2020 MEDIA GUIDE

Accelerate your online presence

AdEndeavor media
Why AdEndeavor?

AdEndeavor offers a performance guarantee for display marketing by optimizing visibility on all digital platforms to deliver the best possible outcome. AdEndeavor tracks clicks and monitors conversions and view-thrus on all campaigns.

Most publishers leave over 50% of their inventory unsold, which means the other half of their premium inventory is available to purchase. AdEndeavor helps businesses take advantage of this inventory, targeting your campaign based on the best audience for your business.

AdEndeavor offers advanced targeting across the internet. AdEndeavor monitors the sites clients’ ads will run on, filtering them for questionable content and insuring the ads never appear on an unacceptable page.

When we say, “AdEndeavor can reach your exact target market anywhere and everywhere customers are consuming digital content,” we mean it.

Here’s how we do it:

» AdEndeavor guarantees 0.1% CTR or greater on display campaigns (almost 2x national average, according to Think With Google)
» Ad delivery on Quantcast Top 5,000 websites that users are visiting
» Ad delivery on comScore Top 1,000 websites that users are visiting
» Utilize multiple pre and post bid tools like Peer39 to ensure the highest quality, accuracy, and safety for your ads.
» The websites that get selected for each particular campaign are based on demographics and chosen content choices
» AdEndeavor is a Google, Bing, and Yahoo! certified partner
» Website examples: CNN, People, ESPN, NYTimes, Pinterest, Amazon, Fox, CBS

Benefits:

» AdEndeavor is a Google Premier Partner, only 3% of agencies are Google Premier Partners
» Your campaign consistently being optimized by a dedicated team
» IBJ Media’s superior customer service
What is Programmatic?

The automated algorithmic purchase and sale of digital advertising space in real time.

Programmatic advertising allows marketers to maximize their exposure with markets anywhere and everywhere customers are consuming digital content on any device.

Our team of programmatic buying experts can tailor a plan for any budget that guarantees a CTR of 0.1% on display campaigns (almost 2x national average according to Think With Google based on a number of purchased impressions).

Partnering with the top providers to meet specific needs:
- analytics
- targeting
- inventory

Audience Extension: a product designed to boost any business seeking to engage in digital advertising.

![Image of programmatic advertising ecosystem]
Establish Goals & Success Metrics

Metrics

- Impressions delivered, Post-impression conversions, New sessions on Google Analytics
- Clicks, Number of pages per session in Google Analytics
- Time spent on site, Re-visits to the website, Clicks, Visits to inventory pages
- Form Fills, Phone calls, Visits to high-intent URLs (Location, Contact Us)
- In-person purchases, eCommerce transaction
- Re-visits back to the website, Social media and other reviews

Client Goal/Objective

- Branding/Awareness
  Something sparks interest, meets a need or creates one.
- Interest/Research
  Once interested, the consumer begins looking for more information.
- Consideration
  After discovering the options, the consumer starts to consider & compare.
- Intent
  Consumers might call, request more info, or visit your website.
- Conversion
  In-person or eCommerce transaction.
- Loyalty/Retention
  In-person purchases, eCommerce transaction.

Platform

- TV, Preroll, Print, Radio, Programmatic Audio, OOH, Events, RON Display, email
- Industry-related content targeting, Higher-funnel PPC, Programmatic Email
- Retargeting, SEO, Social Media, DID, Programmatic & PPC
- Behavioral Targeting, Programmatic Email, Target re-opens in email, IP Targeting
- Dynamic PPC, SEO, Retargeting, IP Targeting
- Social Media, Direct marketing/email, IP targeting, Behavioral targeting for specific in-market segments
Display

Display advertising can help you promote your business through banner ads that are served to potential clients while checking their email, using mobile devices or visiting specific websites. Display ads are primarily used to build brand awareness and encourage overall loyalty. Through strong visuals and compelling content, display ads are served to the right consumers at the right times.

Display advertising can target individuals through geographic location, demographic, behaviors among others. AdEndeavor guarantees a 0.1% CTR or greater on all display campaigns. (National avg. according to Think with Google is .06%)

Three types of Display Targeting options:

» **Basic**: includes Content and Geographic targeting
» **Competitive**: includes Content, Geographic, Demographic, Behavior, Site Retargeting
» **Dominant**: includes Content, Geographic, Demographic, Behavior, Site Retargeting, Search Retargeting, Cross Device Targeting

Rates:

» Minimum of 40,000 impressions per month required
» Basic: $8 CPM
» Competitive: $10 CPM
» Dominant: $12 CPM

Mobile targeting may have limited scale and/or availability.
Native Advertising seamlessly integrates a brand’s most engaging images and content into contextually relevant editorial using a single creative that dynamically adapts to match font and format.

