**PlanVieW**

Data-driven omnichannel marketing services.

# Repeatable Results.
# Meaningful Impact.

GET STARTED TODAY

www.planviewmedia.com

INDUSTRY LEADING

# ADVERTISING & MEDIA SERVICES

Full-Funnel Marketing Solutions: Igniting Growth and Inspiring Success

# What sets us apart?

| | |
|---|---|
| **People** | Wealth of experience dedicated to your campaign |
| **Past** | 20+ years in the Digital Media space |
| **Product** | Specialized across the entire scope of digital |
| **Premium** | Quality inventory access via key partnerships |
| **Partnership** | Relationships are the core of our company |

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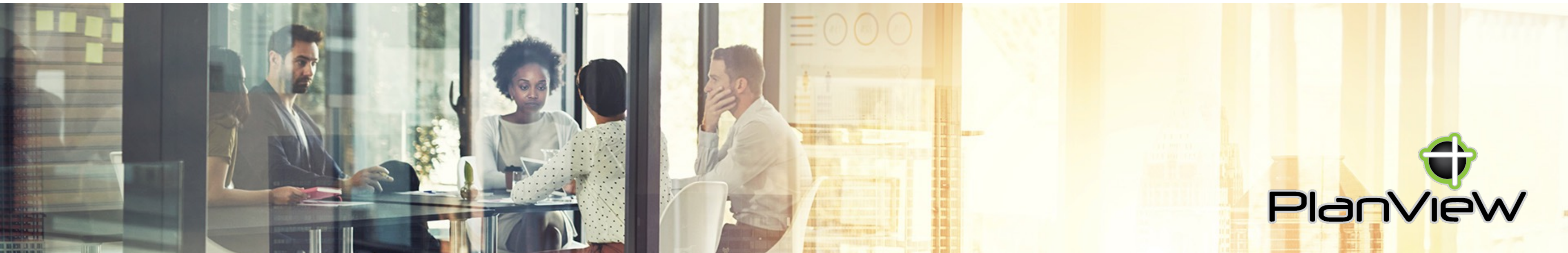
# The Process

**1** Needs + goals for your campaign are discussed
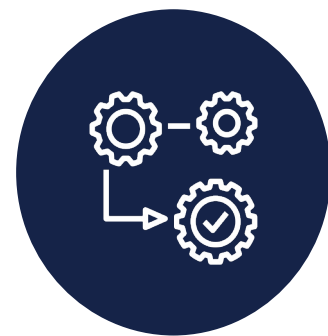
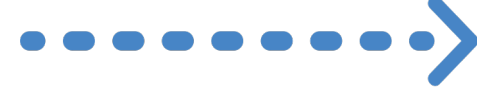**2** Media plan is delivered

**3** Assets produced & delivered for setup

**6** Campaign completed + wrap-up report delivered

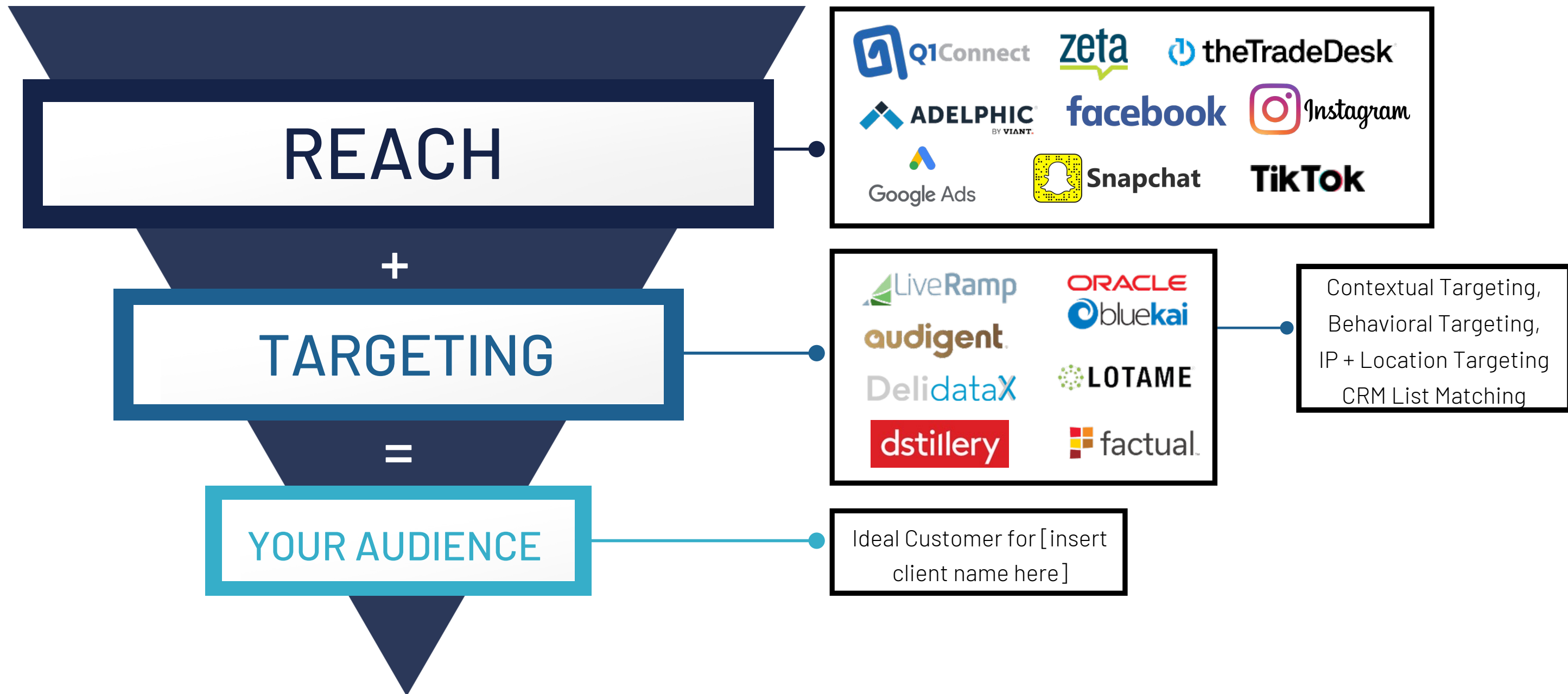**5** Campaign optimizations are made + reports are delivered

**4** Media goes live!

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# Reach + Targeting

**Our platform agnostic approach gives you access to the best comprehensive solutions.**

REACH

+

TARGETING

=

YOUR AUDIENCE

Q1Connect  zeta  theTradeDesk
ADELPHIC BY VIANT.  facebook  Instagram
Google Ads  Snapchat  TikTok

LiveRamp  ORACLE
audigent  bluekai
DelidataX  LOTAME
dstillery  factual

Contextual Targeting,
Behavioral Targeting,
IP + Location Targeting
CRM List Matching

Ideal Customer for [insert client name here]

PlanVieW

# Product Suite

### In-Page Display & Pre-Roll

Reach audiences online with interchangeable ad creatives across all screens, always tracking engagement and completions.

