



Geo-targeting and data science for true one-to-one marketing



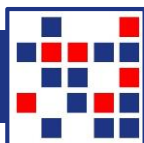
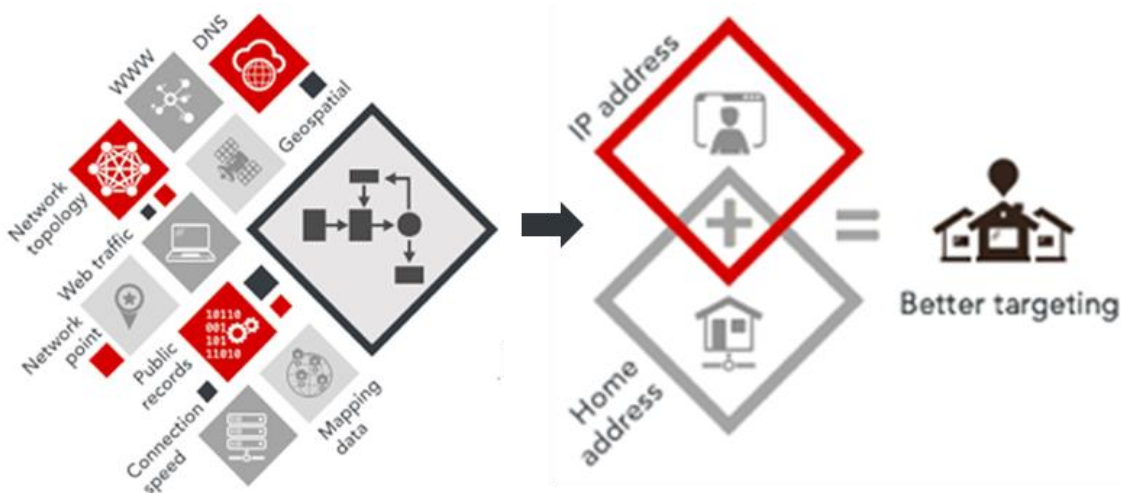
MARKETING GROUP



Geo-targeting and data science for true one-to-one marketing

Target Real People in Real Households

Our IP Targeting solutions match physical locations to IP addresses for precise target audiences. We can scale your targeting all the way down to the individual household or building. Our patented technology matches customer and prospect lists with IP addresses at the router level for a 95% or greater confidence level. This means we can deliver accurate, tailored messages for real people for true one-to-one marketing.





Geo-targeting and data science for true one-to-one marketing

Smarter Targeting through Hyper-Personalization

In today's digital world, consumers are overly-exposed to online advertising and content. This makes achieving the required ROI from your digital marketing campaigns more of a challenge. The best way to drive the interest of your next customer is through relevant and personalized messages. Personalized one-to-one marketing can dramatically increase your conversations and sales.

The 100% Cookie-Free Solution to Website Retargeting

The most common form of digital advertising, website retargeting (also called remarketing) is cookie-based. While cookie retargeting is timely, specific, and behavior-based, there are some pretty big drawbacks that can be solved with IP Targeting.

Problems with Cookie-Based Retargeting

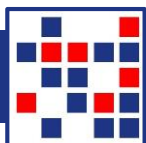
- ✓ Less accurate (behavioral-based)
- ✓ Rising risks of non-human traffic (bots)
- ✓ Cookies & browser histories get erased
- ✓ Ad-blocking software & browsers
- ✓ Can only engage current site visitors

Advantages of Cookie-Free IP Targeting

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

Digital Bullseye Advantage: REAL ROI & ROAS

Since our IP solutions targets real people in real households, we can provide a real ROI / ROAS based on sales- not metrics based on UTM codes and pixels. We can provide 100% accurate sales conversion data, all without the use of tracking pixels, form fills, and call tracking.



Learn more about our Digital Bullseye™ solutions at e3marketinggroup.com

Targeted Digital Advertising That Really Works



INTRODUCING DIGITAL BULLSEYE™

Our Digital Bullseye™ solutions use patented technology, data insights, and innovative ad-tech to produce amazing results. We use CRM and captured mobile data to find your target customer's IP addresses for delivering hyper-targeted banner and video ads online- all without the use of cookies.



Household IP
Targeting



Location IP
Targeting



Mobile
Out-of-Home



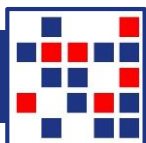
Venue Retargeting /
FAN Geo-targeting



Website Lead
Generator



New Mover
Targeting



Learn more about our Digital Bullseye™ solutions at e3marketinggroup.com



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Household IP Targeting

DIGITAL DIRECT MAIL FOR THE INTERNET

IP Targeting is the digital equivalent of direct mail, only much more efficient. We take the direct mail strategy but deliver targeted messages as banner, native or video ads on visited websites.

