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# **MOMENTAWARE™ PROGRAMMATIC SERVICES**

# MEET YOUR TEAM

This is the leadership behind our programmatic services. Along with a skilled team of programmatic traders, they bring MomentAware™ Programmatic Services to life.



 **JOSH PIKE**  
Executive Vice President



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 **AARON WIRTH**  
Account Director, Client Services



# OVERVIEW

## WHO WE ARE

Whether you are looking for a fully outsourced programmatic solution or need support as you transition to an in-house team, we are here to help.

## WHAT WE CAN DO FOR YOU

Since 2013 Advantage Media has been handling programmatic services for our agency clients. We know what works, what doesn't and how to staff an exceptionally efficient and effective team. Our clients were delighted with results and how easy our services are to use; and because of that, we kept growing.

## WHY YOU SHOULD CHOOSE MOMENTAWARE™ PROGRAMMATIC SERVICES:

- Experienced team of Traders, Operations Specialists and Client Service Managers
- Strategic Programmatic Programs with In Campaign Optimization
- Managed or Transitional Support service
- Proven ROI

# WHAT'S INCLUDED WITH OUR PROGRAMMATIC SERVICES

## STRATEGIC PROGRAM DEVELOPMENT

Our experienced team of Client Service Managers, Operations Specialists and Traders strategically plan your programmatic program based upon each program's custom audience segments and campaign goals.

## IN-CAMPAIGN OPTIMIZATION

We monitor what's working and what's not. On a daily basis operations specialists monitor and make campaign optimizations to insure your campaigns are hitting the set KPI. We make sure we are reaching the right audience/consumer to increase your ROI.

## RELEVANT REPORTING

We offer standard and custom reporting available weekly with a post campaign wrap up to help you get a better understanding of your customers, targeting and ROI.

## EXPERT MEDIA OPERATIONS

Our Operations Specialists are knowledgeable and experienced in executing highly effective programs. Operations Specialist manage:

- Set up
- Optimizations
- Delivery and pacing
- Campaign reporting
- Creative refreshes

## WE ALSO OFFER

### CREATIVE SERVICES

- Static Banners
- Rich Media
- Landing Pages

## CUSTOM MEDIA TARGETING

We execute a multi tactic approach to find and target the ideal customer segment for your product or brand. Targeting approaches can include:

### BEHAVIORAL

Directly target those users who are most likely to purchase your product or service based on recent content consumption. As a result, we drive higher engagement levels with our target audience, which ultimately yields more valuable advertising and greater ROI.

### GEOGRAPHIC

Targeting specific areas within a campaign which can include:

- DMA (designated market area)
- Zip code
- Latitude & longitude (app only)

### CONTEXTUAL

- **Page Level Category Targeting:** Target specific pages related to your products or services regardless of which publishers the ad falls on.
- **Keyword Contextual Targeting:** Target specific content on the web that indexes high against specific keywords related to your products.
- **Retargeting:** Target a pool of audiences who have visited a relevant site for future purchase or action.

### LOOK-ALIKE MODELING

Find individuals who have similar online behavior as your current customers. This is beneficial for clients who want to expand their audiences or define and learn about who their primary customer is.

### 1ST PARTY DATA

Put your CRM data to work for you. Increase the chance for engagement and ROI within campaigns by targeting segmented audiences across the internet for a 1:1 match.

# PROGRAMMATIC TACTICS & STRATEGIES

ADVANTAGE MEDIA UTILIZES SEVERAL DIFFERENT PROGRAMMATIC TACTICS AND STRATEGIES TO ENSURE YOUR CAMPAIGN OBJECTIVES ARE MET.



## BEHAVIORAL

Identify habits and build audiences via 3rd party and 1st party data to reach your target demographic



## CONTEXTUAL

Taking keywords a step further by using semantic technologies aligning your ads adjacent to relevant content



## PREMIUM WHITELIST

Ads will only appear on an approved transparent list, by URL



## NATIVE

Reach your audience with “in feed” advertising which looks and feels like content on the site



## RETARGETING

Target the users who have visited your site(s) or landing pages, with frequency caps



## HYPERLOCAL

Geo-framing or radius targeting reaching local audiences on their mobile apps

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## PREDICTIVE

“AI” or “algorithmic”: Using thousands of variables and powerful algorithms, machine learning can use broad targeting and focus on creative and audiences who are engaged with your ad



## PMP

Reach a specific audience on a specific publisher(s) with 1st party data



## CONQUESTING

Target an audience who might be searching or in market for a like-brand, and message to them



## CONNECTED TV

Reach cord-cutters with a lean-back experience on the big screen without skip ability and digital CPM efficiency



## FACEBOOK / INSTAGRAM

Using our Power Editor experts, reach audiences on their social media favorites

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## AUDIENCE PROFILE DEVELOPMENT

Customer Intelligence allows customers to gain audience insights based on pixels that have been implemented across their site.



## CRM ONBOARDING

Using your 1st party data, anonymized for privacy standards, and targeting within the internet ecosystem reaching product / service hand raisers on their mobile device or desktop



## PROGRAMMATIC AUDIO

Targeted Audio Ads enables brands to reach potential shoppers at the right time, and on the right device by targeting listeners based on their demographics, music-of-choice, and/or their location.

# FAQ

**Q: Will we have a specific account manager throughout our campaign?**

A: Yes, you will have one person to contact and communicate with directly.

**Q: Can we setup weekly/biweekly calls to review campaign performance?**

A: Yes, during the initial launch of your campaign the cadence of calls/meetings is determined.

**Q: Can you access premium inventory?**

A: Yes, Advantage Media offers several different Private Marketplace (PMP) options. Today's Supply Side Platforms allow access to every premium publisher who is allowing access to their inventory to be bid on the exchange.

**Q: What type of reporting do you offer?**

A: We offer standard and custom reporting. Typically, a weekly report and a full campaign wrap up report. Additional customized reporting is available to help you understand specific aspects of your program.

**Q: Can you integrate with IAS or Double Verify for Viewability measurement?**

A: Yes, we can integrate with all Viewability partner tags. We request access to the partner reporting so that we may optimize to any requested viewability metrics. Additionally, we can also use pre-bid viewability with several partners.

**Q: Are you able to use 3rd party ad serving tags? Can you use those impression numbers for billing/invoicing of our campaigns?**

A: Yes, you can use 3rd party ad serving. And yes, those impression counts can be used for billing. We do require login credentials to the respective ad server and/or daily automated reporting to check discrepancies and optimize toward KPIs.

**Q: Can I send you our 1st party data to target in a campaign?**

A: Yes, we have full capabilities to accept your first party data. This data can be combined with our proprietary data and 3rd party data to target prospects, existing clients or to create insights for future campaigns. Your account manager will work with you to ingest your specific CRM data.



