



## **A CIA & MILITARY MINDSET IN MARKETING**

**Ai, Reaper drone-like television & social media advertising to ANY home or business in the world. On target accurately & innovatively.**





# It all starts with data

Our audience targeting solutions are uniquely architected to enable highly localized planning, execution and attribution.

## Behavioral

- Keyword-Level Search Retargeting
- Keyword-Level Contextual Targeting
- Category Contextual Targeting
- Site Retargeting
- 3rd Party DMP segments
- 1st Party data onboarding

## Location

- Mobile geo-fencing
- Event targeting audiences
- Conversion zone visit measurement
- Ongoing AB visitation lift reporting

- Household-level addressable
- Commercial address addressable
- 500+ variables via “and/or”
- Zip+4 household reporting
- Multi-location conversion zone reporting

Scale | Precision | Performance

## Display

TOP SIZES: 300x250, 728x90, 160x600, 300x50, 320x50  
CREATIVE FORMATS: HTML5, .CSS, .JS, HTML, .GIF, .PNG,  
.JPG, .JPEG

There are more than 30 supported display ad units for in-browser and in-app delivery including interstitial, companion, and dynamic carousel units for automotive. Select rich media units are accepted and most 3rd party tags are supported.



## Native

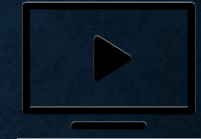
FACEBOOK: 600x315, 1200x628  
NATIVE: 1200x627, 1200x628, 600x315

- **Headline:** 25 character max (including spaces)
- **Body:** 90 character max (including spaces)
- **CTA:** 15 character max (including spaces)  
Destination URL



## Video & OTT/CTV

OTT/CTV:  
15: 0-15 seconds  
30: 15-30 seconds  
60: 30-60 seconds



IN-BANNER VIDEO: max 30 sec  
FACEBOOK VIDEO: max 45 min

- Skippable and non-skippable
- Dimensions: 1920x1200px, 1920x1080px
- Audio Bitrate: 160 kbps or higher
- Video Bitrate: 5.4 mbps or higher
- Preferred format: mp4 (h.264)
- Max video file size: 200MB Limit.
- Validation will prevent a larger video from being uploaded



# Customer Value

## AOV: Average Order Value

Total Revenue  $\div$  Total Orders = AOV

## CAL: Customer Average Lifespan

Number of years client will return = CAL

## PF: Purchase Frequency

Total Orders  $\div$  Unique Customers = PF

## CLV: Customer Lifetime Value

CV x CAL = CLV

## CV: Customer Value

AOV x PF = CV

## CLP: Customer Lifetime Profit

CLV x % of sale that is profit = CLP

# Tactics Overview

This section of the proposal is intended to share with you how we will execute targeting your relevant audience.

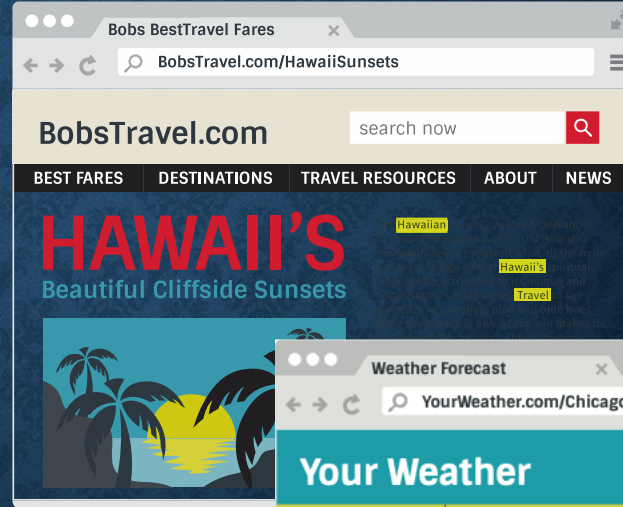


# Website Retargeting

*Serve your ad to consumers who have visited select pages on your website previously.*

## Our Differentiators

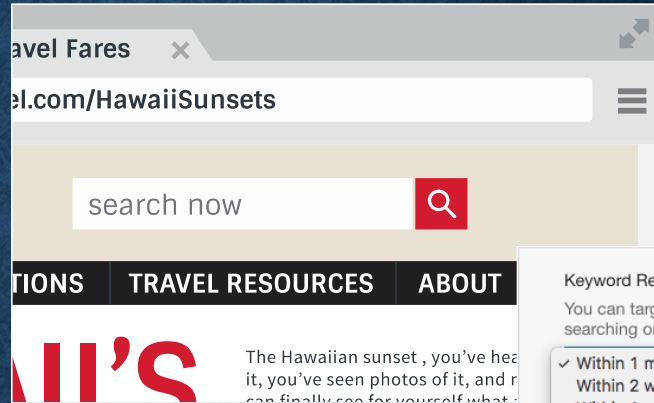
- Ability to enable bidding, reporting, and optimization down to the smallest data element such as products, categories, or even pages viewed
- Cross-device delivery for display and video
- Tag management capabilities, allowing a single tag on universal footer
- Audience expansion capabilities
- Ability to place conversion pixels for form fill, cart purchases, etc.





