

## FOOT TRAFFIC & MARKET ANALYTICS | PRICING OPTIONS

### PAID ANNUALLY

First Owned Location  
**\$499 / mo**

#### PACKAGE INCLUDES

Competitor Locations | **10**

Gain **Unlimited** Access To...

- ✓ Foot Traffic Insights
- ✓ Competitor Insights
- ✓ Consumer Insights

#### ADDITIONAL ADD-ONS

Additional Competitor(s) | **\$25**

Additional Owned Location(s) plus 10  
 Competitor Locations = **\$250**

### PAID QUARTERLY

First Owned Location  
**\$599 / mo**

#### PACKAGE INCLUDES

Competitor Locations | **10**

Gain **Unlimited** Access To...

- ✓ Foot Traffic Insights
- ✓ Competitor Insights
- ✓ Consumer Insights

#### ADDITIONAL ADD-ONS

Additional Competitor(s) | **\$30**

Additional Owned Location(s) plus 10  
 Competitor Locations = **\$300**

### PAID MONTHLY

First Owned Location  
**\$749 / mo**

#### PACKAGE INCLUDES

Competitor Locations | **10**

Gain **Unlimited** Access To...

- ✓ Foot Traffic Insights
- ✓ Competitor Insights
- ✓ Consumer Insights

#### ADDITIONAL ADD-ONS

Additional Competitor(s) | **\$37.50**

Additional Owned Location(s) plus 10  
 Competitor Locations = **\$375**

**STORES WITH 10 + LOCATIONS ~ CONTACT US FOR ENTERPRISE PRICING**

**POWERING BUSINESS WITH THE WORLDS 1ST FOOT TRAFFIC & MARKET ANALYTICS PLATFORM**

Visit us online at [www.esquireadvertising.com](http://www.esquireadvertising.com) or email us at [hello@esquireadvertising.com](mailto:hello@esquireadvertising.com) for more information.

**Unlock your growth potential**  
*with insights into consumer cross-shopping behaviors, changes in foot traffic, competitor locations & so much more – now with ESQ.*



**SIGN UP TODAY & GET A FREE COVID MARKET ANALYSIS**

## ALL RETAILERS GET A FREE COVID MARKET ANALYSIS!

### ABOUT US

#### INSIGHT

In this unprecedented time, it is crucial to conserve & limit the overspending of your advertising ad dollars until we can thoroughly review & assess your unique store analysis.

#### STRATEGY

We recommend setting goals and campaign milestones as we continue to refine & optimize your campaign strategy.

#### SO LET'S GET STARTED

Contact Esquire Advertising today to get a **FREE** traffic analysis of your unique market today!

#### WHAT TO LEARN MORE?

Call or visit us at [www.esquireadvertising.com](http://www.esquireadvertising.com) to learn more about how you can optimize your audience reach & get the most out of your ad spending within your unique market!

### WHAT IS A COVID MARKET ANALYSIS?

By using our proprietary geo-framing technology, we're able to observe current market traffic patterns around your store. This allows us to supply you with insights and advertising recommendations based on what is happening in your unique market.

#### WHAT WE DO



Gather current geographical device data surrounding your retail location.



Use the device data to analyze and identify your current market traffic trends.



Supply recommendations based on specific criteria being met.