### Mobile Device ID

Reach and retarget your audience based on their precise location using hand-drawn polygons & eliminating extraneous areas.

### Digital Audio

Reach new customers through popular audio streaming services such as Spotify, iHeartRadio, Pandora and TuneIn.

### Social

Engage prospects where they spend their time online using paid social media.

### Search Engine Marketing

Complete transparency and research provided for each campaign with no setup costs. CallRail phone call tracking included at no extra cost.

### CTV/OTT

Reach cord cutters using :15 or :30 commercials on Connected TVs and OTT Streaming Services.

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# SEM (Search Engine Marketing)

Google continues to dominate search engine use, with an **85%** market share of desktop use and **95%** mobile search market share.

### Get Expert Guidance and Regular Reporting

Each campaign receives a dedicated SEM expert, continual optimizations, as well as both weekly and monthly reports.

### Optimize with the Best Tools in the Industry

PlanView includes Call Rail, call tracking, and online conversion tracking for all campaigns to maximize conversion performance and optimize toward a lead-based KPI.

### Hyper-Target your Audience

We combine SEM with our geo-targeting services to ensure your campaign stays adaptable.

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# Display Advertising

**Display is best used for brand awareness, brand recall, and remarketing.**

## Media Types:

### Static Display Ads

A branded image and text that links to a landing page. Thanks to automation, these ads can be easily customized for highly targeted audiences.

### Rich Media Display Ads

A banner area that features video, audio, or other interactive elements. Interactive elements might include: multiple clickable areas, areas that expand when clicked, moveable elements, or forms.

### Native Ads

Display advertising that reproduces the look and feel of the platform that they are delivered in. Less intrusive than other banner-type display ads because they do not interrupt the flow of content consumption as dramatically.

### Interstitials

Full-page display advertising that is served after an action is taken on a site or app, but before new content is shown.
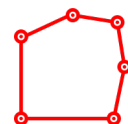
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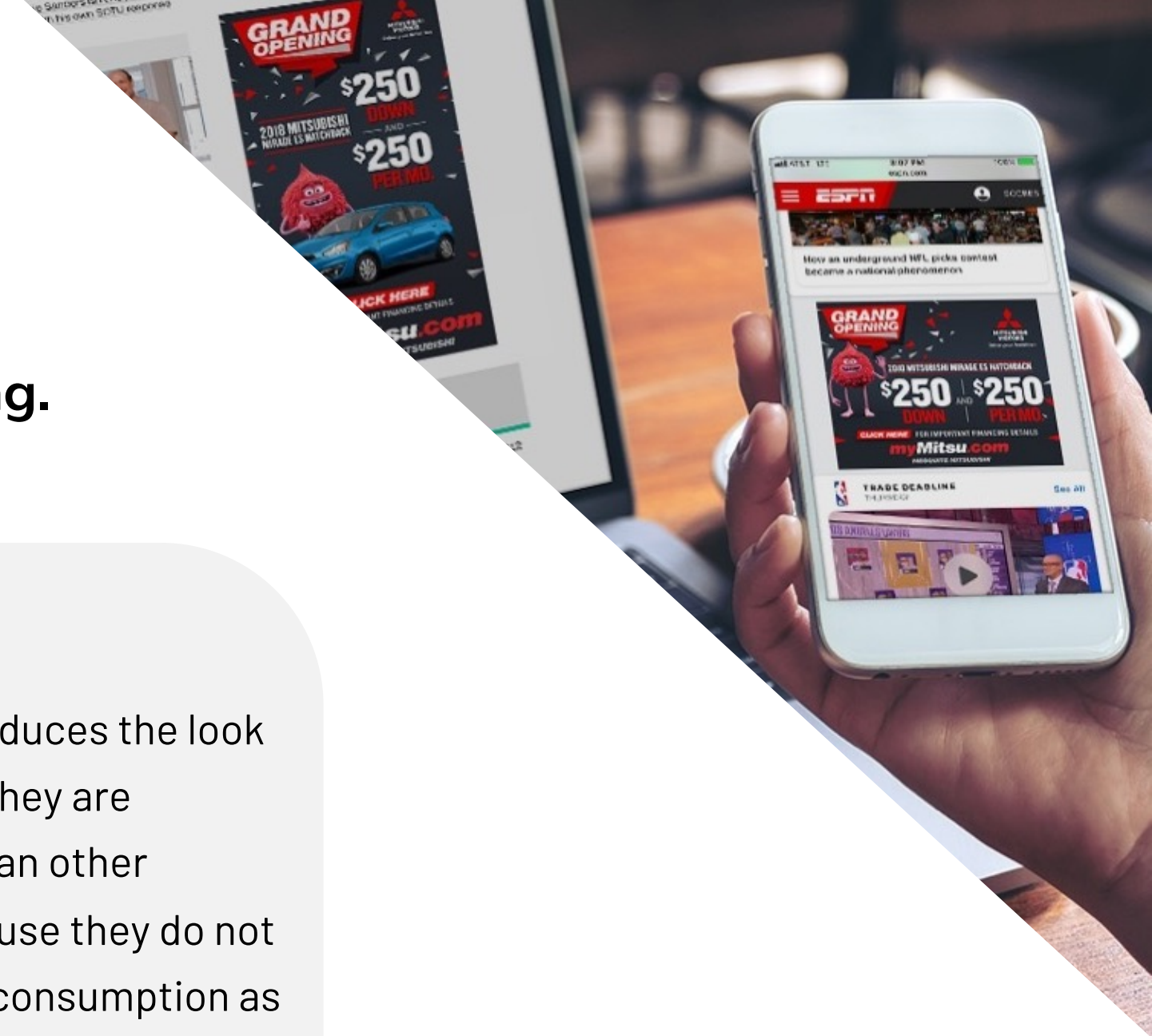
# Mobile Device ID

Leverage **1.5M+ high value locations**, double verified with road view, aerial/satellite view and the most accurate boundary solution on the market.

### Location Affinity
Leverage pre-campaign research to plan locations that your audience is likely or unlikely to visit.

### Deliver to precise hand-drawn polygons
Remove extraneous areas to serve impressions to your most accurate audience.

### Map a Path to Visit
Target based on device home/work locations or paths likely to be taken during your campaign.

### Track attribution and measure true lift
Leverage post-campaign reporting to see true foot traffic attribution from users who were influenced by your campaign.

### Target using verified data
Build insights with verified device ID data from half a billion devices pulled 500 times a month.

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# Native Advertising

**Match the look and feel of your ads to a website's content**

## Advantages of Native Advertising:

### Drive Engagement

Engage audiences throughout the purchase funnel, increasing click-through rates and easily scaling across publishers.

### Premium Inventory

Serve text, image, and video ads in a newsfeed, on a video, or as a recommended article.

