

TrashPanda

digital

Targeted and effective digital advertising campaigns



Digital marketing: reaching your audience on their devices.

Target your audience anytime, anywhere, everywhere.

Take advantage of our patented, state-of-the art, technology to find business for your business.

Pinpoint delivery of your message using our best-in-class targeting data.

Coordinated ad delivery across every single screen and device.



Welcome to the
Trash**Panda**
digital
marketing
difference



CABLE TV



STREAMING TV



MOBILE
SOLUTIONS



ONLINE
VIDEO

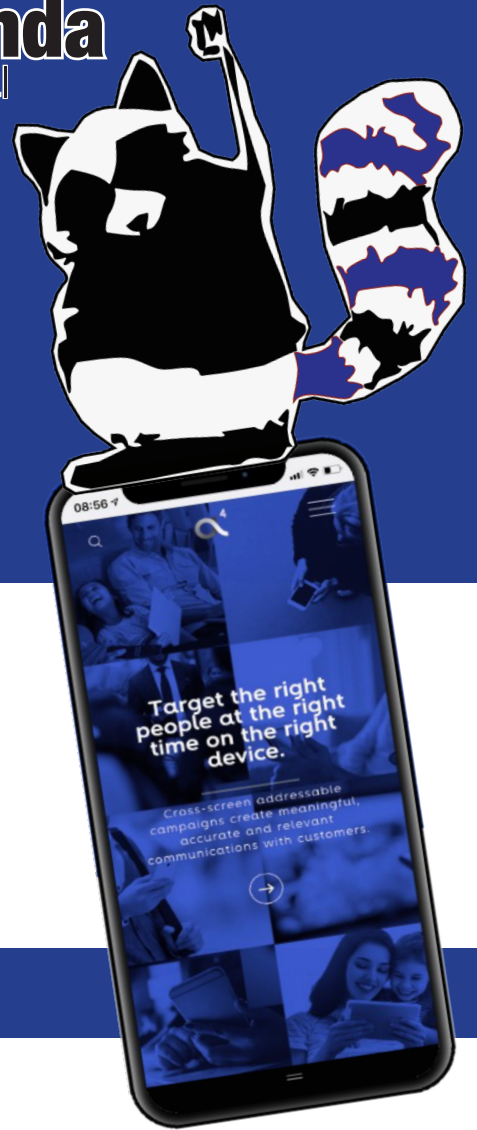


ONLINE
DISPLAY



SOCIAL
MEDIA

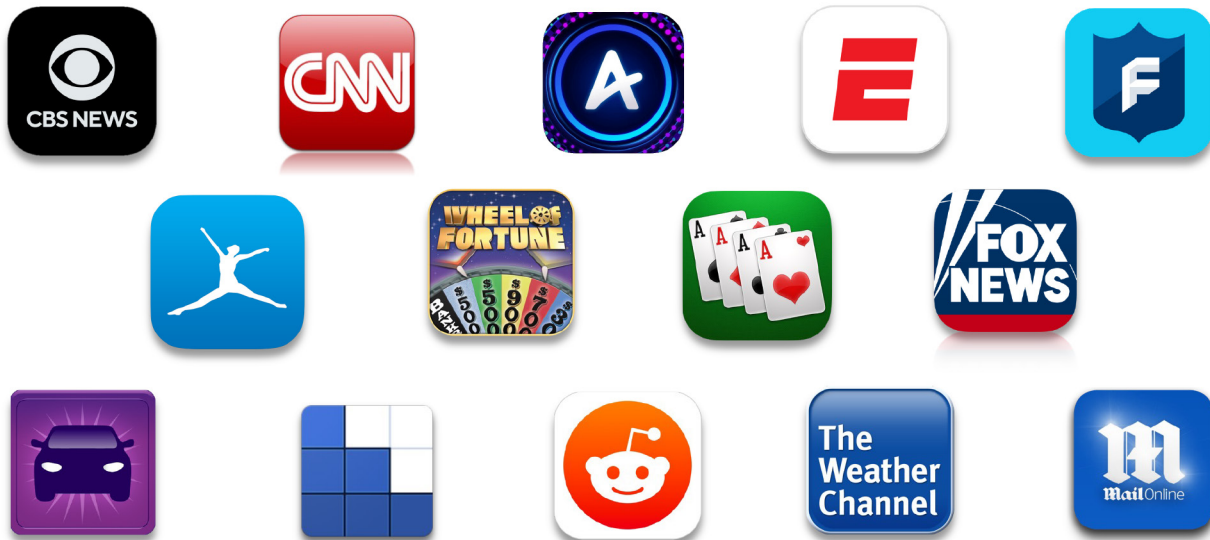
Ad Messenger & Tap to Expand Effective solutions for small screens



