



Online Marketing Solutions

Tactics and Descriptions



Precise Mobile Targeting:
Inventory is targeted across smartphone and tablet apps and sites. Display ads can link business website or "tap to call".



Facebook Campaign:
Target Facebook users. Place your message in front of the right people at moments that matter to them.



Video Production:
Customized :15 and/or :30 sec video spots that drive your branded message home.



Programmatic Buying:
Align your message with relevant content on national websites grouped together according to site type.



Targeted Email Marketing:
Maximize reach by targeting a broader audience of users across a wide variety of content.



Pre-Roll Video:
Utilize existing :15 or :30 in-stream video spots targeted as pre, mid or post-roll ad units.



Audience Campaign:
Targets users based on demographic (age, gender), psychographic or intent to reach your desired audience.



Contextual Campaign:
Target websites with content matching specific topics; ads can appear on sites that may or may not index as target topic.



Re-targeting Campaign:
Reach online viewers who have either been to your site or clicked on your banner ad

- Programmatic Advertising is automated media buying through technology.
- Goal Oriented Media-buying - Delivering the message across all devices, at the right time.



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AD WORDS / TRUEVIEW

What sets AdWords apart from other advertising platforms is that it allows you to reach people at the exact moment they're searching for what you have to offer.



TRUEVIEW

Leads that are Ready to Buy

- Experience the difference in marketing to real buyers searching for you and your vehicles.

Locally Target Real Buyers

- Our strategic planning creates an online marketing campaign tailored specifically for your dealership.

Reach the Right Audience at the Right Time

- Your business will rank and dominate the top search positions with first page results.

Increase Website Conversions

- By improving the conversions on your website, you will see an increase from interested prospects.

Track Results & Invest Wisely

- The effectiveness of your advertising will be tracked through a combination of website analytics and customer management software.



"INCREASING YOUR TRAFFIC, THAT'S OUR BUSINESS."

639 East Ocean Avenue Suite 304 & 404 Boynton Beach, Florida 33435
Phone: 561.736.7777



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GEO-PRECISE TARGETING

MOBILE USERS ARE ALWAYS IN MOTION - SO YOUR TARGETING SHOULD BE TOO!

- Other mobile offerings only target Geo-geographic areas (i.e. "Place-Based" Targeting)
- Our Precise Fencing technology takes into account location as well as real-time mobile user behaviors, allowing your ads to reach the audience at the right time and place; where other fences are static, Endless UPS Precise Fence is Dynamic.



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GEO-PRECISE CREATIVE

Custom landing pages allow us to track secondary actions, truly showing your campaign's performance.

- ▶ Click to Call
- ▶ Click for Directions
- ▶ Click to Your Website
- ▶ Click to Play Video



