

Aim Higher Digital Media

hyper local reach, viewability, transparency

Presented to: **Business Name Here**

Overview

3 Major Advantages with our Custom Targeting Model

100% Audience Reach

- Reach the customers you want
- Local geographic targeting
- All platforms, even when they are on the go

100% Viewability

- Place your ad in the consumers own digital communities
- What good is an ad that is not viewed
- Above the fold placement examples

100% Transparency

- Research based
- Complete reporting

3 Major
Advantages our
Custom Targeting
Model has
Compared to
Traditional
Cookie Based
Advertising

100% Audience Reach

100% Viewability

100% Transparency

Separate Yourself From the Rest

100%

of your target Audience
No Cookie Blocking

REACH

37%

Over 63% of users have “do not track”, 3rd party cookie blocking or Ad blockers.*

Source eMarketer

100%

All Placements are
Above the Fold

VIEWABILITY

54%

comScore® has estimated
**46% of all ads are
not even seen.**

100%

All Placements are
on prequalified sites shown
upfront with full reporting of the
exact sites you ads appeared on.

TRANSPARENCY

unknown%

They will show you the Top
10-20 sites that you
appeared on - out of the
360,000 that you could
have appeared on.

How We Do It

Using third-party research

We find the websites your customers use

We serve your ad to those sites

Not a computer algorithm

Not behavioral targeting-no cookies, no
privacy invasion issues

Reach the Customers You Want

Less waste than traditional advertising

You tell us who your customer is - we find the websites they are on

100% Reach by targeting highly researched websites with users that have the highest affinities to be buying the product or services targeted

Local Geographic Targeting

Our Custom Targeting Model is designed to be ideal for Geo-Targeting digital ads to Local Communities and is unprecedented in its Local Online Effectiveness



Based on Consumer Interests and Lifestyle Affinities.



Targeting by Zip Code, City, County, Radius, Longitude & Latitude



Geo-Fencing around a building, city block, neighborhood, shopping mall, i.e. any advertiser that wants a high concentration of impressions in a small GEO footprint

All Platforms

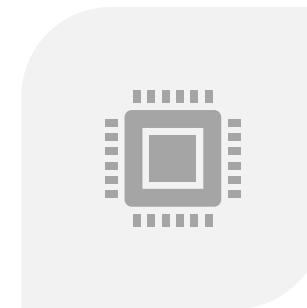
Reach the
Customer You
Want Even
When They
Are on the Go



ON MOBILE: WHERE THE
MOBILE DEVICE IS AT THAT
MOMENT



REACHING CUSTOMERS
CLOSEST TO THE POINT OF
SALE



NO MATTER WHERE – ON
THEIR COMPUTER, TABLET, OR
OTHER MOBILE DEVICES

Place Your Ad in Front of Consumers in their Own Digital Online Community

- Our Company's Customer Targeting Model is a superior local online alternative to **cookie-based** ads because it circumvents cookie ad blockers, targets big brand websites, and uses sophisticated research to identify the interests and behaviors of the the consumer's that visit them

What Good is an Ad that is Not Viewed?

All our ads are placed above the fold , yes an old term for newspaper

What it means, you do not need to scroll down the page to see the ad and your advertiser isn't charged for ads that load below the fold when they load the page

It is estimated by google themselves that 60% of all cookie based internet advertising is below the fold and out of view, including themselves

comScore® has separately estimated that 46% of all ads are not even seen

Home & Garden

customer service | gifts | newsletters | big products | free offers | sweepstakes | subscribe | join now!

Better Homes and Gardens FULL YEAR JUST \$5.99 PLUS A FREE GIFT

Search BHG.com

recipes & cooking | decorating & home ideas | gardening | entertaining | holidays | health & family | magazine | pets | shop

Get Outdoors!
Our best entertaining ideas

Save Your Favorites!
Quick and easy way to save and access decorating ideas, recipes, gardening tips - all in one spot!

