



A PARTNERSHIP WITH

# Current Situation

# Your Business Objectives

Example:

- Build Franke Fresh brand by creating assets like logo and strong marketing strategy
- Create and grow digital footprint through website, app and social platforms
- Create awareness and grow customer base among homeowners and tourists
- Utilize analytics to make changes and allocate as needed to continuously improve ROI

# Your One Stop Shop





# Our Audience

## Digital Audience

**2 million** Monthly Unique Visitors

**12 million** Monthly Page Views

**747 thousand** Social Followers

**180 thousand** Newsletter Subscribers

**67 thousand** E-Paper Users

**69 thousand** Email Subscribers

**25 thousand** Mobile App Users

**12.6 thousand** Digital Subscribers

\*Updated September 2020, Google Analytics



# Online Display

**Online Display:** Rotating digital banner ads across all devices on PostandCourier.com.

## Benefits:

- Reach visitors to high trafficked premium media website
- Target readers based on geographic location, interests and content reading habits
- Consistent message and visibility
- Video streaming available

## Key Performance Indicators:

- Impression reach
- Click through rate

**Ad Sizes:** 300x250, 728x90, 320x50

**In-Banner Video:** 300x250, YouTube link/MP4: 15-30 seconds

pressed the “6” onto the scoreboard at Volvo Car Stadium at LTP Daniel Island, drawing her Team Kindness to within 20-16 of Team Peace in the final singles match of the 16-player team event.

Alas, two wins for Rogers on Sunday — she also won her doubles match with partner Sloane Stephens — were not enough for Team Kindness. American player Jennifer Brady went 4-0 for the week to lead captain Mattek-Sands’ Team Peace to victory over captain Madison Keys’ squad.



With 48 points available for the week, it was a race to see which team could get to 25 points first. The doubles team of Mattek-Sands and Sofia Kenin clinched the winning three points for Team Peace with a 6-3, 6-4 win over Victoria Azarenka and Amanda Anisimova.

# In-Banner Video

**In-Banner Video:** Rotating digital banner ads across all devices on PostandCourier.com streaming video within the ad size.

## Benefits:

- Reach visitors to high trafficked premium media website
- Target readers based on geographic location, interests and content reading habits
- Consistent message and visibility

## Key Performance Indicators:

- Impression reach
- Click through rate

**In-Banner Video:** 300x250, YouTube link/MP4: 15-30 seconds

pressed the “6” onto the scoreboard at Volvo Car Stadium at LTP Daniel Island, drawing her Team Kindness to within 20-16 of Team Peace in the final singles match of the 16-player team event.

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# Mobile App Display

**Mobile App Display:** Rotating display ads delivered to Post and Courier mobile or tablet app.

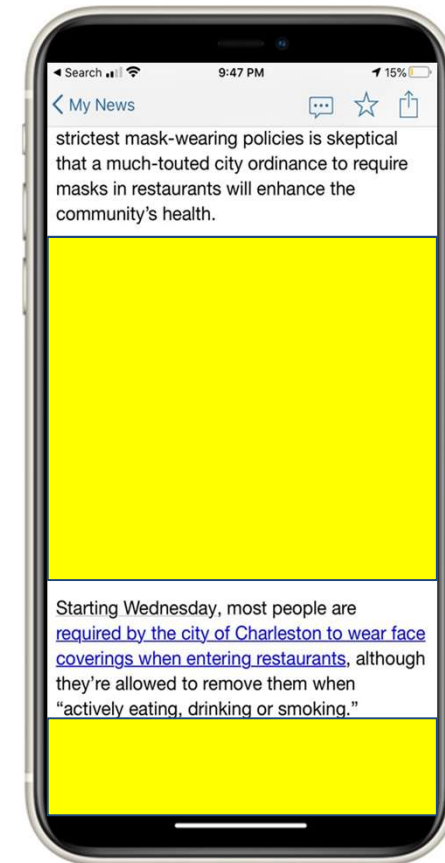
## Benefits:

- Increase brand reach targeting mobile app readers
- Target users in one-on-one mobile or tablet experience
- Reach consumers on the go in accessible and habit forming mobile app

## Key Performance Indicators:

- Impression reach
- Click through rate

**Ad Sizes:** 300x250, 728x90, 320x50





# Parallax



**Parallax:** Rich media unit, pushes through the middle of the screen and scrolls with the user, responsive to all devices.

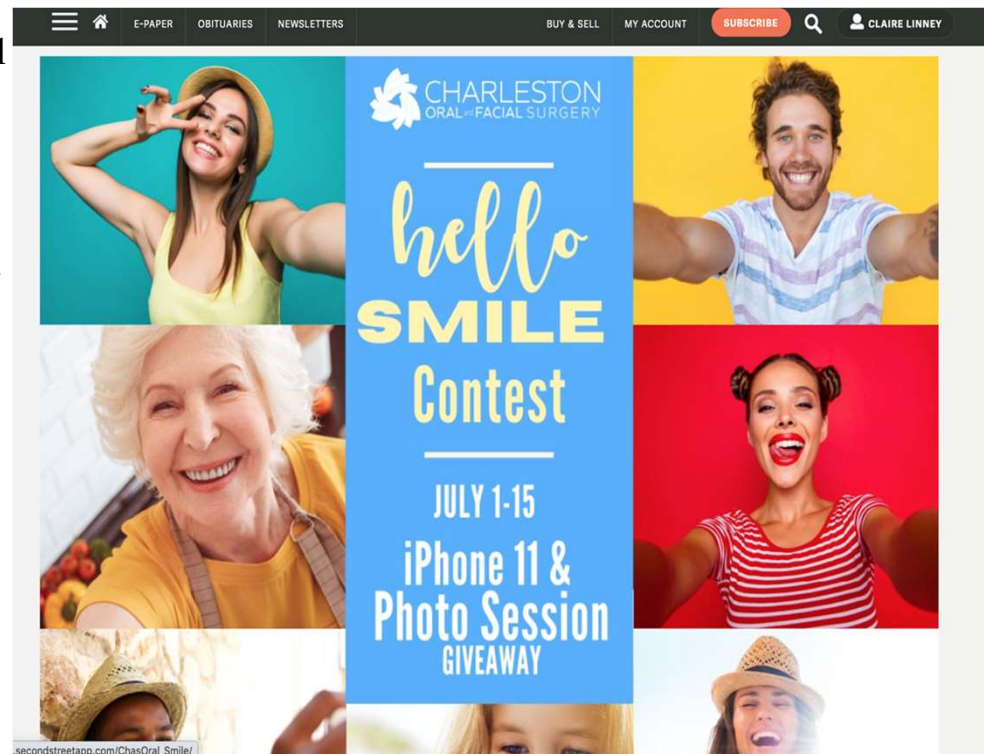
## Benefits:

- Reach visitors to high trafficked premium media website on home page or targeted site sections
- Directs visitors to call to action
- Rich media unit creating curiosity and engagement
- Increases the duration of stay on the website as viewers are more interested to scroll the whole page
- Boosts the credibility of the advertiser

## Key Performance Indicators:

- Impressions
- Click-through-Rate

**Ad Size:** 1120x900



# Pushdown



**Pushdown:** Rich media unit, automatically opens below the masthead when the webpage loads when accessed via a desktop or tablet, in mobile device, floorboard unit pushes up.