Our side scrolling mobile Ad Messenger solutions consistently perform 5X better than other mobile display ads.

97% of all Americans use their mobile phones every day!

Example Placement Applications



Not a guaranteed placement listing

Put TrashPanda digital to work, finding business for your business!



What is Mobile AdMessenger?

Mobile AdMessenger is a scrolling text ad - your message - delivered to mobile devices
Deliver your logo, plus a 160-character message, in your brand colors, to the audience of your choice.

AdMessenger scrolling text mobile ads are offered exclusively through Trash**Panda**. These fully customizable mobile ticker-style ads are a fantastic way to deliver you message in an easy-to-change format with unbeatable viewability.

Maintain your brand. Your message, your logo, your brand - delivered to your target audience via their mobile devices while they are engaged in them. You can change your message anytime.

We will show you what your ad will actually look like on a mobile device before it goes live

Mobile AdMessenger packs a major customer interaction punch with an average click-through rate of more than 5x that of standard display ads!

Effective & Efficient

Viewer engagement with Mobile AdMessenger is consistently higher than a traditional digital ad.

With zero production costs and zero production lag time, Mobile Ad Messenger is one of the most efficient ways to deliver your message. Update your ad text anytime with a quick turnaround.

Versatile Customer Interaction

A variety of programmable tap actions allows you to interact with your audience in new ways - set their tap to send them to calendar, map, or just about any native smartphone function. Your own creativity is your only limit.

Platforms

Mobile and Tablet

Targeting options

Location based
Audience data
Geofence device retargeting
Contextual (limited)
IP (limited)

Performance metrics

Total impressions
Clicks
CTR (Click Through Rates)
Estimated Viewed Minutes
Performance by Message
Impressions and CTR by day

Let the TrashPanda team deliver your message right where you need it to go!



Tap to Expand -- What is this?

Tap-to-Expand, or TTE, is the next level of AdMessenger, allowing viewers to tap the AdMessenger scroll to open a full-screen video or display ad, revealing optional secondary action clickables.

Videos can be up to a minute long, and clickables can be programmed to tap to various native smartphone functions, a website or social media page.

AdMessenger Tap-to-Expand ads piggyback on the power of our extremely effective mobile AdMessenger ads, by adding video and interactive features.

This is essentially two advertising messages in one.

Like AdMessenger Mobile, TTE ads can be assembled quickly and simply with no lag time at no cost.



Let the TrashPanda team get you reportable ROI metrics!

Effective Engagement

With TTE, you can engage longer with potential customers without forcing them to navigate away from their current smartphone application.

TTE ads provide viewers with a more interactive experience resulting in higher engagement with your branded content. You get a more qualified list of site visitors through their secondary action.

Versatile Customer Interaction

Primary and secondary click and click rate Key Performance Indicators.

Best bang-for-the-buck branding.