# Keyword-Level Search Retargeting

*Serve your ad to consumers based on the keywords that have been entered into a website or search engine search query with variable recency ranging from instant to thirty days.*



Page With Keyword Search

Recency Control

## Our Differentiators

- Access to more than 13 billion search events monthly
- Proprietary page level web crawler
- More impressions and lower cost per click on high CPC keywords
- Competitor conquering with no quality score impact
- Unlimited number of keywords supported
- Target in more than 300 languages within content
- Phrase match keyword methodology
- Cross-device delivery for display and video
- Available on OTT/CTV campaigns
- The only true keyword level bidding, optimization & reporting

**Keyword Recency**  
You can target these users within a certain time period of searching on the keywords.

- Within 1 month
- Within 2 weeks
- Within 1 week
- Within 1 day
- Within 1 hour
- Within 30 minutes
- Within 15 minutes
- Within 10 minutes
- Within 5 minutes
- Instant

Keyword	Impressions	Clicks
Cheap Flight	304357	
All Inclusive	298861	
Best Beaches	297877	
Island	72978	
Rental Car	66938	
Excursions	56972	
Snorkle	49804	
Vacation Rental	37917	
Hotel	36844	

Keyword	Impressions	Clicks	CTR	Platform Cost	Search Cost	Geographic Cost	Media Cost	CPM	Total Spend
Cheap Flight	304357	274	0.09	0.851632	0.851632	0.170349	1.532936	3.406581	1036.816787
All Inclusive	298861	298	0.1	0.844484	0.844484	0.168907	1.520059	3.377989	1009.549288
Best Beaches	297877	179	0.06	0.793029	0.793029	0.158648	1.427439	3.1722	913.203357
Island	72978	80	0.11	0.840022	0.840022	0.168019	1.511977	3.360098	245.213199
Rental Car	66938	47	0.07	0.820619	0.820619	0.164148	1.47711	3.282555	219.727638
Excursions	56972	17	0.03	0.825266	0.825266	0.165053	1.485456	3.30112	188.071384
Snorkle	49804	30	0.06	0.859034	0.859034	0.171822	1.546271	3.436169	171.134973
Vacation Rental	37917	30	0.08	0.822701	0.822701	0.164536	1.48087	3.290889	124.780655
Hotel	36844	44	0.12	0.843267	0.843267	0.168638	1.517889	3.373137	124.279862

Keyword level bidding, conversions, insight



# Keyword-Level Contextual Targeting

Serve your ad to consumers based on the keywords that are contained within the text of websites they are currently visiting or have viewed up to thirty days prior.

## Our Differentiators

- Proprietary page level web crawler
- More impressions and lower cost per click on high CPC keywords
- Competitor conquering with no quality score impact
- Unlimited number of keywords supported
- Target in more than 300 languages within content
- Phrase match keyword methodology
- Cross-device delivery for display and video
- Available on OTT/CTV campaigns
- The only true keyword level bidding, optimization & reporting



**It's Sunsets**

The **Hawaiian** sunset, you've heard about it, you've seen photos of it, and now you can finally see for yourself what all the hype is about! A large part of **Hawaii's** spiritual draw can be attributed to its unique and inspirational sunset views. **Travel** to see gorgeous red, orange, pink and blue hues leave spectators in awe as the sun makes its way toward the horizon. The ubiquitous sunshine that provided 12 hours of life-giving light and **beach** and outdoor fun sinks peacefully into the sea as if being tucked after a hard day's work.

The heating process during the day has created a high number of particles in the air, which are able to scatter more light geography of **Hawaii**, tropical temperature humidity levels and a variety of other

Page With Keywords

Recency Control

**Keyword Recency**  
You can target these users within a certain time period of searching on the keywords.

- Within 1 month
- Within 2 weeks
- Within 1 week
- Within 1 day
- Within 1 hour
- Within 30 minutes
- Within 15 minutes
- Within 10 minutes
- Within 5 minutes
- Instant

Keyword	Impressions	Clicks
Cheap Flight	304357	
All Inclusive	298861	
Best Beaches	297877	
Island	72978	
Rental Car	66938	
Excursions	56972	
Snorkle	49804	
Vacation Rental	37917	
Hotel	36844	

