TargetSmart

Smarter Media Buying with TargetSmart

Introducing TargetSmart's Media Buying Platform

Prepared by: TargetSmart

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TargetSmart | About Us

Building a Better Future

TargetSmart is a data-driven solutions company that empowers clients to better understand, engage, and activate their key stakeholders to achieve their goals.

Our mission is to empower forward-thinking campaigns, companies, governments, labor unions, and non-profits to harness the full power of data, technology, and strategy to win their battles and build a better future.

For nearly 20 years, mission-driven organizations have relied on our data to run successful campaigns. As a leader in the political data market, we're constantly innovating to provide our clients with new solutions that leverage our industry-best data.

Now we're introducing our flagship product, the **TargetSmart Media Buying Platform (MBP)**, which empowers you to run more effective and efficient digital advertising campaigns that deliver mission-critical messages, mobilize voters, and achieve tangible progress on the country's most important policy issues.

What We Offer

The TargetSmart Trifecta

TargetSmart specializes in providing:

- **Data:** we provide access to our industry-best, 263+ million-record database, which can be used to create hyper-targeted campaign audiences. This data is available directly in our media buying platform and can be seamlessly onboarded to other advertising platforms.

- **Ad Tech:** our award-winning media buying platform is revolutionizing the digital advertising industry with unrivaled affordability, speed, and transparency.

- **Media:** our team provides managed media buying services and can facilitate media production and agency services through our network of partners.