### Why Native?

There are over a billion websites on the internet, each with its own unique design and experience. With Native, you can make your ads feel like they're part of the page, creating a non-disruptive experience for your audience.

**18+ premium Native partners. Here are a few:**

Taboola    triplelift    NATIVO    Outbrain

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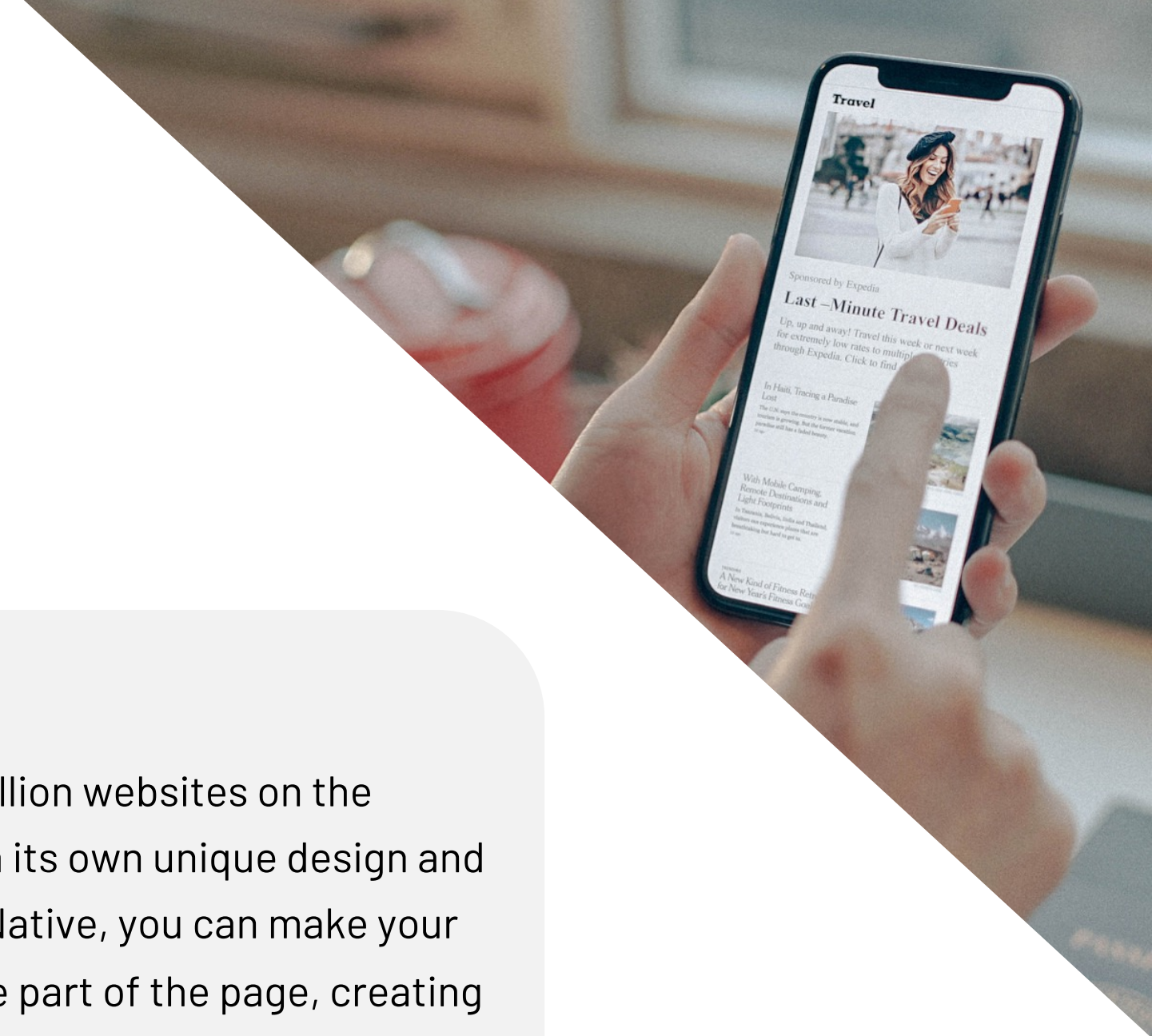
# Retargeting

**Retargeting is an effective tactic to convert prospects or leads into customers.**

## Types of Retargeting:

### Search Retargeting

- Serve display ads to users based on their search behavior.
- Campaigns are set up with a custom keyword list relevant to your services or products.
- Use as an upper funnel, prospecting strategy.

### Site Retargeting

- Serve display ads to users who visited your website and target people who have recently showed interest in your brand.
- Use as a lower funnel, conversion-focused strategy and remind visitors of your products and services after they've left.

### Can I use both?

Yes! Since each addresses a different part of the purchase funnel, both types of retargeting can be used together to drive new site visitors and then convert those browsers into buyers.

Both are cost-effective, high-ROI strategies that will make the most of your marketing budget.

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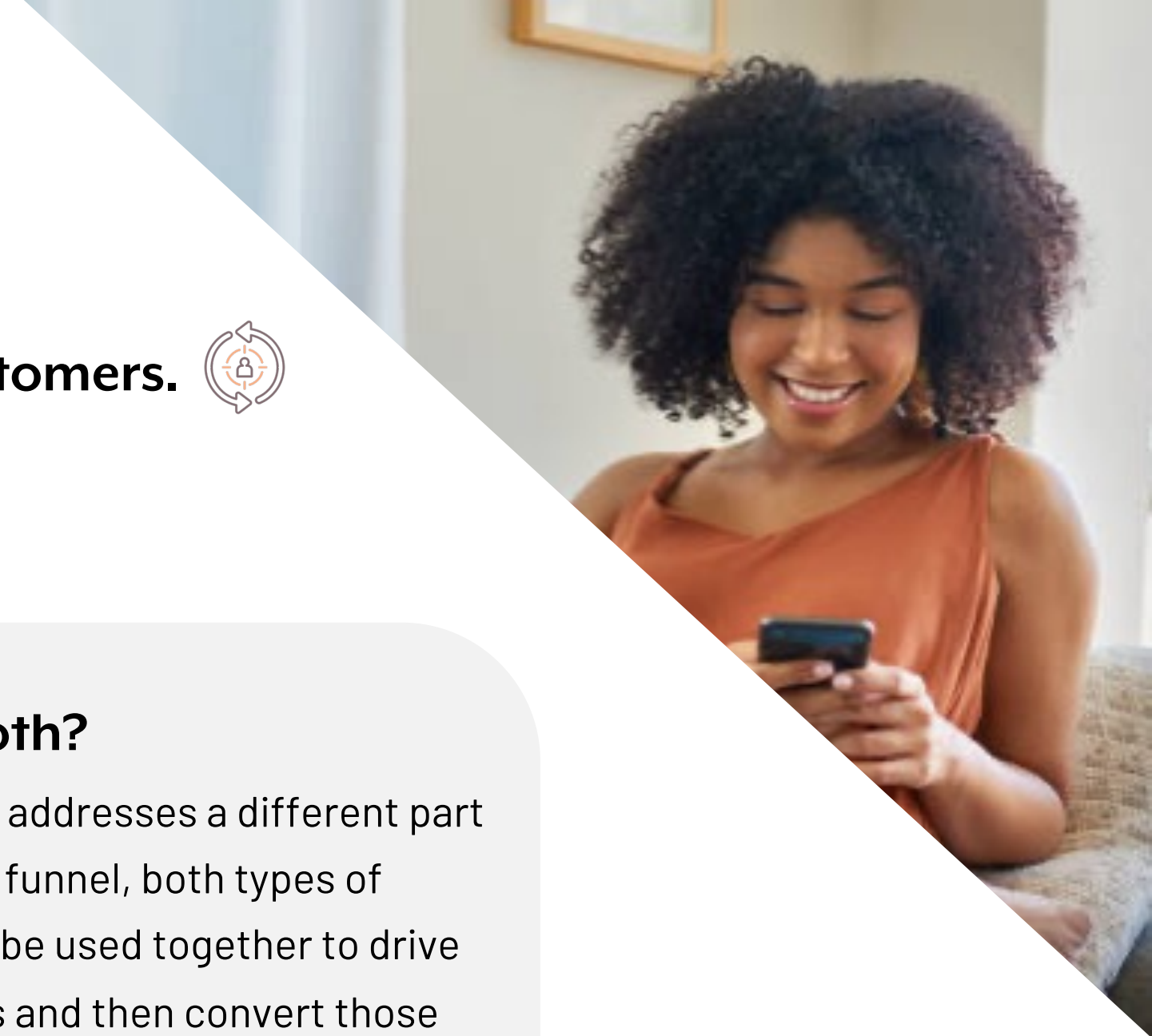
# Pre-Roll