Keyword	Impressions	Clicks	CTR	Platform Cost	Search Cost	Geographic Cost	Media Cost	CPM	Total Spend
Cheap Flight	304357	274	0.09	0.851632	0.851632	0.170349	1.532936	3.406581	1036.816787
All Inclusive	298861	298	0.1	0.844484	0.844484	0.168907	1.520059	3.377989	1009.549288
Best Beaches	297877	179	0.06	0.793029	0.793029	0.158648	1.427439	3.1722	913.203357
Island	72978	80	0.11	0.840022	0.840022	0.168019	1.511977	3.360098	245.213199
Rental Car	66938	47	0.07	0.820619	0.820619	0.164148	1.47711	3.282555	219.727638
Excursions	56972	17	0.03	0.825266	0.825266	0.165053	1.485456	3.30112	188.071384
Snorkle	49804	30	0.06	0.859034	0.859034	0.171822	1.546271	3.436169	171.134973
Vacation Rental	37917	30	0.08	0.822701	0.822701	0.164536	1.48087	3.290889	124.780655
Hotel	36844	44	0.12	0.843267	0.843267	0.168638	1.517889	3.373137	124.279862

Keyword level bidding, conversions, insight

# Category Contextual Targeting

*Serve your ad to consumers based on subjects currently or previously viewed.*

## Our Differentiators

- Proprietary page level web crawler
- Proprietary classification engine
- Target across 400+ IAB categories & sub-categories
- Recency settings from instant to 30 days
- Our military mindset to dominate the battlefield
- Penetration, locomotion, agility, responsiveness



Page Contexts Any

Your ad can be displayed to users who are visiting a page about a related context

[Select All](#) | [Deselect All](#)

+ Arts & Entertainment	0 of 7
+ Automotive	0 of 23
+ Business	0 of 23
+ Careers	0 of 7
+ Education	0 of 17
+ Family & Parenting	
+ Food & Drink	
+ Health & Fitness	
+ Hobbies & Special Interests	
+ Home & Garden	

[OK](#) [Cancel](#)

Categories  
Selection Menu

Sub-  
Categories  
Dropdown  
Menu

Page Contexts Any

Your ad can be displayed to users who are visiting a page about a related context

[Select All](#) | [Deselect All](#)

0 of 17

[Select All](#) | [Deselect All](#)

- Food & Drink
  - BBQ & Grilling
  - Cajun & Creole
  - Chinese Cuisine
  - Cocktails & Beer
  - Coffee & Tea
  - Desserts & Baking
  - Dining Out
  - Fast Food
  - Food Issues
  - French Cuisine
  - Healthy & Low Fat
  - Italian Cuisine
  - Japanese Cuisine
  - Mexican Cuisine
  - Vegan
  - Vegetarian
  - Wine

[OK](#) [Cancel](#)

