

Microtarget Every Device...



2.0

Strategy Tool Kit

# Household IP Microtargeting

1



CRM Data or  
Purchased Data

2



Our Algorithm Matches  
the IP Address

3



Begin Serving Devices  
Connected to  
WIFI at Targeted Households

**Goal:** Serve banner ads to your current customers or targeted prospects.

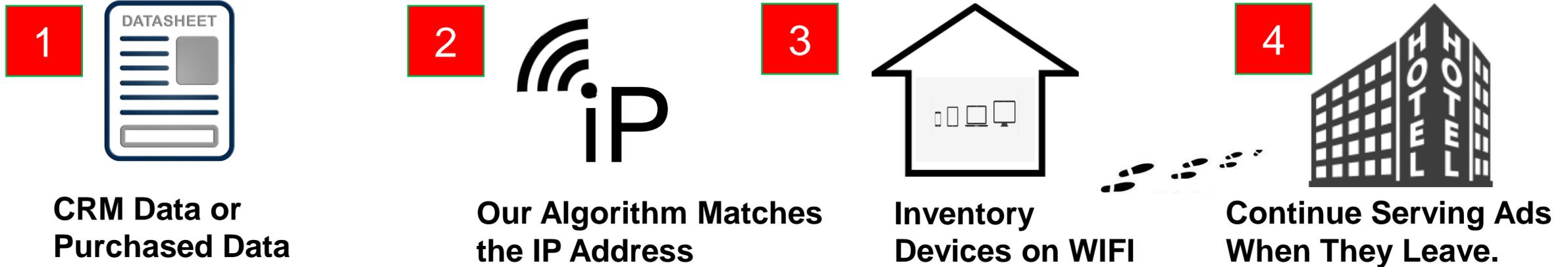
**Strategy:** Harvest list from your CRM data and/or purchase targeting data to deliver your personalized message to all targeted households.

**Additional Information:** We reach 94% of all available publisher's websites and ad inventory.

**Campaign Execution:** We recommend serving at least 10 ad impressions per week, per targeted household.

**Tips & Tricks:** When direct mail is with an in-home date in the middle of the campaign, a 30% uplift in conversions can be realized. Ask us about pairing **AbacusIP** with a direct mail campaign!

# Out of Home: Continue Serving Ads When They Leave.



**Goal:** Continue targeting your audience when they leave their home.

**Strategy:** Couple IP Microtargeting with Our of Home continue to surround your targeted audience with you message.

Additional Information: We continue reach 94% of available publishers websites and ad inventory with Out of Home.

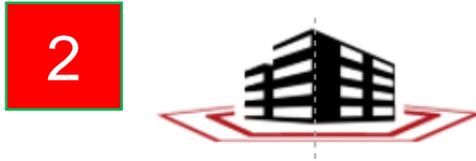
**Campaign Execution:** When pairing Out of Home with IP Microtargeting, you should budget an additional 30% of ad impressions for Out of Home.

**Tips & Tricks:** Pair any campaign with our Digital New Mover data for maximum penetration. Ask us about it!

# Captive Audience: IP Based Venue Targeting



**Identify Your Target Audience**  
(Convention, Arena, Hotel, Any WIFI)



**Target and Capture any Location with WIFI**



**Create Your Personalized Message and Launch**

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**Goal:** Serve digital ads to any group attending any event to drive traffic to your booth, website, or location for lead generation and sales.

**Strategy:** After identifying the location, we capture all WIFI and deliver your message to everyone connected to WIFI at that location. It's flexible and effective!

## Sample Target Areas:

Conventions, Hotels, College Campuses, Sporting Events, any location with WIFI

**Tips & Tricks:** Target your audience by expanding your target area up to 30 City Blocks. Ask us about custom strategies for your needs.

# Venue Replay: Capture Device IDs at Events

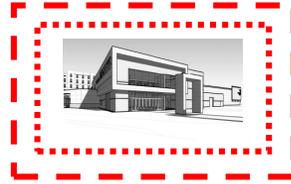
1



## Identify Locations

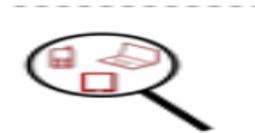
Conventions,  
Campuses, Arenas,  
Offices, Hotels, etc.

2



## Map & Capture Location

3



## Inventory Device IDs

Device IDs are inventoried  
when there's interaction with  
your message.

4



## Identify Home ID From Device ID

The Home IP address  
is identified through the  
device ID history.

**Goal:** To capture your prospects device ID at events they attend, where they work, shop or study in order to deliver you message to their home.

**How it Works:** Venue Replay inventories device IDs based on the latitude-longitude location of the target. This allows the creation of custom audiences based on interest and demographic. Venue Replay has the ability to capture prospects regardless of WIFI connection.

**Track Devices Home:** Venue Replay allows for tracking the Device IDs back to the household IP address.

**Increase Reach:** Pair Venue Replay with our other products to completely surround any demographic.

# Digital New Movers: Target Customers As They Move



## Pre-Mover

“I’ve listed my house.”



## Escrow

“I’ve sold my house and I haven’t moved yet.”



