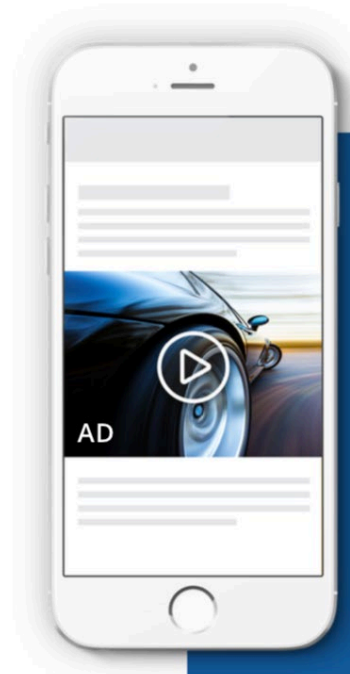
Digital Video: GeoVideo

**Engage consumers through mobile video as they are nea...
businesses or key points of interest.**

Benefits of GeoVideo

- Reach highly engaged content viewers

- Expand reach by complementing TV and desktop vide
  advertising campaigns with mobile

- Command 100% of screen real estate on a vast majori
  of mobile web and in-app inventory

- Drive up to a **3x lift** in viewer engagement than other
  formats

- Deliver highly viewable mobile video ads with full scre
  executions

- Mobile Video Ads: Now the fastest growing category i
  in Mobile advertising

AD

"Mobile video ad spend is experiencing rapid growth, thanks to larger audiences of video viewers and growing time spent on smartphones and tablets"
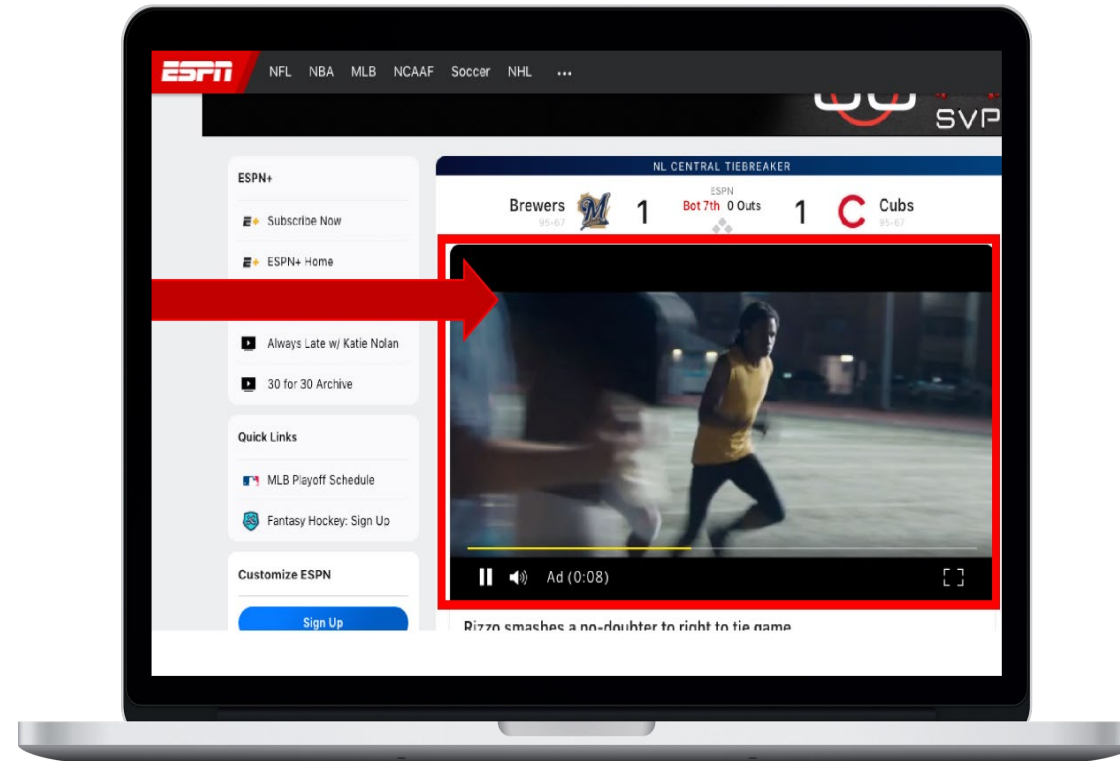
eMarketer.

