Using Mobile and GPS Data To Drive Sales on the Print Side

Foot Traffic Attribution for Print and Print Audience Extension

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Who We Are

About AdCellerant

COMPANY AdCellerant is an award winning Tech Enabled Services Company focused on bring Madison Avenue level digital marketing solutions to Main Street Businesses.

TEAM AdCellerant's team is made up of 80 individuals who are purposeful in their execution of the company's mission. The make up of the team is 6 Executive Positions, 5 Business Development, 14 in Account Management, 12 in agency services, 14 in Product and Technology, and 29 in Operations.

TECHNOLOGY AdCellerant's has a proprietary total-digital agency software solution that helps Partner's scale sales, operations, and reporting within a single toolkit.

PARTNER NETWORK AdCellerant's products and services are being leveraged by over 300 Local Media Partners and Ad Agencies in 5 countries and 400+ cities around the world and we are currently executing 50,000 digital advertising campaigns on behalf of our partners

ACCREDITATIONS AdCellerant was recognized as being the 83rd fastest growing company in the US on the Inc. Magazine "Inc5000" list in 2018 and we are the preferred programmatic solution of the Local Media Consortium.

DIGITAL SOLUTIONS

Understand the benefits and features of our digital products

DISPLAY
Deliver a targeted message
An effective way to promote brand awareness, these banner ads appear on websites across mobile, desktop and laptop devices. Coupled with programmatic targeting they are an effective way to deliver your message to a precise audience.

DEVICE ID
Target customers on their specific devices
Monitor the location information associated with prospect devices and leverage that data by targeting consumers or their devices based on where they have been and where they live.

MICROPROXIMITY
Target prospects based on their current physical location
Identify specific commercial locations where ideal target audiences are located and turn these audiences into targetable data segments.

EMAIL
Effective email marketing
Our database has more than 140 million consumer and business emails allowing you to reach a customer's inbox.

PPC / SEM
Be seen at the right time
Search Engine Marketing & Pay Per Click is a way to drive leads at the bottom of the funnel conversions. Be sure to be in front of your customers when they are actively searching for your products. As a Google Premier Partner, we pride ourselves in running campaigns adhering to Google's Best Practices.

CAMPAIGNS RUN BY A TEAM OF **EXPERTS**

QUALITY DATA INVENTORY

TRANSPARENT **REPORTING**

SEO
Show up in relevant searches
SEO is the process of getting your business to show up in search categories that are most relevant to your business. We deliver a unique SEO product by implementing strategies throughout the year that focus on all ranking factors with local and organic SEO algorithms.

NATIVE
Ads that feel like articles
Native ads adopt the look and feel of a website's content inviting the viewer to engage them. In-feed and in-article native ads allow the advertiser to immerse their brand within the publisher's site to reach the right user at the right time.

PRE-ROLL VIDEO
Promotional video messages
Pre-Roll Video is as scalable as banner advertising with all of the innovative targeting options but in a more desirable video format. With features such as skippable vs non-skippable, completion rates, viewability and more, Video Advertising has never been easier for a local marketer.

OVER-THE-TOP TV
Reach cord-cuttings that are not available with traditional TV commercials
Over-the-top (OTT) is the combination of ConnectedTV and Full Episode Player (FEP) streaming or on-demand inventory. This means a commercial can be served across ALL DEVICES, including the big screen.

SOCIAL ADVERTISING
Advertising with social platforms
Ads on Facebook or Instagram maximize reach across both platforms, includes the option of YouTube videos.

