"DATA-DRIVEN AUDIENCE PACKAGING TO DRIVE SALES"

MARK LANDON LBS DIGITAL EXPERT

CO-FOUNDER/MANAGING PRINCIPAL OF RECRUE MEDIA

WEBINAR BEGINS AT 12:01 ET

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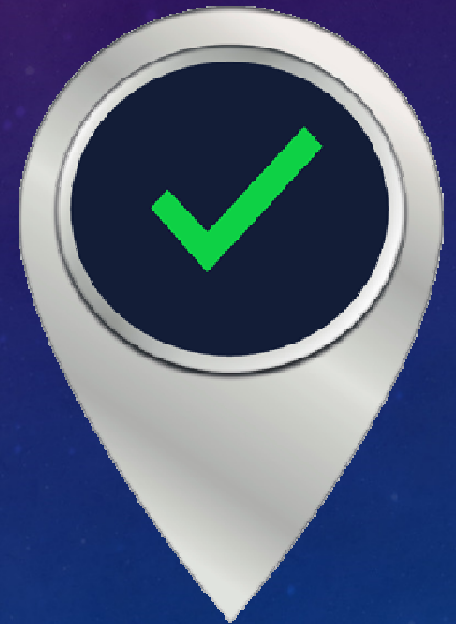
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NEW VEHICLE DEALERSHIP

WE ASKED THE QUESTIONS YOU WOULD ASK

Pulse Research asked the questions you would ask of our audience.

Do you Plan to shop New Vehicle Dealerships over the next 12 months?

11,172

Said Yes
Out of the 93,100 Households in the Tyler, TX market area
12.0% Plan to shop New Vehicle Dealerships

Together, let's find some ideas to get you more customers.

We asked about these specific plans over the next 12 months to give you some ideas:

Pulse asked about these categories	results		opportunity
New Car	6.7%		**6,238** Households
Used Car	11.5%		**10,707** Households
New SUV	6%		**5,586** Households
Used SUV	5.3%		**4,934** Households
New Truck	2.5%		**2,328** Households
Used Truck	4%		**3,724** Households

Would you like to know more?

I would be happy to share more of the New Vehicle Dealership research results and ideas with New Vehicle Dealership. Let's get together to review opportunities and ideas for your business.

LBS Research powered by: Pulse Research

Advertisers Define the Playing Field

Broadcasters' Decisions Today Define How You'll Win Tomorrow

Forward-thinking broadcasters are well-positioned to serve the advertisers of today and tomorrow!

DATA DRIVEN AUDIENCE PACKAGING

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MY BACKGROUND

Mark Landon

Recrue Media, LLC – Co-Founder & Partner

- Digital sales and marketing company supporting revenue creation and execution for partners.
- Specialize in campaign fulfillment for media and agency partners across CTV, Social, Display, Search and more.

CTVBuyer – Managing Partner

- A Supply Side CTV company filling publisher supply with unique advertiser demand.
- Partnerships include local CTV apps to independent publishers

tvScientific – Investor & Channel Development Partner

- Recrue Media is an early-stage investor in tvScientific.
- tvScientific is a TV advertising technology company that brings the power of digital advertising to television.
- Managed service and self-serve platform capability.

Successful Advertising Always Starts With Audience PACKAGING

First party level data provides the best audience targeting solutions

Build From A Known Audience

Campaigns directed at people likely to be interested in your product or service just perform better.

Start With Customer Data

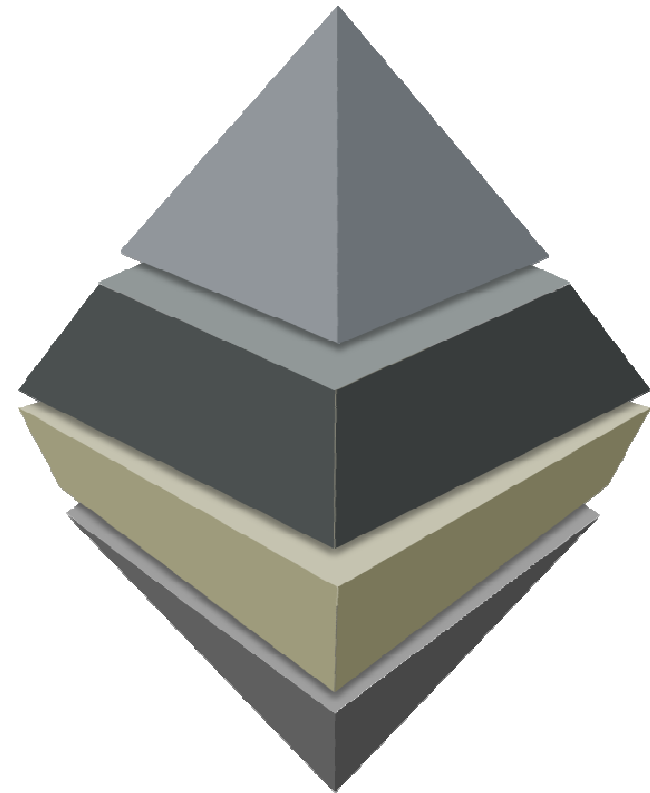Advertisers typically have data of customers that can be incorporated.

