DIVISION-D | YOUR AD, EVOLVED.

DRIVING DIGITAL MEDIA FORWARD WITH SUPERIOR SERVICE AND MEASURABLE RESULTS

DIVISION-D

With nearly 20 years of experience in the digital media industry, Division-D serves both agencies and brands as a standout media partner. Our continual evolution in the media ecosystem brings clients the freshest targeting strategies and ad placements to effectively meet campaign objectives and exceed performance goals.

AMERICA'S FASTEST-GROWING
Inc. 5000
PRIVATE COMPANIES

2012 • 2014 • 2015
2016 • 2017 • 2018 • 2019

Google Partner

QUALIFIED GOOGLE PAID SEARCH PARTNER

PROACTIVE CAMPAIGN
MONITORING & OPTIMIZATION

COMPETITIVE RATES
& ADDED VALUE

STRATEGIC TARGETING VIA 2ND & 3RD
PARTY DATA, OFFLINE DATA, IP ADDRESS

CUSTOM REPORTING DASHBOARD

FULL TRANSPARENCY
& SITE LEVEL REPORTING

BRAND SAFETY
MEASURES ENFORCED

HIGH VIEWABILITY
& ABOVE THE FOLD INVENTORY

ACCESS TO 25+ AD FORMATS

WORLDWIDE REACH

DIRECT ACCESS TO 10,000 PREMIUM PUBLISHERS

PREMIUM DSP PARTNERSHIPS

CAMPAIGN MANAGEMENT

Customer service is a critical component of any vendor relationship, and at Division-D, its importance is paramount. We strive for prompt, friendly, and smart service. Three teams are assigned to each account to uphold these standards.

ACCOUNT SERVICE
- Serves as primary point of contact from campaign conception through execution
- Intakes requests for proposals and provides strategic plans for media and targeting
- Provides customizable reporting and campaign insights at desired intervals
- Ongoing support and service throughout partnership

CAMPAIGN MANAGEMENT
- Monitors campaign delivery for even pacing and full delivery assurance
- Optimizes towards KPIs (VTR, CTR, CPA, etc.) through manual and algorithmic optimizations
- Oversees buying strategy to maintain quality, relevancy, and cost-efficiency
- Oversees reporting dashboard and insights
- Monitors viewability and brand safety via third-party verification

MEDIA BUYING/PLANNING
- Participates in media planning by forecasting available inventory and recommending historically top-performing strategies
- Evaluates site-direct placement opportunities to contract additional scale where needed
- Leads publisher negotiation to secure premium positioning at aggressive rates
- Audience segment curation

TARGETING SEGMENTS

Division-D provides a wide variety of targeting capabilities allowing us to reach and scale towards niche audiences effectively. Our access to 180+ second-party data, third-party data, and verified offline data partners across 130,000+ prebuilt segments and limitless custom segments spans all verticals and categories. Our unique, custom-layered approach to targeting strategies offers clients a fresh perspective and new scale for reaching their target audiences.

CONTEXTUAL	DEMOGRAPHIC	GEOGRAPHIC	B2B	MOBILE SPECIFIC	ADDITIONAL OPTIONS	BEHAVIORAL	RETARGETING
Keyword	Age	Country	Professional Groups	In-App	Email	Automatic Content Recognition	Cross-Device
Section	Education	State	Certification/Honors	Mobile Web	IP Address	Purchase Based	Opt-In/Opt-Out
Vertical	Ethnicity	County	Years in Business	App Detection	Day Parting	Donor Based	Dynamic
In-Language	Gender	DMA	Account Based	Carrier	Cross-Platform	Social Sharing	Cross-Channel
	Language	City	Company Size	Device	Operating System	App Detection	Impression Retargeting
	Life Stage	Zip Code	Sales Volume	LAT/LONG	Blocklist/Allowlist	Lookalike	
	Net Worth	Address	Net Worth	Geo-Fencing	Weather-Triggered	Predictive	
	Marital Status	Device ID Lookback	CRM Data	Address		Interest	
	Household Income		Company			Retailer	
	Children in the Household		Job Title			In-Market	
			Industry			Search	
			Seniority				

SPECIALIZED TARGETING

DEVICE ID LOOKBACK
Allows brands to serve ads to users who have been to a specific physical location(s) within the past year and target them with ads anywhere they are now. This is available for custom locations or prepopulated points of interest, like popular restaurant chains.

