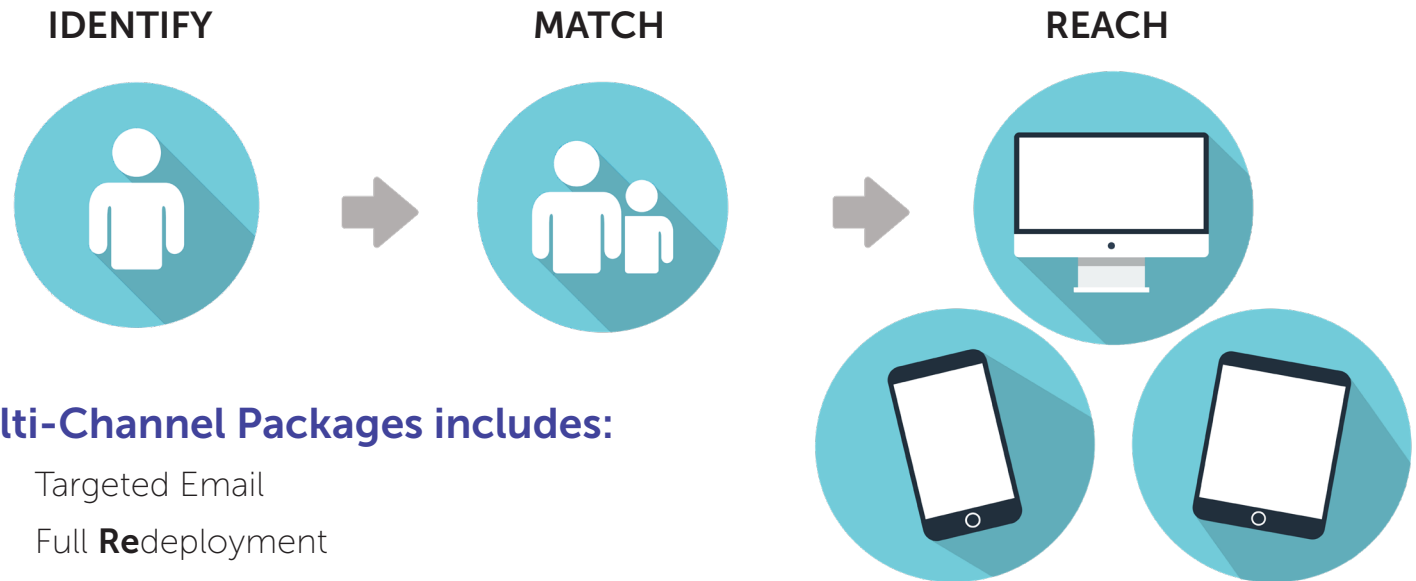


# FocusOn | Multi-Channel Branding

*Real People, Real Devices in Real Time*

## How it Works



### Multi-Channel Packages includes:

- Targeted Email
- Full **Redeployment**
- Digital Display & Mobile Ads
- In-Depth Reporting Across Each Channel

## Top 6 reasons WHY you should utilize a multi-channel campaign

1. **Eliminate Fraud** and maximize your marketing spend.
2. Reach customers across **ALL devices** - phone, tablet & desktop
3. The Synergistic effect results in a **20-30%** lift in engagement compared to a single channel campaign
4. **Ensure your message is seen** and reinforced resulting in greater brand recognition and increased ROI
5. **Expand your reach** without expanding your marketing dollars
6. Generate potential **new customers** from increased traffic to your website and retail location



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For Additional Insight | Contact us at [info@focus-usa.com](mailto:info@focus-usa.com) or 201-489-2525

# FocusOn | Multi-Channel Branding

## Behind the Curtain - How Technology Meets Strategy



## Benefits of Protecting Your Campaign Against Fraud

### Problem

40% of ALL ad spend is fraudulent

### Solution

Deterministic link between email address & device ID to actual individual

### Results

1st party data eliminating ALL FRAUD  
= Real Results by utilizing 100% of your ad spend