How It Works

You provide us with a database of names and physical addresses, or our data scientists can provide targeted lists. We then use patented technology to match your lists to individual household or business IP addresses. We can isolate individual households and other locations to show variable display & video ads by a set of defined criteria. For example, if you want to run different promotions based on product or geographical region. It's digital direct mail for the internet! You have all the benefits of variable-printed direct mail without the cost of printing and postage.

And unlike direct mail, it's not a one-time shot. You can reach your prospects with native, display or video ads 25-50 times a month. We also utilize cross-device technology to deliver ads to all devices that have been connected to each specific IP address. A great way to multiply your reach with targeted audiences or spread your message to all at a particular location!

1



CRM Data or purchase a list from a Data Provider.



Run list of home addresses through our IP Targeting Algorithm.

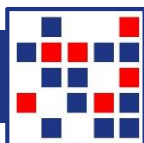
3



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

Digital Bullseye™ Advantage

Other products can only target with cookies online. However, we are 100% cookie-free so we can vastly eliminate fraud and the threat of non-human traffic (bots). We can guarantee with 95% accuracy that your digital ads are being viewed by a real person. Our patent-pending approach to IP Targeting uses "lat-long" to target down to one square meter. Competitors use clusters of 4 to 12 or more houses, which dilutes targeting accuracy to only 8-25%. Unlike competing products, our superior approach results in virtually NO wasted impressions. This means more sales and better ROI for you.



Learn more about our Digital Bullseye™ solutions at e3marketinggroup.com



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Location IP Targeting

YOUR DIRECT CHANNEL TO TARGETED VENUES

Location IP Targeting allows you to target consumers or B2B clientele at locales such as trade shows, conventions, hotels, campuses and airports. Our IP Targeting technology generates leads from your selected locations such your competitor's stores or targeted business accounts.

How It Works

Location IP Targeting allows you to generate B2B leads or reach targeted consumers as they gather in locations. Examples of venues and locales you can target are: trades shows, conventions, hotels, DT business districts, competitor's locations, banks, large business campuses, manufacturing plants, hospitals, college campuses, coffee shops, airports, military bases, etc.

After selecting your desired locations we map IP addresses through our patented algorithm which analyzes billions of pieces of data. We then work with our premium ad exchanges to serve your targeted digital ads on the websites your prospects visit.

Digital Bullseye™ Advantage

Our Location IP Targeting works because we developed heuristic information on your prospects based on their location. The applications for Location IP Targeting are endless. Advertisers have developed new ways to use it for a broad range of audiences and industries.



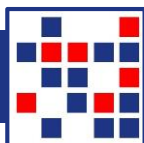
Strategically target students or other target populations by going where they are



Deliver your content to any device on websites your prospects visit at chosen venue(s)

Location IP Targeting Examples

The use-cases for a B2B / B2C IP targeting campaigns are limitless. You're able to advertise at competitor's locations, target hospitals to create awareness of your healthcare industry products, select trade shows hotels to reach event attendees, engage students on college campuses for job recruiting, or target Starbuck Cafés to offer an online discount to try your brand of premium coffee.



Learn more about our Digital Bullseye™ solutions at e3marketinggroup.com



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Mobile Out-of-Home

AUDIENCE-ADDRESSABLE ADVERTISING

Deliver your campaign to out-of-home (OOH) screens and mobile devices for audiences you select. Measure the impact of your ad campaign in real-time.

How It Works

Our audience-addressable advertising technology delivers ads based on the consumer's actual attributes rather than using content or location as a proxy. Our backend mobile data systems anonymously map consumers' mobile phones back to their households so that we can attach extensive offline data to their phone ID. Based on this knowledge we can deliver audience-addressable ads to their mobile phone or out-of-home screens through our partner ad networks whenever the phone pops up on our radar.

The same mobile data system which allows us to accurately associate individual-level attributes to mobile devices also enables us to accurately measure which one of those devices show up in your points of interest, such as a dealership, bank, retail location or grocery store.



1 CRM Data or purchase a list from a Data Provider.



2 Run list of home addresses through our IP Targeting Algorithm.
*~50% Match Rate



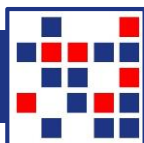
3 Inventory devices that are consistently connected to the WiFi.



Continue advertising to them when they leave home.