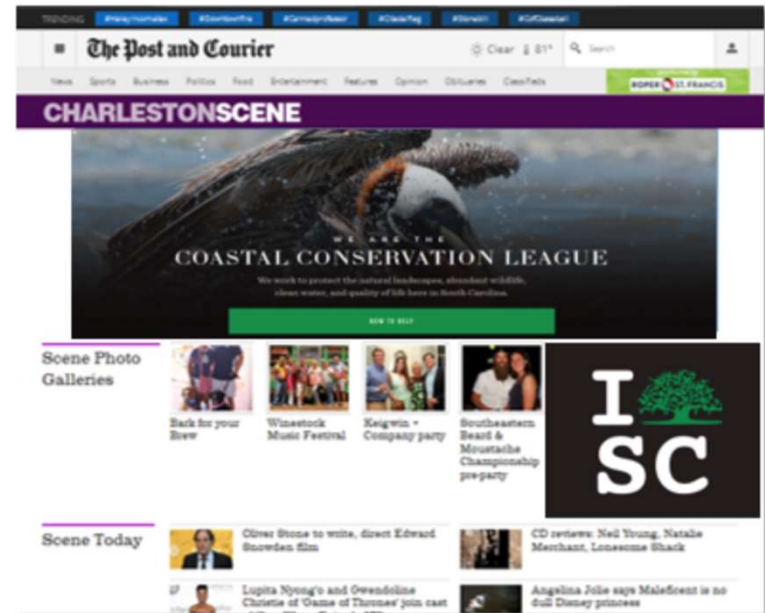
## Benefits:

- Reach visitors to high trafficked premium media website on home page or targeted site sections
- Strengthens your company image with broad exposure of your message, helping to create affinity for your company and products.
- Entices users to your website or online offers to learn more.

## Key Performance Indicators:

- Impressions
- Click-through-rate

**Ad Size:** 990 x 300 expanded, 990x30 retracted, 320x50 mobile floorboard



# Takeover/Fixed Position



**Takeover:** Lock your banner ad in ad positions on PostandCourier.com guaranteeing 100% share of voice in all ad positions on page.

**Roadblock:** Partial takeover of above the fold ad positions including leaderboard, top medium rectangle, mobile 320x50, and pushdown or parallax.

**Fixed Position:** Lock your banner ad in chosen medium rectangle or leaderboard position.

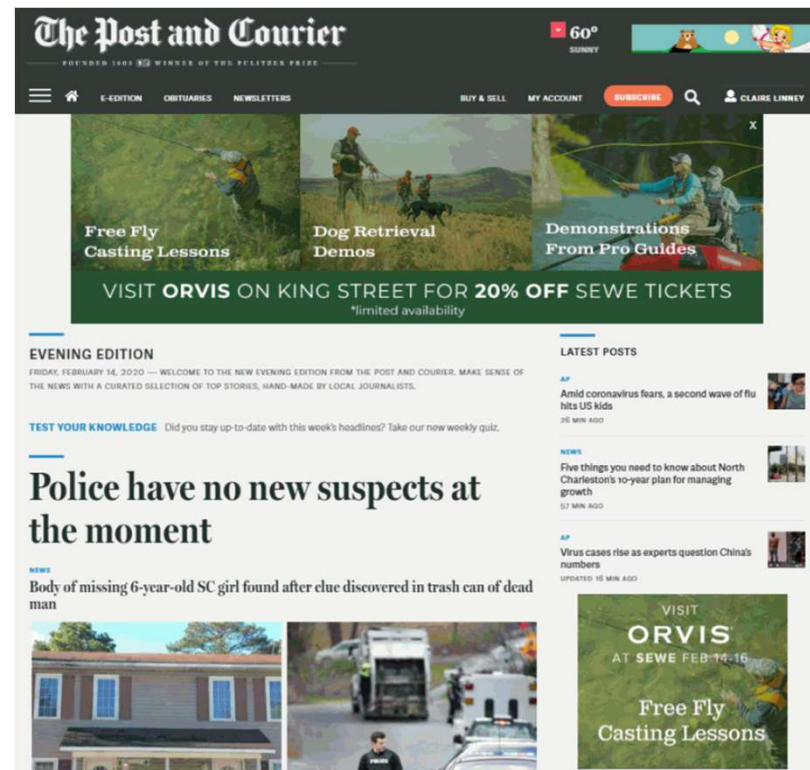
## Benefits:

- Reach visitors with guaranteed viewability to high trafficked premium media website on home page or targeted site sections
- Entices users to your website or online offers to learn more.

## Key Performance Indicators:

- Impression
- Click-through-rate

**Ad Sizes:** Includes 728x90, 300x250, 320x50, choice of parallax 1120x900 or pushdown 990x300 expanded, 990x30 retracted



# Video Sponsorship



**Video Sponsorship:** Exclusive :15 second video pre-roll will stream on videos on PostandCourier.com. Limited to four sponsorships.

## Includes:

- :15 pre-roll spot to run before videos

## Benefits:

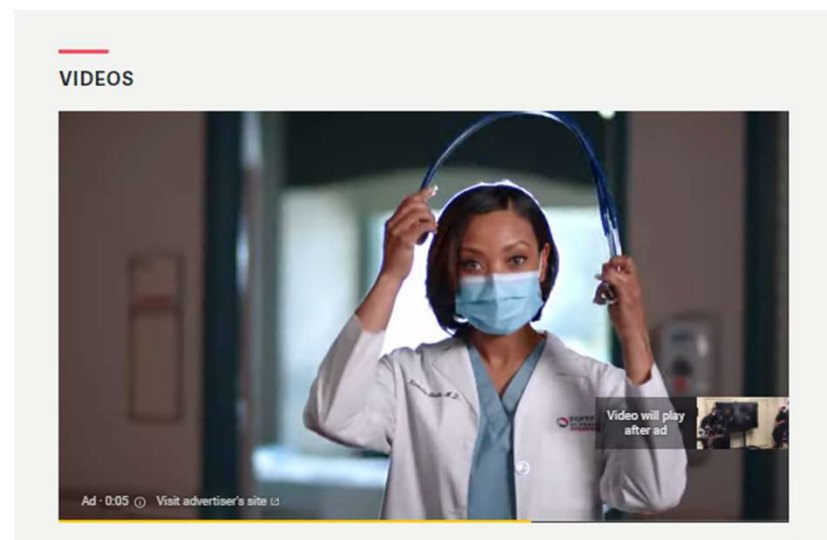
- Stream video to qualified digital audience
- Engage reader with 100% guaranteed video viewership

## Key Performance Indicators:

- Video plays
- Click through rate

## Ad Sizes:

- 480x360v, YouTube link/MP4: 15 seconds





# Photo Gallery Sponsorship

**Photogallery Sponsorship:** Sponsor all photo galleries on PostandCourier.com with 300x250 interstitial photo gallery ad.