Primrose Schools

Hear from Real Moms.
SEE WHAT MOMS ARE SAYING

our favorites

WIN Patio Furniture and a chance at \$5,000 cash!

connect with us

read photos

Your Ad Here

Health - Fitness

Log in | Sign up | Get a Personal Health Plan

THE DR. OZ SHOW ASSIST MEDICAL RESEARCH Find Out How YOU CAN

Home | Videos & More | Ask Oz | Episodes | Recipes | Oz's Transformation Nation

Hot Topics | Brain Games | Calorie-Burning Ice Teas | All Topics | BE ON THE SHOW | TICKETS | Search

Jennifer Hudson's Workout

Exclusive: The Real Housewives

Paula Deen's Mac and Cheese

The Memory Cure

Like Oz's Home Remedies

This Week on The Dr. Oz Show

Mon 28 | Tue 29 | Wed 30 | Thu 31 | Fri 1

Monday

Where to watch this episode:

GET READY TO WATCH OUT!
Find out what time and channel The Dr. Oz Show is on in your area!

Ask Dr. Oz

Oz's S.O.S. App

Most Popular

Keep Dad in the Game!

Make a \$10 donation to support prostate cancer research.
Text 4DAD to 20222

Your Ad Here

Health - Fitness

US Healthy Living for Women

www.livestrong.com/women

LIVESTRONG.COM THE LIMITLESS POTENTIAL OF YOU

WOMAN.

SOLVE KNEE PAIN IN JUST TWO MOVES

THE HOT LIST.

Summer Reading For A Better Body

The Barbara Bush Children's Hospital

Your Ad Here

Sign Up for FREE | Login | Invite Friends | Help

Sometimes, it's as simple as holding hands

Summer Beach

My Home

Discover the NEW Beta Site:

Healthy eating habits

Learn how to make your nutrition work for you

Join Today!

Your Ad Here

Above the Fold Placement

Research Based

A Scientific Way to Find Your Customers Where They Spend Their Time

Reputable firms



Not only quantitative, but qualitative

Websites are scored on how well they reach a target audience

Identifies not just category related sites, but general interest sites with concentrations of your specific audiences

We show our advertisers upfront where their ads could appear on *Pre-Qualified sites* for their targeted clients using *top research companies*.

Do you get digital advertising reports that show sites with the *blinders on?*

Some Common Blinders!

- Unknown
- Site Bundle 1012
- Auto intenders
- Google Network
- Facebook Network
Yahoo Network

What does that even mean?

They don't even give you the names of the 360,000 sites you may have appeared on?

	Order Tracking	DDM-BSTN	891836
Campaign	Organic Pillow Company		
Media Plans	Shopping - Mattress Shoppers		
Campaign Flight Schedule	03-10-2020 to 05-31-2020		
Scheduled Flight Impressions	150,000		
Reporting Period	03-01-2020 through 03-31-2020		
Scheduled Impressions (this Period)	50,000	Actual Delivered	50,034
Site Name	Impressions	Clicks	CTR
apartmenttherapy.com	4391	14	0.32 %
doctoroz.com	3893	16	0.41 %
cosmopolitan.com	3880	15	0.39 %
flightaware.com	3866	9	0.23 %
bhg.com	3852	14	0.36 %
hgtv.com	3843	12	0.31 %
marthastewart.com	3832	14	0.37 %
thekrazycouponlady.com	3828	12	0.31 %
sparkpeople.com	3828	12	0.31 %
livestrong.com	3814	15	0.39 %
boatingmag.com	3814	13	0.34 %
liveinthenow.com	3623	14	0.39 %
abovethelaw.com	3570	9	0.25 %
Total Impressions			50,034
Billable Impressions	50,000	169	0.34%

• And we back it up with an end of the month complete report

- Every Website your ad appeared on.**
- How Many Impressions.**
- How Many Clicks were generated.**
- What the CTR was.**

100% Transparent Reporting

THANK YOU

Michael Lehrman

Aim Higher Digital Media

212-726-1420

(mobile) 646-864-5975

Michael@na-newyorkcity.com