



ADVANCED DIGITAL SOLUTIONS SPORTING EVENTS

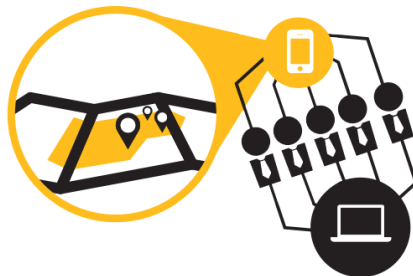


DIGITAL FOR EVENTS



Pre and At-Event Solutions

Connect with attendees at an event with targeted one-to-one engagements on their mobile phones. Raise fan engagement, sell tickets & merch, generate sponsor leads.



Post-Event Solutions

Extend and expand your message AFTER an event. Connect with same targeted audiences while multiplying your reach to non-event attendees.

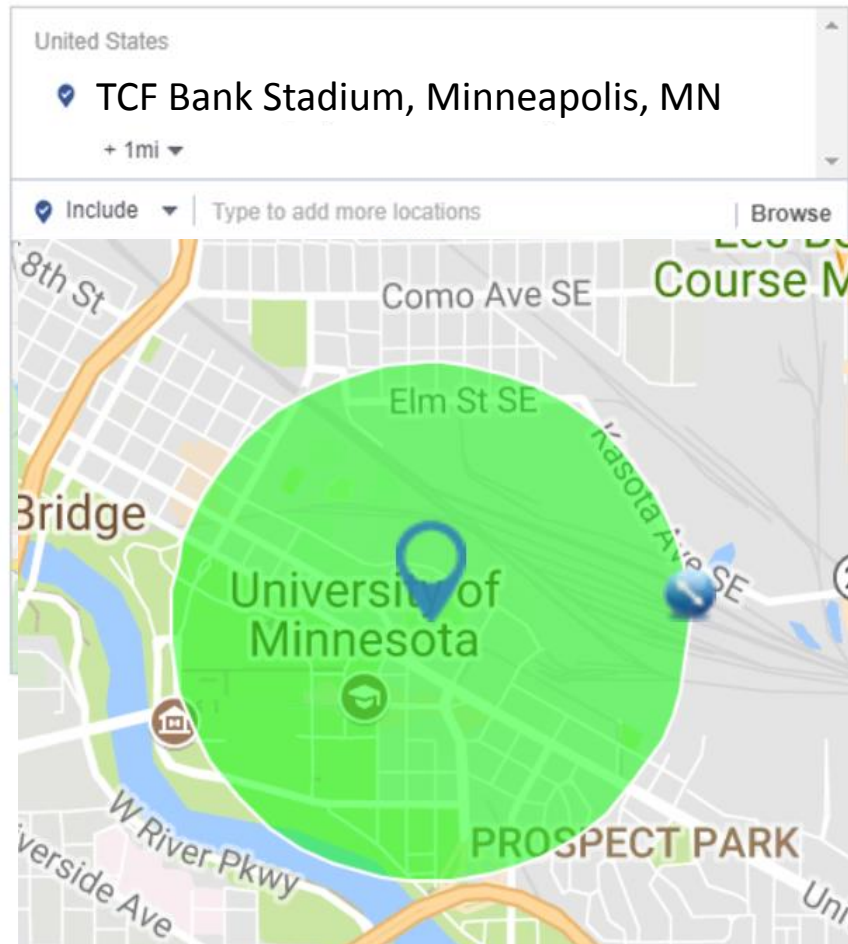


AT-EVENT DIGITAL MOBILE GEO-FENCING



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AT-EVENT DIGITAL FACEBOOK AUDIENCE NETWORK (FAN)



Facebook Audience Network (FAN) lets you extend Facebook ad campaigns off of Facebook, using the same highly targeted categories you need to reach exact audiences and locations.

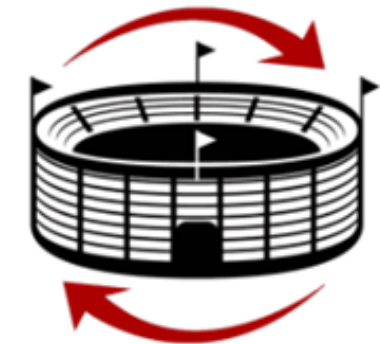
[Soccer Fans with 1-mile radius around TCF Bank Stadium]



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VENUE RETARGETING

GEO-FRAMING TECHNOLOGY- Capture Unique Device ID's (UDID) from past events or high-valued locations and map back to homes to show ads across all devices in that home.