**Includes:**

- Interstitial 300x250 in photo galleries
- 300x100 tile on photo gallery Index page

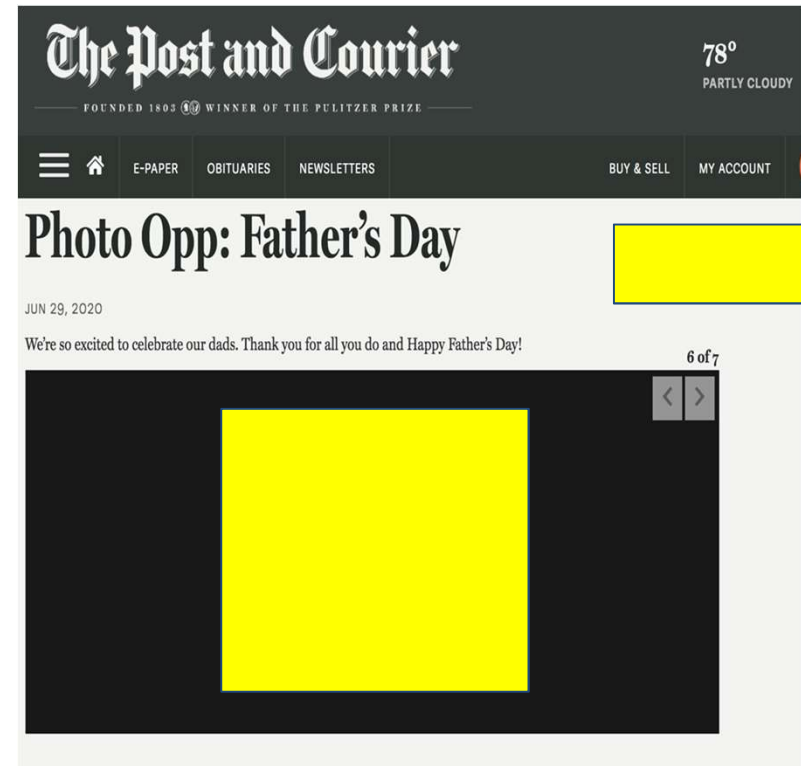
**Benefits:**

- Photo galleries consistently have high page views with engaged readers interested in local happenings in community
- Your ad rotates every five photos, reaching highly engaged audience with direct display ad

**Key Performance Indicators:**

- Total impressions
- Click through rate

**Ad Sizes:** 300x250, 300x100



# Weather Sponsorship



**Weather Sponsorship:** Sponsor weather section on PostandCourier.com including fixed display ads on all weather pages and banner on weather widget.

- Fixed above the fold (ATF) 728x90 and 300x250 on all weather pages
- 50,000 run of site (ROS) banner ads

## Benefits:

- Target readers based on readership habits and news interest
- Localize your business by supporting local community news
- High frequency, increased reach of brand
- Boosts the credibility of the advertiser
- Strengthens your company image with broad exposure of your message

## Key Performance Indicators:

- Total impressions
- Click through rate.

**Ad Sizes:** 300x250, 728x90, 320x50, 268x50

The screenshot shows the homepage of The Post and Courier. At the top, there's a dark navigation bar with the newspaper's name, a search bar, and links for E-PAPER, OBITUARIES, NEWSLETTERS, BUY & SELL, MY ACCOUNT, and a SUBSCRIBE button. Below the navigation bar, the weather forecast for Charleston, SC is displayed. The forecast includes a 'RIGHT NOW' section with a temperature of 81°F and a 'Today' section with a description of the weather. A large yellow rectangular area is overlaid on the top right of the page, indicating a sponsorship opportunity.



# Search Sponsorship



**Search Sponsorship:** Sponsor search bar on PostandCourier.com on all website pages, reaching every visitor to website.

- Fixed position placed in top right corner of all site pages
- Image can be interactive, rich media

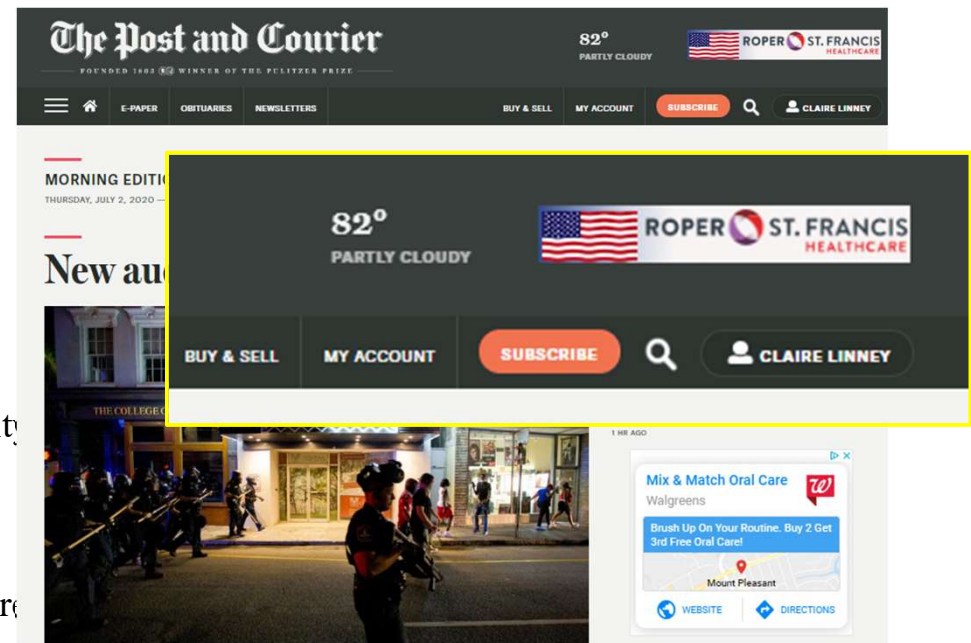
## Benefits:

- Target all readers to high-traffic premium media website
- Localize your business by supporting local community news
- High frequency, increased reach of brand
- Boosts the credibility of the advertiser
- Strengthens your company image with broad exposure of your message

## Key Performance Indicator:

- Total impressions
- Click through rate

**Ad Size:** 260x40





# Section Sponsorships

**Section Sponsorship:** Sponsor section on PostandCourier.com including Entertainment, Photogallery, Sports, Business, Politics, Food, Arts & Entertainment.

- Fixed 320x50 logo on homepage
- Fixed 300x100 tile on index page (exceptions: search, weather)

## Benefits:

- Target readers based on readership habits and news interest
- Localize your business by supporting local community news
- High frequency, increased reach of brand
- Boosts the credibility of the advertiser
- Strengthens your company image with broad exposure of your message

## Key Performance Indicators:

- Total impressions
- Click through rate

**Ad Sizes:** 320x50, 300x100

## Food



COVID-19

**Charleston's restaurants now require masks. Here's how (and how not) to**



In prisons across South Carolina, it's not a birthday without cake made by a fellow inmate



An exit-by-exit guide to eating along Interstate 26 in South Carolina



Popularity of Japanese steakhouse a cultural phenomenon in South Carolina



A podcast in partnership with Gravy



# Contextual Ads



**Contextual Ads:** Place relatable contextual messages within relevant topics.

## Includes:

- Title
- 1-2 sentences
- Tab size image

## Benefits:

- Target readers within article based on context and keywords of article
- Build brand trust as contextual ad is placed within trusted content

## Key Performance Indicators:

- Total impressions
- Click through rate

## Ad Sizes:

Title - up to 32 characters

Description- up to 78 characters

Horizontal image

A screenshot of a web page from 'The Post and Courier' showing a contextual advertisement. The ad is titled 'When is the Best Time to Sell Your Business?' and includes a sub-headline 'When is the best time to exit a business? The answer, says David Moore'. The ad features a small image of two people shaking hands. The ad is highlighted with a yellow border. Below the ad, there is a section titled 'Orbera' with a small image of the Orbera device and text describing it as a managed weight loss system. The text mentions 'Roper St. Francis was the first in South Carolina to offer ORBERA. Get started by having a confidential conversation with one of our experts.' The ad is labeled 'Sponsored' in the top right corner.

