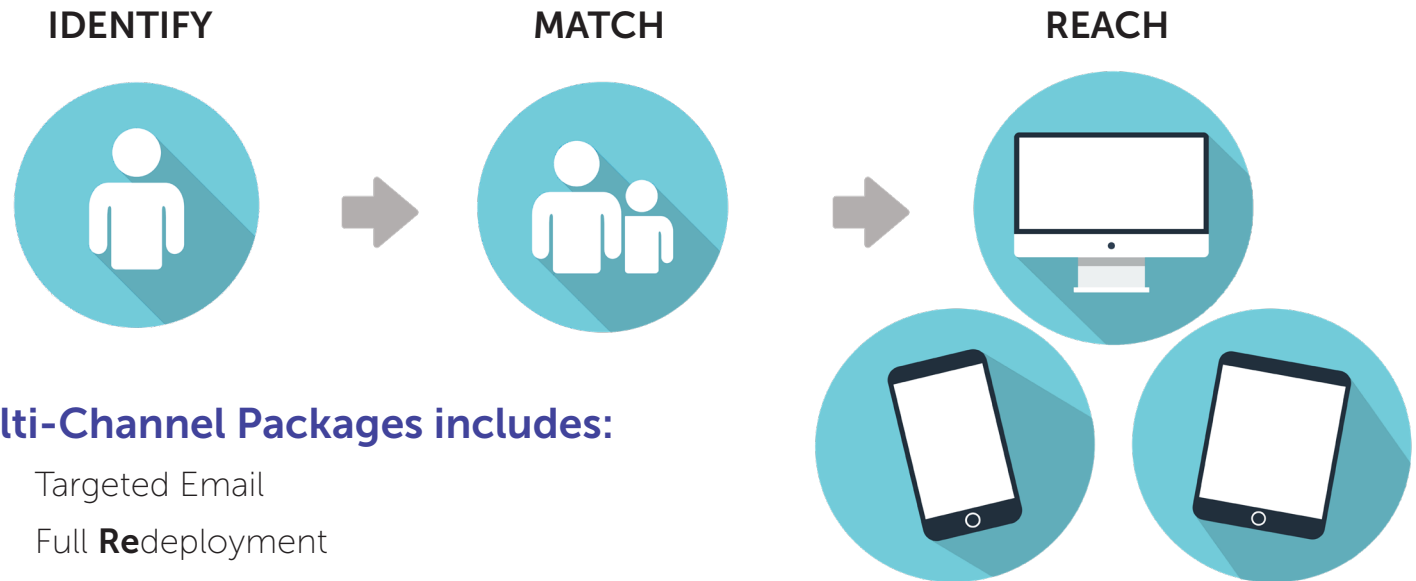


FocusOn | Multi-Channel Branding

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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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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