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Device ID Targeting

Two Types of Device ID Targeting

Location Targeting

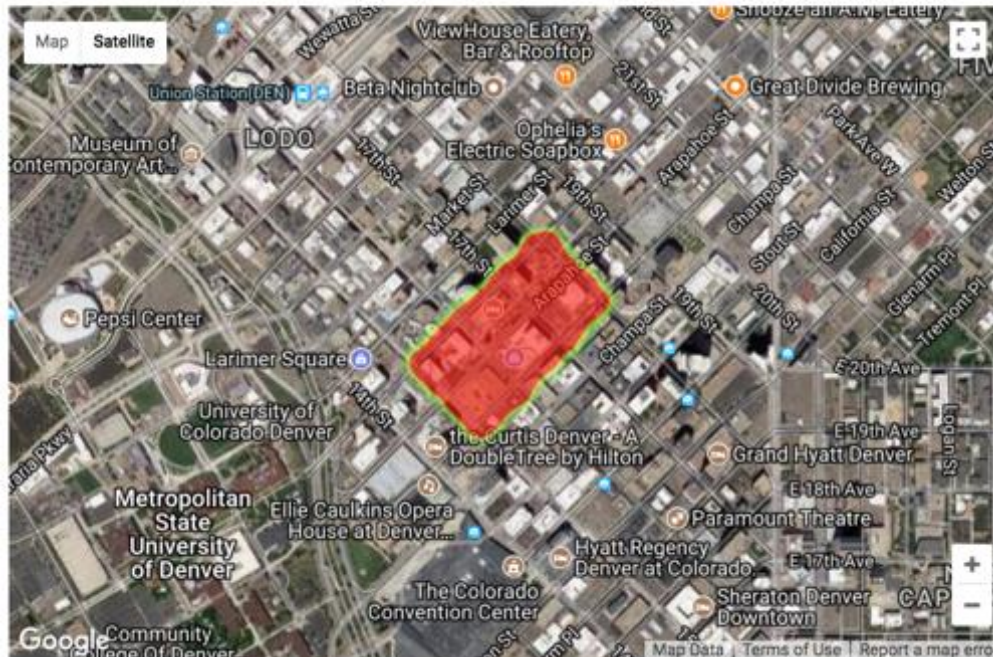Physical Address Targeting

Location Targeting

With Device ID GeoFencing

Device ID: How Does this Work?