Digital Bullseye™ Advantage

Mobile is at the epicenter of change in the advertising industry. Companies offering digital out-of-home advertising haven't been able to deliver the audience targeting and measurement capabilities of other digital channels— until now. Our Digital Out-of-Home network leverages new mobile technologies to measure audience, serve ads and report performance in real time.



Learn more about our Digital Bullseye™ solutions at e3marketinggroup.com

Venue Retargeting

CAPTURE MOBILE DEVICE ID'S AT TARGETED LOCATIONS

Recent innovations in digital ad technology allow us to capture mobile ID's at high-valued locations, like events or your competitor's locations, and bucket them for future targeting.

How It Works

Venue Retargeting captures people's mobile ID's at events they attend, where they work, where they study, where they shop and where they hang out. We save the information of these high-value targets so you can later reach the same audiences on their mobile, work or home devices.

By using our proprietary geo-framing technology we can even go back in time up to one year to capture mobile devices from past events or locations. Venue Retargeting then matches the captured mobile ID's with IP addresses at homes or business locations. This means we will be able to also serve your display ad to any device connected to that specific IP address...whether it's family members, friends, co-workers, or employees.



Polygon the venue of your choice on our map.



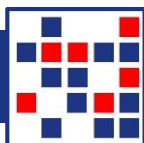
If an ad call was served to a device present at the location, Device ID is captured.



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

Digital Bullseye™ Advantage

There are many instances where a venue is target rich and it's valuable for you to reach this audience when you can't in other ways- without a lot of expense. Examples would be sporting and race events, healthcare conventions, industry trade shows, DT business districts, and competitive store locations. Let's say you've introduced a new product and you need to connect with your target audiences at these venues and locations. Venue Retargeting will capture mobile ID's and match them with IP addresses so you can reach these same audiences with your message on their mobile, work, or home devices.



FAN Geo-Targeting

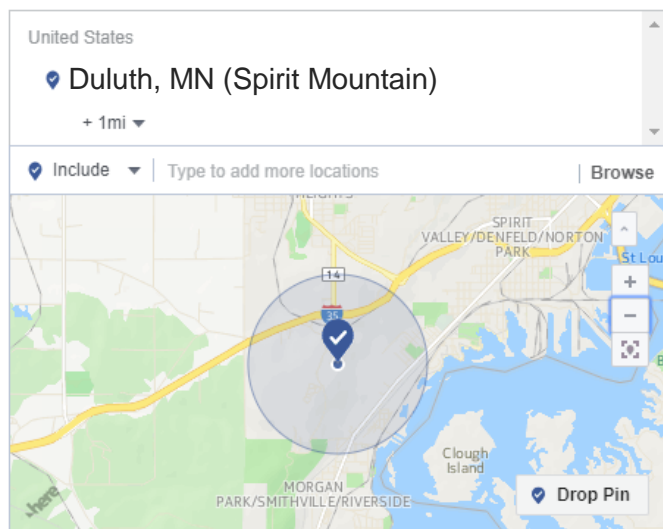
COMBINED WITH LOCAL AND BEHAVIORAL TARGETING

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.

How It Works

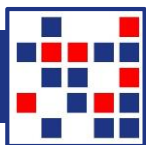
Facebook established a mobile ad network that will take your Facebook News Feed ads and place them on other apps and mobile websites. They call it Facebook Audience Network (FAN). FAN lets brands extend their Facebook ad campaigns off of Facebook, using the same targeting categories. It is now the second biggest mobile ad network and the largest native mobile ad network.

FAN allows you to reach Facebook users when they aren't on Facebook. And because Facebook gathers data from third party websites and apps, FAN even allows you to reach non-Facebook members. Therefore FAN can significantly expand your campaign reach, which makes it an ideal solution for small niche audiences in a specific location.



- Select cities / metro areas
- Down to 1-mile radius
- Specific locations / neighborhoods
- Conventions / events
- Select behaviorals / demographics (i.e. job title, interests, activities, etc.)

By combining FAN with targeted geographical and behavioral categories we can reach the exact audiences you need to reach with your message. And 80% of Audience Network impressions are now native, which makes it a great for reaching your audience in a less intrusive way than traditional banner advertising.