DYNAMIC RETARGETING
Serve various creatives dynamically based on site visit history to ensure ad content is most relevant to users receiving your ads. This tactic is great for online retail clients, as we're able to serve ads that display the product the user has been viewing online.

CRM DATA INTEGRATION
Integrate a client's CRM data in the form of IP Addresses, email addresses, or physical addresses to serve ads to specified target users. Division-D is able to provide match rate data in advance and run household extensions to increase reach.

AUTOMATIC CONTENT RECOGNITION
Target based on the networks, shows, and live events (awards shows, sporting events, etc.) that a viewer consumes via cable or CTV. Competitive conquesting tactics are available based on the ads to which a viewer is exposed. Segments can be customized based on a specific list of shows or brands for competitive conquesting.

KEYWORD SEARCH TARGETING
Target users based on their search history. Client can provide keyword list, or we can compile the keyword list for client approval.

PREDICTIVE TARGETING
Advanced version of lookalike audience targeting that measures the attributes of converting users, then uses those attributes to find additional users who are likely to convert.

PURCHASE/TRANSACTION BASED TARGETING
Transactional data based on real purchases across multiple categories. Custom segments available for spend levels and frequency of purchases for specific categories and brands.

APP DETECTION
Targetable segments based on the mobile apps users have downloaded to their phone or tablet. We can target either a custom list of specific apps or an overall category.

WEATHER-TRIGGERED TARGETING
Serve ads dynamically based on current weather conditions, such as precipitation, temperature, humidity, wind, pollen, etc.

SOCIAL ENGAGEMENT
Target users based on their activity on the industry's top social platforms including Facebook, Instagram, Twitter, Reddit, and YouTube

ACCOUNT BASED MARKETING
Utilize IP Address and cookie targeting technologies to target specific accounts of interest for B2B campaigns. Capabilities include targeting specific companies, job titles, email addresses and/or people.

MAIL DOMAIN
Deliver ads to users who have received emails from select domains of interest, whether they compete with or complement the client's offering. We can also target by mail category, rather than specific domains.

AMAZON DSP
Engage with Amazon audiences via Amazon DSP campaigns. Examples include groups of browsers and shoppers of specific product categories on Amazon. Custom audiences based product ASINs.

HIGH IMPACT

Our goal is to transform the online environment by grabbing the attention of users and increasing performance for advertisers.
The following ad units are at the forefront of technological innovation and deliver exceptional awareness and engagement.

BILLBOARD

Large 970x250 billboard running the full width of the page with full close-ability. This unit features a fully customizable canvas, which can incorporate video and rich media to encourage user engagement.

PORTRAIT

A large, visually captivating, 300x1050 canvas format with state-of-the-art plug and play functionality. This creative-friendly unit provides direct brand interaction. Advertisers can incorporate video and rich media.
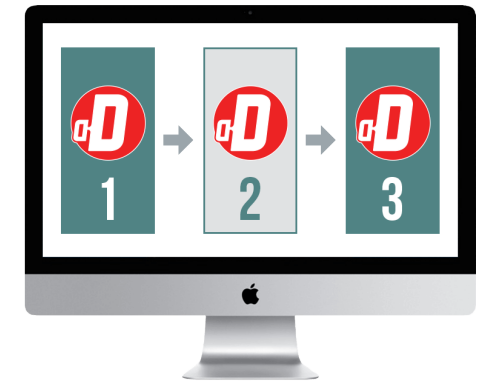
FILMSTRIP

A 300x3000 canvas that is viewable through a 300x600 window provides an extended, creative palette that is fully controlled by the viewer. The unit combines brand awareness with brand interest and loyalty. Advertisers can incorporate video and rich media.

ASK ABOUT ADDITIONAL HIGH IMPACT UNITS: SIDEKICK • PUSHDOWN • SLIDER

AD UNITS:
HIGH IMPACT

CROSS-PLATFORM INTERSTITIALS

Unit loads on first entry to a website or section of a website, typically 640x480, 300x250 or 320x480. The placement can be targeted either cross-platform or mobile-only.

EMAIL LOGIN PAGE CANVAS

Served at an impressive size of 1440x1024, this unit offers the unique opportunity for brands to align with the doorway into users' trusted email portal. The email login page is the entry point into communication tools, personalized online content and more.