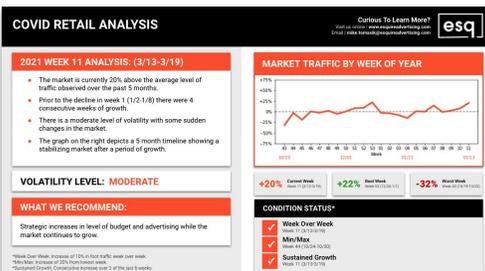


**200 m** Radius Around Your Store

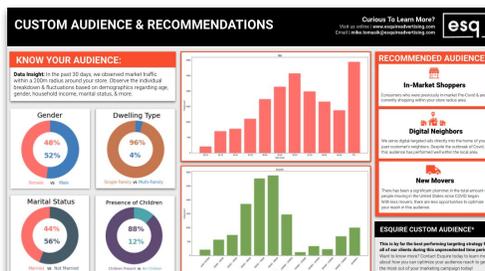
**6 Months** Device Data Retrieved

**TARGET THESE DEVICES**

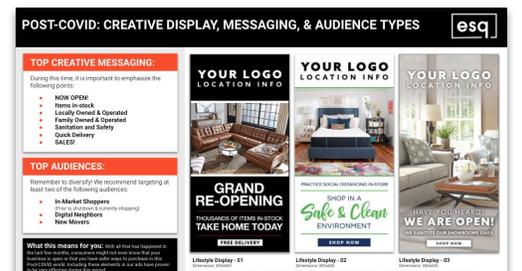
### WHAT IS INCLUDED IN A COVID MARKET ANALYSIS?



**COVID RETAIL ANALYSIS** | Custom audience analysis provided with recommendations based on market traffic around your store.



**CUSTOM AUDIENCE & CUSTOM RECOMMENDATIONS** | Demographic insights into the market traffic around your store.



**POST-COVID: CREATIVE DISPLAY / MESSAGING** | Creative recommendations based on the location of your store.

## AUDIENCE SUMMARY



**NEW MOVERS** | Most furniture purchase decisions are made in the 30-day window before and after moving. We have a live feed of data that connects you to New Movers within hours of them moving in.



**DIGITAL NEIGHBORS** | Digital Neighbors takes the addresses of your past customers and serves their physical neighbors with digital ads for your store. This is the most efficient way to target a demographically similar audience to your current customer.



**STORE/COMPETITOR TARGETING** | Geo-Framing takes advantage of real-life consumer behavior. We are able to capture consumers while they are actively in-market shopping and target them with ads for your store.



**PAST CUSTOMER TARGETING** | Utilizing the addresses of your past customers, we are able to identify their individual devices and serve them ads to recapture their interest and drive them back into your store.



**FRIENDS & FAMILY** | Our Geo-Framing technology can identify the devices belonging to friends and family members that have visited the household of a recent purchaser and interacted with your products. Target this audience and inspire them to shop.

## CUSTOM AUDIENCE

### Looking to drive sales for a specific product?

Find your audience based on custom demographic profiles built around past purchasers. We can help you identify and define your audiences to ensure the most effective creative is being served at all times.

### Want to know more?

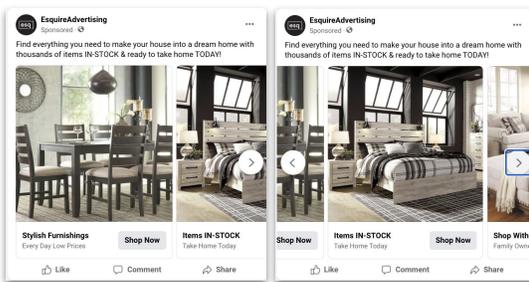
Contact Esquire today to learn more about how you can optimize your audience & targeting to get the most out of your marketing.

## CONSOLIDATED MARKETING EFFORTS ACROSS ALL PLATFORMS

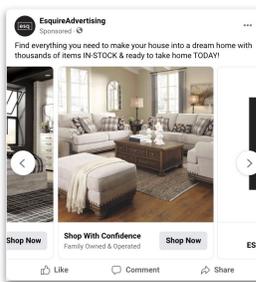
### SOCIAL MEDIA

Formats | Post, Video, Carousel

Placements | Facebook Feed, Instagram Feed, Facebook Right Hand Column, Instream Video, Video Feed, Marketplace, Facebook Stories, Instagram Stories, Messenger Stories, Messenger Box, Instant Article, Instagram Explore, & Search



Facebook Carousel | PanBrand End of Summer Event



Facebook Post



Instagram Feed



Facebook Video Post

### DISPLAY

Full Ad Set Includes | 300x600, 160x600, 120x600, 300x250, 728x90, 468x60, 320x50, 300x50

Placement | **92% of all websites\***

\* Brand averse websites blacklisted



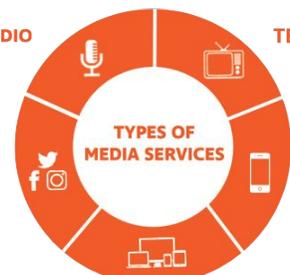
**SALE SET**  
 AD SIZES | 300x600,  
 300x250, 728x90

