






# MATCHBACK RESULTS

NATIONAL AVERAGE - 10:1 RETURN ON AD SPEND

NM = NEW MOVERS    DC = DIGITAL CANVASSING (NEIGHBORS)    VR = VENUE REPLAY (GEO-FRAMING)

 <b>STORE INFORMATION</b>	 <b>TARGET AUDIENCE</b>	 <b>HOUSEHOLD MATCHES</b>	 <b>INFLUENCED VS. TOTAL/ROAS</b>	 <b>TRACKABLE SALES</b>
<b>NORTHEAST RETAILER</b> DECEMBER 2019 (1 YEAR, 4 MONTHS) APPLIANCE / FURNITURE / MATTRESS 1 LOCATION OVERALL CAMPAIGN AVG: 28%	NM, DC	287	32%	EST. \$287K
<b>N. CALIFORNIA RETAILER</b> DECEMBER 2019 (10 MONTHS) FURNITURE / MATTRESS 1 LOCATION OVERALL CAMPAIGN AVG: 25:1	NM, DC	51	30:1	\$74K
<b>NORTH CAROLINA RETAILER</b> DECEMBER 2019 (1 YEAR, 8 MONTHS) FURNITURE / MATTRESS 2 LOCATIONS OVERALL CAMPAIGN AVG: 23:1	NM, DC	202	53:1	\$158K
<b>VIRGINIA RETAILER</b> DECEMBER 2019 (1 YEAR, 2 MONTHS) FURNITURE / MATTRESS 8 LOCATIONS OVERALL CAMPAIGN AVG: 39:1	NM, DC VR	982	124:1	\$699K
<b>SOUTHEAST RETAILER</b> DECEMBER 2019 (2 MONTHS) MATTRESS 46 LOCATIONS OVERALL CAMPAIGN AVG: 24:1	NM, DC	470	27:1	\$518K
<b>TEXAS RETAILER</b> DECEMBER 2019 (1 YEAR, 1 MONTH) MATTRESS 1 LOCATION OVERALL CAMPAIGN AVG: 10:1	NM, DC VR	34	11:1	\$55K
<b>CALIFORNIA RETAILER</b> DECEMBER 2019 (3 MONTHS) MATTRESS 6 LOCATIONS OVERALL CAMPAIGN AVG: 11:1	NM, DC	59	12:1	\$93K
<b>NATIONAL MOVER CAMPAIGN</b> TOTAL (1 YEAR) FURNITURE / MATTRESS 90 LOCATIONS OVERALL CAMPAIGN AVG: 10:1	NM, DC VR	--	10:1	--

# IP TARGETING

CONTACT US TODAY



## NEW MOVERS

New Movers are targeted as they move into your geographic region. Within 24 hours of the internet being activated in their home they are served with a targeted digital New Mover advertisement.



## DIGITAL CANVASSING (NEIGHBORS)

Targeting the neighbors of your past customers allows us to serve a demographically similar audience. Utilizing our proprietary Device & IP Targeting technology we are able to serve their home with targeted digital ads. Customers will be served with general branding along with sales and event advertisements.



## VENUE REPLAY (GEO-FRAMING)

Venue Replay (Geo-Framing) allows us to extract the customers from your competitors and target them with advertisements pushing them into your store.

CALL US TODAY



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