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Digital Video: Pre-Roll

Most Recognized Way to Serve Video Ads

- Show ads *before, during or after* video content on sites like ESPN, CNN, etc.

- Does not serve on YouTube (walled garden)

- 15 seconds recommended, 30 seconds max

- Serves to website visited via desktop/laptop

Digital Video: Premium OTT via Connected TV (CTV)
What are CTV Devices?

CTV devices connect your TV screen to the internet; whether by stick, fire stick, dongle, hockey puck, gaming cube, or even a connection built into the TV itself. Regardless of the specific make and model, these devices connect to al kinds of premium content without a cable subscription, allowing cord cutters and streamers to either replace
or supplement their traditional cable bundle.

53%

of U.S. broadband households subscribe to both a pay-TV service and at least one OTT video service.

Parks Associates

OTT Video & TV Everywhere: Partners, Alternatives, and Competition

Via Streaming Device

Under the CTV device umbrella, "streaming device" specifically refers to those sticks, dongles, and cubes we mentioned earlier. Through them, media is sent from the internet to your home TV in a continuous "stream", meaning that, as long as your internet connection is not disrupted, you don't need to wait for an entire TV show or movie to download before hitting play.

Via Smart TV

Also under the CTV device umbrella, a smart TV is a television with a built-in connection to the internet and your favorite TV content.   Your TV comes "smart" just as it is–no sticks or dongles requires.

Want to browse the web on a really, really ridiculously big screen? You're in luck. Many smart TVs also offer web browsers or even apps that allow you to access your favorite social media platform.

Digital Video: Premium OTT via Connected TV (CTV)

Directly target your most valued consumers while they stream their favorite programming in a way never before possible with traditional TV. Marketers can create dynamic and interactive video ad experiences that can drive increased engagement and brand recall.

Connected TV Device: A device that can connect to a TV (or built into TV) to deliver Internet-based video content.

Examples:
Roku, Apple TV, Google Chromecast, Amazon Fire Stick, Smart TV's, game consoles, certain Blu-ray players, etc.

Over The Top Video: Video content transported from a video provider to a connected device over the Internet outside the closed networks of telecom and cable providers.

The Premium CTV Advantage

✓ Full-screen TV experience with co-viewing

✓ Advanced targeting, dynamic ad insertion, enhanced survey and audience analysis capabilities, IAB standards, and digital measurement

✓ Reach cord-cutters

✓ CTV video ads tend to be 100% in-view since there is no player to minimize

✓ Support for 3rd party ad serving and measurement

✓ Full-length video ads (:15s and :30s)

SEM/PPC (Pay-Per-Click)

What is SEM (Pay-Per-Click)?

- SEM = Search Engine Marketing (a.k.a. PPC)

- Pay-Per-Click (PPC) Advertising is one of digital marketing's largest growing spending segments

- Bid on keywords that consumers are searching for to increase website visibility on search engines
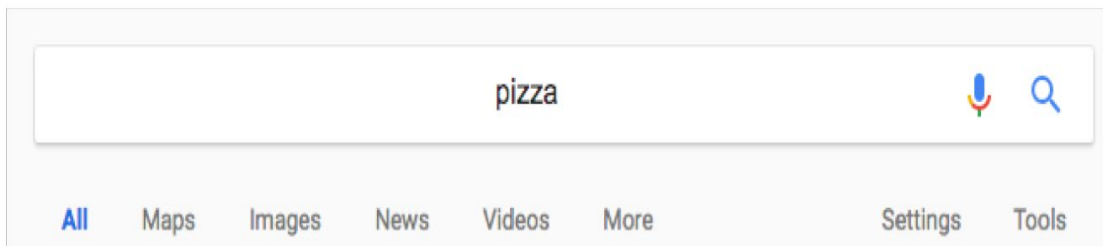
* There is a 3 month minimum campaign time-limit for SEM