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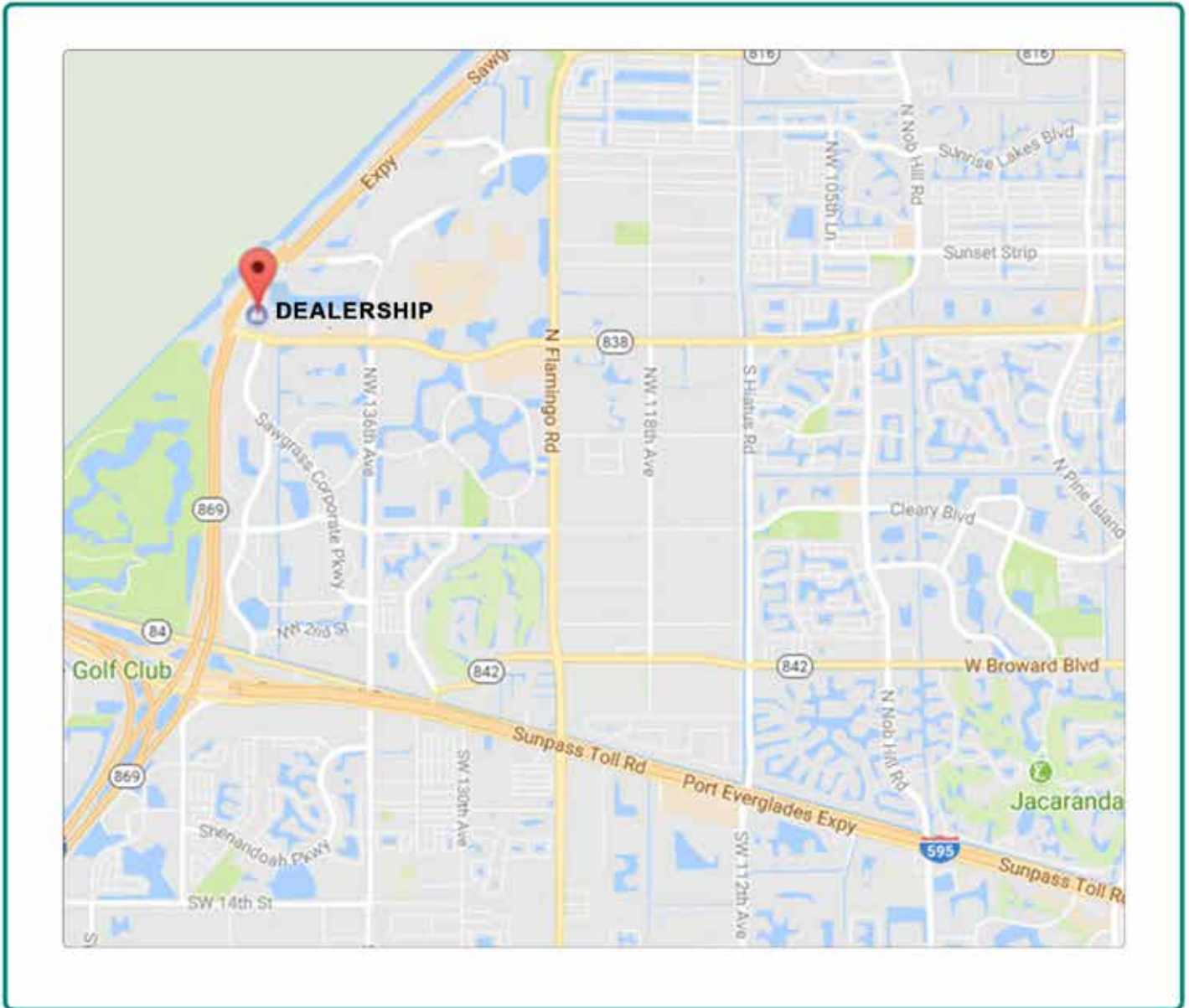
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PRECISE MOBILE TARGETING GEO-FENCING AREAS



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RE-TARGETING

Objective: Drive targeted audience to appropriate landing page for a call conversion.

RE-TARGETING SEGMENTS

Website Visitors:

- Follow Unique Visitors
- Landing Page Visitors
- Call Conversion

Mobile:

- Banner Ad Clicks
- Landing Page Visitors
- Location Visits

Facebook:

- Image Clicks
- Video View Percentages



What are the Benefits?

- ✓ Reach consumers who have already shown an interest in obtaining services and/or products / info and remind them to come back and convert.
- ✓ Increase exposure to your message
- ✓ Segment your audience and deliver precise retargeting message based on the visitor interest.



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NATIVE OUTREACH

The content is placed on publisher sites based on contextual relevance. The content of the article will dictate what sites the native runs on. This CPM also includes geo-targeting and audience targeting.

- Full integrated stories within publisher website layout.
- Your ads can be run on story page to increase conversion goal(s).
- Native story teasers within publisher's story widgets attribute to higher engagement rate.
- A/B/C+ testing of teaser headlines and images with automatic optimization.

The screenshot shows a Men's Health article titled "Are The Foods You're Eating Triggering Your Headaches?". The article is sponsored content, as indicated by the "SPONSORED CONTENT" label. The article text discusses food triggers for headaches and includes a photo of people eating. To the right of the article, there is a large green advertisement for Excedrin, featuring the text "TRUST EXCEDRIN® FOR FAST HEADACHE RELIEF" and "Save up to \$7.00 on Excedrin® products!". Below the main ad, there is a smaller ad for Excedrin with a "Like Page" button and a "Sign Up" button. The URL at the bottom of the screenshot is http://demo.ntv.io/menshealth.com/sponsoredcontent.html?prx_t=PPwBAJBUFAAF0FA.

Example Content Article and Ad Placement

http://demo.ntv.io/menshealth.com/sponsoredcontent.html?prx_t=PPwBAJBUFAAF0FA



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MOBILE STUDY / SUCCESS STORY

Case Study: Mercedes Tampa Mobile Campaign – 1 month length

Placement	Impressions Delivered	Clicks	Click Rate
Mobile: Auto, News, Business/Finance, Luxury	454,295	3,415	0.75%

Results:

- Amazing click rate of .75%
- High volume of click to call/click for directions/ click to website

Mobile Secondary Actions	
Calls	82
Directions	167
Website	93
Secondary Action Rate	10%

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