## Case Study - Luxury Tobacco Brand

**Objective:** To prove the concept of a Multi-Channel approach compared to a single email channel

**Timeline:** 2 Weeks

**Goal:** Increase website traffic and sales

**Strategy:** 2 Emails + 3 impressions per individual on social/mobile/desktop

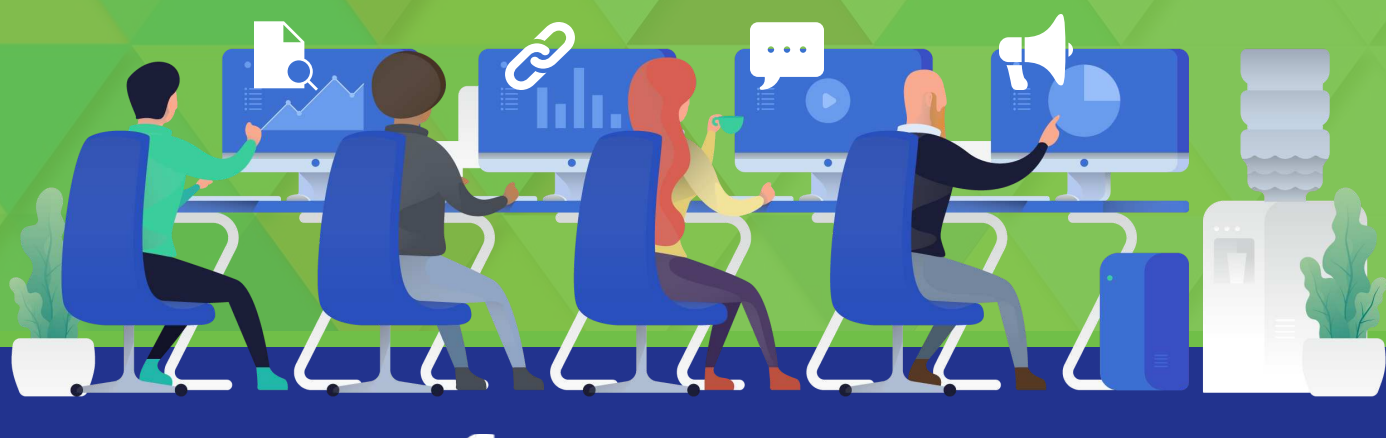
## RESULTS

- Engagement Lift (+24.69%)
- Website Traffic Lift (+19.45%)
- Sales (+35.82%)

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# Targeted Digital Marketing Tactics



## CRM TARGETING

This tactic will push banner, native, video, mobile, or dynamic ads to a custom built target audience from the Focus USA database. Measurement tools to track success would include conversion pixels, Google UTM codes, and continual match-back procedures.

This is a great tool to use to drive new and qualified prospects into your marketing funnel!

## CONTEXTUAL TARGETING

Start out with a qualified audience built by Focus USA and then serve them display, dynamic, or video ads specifically on sites with content relevant to your brand, product, or service.

This is a great tactic to keep your marketing efforts and brand affiliations on target!



## Retargeting + Cross-Device



Focus USA will provide a retargeting pixel that will be placed on your website. Once the pixel is placed we can capture the IP address and target specific ads to those who did not take action on your website. Ads will appear across all devices connected to that IP.

Want to expand your reach into the entire household? This retargeting technique is how you do it.

## Streaming Audio

Reach your target audience through audio ads that play through podcasts, Pandora Radio, Spotify, and more! This is a medium that is growing by the day. As radio advertising decreasing, streaming audio is gaining new audiences every day.

23% of Gen Z's are discovering new brands through podcasts



## Connected TV

Plenty of US consumers are cutting the cable cord or using smart devices & TV's to watch their favorite shows and movies. Why not reach your custom audience with commercial ads as they are tuned into their favorite show? Unlike traditional video advertisements, consumers watch these ads in their entirety without a skip option.

