SAMPLE

Marketron Sales User
demo.marketron@marketron.com

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PRODUCTS

- ⊛ Display
- ⊛ Preroll
- ⊛ Radio
- ⊛ Geofencing · Retargeting · Foot Attribution
- ⊛ GeoVideo · Foot Attribution
- ⊛ Facebook

07:05
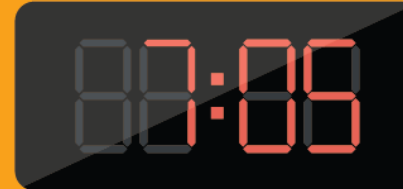
AVERAGE TIME SPENT EACH DAY WITH RADIO AND DIGITAL MEDIA

TARGETING:

- ● Female
- ● All
- ● 50-150k
- ● All
- ● No Kids

5 ZIPS

11.9% POPULATION

- 1 GEOFENCES
- 1 FOOT TRAFFIC
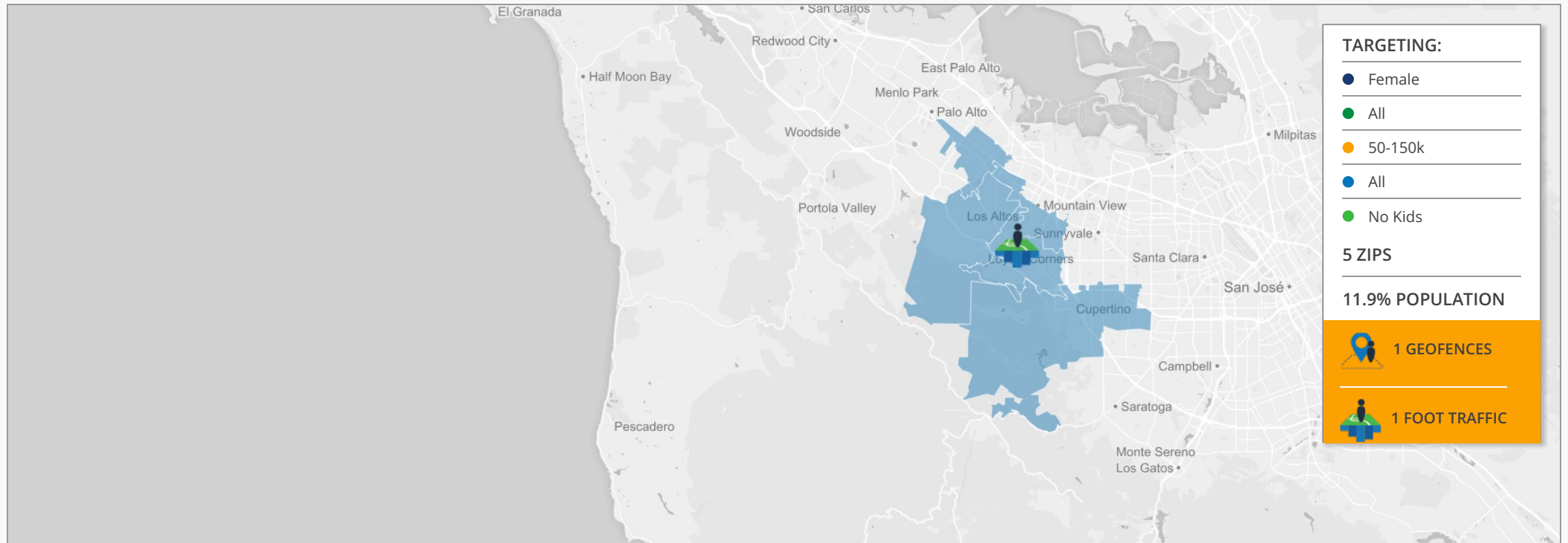
BUDGET 1: $29,780
$2,900 PER MONTH
6 MONTHS

REACH: 90.4%

FREQUENCY: 42.7X

BUDGET 2: $27,380
$2,500 PER MONTH
6 MONTHS

REACH: 90.4%

FREQUENCY: 42.0X

DEMOGRAPHIC PROGRAMMING

Audience Visualization

GENDER:
FEMALE

50% OF POP

AGE:
ALL

100% OF POP

INCOME:
50-150K

37% OF POP

FAMILY:
NO KIDS

64% OF POP

EDUCATION:
ALL

100% OF POP

TOTAL POP: 11.9%

TARGETED INTEREST MAP

● Demographic   ● Industry   ● Interests   ● Multiple

SHOPPING

HEALTH

REFERENCE

NEWS

HOME & GARDEN

BEAUTY & FITNESS

ONLINE COMMUNITIES

BOOKS & LITERATURE

ANIME & MANGA

COMICS

CELEBRITIES & ENTERTAINMENT NEWS

FINANCE

REAL ESTATE

HOME FINANCING

APARTMENTS & RESIDENTIAL RENTALS

REAL ESTATE LISTINGS

WEBSITE SNAPSHOT