Platforms

Mobile and Tablet

Targeting options

Location based
Audience data
Geofence device retargeting
Contextual (limited)
IP (limited)

Performance metrics

Total impressions
Clicks
CTR (Click Through Rates)
Estimated Viewed Minutes
Performance by Message
Impressions and CTR by day

AdMessenger sample site list

TrashPanda
digital



SITE	CATEGORY	SITE	CATEGORY	SITE	CATEGORY
WSJ	Bus Finance	eHealthForum 300	Health	Merriam Webster	News & Ref
Business Insider	Bus Finance	Fitness Just Got Fun	Health	Craigslist	News & Ref
Business Week	Bus Finance	Fitness Potential	Health	Dictionary.com	News & Ref
CNN	Bus Finance	GrannyMed.com	Health	National Enquirer	News & Ref
Finance Manager	Bus Finance	Health & Wellness	Health	www.ask.com	News & Ref
Forbes	Bus Finance	Health Grades	Health	www.classmates.com	News & Ref
Fox - Finance	Bus Finance	healthaliciousness.com	Health	www.merriam-webster.com	News & Ref
Global Stock Markets	Bus Finance	HealthGuru Sites	Health	thesaurus.com	News & Ref
infobanknews.com	Bus Finance	HEALTHMAD.COM	Health	imgur.com	Photo Sharing
Loan Calculator	Bus Finance	HEALTHSTATUS.COM	Health	memez.com	Photo Sharing
MarketWatch	Bus Finance	HEALTHYWAYTOCOOK.COM	Health	Instasize	Photo Sharing
Money Control	Bus Finance	Marble Media LLC	Health	AccuRadio	Radio
NBC - Finance	Bus Finance	Mdjunction.com	Health	AOLradio.slacker.com	Radio
Simple Loan Calculator	Bus Finance	Natural Family Online	Health	BlogTalkRadio	Radio
Stock Alert	Bus Finance	Netdoctor	Health	ziprealty.com	Real Estate
stockbd.mobi	Bus Finance	Patient Conversation	Health	Sears	Shopping
The Economist	Bus Finance	RateMDs.com	Health	meetme.com	Social Networking
The Retirement Calculator	Bus Finance	Shape	Health	nbcsports.com	Sports
World Stock Markets	Bus Finance	The Health Pages	Health	NBA	Sports
WSJ Latest News Reader	Bus Finance	VitaminC Skin Care	Health	Bleacher Report	Sports
American City Business Journals	Bus Finance	Wrong Diagnosis	Health	247SPORTS.COM	Sports
Skype	Communication	Best Low Carbs	Health	SB NATION	Sports
Discovery Education	Edu & Employ	Best of Weight Loss	Health	The Score	Sports
Careerbuilder	Edu & Employ	BITESIZEWELLNESS.COM	Health	CAGEDINSIDER.COM	Sports
colleges.usnews.rankingsandreviews.com	Edu & Employ	Diet and Body	Health	CineSport	Sports
TVguide	Entertainment	DIETSINREVIEW.COM	Health	FIGHTERS.COM	Sports
Disney	Entertainment	MYHEALTHYGOAL.COM	Health	FIGHTLINE.COM	Sports
TeenNick	Entertainment	healthline.com	Health	FIGHTLINKER.COM	Sports
AMC Digital	Entertainment	www.myfitnesspal.com	Health & Fitness	FINDMMAGYM.COM	Sports
Flixster	Entertainment	Calorie Counter - MyFitnessPal	Health & Fitness	Football Fansites	Sports
Viacom	Entertainment	www.healthline.com	Health & Fitness	Football Portals	Sports
Ticketmaster	Entertainment	www.livestrong.com	Health & Fitness	GiveMeFootball	Sports
TeenNick	Entertainment	womenshealthbase.com	Health & Fitness	MLB.com	Sports
College Humor	Entertainment	Women's Health Base	Health & Fitness	MLB.com	Sports
askmen.com	Entertainment	womenshealthmag.com	Health & Fitness	MYLOCALSPORTSTEAM.COM	Sports
PerezHilton.com	Entertainment	Cracked.com	Lifestyle	BaseballForum.com	Sports
E! Online	Entertainment	Demand Media	Lifestyle	THEFUMBLE.COM	Sports
Yahoo	Entertainment	m.homes.com	Lifestyle	THESPORTSBANK.NET	Sports
TMZ	Entertainment	www.housebeautiful.com	Lifestyle	USA Today Sports	Sports
www.seventeen.com	Entertainment	Spotify	Music	FOXsportspulse.com	Sports
www.cosmopolitan.com	Entertainment	billboard.com	Music	PROWRESTLING.COM	Sports
www.celebuzz.com	Entertainment	SHAZAM	Music	SpanishMLB.com	Sports / Spanish
www.thehollywoodgossip.com	Entertainment	Spotify FI	Music	Bravotv.com	Television
glammedia.com	Entertainment	ContactMusic.com	Music	www.tvfanatic.com	Television
elitedaily.com	Entertainment	cowboylyrics.com	Music	tvguide.com	Television
MovieTickets.com	Entertainment	divawhispers.com	Music	pix11.com	Television
usmagazine.com	Entertainment	drownedinsound.com	Music	Disney	Television
US Weekly	Entertainment	hitsmp4.com	Music	COOKINGCHANNELTV.COM	Television
www.yourdailycoop.com	Entertainment	worldstarhiphop.com	Music	cmt.com	Television
elle.com	Entertainment	Grooveshark	Music	Accuweather	Weather
Gossip Bucket	Entertainment	AOL	News	Weather.com	Weather
hellobeautiful.com	Entertainment	CBSNews.com	News	wunderground.com	Weather
Restaurant.com, Inc.	Food & Drink	BizJournals	News	Weatherbug	Weather
www.urbanspoon.com	Food & Drink	MTV3	News	toysrus.com	Women
IGN.COM	Gaming	Tribune Broadcasting	News	babiesrus.com	Women
Farmville	Gaming	Dow Jones	News	blogher.com	Women
Angry Birds	Gaming	International Business Times	News	Wedding Countdown Android	Women
Words with Friends	Gaming	MSNBC	News	www.housebeautiful.com	Women
Family Feud & Friends	Gaming	usatoday.com	News	www.countryliving.com	Women
Better Medicine	Health	time.com	News	www.yourparentinginfo.com	Women
Bighealthtree	Health	CNN	News	www.womensforum.com	Women
BlendedRecipes	Health	answers.com	News & Ref	cafemom.com	Women