# Email Marketing

## Post and Courier Email Marketing:

Send email to 68,000+ Post and Courier targeted email subscribers.

### Benefits:

- **91%** of consumers check their email at least once per day on their smartphones, making it the most used functionality.
- **Reach consumers** in a one on one, intimate message as **you are invited by consumer** to directly reach through email.

### Key Performance Indicators:

Total Sends

Open Rate

Click Through Rate

Total Clicks

Vote now and get FREE QUESO from Mex 1!

Post and Courier Advertising Partners <pc@postandcourier.com>

Wed 7/8/2020 11:03 AM

To: Claire Linney



## Do you love Mex 1?



# Segmented Email Marketing

**Segmented Email Marketing:** The Post and Courier email database is segmented based on interests of subscriber. Send email to segmented groups of Post and Courier email database: Food & Dining, Events & Entertainment, Family, Shopping, Home & Garden, Lowcountry Parent email subscribers

**Benefits:**

- Target subscribers likely to be interested in your product or service based on interests.

**Key Performance Indicators:**

Total Sends

Open Rate

Click Through Rate

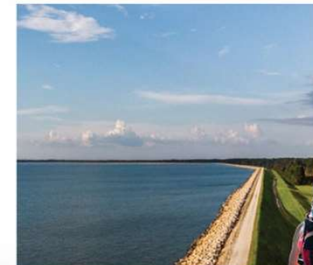
Total Clicks

BASC Registration is Now Open



Oct. 15-18, 2020

**ENTER TO WIN A FREE  
BASC REGISTRATION!**



# Lowcountry Parent Email Marketing

**Lowcountry Parent Email Marketing:** Target local parents who subscribe to Lowcountry Parent, interested in family events, promotions, and special offers.

## Benefits:

- Target engaged audience of local parents and grandparents interested in products and services for kids, adults, and families.

## Key Performance Indicators:

Total Sends

Open Rate

Click Through Rate

Total Clicks

Join Us at Charleston's Only Floating Water Activity Course!





# E-Newsletters

**E-Newsletters:** Reach targeted group of 137,000 subscribers based on subscription interests.

• 19 Newsletters: include Food & Dining, College Sports, Daily Headlines, Hurricane Wire, Business, Real Estate, Politics, and more

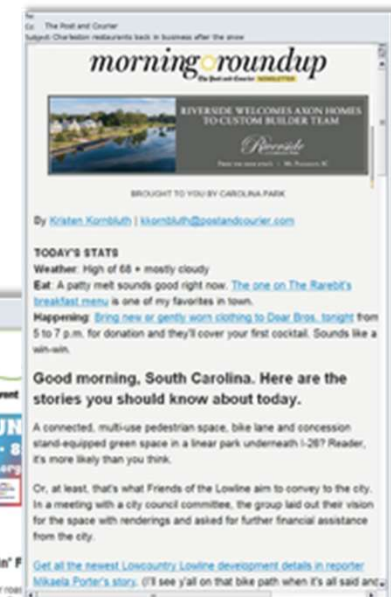
## Benefits:

- Get connected to new customers with our email newsletters
- Meeting people where they are whenever they are
- Most intimate way to connect with people
- Targeted, visible messaging
- Desirable content
- Your ad message next to this relevant content gives it additional credibility

## Key Performance Indicators:

Total Sends

Open Rate



# E-Paper Display



## The Post and Courier E-Paper:

- Averages over 2 million page views a month.
- Offered exclusively to subscribers. E-Paper readers spend an average of 18 minutes per session giving your ad great visibility.

## Daily E-Paper Newsletter:

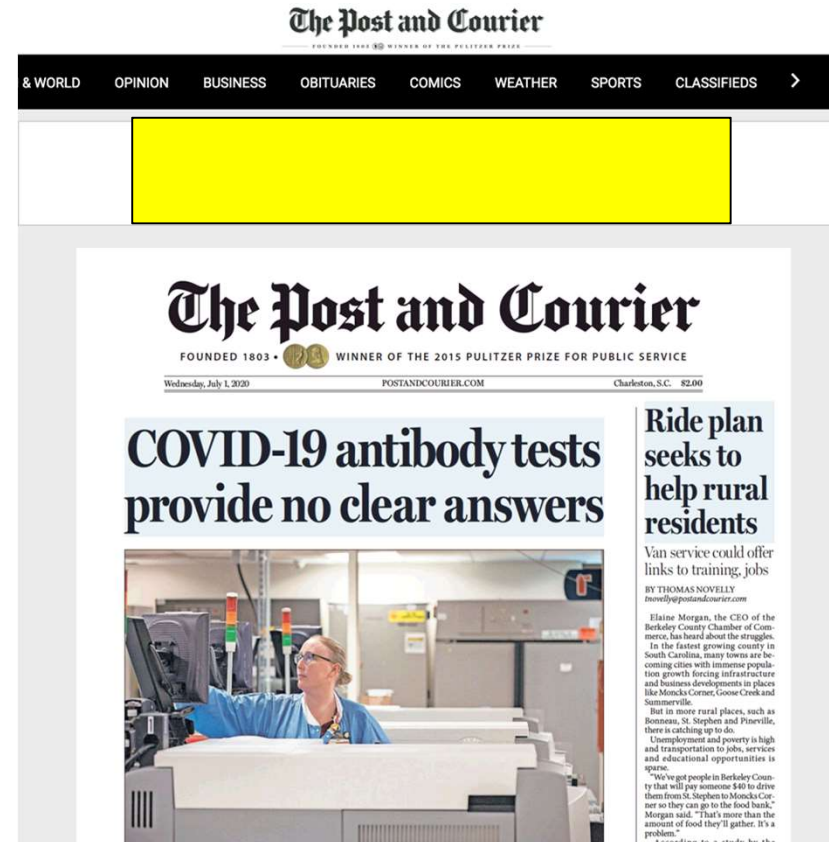
- 1,574 subscribers
- 57% open rate
- Two 800x200 banner ad positions available (header and footer)

## Benefits:

- Reach a new audience of digital subscribers targeting people by reading habits

## Key Performance Indicators:

- Impressions
- Click-through-rate
- Newsletter sends and open rate





# Podcast Sponsorship



## Understand SC:

Understand SC is a weekly podcast from The Post and Courier that explains important issues in our state as well as the context that gives it meaning. Hosts **Emily Williams** and **J. Emory Parker** use the reporting resources and knowledge of the newspaper to help you better understand our state.



**UNDERSTAND**  
**SOUTH CAROLINA**  
a podcast from The Post and Courier

## The Winnow, A Southern Food Podcast:

The Post and Courier Food Editor, Hannah Raskin and Robert Moss from Southern Living have teamed up to produce a weekly podcast devoted to what's happening in the southern food world.

## Benefits:

- Broaden your brand reach in a new media platform with highly engaged listeners on the go.

