

What is it?

LocalAds Overview

- Uses GPS technology to identify customers in a target location
- Present an ad based off identified customer audience in mobile apps
- Save the audience into a remarketing list
- Remarket to that same audience across multiple platforms and devices
- Track how many customers walk into the store that saw the advertisement



Geo Fenced Display



Targeting

Geo-Fencing Display ads that are served into a specific area set by latitude and longitude data to target specific geographic areas with custom shapes. Potential users are tracked via mobile devices that utilize location services.

GPS, Bluetooth, Wi-Fi hotspots and cellular towers to determine the approximate location of your device.

Price

\$500 minimum wholesale spend per month
Minimum 3 month run

Reporting

- Impressions, Clicks, CTR
- Click/View Visits

LocalAds



Targeting

GPS based targeting accurate to 3 feet. Audiences entering into a blueprinted perimeter (with location services on) will have their device ID captured and eligible to be re-marketed to across multiple platforms.

Price

\$500 minimum wholesale spend per month
Minimum 3 month run.

Reporting

- Impressions, Clicks, CTR
- Clicks per Device
- Audience Engagement over Time
- Heatmap



How does it work?

Location

Provides the location targeting and in store visit attributions (accurate to within 3 ft and boundaries as small as 500 sqft).

LocalAds + Display

Target customers based off specific locations, remarket with display ads, and then track store visits

LocalAds + Video

Target customers based off specific locations, remarket with video ads, and then track store visits

LocalAds + Search

Target customers based off specific locations, remarket with search ads, and then track store visits

LocalAds + Social Media

Target customers based off specific locations, remarket with Facebook, Instagram, Twitter ads, and then track store visits

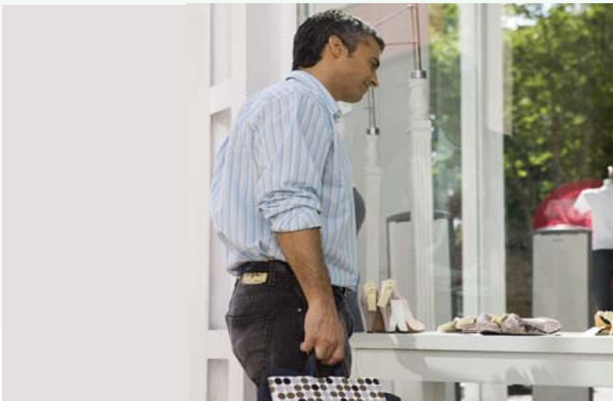


The 6 Steps

Get your advertising in front of potential customers based solely on physical location

1.

When a consumer enters an identified and blueprinted location, we capture the device ID of the mobile phone.



2.

Our patented technology enables us to identify individual users based on whether or not they physically entered a blueprinted location.



3.

When the consumer opens an app (weather, sports, food, games, etc.), in-app ads are delivered.



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The 6 Steps

Get your advertising in front of potential customers based solely on physical location

4.

Once your ad delivers, we can follow the same consumer based on their online behaviors.



5.

AND ...we can continue to remarket to them wherever they go around the internet. No one else connects your message to both the APP network and the AD network!



6.

All because the consumer was physically in a blueprinted location.



Location Targeting

Precise targeting using GPS co-ordinates.
Accurate to exact store, lot, & retail block boundaries.

Address inaccuracy with
major mapping service

Radius Targeting

Often referred to as geo-fencing.
Only gives approximation, not exact location.



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Practical Application

- **Competitive Conquesting:** Blueprint competitive locations and deliver a specific message to your competitors' customers; then track how many come in to your location.
- **Loyalty:** Blueprint your own locations; identify your customer base and deliver a specific message or special offer exclusively to your own customers.
- **Event/Venue/Sponsorship:** Blueprint venues/events to capture a specific audience (once or over many events) and deliver a specific message to this audience. Great opportunity to venue/event sponsor to extend their reach AFTER an event!



New Movers

“

In the five months client reached **60,600 new movers** and recently moved potential customers, and tracked **686 store visits** from their targeted offer. This resulted in sales of service packages and **12X ROAS**.