DIGITAL RADIO  
 (STREAMING)

TELEVISION  
 (OTT)

SOCIAL  
 (FACEBOOK, INSTAGRAM)

MOBILE  
 (IN-APP)

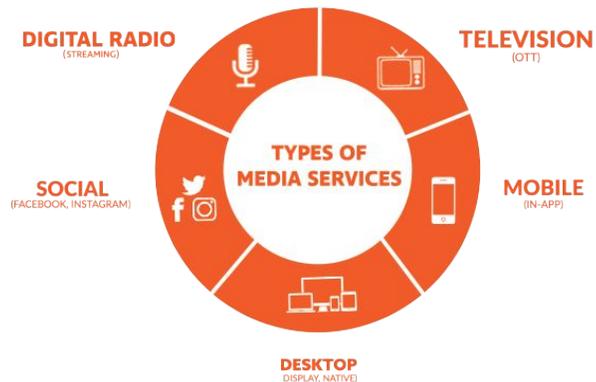


DESKTOP  
 (DISPLAY, NATIVE)

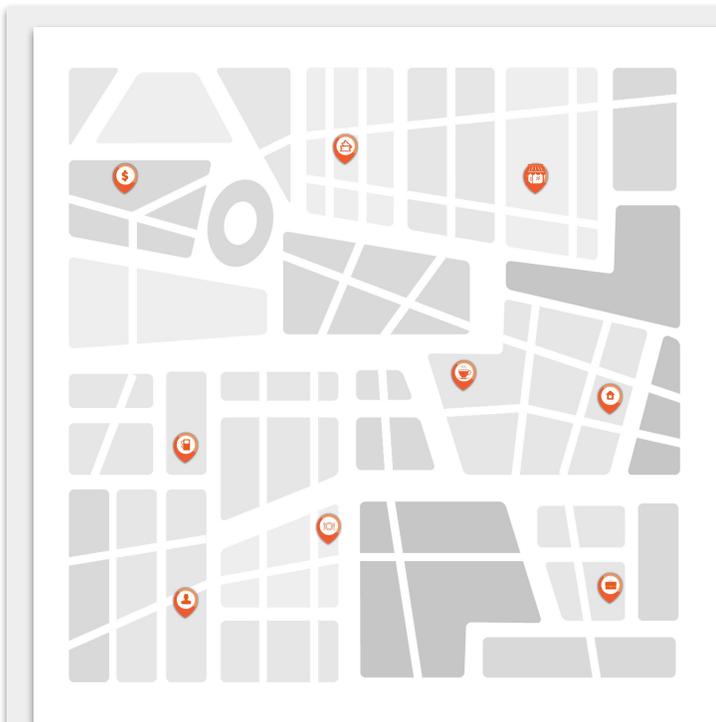
## NEW MOVERS

New movers to an area are actively looking for new places to shop and vendors to buy from. They are open to trying new things when setting up their living situation. Our system has a live feed of data and connects you to these movers within hours, allowing you to sit back and target them the second their information becomes available. 450,000 people move every week in the United States. Most new home purchases are made in the 30-day window before and after moving. These consumers are also more likely to purchase multiple items, due to their recent lifestyle change. Studies have shown that once this consumer audience buys from you, they are 90% more likely to become a repeat customer.

## PLATFORMS SERVED



## FIND ALL THE MOVERS IN YOUR MARKET



**PRE MOVER** | "I'm getting ready to move."

**ESCROW** | "I am under contract to buy a house but I haven't moved in."

**POST-MOVERS** | "I just moved in."

**ROAS | 10:1**

National average Return On Ad Spend (ROAS). Increased results with long term optimization.