Build Audience Thru Data

Location targeting or look-a-like modeling provide ability to grow an audience likely to be interested

Think Contextually

If first party data is not available, focus on the content that interests your audience and matches your product.

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3 "Match-Keys" To Identifying Audience

- Match-Keys package first party level data, meaning we know specifically who the users are we are reaching
- A single Match-Key enables access to all devices a user owns, plus ability to reach on any content they choose – social, video, display, CTV, etc.
- Campaigns perform better when we start with a known audience, and build by remaining tightly focused on people of interest

Match keys are the following:

01 **Email Address**
Email lists of consumers for matching and deployment.

02 **Physical Address**
Home address lists of consumers for match and deployment.

03 **Device ID**
Device (cell phone) ID capture of consumers for match and deployment.

Based On match-keys, we want to focus on device id's & HH IP's

Precise Audience Packaging Generates Better Campaign Performance

device id capture

Location is an excellent proxy of a person's interest. A device id means we can reach specifically the person at the location of interest.
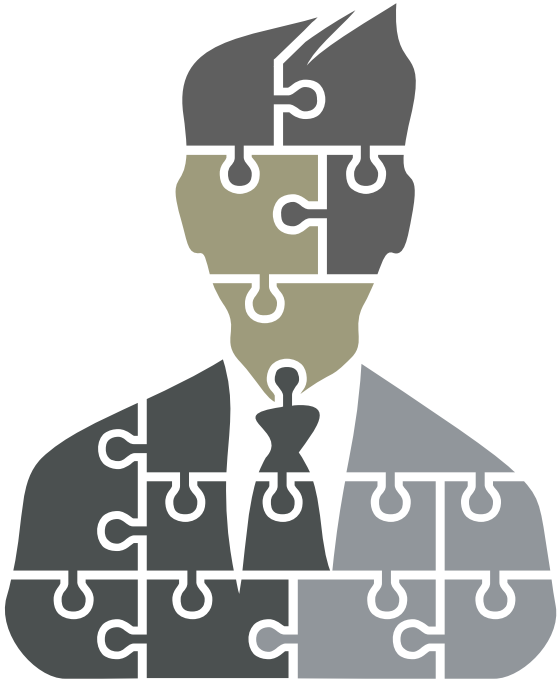
household ip addresses

Identifying audience and purchasing household IP address lists of those who match that target criteria, for ad delivery.

email & physical addresses

Utilizing client email and address lists (first party data) for ad deployment and reach into consumer households.

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Device id capture & audience building

identifying location
Identify target locations & draw parameters around locations for device capture and lookback capabilities. We can go back "in time" up to two years.

custom audiences
Utilizing devices captured at specific locations to build custom audiences and lookalikes. This helps build scale and identify additional devices we may want to engage with.

device integration
Once we have device IDs, we can download captured devices for integration into other environments: social, CTV, etc. This helps create a strong and frequent campaign to a specific audience.

Polygon Example: Mohegan Sun
1 Mohegan Sun Blvd, Uncasville, CT 06382

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Polygonning vs. geofencing

- Geofencing allows you to deliver ads to people while they are in the radius
- Polygons capture the device ID so the audience can be stored and used continuously

Polygon Example: Mohegan Sun

Geofence Example: Mohegan Sun

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Deliver Ads to a device no matter where it goes. . .

DEVICE ID INTEGRATION: SOCIAL

Re-engage your audience through social environments.

Device ID:
955SYS_023FLO25&REV_90

Facebook & Instagram

Database of device ID's is downloaded and exported into a CSV file for transport. Once downloaded, we will upload into Facebook & Instagram to match ads to users whose devices that we have captured.
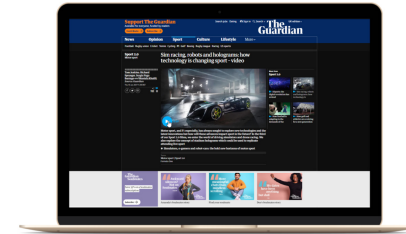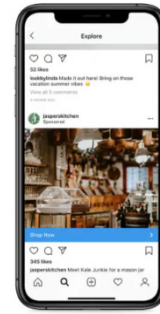
Snapchat

Database of device ID's is downloaded and exported into a CSV file for transport. Once downloaded, we will upload into Snapchat to match ads to users whose devices that we have captured.