EMAIL MARKETING

Send dedicated emails to your target audience with access to 250M+ consumer and business opted-in email addresses. Emails average 1.8%+ click through rates.
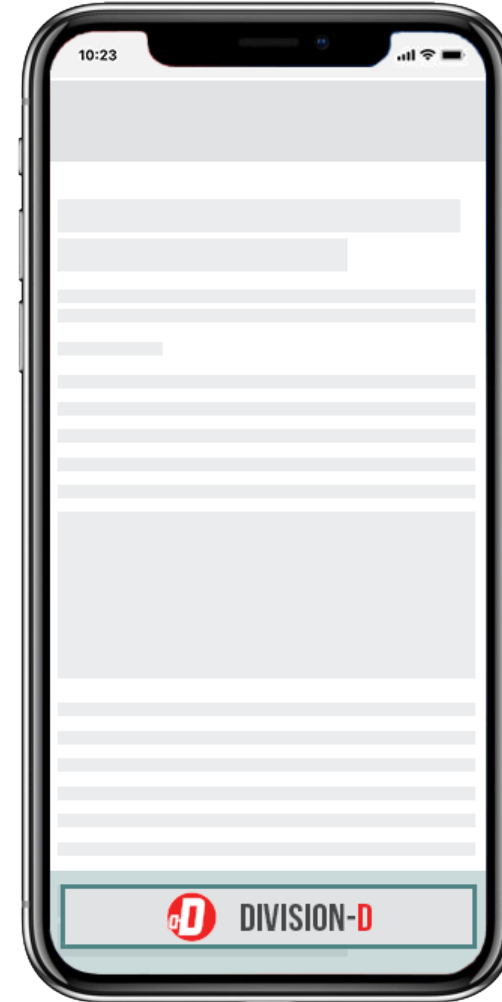
AD UNITS:
DISPLAY & MOBILE

STANDARD DISPLAY BANNERS

300x250 *Medium Rectangle*
728x90 *Leaderboard*
160x600 *Skyscraper*
300x600 *Half-Page/Large Rectangle*

EXPANDABLE BANNERS

300x250 to 600x250
160x600 to 600x600
300x600 to 600x600
728x90 to 728x315

MOBILE BANNERS

320x50 *Standard Banner*
300x250, 320x480 *Interstitial*

MOBILE ADHESION BANNER

This unit remains above the fold, at the bottom of the device's display, while the user scrolls.

DIVISION-D

We offer a streamlined approach to native buying which empowers advertisers to integrate a variety of native placements into their media plans.

SPONSORED ARTICLE

Nativo Exclusive

House a branded article on industry-leading publications at scale. This format features an in-feed teaser encouraging the user to click-through to the landing page. The landing page is housed on the same site as the publication and displays in an editorial/advertorial layout. In addition to typical impression, click, and conversion metrics, we're also able to report on landing page engagement metrics such as time on content and engaged view rates.

IN-FEED NATIVE

Seamlessly integrate your ad into the story stream of premium, contextually relevant sites. Due to the unit's look and functionality, users tend to engage with the ad as they would engage with the content, rather than label it as clutter. Native content places the brand alongside related content and features a large image or video, accompanied with a headline and description.
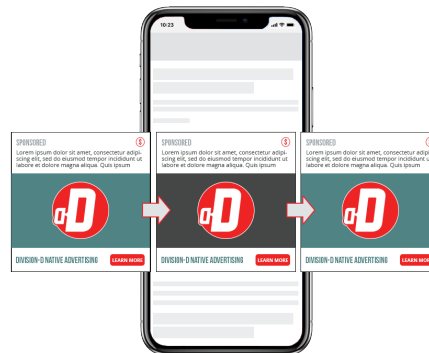
NATIVE CAROUSEL

Available across desktop and mobile platforms, the carousel rotates multiple creatives within a single unit. Its functionality is similar to the Facebook Carousel placement.

95% RATE OF ENGAGEMENT

MULTIPLE CALLS-TO-ACTION

TAG USERS & RETARGET THEM

OVER 70% VIEWABILITY

Division-D offers scalable programmatic video spanning desktop, tablet, and mobile (web and in-app) devices. Our primary video ad placement is pre-roll, but mid-roll, post-roll, and outstream formats are available as well. All inventory includes above the fold placement, garnering 70%+ viewability.

CROSS- PLATFORM PRE-ROLL

Pre-roll video runs prior to a video story or show, featured on a website, mobile website, or mobile application. Desktop placements are often served with a companion banner ad.