Polygon the venue of your choice on our map.



If an ad call was served to a device present at the location, Device ID is captured.



Those captured devices are now captured and stored for targeting once home address is determined.

POST-EVENT DIGITAL VENUE RETARGETING

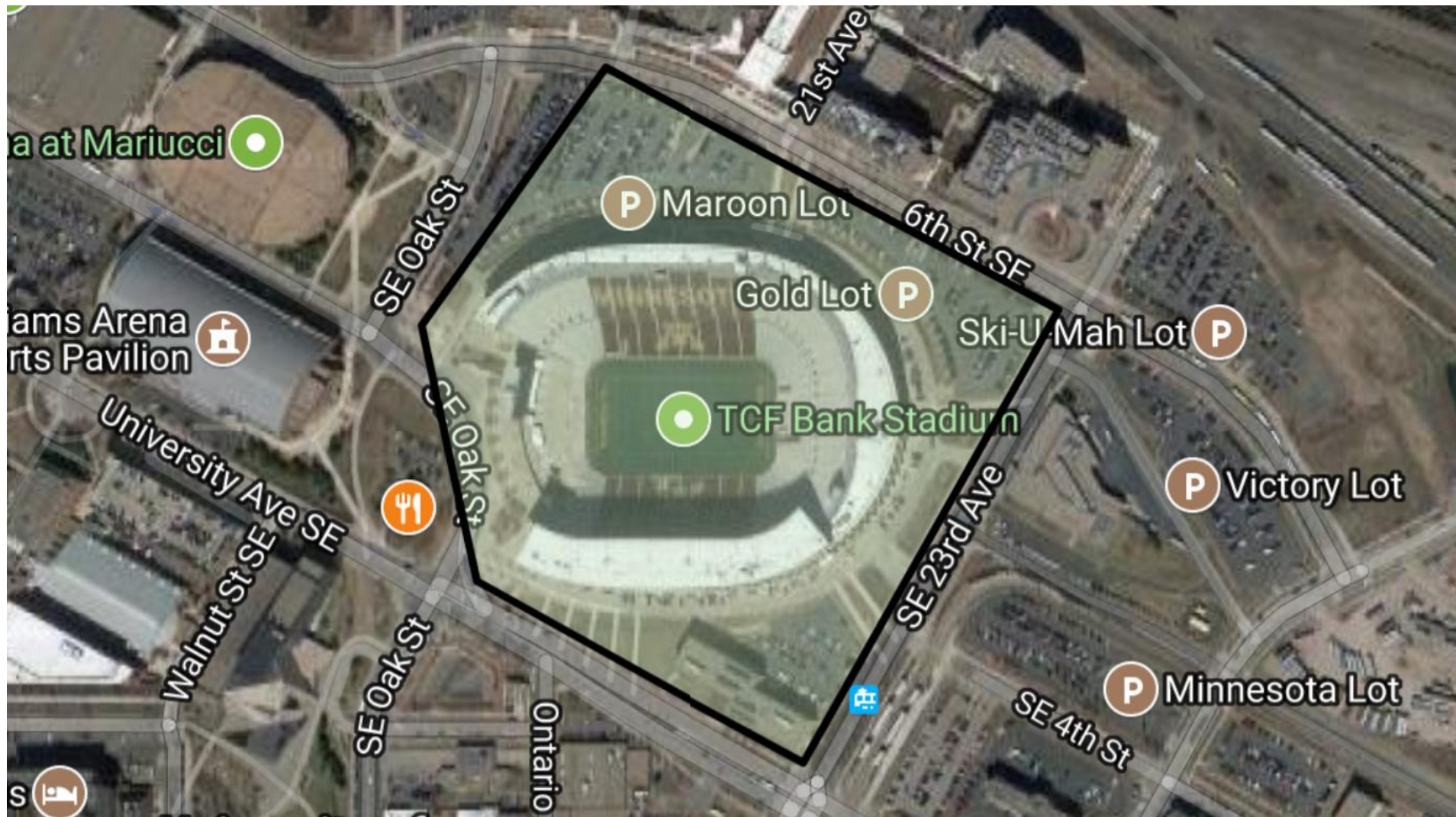
 2017 MAJOR LEAGUE SOCCER REGULAR SEASON SCHEDULE									
MARCH					APRIL				
FRI	3		PORTLAND	8:30 p.m.	SAT	1		SALT LAKE	7:00 p.m.
SUN	12		ATLANTA	4:00 p.m.	SAT	8		DALLAS	7:00 p.m.
SAT	18		COLORADO	8:00 p.m.	SAT	15		HOUSTON	7:30 p.m.
SAT	25		NEW ENGLAND	1:00 p.m.	SUN	23		COLORADO	5:00 p.m.
					SAT	29		SAN JOSE	7:00 p.m.
JULY					AUGUST				
TUE	4		COLUMBUS	6:00 p.m.	SAT	5		SEATTLE	7:00 p.m.
WED	19		HOUSTON	7:00 p.m.	SUN	20		SEATTLE	9:00 p.m.
SAT	22		RED BULLS	3:00 p.m.	SAT	26		CHICAGO	7:30 p.m.
SAT	29		D.C.	7:00 p.m.					
MAY					JUNE				
SUN	7		KANSAS CITY	12:30 p.m.	SAT	3		KANSAS CITY	4:00 p.m.
SAT	13		TORONTO	2:00 p.m.	SAT	17		SALT LAKE	9:00 p.m.
SUN	21		LOS ANGELES	4:00 p.m.	WED	21		PORTLAND	7:00 p.m.
SAT	27		ORLANDO	7:00 p.m.	SAT	24		VANCOUVER	7:00 p.m.
					THU	29		NYCFC	6:30 p.m.
SEPTEMBER					OCTOBER				
SAT	9		PHILADELPHIA	7:00 p.m.	TUE	3		ATLANTA	6:00 p.m.
WED	13		VANCOUVER	9:00 p.m.	SAT	7		KANSAS CITY	7:00 p.m.
SAT	16		MONTREAL	6:30 p.m.	SUN	15		LOS ANGELES	6:30 p.m.
SAT	23		DALLAS	7:00 p.m.	SUN	22		SAN JOSE	3:00 p.m.
SAT	30		HOUSTON	7:30 p.m.					
					<div> <div></div> = HOME <div></div> = AWAY </div>				