TikTok

Database of device ID's is downloaded and exported into a CSV file for transport. Once downloaded, we will upload into TikTok to match ads to users whose devices that we have captured.

DEVICE ID INTEGRATION: VIDEO

Re-engage you audience through video environments.

Device ID:
955SYS_023FLO25&REV_90

OTT/CTV

Database of device ID's is downloaded and exported into a CSV file for transport. Once downloaded, we will upload into OTT and CTV video serving platforms to match engaging video ads to users whose devices that we have captured.

Social Video

Database of device ID's is downloaded and exported into a CSV file for transport. Once downloaded, we will upload into Facebook to match engaging video ads to users whose devices that we have captured.

Instream

Database of device ID's is downloaded and exported into a CSV file for transport. Once downloaded, we will upload into video ad serving platforms to match engaging video ads to users whose devices that we have captured.

HOUSEHOLD IP

01 **What is HH IP?**
Household IP represents the wifi connection in the household.

03 **Audience Possibilities**
Household IP makes audience targeting on Connected TV's possible

02 **What is Device Graphing?**
Device Graphing identifies all devices that connect to the household IP
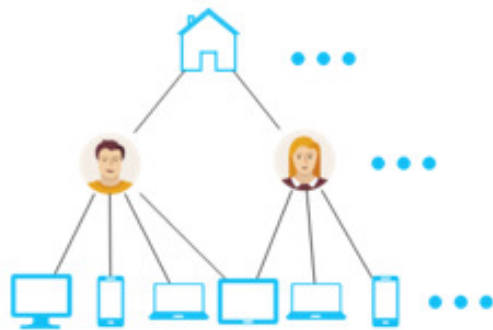
04 **IPs & Privacy**
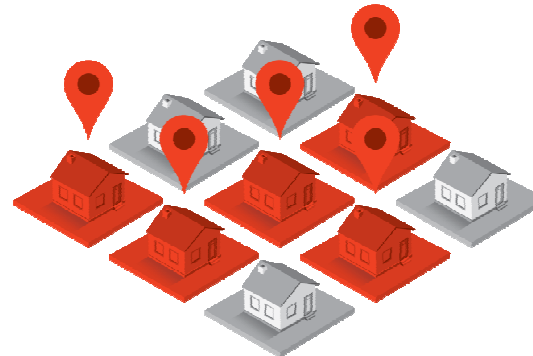Household IP will become increasingly important as privacy regulation expands

Device Graphing:
A device graph identifies all connected devices in a home via wifi extension.

CTV Solutions:
Match-Key data allows us to target specific households to deliver ads on any device

Connected TV Campaigns Are Delivered By HH IP

- CTV can be bought and measured just like digital.
- Audiences can be built on match-key data, just like digital.
- Television is a performance medium with full attribution.
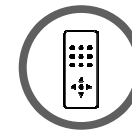
CTV & OTT

- CTV refers to the large screen TV.
- OTT refers tv viewing on small screens (tablets, phones, etc).
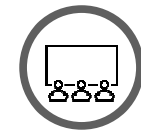
Channels

Ads are run on ad supported television channels – Roku, YouTube TV, Pluto, etc.

Addressable TV

Advertisers have data to be used for audience delivery:
- Physical address
- Email address
- Mobile Devices

Retargeting

Retarget households that have seen a commercial. Builds frequency.

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SOURCES TO BUY OR SELL CTV AD UNITS
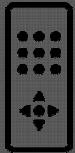
Connected TV Streaming Apps

NBC, ABC, CBS, FOX, HULU, DISCOVERY, FX, VEVO, YOUTUBE TV, VUDU, TUBI, CRACKLE, ETC
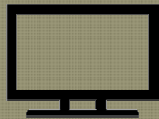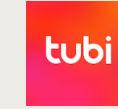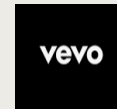
Connected TV Platforms

SAMSUNG TV+, VIZIO, ROKU, SPOTX, MAGNITE, PLUTO TV, OPENX, ETC

EXAMPLE CATEGORIES TO APPLY DATA

01

Higher Education

Audience pooling from feeder high schools and selected locations for college & university recruitment.

02

Political

Audience pooling from political data bases and household IP level reach for political messaging's to be sent and received.

