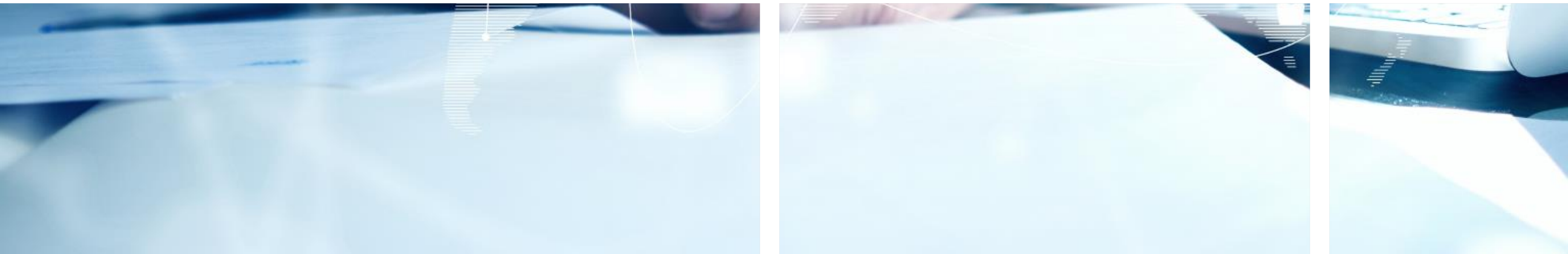




HOUSEHOLD IP TARGETING FOR ONLINE SELLERS



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.



MARKETING GROUP

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
(ie Buyers, Ship-To's, etc.)



We match those to the
household's internet
connection - IP Address



Your ads are only
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 is

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



WHY HOUSEHOLD IP TARGETING IS MORE EFFECTIVE THAN DIRECT MAIL

The problem with Direct Mail is

- ✓ Poor frequency (one time shot)
- ✓ Expensive creative
- ✓ Hard to track
- ✓ Easy to miss

Household IP Targeting is Direct Mail for the internet age!



WHY HOUSEHOLD IP TARGETING IS MORE EFFECTIVE THAN DIRECT MAIL

Instead of reaching a household ONE time with Direct Mail

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!



DIRECT MAIL RE-TARGETING

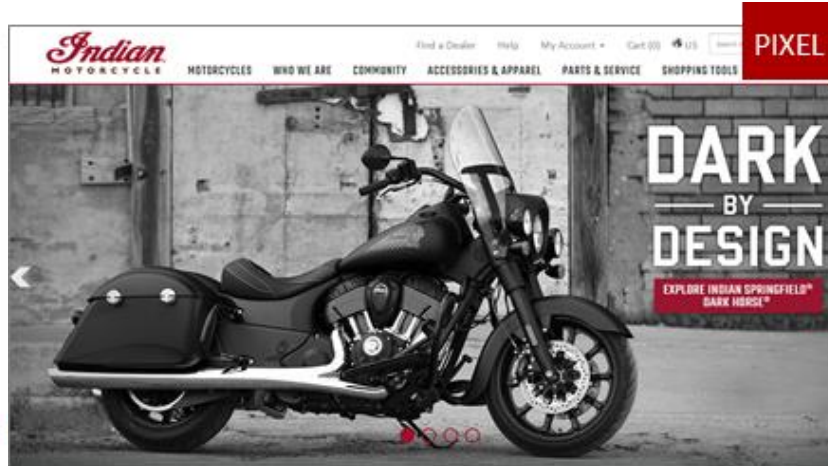


We take unknown site visitor's IP addresses, find their physical addresses, and send them targeted direct mail pieces within 48 hours of a site visit.



HOW DOES DIRECT MAIL RE-TARGETING WORK?

1



Place a pixel on website

2

- PAGES VISITED
- TIME ON SITE
- FREQUENCY OF VISIT

Set trigger points for Reverse Append

3



Pixel collects IP Address and URL of anonymous website visitor.

4



Each night the IP Addresses are matched to physical addresses and securely sent to the direct mail partner.



THANK YOU



E3 Marketing Group

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