

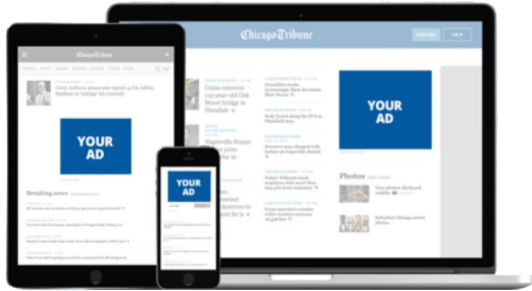
Southern Stone Media Group

# DIGITAL MARKETING



# Product Overview

## Targeted Display



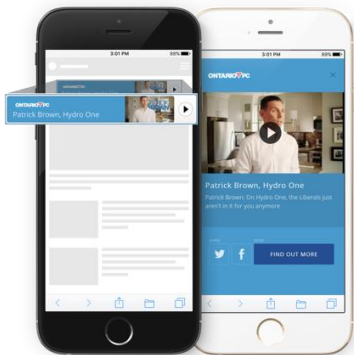
Targeted Delivery to  
ComScore Most Visited Sites

## Geo-Fencing



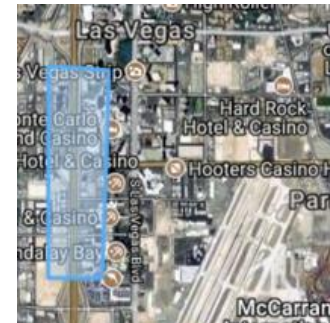
100% Native GPS -  
Fastest Growth Segment of Mobile Advertising

## Geo-Video



Full Video Delivery Option

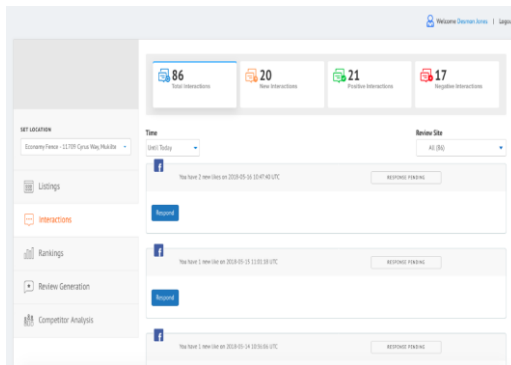
## Geo-Cookie



Deliver Ads to People at a  
Specific Location in the past!

# Product Overview

## Listed Local



Local SEO tools all under one roof!

## SEM



Easiest way to capture the largest segment of digital spending!

## Connected TV



Connected TV (CTV) refers to any TV that is connected to the internet.

## Email Marketing



Permission-Based, highly targeted email marketing campaigns that deliver RESULTS!

# What Makes Digital Advertising Different?

## 1. Precision Audience Targeting

- Only spend on consumers *most likely* to respond to your ad – better ROI
- Only pay when someone views your ad

## 2. Be Where Your Audience Is

- Trend: We lead increasingly digital and mobile-focused lives
- Example: Show your real estate ad on a local housing listings site – right when your customer needs it.

## 3. The Ability to Measure and Report Everything

- Know exactly how well you did
- Properly used, this can mean complete trust from the client

# Display Ads: Targeted Display

What is targeted display ideal for?

**REACH**      **TARGETED**  
**AUDIENCE**

**WE ONLY USE COMSCORE WEBSITES**

**Why is ComScore important?**

ComScore is a company that audits and ranks websites on a daily basis.

They account for things like website traffic, types of traffic (who is visiting the sites) spam traffic, how user friendly the website is, and many other things

WHEN TO USE WHAT	TARGETED DISPLAY
WHERE ADS ARE SERVED	Websites
HOW APPS AND WEBSITES ARE CHOSEN	Top Websites according to ComScore 1000
DEVICES WHERE ADS WILL BE SEEN	All – phones, tablets, laptops, desktops
GEOGRAPHIC TARGETING	Zip Codes & Regions
NUMBER OF GEOGRAPHIC TARGETS AVAILABLE	Unlimited (Based on Budget)
DEMOGRAPHIC TARGETS AVAILABLE	Male/Female, Age, Education, HH Income, Kids/No Kids
BEHAVIORAL & AUDIENCE INTEREST TARGETS AVAILABLE	Yes – Client chooses a minimum of 3 and a maximum of 12
RETARGETING AVAILABLE	Yes (included automatically for free)
CAMPAIGN MEASURE	Reach & Frequency

# Display Ads: Geo-Fencing



How to get the most out of Geo-fencing:



Why is Geo-retargeting an amazing tool?