03

Real Estate

Audience pooling of specific audiences based on household IPs for media and commercial ad deployment.

04

Recruitment

Audience pooling from competing business locations and use of NAICS codes for career advancement and recruitment.

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Case Study
HIGHER EDUCATION

- Carnegie Mellon University – Pittsburgh, PA

- Target Audience – College Bound, STEM High School Students

- Audience Packaging & Campaign Strategy
  - *Device ID capture of target STEM high schools*
  - *Integration & reach in social media*

STEP 1

PULL DATA THAT IDENTIFIES STEM HIGH SCHOOLS IN CALIFORNIA

School	Type	Religious	Military	STEM School	State	City	Address	Total Stud	Male Student	Female Student
Granada Hills Charter High School	Regular			TRUE	CA	Granada Hills	10535 Zelzah Ave.	4,480	2,265	2,215
Polytechnic High School	Regular		Army	TRUE	CA	Long Beach	1600 Atlantic Ave.	4,370	2,195	2,175
El Camino Real Charter High School	Regular		Navy	TRUE	CA	Woodland Hills	5440 Valley Cir. Blvd.	3,855	1,966	1,889
Arcadia High School	Regular			TRUE	CA	Arcadia	180 Campus Dr.	3,424	1,725	1,699
Grover Cleveland Charter High School	Regular		Army	TRUE	CA	Reseda	8140 Vanalden Ave.	3,202	1,595	1,607
Valencia High School	Regular		Air Force	TRUE	CA	Valencia	27801 N. Dickason Dr.	3,103	1,591	1,512
Quartz Hill High School	Regular			TRUE	CA	Quartz Hill	6040 W. Ave. L	3,063	1,638	1,425
Diamond Bar High School	Regular			TRUE	CA	Diamond Bar	21400 Pathfinder Rd.	3,061	1,579	1,482
Palisades Charter High School	Regular			TRUE	CA	Pacific Palisades	15777 Bowdoin St.	2,970	1,504	1,466
Santa Monica High School	Regular			TRUE	CA	Santa Monica	601 Pico Blvd.	2,950	1,503	1,447

**Source: RecruEdu; High School – National; 2022

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Case Study
HIGHER EDUCATION

STEP 2

POLYGON STEM HIGH SCHOOL CAMPUSES

Polygon Example:
Long Beach Polytechnic High School, 1600 Atlantic Avenue, Long Beach, CA

- Devices Collected: 3,022 (90days)
- Enrollment: 4,370
- Male: 50.23%
- Female: 49.77%
- Native American: 0.07%

- Asian: 22.72%
- Pacific Islander: 1.97%
- Hispanic: 40.02%
- African American: 20.94%
- Caucasian: 26.07%

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Case Study
HIGHER EDUCATION

STEP 3

CAMPAIGN EXECUTION

Type	Value
Los Angeles County High Schools	137
Social Media Profiles Matched	73%
Campaign Flight	9 weeks
Budget	$20,000
Impressions	1,333,333
Site Visits - Undergraduate	21,384
Request Information	9,814
Cost Per Request	$2.04

Case Study
POLITICAL

■ West Virginia House Congressional Candidate - Primary

■ Target Audience – Conservative / Republican / Independent Voters

■ Audience Packaging & Campaign Strategy

  ■ *Household IP*

  ■ *Reach on Social*

STEP 1

PULL DATA THAT IDENTIFIES HOUSEHOLD VOTER INFORMATION

House-Street	City	State	Zip	Latitude	Longitude	Accuracy Score	Accuracy Type	Source
517 Highland Ave	Oak Hill	WV	25901	37.97411	-81.155922	1	rooftop	Statewide WV
1 A Midtown Ter	Mount Hope	WV	25880	37.89187	-81.16371	0.7	street_center	TIGER/Line® dataset from the US Census Bureau
1 B Midtown Ter	Mount Hope	WV	25880	37.89187	-81.16371	0.7	street_center	TIGER/Line® dataset from the US Census Bureau
1 Chestnut Cir	Mount Hope	WV	25880	37.89722	-81.167767	1	rooftop	Statewide WV
1 K Midtown Ter	Mount Hope	WV	25880	37.89187	-81.16371	0.7	street_center	TIGER/Line® dataset from the US Census Bureau
1 Oak Forest Park Est	Mount Hope	WV	25880	37.89678	-81.175271	1	range_interpolation	TIGER/Line® dataset from the US Census Bureau
1 Pheasant Ln	Beckley	WV	25801	37.79938	-81.154178	1	rooftop	Raleigh
10 Hailee Ln	Scarbro	WV	25917	37.9368	-81.165326	1	rooftop	Statewide WV
10 Stone Circle Rd	Beckley	WV	25801	37.78199	-81.149975	1	rooftop	Raleigh
10 Summerset Dr	Mount Hope	WV	25880	37.89985	-81.177124	1	rooftop	Statewide WV
100 Boeing St	Beckley	WV	25801	37.80157	-81.166468	1	rooftop	Raleigh