This is not a guaranteed placement list. Campaigns will run on other sites depending on the audience targeting applied to each campaign.



Cable TV programming has high ratings, huge audiences, and a high impact on viewers!

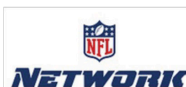


Our set-top box data captures actual viewership data, not panel-based data.

Cable has the highest-rated programming: sports, comedies, dramas, news programs, reality shows, movies, and more!

Cable TV programming has high ratings, huge audiences, and a high impact on viewers!

SAMPLE NETWORKS



Not a guaranteed placement list



What the heck is Linear TV Advertising?

Linear television ads are non-skippable commercials that can be 15, 30, or 60 seconds long that air during full-length content on cable television programming.

Television is one of TrashPanda's most effective platforms for delivering your message to a hand-picked audience. Running a linear cable TV campaign through us puts your business in front of a high volume of targeted viewers while they watch any network, any program, any time.

Our linear cable campaigns can be activated two ways: optimized, and program-specific. These options give you the opportunity to run ads in the specific programming of your choice while also running an optimized, viewership and data-informed schedule to further your reach and maximize your ad spend.

Want to be in the big game or collegiate sports coverage? Let's make that happen!

Want to reach your target audience anywhere else they are watching?

Whether your audience is local or nationwide, we can get your message in front of them.



Let the TrashPanda team get you reportable ROI metrics!

Put targeted cable TV advertising to work for your business

Our set-top box data is actual viewership data, not panel-based, allowing a more accurate targeting opportunity.

Place your message in all the major events, top programming and sports by running a databacked optimized schedule across whatever platform your hand-picked audience is watching.

Reach into your target market's living rooms

We can select optimized schedules for reaching your audience regardless of programming.

We can select traditional program and event-based schedules for the biggest sporting events and most popular programs.

Actual viewership data and ranker data, drive all your campaigns.