WHEN TO USE WHAT	GEOFENCING
WHERE ADS ARE SERVED	Mobile Apps & Mobile Websites
HOW APPS AND WEBSITES ARE CHOSEN	22,000 of the most popular apps
DEVICES WHERE ADS WILL BE SEEN	Phones & Tablets
GEOGRAPHIC TARGETING	Specific Businesses, Addresses & Locations
NUMBER OF GEOGRAPHIC TARGETS AVAILABLE	Unlimited / Based on your budget
DEMOGRAPHIC TARGETS AVAILABLE	Not Available
BEHAVIORAL & AUDIENCE INTEREST TARGETS AVAILABLE	Not Available
RETARGETING AVAILABLE	Yes (Increases CPM)
CAMPAIGN MEASURE	Impressions



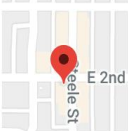
# SEO ( Listed Local)

## What is it?

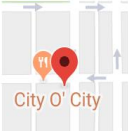


← Rating Pizza Price Hours Clear Filters X


**Patxi's Pizza Cherry Creek**  
**Ad** 4.5 ★★★★★ (109) · Sports Bar  
185 Steele St




**Quiznos**  
**Ad** 4.3 ★★★★★ (105) · Sandwich Shop  
1275 Grant St




**Patxi's Pizza Cherry Creek**  
4.5 ★★★★★ (110) · \$\$ · Pizza  
Pizzeria chain serving creative deep-dish & thin-crust pies in a stylish, contemporary setting.  
185 Steele St  
Happy hour food · Happy hour drinks