Case Study
POLITICAL

STEP 2
CAMPAIGN EXECUTION

Type	Value
Households Targeted	63,012
Number of Devices Identified	181,870
Social Media Profiles Matched	117,652
Campaign Flight	4 weeks
Budget	$4,000
Impressions	266,000
Site Visits	6,280
Donor Page	187
Cost Per Request	$21.39 / avg contribution $125

Case Study
Real estate

■ Myrtle Beach Home Buyers

■ Target Audience – homeowners, distressed properties, older homes

■ Audience Packaging & Campaign Strategy

  ▪ *Physical addresses for household reach*

  ▪ *Home values $250k-$750k, new movers, single, married*

  ▪ *Deployment on CTV, OTT & Display*

STEP 1

PULL DATA THAT IDENTIFIES SPECIFIC HOUSEHOLD IP'S

Property Address	Property City	ST	Full Name	Mailing Address	Mailing City	Mailing	Lead List Type	Mobile Phone 1	Email 1	Is Vacant
4637 Holly St	Loris	SC	Lloyd Little	3291 Fries Bay Rd	Loris	SC	Super Lead (Absentee,	(910) 653-9390	lloydlittle@peoplepc.com	Yes
209 Lakeland Dr	Conway	SC	Claude White	209 Lakeland Dr	Conway	SC	Super Lead (Vacant, D4	(843) 222-7591	claudewhite@cableone.net	Yes
4401 Market St	Loris	SC	Issac Brown	5120 Dewitt St	Loris	SC	Super Lead (Absentee,	(843) 756-6798	navant1@excite.com	Yes
4846 Canal St	Loris	SC	Raschelle Moss	3730 Watson St	Loris	SC	Super Lead (Absentee,	(843) 756-7686	queenhwe3@hotmail.com	Yes
4051 Hill St	Loris	SC	Ivy Chestnut	829 Chablis Dr	Columbia	SC	Super Lead (Absentee,	(803) 319-1411	imches13@hotmail.com	Yes
770 Highway 905	Conway	SC	Brenda Watts	4703 Pine Lake Dr	Myrtle Beach	SC	Super Lead (Absentee,	(843) 997-3411	bawatts@sc.rr.com	Yes
1619 Havens Dr	North Myrtle Beach	SC	Phillip Cowles	1321 S Kings Dr	Charlotte	NC	Super Lead (Absentee,	(704) 995-3170	pcowles@sbcglobal.net	Yes
201 Long Ave	Conway	SC	Sadie Rush	201 Long Ave	Conway	SC	Super Lead (Vacant, Pr	(843) 488-2664	sadier@wmconnect.com	Yes
1305 Highway 905	Conway	SC	Janie Crudup	1305 Highway 905	Conway	SC	Super Lead (Vacant, Se	(843) 365-2824	jcrudip@webtv.net	Yes
1735 Hiland Ave	Conway	SC	Benjamin Mccray	110 W End Ave	New York	NY	Super Lead (Absentee,	(212) 362-1769	pmccray@iwon.com	Yes
1417 Havens Dr	North Myrtle Beach	SC	Tommy West	4733 Cedar Creek Rd	Fayetteville	NC	Super Lead (Absentee,	(910) 485-6950	twest@gatecom.com	Yes

Case Study
Real estate

STEP 2
CAMPAIGN EXECUTION

Type	Value
Households Targeted	58,024
Total Reach	10,770 (*2 weeks*)
Campaign Flight	Active (*2 weeks*) – 4 week flight
Budget	$1,699 (*2 weeks*) - total budget $4,000
Impressions	99,922 (*2 weeks*)
Site Visits	96 (OTT – 52; CTV – 34; Display – 9)
Conversion (*get cash offer*)	7
Homes Sold	2
Cost Per Visit	$17.59

CONCLUSION

- o Campaign performance is directly related to the audience you reach.
- o Implement data that clearly represents the audience you need.
- o Many advertisers *already* have the best data to start – their customers.
- o Mobile Device ID's provide excellent audience packaging based on location.
- o Data can be used to reach audiences on any device they use.
- o CTV should be bought and measured like digital.
- o CTV will allow SMB's to do television advertising for the first time – a new opportunity.

THANK YOU

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