Pre-roll is quickly growing into one of the best ways to boost your brand's message, and **52%** of marketers say that **video is the content with the best** ROI.

## What is Pre-Roll Video?

Pre-roll is a 15 or 30 second ad that appears before a streamed video. These are clearly labeled as ads and often provide an option to be skipped.

## Where does Pre-Roll appear online?

Pre-roll is streamed on any site or app that features videos, such as news websites or YouTube. These videos, and the pre-roll attached to them, usually auto-play.

## Tell a Story

Pre-roll is great for telling a story, evoking emotion, or giving information. Focus on captivating viewers with a single concise message.

## Hone your Audience

Targeting options include geo-targeting by ZIP code, DMA, county, city, state and country. Layer in specific data segments (behavioral and/or contextual) to reach your brand's most accurate & engaged audience.

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# YouTube

Viewers say they're **2x more likely** to buy something they saw on YouTube, and over **70%** of viewers say that YouTube makes them more aware of new brands.

## Show Up When It Counts

Reach potential customers while they're searching, browsing, or watching. YouTube uses Google data to find your most valuable customers by age, gender, location, interests, life events, and more.

## Skippable In-Stream Ads

Use when you have video content you'd like to promote before, during, or after other videos on YouTube. After 5 seconds, the viewer has an option to skip the ad.

## Non-Skippable In-Stream Ads

Use when you have video content you'd like to promote before, during, or after other videos on YouTube. Non-skippable in-stream ads are 15 seconds (or shorter), and viewers don't have the option to skip the ad.

## 2 Billion (with a 'B')

More than 2 billion users sign-in to YouTube every month and more than 1 billion hours of video are watched every day.

## #1

Viewers say **YouTube is the No. 1 platform** they watch to dig deeper into their interests, help them get stuff done, and help them achieve their goals.

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# CTV/OTT – Connected TV

**Engage more households through Connected TV and Over The Top Streaming Services.**

- About **two-thirds** of the U.S. population are Connected TV (CTV) users.

- eMarketer estimates the number of cable and satellite TV subscribers to decrease from **149.8 million in 2021** to **135.2 million in 2023.**

- Reach audiences with **:15 or :30 second video commercials** (non-skippable on CTV).
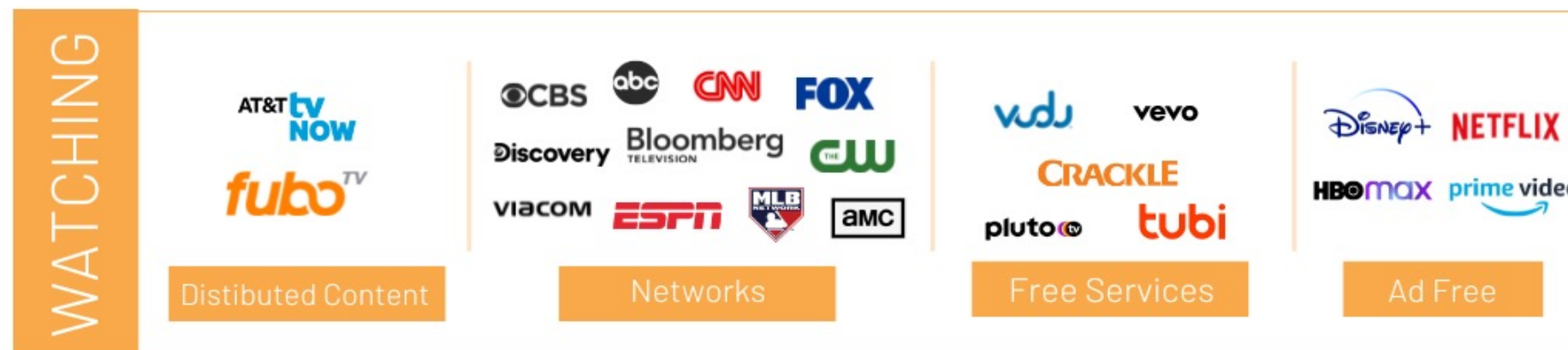
# Digital Audio

Digital audio is the second most popular digital activity for U.S. adults, with a total of **218.4 million listeners** in the U.S. According to a 2017 Nielson Media Lab Study, audio ads garner a **24% higher ad recall** with listeners compared to traditional display ads.

| Platform | Targeting |
|---|---|
| **Spotify** | • Geo-target by Country, State, City, DMA, or ZIP Code (up to 1,000)<br>• Layer in Demo, Language, Interest, Real-Time Contexts or Genre targeting<br>• Target iOS, Android, or Desktop<br>• Podcast inventory available |
| **Programmatic Audio** | • Geo-target by Country, State, City, DMA, or ZIP Code<br>• Layer in Demo, Interest, In-Market, Lifestyle, Online Activity, Past Purchasers, Holiday & Seasonal or Business & Industry targeting<br>• Target iOS, Android, or Desktop<br>• Podcast inventory available |
| **AudioGo** | • Geo-target by Country, State, City, DMA, or ZIP Code<br>• Layer in Demo, Interest, Status, or Streamed content targeting<br>• Focus on specific devices (Mobile, Tablet, PC, Laptop, Smart Speakers)<br>• Includes Pandora, TuneIn, and iHeartRadio (targeting determines inventory) |

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# Facebook & Instagram (Meta)

Globally, **2.9 billion** people use Facebook every month. Facebook also owns Instagram which has over **1.4 billion** monthly active users and over **200 million** business accounts.