## Post-Mover

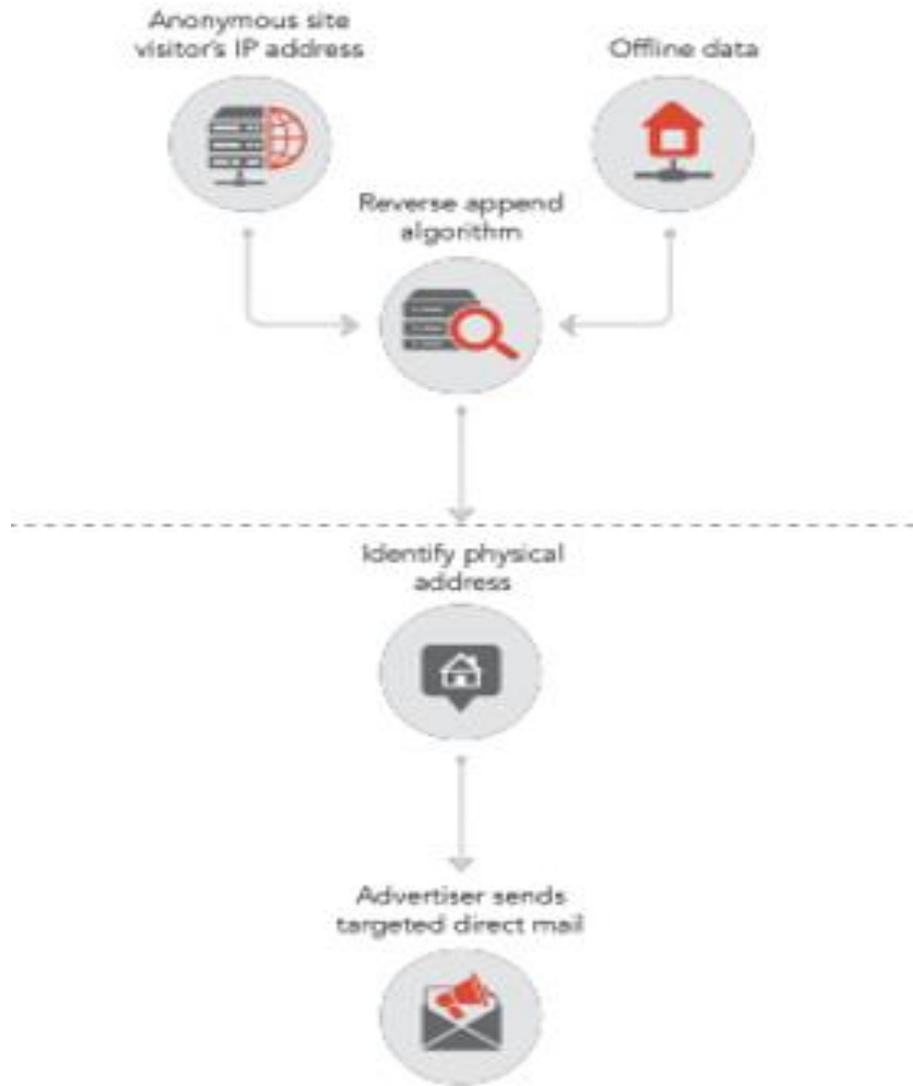
“I just moved in.”

**Goal:** To target prospects who are moving with online banner and video ads, in real time, on their Laptop, Desktop, Smartphone, or Tablet Device.

**How it Works:** Digital New Movers allows for the targeting of customers at any or all stages of their move. All that’s required are the zip codes of the areas you wish to target.

**Abacus Advantage:** Digital New Movers data updates twice daily, allowing you to target consumers within hours instead of weeks of their move. It’s programmatic, allowing you to target New Movers the second data becomes available.

# Reverse Append: A Breakthrough in Direct Marketing



**Goal:** Find individuals physical address by running visitor's IP address and running them through our Reverse Append algorithm.

**How it Works:** We identify anonymous site visitors IP address and reverse our patented algorithm to identify their physical address. This allows you to retarget or follow up with a direct mail piece.

**Abacus Advantage:** Other digital products can only retarget with the use of cookies. We take the consumers digital footprint and allow you to surround your target with your message. Since we don't use cookies, Ad-Blockers don't affect our technology.

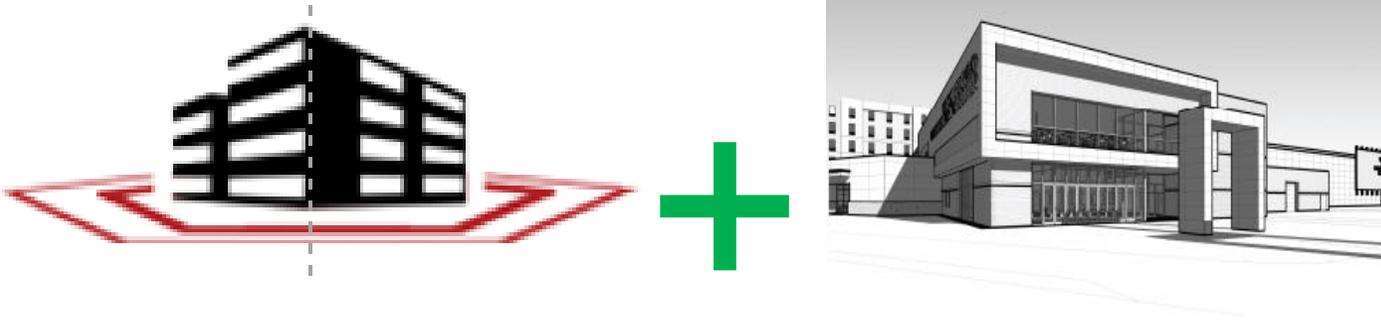
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AbacusIP Strategy