We use proprietary geo-framing technology to go back in time up to one year to capture mobile devices from past sporting events.

We then use data science to match the collected mobile ID's with household and business IP addresses. This allows us to deliver targeted digital ads, after any event or time-frame, to the exact same audiences.



Geo-Frame 2017 MNUFC Home Games



2017 MNUFC Home Games (17 games)



65,874

Captured Mobile ID's



+

157,362

Other Household Devices

=

223,236

POST-EVENT Digital Reach



- **MNUFC:** Target non-season ticket-holders, promote individual ticket sales for future home games, sell MNUFC merch, sweepstakes registration, new stadium engagement, etc.
- **SPONSORS:** VALUE-ADD MARKETING...MNUFC can now allow their team sponsors to reach these exact same targeted audiences...post-game or post-season!

IP TARGETING

Matching IP Addresses to your list of names and street addresses and showing your native, display or video ad only to those people, across all devices.



CRM Data or purchase a list from a Data Provider.



Run list of home addresses through our IP Targeting Algorithm.



Campaign Set Up and Launch. Begin serving to the devices connected to the Wi-Fi in the specified households.



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USE YOUR CRM DATA OR OUR LISTS

- Use your CRM data / Marketing Lists to reach your EXISTING AUDIENCES
- Use our data lists to reach potential NEW TARGETED AUDIENCES



Address	ST	ZIP	Home Phone	County
13165 ORCHID ST NW	MN	55448	(763) 323-3640	ANOKA
11524 CROOKED LAKE BLVD NW	MN	55433	(763)421-3523	ANOKA
1579 82ND AVE NE	MN	55432	(763) 432-7771	ANOKA
1611 61 ST AVE NE	MN	55432	(763)571-8237	ANOKA
6431 E RIVER RD	MN	55432	(763)571-8271	ANOKA
3851 BUCHANAN ST NE	MN	55421	(763)7064153	ANOKA
1032 128TH AVE NE	MN	55434	(763) 754-8345	ANOKA
11197 DRAKE ST NW	MN	55433	(763)754-8819	ANOKA
10907 WOODY LN NW	MN	55448	(763)755-3183	ANOKA



HOW DOES IT WORK?