Reporting metrics

- Total Impressions
- Daypart (what time of day you ran)
- Spots Aired



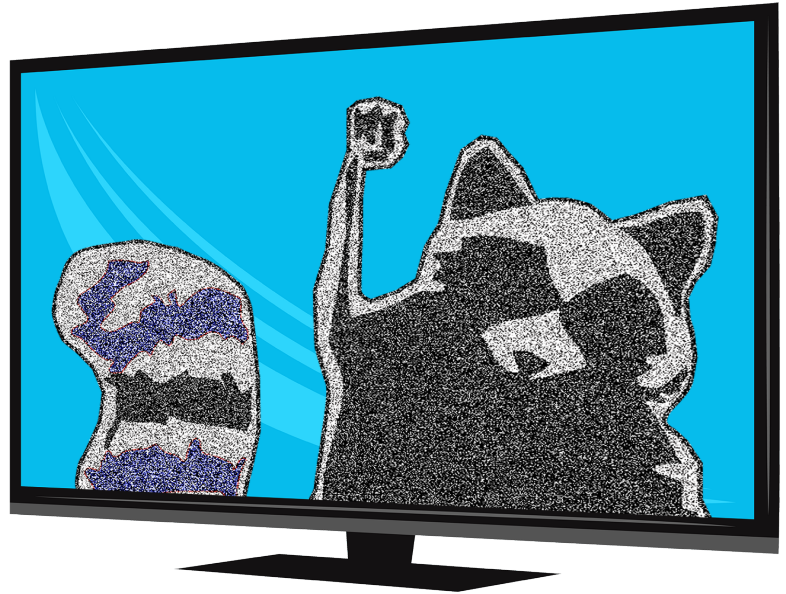


OTT Advertising Streaming TV

Today's television consumer is streaming on-demand, digital programming and they are receiving it from multiple services and multiple networks.

These are binge-watchers and superfans who watch 4+ hours of television a day.

They **will** see your ad - they can't skip it or fast-forward through it.



They don't call it Over-The-Top for nothing!

72% of OTT viewers recall seeing a specific ad!

Take advantage of a 104% higher engagement rate with big screen OTT streaming video compared to video viewed on desktop or mobile!

Sample services and networks



Not all inclusive and not a guaranteed placement list



OTT (Over-The-Top) Advertising What does it mean?

OTT and CTV ads are video ads that are :15, :30, or :60 seconds long that play during quality content on streaming services via the internet.

OTT reaches the cable-cutters who have terminated their relationships with cable or satellite TV providers. Television has evolved. Your target market is streaming programming from dozens of providers all over the internet. Our Over-the-Top and Connected TV ad opportunities ensure you don't miss out on cord-cutters and cord-nevers.

Supplementing your advertising campaign through streaming television ensures contact with your entire audience, no matter where they choose to watch TV.

We know that Connected Television is the ideal size for viewing full-length programming. Our campaigns are optimized for Connected TV delivery.

They don't call it Over-The-Top for nothing!

The pros

Increased reach and frequency to TV streamers,

Easily targeted audience

Multiple viewing platforms

Specific IP targetings

High Completion Rate, averaging over 90%

Near limitless reach across hundreds of content providers and networks.

Supported devices

Connected TV

Mobile & Tablet

Desktop/PC or Laptop

Internet-Connected Gaming Systems
(Xbox, PlayStation, and more)

Streaming Devices
(Roku, Apple TV, Firestick, Chromecast and more)

TrashPanda digital targeting

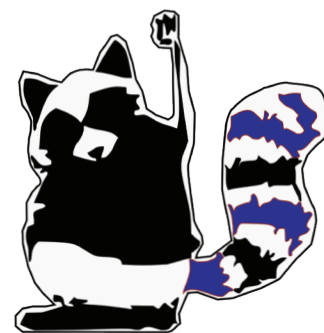
- Location-Based Targeting
- Audience Data Targeting
(available only on IP targeting campaigns)
- Premium Publisher Targeting
- Contextual Targeting
- CRM List Matching
- IP Targeting

Performance tracking

- Total Impressions
- Impressions by day of week
- Impressions by daypart
- Video Completion Rate (VCR)
- Household reach (IP Campaigns Only)
- Impressions by device
- Top publishers
- Top zip codes

Let's Go!

*Turbo charge your
campaign with OTT!*



Call us today! **918.285.5555**