zillow.com	realtor.com	trulia.com	apartmentguide.com
forrent.com	rent.com	mortgagecalculator.org	calculators4mortgages.com
mortgage-calc.com	newhomesource.com	mlslistings.com	listingbook.com
bloomberg.com	cnbc.com	bankrate.com	usmagazine.com
huffingtonpost.com	eonline.com	comicvine.com	comicbookresources.com
newsarama.com	mangahere.co	animenewsnetwork.com	absoluteanime.com
amazon.com	newyorker.com	youtube.com	flickr.com
cosmopolitan.com	stylebistro.com	overstock.com	bhg.com
cnn.com	foxnews.com	ask.com	mapquest.com
womenshealthmag.com	womansday.com	target.com	cafepress.com

REGIONAL FEATURES

What's Hot in your Geo

GEOGRAPHIC MAKE UP

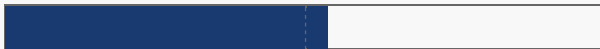**AVERAGE INCOME: $192,554**
State Average: $77,864

AVERAGE HOME VALUE: $1,000,000
State Average: $361,178

MEDIAN AGE: 42
State Average: 39

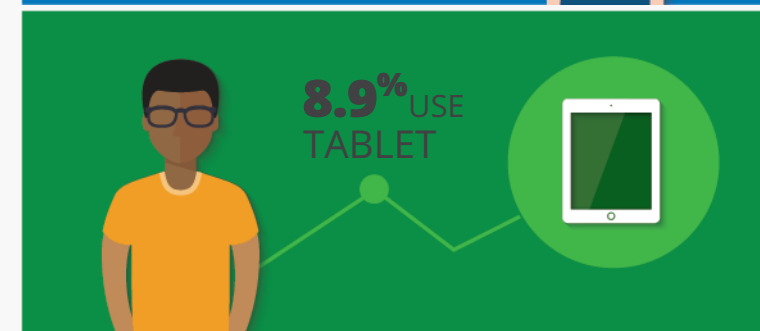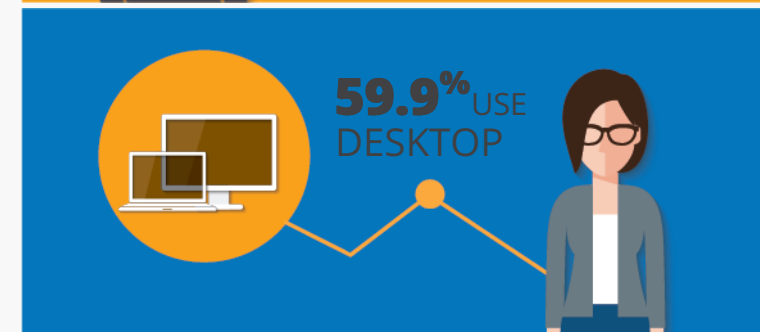**AVERAGE COMMUTE TIME: 23.3 MIN**
State Average: 25.0 min

HIGHEST INCOME AREAS

LOCATION	AVG HOME VALUE	HOUSEHOLD INCOME
Los Altos city - 94022	$1,000,000	$267,228
Cupertino city - 94024	$1,000,000	$243,111
Los Altos city - 94306	$1,000,000	$161,209
Cupertino city - 95014	$1,000,000	$156,922
Los Altos city - 94040	$1,000,000	$134,299