”

- ✓ Behavioral Audience
- ✓ eCPV



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New Movers

- Is this all movers or new movers only?
- What is the length of the customer buying cycle? (min 3 months)
- What is population of the target area? (min pop. 50k)
- Where is the audience being remarketed to? (Geo)
- Is there a unique offer?

Budget Used: \$4000 retail



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QSR Competitor Conquesting

- ✓ Competitor Audience
- ✓ Behavioral Audience
- ✓ eCPV

“Utilized both *competitive conquest* and behavior targeting to drive in-store visits. Day parted campaign to **segment message to breakfast audience and then lunch/dinner audience**. Within the first few days QSR drove 4 new customers from their competitors to their restaurants per day and after the first four months we were driving **21 new customers per day**. Resulted in an **eCPV of \$7.06**.”



QSR Competitor Conquesting

- What is the foot traffic of the competitors combined? (min 100 people per day)
- Where is the audience being remarketed to? (Geo)
- Is there a competitive offer?

Budget Used: \$4500 retail



Supermarket loyalty campaign

- ✓ **Loyalty Audience**
- ✓ **eCPV**

“Large grocery chain looked to increase repeat visits by targeting loyalty shoppers with offers from weekly circular. Drove **70% increase in repeat shoppers**. Achieved **eCPV of \$6.52**, and **9X ROAS**. ”



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Supermarket loyalty campaign

- What is the current foot traffic? (min 100 people per day)
- What is the min days since last visit?
- What is the min frequency of visits?
- What is the length of customer buying cycle?

Budget Used: \$500 retail



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Event-Audience Targeting for RV Brand

Targeted venue for a Blake Shelton concert to create an audience that we could then remarket to after the conclusion of the concert across multiple ad exchanges. Client was only measuring success as clicks to view inventory of their RVs. Campaign had a reach of **7,540 people** from the concert that were remarketed to afterwards. Of which there were **115 clicks to view inventory or schedule visit**. Resulted in a inventory **eCPC of \$1.48 and more RV sales**”

- ✓ **Real-time targeting**
- ✓ **Re-marketing audience**



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Event-Audience Targeting for RV Brand

- Where is the Event? (Name, Address, Phone Number)
- What is the date(s) of the event?
- What is the expected attendance? (min 5,000 people)
- Where is the audience being remarketed to? (Geo)
- What is the length of remarketing? (Lifetime of the audience)
- If multiple events is this one audience or individual audiences?
- If multiple events is there sufficient impressions served to each event? (min 50k impressions per event)
- If multiple events is this a single report or individual reports?

Budget Used: \$1000 retail



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Objective: Audience Behavior

Industry: Attorneys

✓ Audience
✓ Behavior
✓ eCPV

“A personal injury law firm looked to attract new clients by targeting visitors to hospitals, urgent care facilities, physical therapists, and chiropractors who also visited car rental and auto repair businesses.

Resulted in a range of **15-20 leads** (form fills and phone calls) and **5-7 qualified leads** (visits or conversions) on average per month for an **eCPV of \$214.29**.

Minimum 3 month ramp up period

**Results not guaranteed but based off historical data*

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- Where do the appointments take place?
- Are there any specific legal requirements?
- What is the length of time from discovery of need to decision?
- Are the needs immediate?
- Are there life changing events that cause the need?
- Are there physical behaviors that lead up to the discovery of need?
- Are there physical behaviors that lead up to contacting an attorney?

Budget Used: \$1500 retail



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Objective: Audience Behavior

Industry: Automotive

“

An auto dealership looked to attract new potential buyers by targeting online in-market auto buying behaviors of people shopping for both their brand as well as competitive brands and models likely to result in a visit to their dealership.

Resulted in **280 - 300 clicks** (view inventory) and **70 - 80 qualified leads** (visits to dealership) per month for an **eCPV of \$26.80**.

Minimum 3 month ramp up period

*Results not guaranteed but based off historical data

”

✓ Audience
✓ Behavior
✓ eCPV



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Tips: Automotive

- Is this auto sale or auto service?
- What is the frequency?
- What are the local brands and models that are in the same affinity?
- What are the main conversion KPIs?