Keep it relevant to a targeted audience while using a mass media approach

## Keyword Search Retargeting

We can leverage your SEO or paid search keywords to enhance your display marketing efforts. That means that the same keywords being used to help your Google Adwords campaign can now be used to better serve banners to your custom audience.

Create personalized experiences for your custom prospect audience.



## Premium Marketplace Network



Focus USA has access to a premium marketplace network where we can place ads on your behalf. Specifically if we had a target audience and we wanted to serve them ads on the front page of the NY Times and other premium sites, we can do that through this network. Premium networks like this are not available on standard RTB networks and the content must go through an additional approval process.

Keep your brand relevant on high volume sites!

## Look-a-like Model

Focus USA can build a digital look-a-like model of your digital buyers by looking at the audience and matching them on their connected behavior, consumed content, and actions online. This tactic would be measured 100% through pixel placement as we would be modeling an anonymous digital audience.

Continue to optimize and find higher qualified audiences online!



## Video Ads

Focus USA can serve high quality video ads to your custom target audience across all of their devices! This can be done in-app, while browsing the web, and run only on relevant content that is being consumed.

Track this success with match-back services!

## DATA DRIVES THE WAY

All of these digital tactics can yield strong results, but what makes Focus USA different than another digital ad agency running this media, is that we know the audience upfront before they are anonymized in a digital environment. We start out with a real audience with known demographics, lifestyle variables, life events, and more. This allows for more qualified targeting, deeper insights, and valuable measurability that you just don't get from an anonymous audience.

It all starts with the data!