## OVERLAY DEMOGRAPHICS TO BETTER DEFINE YOUR TARGET AUDIENCE

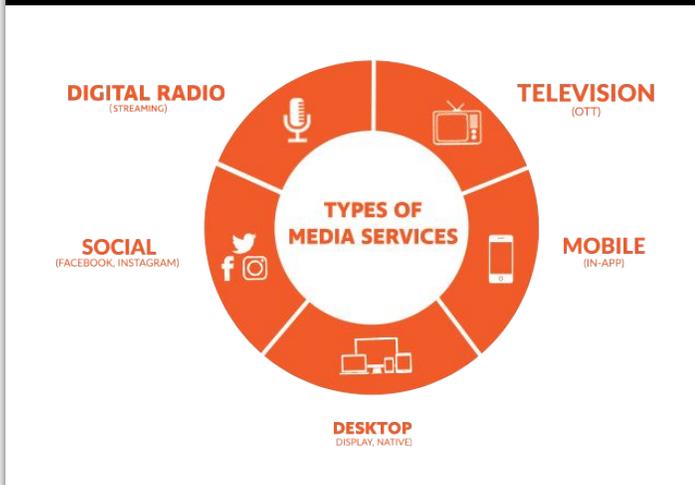
- 
- ..... 5 PRESENCE OF CHILDREN
  - ..... 4 SINGLE VS MARRIED
  - ..... 3 MALE VS FEMALE
  - ..... 2 AGE RANGE
  - ..... 1 HOUSEHOLD INCOME

**THE FASTEST WAY TO GET IN FRONT OF NEW MOVERS**

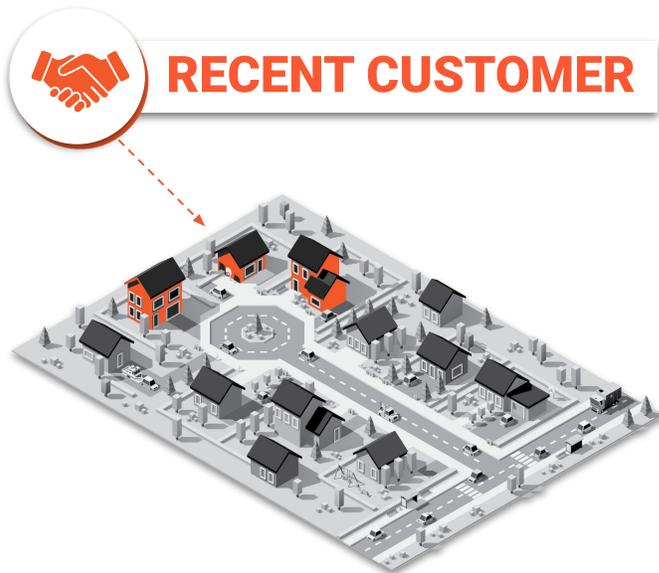
## DIGITAL NEIGHBORS

Digital Neighbors is the result of combining our mapping and iDent Targeting technology. Similar to how a service company would hand out flyers to nearby homes in a neighborhood after performing a service, Digital Neighbors takes the addresses of your past customers and serves their physical neighbors with digital ads for your business. We take a list of street addresses and zip codes of your existing customers for the last 30, 60, or 90 days, and run it through our system. The algorithm will identify the home addresses and all internet connected devices belonging to the neighbors within the line of site of your past customers' households.

### PLATFORMS SERVED



### TARGETED WITH DEVICE ID



**ROAS | 17:1**

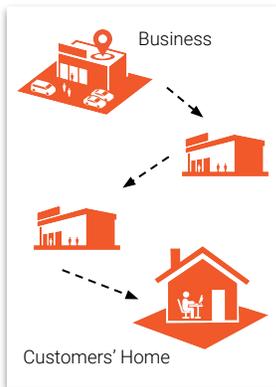
National average Return On Ad Spend (ROAS). Increased results with long term optimization.

### OVERLAY DEMOGRAPHICS TO BETTER DEFINE YOUR TARGET AUDIENCE

- 
- ..... 5 **PRESENCE OF CHILDREN**
  - ..... 4 **SINGLE VS MARRIED**
  - ..... 3 **MALE VS FEMALE**
  - ..... 2 **AGE RANGE**
  - ..... 1 **HOUSEHOLD INCOME**

**DISCOVER THE MOST DEMOGRAPHICALLY SIMILAR AUDIENCE TO YOUR CURRENT CUSTOMER**

## COMPETITOR TARGETING | GEO-FRAMING VS GEO-FENCING



### What Is Geo-Framing?

Geo-Framing is a targeting technology which allows us to capture a customer's multiple device signals while they are seen in a specific location. By framing up an individual location, we can identify any device (smartphones, tablets, laptops, etc) after these individuals leave. From there, we continue to target them with digital banner ads while at home across all media devices.