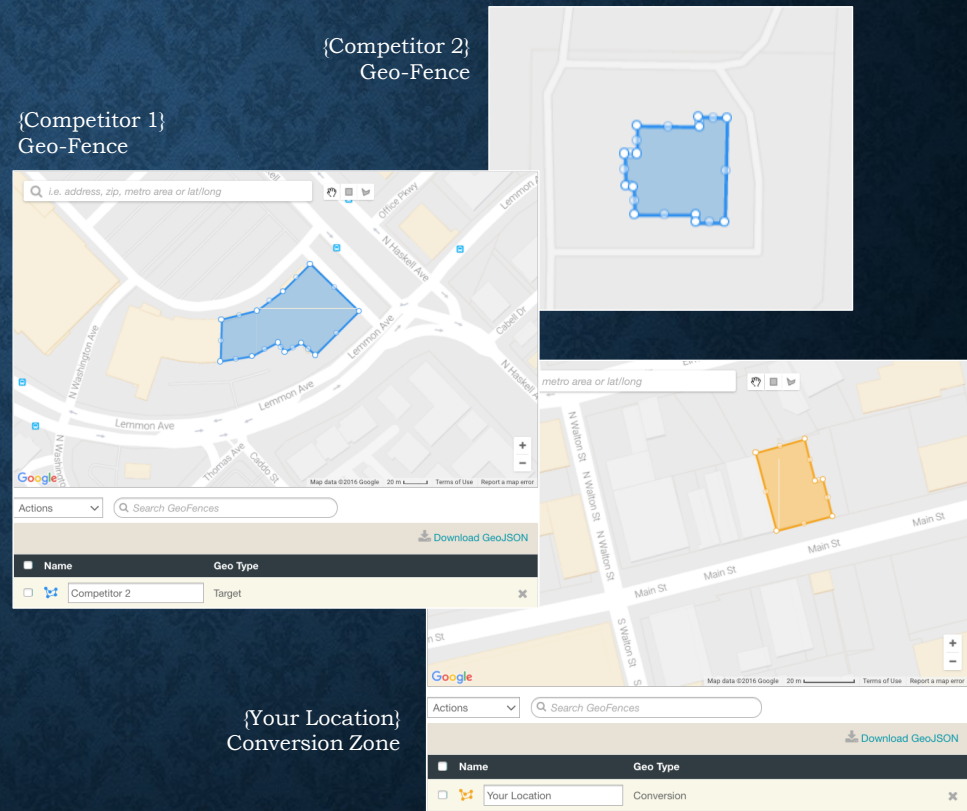


# Geo-Fencing – Competitors

*Target customers who are currently visiting or previously visited one of your competitor's locations within the last thirty days.*

## Our Differentiators

- Built on programmatic infrastructure for superior scale
- Advanced precision with unstructured GPS location data
- Geo-Fences can be drawn in custom shapes
- No minimum fence size
- Cross-device delivery in-app and in-browser
- Measure foot traffic conversions with custom attribution settings
- Determine which foot traffic was naturally converted vs. influenced by an ad with our Geo-Conversion Lift metrics
- Can support 3<sup>rd</sup> party measurement tags from Cuebiq & Placed



{Competitor 1}  
Geo-Fence

{Competitor 2}  
Geo-Fence

{Your Location}  
Conversion Zone

Name	Geo Type
Competitor 2	Target

Name	Geo Type
Your Location	Conversion

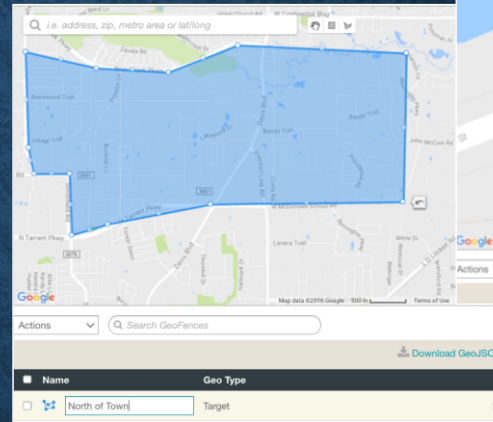
# Geo-Fencing Audience Rich Locations & Events

*Custom built geo-fences around audience rich locations unique to your specific campaign allow you to deliver ads while users are within the defined area or up to thirty days after the visit.*

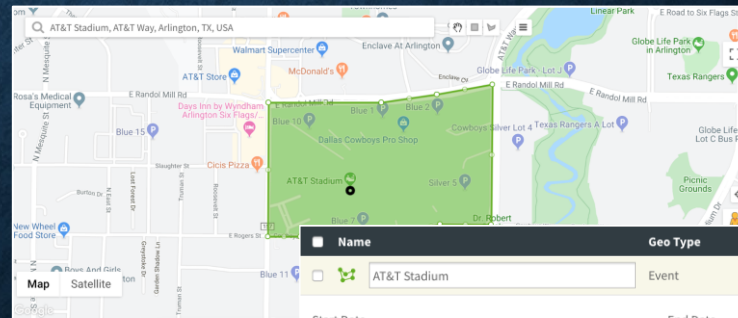
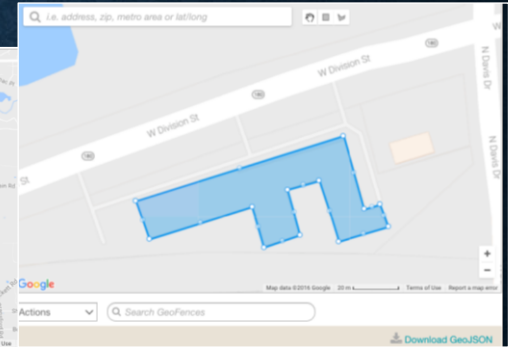
## Our Differentiators

- Built on programmatic infrastructure for superior scale
- Advanced precision with unstructured GPS location data
- Geo-Fences can be drawn in custom shapes
- No minimum fence size
- Cross-device delivery in-app and in-browser
- Measure foot traffic conversions with custom attribution settings
- Determine which foot traffic was naturally converted vs. influenced by an ad with our Geo-Conversion Lift metrics
- Can support 3<sup>rd</sup> party measurement tags from Cuebiq & Placed

