

Who do you Need to REACH?



If I could show your ads to...

- People who have visited your website, and then left
- People who are searching for your products and services
- People who are reading content related to what you sell
- People who are visiting your competitors' locations

...would that be of interest to you?

We use multiple tactics to reach your future customers

-  Site Retargeting - Targeting customers who have previously visited your website as they surf the web.
-  Geo-Fencing - Targeting based on the location of your customers.
-  SEARCH RETARGETING - Targeting terms relevant to your business.
-  Keyword Contextual Targeting - Targeting on sites with content relevant to your business.
-  Category contextual Targeting - Targeting on sites with content relevant to your business.
-  Addressable Geo-Fencing - Targeting customers from an existing database.
-  Video Targeting - Extend the reach of traditional advertising by mirroring the audience online

Let's reach your customers today!

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Targeted digital marketing

By Wayne Parham

“Who do you need to reach?”

Often now, for the multimedia marketing staff of The McDuffie Progress, that is a common question when they visit with current and potential advertisers.

Although there is still strength in print advertising, the newspaper took a giant leap forward in marketing capabilities earlier this year. Now the staff works closely with businesses to reach a well-defined audience specific to the advertisers’ needs through targeted digital display advertising.

We serve ads to a target audience you specify based on their unique behavior. The ads are served through a wide variety of apps and browsers not only to smart phones, but also to desktop and tablets. We help you reach your targeted audience with a blend of tactics that interact and support the geofencing campaign. We use a blended mix of tactics that include:

- geotargeting
- geofencing,
- site retargeting,
- search targeting,
- and contextual keyword targeting

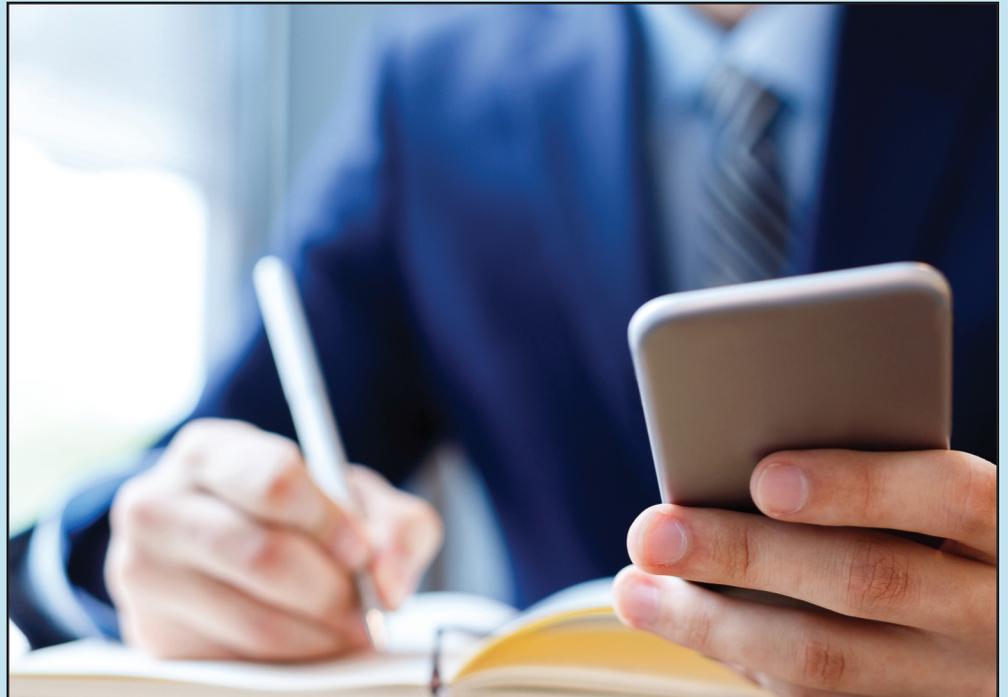
These work together collectively to drive ROI. We have found, with our other locations, that the campaigns are best maximized when 100,000 ads are served in a given month. However, I am willing to work with someone on a smaller scale and grow towards the 100,000 ads served prospect.

We all use Google in our daily lives, but we also know we spend only a brief time on Google. We search, we see, we click, and we are gone with an average of only 10 seconds on site. That is just a very small part of where people spend time on the internet. We connect you to the “rest of the internet.”

This is Targeted Digital Display marketing. More than 75% of internet users say they have noticed an ad following them. We do that. When someone’s device has been targeted through one of the tactics, we then serve them ads throughout the day. In the case of geofencing, we continue to serve ads to them for 30 days.

What differentiates us?

•We use unstructured data. This lets us optimize your target audience, and our programming will automatically shift emphasis from areas not working well to ones that are working well. It also helps improve ROI by fine-tuning who you want to target rather



Statistics show 87 percent of internet users research online then make a purchase offline. Get your business in front of them now.

than targeting a large demographic block. We can also manually review reports and make these adjustments to improve campaign effectiveness month by month.

•Recency. We have our own data gathered on people, across the nation, but also localized. Therefore, there is no delay and our data of what people look at on their devices tends to be recent data, less than seven days old. Other companies use a third party for data, which on average is more than 30 days old. For us, 90% of our ads served use data from less than a week ago.

•We use granular geofencing, meaning we can create unique shaped geofences down to a 4.3-meter area. Most geofencing is still non-granular and based on a radius or a large block.

•Our reporting is the best in the industry. Through our analytical reports, we can show you performance metrics on about anything. We will sit down together to gain insight on what locations are performing or not performing, how many people clicked your ads, if we need to change creatives, if a geofence needs adjusted, or if we need to add others. We are a partner and your success is our success.

We provide analytics on:

- Keywords
- Location
- Geofence
- Conversion
- Lift
- Domain
- Device Type
- Ad Size
- Demographics

Plus, not only can we show that we have served ads to devices (people) in a target geofence area. We can also show you at the end of the month ones that have entered a geofence conversion zone. Our lift chart, which we will show you if you call us for a presentation, breaks this down by time period and filters out campaign converters from natural converters.

IF WE COULD SHOW YOUR ADS TO:

- People who have visited your website and left
- People who are searching for your products and services
- People who are reading content related to what you sell
- People who are visiting your competitor’s physical location

Would you be willing to let us do so?