List of physical
addresses and names



We match to household
IP address / router



Your ads are shown to
those households








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WHY HOUSEHOLD IP TARGETING IS MORE EFFECTIVE THAN WEB RETARGETING

Problems with Cookie-Based Retargeting

- ✓ Less accurate (behavioral-based)
- ✓ Rising risks of non-human traffic (bots)
- ✓ Cookies & browser histories get erased
- ✓ Ad-blocking software & browsers
- ✓ Can only engage current site visitors

Advantages of Cookie-Free IP Targeting

-  Targeting real people (offline data-based)
-  95% Human Traffic; no wasted impressions
-  Static IP's, new IP's are captured
-  Can't be blocked by software & browsers
-  Larger audience- can engage all prospects



WHY HOUSEHOLD IP TARGETING IS MORE EFFECTIVE THAN E-MAIL ALONE

The problem with E-Mail Marketing is

- ✓ Limited Reach (CAN-SPAM COMPLIANT)
- ✓ Spam Folders
- ✓ Low Open Rates
- ✓ Tracking Limitations / ROI



WHY HOUSEHOLD IP TARGETING IS MORE EFFECTIVE THAN E-MAIL ALONE

Instead of reaching a household ONE to FOUR time a month with E-Mail messages...

You could reach a household **25-50 times** in **one month** with IP Targeting!



CALCULATE ROI WITH OUR “MATCH BACK” REPORTS

1	Email
2	leezachte@aol.com
3	labishann@gmail.com
IP LIST	
7	bsyginger@aol.com
8	caronkc@gmail.com
9	salsis110@gmail.com
10	ccolledk@gmail.com

Each month you provide us with an Excel sheet from your “sold lists”

1	Email
2	dnelson319@comcast.net
3	susiebrewer27@gmail.com
4	idaandnormas5@comcast.net
SOLD LIST	
7	brianquay@aol.com
8	malibupaullsv@aol.com
9	tovegasigo@aol.com
10	hayzden@aol.com
11	lorie@cdainteriors.com

We match those against our target list



You see how many people were sold to from the list we are targeting!



HOUSEHOLD IP TARGETING CASE STUDY- UNC Tar Heels Football

Background

The University of North Carolina, an NCAA Division I school, wanted a new way to re-engage former season ticket holders for a football season renewal program. UNC chose to launch a digital campaign using IP Targeting to realize a lift in season ticket sales.

Campaign Results

The results of the campaign were astonishing. Of the 1,245 households comprising the campaign audience, 676 individuals received our IP-targeted ads and an email offer. The other 569 people, representing the control group, simply received the email offer. The IP-targeted group who received our targeted ads was **39% more likely to renew their season ticket.**

The campaign netted UNC a Return on Ad Spend of 2,609%.

Due to our hyper-accurate IP-targeting technology, the Tar Heels were able to reach their season ticket holder goals by re-engaging former season ticket buyers.



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HOUSEHOLD IP TARGETING

CASE STUDY- Louisville Bats

Background

The Louisville Bats, a Triple-A Minor League Baseball team, wanted to reach their customers where they spent a considerable amount of time-- online. By utilizing our patented IP targeting system, the Bats were able to measure digital impressions and engagements on a more precise scale than ever before. Using transaction data from sales over the past three seasons, the Bats' marketing team was able to launch an online ad campaign to re-engage only those who had previously purchased tickets.

Campaign Results

The campaign served 120,000 impressions during the two weeks leading into a game with several promotions. Our campaign was able to generate a **22% lift in ticket sale conversions** compared to the non-targeted control group. Moreover, game day attendance was estimated at **11,000, a 68% statistical improvement** over their 2015 average attendance of around 7,500, according to MiLB.

The Louisville Bats provided us with a list of their online ticket sales for this game (did not include phone orders or "walk-up" sales). We compared their online sales against our targeted list to provide a list of sales that were a direct result of our IP Targeting Campaign. The 22% lift in ticket conversions was calculated through performing our Matchback Analysis.



THANK YOU



E3 Marketing Group

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