ONLINE VIDEO FORMATS

- Pre-Roll Video
- Mid-Roll Video
- Post-Roll Video
- Outstream Video

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PERFORMANCE BENCHMARKS

75%+
VTR

70%+
VIEWABILITY

0.4%+
CTR

CONNECTED TV

CONNECTED TV
(CTV)

Connected TV is an emerging video placement Division-D offers at targetable scale. Mirroring traditional television spots, these video placements target users who are streaming content via a Smart TV, connected device or game console. Publishers include A&E, ESPN, ABC, PBS, Lifetime, Hallmark and many more!

Cross-device attribution available for both website visits and conversions

DEVICE
Focus on Connected TV versus OTT for a more premium viewing experience. This includes Apple TV, Roku, Amazon Fire, and Chromecast

CROSS-CHANNEL RETARGETING
Deliver display, native, and high impact ads to users who have seen the CTV ad

CROSS-DEVICE ATTRIBUTION
Cross-Device attribution available for website visits and conversions

PERFORMANCE
Average of 95%+ video completion rate

BEHAVIORAL TARGETING
Granular second party, third party, and custom data segments available across 180+ data partners

PREMIUM INVENTORY & PARTNERSHIPS
Access to premium inventory including ABC, NBC, ESPN, A&E Networks, AMC Networks, Sling TV, Crackle, Pluto TV, and XUMO

BRAND SAFETY
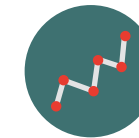Verification from leading vendors including MOAT, IAS, and DoubleVerify

SCALE
Access to 30B+ daily CTV ad impressions globally

SERVING
Frequency capping available

TARGET GRP GOALS
Provide incremental reach across CTV/OTT channels for reviews that are not reachable through linear TV advertising

STREAMING AUDIO

An astounding 79% of all audio streaming and listening occurs when visual content can't reach consumers. This is when consumers are actively listening at work, driving or commuting. Audio ads are also more than twice as likely to increase intent to purchase over display ads and have resulted in a 24% higher brand recall as compared to display ads.

Cross-device attribution available for both website visits and conversions

STREAMING

Division-D offers access to over 3 billion audio impressions per month spanning on-demand music streaming, broadcast radio live streams, and podcasting inventory. Dynamic audio ad insertion provides placement of highly targeted ads in real-time, and drives reach with the ability to target niche audiences, while maintaining a competitive price point.

PODCASTS

Division-D has built extensive reach in the podcast space. Podcast audiences are highly engaged, which has led to rapid year-over-year growth for this media offering.

STREAMING AUDIO PLACEMENTS:

- Audio & Companion Banner
- "ShakeMe" Interactive Audio Ad
- Sequential Messaging

PODCAST AD OPTIONS:

- Dynamic ad insertion
- "Baked in" ads

Division-D offers added value audio creation services with one round of revisions included.

TARGETING

Standard Capabilities Include:
- Time & Day
- Frequency Capping
- Geo
- Demographic
- Genre
- Retargeting
- Behavioral

Advanced Capabilities Include:
- 1st Party Data
- Keyword Targeting
- Weather Conditions
- Smart Speaker Inventory
- Custom Behavioral Targeting

Spotify ®   pandora ®   CBS NEWS RADIO   SOUNDCLOUD   iHeartRADIO

DIGITAL OUT OF HOME

Our programmatic partnerships provide direct access to over 150,000 screens nationally, 1B+ monthly impressions, and access to leading sellers including Clear Channel Outdoor, Lamar, and Outfront Media. We offer advanced attribution for DOOH through QR code targeting.

303%
reach increase when added to mobile or web campaign.