# Venue Packaging: Maximize Your Reach



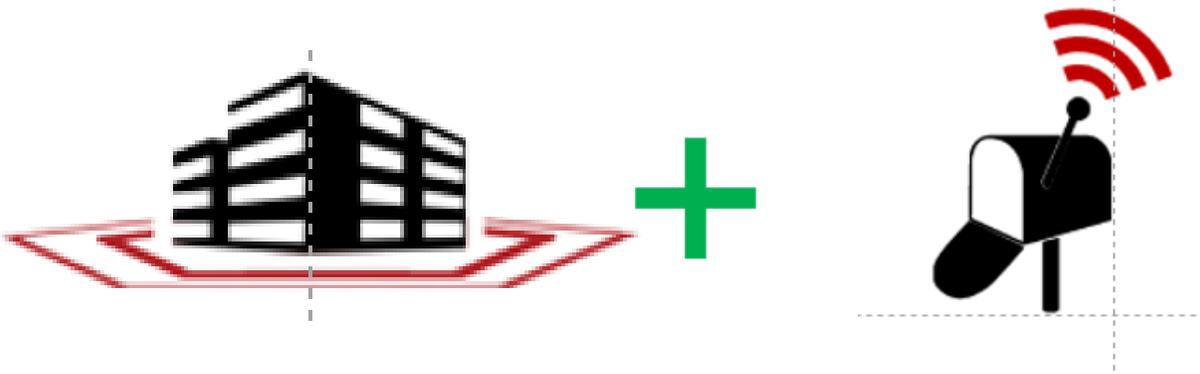
**Why is This The Ultimate Venue Package?**  
By combining **Abacus**' two venue targeting products you are able to maximize your reach and create custom audiences based on the demographic of an event. Not only are you targeting them at the event, you are capturing their mobile device ID to target them later.

**Goal:** To deliver your message to the demographic at an event of your choosing and continue to deliver your ad or video after they leave the event.

**Strategy:** Serve digital ads/videos to your custom audience and follow them home by capturing the device ID.

**Tips & Tricks:** We have the ability to transform any group of locations into your private prime time TV or drive time radio. Our strategies go beyond what's listed here. Ask us about your custom application!

# Venue Replay to Reverse Append



## Why is This a Good Strategy?

With all those captured Device IDs you can create and deliver additional campaigns for your target demographic with a personalized message that has impact. It even works with Direct mail!

**Goal:** Follow up with direct mail piece to anyone that's been targeted.

**Strategy:** Use Venue Replay to capture device IDs and wait for them to return home. Deliver both digital and a direct mail piece for a 30% lift in your campaign.

**Tips & Tricks:** Reverse append can also be utilized on your website to create value from anonymous visitors, retargeting them digitally and sending them a direct mail piece. Digital ads can be served to them, creating an impactful Omni-channel, driving foot traffic and on-line conversions. Ask us about it!

# AbacusIP 360: Ultimate Segmentation



**AbacusIP 360** allows for the ability to do the following depending on you audience:

- Send an email
- Send a direct mail piece
- Stop serving after converting
- Control progression of ads
- Segment audience based on interaction

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**Goal:** To control all aspects of your digital campaigns.

**Strategy:** Not only is **AbacusIP 360** great for increasing relevancy, personalization, and conversions, it's also great for segmenting your audience further. By having multiple ads, we're able to see which IP addresses interacted with which ads.

[Are You Interested In Learning More?](#)

We get it! **AbacusIP 360** can be challenging to articulate in this limited space. If you're Interested in learning more, please let us know.

# Custom Solutions: Have An Idea?

Do you see an potential strategy with our technology that could work for you? At Abacus we build custom strategies for specific clients. Take a look at the information you should know about **Abacus** below:

- Ability to onboard data
- Ability to identify and target IP address and device ID.
- We've mapped the entire US down to the square meter.
- Ability to track mobile device regardless of location.
- Over 95% matching accuracy.
- Ability to match IP address with physical address.
- Psychographic profiling available from your CRM system.

**Have an idea you'd like to run by us?**

Once you have an idea, no matter how developed, you can schedule a call with us and discuss the project. We'll be able to map a strategy to execute your idea.

**Curious but don't have an idea?**

Let us know! We'll have our specialized R&D Team look into your dreams and what custom Solutions can be built for you.

**Let us help you succeed!**