Inside Towers Targets

DIGITAL MARKETING DIVISION   WWW.INSIDETOWERS.COM

GEO-FENCING

The most advanced location-based mobile advertising technology for targeting users based on specific geographic areas. Geo-fence technology enables marketers to customize audiences through custom targeting shapes with precise and accurate data. We support bulk uploads of GeoJSON files to create shapes around public areas like political and school districts, street and highway boundaries, municipalities, etc. We generate dynamic and configurable shapes custom to an advertiser's campaign. Each user is matched 1:1 to a desired targeting zone.

Event Targeting is a precise temporal geo-targeting technology allowing advertisers to build an audience based on a geo-fence. With Event Targeting, advertisers can target a custom, niche audience out of users who attend a specific event during a predetermined time window and serve ads to those users for up to thirty days after the event.

A virtual geo-fence is traced around an event location where the advertiser wants to build an audience based on user visits to a particular location during a set, scheduled timeframe. When a user enters the geo-fenced location during the set timeframe, they will then become part of an audience that can later be targeted following the event. Event Targeting users are captured based on their mobile devices emitting GPS signals. We receive some of this data in real time through the bid stream (bidstream data comes from a publisher or app and includes basic facts about the ad unit, like publisher and URL, device type, IP address and ad format).

KEYWORD SEARCH RE-TARGETING

1. A user performs a search.

2. Our software shows an ad based on the keyword searched.

3. The user clicks on the ad and converts.

Connect with more searchers more often and more effectively with keyword-level search retargeting. Search retargeting enables advertisers to combine the effectiveness of search with the brand impact and reach of display. Intent data, such as keyword search terms, are the most effective targeting data available. Search retargeting gives advertisers the ability to target potential customers with display ads based on the searches they perform across the web. Our technology captures over 13 billion search events per month from over 300 million users. Each individual search is date and timestamped.

We get our keyword search retargeting data from some smaller search engines (Bing, Ask, AOL, etc. - not Google or Yahoo, as they are secure), vertical search engines/second tier search engines (industry specific search sites such as cars.com, lawyers.com, webmd.com, Expedia, etc.), and search boxes on direct publisher sites (ex: Espn.com). Unfortunately, we are unable to disclose a comprehensive list of the individual data providers due to agreements we have signed with our partners.

SITE RE-TARGETING

1. A user visits a website and browses but leaves the site without converting.

2. We show the user an ad based on the pages they viewed as they performed other online activities.

3. The user clicks on the ad and returns to the advertiser's site and converts.

Roughly 98% of consumers will leave a site without converting. Here is your chance to re-engage those consumers with a completely new level of performance and insight.

Site retargeting serves ads to users who have already visited your site while they are visiting other sites across the web. Following users based upon their browsing behavior increases brand exposure and is an effective method of converting site visitors into purchasers.

We bring the edge of element-level marketing to site retargeting. While most retargeting companies still operate at the group segment level, we enable bidding, reporting, and optimization down to the smallest data elements such as products, categories, or even pages viewed.

We provide a tracking code that you insert on to your website which will tag site visitors and put them into a user pool that we then retarget with ads.

ADDRESSABLE AUDIENCE CURATION

Allows you to build a custom audience for targeting at the address-level. Addressable audiences can be curated based on a geographic area of your choosing, and then demographic data can be layered on.

Within our AAC tool (Addressable Audience Curation) there are over 500 categories of household demographic, political, and economic variables to choose from e.g. Owns Commercial Property.

CRM RE-TARGETING

CRM targeting allows you to upload data from an existing or purchased database of names, email and postal addresses, etc. into our platform and show ads to those users as they surf the web. Customer data is onboarded into our platform. Users are matched with their online profiles and served your ad(s) across the web.

Direct Advertising—Users are matched one-to-one to build a relevant, targeted audience for your campaign(s).

