

FIRST-PARTY MARKETING: TAP (TARGETED AUDIENCE PLATFORM)

THE APPROACH

Build highly efficient marketing programs targeted to your ideal audience and designed to meet your specific marketing objectives.

HOW HAS AIN BUILT THIS CAPABILITY?

By investing in a full solution of advanced data collection and segmentation technologies, backed by real-time analytics.

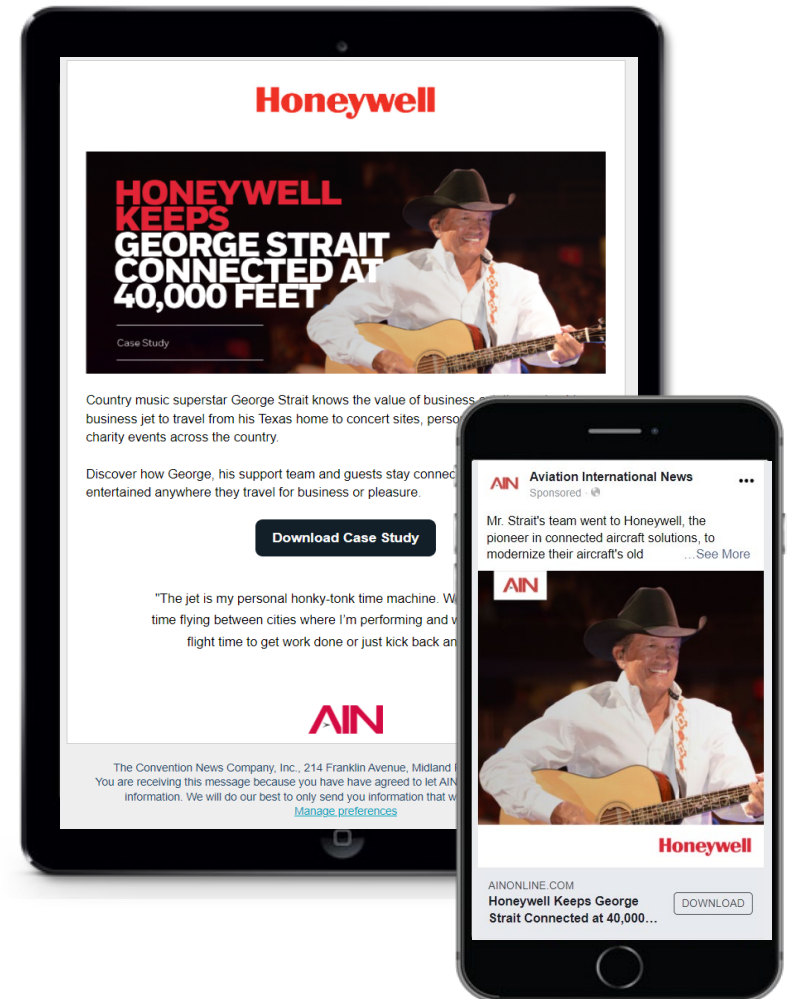
WHAT GOAL IS TAP BEST SUITED FOR?

TAP can be activated to meet general branding, thought-leadership or lead-generation goals (MQL and/or SQL).

HOW DOES IT WORK?

Client provides the profile(s) of its ideal customer or prospect.

AIN, using its TAP technologies, builds an audience based upon demographic and behavioral data that closely approximates the clients target audience.



TARGETED AUDIENCE PLATFORM PROGRAMS

OPPORTUNITY #1: BRAND BOOST

ADVERTISER GOAL: BRAND AWARENESS

- Budget: minimum spend of \$4,000 per month
- Length: three-month minimum
- Execution: 60/40 split between offsite display ads and social media ads (Facebook co-sponsored posts and LinkedIn)

OPPORTUNITY #2: CONTENT BOOST

ADVERTISER GOAL: CONTENT ENGAGEMENT

- Budget: average spend of \$7,500 per month
- Length: three-month minimum
- Execution: 60/40 split between offsite display ads and social media ads (Facebook co-sponsored posts and LinkedIn);
- Email Marketing: strongly recommended
- Content Parameters:
 - Two pieces per month
 - Content lives on the publisher's website
 - Content can be created by either party

OPPORTUNITY #3: CONTENT BOOST + LEADS

ADVERTISER GOAL: LEAD GEN / OPT-INS

- Budget: average spend of \$10,000 per month
- Length: three-month minimum
- Execution: 60/40 split between offsite display ads and social media ads (Facebook co-sponsored posts and LinkedIn)
- Email marketing: mandatory
- Content Parameters:
 - Three pieces per month
 - Content lives on the publisher's website
 - Content can be created by either party
- Gates/Landing Page/Modals to capture lead data
- Performance Dashboard updated in real time - included