DEVICE USAGE IN YOUR AREA

31.1% USE MOBILE

59.9% USE DESKTOP

8.9% USE TABLET

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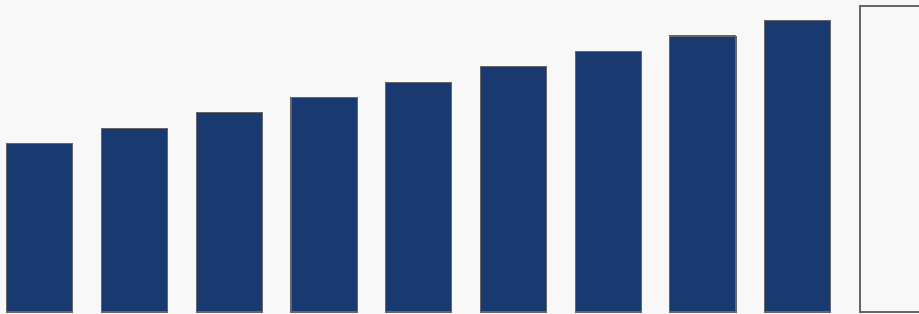demo.marketron@marketron.com
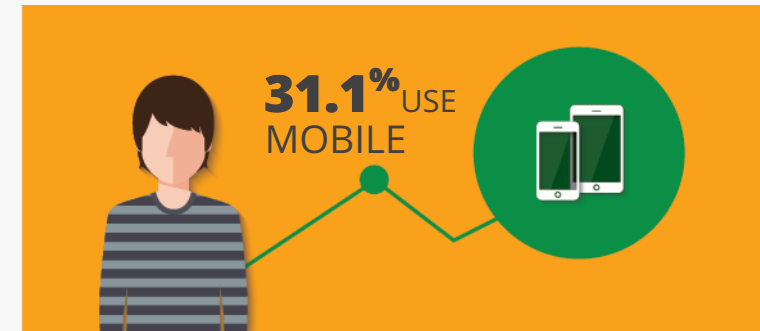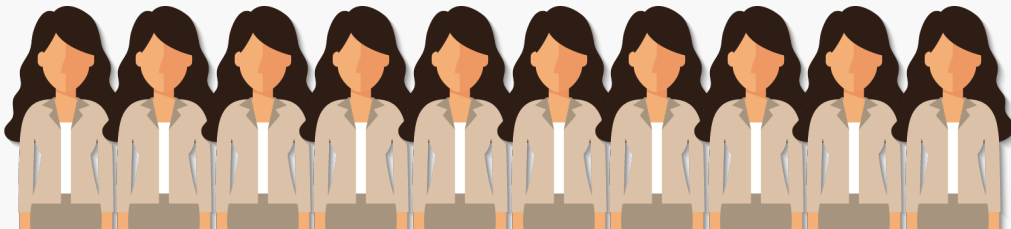
REACH AND FREQUENCY

Understanding Your Options

BUDGET 1: $29,780 FOR 6 MONTHS
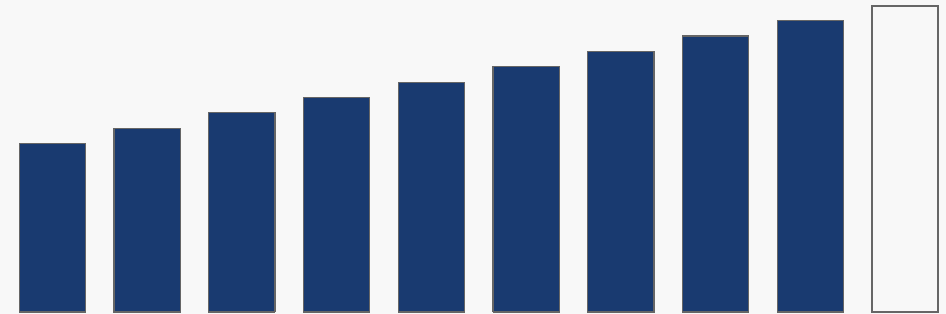
REACH: **90.4%**

FREQUENCY: **42.7X**

BUDGET 2: $27,380 FOR 6 MONTHS

REACH: **90.4%**

FREQUENCY: **42.0X**

PRODUCT FOCUS

Foot Traffic Attribution

⛲ foot traffic attribution

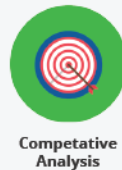Foot Traffic Attribution analyzes the impact of advertising campaigns on in-store visits and traffic patterns. Marketron leverages a smarter, more accurate methodology to collect and analyze location data, allowing our intelligence platform to provide marketers a clear view of how effective they are in driving consumers to the store.