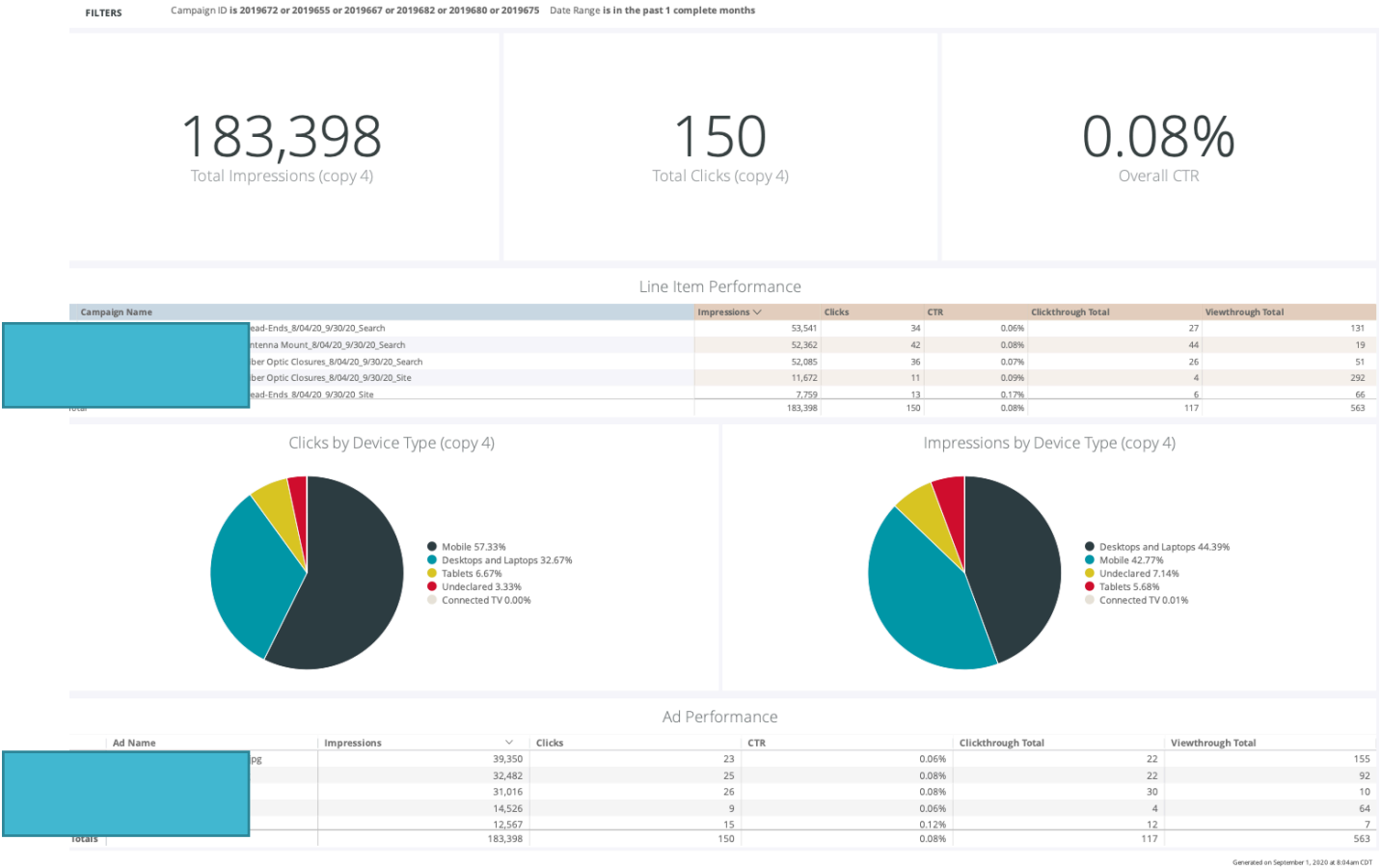**Boost Brand Exposure**—By bringing offline data into our platform, advertisers are able to show ads to their offline audience while they are online, creating a second customer touch point.

Data Privacy—CRM data onboarded into our platform is anonymized and scrubbed of any personally identifiable information, so there's no risk of a privacy breach.