### What Is Geo-Fencing?

Geo-Fencing is similar to Geo-Framing but instead of framing the individual walls of a specific store, you frame a 200m radius of both the store & surrounding area. Unlike Geo-Framing, this creates an area of uncertainty or wasted ad dollars. Consumers' Device IDs collected in this area may or may not be in the exact desired area of interest. Thus, the money spent to target this audience group will be wasted on irrelevant traffic.

### Why Should I Use Geo-Framing?

Unlike most geo-fences (which can span up to a quarter mile) our mapping technology is accurate down to **one meter**. This allows us to frame a precise location and only capture the devices present within our frame. We can go back six months for data review, comparison & optimization. **Ads will be served within 72 hours** of recognition of a device inside the area of interest.



**EXTREME ACCURACY**



**EXTRACT DEVICES** IN DESIRED LOCATIONS



**MATCH TO DEMOGRAPHIC PROFILES**



**REAL-TIME INSIGHTS**

## ATTRIBUTION WINDOW | APPROXIMATELY 45 DAYS



Ads Will Be Served For ~45 Days

### THE ATTRIBUTION WINDOW IS APPROXIMATELY 45 DAYS

Our goal with competitor targeting is to serve ads to consumers while they are actively exhibiting a specific behavior. We serve ads to this audience for approximately 45 days after their **last** visit to a specific location.



1st Visit



2nd Visit

Ads Will Be Served For ~45 Days



1st Visit



2nd Visit



3rd Visit, etc.

Ads Will Be Served For ~45 Days



### DATA COMPARISON

We can go back six months for data review & comparison. Certain data points will be eliminated at the 3 month mark.

# ROAS | 14:1

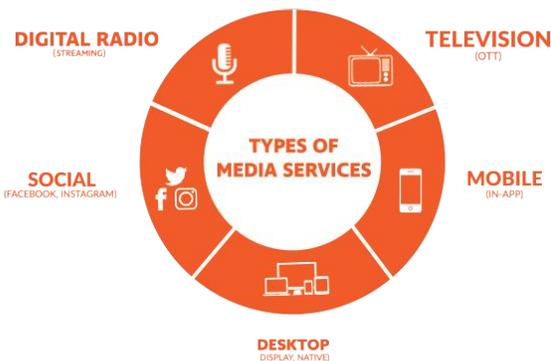
National average Return On Ad Spend (ROAS). Increased results with long term optimization.

## FRIENDS & FAMILY

Our Geo-Framing technology can identify the devices belonging to friends and family members that have visited the household of a recent purchasers and interacted with your products in the wild. Imagine one of your customers has recently purchased your product. They will talk to all of their friends and family members that come to visit about the benefits and their experience. You can now take advantage of this social proof by targeting their friends and family members with ads to purchase from you as well. This audience is more likely to purchase from you because your products have been endorsed by someone they know and trust.



## PLATFORMS SERVED



## CAMPAIGN DURATION

### THE ATTRIBUTION WINDOW IS APPROXIMATELY 45 DAYS

Our goal with friends & family targeting is to serve ads to consumers that have interacted with your products in the wild. We serve ads to this audience for approximately 45 days after they were seen at the home of a recent purchaser.

## ROAS | 15:1

National average Return On Ad Spend (ROAS).  
 Increased results with long term optimization.

**TAKE ADVANTAGE OF REAL-LIFE SOCIAL PROOF**

## DIRECT LIST TARGETING



### PAST CUSTOMERS

Utilizing the addresses of your past customers, we are able to identify their individual devices and serve them ads to recapture their interest and drive them back to your business. Promote referral programs, upgrades and other exclusive offers to your past customers with higher frequency.