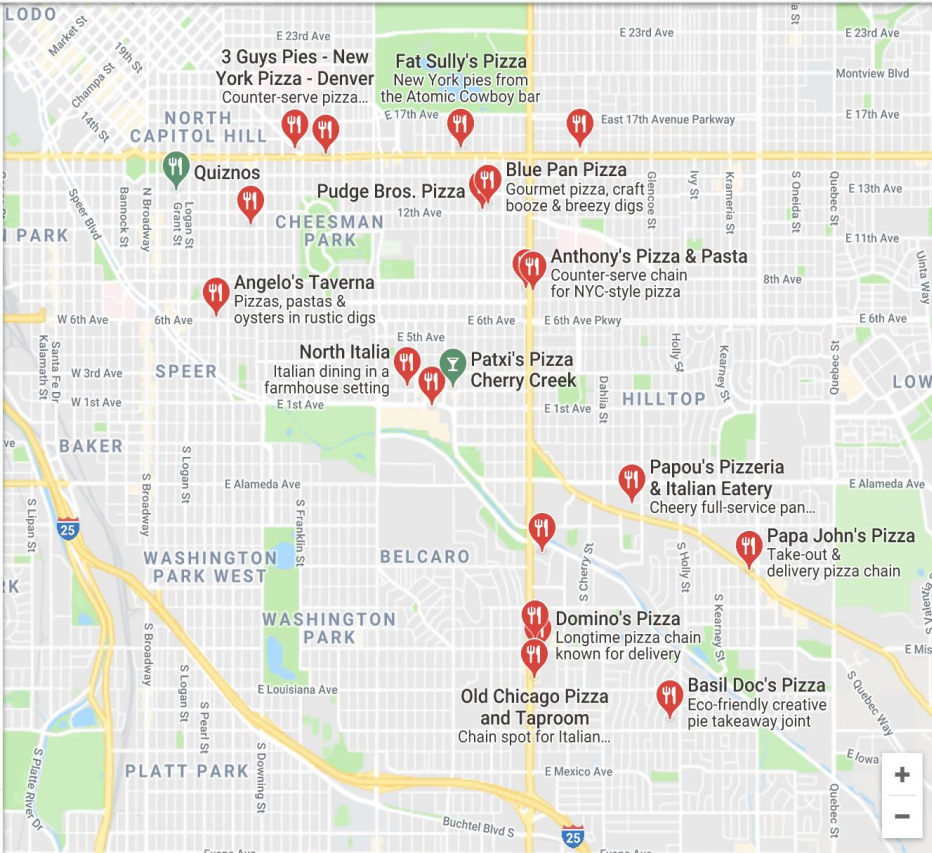


**California Pizza Kitchen at Cherry Creek**  
3.4 ★★★★★ (61) · Pizza  
Chain eatery serving up inventive pizzas plus pastas & salads in a modern setting.  
3000 E. First Ave. Sp. 185, Cherry Creek Mall  
Happy hour food · Happy hour drinks



**Anthony's Pizza & Pasta**  
3.9 ★★★★★ (116) · \$\$ · Pizza










# SEM (\*Pay Per Click)

Google

pizza near me





←

Rating ▾

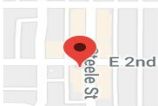
Pizza ▾

Price ▾

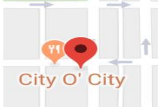
Hours ▾

Clear Filters ✕


**Patxi's Pizza Cherry Creek**  
**Ad** 4.5 ★★★★★ (109) · Sports Bar  
185 Steele St




**Quiznos**  
**Ad** 4.3 ★★★★★ (105) · Sandwich Shop  
1275 Grant St




**Patxi's Pizza Cherry Creek**  
4.5 ★★★★★ (110) · \$\$ · Pizza  
Pizzeria chain serving creative deep-dish & thin-crust pies in a stylish, contemporary setting.  
185 Steele St  
Happy hour food · Happy hour drinks

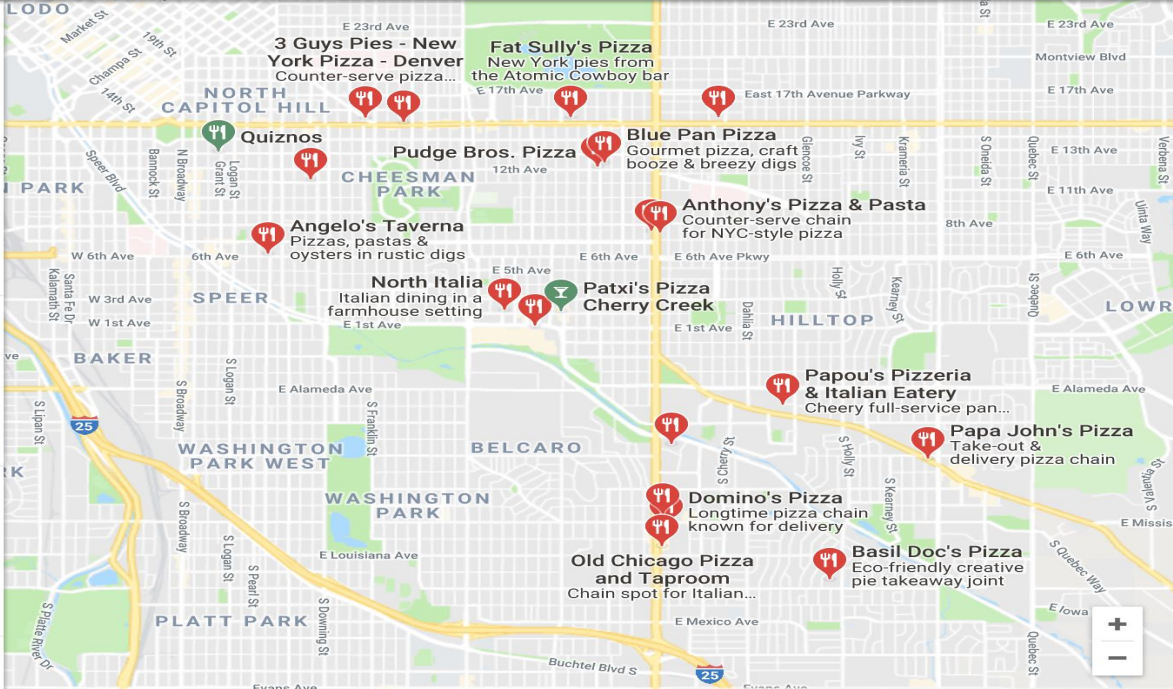


**California Pizza Kitchen at Cherry Creek**  
3.4 ★★★★★ (61) · Pizza  
Chain eatery serving up inventive pizzas plus pastas & salads in a modern setting.  
3000 E. First Ave. Sp. 185, Cherry Creek Mall  
Happy hour food · Happy hour drinks