## Key Performance Indicators:

Total downloads

Total listens



# Sponsored Content



**Sponsored Content:** Custom digital article in which content is guided by client's goals and interest of consumers.

## Content Promotion:

- Four days on Homepage story position
- One week featured on Post and Courier site section
- Rotates in Post and Courier mobile app
- Contextual ads on PostandCourier.com
- Paid spend on Facebook and Instagram

## Benefits:

- Capture your audience, average time on page is three minutes
- Build credibility, readers trust The Post and Courier and your business is positioned as an expert in your field
- Increase your organic rankings on search engines
- Engage your audience in a way that sets you apart from the competition
- Ad placements are integrated in the native experience of Post and Courier

## Key Performance Indicators:

- Time spend on article
- Article views
- Social media interactions
- Clicks to article from website and mobile app

**The Post and Courier**  
Winner of the Pulitzer Prize

Archive Advertisers Categories Lowcountry Parent Sponsored Content Progress SC

### 5 Things You Can Do to Prepare for a Flood

15 JUL 2020

46 posted in: News

The Charleston area is Grand Central Station for flooding disasters. Between our penchant for hurricanes and massive tornadoes, and our low-lying coastal tracts crossed by waterways, every home and commercial property is at risk of flooding. These areas can include the Charleston peninsula, North Charleston, Mount Pleasant and up to Summerville.

Once a building is flooded, restoration is expensive, complicated and stressful. Still, all that can be avoided, or eased, with some preparation, says Beth Williams, marketing and reconstruction manager for a local franchise. Williams says most area residents know how to make last-minute preparations for a hurricane but haven't thought through steps they can take to prepare their home or business year-round for the potential of water infiltration. She offers these tips you may not have considered.

- 1. Create an Emergency Ready Plan**  
Local Servpro franchisees can assess your property and help you develop an emergency ready plan (ERP) that identifies the property's vulnerabilities and makes note of critical information in case restoration is necessary. This cloud-based plan can be accessed on any device and allows the dissemination of information even before a flooding event occurs, trimming critical minutes off the remediation process. The result is minimized damage and shorter business or living interruption.
- 2. Know What Your Insurance Plan Covers**  
Rattling through your insurance policy before a flooding event can save emotional distress if flooding occurs. Policies often distinguish between one kind of flooding and another, so know exactly what is covered and fill in any gaps before you need to. "People often worry about items that have been ruined when, in fact, they are covered by insurance. Or they wonder where they will stay when insurance covers a hotel stay," says Williams. "You don't want to be attempting to decipher your policy in the midst of an emergency situation."
- 3. Inventory Your Possessions in Advance**  
Relying on memory when possessions are destroyed can be stressful and can result in an incomplete inventory that reduces compensation for loss. Create a written inventory of all possessions and make sure to update it periodically. When adding, replacing or updating items is a good time to review the list.

**SERVPRO**  
Like it never even happened.<sup>®</sup>  
Your Lowcountry SERVPRO<sup>®</sup> Franchisees  
Disinfecting Services  
Fire & Water  
Cleanup & Restoration<sup>™</sup>  
**877-371-1122**  
**24/7**  
Independently Owned and Operated

## Helpful Link:

View sponsored content articles [here](#)

# Lowcountry Parent Sponsored Content



**Sponsored Content:** Custom digital article in which content is guided by client's goals and interest of consumers.

## **Content Promotion:**

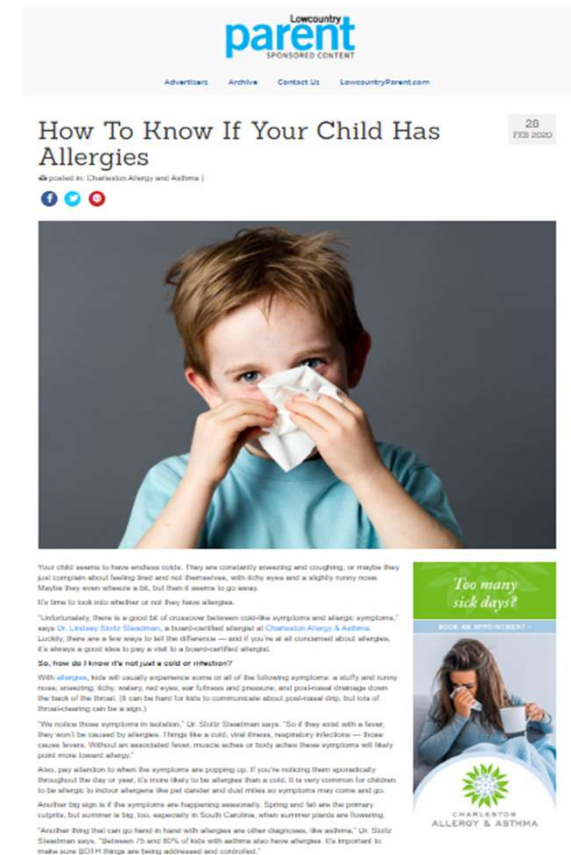
- Homepage story position on LowcountryParent.com
- Paid spend on Facebook and Instagram

## **Benefits:**

- Captured audience: average spent on article is four minutes
- Credibility: readers trust Lowcountry Parent and your business is positioned as an expert in your field
- Increase your organic rankings on search engines
- Engage your audience in a way that sets you apart from the competition
- Ad placements are integrated in the native experience of Lowcountry Parent

## **Key Performance Indicators:**

- Time spend on article
- Article views
- Social media interactions
- Clicks to article from website and mobile app



## **Helpful Link:**

View Lowcountry Parent sponsored content articles [here](#)

# Custom Contests



**Custom Contests:** Interactive digital contests crafted to increase client's email subscribers, grow social media audience, educate, and interact digitally with consumers.

## Contest Promotion:

- 2 week contest creative/management
- 50k imps on PC.com
- 1 email to PC database (60,000 subscribers)
- 1 parallax on PC.com homepage
- 1 ad on P&C Facebook page
- 4 survey questions to build data
- Follow us on Facebook/Instagram for extra chance to win
- Follow-up email with coupon or offer to participants

## Benefits:

- Receive list of opted-in subscribers (direct list of leads!)
- Community engagement
- Build data about your audience
- Increase social media following

## Key Performance Indicators:

- Contest entries
- Client opt-ins
- Digital ad impressions
- Digital ad clicks
- Social media interactions
- Survey question results
- Bounce-back message sends



# Custom Quiz/Trivia



**Custom Quiz/Trivia:** Interactive digital contest crafted to increase client's email subscribers, grow social media audience, educate, and interact digitally with consumers.

## Contest Promotion:

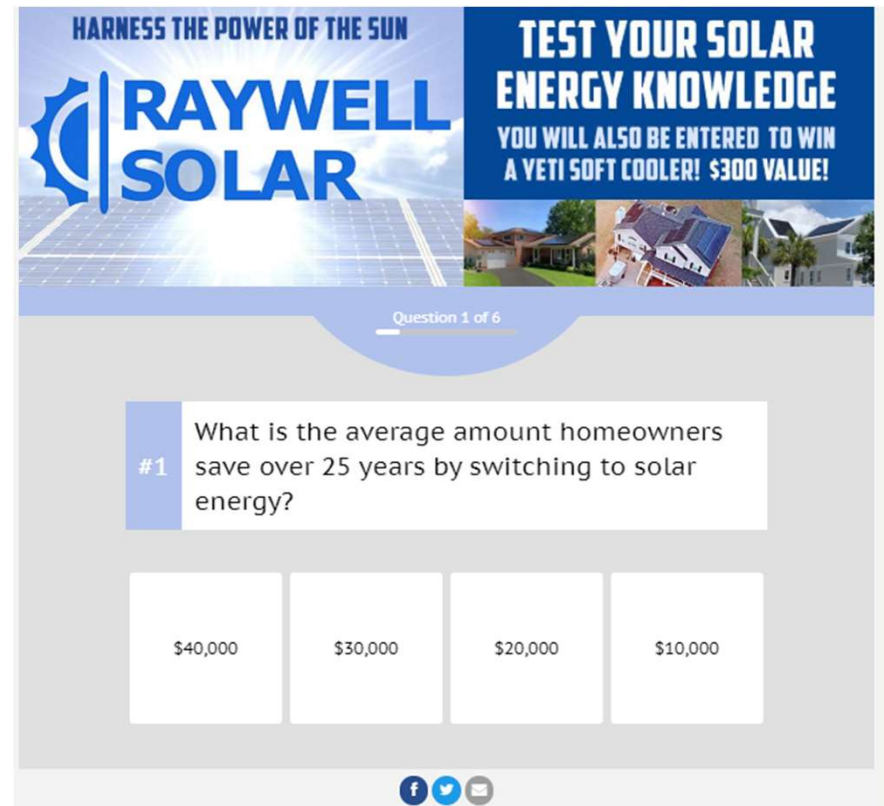
- 2 week contest creative/management
- 50k imps on PC.com
- 1 email to PC database (60,000 subscribers)
- 1 parallax on PC.com homepage
- 1 ad on P&C Facebook page
- 4 survey questions to build data
- Follow us on Facebook/Instagram for extra chance to win
- Follow-up email with coupon or offer to participants