Features:

Keyword Suggestions
Quickly enter simple business information and the system will populate relevant, cost-effective keyword list

Opportunity Predictor
Built-in tool that helps predict the monthly number of clicks that can be captured by keywords

Integration
Available right inside the Pitch platform for easy access and use alongside all Pitch offerings

Visual Set-up
Easily view keyword list with comprehensive and user-friendly interface

Platform Features
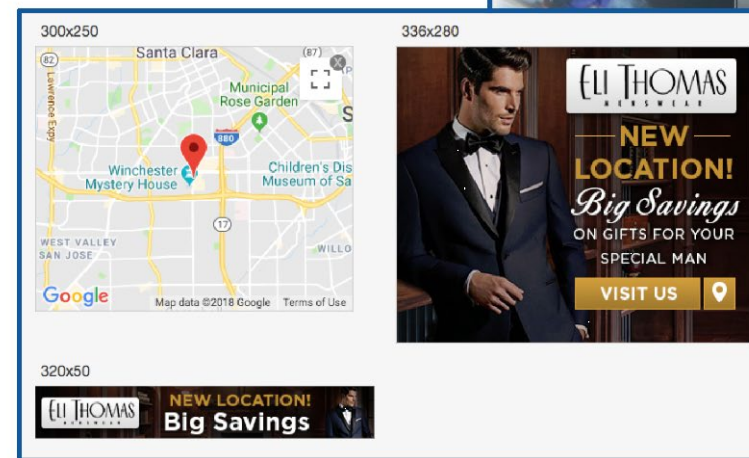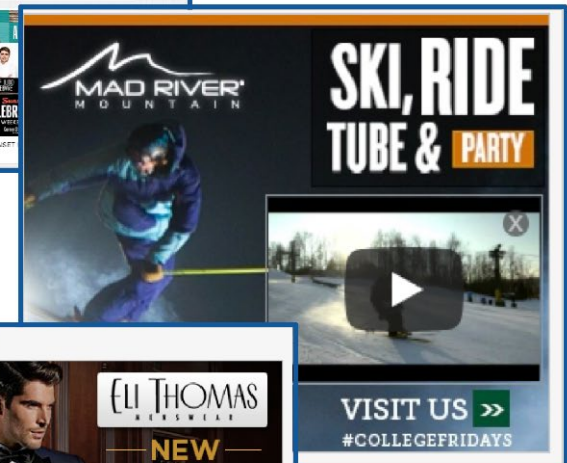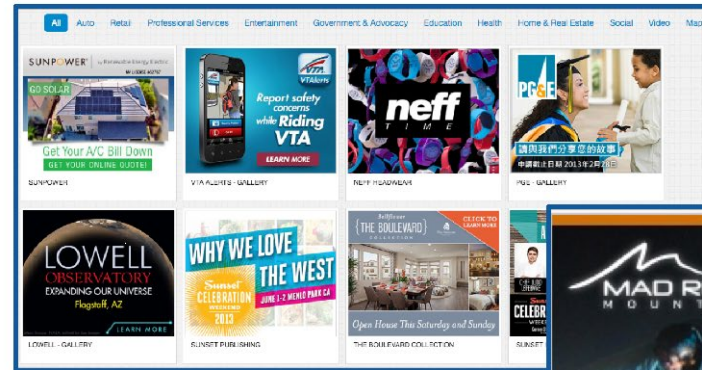
Creative Gallery

Seeing is trust!