Ad Tech
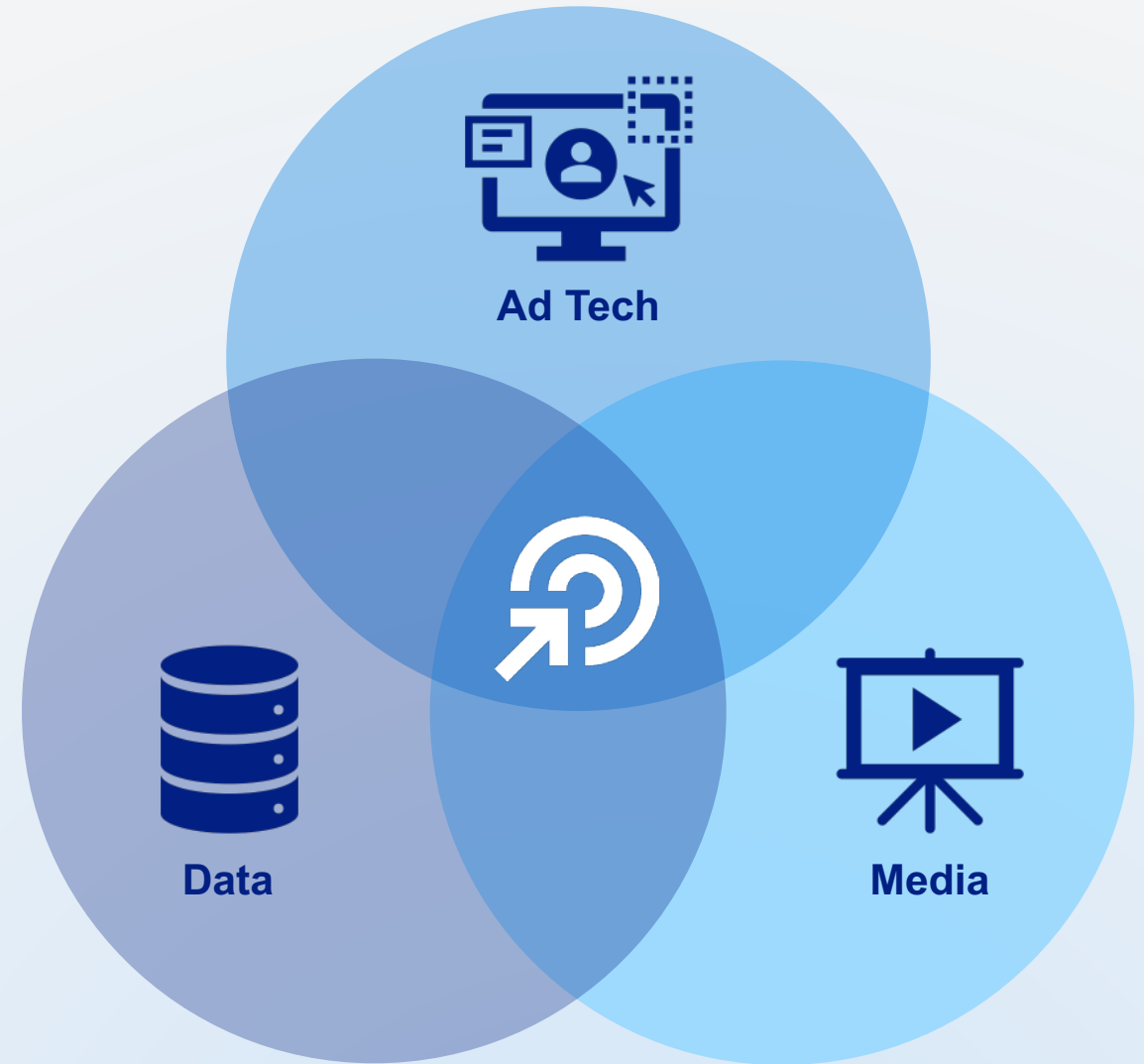
Data

Media

Media Buying Platform

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, with a direct integration with MyTargetSmart, 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.

TargetSmart MBP is revolutionizing the digital advertising industry by providing unrivaled affordability, speed, and transparency.