U.S. users spend an average of **33 minutes a day** on Facebook.

## Ad Types:

**Facebook**

- Facebook Carousel
- Facebook News Feed
- Facebook Stories
- Facebook video feeds
- Facebook in-stream videos

**Instagram**

- Instagram Feed
- Instagram Stories
- Instagram Reels
- Instagram in-stream videos

## Objectives:

**Awareness**   (CPM)

- Reach
- Brand Awareness

**Consideration**   (CPC)

- Traffic
- Lead Generation
- Engagement

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# LinkedIn

Over **850 million** people and **58+ million** companies use LinkedIn.

**97% of B2B marketers** utilize the platform as part of their content marketing strategy.

The **#1 channel** to distribute content and drives more traffic to B2B blogs and sites than any other social network.

## Advertising Options:

**Sponsored Content** - Posts that have been boosted by a business and show up directly in a user's feed. Can be a single image, video, or a carousel of images alongside copy and a URL.

**Sponsored Messaging** - Short messages that are delivered to the inboxes of an audience. Can include personalization macros.

**Text Ads** - A basic headline, short text block, and an optional small image. Shown on the right-hand side and the top of LinkedIn's desktop feed.

**Dynamic Ads** - A templated ad personalized for each member in your audience, at scale. Shown alongside a viewer's name and profile photo. Options include:

- **Spotlight Ad** - Drive traffic to a site, promote event registrations, or showcase new products.

- **Jobs Ad** – Boost applications from top talent.

- **Follower Ad** – Invite viewers to follow a profile or a showcase page.

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# Snapchat

Snapchat is a mobile messaging app in which multimedia" snaps" can be enhanced with interactive augmented reality features and lens-based filters.

The social app receives over **18 billion** daily video views from **391 million** active daily users.

Snapchat is the **leading social platform** in the US among Gen Z users, with **44 million users** in the group in 2022.

## Advertising Options:

**Single Image or Video** - A full-screen ad with an area for brand info, a headline, and a call-to-action. Users swipe up to view an attached website, app, long-form video, or an augmented reality (AR) lens.

**Collection** - A full-screen ad for a product showcase with four tiles at the bottom. Audiences can tap on each tile to view more details about the featured product.

**Story** - A branded tile viewed within the app's "Discover" section. Upon opening a story, the viewer is delivered 3 to 20 single images or videos, one after another.

**Augmented Reality (AR) Lens** - A unique offering which projects an interactive 3D asset onto a video. Assets can be built using Snapchat's free object and animation library or you can upload your own.

**Commercials** - Six-second unskippable ads that appear alongside curated content.

**Filters** - One of Snapchat's most well-known features where an attention-grabbing asset is offered as an artistic overlay on an image.

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# TikTok

The most downloaded app in the world, with over **3 billion** downloads and **1 billion** monthly active users worldwide.

Videos are **Sound ON** by default, leading to higher engagement versus other social platforms

The average user spends **1.5 hours a day** on the app.

Primarily **Gen Z/Millennial** Audience (~65%)

### Marketing Tip

1 in 4 top-performing videos have a duration between 21 and 34 seconds.

## Targeting

- **Demographic Targeting** – Age and Gender

- **Geo Targeting** – DMA, state/province, country, region (zip code targeting not available at this time)

- **CRM List Targeting** – Target a custom audience and build a look-a-like audience

- **Language** – Match language to location targeting or keep language broad with the 'No Limit' option

- **Device Targeting** – Operating system, carrier provider, connection type, or keep device targeting broad

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# Pinterest

Pinterest is an image sharing social media platform designed to enable the discovery of ideas and information. Visitors use Pinterest to find inspiration weeks and months before purchase decisions are made.

The platform's global audience of **433 million** monthly active users are predominantly female **(75%)** and usually access Pinterest via mobile devices **(85%).**

## Target the Right Audience to See Your Pins

**Customer List –** Emails, MAIDS

**Engagement Retargeting –** ID and retarget retarget people that already interacted with your Pinterest content and drive them to action.

**Visitor Retargeting –** ID and retarget retarget people on Pinterest who have interacted with your site.

**Lookalike –** Reach Audiences similar to your customer retargeting list.

- Age
- Gender
- Zip Code
- Location

- Interests
- Language
- Keywords
- Device Type

### Click-Through-Rates by Vertical

| Vertical | Click-Through-Rate |
|---|---|
| Education | ~0.55% |
| Credit Union | ~0.26% |
| Home Builders | ~1.01% |
| Furniture | ~0.31% |
| Local Healthcare | ~1.25% |
| Car Dealerships | ~0.24% |
| Tourism | ~0.53% |

■ Click-Through-Rates

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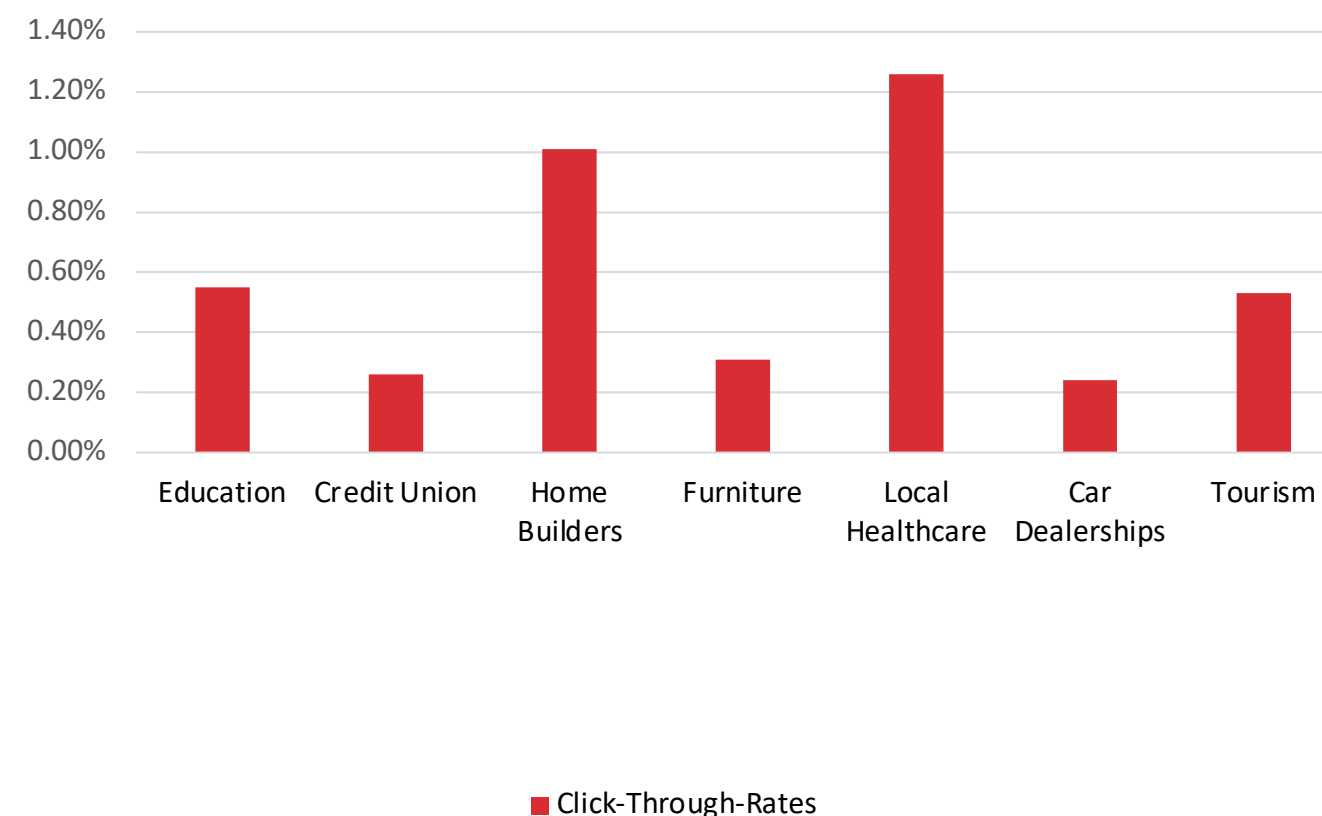
# Digital Out-of-Home

