

Innovative *Med!a*

marketing | digital design | video production / *Creative Design*

Programmatic Advertising & Device ID Geo-Fencing

Target your audience based on the historical location information associated with their unique device. Every mobile phone has a unique device ID number that is anonymously associated with the carrier of the device. Device ID Targeting and Geo-Fencing take advantage of that by monitoring the location information associated with each device. This information is compiled by third parties, stored on the cloud, and made available for marketers to leverage by targeting consumers through their devices.

Micro-Proximity

Target your audience based on their current physical location. Geo-Fencing and Micro-Proximity targets people based on their current actual physical location. If a marketer wants to reach anyone walking the floor of their biggest competitors in real time, now they can with Micro-Proximity. Marketers identify specific commercial locations where their ideal target audience is located. These locations are mapped and turned into targetable data segments. These data segments are used to target a programmatic advertising campaign across thousands of apps in real time.

IP Targeting

Extend the reach, impact, and ROI of your address-based marketing. IP Targeting is a cookie-free way of reaching a consumer by matching their physical address with an IP address. We leverage third party matching data to help marketers identify direct return on investment. The proprietary matching of a physical address to an IP address allows a marketer to reach a target audience on a one-to-one basis. This one-to-one matching gives the marketer a unique ability to monitor sales, return on ad spend, and more by matching those who were targeted with those who made actual purchases.

Video Advertising

Tell a story to your target audience in real time, at anytime, anywhere in the world. Programmatic Video and Video Advertising is simply running 15 second, 30 second, and long form video ads within online video content at scale. Commonly referred to as Pre-Roll advertising, Programmatic 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 or better for a local marketer.

OTT

Over-the-top (OTT) is the combination of ConnectedTV and Full Episode Player (FEP) streaming or on-demand inventory. Connected TV is made up of streaming or on-demand content served by a variety of content providers via a CTV device (dongle, puck, or SmartTV) to a big screen. Full Episode Player (FEP) consists of streaming or on-demand content served by a variety of content providers served to a desktop, mobile, or tablet device. This means a commercial can be served across ALL DEVICES, including the big screen.

Digital Dots

Digital Dots are the way of the future. With just a bump of a smartphone, you can share all controlled information/data and the receiver can view that information on their smartphones. This device can be used for controlled contact-less communications. These Digital Dots can replace the need for traditional business cards and allow individuals quick access to information with a bump. What a great way for you to get all your information out there and more. (Patent Pending)

Search Engine Optimization (SEO)

We will improve the quality and quantity of website traffic to your web page for search engines. Search engine optimization targets unpaid traffic (known as "natural" or "organic" results) rather than direct traffic or paid traffic. Successful SEO means a web page will be more likely to appear higher on a search engine results page (SERP). Search engines have their own unique algorithms for crawling web pages and returning the top search results.

We will analyze and apply tags, descriptions, keywords to your website attributes to allow search engines to crawl a page effectively and flag pertinent information to index. This will help your site ranking and move you up.

Social Media Advertising

Social media targeting in the right way can be very powerful! When your target market aligns with your demographics of a social platform and the correct digital campaign set is served, social media advertising can bring huge success and provide increases in conversations, sales and lower cost of acquisition.

Social media advertising can be more powerful than you could imagine. Creating brand loyalty and customer satisfaction play a major role in this but it really comes down to communication and how your campaigns are developed. Companies have seen high increases in business due to properly developed social media advertising.

Video Production

If you're not doing videos, you're falling behind. Video marketing is one of the best ways to build your brand and stand out from the crowd. Having a strategy and good promotion plan for your videos is key also with your videos quality and creative concept. Innovative Media has a creative team that can develop video from concept through production to promotion.

Marketing Consulting

Consulting services are available to help strategically outline and build a plan unique to your business. This allows for forward success of exposure and effective use of budgeting.



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Innovative Media
"Be Different! Stand Out & Get Noticed!"
-Crystal Kilichowski-

 Phone	 Text	 Email	 Site
 LinkedIn	 Facebook	 Youtube	 Profile



About

For the past 20 years, we have helped businesses

Digital ID

Out with the old and in with the new! Digital Dots and Digital ID's are the best way for contact-less communication and the best way to share lots of controlled information with others from one location. We will create your Digital ID that will be programmed to a Digital Dot. This Digital ID will hold all your contact information and much more in one location. The Digital Dot can be placed on the back of your phone and this will allow you to bump another phone to share your Digital ID.

Items that can be created on your Digital ID

- Quick access buttons to social media or any site.
- PayPal or Cash Apps links
- Direct links for others to add your digital ID right in their contact book
- Contact form for potentials clients to get in touch with you.
- Digital ID can match your branding colors
- A video can be added to your Digital ID
- A portfolio can be added to your Digital ID
- About you or your business
- Services with descriptions
- Share Buttons
- And more...

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* Patent Pending Digital Dots

* Digital Dots can't be placed on metal.