{TBD Large Area} Geo-Fence

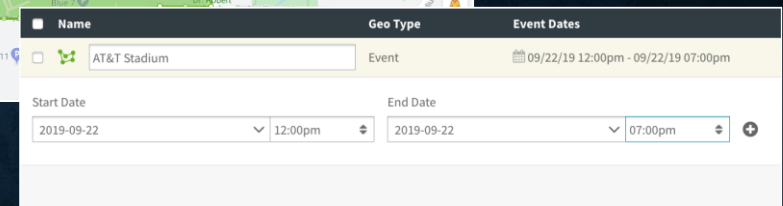


{Single location} Geo-Fence



Event Location

Event Date & Time





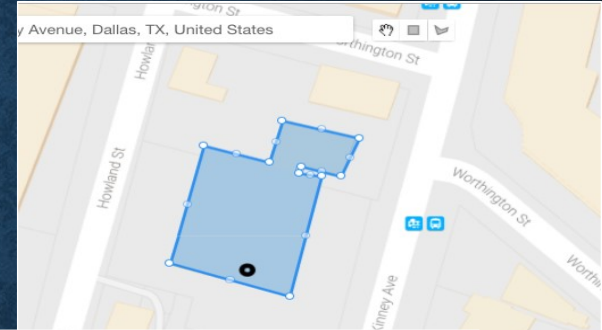
# Geo-Fencing – Customer Loyalty

*Reach customers with ads who have previously been to your brick and mortar location with promotional and loyalty offers.*

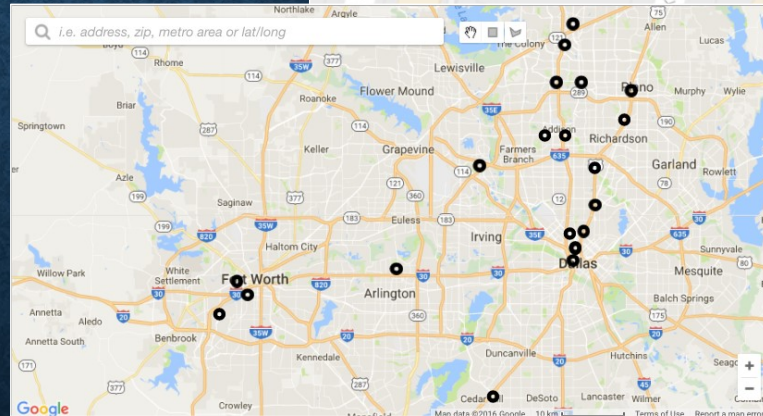
## Our Differentiators

- Built on programmatic infrastructure for superior scale
- Advanced precision with unstructured GPS location data
- Geo-Fences can be drawn in custom shapes
- No minimum fence size
- Cross-device delivery in-app and in-browser
- Measure foot traffic conversions with custom attribution settings
- Determine which foot traffic was naturally converted vs. influenced by an ad with our Geo-Conversion Lift metrics
- Can support 3<sup>rd</sup> party measurement tags from Cuebiq & Placed

Your Single Location



Your Multiple Locations



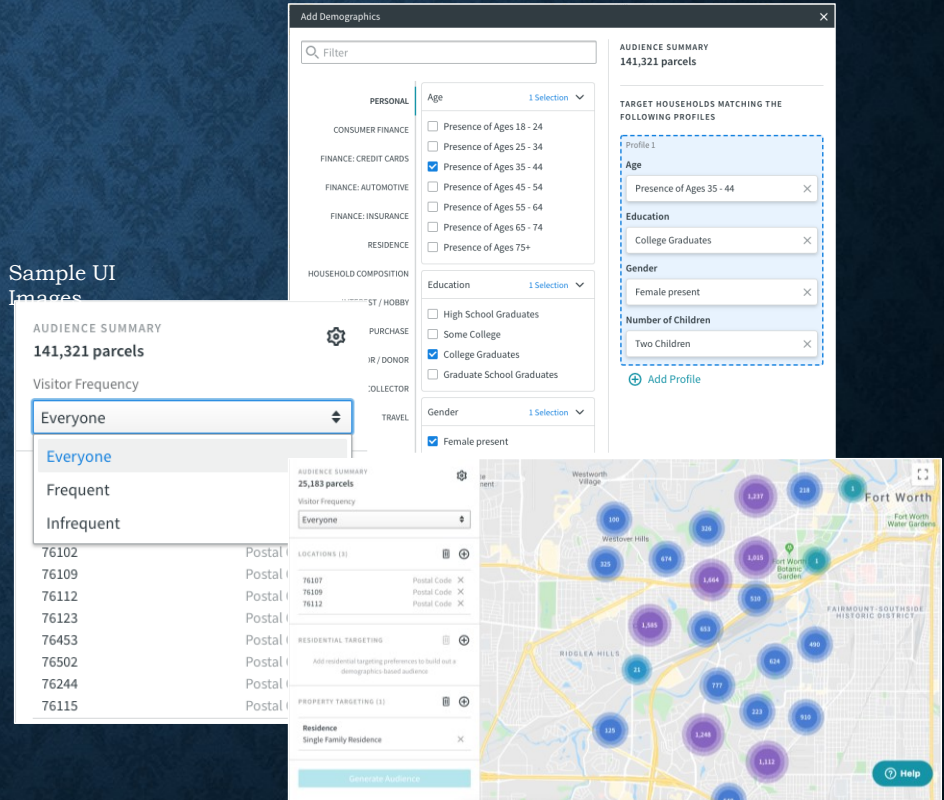
# Household Addressable Geo-Fencing (Demo)