INDUSTRY-LEADING DATA & SPEED

UNPARALLELED TRANSPARENCY

CLEAR PRICING & NO UNEXPECTED FEES

BRAND SAFETY & FRAUD PREVENTION

The Problem

Current Market Landscape

Client

Client develops creative and messaging, then manages the execution and optimization of their advertising campaigns.
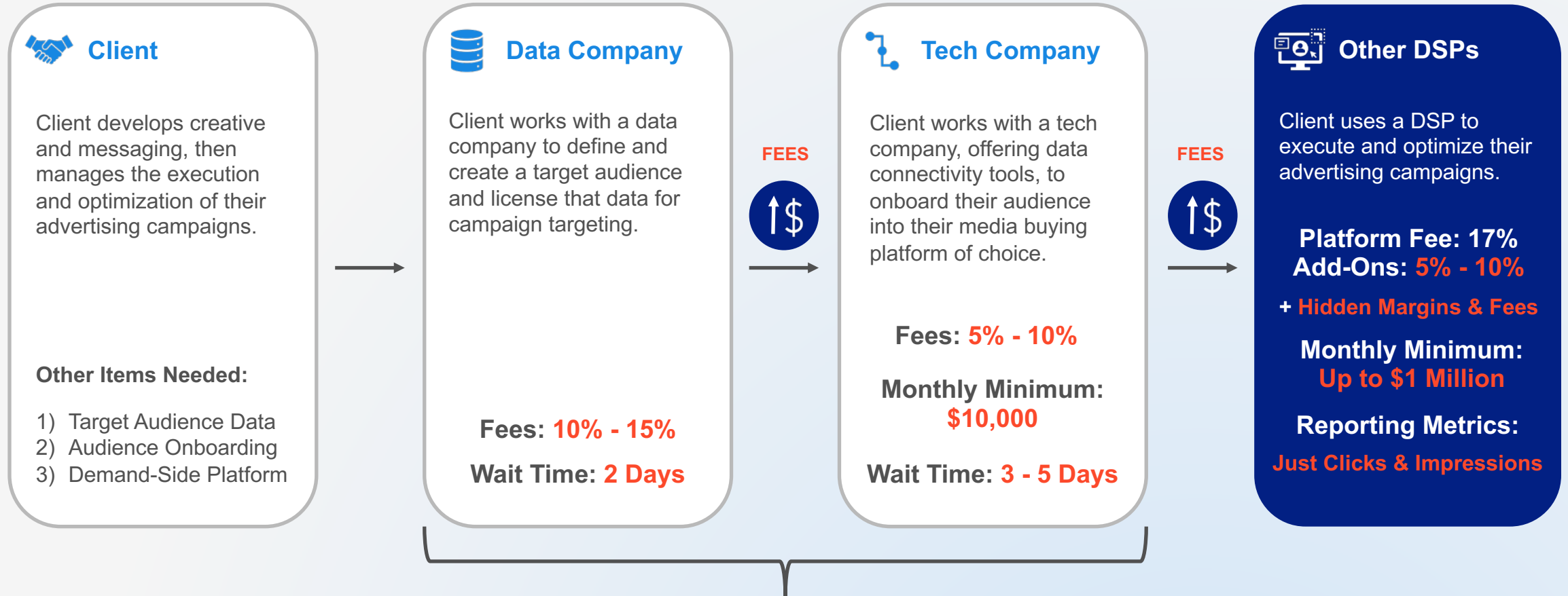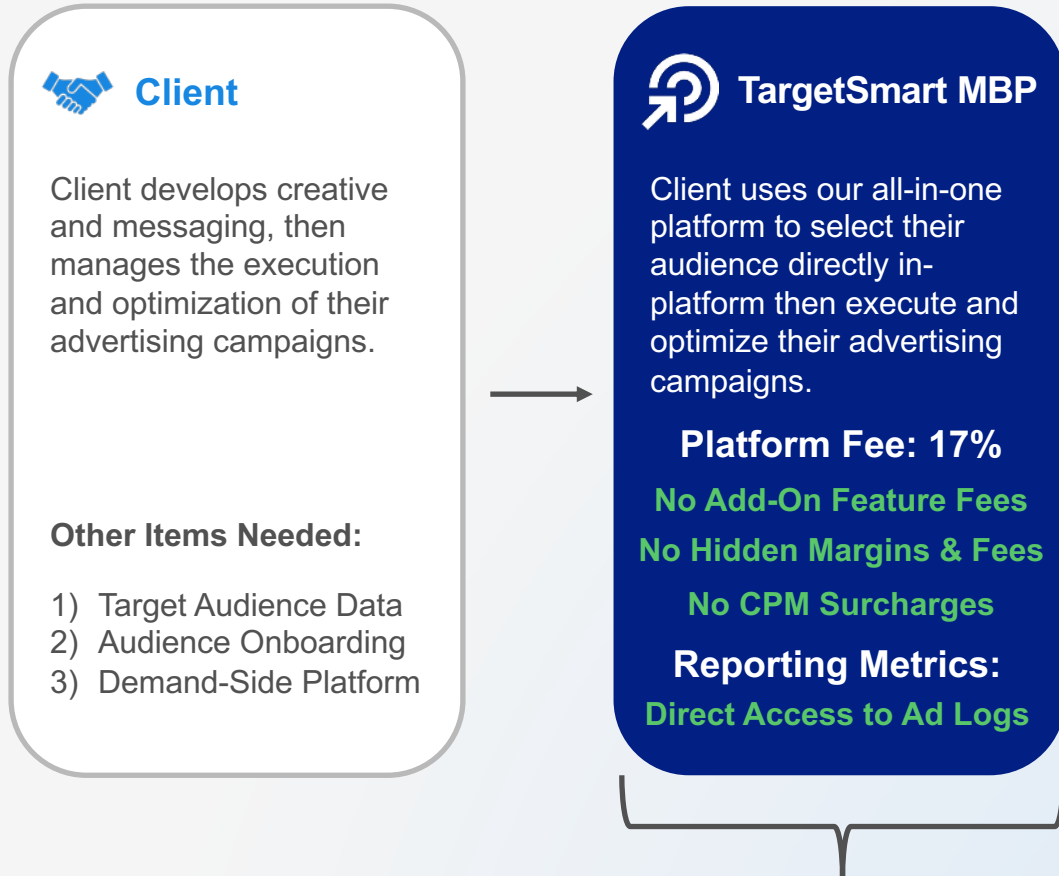
Other Items Needed:

1) Target Audience Data
2) Audience Onboarding
3) Demand-Side Platform

Data Company

Client works with a data company to define and create a target audience and license that data for campaign targeting.