## Amplify Your Brand and Reach Captive Audiences in Public Environments

### LOCATIONS

- Universities
- Office Buildings
- Hotels
- RON/Billboards
- Supermarket Checkouts
- Sports Gyms
- Malls
- Subway Stations
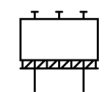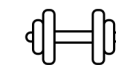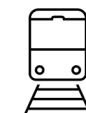
### INVENTORY

- PLACE EXCHANGE
- Magnite
- VISTAR MEDIA
- Broadsign
- CAPTIVATE
- LAMAR ADVERTISING COMPANY
- Clear Channel
- Life Fitness
- curb

### BENEFITS

**Scale & Objectivity**

Agnostic approach allows access to premium inventory at scale across a variety of providers, with no conflict of interest.

**Targeting**

Target audiences out of home and on the go using location, weather, or temporal data, as well as $1^{ST}$ or $3^{rd}$ party.

**Measurement**

Measure the real impact of your DOOH advertising strategies by tying offline and online user journeys together.

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# Weather Targeting
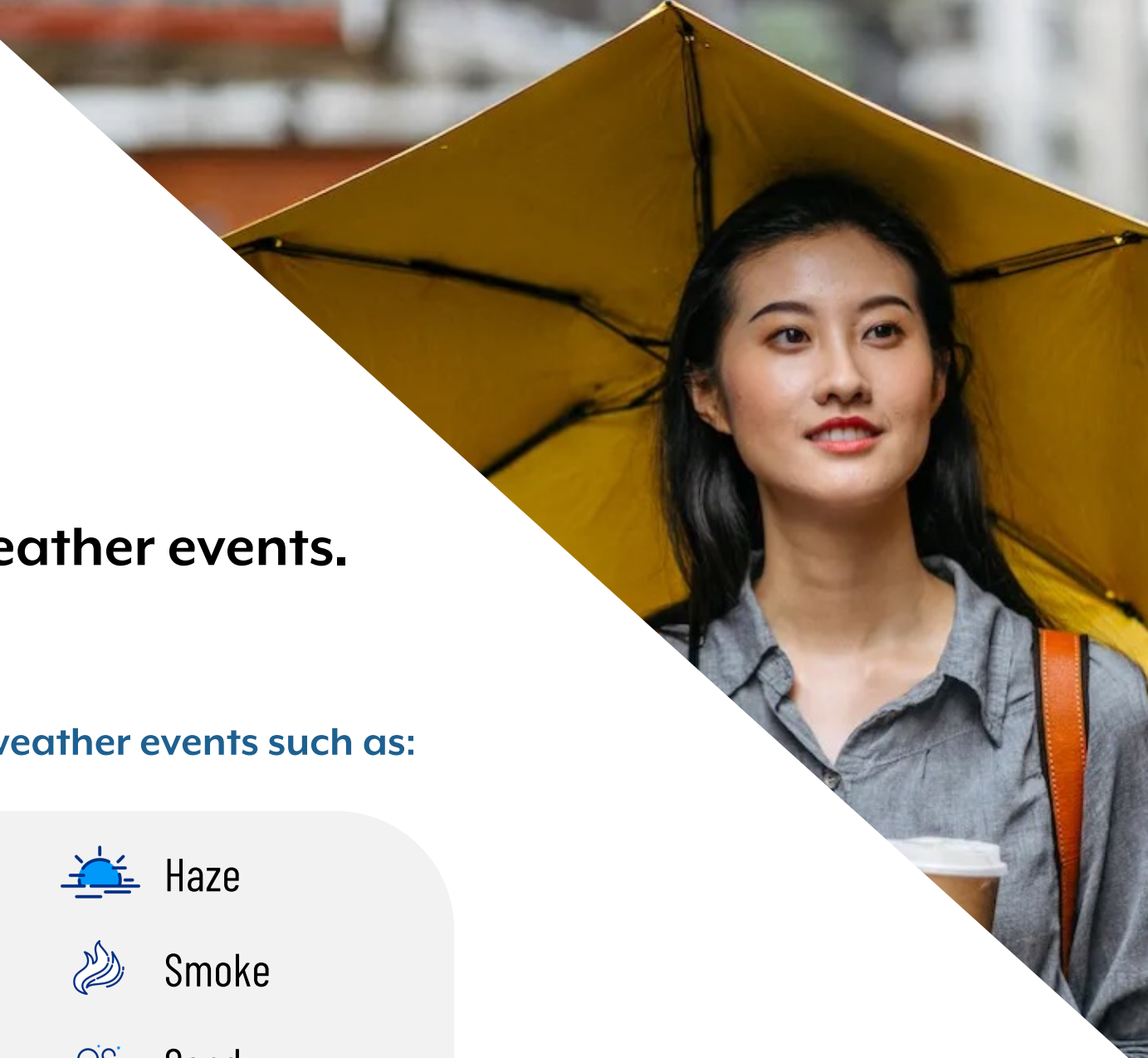
☀️ **Reach users in relevant moments by targeting based on real-time weather events.**

**Target on more granular weather events such as:**

- API integrations with WeatherFX and Weather Alpha

  The Weather Company — An IBM Business          weather alpha

- Targeted locations change in real-time based on prevalence of weather condition(s) selected.