*Household Addressable give you the ability to build and activate a custom household-level audience using more than 500 offline data variables for inclusion or exclusion via full Boolean capabilities.*

## Our Differentiators

- Target locations can range from National to Zip Code
- Audiences can be filtered by Land Use/Property Type
- Audiences can be filtered by more than 500 offline data points
- Audiences can be filtered by frequent and infrequent visitors
- Audience counts are updated in real-time as the audience is created
- Built on programmatic infrastructure for superior scale
- Advanced precision with unstructured GPS location data
- Cross-device delivery in-app and in-browser
- Measure foot traffic conversions with custom attribution settings
- Determine which foot traffic was naturally converted vs. influenced by an ad with our Geo-Conversion Lift metrics
- Can support 3<sup>rd</sup> party measurement tags from Cuebiq & Placed

Sample UI Images



The image displays a sample user interface for audience selection and geo-fencing. It features several overlapping windows:

- Add Demographics:** A window for selecting demographic filters. It includes sections for Personal, Consumer Finance, Finance: Credit Cards, Finance: Automotive, Finance: Insurance, Residence, Household Composition, Purchase, and Gender. The 'Age' filter is set to '1 Selection' with 'Presence of Ages 35 - 44' selected. The 'Education' filter is set to '1 Selection' with 'College Graduates' selected. The 'Gender' filter is set to '1 Selection' with 'Female present' selected.
- Audience Summary (Top):** Shows '141,321 parcels' and '141,321 parcels' under 'Audience Summary'. It lists 'Visitor Frequency' with options: 'Everyone', 'Frequent', and 'Infrequent'. Below this is a list of postal codes: 76102, 76109, 76112, 76123, 76453, 76502, 76244, 76115.
- Audience Summary (Middle):** Shows '25,183 parcels' and '25,183 parcels' under 'Audience Summary'. It lists 'Visitor Frequency' with options: 'Everyone', 'Frequent', and 'Infrequent'. Below this is a list of postal codes: 76107, 76109, 76112.
- Audience Summary (Bottom):** Shows '141,321 parcels' and '141,321 parcels' under 'Audience Summary'. It lists 'Visitor Frequency' with options: 'Everyone', 'Frequent', and 'Infrequent'. Below this is a list of postal codes: 76102, 76109, 76112, 76123, 76453, 76502, 76244, 76115.
- Map:** A map of Fort Worth, Texas, showing various neighborhoods like Westworth Village, Westlake Hills, and Middle Lake Hills. The map is overlaid with numerous circular markers in blue and purple, representing targeted households. A legend on the right side of the map identifies the markers as 'Profile 1' (Age: Presence of Ages 35 - 44, Education: College Graduates, Gender: Female present, Number of Children: Two Children).



# Household Addressable Geo-Fencing (Client List)

*Upload and convert physical address list to household level audiences with our proprietary addressable geo-fencing technology.*

## Our Differentiators

- Highly precise targeting based off of plat line data from property tax and public land surveying info.
- Near 100% address list to household plat match rate.
- Advanced precision with unstructured GPS location data
- No data onboarding or storage fees.
- Highly scalable. Up to 1 MM physical addresses can be targeted per campaign.
- Improved accuracy and reach over IP-based solutions.
- Provides foot traffic attribution. Conversion Zones can be used to track uplift in foot traffic.
- Can support 3<sup>rd</sup> party measurement tags from Cuebiq & Placed.
- Improves performance of addressable TV, direct mail, and other campaigns that target specific households by extending their reach, improving their frequency, and providing attribution.
- Personalized creative capabilities based on address level intelligence.
- Granular reporting of campaign performance based on ZIP+4.
- Cross-device capabilities.
- Audiences are updated on a daily basis.