BENEFITS OF FOOT TRAFFIC ATTRIBUTION:

Our innovative intelligence platform ensures higher location accuracy and precision, a larger volume of user data points, and visit information beyond location thanks to our ability to collect users' dwell time at points of interest, resulting in unparalleled location insights.

- **360º Customer View:** Our analysis extends beyond "POI boundaries", providing insights into consumer behaviors, purchase interests, where users go before/after visiting your POIs, and more.
- **Turnkey Applications:** Our technology does not require any sensors or additional hardware installation at POIs to perform analysis.

Audience Exposure to Mobile Campaigns

Drive Traffic to Store Location

Measure lift in Store Visits

Precision data analysis points:

POI Performance Trends & Comparisons

Time of Visit Analysis, Trends by Time of Day, Week, & Month

Event Analysis

Competative Analysis

Dwell Time & Frequency

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PRODUCT FOCUS

GeoVideo

GEOVIDEO

We can all agree that there's no channel quite like video. Its ability to captivate us, create connections, and inspire action is unlike any other format available in advertising. Turn interactions into actions by serving location-aware ads to the right people at the right time and place.

Engage consumers through mobile video as they are near or around businesses or key points of interest.

SUPPORTED FORMATS:

- Pre-roll, mid-roll, and post roll
- In-stream video
- Companion Banners
- Rich Media
- Ability to host creative directly and support 3rd party tags

CAPABILITIES:

- Hyperlocal targeting: serve ads to consumers in close proximity to a location
- Audience targeting more robust than TV
- Audience targeting via third-party data
- Contextual targeting
- Retargeting based on actual locations visited

Benefits of GeoVideo

- Reach highly engaged content viewers
- Expand reach by complementing TV and desktop video advertising campaigns with mobile
- Command 100% of screen real estate on a vast majority of mobile web and in-app inventory
- Drive up to a 3x lift in view engagement that other ad formats
- Deliver highly viewable mobile video ads with full screen executions
- Tap into a $4 billion opportunity in 2016
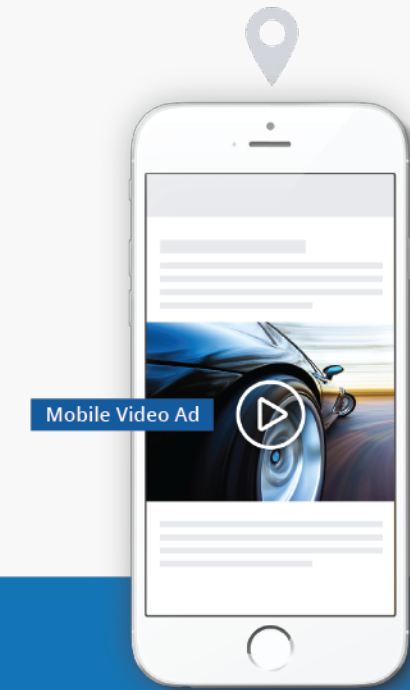
Mobile Video Ad

THE $4 BILLION OPPORTUNITY:

"Mobile video ad spend is experiencing rapid growth, thanks to larger audiences of video viewers and growing time spent on smartphone and tablets" - eMarketer

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PRODUCT FOCUS

Geofencing

GEOfencing

A predefined area around a specific location. Ads are only served to consumers inside the fence. Verifiable location targeting with GPS services. Eliminates wastes circulation with day-parted delivery.

Engage consumers through mobile as they are near or around businesses or key points of interest.

GEORETARGETING:

Deliver ads to consumers that have frequented specific locations in the past. Real world re-targeting based on actual behavior.