## Benefits:

- Receive list of opted-in subscribers (direct list of leads!)
- Community engagement
- Build data about your audience
- Increase social media following
- Educate audience

## Key Performance Indicators:

- Contest entries
- Client opt-ins
- Digital ad impressions
- Digital ad clicks
- Social media interactions
- Survey question results
- Bounce-back message sends





# Niche Custom Contests



**Niche Contests:** Interactive digital contests crafted to increase client's email subscribers, grow social media audience, educate, and interact digitally with consumers. Choice of: Lowcountry Parent, Food & Dining, Events & Entertainment, Health & Wellness, Shopping, Sports, Home

## Contest Promotion:

- 2 week contest creative/management
- 50kimps on PC.com
- 1 email to Lowcountry Parent or Post and Courier segmented database
- 3 parallax ads on PC index page (excluding homepage)
- 1 ad on P&C Facebook page or Lowcountry Parent page
- 4 survey questions to build data
- Follow us on Facebook/Instagram for extra chance to win
- Follow-up email with coupon or offer to participants

## Benefits:

- Receive list of opted-in subscribers (direct list of leads!)
- Community engagement
- Build data about your audience
- Increase social media following

## Key Performance Indicators:

- Contest entries
- Client opt-ins
- Digital ad impressions, clicks
- Social media interactions
- Survey question results



# Social Media Strategy



**Social Media:** Organic posting and/or paid advertising approach in social media.

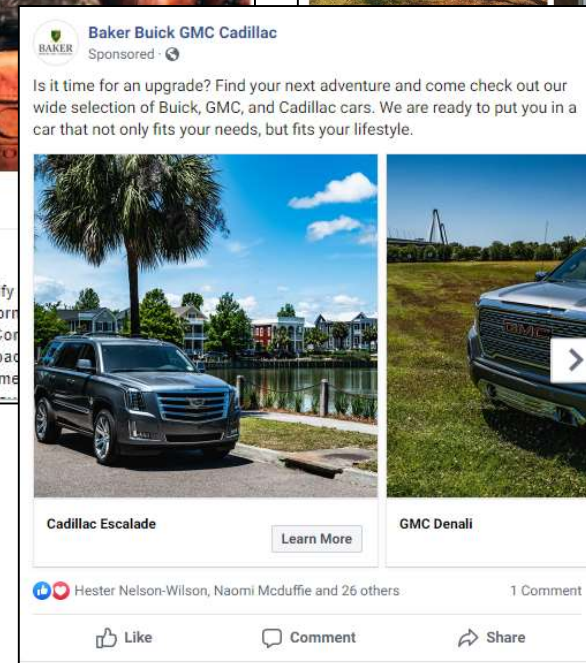
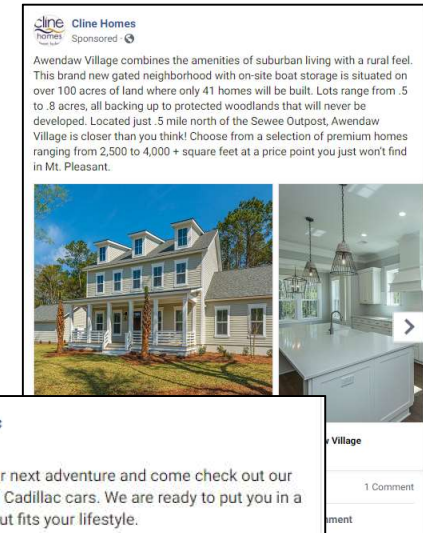
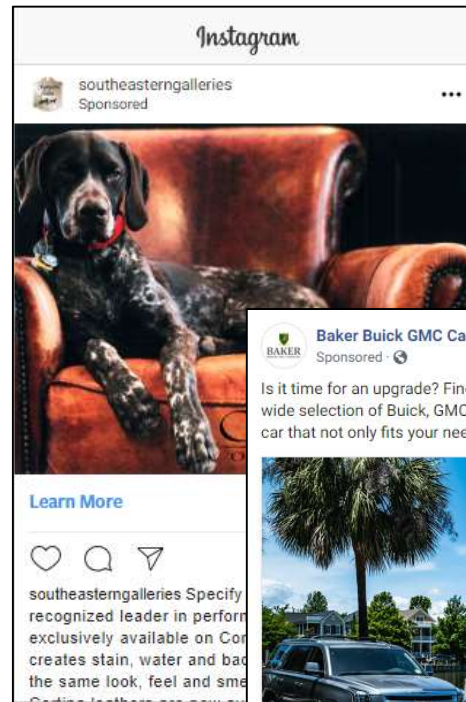
**Social Platforms:** Facebook, Instagram, LinkedIn, Pinterest, Twitter. Formats include carousel, video, or image.

## Benefits:

- Boost organic visibility
- Increase brand awareness
- Increase web traffic
- Generate leads
- Impress potential customers

## Key Performance Indicators:

- Clicks
- Reach
- Impressions
- Click Through Rate (CTR)
- Cost Per Click (CPC)
- Leads
- Engagement





# Social Targeting Capabilities

## Facebook and Instagram



### Demographics

Target the shoppers that are most likely to buy based on their demographics

*Age, Gender, Relationship Status, Parental Status, Education, Employer, Job Title, Household Income*



### Locations

Customize your reach to the areas you want to target

*Country, City, DMA, Zip Codes, or individual Street Addresses (minimum 1-mile radius)*



### Connections

Target people who 'like' your page or pages belonging to your competitors

*Run highly specific, competitive campaigns targeted to individuals who like or engage with real estate pages on Facebook*



### Interests

Target individuals who are interested in your services or similar, related verticals

*Create audiences based on personal interests - hobbies, entertainment, facebook likes, brand loyalties, etc...*



### Custom Audience Segments

Create custom audiences using email address lists to target your existing users

*Upload existing customer database to promote client referrals, special offers, events, etc... Can also create 'lookalike' audiences to target users with similar interests & behaviors*



### Behaviors

Target in-market shoppers based on both online & offline behavioral information

*Online history that includes website browsing, recent search, or app engagement. Offline behavior includes shopping or spending habits based on location histories.*