Fees: 10% - 15%

Wait Time: 2 Days

FEES

Tech Company

Client works with a tech company, offering data connectivity tools, to onboard their audience into their media buying platform of choice.

Fees: 5% - 10%

Monthly Minimum: $10,000

Wait Time: 3 - 5 Days

FEES

Other DSPs

Client uses a DSP to execute and optimize their advertising campaigns.

**Platform Fee: 17%
Add-Ons: 5% - 10%**

+ Hidden Margins & Fees

Monthly Minimum: Up to $1 Million

**Reporting Metrics:
Just Clicks & Impressions**

Total Fees: 15% - 25% + Monthly Minimums

Total Wait Time: 5 - 7 Days

The Solution

Our All-In-One Platform

Client

Client develops creative and messaging, then manages the execution and optimization of their advertising campaigns.

Other Items Needed:

1) Target Audience Data
2) Audience Onboarding
3) Demand-Side Platform

TargetSmart MBP

Client uses our all-in-one platform to select their audience directly in-platform then execute and optimize their advertising campaigns.

Platform Fee: 17%

No Add-On Feature Fees
No Hidden Margins & Fees
No CPM Surcharges

Reporting Metrics:
Direct Access to Ad Logs

Cutting Out Intermediaries ➡

Total Cost Savings: 15% - 25%
+ No Monthly Minimums

Total Time Savings: 5 - 7 Days

Head-To-Head Cost Comparison

Self-Service Campaigns		
Cost Category	**TargetSmart MBP**	**Competitor Average**
Platform Fee	17%	17%
Data Fee	0%	10 - 15%
Audience Onboarding Fee	0%	5 - 10%
Add-On Features (optional)	0%	5 - 10%
TOTAL	17%	32 - 52%

Managed Service Campaigns		
Cost Category	**TargetSmart MBP**	**Competitor Average**
Managed Service Fee	22%	50%*
Data Fee	0%	10 - 15%
Audience Onboarding Fee	0%	5 - 10%
TOTAL	22%	65 - 75%

*The fee for managed media buying services from other DSPs can be as high as 50% if the company engages in media arbitrage, which is the practice of purchasing media from suppliers and selling it to clients for more than they paid. Unlike some of our competitors, TargetSmart never engages in media arbitrage.

Value Proposition

TargetSmart   **VS.**   **THE COMPETITION**

TargetSmart	The Competition
✅ In-platform audience data loads in hours, not days, speeding up campaign activation.	👎 Ad hoc onboarding of 3rd party data with long waits.
✅ Unparalleled transparency via access to ad logs and post-campaign, person-level match-back reports.	👎 No direct access to ad logs. Just clicks and impressions.
✅ No media markups. No unexpected margins or fees.	👎 Media markups and unexpected fees.
✅ AI-powered media buying helps eliminate fraud and waste while optimizing ad placement.	👎 Many platforms charge extra fees for brand safety and fraud prevention tools.
✅ Pre-loaded political districts at all levels.	👎 Time-intensive process to create political districts.
✅ No required monthly minimum ad spends.	👎 Required monthly minimum ad spends up to $1 Million.

Affordability   **Speed**   **Transparency**

The Platform

→ **Overview**

→ **Audiences**

→ **Campaigns**

→ **Reporting**

Overview

Core Features

In-Platform Audience Data	AI-Powered Media Buying	Log-Level Data Access	Premium Ad Inventory	Complete Cost Clarity	No Monthly Minimums

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.

Audiences

TargetSmart Data at No Cost
Access our complete 263+ million-record database, containing expansive data on virtually every voting age American, at no cost.