**Anthony's Pizza & Pasta**  
3.9 ★★★★★ (116) · \$\$ · Pizza







# OTT (Connected TV)

## Visual Set-up

Keywords	SEM
Enter list of keywords	
<input type="checkbox"/> auto dealerships <input type="checkbox"/> best cars to buy used <input type="checkbox"/> cars near me <input type="checkbox"/> car dealer <input type="checkbox"/> car dealerships <input type="checkbox"/> cars for sale in my area	<input type="checkbox"/> auto sales <input type="checkbox"/> auto sales near me <input type="checkbox"/> best used cars to buy <input type="checkbox"/> best used cars <input type="checkbox"/> best used cars to buy <input type="checkbox"/> broken vehicles <input type="checkbox"/> car dealer <input type="checkbox"/> car dealerships <input type="checkbox"/> cars for sale in my area

## Predictive Budget Tool

SEM	\$1,000	monthly
87% OF OPPORTUNITY		
600 - 700	Clicks per month	
\$ 1,000	Budget per month	

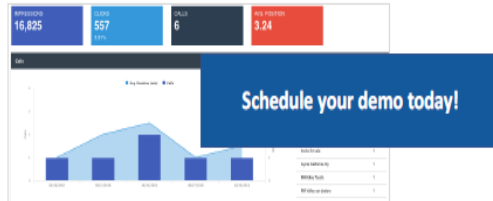
## Multiple Ad Groups

Mill Valley Toyota-Toyota Dealer in Mill Valley, CA
Mill Valley Toyota-New & Certified Toyota Dealer
Mill Valley Toyota-Toyota Dealer in Mill Valley, CA
Pre-Owned Car Dealership-Shop Pre-Owned Cars & Trucks
Pre-Owned Cars, Trucks, SUVs-Shop Certified Pre-Owned Cars
Used Car Dealership-Shop Cars, Trucks & SUVs
Cheap Used Cars For Sale-Sale on Cars, Trucks & SUVs
Toyota Dealership-Shop Toyota Cars & Trucks

## \*Google Only Campaigns

SEM (Fully Pitch Integrated)	15% Management Fee Premium Inventory
---------------------------------	-----------------------------------------

## Reporting



## Premium Inventory



# Email Marketing

- FAST, EFFICIENT, AND COST-EFFECTIVE
- ONE OF THE LARGEST DATABASES
- MEASURABLE, REAL-TIME RESULTS
- SAME DAY TURNAROUND TIMES
- GUARANTEED HIGHER CLICK-THROUGH
- COMPLIMENTS MULTI-CHANNEL



- Age
- Gender
- Presence of Children (POS)
- Household Income (HHI)
- Net Worth
- Homeowners
- Home Value
- Length of Residence (LOR)

**AND MORE!**

## OPT-IN EMAIL DATABASE

Comprised of over 120 million records and nearly 750 available demographics and lifestyle selects.

## IN\_DEPTH REPORTING

**100% CAN\_SPAM COMPLIANT**

# 5 Analytics Differentiators

- **Complete Transparency, Advertise with Confidence**
  - Reporting on our *ENTIRE* list of sites and apps we served ads to.
  - See exactly where your ad served and what content it was next to
- **“View-Through” Tracking**
  - Monitor when a person sees your ad, doesn’t click on it, but does go to the website later
- ***FREE* Digital Lift Case Study (for +90 Day Campaigns)**
  - Find out exactly how much more likely viewers are to visit your website when they see the ad compared to those that never saw your ad.
  - Agencies charge +\$8,000 for this!
- **Proprietary Ad Screenshot Technology**
  - Our crawler bot takes a screenshot only when a user sees an ad. Not a mock up!
  - See where the ad served and what content it was next to.
- **Creative Performance Comparison**
  - Compare the performance of different ad creative to optimize your campaign