# Search Engine Marketing



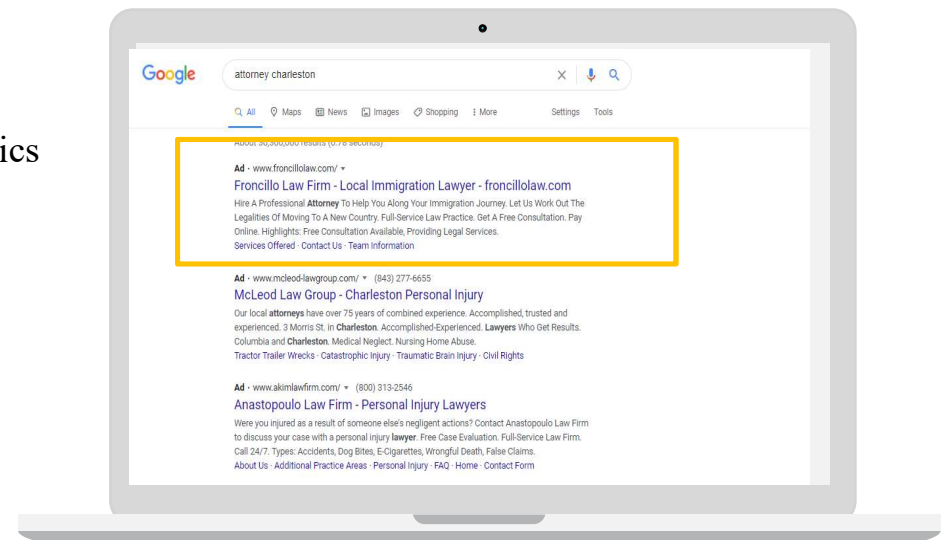
**Search Engine Marketing (SEM):** Increase the visibility of a website on search results page with cost per click bidding.

## Benefits:

- Build **brand awareness** and reach **potential clients** instantly
- **Target** specific audiences, locations and demographics
- Only pay when there is an **action** taken on your ad
- Appear with related **Competitor keywords**

## Key Performance Indicators:

- Impressions
- Clicks
- Secondary actions
- Cost per click (CPC)
- Click through rate (CTR)
- Keyword performance



# Extended Email

## Extended Email Marketing:

Send email to targeted list of email subscribers based on demographics, interests, buying habits, and location.

### Benefits:

- **91%** of consumers check their email at least once per day on their smartphones, making it the most used functionality.
- **Reach consumers** in a one on one, intimate message as **you are invited by consumer** to directly reach through email.
- Target your exact audience with an unmatched range of demographic, geographic, and lifestyle selectivity to help you zero in on the right prospects with the precision.

### Key Performance Indicators:

Total Sends

Open Rate

Click Through Rate

Total Clicks



# Videography & Photography



**Videography & Photography Services:** We help brands use custom video and photography to overcome marketing challenges and build rapport with potential clients. Our videos are produced in 4k, broadcast and digital advertising ready.

## Benefits:

- Creative brand connections and tell your companies story.
- Video is proven to increase conversions by 80% or more.
- Over 80% of all online traffic will consist of video by 2021.
- Sharable on your website, marketing collateral, social media, advertisements.

Examples: [Vimeo.com/PostandCourier](https://vimeo.com/PostandCourier)





# Website Design

**Website Design Services:** Our agile approach to development makes us versatile enough to tackle any challenge. Your site will be custom built to fit your business goals, whether that includes brand awareness, e-commerce, user experience or something unique.

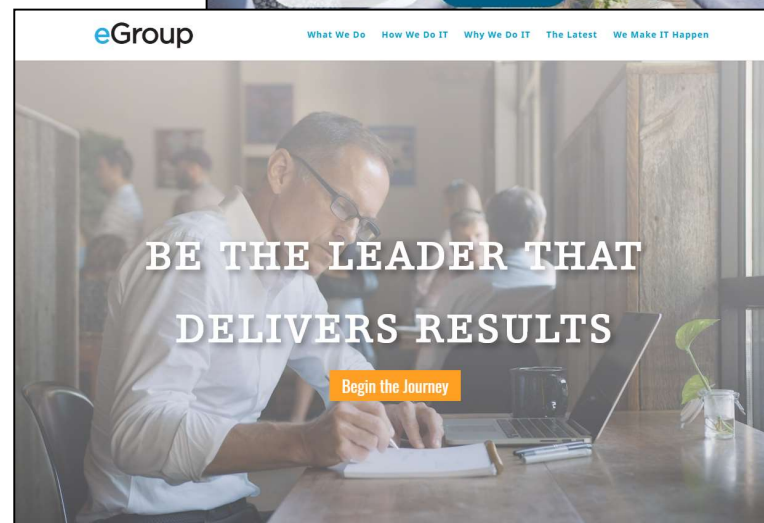
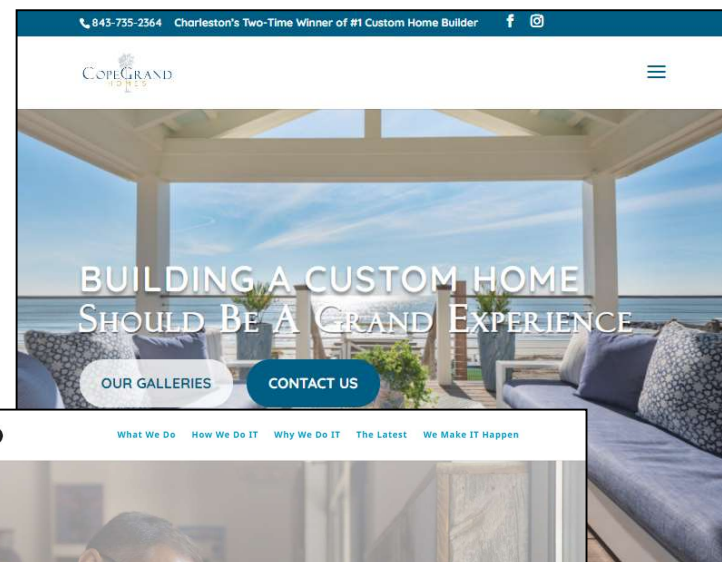
## How we build our websites:

- Mobile first, responsive
- Cohesive theme/color scheme
- About us, Maps, Address, Contact Info
- Custom Content, Video, Photo
- Blog Incorporation
- Added Spam, Security Filters

## Benefits:

- 91% of online users go to look for local goods or services.
- 91% of customers have visited a store because of a good online experience.
- 77% of online users believe that a website makes the business seem more creditable.

Examples: [KingandColumbus.com/portfolio](http://KingandColumbus.com/portfolio)





# Targeted Display



**Targeted Display:** Technology identifies those users who are doing online research for a product or service and then shows them relevant ads as they surf the web, thus influencing their offline purchase.