IMPORTANT CONSIDERATIONS:

- Location is the new 'data set'
- Single most important targable signal
- Real-world signals alerts us about the consumer
- Location is the cookie for 93% of sales
- Location data delivers better advertising for businesses large and small

Measurable and Repeatable

- Impressions, clicks and CTR delivery reports by fence/app/site/creative
- Advertisers have 24/7 access to all metrics in the dashboard
- Scalability, any number of fences can be set up
- Fences can be set up to anywhere outside of your DMA
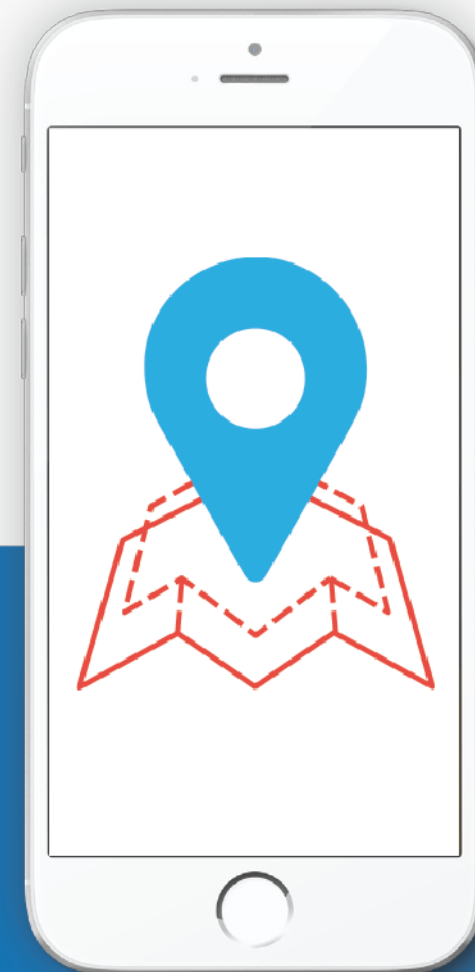
TOP STATIONS

Radio Schedule and Traffic Patterns

🎤 = Number of Spots | Total Budget: **$12,380** | Total Duration: **46 Weeks**

FM
WSTW

🎤 x340

No. Stations: **1** | No. Spots: **340**

Most Spots → Least Spots (legend: red, orange, yellow, light green, green)

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12A							
1A							
2A							
3A							
4A							
5A							
6A	●	●	●	●	●	●	●
7A	●	●	●	●	●	●	●
8A	●	●	●	●	●	●	●
9A	●	●	●	●	●	●	●
10A	●	●	●	●	●	●	●
11A	●	●	●	●	●	●	●
12P	●	●	●	●	●	●	●
1P	●	●	●	●	●	●	●
2P	●	●	●	●	●	●	●
3P	●	●	●	●	●	●	●
4P	●	●	●	●	●	●	●
5P	●	●	●	●	●	●	●
6P	●	●	●	●	●	●	●
7P	●	●	●	●	●	●	●
8P	●	●	●	●	●	●	●
9P	●	●	●	●	●	●	●
10P	●	●	●	●	●	●	●
11P	●	●	●	●	●	●	●

AGREEMENT FOR SAMPLE · BUDGET 1

PRODUCTS	IMPRESSIONS	BUDGET
Display	33,333 PER MONTH	$200 PER MONTH
Geofencing	50,000 PER MONTH	$600 PER MONTH
Retargeting		
Foot Traffic		
Preroll	45,833 PER MONTH	$550 PER MONTH
GeoVideo	50,000 PER MONTH	$1,050 PER MONTH
Foot Traffic		
Facebook		$500 PER MONTH
SUBTOTAL		$2,900 PER MONTH
Radio		$12,380
GRAND TOTAL		$29,780

CLIENT AGREEMENT

_____
Start[Date]

_____
End[Date]

SAMPLE
_____
Client Name

_____
Client Signature

SAMPLE

2017-01-10

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AGREEMENT FOR SAMPLE — BUDGET 2

PRODUCTS	IMPRESSIONS	BUDGET
Display	41,667 PER MONTH	$250 PER MONTH
Geofencing Foot Traffic	50,000 PER MONTH	$550 PER MONTH
Preroll	133,333 PER MONTH	$1,600 PER MONTH
Facebook		$100 PER MONTH
SUBTOTAL		$2,500 PER MONTH
Radio		$12,380
GRAND TOTAL		$27,380

CLIENT AGREEMENT

_____
Start[Date]

_____
End[Date]

SAMPLE
_____
Client Name

_____
Client Signature

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LOCATION TARGETING SUMMARY   APPENDIX

GEOFENCE/GEOVIDEO LOCATION(S)

DISPLAY/PRE-ROLL ZIP CODE(S)

STARBUCKS, FREMONT AVENUE, LOS ALTOS, CA, UNITED STATES	ADDRESS

94022	94024	94040	94306	95014