**Benefits:**

» Native ads integrate an advertiser’s message in a less intrusive way

» Encourages engagement and higher shareability for businesses to build relationships

» Advertisers aren’t constrained by text requirement or limited graphics – native advertising allows far more engagement and creativity in ads

**Rates:**

» Minimum of 3 month campaign

» Minimum 40,000 impressions per month

» $14 CPM
Display | Microproximity

This real-time, hyper-local geo-targeting allows you to serve ads to customers while they are at a specific location on a specific date or date range.

Microproximity targeting offers the ability to serve real-time ads based on a location of any mobile device. It also offers the ability to target outside the U.S.

Benefits:

- AdEndeavor’s technology can drop a pin on the desired area that is being targeted, as small as one meter. Most competitors can not target smaller than a football field.
- With radius mapping we can target events, locations, buildings, shopping centers etc.
- We can also target based on category. For example, all of the colleges, universities, coffee shops, etc. in a specific area.

Rates:

- Minimum of 40,000 impressions per month
- $15 CPM

Targeting Indianapolis hotels and large businesses – example: Salesforce
Device ID is a look back software that grabs the device ID from a user’s device(s), allowing AdEndeavor to target devices seen at a specific location and date as recent as 5 days ago and as far back as six months.

Device ID targeting also is capable of targeting devices that were seen at the time of the look back, plus add in household income and age demographics for more specific targeting.

**DID Targeting by Location and Date(s)**

» This method identifies mobile devices (users) that have been in specific locations during specified time-frames
» AdEndeavor draws a polygon (as small as 1 meter) around any building/location(s) to create custom audiences targetable anywhere the user goes after their visit
» By targeting the Device ID, AdEndeavor has high quality, real human user data to deliver your marketing/brand message. An Audience Insight Report is provided with this type of targeting displaying HHI, age ranges and other information

» **Device ID Address Match:** This method uses home addresses to match back to specific Device IDs (Rates: minimum 5,000 names, 1-1 matched and verified)

**Benefits:**

» Reach consumers who have visited target locations in the past, regardless of where they are now
» Reach consumers who have visited competitors’ locations
» Link home addresses to Device IDs, and vice versa
» Expanded audience segments that include other devices in the household (no one under 13 can be targeted, and 18 and under can be segmented)
» Target audience members with the same demographic and behavioral attributes

**Rates:**

» Minimum of 50,000 devices must be attainable
» Minimum of 40,000 impressions per month
» DID Targeting: $15 CPM
» DID Address Match: $17 CPM

Polygon around Lucas Oil Stadium
IP Targeting

IP Targeting focuses on delivering advertising to consumers based on their Internet Protocol (IP address) by matching prospects or previous customer’s physical address.

Use customer list to IP match: By using a patented data matching process, which protects the privacy of the household while allowing the user-profile tied to a specific IP to be examined, AdEndeavor can match an existing customer list (names, addresses, phone numbers) to IP addresses, thus allowing ad impressions specifically tailored to existing customer base.

Use a list of B2B targets: By providing the business name and address, AdEndeavor can match to IP’s for a specific business target. Then, serve digital ads to entire companies, college campuses, hotels, trade shows, conventions and other venues where masses gather via the location’s IP address.

ZIP Code IP Targeting: Provide a list of ZIP Codes and AdEndeavor can reverse append to serve ads to IP addresses within those ZIP Codes.

Pre-Movers/New Movers: Provide ZIP Codes or city names for new movers to reach in a specific area.

Benefit:
» Cross device (tablet, desktop, mobile)

Rates:
» Minimum of 5,000 addresses — consumers or businesses
» Minimum of 100,000 impressions
» $28 CPM
Search Engine Marketing

SEM is a form of Pay Per Click (PPC), which promotes your website with an ad.

AdEndeavor’s experienced Google, Bing, Yahoo! certified team conduct competitor analysis and conquest while continually optimizing your campaigns.

AdEndeavor has a team of Google ad certified professionals and our custom approach separates our team from the rest of the providers in the market ensuring your solution is custom to your needs.

Benefits:

» Allows first page exposer to be easily found by potential clients
» Paid search advertising consistently drives traffic directly to your website
» SEM ensures relevant ads are being shown to prospects based on what they are searching for

Rates

» Minimum 3 months
» Minimum $1,000/month

Search Retargeting

Search retargeting pursues user audiences based on previous keyword searches conducted on search engines such as Google, Yahoo! and Bing.

This strategy provides a great one-two punch by aligning your Search Engine Marketing (SEM) with display advertising, thus fusing the power of intent with repeated brand exposure.
Search Engine Optimization (SEO)

SEO is the process of making websites and pages technically sound and contextually relevant for both the user and the search engine in order to improve rankings, drive traffic and increase awareness in the search engines. Organic search results are still the cornerstone of maximizing business referral traffic from search engines.

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Local SEO: is about the business LOCATION being found on Maps and most Mobile Searches. AdEndeavor optimizes CATEGORIES on Google My Business, which is great for niche businesses.

Organic SEO: is about the business WEBSITE being found on page one of optimized keywords searches. AdEndeavor optimizes KEYWORDS.