## Where are ads Shown:

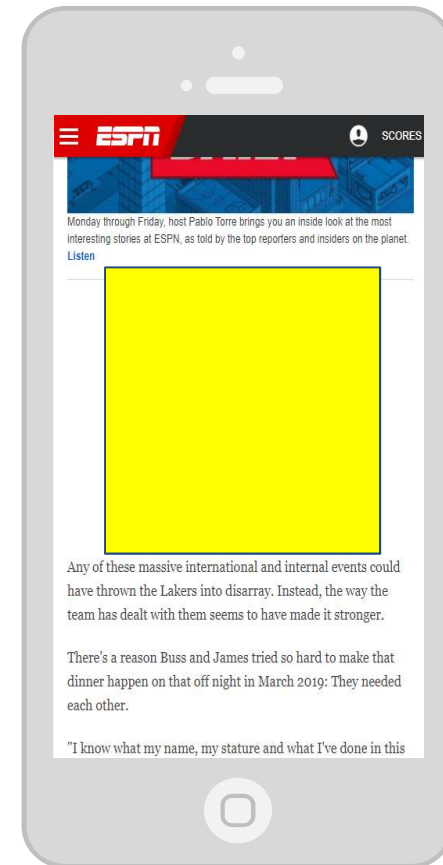
- Websites - reading content
- Social Media
- Mobile Apps

## Benefits:

- Consistent Messaging
- Customized Ad Creative
- Effectively target base (Intent, audiences, remarketing, familiarize the intended audience)
- Optimize in real time
- Trackability
- Highly Precise

## Key Performance Indicators:

- Impressions
- Clicks
- Click Through Rate (CTR)
- Conversions



# Targeted Display



## DEMOGRAPHIC TARGETING

**People that fit the type of customer you want to target**

Take advantage of numerous combinations of demographic variables to find and target the right audience, at scale, with the highest degree of precision in the industry. And with over 500 categories of household demographic, political, and economic variables to choose from, advertisers can target more than 126 million households.

## ADDRESSABLE GEOFENCING

**People that fit within a specific neighborhood or business you want to reach**

Highly precise. Targeting is based off of plat line data from property tax and public land surveying information to maximize precision of addresses being targeted.

## GEOFENCING + EVENT TARGETING

**People that are in the right place**

Highly precise. Targeting is based off of plat line data and maps to create invisible fences to catch people based off location data on electronic devices. Want to retargeting them? Target specific events on a certain day and specific time and reach individuals for up to 30 days

## SITE RETARGETING

**People who know you**

Users visit your website. What's next? 90% of first time visitors leave a site without converting. We show them your ad as they browse the internet and remind them of your brand and to come back when they are ready to change over their prescriptions.

## KEYWORD TARGETING

**People who are searching and consuming**

Take advantage of people searching for your products and services or consuming content online that correlates and aligns with your brand.







# Account Management

At the Post and Courier / King + Columbus, we become an extension of you – we are a part of your business. With all team members under one roof, our processes, strategic thinking, teamwork and cohesion allow for a holistic approach and swift activation. This is not just your campaign...this is *our* campaign.

- Dedicated Account Relationship Specialist to work and communicate with you on a daily basis
- Devoted Account Executive and Strategist to offer guidance, recommendations, industry standards, trends and new innovative opportunities.
- Reliable Operations Team, each working on their area of expertise: paid search, social media, targeted display and video, web design



# Tracking Pixels and Conversions



## A PIECE OF CODE FOR YOUR WEBSITE THAT LETS US MEASURE, OPTIMIZE AND BUILD AUDIENCES

When someone visits your website and takes an action (for example, viewing calendar of events), our pixels are triggered and reports this action. This way, you'll know when a customer took an action after seeing your digital ads. You'll also be able to reach this customer again by using a custom audience. When more and more conversions happen on your website, we get better at delivering your ads to people who are more likely to take certain actions. This is called conversion optimization.



Measure cross-device conversions

Understand how your cross-device ads help influence conversions.



Optimize delivery to people likely to take action

Ensure your ads are shown to the people most likely to take action.



Create custom audiences from website visitors

Dynamic ads help you automatically show website visitors the products they viewed on your website—or related ones.



Learn about your website traffic

Get rich insights about how people use your website from your Facebook pixel dashboard.



# Data Analysis

## **Build your organization's data and analytics competency for digital transformation success.**

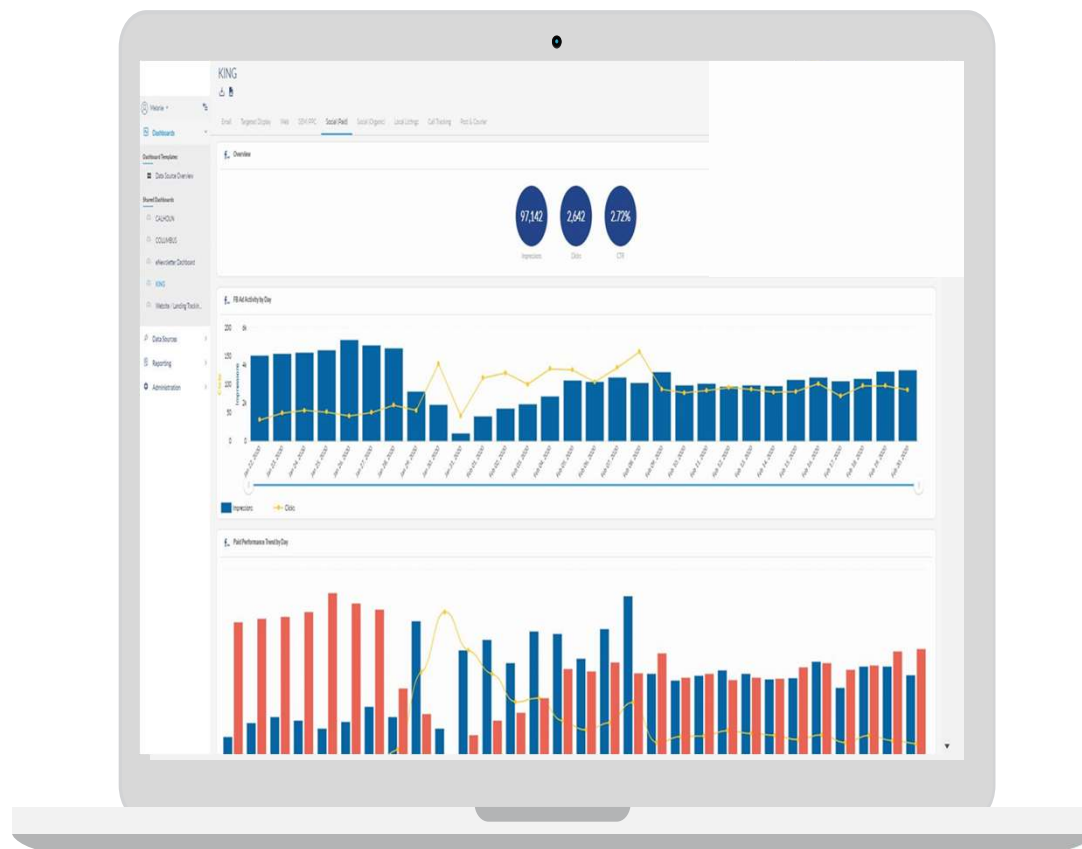
Information as an asset is still in the “early adoption” phase, which makes it a competitive differentiator for leading organizations as they focus on digital transformation. In turn, data and analytics become strategic priorities. Data and analytics are the key accelerant of an organization's digitization and transformation efforts. Yet today, fewer than 50% of documented corporate strategies mention data and analytics as fundamental components for delivering enterprise value.



# Custom Reporting Platform

## INTRODUCING DIGITAL TRANSPARENCY AND REAL-TIME REPORTING

- ✓ Analyze the performance of your marketing in real-time.
- ✓ Use data to capitalize on opportunities to drive better ROI.
- ✓ Compare creatives to see which ones resonate with your clients.
- ✓ Monitor each campaign separately with precision.
- ✓ Easy export of data.
- ✓ Automated reporting saves you time
- ✓ Improves productivity, accuracy and timeliness





We look forward to helping you  
reach your goals and connect with  
the community.

**Account Executive**

Multimedia Account Executive

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