We need a minimum of 2,000 emails to start. This tactic has a 30-40% match rate.
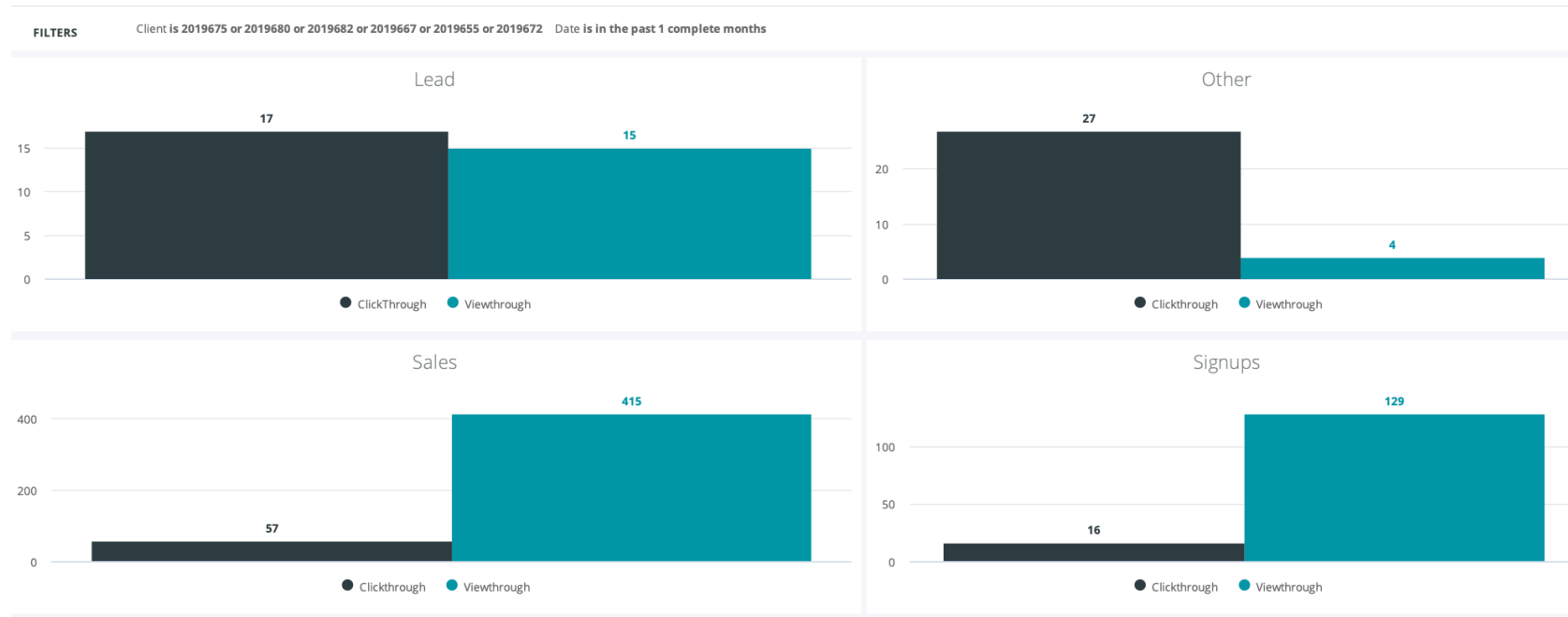
Sample Reporting
(details undisclosed for client privacy)

183,398	150	0.08%
Total Impressions (copy 4)	Total Clicks (copy 4)	Overall CTR

Line Item Performance

Campaign Name	Impressions ∨	Clicks	CTR	Clickthrough Total	Viewthrough Total
ead-Ends_8/04/20_9/30/20_Search	53,541	34	0.06%	27	131
ntenna Mount_8/04/20_9/30/20_Search	52,362	42	0.08%	44	19
ber Optic Closures_8/04/20_9/30/20_Search	52,085	36	0.07%	26	51
ber Optic Closures_8/04/20_9/30/20_Site	11,672	11	0.09%	4	292
ead-Ends_8/04/20_9/30/20_Site	7,759	13	0.17%	6	66
Total	183,398	150	0.08%	117	563

Clicks by Device Type (copy 4)

- Mobile 57.33%
- Desktops and Laptops 32.67%
- Tablets 6.67%
- Undeclared 3.33%
- Connected TV 0.00%

Impressions by Device Type (copy 4)

- Desktops and Laptops 44.39%
- Mobile 42.77%
- Undeclared 7.14%
- Tablets 5.68%
- Connected TV 0.01%

Ad Performance

Ad Name	Impressions ∨	Clicks	CTR	Clickthrough Total	Viewthrough Total
pg	39,350	23	0.06%	22	155
	32,482	25	0.08%	22	92
	31,016	26	0.08%	30	10
	14,526	9	0.06%	4	64
	12,567	15	0.12%	12	7
Totals	183,398	150	0.08%	117	563

Generated on September 1, 2020 at 8:04am CDT

Sample Reporting
(details undisclosed for client privacy)

Sample Artwork: Mobile + Display