Budget Used: \$2000 retail



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Objective: Audience Behavior

Industry: Financial

✓ Audience
✓ Behavior
✓ eCPV

“ A mortgage lender looked to attract home buyers by targeting new prospective home buyers who were in the market for a mortgage using pre-defined behaviors for mortgage lenders like Bank of America, Wells Fargo, and Suntrust.

Resulted in a range of **380-400 views** (content for pre-qualification) and **6-8 qualified leads** (visits or conversions) on average per month for an **eCPA of \$322.97**.

Minimum 3 month ramp up period

*Results not guaranteed but based off historical data

The average cost per new customer acquisition was \$756 in 2017 - Fast Company

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Tips: Financial

- What is the buyer's journey?
- What is the audience credit rating?
- What type of financial service?
- What events lead up to the need for financial service?
- Are there any physical behaviors leading up to the need?
- Is the sale closed at the business or out of office?

Budget Used: \$2000 retail



Objective: Audience + Conquest

Industry: Gym & Fitness

- ✓ Audience
- ✓ Behavior
- ✓ eCPV
- ✓ ROI

“A multi-location gym targeted nearby gyms in a competitive conquest campaign. Additionally the gym used an audience profile for fitness enthusiasts who were also commuters that drove past one of their gyms each day during their daily commute.

Resulted in a range of **1450-1500 clicks** (view free trial promotion) and **100-115 qualified leads** (visits or conversions) on average per month for an **eCPA of \$34.78** and a **ROI of 9.34X**.

Minimum 3 month ramp up period

*Results not guaranteed but based off historical data

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- What is the value of a membership?
- Is this a niche gym or fitness audience?
- What are the peak times for visitation?
- Is there a promotional offer?
- Are there any nearby events that target the same audience?
- Where does the target audience shop and eat?
- Does the gym have a work crowd or other demographic?

Budget Used: \$3500 retail



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Objective: Location Based Audience Journey

Industry: Insurance

“An insurance agency looked to attract new potential clients by targeting new to area and recently moved behaviors of people shopping for home, auto, and life insurance.

Resulted in **80 - 90 clicks** (view coverage options) and **8 - 12 qualified leads** (online and at office) per month for an **eCPA of \$22.79**.

Minimum 3 month ramp up period

**Results not guaranteed but based off historical data

✓ Audience
✓ Behavior
✓ eCPV
✓ ROI



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Tips: Insurance

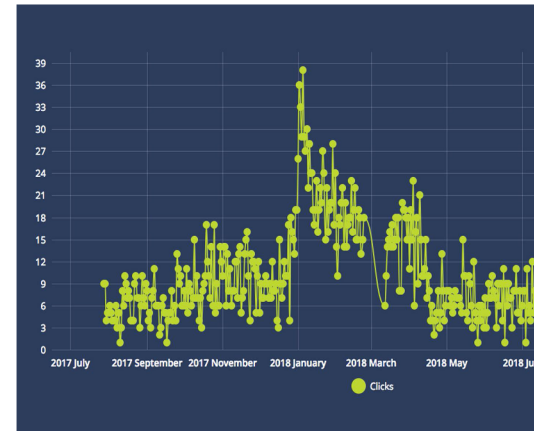
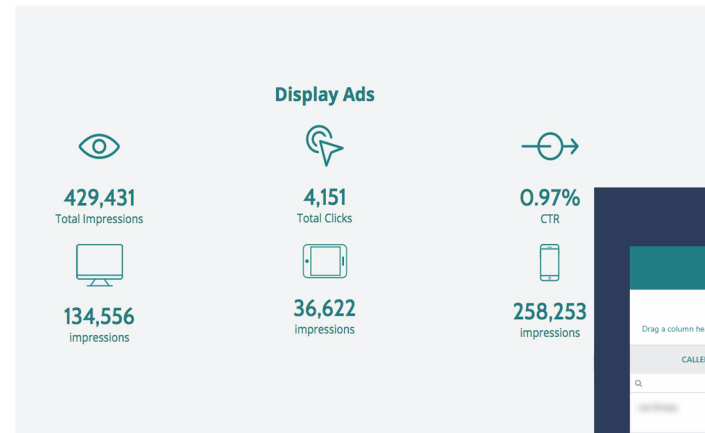
- What is the buyer's journey?
- What are the life events leading to the decision?
- What type of insurance services?
- Is the sale closed at the business or out of office?