**Show off creative from their industry
Make it tangible**

Creative Creation Services

✓ 3 Business Day turnaround

✓ Use Ad Tags for ROS – additional rev

HTML5 Creative – Best in Industry

✓ Loads faster
✓ In-banner video
✓ In-banner map
✓ Copy variations per location

Measure Results with Analytics

Traditional marketing effectiveness measurement:

1. Run your tactic

2. See if client sees increase in sales

VS

Digital marketing effectiveness measurement:

1. Run your tactic with focused audience targeting

2. Begin to see results within hours

   - See **Micro-conversions**: mouse hovers, likes, comments, % of video viewed, pages visited, amount of time on website, follows, email subscriptions

   - See **Macro-conversions**: Sales, clicks, sign-ups, subscriptions, in-store visits

3. Test and modify your tactic mid-campaign

4. Sort your results:

   - Lift study

   - Differentiate the results of different tactics and visitor demographics

   - Know exactly which tactics were effective and how

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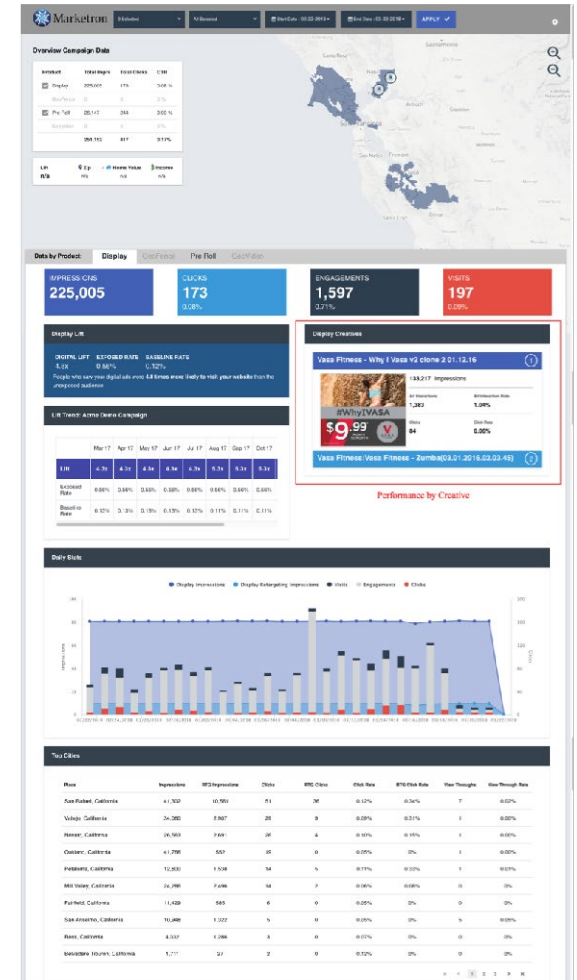
6 Analytics Differentiators

1. Detailed Reporting, Simple Presentation

✓ Highly visual, best-in-class reporting that is easy to understand and present.

✓ Need the spreadsheet of raw data? No problem. Just download our 100% transparent spreadsheet for each data set.

2. Complete Transparency, Advertise with Confidence

✓ Reporting on our ENTIRE list of sites and apps we served ads to

✓ See exactly where your ad served and what content it was next to (see #3)

3. Proprietary Ad Screenshot Technology

✓ Our crawler bot takes a screenshot only when a user sees an ad, not a mockup

✓ See where the ad served and what content it was next to

4. "View-Through" Tracking

✓ Monitor when a person sees your ad, doesn't click on it, but does go to the website later

5. Creative Performance Comparison

✓ Compare the performance of different ad creative to optimize your campaign

6. FREE Digital Lift Case Study (for +90 Day Campaigns)

✓ Find out exactly how much more likely viewers are to visit your website when they see the ad compared to those that never saw your ad

✓ Most Digital Agencies charge $8,000+

For more information contact Kevin Musselman
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