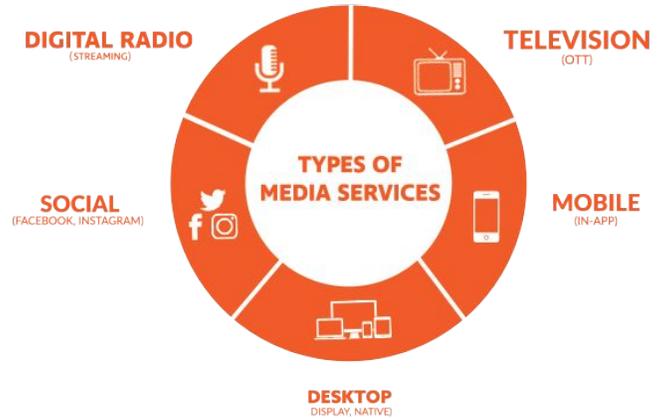
### DIRECT MAIL LISTS

If you know your mailer is going to drop on a specific date, we can target the recipients with digital ads prior to the mailer going out and while the offer is going on. We have seen up to a 70% lift in the effectiveness of direct mail when it is paired with digital advertising before and after.



### FINANCING OFFERS

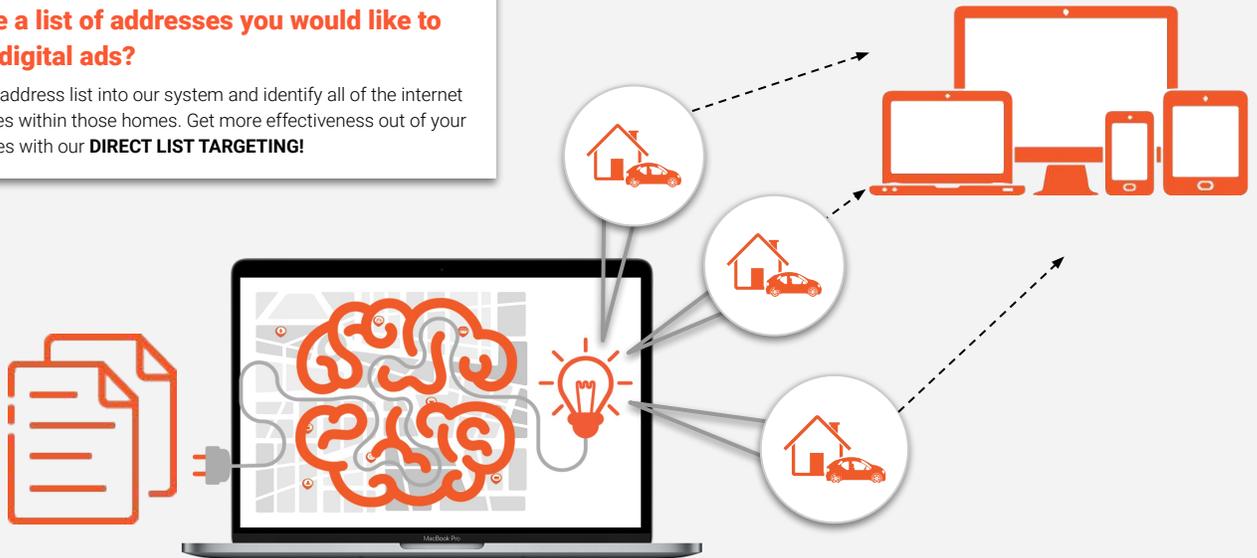
If your business has a list of specific leads, we can serve those homes digitally. Don't take the chance of someone missing your offer! Digital advertising allows you to target households with a much higher frequency in order to get them to convert.



**THE POSSIBILITIES ARE ENDLESS WITH DIRECT LIST TARGETING!**

### Do you have a list of addresses you would like to target with digital ads?

We can load any address list into our system and identify all of the internet connected devices within those homes. Get more effectiveness out of your existing databases with our **DIRECT LIST TARGETING!**



### Benefits of Targeting Lists Digitally:

- Cost Effective
- More Efficient
- Higher Frequency

**TARGET ANY LIST YOU HAVE WITH SPECIFIC MESSAGING!**

**ROAS | 12:1**

National average Return On Ad Spend (ROAS). Increased results with long term optimization.