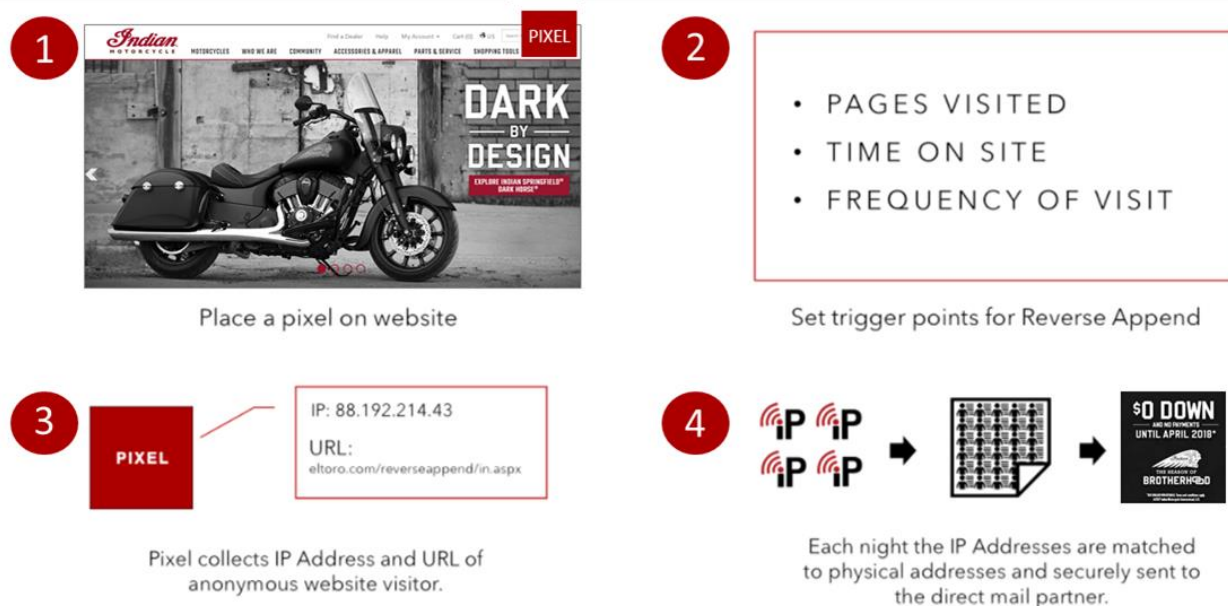
Website Lead Generator

CREATING LEADS FROM ANONYMOUS SITE VISITORS

We turn anonymous site visitors' IP addresses into physical home and office addresses. Turn your online leads into targeted prospects offline. It's retargeting with direct mail.

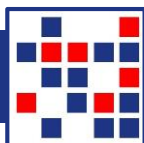
How It Works

We take anonymous site visitors' IP addresses and run them through our "reverse append" algorithm to determine physical home or office address. This information combined with website analytics turns your anonymous site visitors into targeted leads. For instance, by using one of our variable printing partners you can now send custom direct mail pieces based on product pages visited and geographic location. This allows you to advertise localized product promotions based on your business goals.



Digital Bullseye™ Advantage

Most other digital products can only retarget with cookies and online. We take the digital footprint created by visitors to allow our partners to turn it into a physical mail piece, brochure, white paper, or catalog. For B2B businesses, our technology serves as a website lead generation tool. By installing our pixels site-wide, we can use the data generated by web visits to customize a variable print direct mail with attributes of the visit- (e.g. direct mail piece pictures the customized motorcycle configured on your website).





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New Mover Targeting

TARGET PEOPLE AS THEY MOVE

New Mover Targeting allows you to reach people who are moving or have just moved into their new home. In almost real-time, you can reach new movers with native, banner and video ads served on their laptop, smartphone and tablet devices.

How It Works

New Mover Targeting is offered on a 6 month and 12 month subscription basis. All you have to do is select which ZIP code, city, and/or state you want to target, enter monthly impressions, and upload the creatives. Then decide if you want to target Pre-Movers, Escrow, and/or Post-Movers. Since our system is programmatic, you can sit back and target new movers the second their information becomes available. We allow you to reach this important segment, in almost real-time, with native, banner and video ads on their laptop, smartphone, and tablet devices.



Pre-Mover
"I've listed my house."



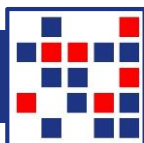
Escrow
"I've sold my house,
and, I haven't moved
yet."



Post-Mover
"I just moved in."

Digital Bullseye™ Advantage

According to Avrick Direct, 450,000 people move every week in the United States. In the 30 days surrounding a move the average purchase spend is \$8,700 per household. New movers are actively looking for new places to shop, dine, and to provide services. Once a new mover buys from you, they are 90% more likely to become a repeat customer. DNM automatically targets people who are moving or have just moved into their new home. We allow you to reach this important segment, in almost real-time, with native, banner and video ads on their laptop, smartphone, and tablet devices.



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