Pre-Loaded Audiences
Select from 1,000+ pre-loaded audience segments designed specifically for effective political ad campaigns. Our complete database is preloaded into the platform, meaning no data onboarding wait times.

Political Features
Automatically exclude campaign targets who've already voted using live early vote data streams and target political districts at all levels.

Audiences via MyTargetSmart
Load your first-party data and audiences into the platform via a direct integration with SmartMatch and ListBuilder at no cost.

Web Traffic Retargeting via WIRE
Automatically retarget ads to website visitors with our Website Identity Resolution Engine (WIRE) plug-in.

Intent Data
Utilize intent data to target audiences actively interested in similar products or services, boosting campaign relevance and effectiveness.

- ✓ Pre-loaded data
- ✓ Direct integrations
- ✕ No onboarding
- ✕ No middlemen

Campaigns

Outreach Capabilities
Configure programmatic ads with AI-curated premium inventory for delivery across any website, application, or connected device in formats including Display (static, video, GIF), OTT, CTV, DOOH, Audio, Native, and Mobile (DOOH & Audio via managed service).

Brand Safety & Fraud Prevention
We use a Media Rating Council (MRC) accredited partner to ensure brand safety and prevent fraud.

No Media Markups
We're 100% transparent on media placement costs, and don't resell media at inflated prices. If we secure media at a lower cost, we pass the savings onto you.

AI-Powered Inventory Curation
Utilize advanced AI features to select premium ad inventory, ensuring your campaigns are placed on the best available spaces across various formats like Display, OTT, CTV, and more.

Real-Time Optimization
Maximize campaign efficiency with real-time adjustments, optimizing ad placements dynamically to enhance performance and increase return on investment.
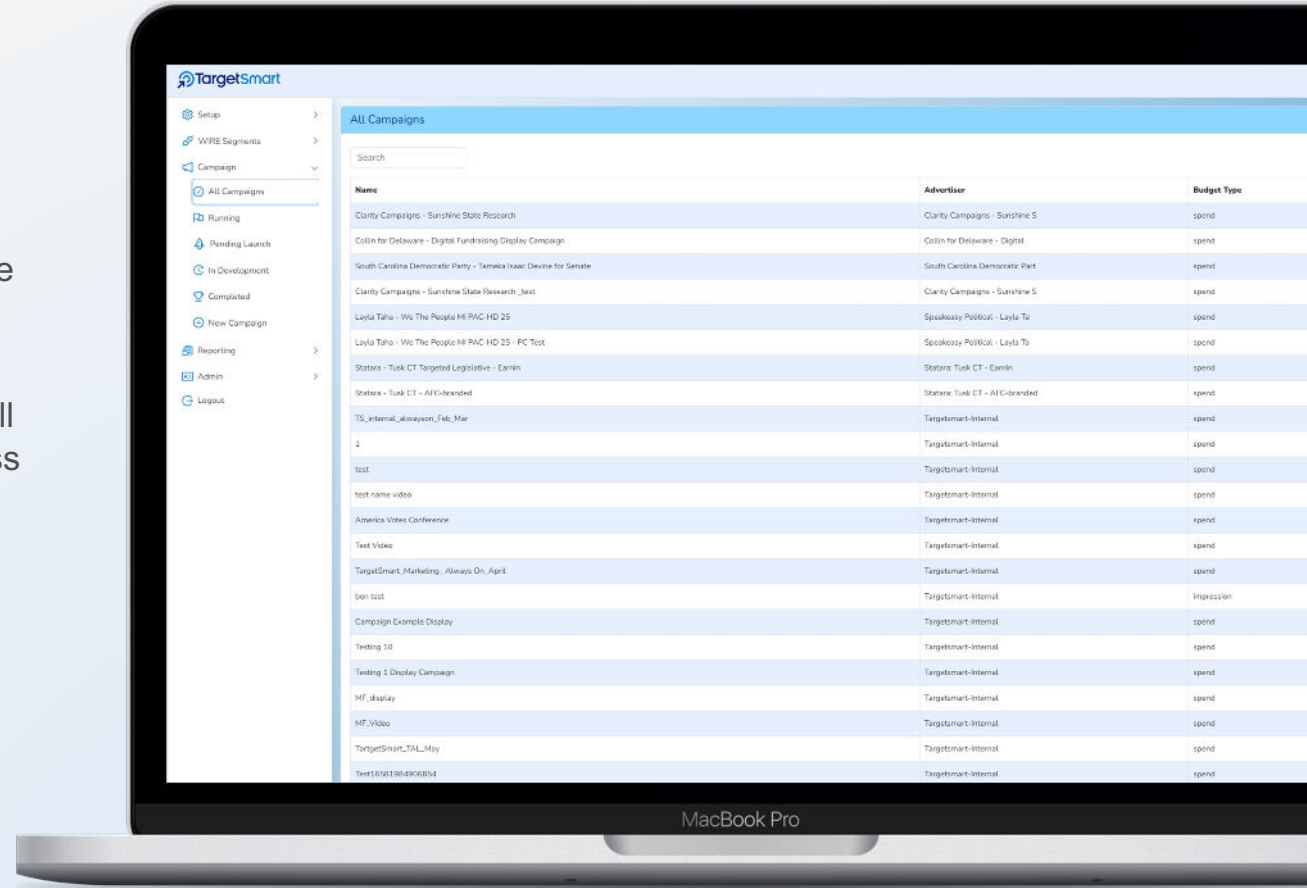
Reporting