Budget Used: \$500 retail



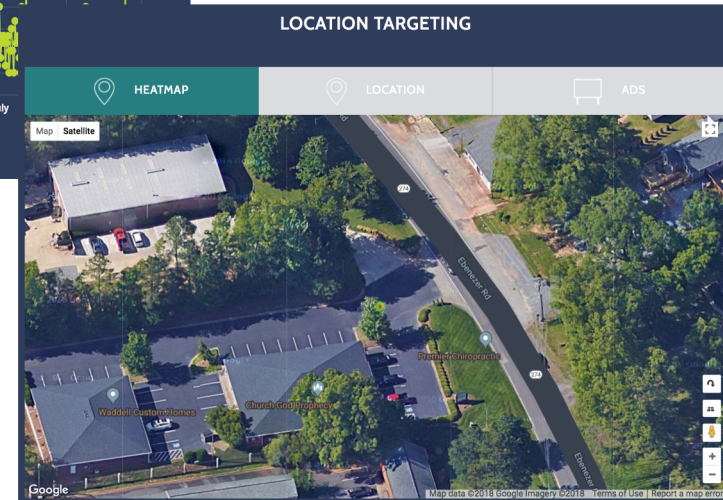
Reporting

- Gain valuable insight into the efficacy of your digital marketing campaigns and who is clicking!
- Clicks per device, audience engagement over time and histograms of campaign performance
- Heatmaps outlining the areas users engaged with your ad
- Conversion attribution on physical movements to the business



LEAD GENERATION interface showing a table of leads. The table has columns for CALLER NAME, CALLER CITY, CALLER #, and DATE CREATED. The table is filtered by PHONE CALL and WEB FORM.

CALLER NAME	CALLER CITY	CALLER #	DATE CREATED
Q.	Charlotte	Q.	Thu Oct 25 2018 14:38:51 GMT-0600 (Central Standard Time)
Q.	Gastonia	Q.	Thu Oct 25 2018 13:44:13 GMT-0600 (Central Standard Time)
Q.	Charlotte	Q.	Thu Oct 25 2018 13:38:58 GMT-0600 (Central Standard Time)
Q.	Chester	Q.	Thu Oct 25 2018 12:36:49 GMT-0600 (Central Standard Time)
Q.	Charlotte	Q.	Thu Oct 25 2018 11:00:23 GMT-0600 (Central Standard Time)
Q.	Charlotte	Q.	Thu Oct 25 2018 09:04:12 GMT-0600 (Central Standard Time)



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Appendices: Internal Use Only