With Device ID geo-fencing, we can create custom shapes around different locations targeting users who have been in those fences within a timeframe you define. Could be last 3 months, 45 days, 6 months. You define the historic window of time.
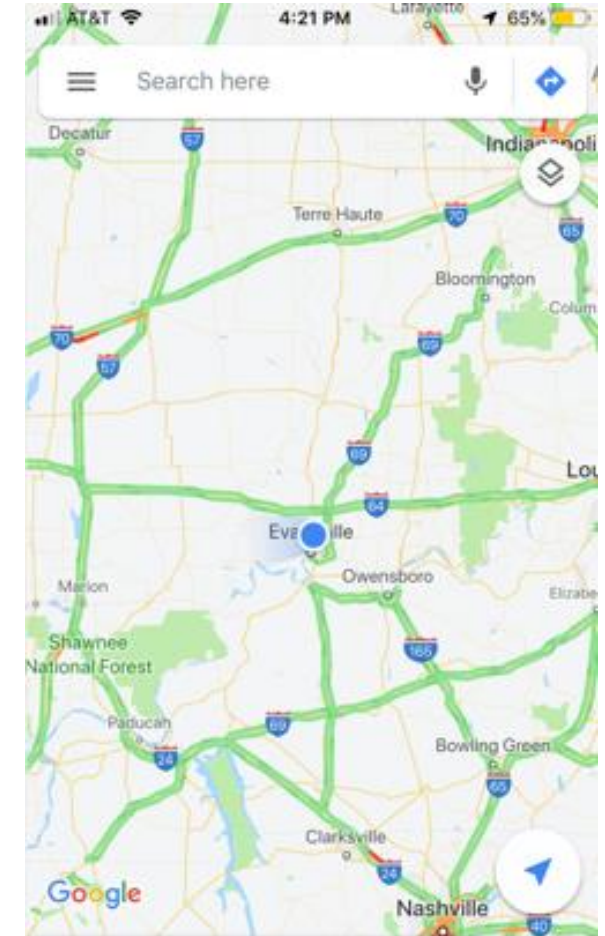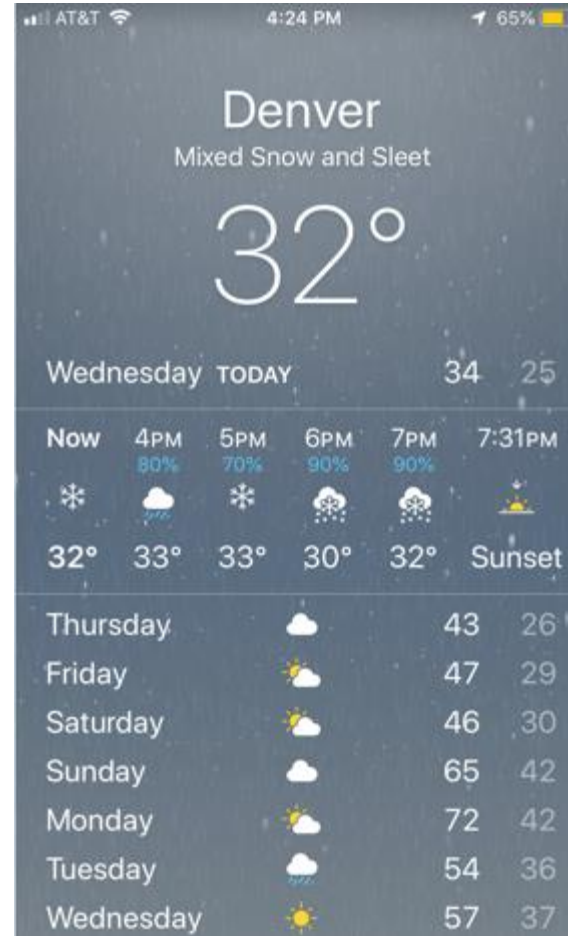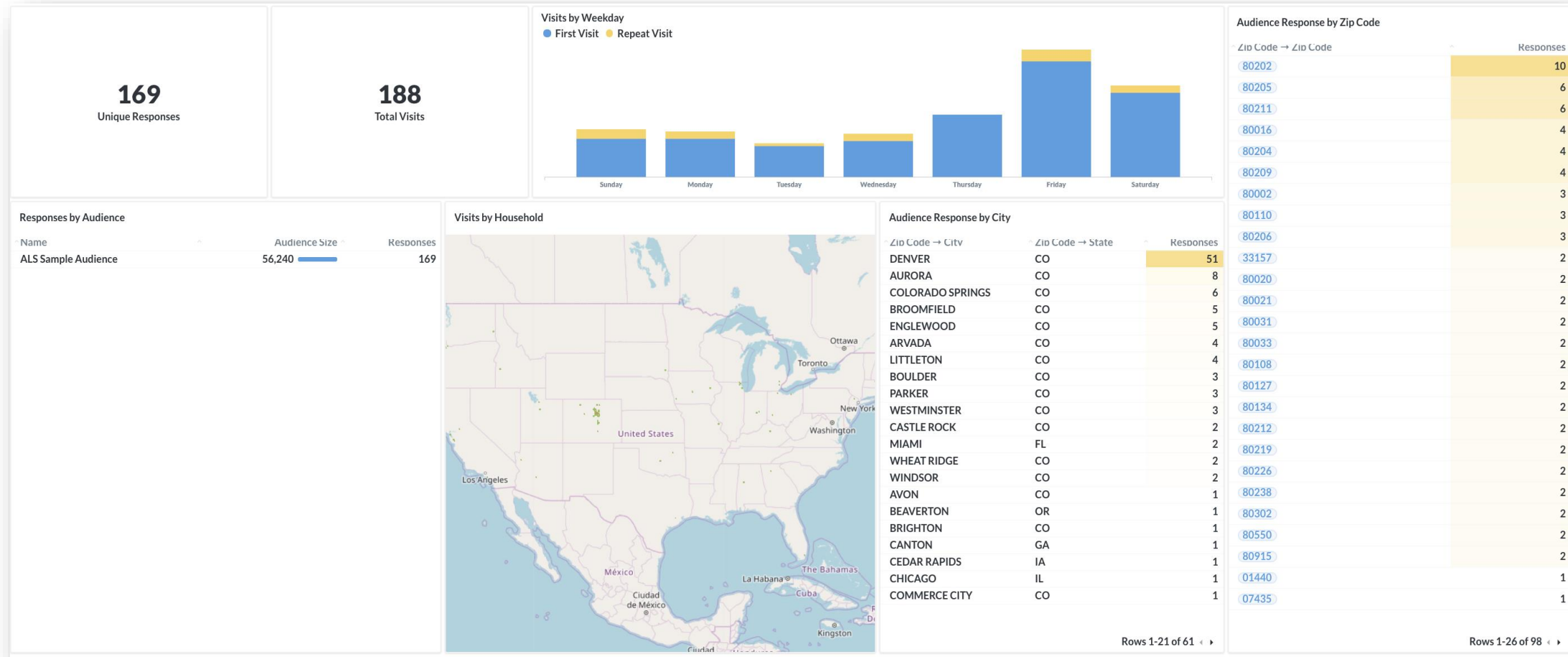
Location Heatmap