## All (Addressable List) Locations


**New Addressable Target**

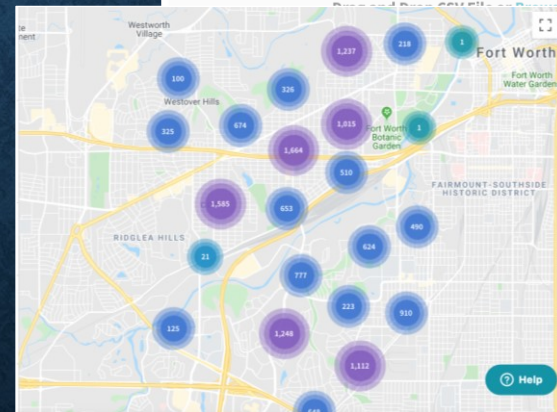
Target Name

Enter Organization

By uploading physical addresses or other data, you warrant and represent that you ("Customer") own the information and have the right to collect and use the information for marketing purposes in accordance with applicable laws.

Upload CSV File [Download sample.csv](#)





# Your Relevant Audience





Ads are delivered on thousands of apps, websites and OTT/CTV channels across devices



### Mobile Phone & Tablet

All or select operating systems:

- In-browser
- In-app



### Desktop

All or select browsers:

- In-browser



### Connected Television

Web Connected Televisions:

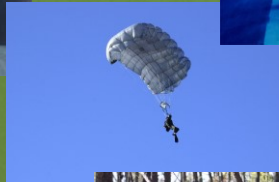
- All or select CTV devices

## Our Cross-Device Identity Graph

We use our own heuristics along with leading third party solutions like Intent IQ to identify and unify users across devices. These proven methodologies use a combination of deterministic (100% accurate) and probabilistic (96% accurate) methodologies.

# Expectations & Reporting

This section of the proposal is intended to share with you how we will measure the impact of your campaign. The American military sets the bar very high.





# Reporting metrics

Sample of standard metrics used to customize reports in real-time, at any time.

- Foot Traffic Conversions
- Foot Traffic Lift
- Spend
- Impressions
- Clicks
- Actions
- CTR
- CPM
- CPC
- CPA
- Budget

Or, customize reports using filters, pivot tables, and more than 100 unique dimensions and measures, such as:

- Ad File Type
- Audience Insights (Demographics)
- Goal Type
- Daily Spend
- Max Bid
- Media CPM
- Behavioral Cost
- View Through Visits
- Click Through Visits
- Total Visit Rate
- Daily Total Conversion Zone
- Visits
- Geo-Conversion Lift
- Video Completion Rate
- And much more...

Export to following file formats:

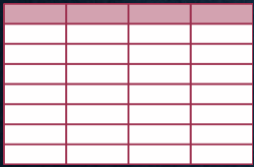
- Excel 2007+ Spreadsheet
- Tab-Separated Text
- .CSV (Comma Separated Value)
- JSON
- HTML
- Markdown
- .PNG (for visualization)

Committed to complete pricing and delivery transparency (keywords, websites, apps, geo-fences, etc.)

To protect both advertisers & consumers all household-level addressable campaigns roll reporting up to carrier route level: Zip Code + XXXX.

# Reporting Visualizations

TABLES



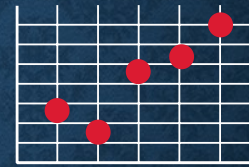
COLUMN GRAPHS



BAR GRAPHS



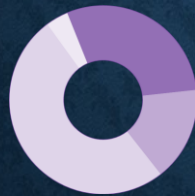
SCATTER PLOTS



LINE GRAPHS



AREA GRAPHS



PIE CHARTS



HEAT MAPS

**.35%**  
Click Through Rate

SINGLE-VALUE



DONUT MULTIPLES

Create visualizations to make data easier to consume, use, interpret, analyze, find trends, etc.