COOKIE-BASED DATA

GENDER: LIKELY FEMALE

AGE: 18 - 35

MARITAL
STATUS: MARRIED

GEOGRAPHY: CHICAGO, IL

EMAIL: UNKNOWN

DEVICES: UNKNOWN

ONLINE IN-MARKET AUTO
BEHAVIOR: IN-MARKET TRAVEL
IN-MARKET RETAIL
ADVERTISER SITE

PEOPLE-BASED DATA

GENDER: FEMALE

AGE: 32 YEARS OLD

MARITAL
STATUS: MARRIED

DEPENDENTS: 2 CHILDREN

GEOGRAPHY: CHICAGO, IL 60614
IPHONE 6S

DEVICES SHE
USES: SAMSUNG TABLET
LENOVO LAPTOP
PANASONIC 55" TV

WHAT SHE
WATCHES: GAME OF THRONES
HGTV

WHERE SHE
SHOPS: WHOLE FOODS
MACY'S

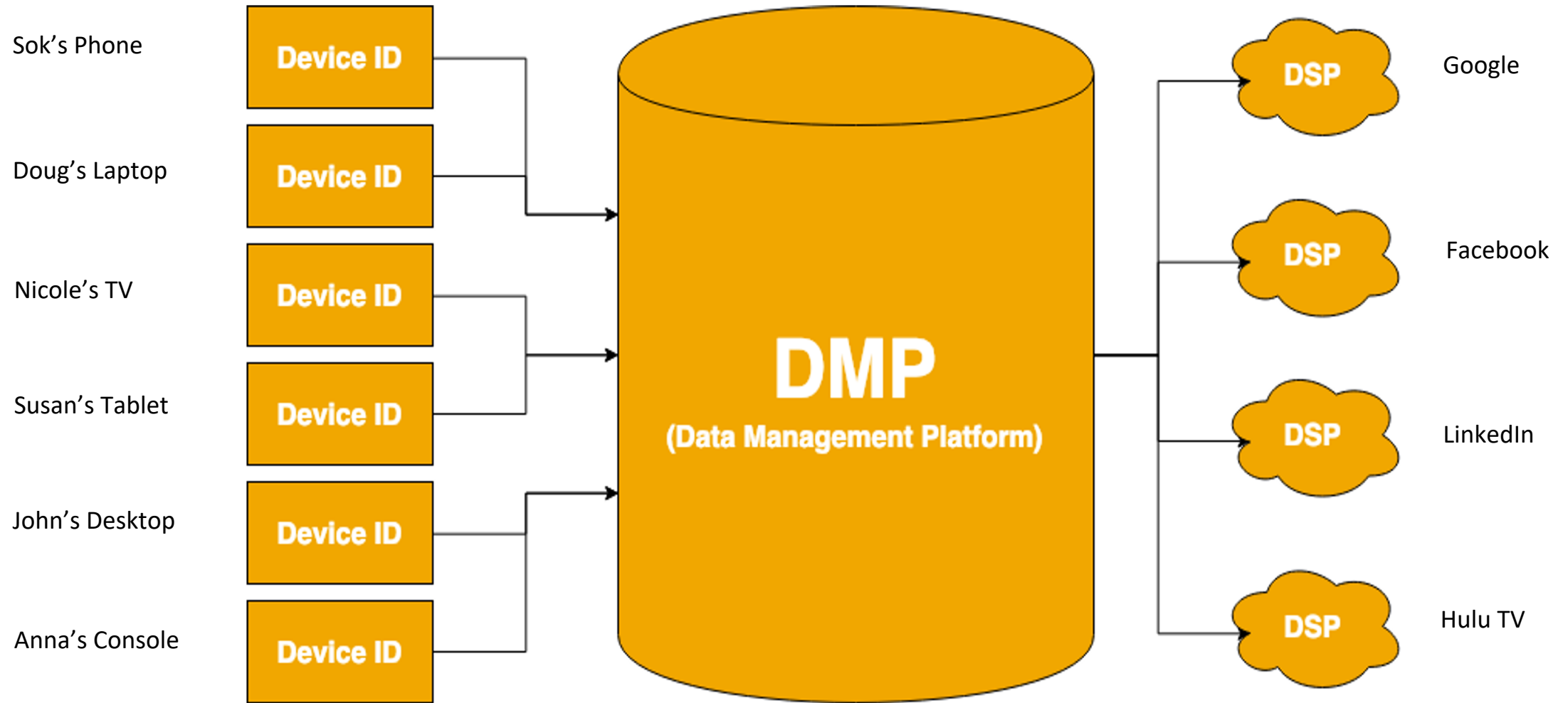


Equifax	Dun & Bradstreet	comScore	Mastercard	Oracle
Experian	Polk Auto	infogroup	American Express	LiveRamp
DataLogix	Blue Kai	Neustar	Visa	



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A Data Management Platform Simplifies Fulfillment



Key Takeaways

1. Ability to target specific behaviors and actions and activate using **boolean logic**.
2. Ability to active **1st, 2nd, and 3rd party** data into campaigns.
3. Ability to **push audience / device data simultaneously** across all DSPs.
4. Integrating a DMP with LocalAds can provide as much as a **30-50% lift** conversions.