- Tailor your creative messages to real-time weather conditions your audience is experiencing.

| | |
|---|---|
| 🌧 Rain | 🌅 Haze |
| 🌧 Drizzle | 💨 Smoke |
| ⛈ Thunderstorms | 🌬 Sand |
| 〰 Mist | 🌀 Ash |
| ❄ Snow | ❄ Squall |
| ☀ Clear skies | 🌪 Tornado |
| ☁ Cloudy skies | 🌫 Fog |

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# Unique Audience Insights

**1st party**, **pre-campaign research** (CEL, CDL, Path to Visit) and **post-campaign research reporting** (LVR, Lift Study) are unique reporting capabilities that are conducted to provide deeper audience insights and more accurate campaign results.
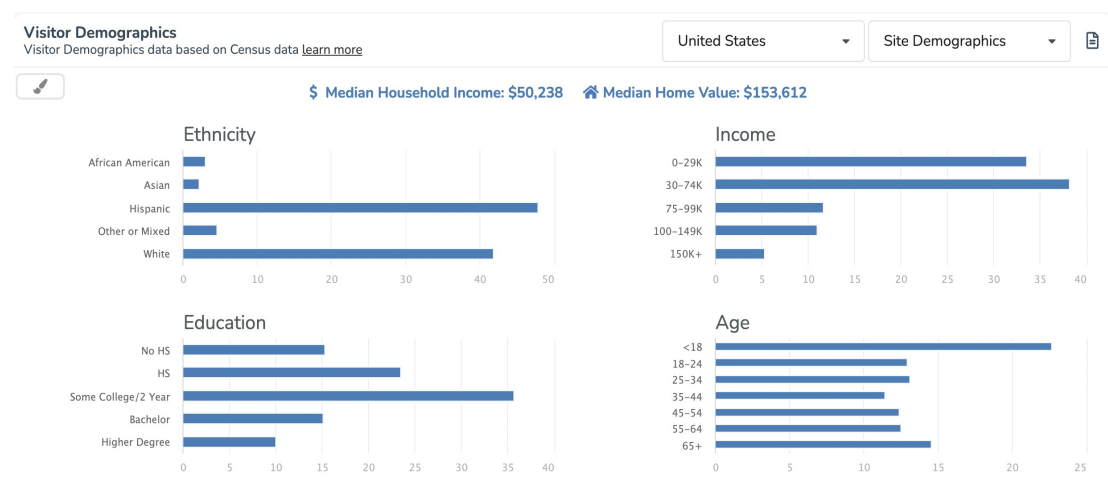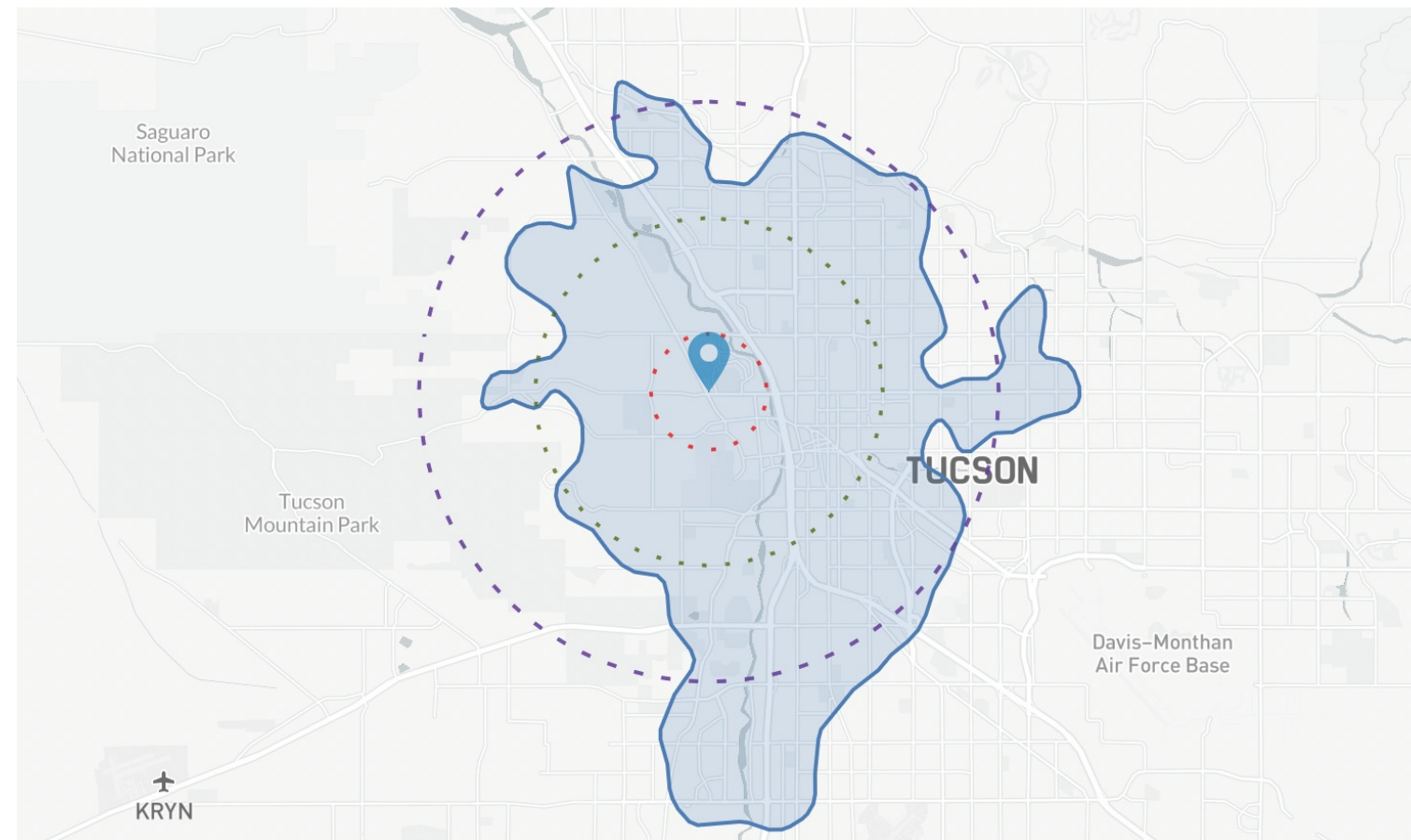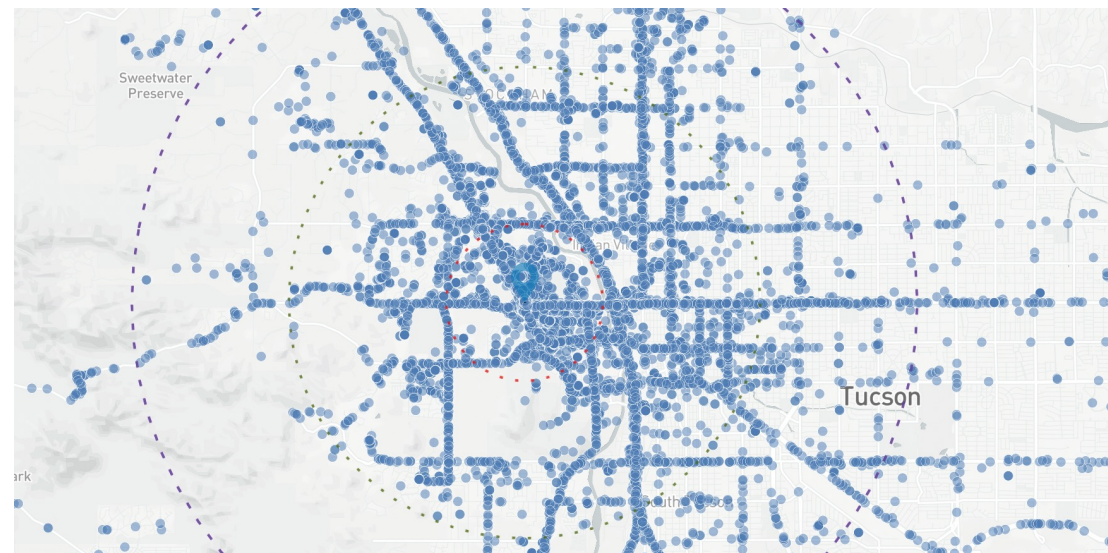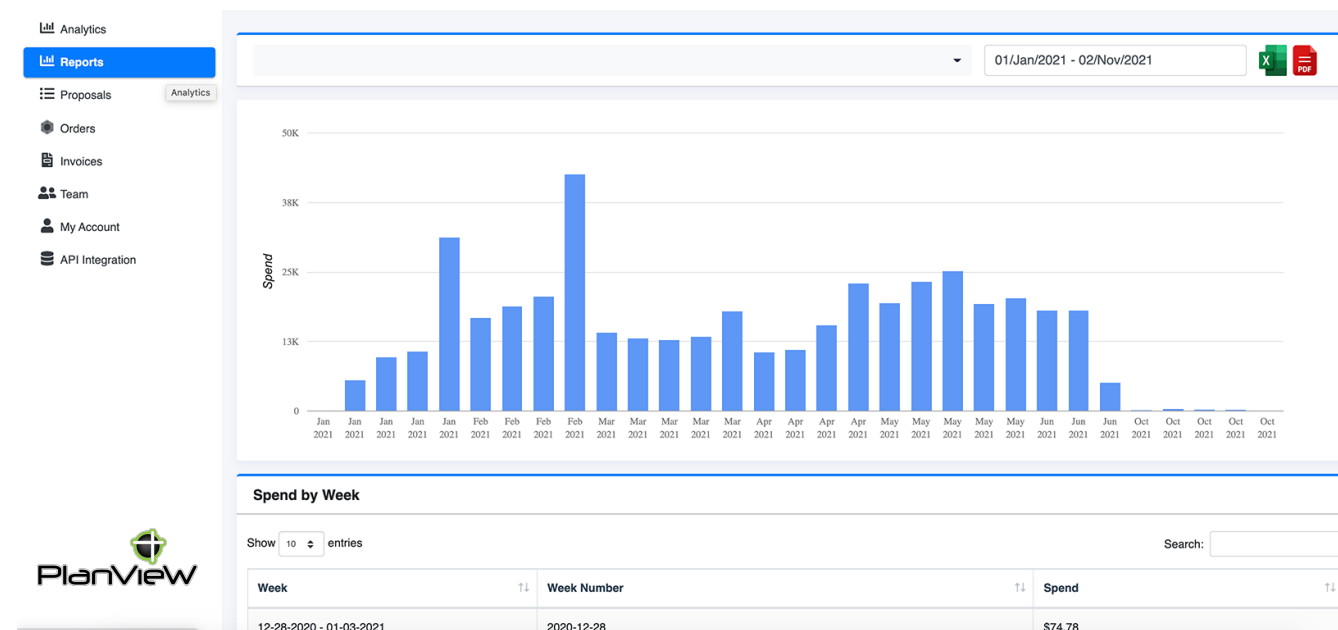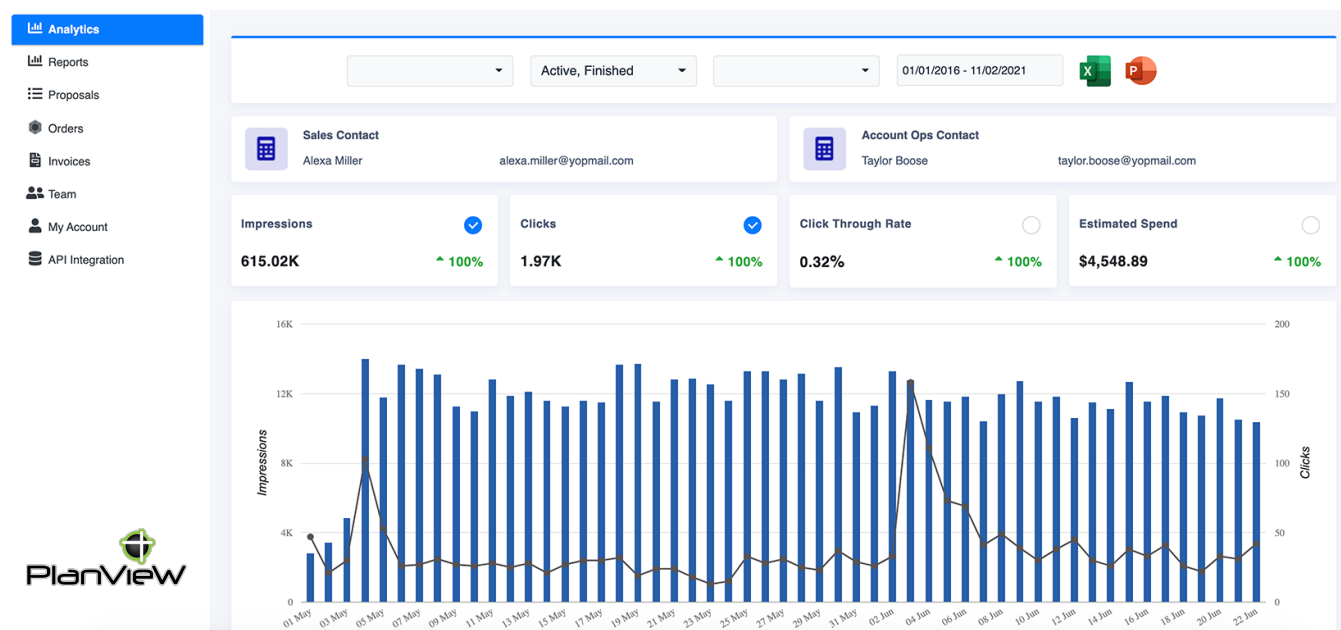


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# VIP Access

**24/7 dashboard access to all campaign reporting**

**Customized reporting delivered on your schedule by your Account Operations Specialist**

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# Thank You!

We can't wait to partner with YOU!

Visit us at PlanViewMedia.com