AdEndeavor will provide a FREE SEO audit, then give a report of the current SEO status.

Benefits:
» See how the company ranks on Google
» Increase Google Search traffic
» Improve search Engine Rankings
» Improve Reach and Relevance within Google Maps Listing

Rates:
» Minimum of 6 month campaign
» Prices vary depending on results of site audit
» Growth in Local Markets ($1,000/month)
» Organic Standard + Local: Small Sites (Under 30 pages) ($1,750/month)
» Organic Professional + Local : Mid-sized Sites (Under 50 pages) ($2,780/month)
» Organic Enterprise + Local: Large Sites (50+ Pages) ($3,750/month)
Email Marketing

AdEndeavor’s email database consists of information obtained through opt-in online surveys, e-subscriptions, e-registrations and our extensive network of permission-based websites.

Any data obtained is put through a hygiene process for verification, allowing us to validate the email addresses.

AdEndeavor is diligent with maintaining and updating our unsubscribe lists. AdEndeavor has a quality assurance process for our emailing team that verifies that all broadcasts are can-spam compliant. The database has more than 140 million consumer and business emails, time-stamped with URLs to verify recipient’s consent.

Securely deliver your message to specific consumers using hundreds of targeting options.

**No Bots Guarantee!** AdEndeavor uses two third-party bot detection companies, in addition to our own proprietary methods to identify and filter bots in real time before they reach your website.

**Targeting options:** Look alike audiences—Buying Activity & Shopping Habits, Families with Children of Certain Ages, Political Affiliation, Ethnicity & Languages, Health Habits, High Tech, Homeowners, Income & Wealth, Interests, Occupation, Auto Intenders, Owners, and more.

**Rates:**

- Minimum of 25,000 emails
- Minimum of $40 CPM
Audio

AdEndeavor works with multiple streaming partners, run through a unique exchange, including the most used and known providers like Adswizz and Triton.

AdEndeavor has the ability to layer in demographics, however, programmatic audio inventory is quite limited so we recommend targeting DMA or higher. The delivery type will be: PC, Mobile, Tablet, and Connected TV.

Benefits:
» Target audio ads to relevant geographies, time slots, and audiences to hone in on valuable prospects
» The reporting dashboard tracks all metrics including gross rating point, completion rate, clicks, path to conversion rates and help us to understand how audio works with other channels and strategies
» Audio clips either run alone or with a companion banner
» Retarget users who have reached the midpoint or end of the audio ad
» Leverage data from Audio partners – target specific genres, playlists, demographic traits in conjunction with AdEndeavor targeting

Targeting information needed:
» Location(s)
» Flight dates
» Budget or budget range
» Device Type – Mobile (in-app only)
» Duration – 15 or 30 seconds

Rates
» Minimum $40 CPM
» Minimum 40,000 impressions

Prices vary depending on targeting options, a forecast will run before a specific dollar amount can be issued.
In 2020, global consumer internet video traffic will account for 80% of all consumer internet traffic. Use our platform to get maximum extended reach compared to other CTV providers on the highest quality channels.

• In 2020, 56.3% of the U.S. population will invest in some type of streaming service
• Users spend an average of 1 hour and 40 minutes a day streaming on their devices

Reach cord cutters and cord-nevers right where they’re consuming content on the big screen.

Connected TV: 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): Streaming or on-demand long-form content served by a variety of content providers served to a desktop, mobile or tablet device.

Over-the-top (OTT) is the combination of ConnectedTV and Full Episode Player (FEP) streaming or on-demand inventory.

Your commercial can be served across ALL DEVICES, including the big screen, including smart TV’s, Apple TV, Roku, Amazon Fire Stick, Play Station, etc...

Rates
• $17-23 CPM
Digital Reporting

Example of a campaign report. The report will be analyzed and sent monthly and after each campaign has been completed. Reports are also available upon request.

TTD - Display

Performance

![Chart showing performance metrics]

- **Total Impressions**: 77,793
- **Total Clicks**: 160
- **Overall CTR**: 0.21%

### Impressions by Format

- 320x50: 24,160
- 728x90: 22,513
- 300x250: 18,804
- 160x600: 5,337
- 300x600: 3,617
- 970x250: 1,729
- 300x50: 1,633

### Clicks by Format

- 320x50: 55
- 728x90: 44
- 300x250: 26
- 160x600: 10
- 300x600: 11
- 970x250: 6
- 300x50: 8

### CTR by Format

- 320x50: 0.23%
- 728x90: 0.20%
- 300x250: 0.14%
- 160x600: 0.19%
- 300x600: 0.30%
- 970x250: 0.35%
- 300x50: 0.49%

### PC/PI by Format

- Fire Property Damage: 23%
- PC: 48%
- PI: 52%
- PC/PI 2: 0%
- PC/PI 3: 0%
- PC/PI 4: 0%
- PC/PI 5: 0%
- PC/PI 6: 0%