



 BRITTANY MYERS

 JAMES ROBERTS

 SHANELLE ADAMS

DNA DIGITAL

This is not your traditional digital marketing campaign. We know precisely who our audience is and, because no two people are the same, we tailor our marketing on an individual basis to those Definitive and Named Audiences.

DEFINITIVE – No anonymity, guesswork or fraud involved. We identify real people who match your ideal consumer profile, hand selected from our massive, proprietary database of both online and offline data.

NAMED – We know each person we target *by name* and provide their name and address at the end of the campaign.

AUDIENCES – We target those identified audiences with individualized multi-channel digital advertising based on their Digital DNA.

And we can prove it works.

The Digital DNA of a potential customer begins with their online and offline characteristics. Using our massive database of 350+ data points on nearly every adult consumer in the country, we hand select the most valuable audience for you based on verified data points.



BRITTANY MYERS

Homeowner:
Single-family residence

Household Income:
\$125,000-\$150,000/yr

Location:
50266 zip code

Credit Score:
720+

Mortgage Rate:
Above 3.5%

Interests:
Boat Owner, Golf

Donates to Wildlife Charities

Family:
No kids

Credit Card:
Premium Bank Card

Glasses: No

Occupation:
Architect

Interests:
Home Improvement,
Football, Philanthropy



JAMES ROBERTS

Homeowner:
Single-family residence

Household Income:
\$125,000-\$150,000/yr

Location:
50322 zip code

Credit Score:
720+

Family:
No kids

Auto Owner:
Drives a Honda with
vehicle mileage 90,000+

Interests:
Home Improvement,
Football, Philanthropy

Political Party:
Democrat

Owns E-Reader:
Yes

Education:
Graduate Degree

Occupation:
Registered Nurse



SHANELLE ADAMS

Homeowner:
Single-family residence

Household Income:
\$125,000-\$150,000/yr

Location:
50033 zip code

Credit Score:
720+

Family:
Children under age 5

Length at Residence:
5-7 years

Education:
College Degree

Auto Owner:
Drives a 2016 Chevrolet

Occupation:
Accountant

Veteran in Household

Shopping Habits:
Wholesale Club
Member

We know Brittany, James, and Shanelle all meet the criteria for being your ideal customer. But because no two people are the same, they are unique in how they spend their days.



BRITTANY MYERS

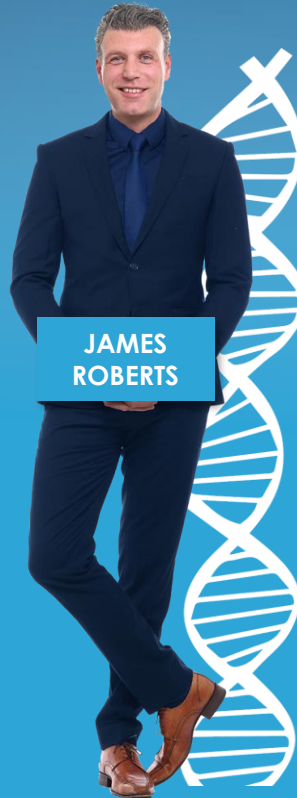
9:05 AM - Listened to Pandora on her Google Home

10:00 AM - Read homebuying tips on Realtor.com on her work computer

12:15 PM - Streamed Mad Men on her Smart TV

6:00 PM - Visited ESPN.com on her iPad

10:30 PM - Watched Gossip Girl YouTube clips on her Android device



JAMES ROBERTS

7:15 AM - Listened to his local morning show on his Amazon Echo

9:45 AM - Scrolled through his Facebook newsfeed

11:25 AM - Viewed homes on Zillow.com on his iPad

3:05 PM - Checked his email on his work computer

11:05 PM - Streamed SNL on his Smart TV



SHANELLE ADAMS

7:05 AM - Listened to a podcast on her iPhone

11:15 AM - Watched Bravo TV YouTube clips on her iPhone

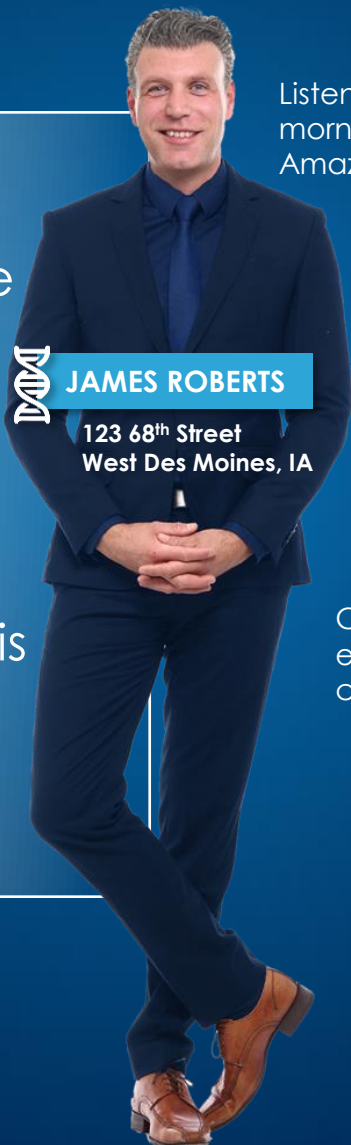
2:35 PM - Read an article on Money.com on her work computer

6:35 PM - Streamed Great British Baking Show on her Smart TV

9:05 PM - Searched for shoes on her laptop

Unlike traditional digital marketing that often selects just one place a prospect *might* be, our unique and advanced technology allows us to reach each targeted person across their online journey and serves them ads *where we know they are*.

James will experience your brand messaging everywhere he is, as will Brittany, Shanelle, and every other unique individual we hand select, because we expertly marry his Digital DNA to your multi-channel ad campaign.



Listened to his local morning show on his Amazon Echo



Heard your audio ad

Scrolled through his Facebook newsfeed



Viewed your social ad

Viewed homes on Zillow.com on his iPad



Viewed your digital ad

Checked his email on his work computer



Viewed your email

Streamed SNL on his Smart TV



Viewed your video ad