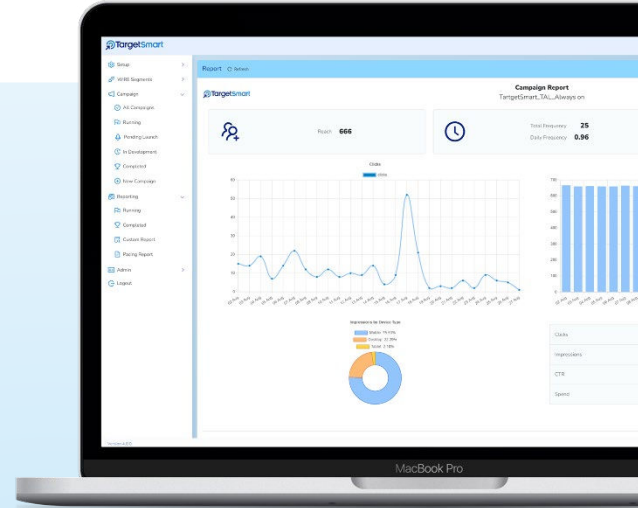


# Build a Better Future with Smarter Media Buying

## Hyper-Targeted Advertising. Built on Big Data.

Our all-in-one media buying platform, TargetSmart MBP, provides comprehensive media buying capabilities that empower you to place digital ads on virtually any website, application, or connected device. With smart, intuitive features, our platform is specifically designed for advertisers aiming to maximize their impact.

Built directly on top of our 263+ million-record database, our platform empowers you to reach the right audience, at the right time, in the right place, while **saving 15% or more** compared to other media buying platforms.



 **INDUSTRY-LEAD DATA & SPEED**

 **UNPARALLELED TRANSPARENCY**

 **CLEAR PRICING & NO UNEXPECTED FEES**

 **BRAND SAFETY & FRAUD PREVENTION**

## Platform Capabilities

-  Place advertisements in any format on virtually any website, application, or connected device.
-  Build sophisticated campaigns with political features like automatic early vote audience exclusions.
-  Automatically capture data and re-target ads to your website visitors using our WIRE plug-in.
-  Explore campaign performance with real-time campaign dashboards and post-campaign match-back reports.
-  Receive direct access to ad log data, giving you complete transparency and powerful analytics capabilities.
-  Ensure brand safety and fraud prevention with premium ad inventory and AI-powered inventory curation.

## Platform Use Cases

-  VOTER REGISTRATION
-  VOTER PERSUASION
-  FUNDRAISING
-  GET-OUT-THE-VOTE
-  ISSUE AWARENESS
-  MARKETING & SALES

## TargetSmart

- ✓ In-platform audience data loads in hours, not days, speeding up campaign activation.
- ✓ Unparalleled transparency via access to ad logs and post-campaign, person-level match-back reports.
- ✓ No media markups. No unexpected margins or fees.
- ✓ AI-powered media buying helps eliminate fraud and waste while optimizing ad placement.
- ✓ Pre-loaded political districts at all levels.
- ✓ No required monthly minimum ad spends.

## The Competition

- ✗ Ad hoc onboarding of 3rd party data with long waits.
- ✗ No direct access to ad logs. Just clicks and impressions.
- ✗ Media markups and unexpected fees.
- ✗ Many platforms charge extra fees for brand safety and fraud prevention tools.
- ✗ Time-intensive process to create political districts.
- ✗ Required monthly minimum ad spends up to \$1 Million.

## Key Takeaways

### TIME & COST SAVINGS



- + We cut out intermediaries, eliminating adtech markups and unexpected fees, and drastically increasing the speed at which campaigns can be configured and launched.
- + With us, you can save 15-25% on data costs, empowering you to allocate more budget to media buying, enhancing the impact of your campaigns.

### UNPARALLELED TRANSPARENCY



- + Gain direct access to ad logs, offering complete campaign visibility, showcasing audience segments, pricing, and campaign performance at no extra charge.
- + We ensure comprehensive transparency with detailed ad data, revealing precise ad costs, placement details, and more for each campaign ad spot.

### SIMPLICITY & IMPACT



- + Our platform offers easy-to-use feature for data onboarding and highly customizable ad-inventory curation.
- + We don't require minimum ad spends and optimize campaign budgets to ensure sustained impact and success for your initiatives.

## Getting Started

### MANAGED BY TARGETSMART

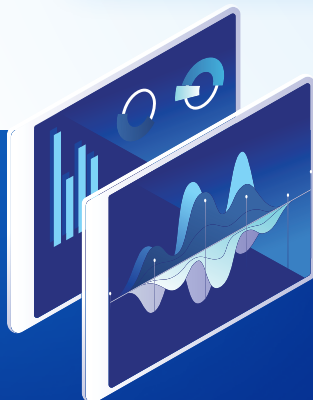


Receive expertly guided campaign management from start to finish with sophisticated campaign strategies and comprehensive campaign support.

### SELF-SERVICE PLATFORM



Get direct access to the platform, giving you total control to create and manage campaigns with no minimum costs.



### GET STARTED TODAY

And unleash new possibilities for your campaigns!

Contact [digitalorders@targetsmart.com](mailto:digitalorders@targetsmart.com) to get started.