Apps Take Advantage of *Location Services*

Point of Interest Attribution Reporting

DID Address Targeting

Address Targeting & Strategies

- Household level targeting for advertiser that want to target specific addresses on a list – digitally

- Reverse append the physical address database to match all mobile devices associated with each address record in the database

- In other words, targeting mobile devices that reside at each physical address location with either display ads or video pre-roll ads

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Location Lift

aka Foot Traffic Attribution for Print

What is Location Lift??

01

An advertiser runs an ad in your publication. Preferably an advertiser with a physical, brick and mortar location

02

The publication would then be delivered to the physical mailing residential address of your subscribers

03

We then track the number of mobile devices that have physically entered the brick and mortar location of the advertisers who placed an ad in your publication, and how many of them are your subscribers

How Does it Work?

Publication would provide us with a physical address database of subscribers that get delivered an issue.

01

Create a conversion zone location around the physical brick and mortar location for the selected advertisers that are running an ad in your publication.

03

AdCellerant would then track how many mobile devices we are able to identify each month the advertiser runs an ad in your print issues.

05

02

Match the number of mobile devices that we are able to find at the physical address locations that are provided to us.

04

We would create a "device benchmark" to identify how many devices we were able to locate at the advertiser's location prior to the launch of their print ad campaign

Results

This Location Lift case study is from a CRMA partner that had a travel and tourism client whose goal was to drive interest for art galleries, museums, and other tourist locations in their city.

- In the first month, we saw **a 36% increase in total number of devices** that we were able to match at the conversion zone locations.
- We saw an **increase in subscriber devices** found in the conversion zone locations from 22 to 34.
- We consistently saw **more devices in the conversion zone** locations than the benchmark month.

	(FULL MONTH) - V2						
	BENCHMARK FEB	MAR	APR	MAY	JUN	JUL	AUG
Total Unique Devices at POIs	39,190	44,440	44,394	43,280	47,515	37,233	45,189
Unique Devices Matched	22	34	27	34	32	19	24
Rate	0.06%	0.08%	0.06%	0.08%	0.07%	0.05%	0.05%
Lift over FEB		36%	8%	40%	20%	-9%	-5%
Lift over Previous Month		n/a	-21%	29%	-14%	-24%	4%

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Print Audience Extension

How Does it Work?

Publisher would provide us with a physical address database of subscribers that get delivered a magazine, newspaper, or direct mailer.