4X
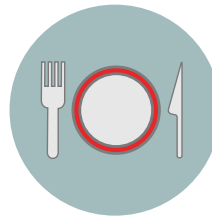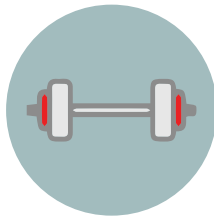more online activity per ad dollar spent than TV, Radio, and Print
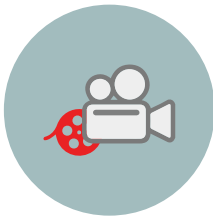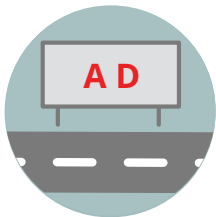
46%
more likely for consumers to engage with your brand on mobile
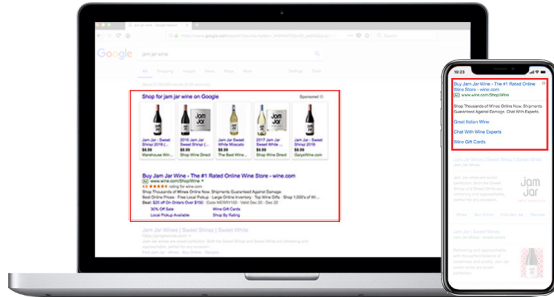
68%
lift in foot traffic when combined with social media messaging.

VENUE OPTIONS

Billboards • Malls & Retail • Airports & Transit • Restaurants & Bars • Entertainment Venues
ATMs • Casinos • Convenience Stores • Doctor's Office • Office Buildings • Schools

SEO & SEM CAPABILITIES

SEARCH & PROMOTED LISTINGS

seamlessly integrates into the results of major search engines

- We have a Google Agency Partnership to help with executing AdWords PPC and Display campaigns, which ensures quick campaign launches and efficient bidding.

- Any paid media efforts will be highly optimized based on our knowledge of top performing/ converting industry keywords, SEO data, and website analytics learnings in real-time.

- We can detect trends between channels and optimize for peak performance when our team manages multiple facets of your digital strategy.

Google Partner

SEM SEARCH ENGINE MARKETING

SEM improves overall ranking in major search engines, increasing website traffic and conversion percentage from paid search traffic. SEM increases new visitor traffic, as well as referring traffic from other sites/content, like social media.

SEO SEARCH ENGINE OPTIMIZATION

Our SEO strategy ethically helps search engines rank your site, allowing you to show up in search results before the competition, through organic site optimizations. SEO builds awareness and increases brand reach across all platforms.

Division-D's SEO service is not verified or endorsed by Google.

SOCIAL MEDIA

We offer services across a variety of social media platforms. Our social media experience reaches across **Facebook, Twitter, LinkedIn, YouTube, Instagram, Pinterest, and Snapchat.** Our campaign management team has extensive experience with campaign set up and management of delivery and optimizations across each social media platform.
Division-D is proud to be a *Facebook Marketing Partners* Account Member.

Engage with audiences where they are spending the most time!

3 HOURS — average time spent per day on social networks

54 PERCENT — of social browsers use social media to research products

8+ PLATFORMS — The number of accounts an average user has

PRE-ROLL VIDEO
DISPLAY
TEXT LINKS
SPONSORED POSTS
INMAIL
COLLECTION
STORIES
CAROUSEL
SLIDESHOW
NEWSFEED
GEOFILTERS
SPONSORED LENSES

INFLUENCER MARKETING

Division-D offers comprehensive, fully managed programs allowing brands to run highly effective Influencer Marketing campaigns. Division-D uses leading third-party analytics to identify influencers with strong brand affinity and a dedicated following aligned with the target audience. Our influencers help to create unique and authentic content and drive meaningful campaign results.

MARKET SIZE

Year	Value
2016	$1.7B
2017	$3B
2018	$4.6B
2019	$6.5B
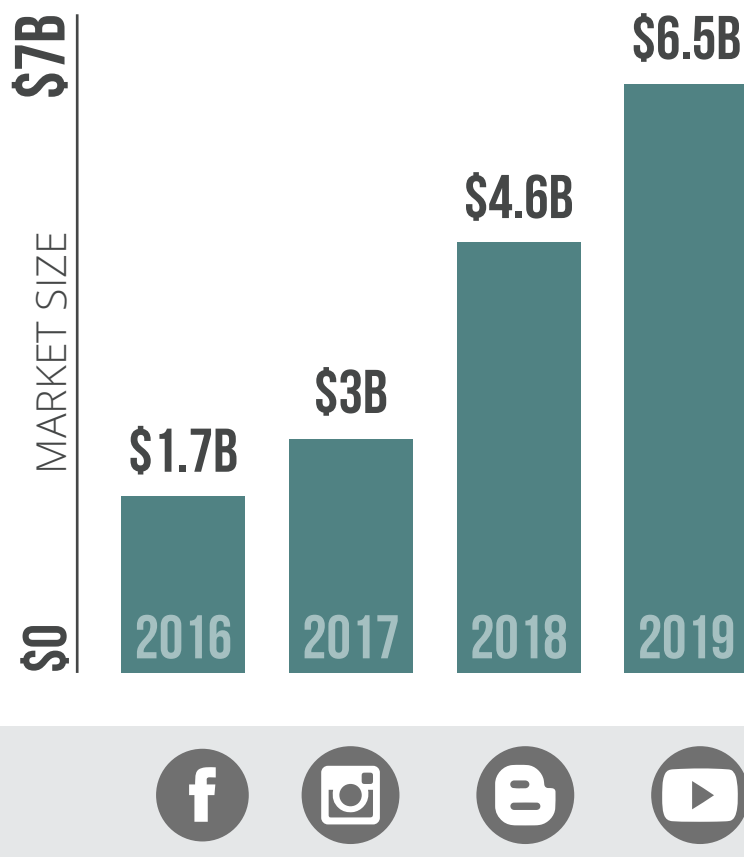
KEY FEATURES:

- Creative & Campaign Strategy Consultation
- End-to-End Campaign/Relationship Management
- Curated Influencer Lists
- Focus on micro and mid-tier influencers
- Paid Social Amplification
- Exclusivity Monitoring
- Fraud Detection and Prevention
- Detailed Analytics and Reporting
- Exclusivity Monitoring
- Influencer Contracts & Payments

BENEFITS:

- Create High Quality Content
- Drive sales and lead generation
- Improve Brand Awareness
- Increase Consideration
- Build Trust and Credibility
- Tap into Dedicated Followings
- Reach Diverse and Niche Audiences

94% of marketers think it's effective [1]

75% of National Brand Advertisers run it [2]

11x ROI over all other forms of digital media [1]

65% of consumers discover a new brand or product [3]

80% of consumers made a purchase by clicking on a sponsored post [3]

1. Business 2 Community, Why Influencer Marketing is Important 2018, 2. Ana, Advertisers Love Influencer Marketing 2018, 3. Rakuten, 2019 Influencer Marketing Report

ADVANCED ANALYTICS

Division-D offers robust reporting to ensure our clients stay updated on campaign performance. All clients are granted access to a dashboard for real-time reporting. In addition to a full list of standard reporting capabilities, we also offer an array of additional insights and attribution options to prove quantifiable results on each campaign. All reports are custom-tailored to the needs of each client to simplify the evaluation process.

STANDARD REPORTING CAPABILITIES:

- Impressions
- Clicks
- Clickthrough Rate
- Ad Spend
- Viewability
- Publisher Insights

- Video Completion Rate
- Creative
- Placement
- Ad Size
- Completed Video Views

IN-DEPTH REPORTING OPTIONS: *(with prior discussion)*

- Post-Impression Conversions
- Post-Click Conversions
- Revenue Tracking
- Demographic Data
- Geo-Reporting
- Behavior/Audience Data

- Foot Traffic
- 3rd Party Brand Safety Metrics
- In-Store Sales Attribution (CPG Brands)
- Inferred Brand Impact Study
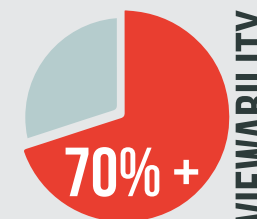- Podcast Downloads
- App Downloads

BRAND SAFETY — pixalate

FOOT TRAFFIC PARTNERS:

Placed

factual

BRAND STUDY PARTNERS:

comscore

nielsen

70% + VIEWABILITY

CREATIVE CAPABILITIES

ONE-STOP DIGITAL MEDIA SOLUTION

Our in-house team can develop and design the following creative types as added value:

- Static & HTML5 concepting & creative build
  - Two rounds of edits provided free of charge for high impact format builds, additional edits will incur a fee.
- Dynamic creative/Real-time creative
- File resizing
- Audio builds
  - One round of edits provided free of charge for audio build, additional edits will incur fee.
- Video editing
- Microsite build
  - *fee will apply - quote provided upon review of project scope

We offer A/B split testing and flexible creative flighting.

Creatives Developed > Proof Pages > Client Feedback > Revisions > Campaign Launch

ZACH KAHLE

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We look forward to working with you!

HEADQUARTERS

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Socialize with us

DRIVING DIGITAL MEDIA FORWARD WITH SUPERIOR SERVICE AND MEASURABLE RESULTS