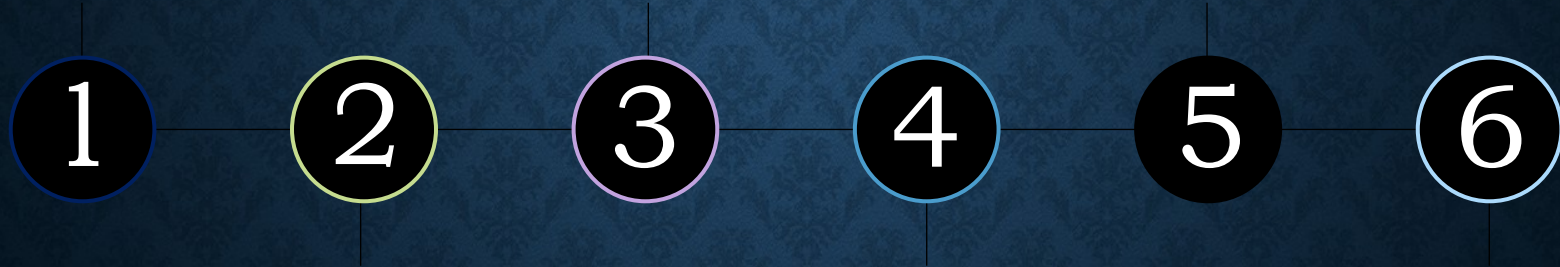


# Advertiser should measure:

Website Traffic

Leads

Foot Traffic



Brand Searches

Phone Calls

Sales

# Let's recap

## The Value of Data

- Behavioral keyword data, including websites visited and keywords searched and found within the context of a person's web browsing history.
- Location data derived from GPS and beacon-verified bid stream data.
- Addressable data including the advertiser's first party data and our demographic and interest-based data based on offline purchases and publicly available records.

## Targeting Tactics

- Website Retargeting
- Keyword-Level Search Retargeting
- Keyword-Level Contextual Targeting
- Category Contextual Targeting
- Geo-Fencing – Competitor Conquesting
- Geo-Fencing – Audience Rich Locations and Events
- Geo-Fencing – Customer Loyalty
- Household Addressable Geo-Fencing AKA Demographic Targeting
- Addressable Geo-Fencing First Party Address Data

## Expectations

- Foot Traffic Conversions
- Foot Traffic Lift
- Spend
- Impressions
- Clicks
- Actions
- CTR
- CPM
- CPC
- CPA
- Budget
- Transparency of keywords, websites, apps and OTT/CTV delivery



# The Proposal

This section of the proposal is intended to provide a plan based on your goals and how we can leverage the tactics to help you achieve them.



# Your Relevant Audience





# The Blended Campaign



INCLUDE TACTIC?	TACTICS	GEO-TARGETING	START DATE	END DATE	CREATIVE	IMPRESSIONS	CPM	COST
	Website Retargeting	NA	enter start date	enter end date	enter mobile, display, video, *OTT ad sizes	enter impressions or leave open if flexible	\$X.XX	\$X.XX
	Keyword Level Search Retargeting	enter geo-targeting	enter start date	enter end date	enter mobile, display, video, OTT ad sizes	enter impressions or leave open if flexible	\$X.XX	\$X.XX
	Keyword Level Contextual Targeting	enter geo-targeting	enter start date	enter end date	enter mobile, display, video, OTT ad sizes	enter impressions or leave open if flexible	\$X.XX	\$X.XX
	Category Contextual Targeting	enter geo-targeting	enter start date	enter end date	enter mobile, display, video, OTT ad sizes	enter impressions or leave open if flexible	\$X.XX	\$X.XX
	Geo-Fencing Competitor Conquesting	NA	enter start date	enter end date	enter mobile, display, video, OTT ad sizes	enter impressions or leave open if flexible	\$X.XX	\$X.XX
	Geo-Fencing Audience Rich Locations	NA	enter start date	enter end date	enter mobile, display, video, *OTT ad sizes	enter impressions or leave open if flexible	\$X.XX	\$X.XX
	Geo-Fencing Event Targeting*	NA	enter start date	enter end date	enter mobile, display, video, *OTT ad sizes	enter impressions or leave open if flexible	\$X.XX	\$X.XX
	Geo-Fencing Customer Loyalty**	NA	enter start date	enter end date	enter mobile, display, video, *OTT ad sizes	enter impressions or leave open if flexible	\$X.XX	\$X.XX
	Household Addressable Geo-Fencing (Demo Targeting)	NA	enter start date	enter end date	enter mobile, display, video, OTT ad sizes	enter impressions or leave open if flexible	\$X.XX	\$X.XX
	Household Addressable Geo-Fencing (Address List)	NA	enter start date	enter end date	enter mobile, display, video, OTT ad sizes	enter impressions or leave open if flexible	\$X.XX	\$X.XX
						enter total impressions		\$X,000

\*OTT delivery may be challenging if not a part of a blended campaign.

MONGIELLO ASSOCIATES  
MARKETING AGENCY  
301 CLEVELAND AVENUE  
GROVER, NC, USA  
1.704.937.2940  
MONGIELLOASSOCIATES.COM

Work and team with any of our six senior partners of Dolly Parikh, Dr. Mike Rodriguez, Patty Freudenberg, Fara Wan Ahmad, Istiaque Doza, or Marti Mongiello.

We have 32 total colleagues, including Marco Mongiello, Marina Mongiello, Lucas Mongiello, Marina Mongiello, Rania Mongiello, Stormy Mongiello, Damiano Mongiello, Bob Mongiello, Mike Mongiello, Anthony Mongiello, and Charese Mongiello as a member of the Screen Actors Guild.