01

Create packages with the publisher that include print ads, the publisher's website , and display or video ads on the mobile devices of their subscribers

03

Allows the publisher to generate digital revenue without having to focus on selling digital by focusing on selling their audience

05

02

Match the number of mobile devices associated with the subscriber or mailing list database

04

Create easy incrementalization opportunities for sales reps and the publisher

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Make it Simple with Packages that Blend in O&O

- **Platinum Package**

  - $680/mo investment

  - 40,000 monthly impressions to your same audience

  - Includes Advertiser Website Tracking, Retargeting, & Campaign Management

- **Silver Package**

  - $1500/mo

  - 88,000 monthly impressions to your same audience

  - Includes Advertiser Website Tracking, Retargeting, & Campaign Management

- **Gold Package**

  - $3000/mo

  - 176,000 monthly impressions to your same audience

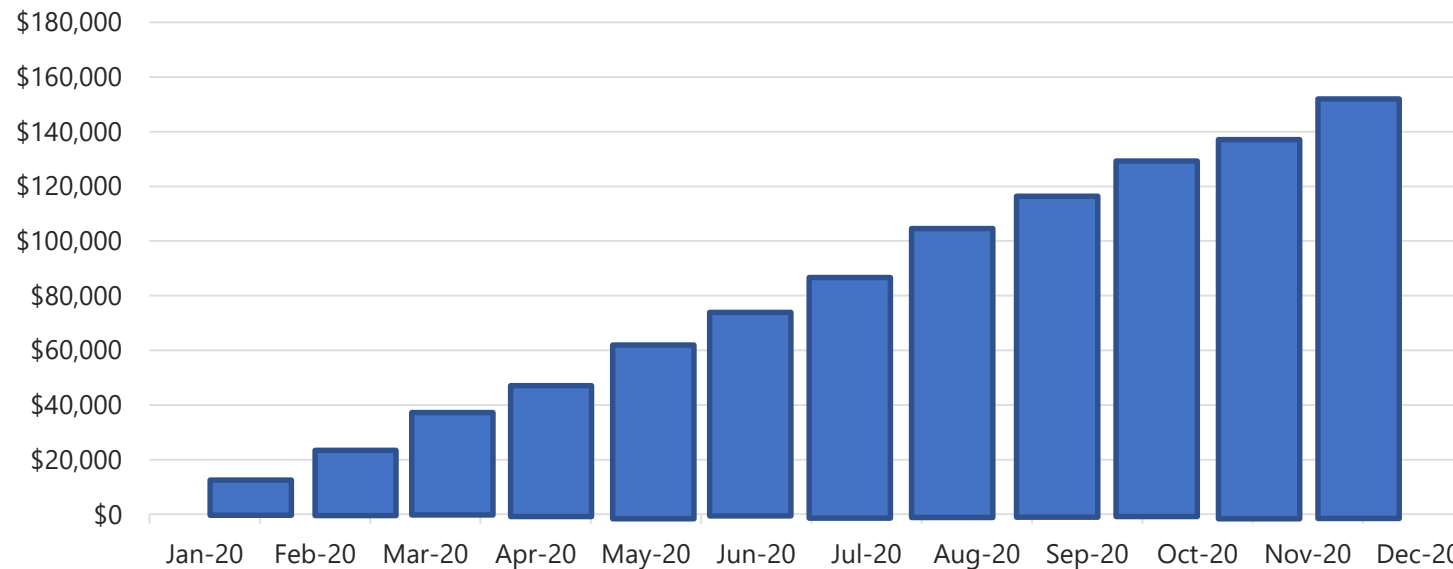 - Includes Advertiser Website Tracking, Retargeting, & Campaign Management

Leverage Your First Party Data

Summary – 12 months

- Publisher upsold their 10 Largest/Most Committed Advertisers

- $1500/month Upsell Each.

- $180,000 in Contracted Gross Revenue

- Salespeople Do Not Change Their Pitch – Still Selling Their Audience

- Build Packages That Include First Party Audience Extension – Seamless Transition

Total Running Sold Revenue

Thank You