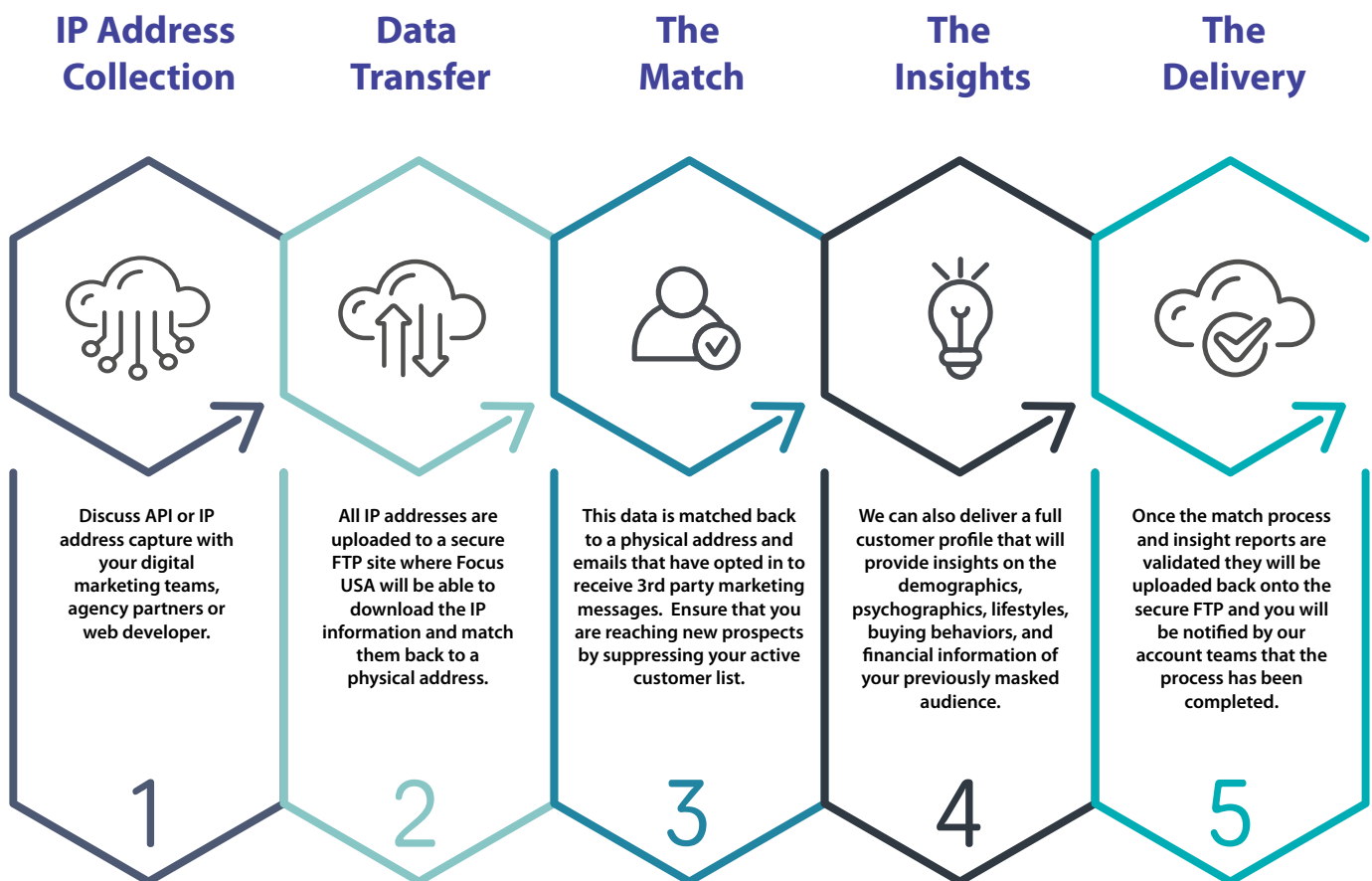


# FocusOn Reverse IP Targeting

## Digital Marketing Solutions

Reach your anonymous website visitors with a personalized direct mail piece by leveraging Focus USA's Reverse IP Targeting Solution. With access to over **250 Million IP addresses** with continuous activity, we can match the prospects that are engaging with your brand back to a physical address. Open up insights to these audiences and reach them directly with in-home marketing solutions and watch your response rates grow.

### How it Works



### Things to consider:

- Automation and API integrations are available for monthly/weekly campaigns
- Any and all customizations should be discussed and agreed to at the beginning of each campaign
- Timelines range from same day (with automation) to 48 hour turnaround times
- Returned files will not have matching IP's attached.



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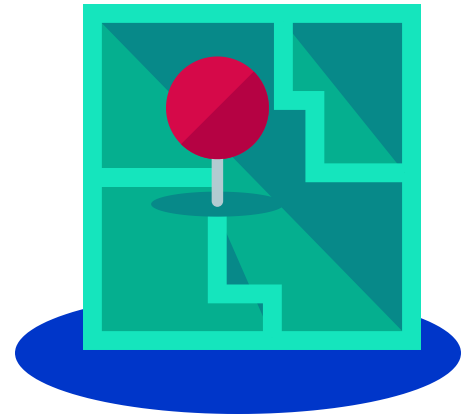
# GEOFENCING

## FOR BETTER REACH & ENGAGEMENT



## REAL WORLD AUDIENCES DRIVEN TO YOUR LOCATION

Focus USA utilizes GeoFencing technology that can be utilized in both branding and direct response campaigns. By using accurate device location data we send your message to smartphone users that enter a predefined location or geographic area. GeoFencing improves sales, engagement and loyalty with customers. We locate a relevant audience in the real-world and drive the consumers to take an action, either online or offline wherein we're able to measure visitation post ad-exposure for a true 1x1 measurement.



## Features & Benefits of Geofencing with Focus USA:



1. Tracking existing and new foot traffic to your on-site location.
2. Serve relevant messages to individuals on-site at your competitor's locations.
3. Get a customized landing page with every campaign.
4. Retarget to your audience through mobile apps and Facebook.
5. Target users based on their purchase transaction or demographic data.