Campaign Performance Dashboard
Explore key performance indicators (KPI) for your campaigns with an easy-to-use, real-time dashboard.

Transparent Ad Logs
Access full ad logs that show exactly who your campaign targeted, reached, engaged, and converted.

Free Match-Back Reports
Receive free post-campaign match-back reports to understand the ROI of your campaign for your fundraising, sales, and GOTV advertising efforts using your first-party campaign data.

Transparent Cost Breakdown
Understand exactly how your money is spent through the platform with no middlemen and no unexpected margins or fees. We do this through:

Free Audience Data | No Media Markups | Ad Logs

Use Cases

➡️ **Platform Use Cases**

➡️ **Case Study I: Ohio 2023 General Election**

➡️ **Case Study II: New River Strategies**

➡️ **Case Study III: Driving Donor Growth**

➡️ **Case Study IV: Head-To-Head Comparison**

➡️ **Case Study V: Precision Targeting**

Platform Use Cases

Voter Registration

Voter Persuasion

Fundraising

Get-Out-The-Vote

Issue Awareness

Marketing & Sales

Case Study I: Ohio 2023 General Election

Campaign Results for Vote YES on Question 1
Should Ohio establish a constitutional right to abortion?

SUCCESS

Question 1 was passed with 56.78% voting YES.

Campaign Overview
Five campaigns ran from October 1st through Election Day, November 7th using display ads and Connected TV (CTV) & Over-The-Top (OTT) ads.

Campaign Audience
1.9 million HH in Ohio, using five different persuasion audience segments, predominantly targeting female and African American voters.

Campaign Details
+ Worked directly with client's existing digital agency and provided direct access to ad logs.

+ Automatically excluded early voters with live data streams (updated daily).

Campaign Performance

Budget	**$45,000**
Total HH Reached	**984,032**
Total HH Matched to Vote History	**9,863**
Cost per Vote	**$4.56**

Campaign Results
+ Campaign reached 52% of targeted HH (12% higher than industry average).

+ Cost per vote was $4.56 (~89% lower than industry average).

Case Study II: New River Strategies

Campaign Overview

New River Strategies was part of a Congressional primary campaign this year in a party primary state. Because only registered Democrats could vote and budget was limited, reaching the right people was vital: reach the wrong ones and the other campaign might win. This was especially the case given that the target universe was under 75,000 voters. After ad testing, New River Strategies and the creative firm launched a program through the TargetSmart Media Buying Platform to reach those 75,000 voters district-wide.

Approach

Post ad testing, New River and the creative firm launched a program through the TargetSmart Media Buying Platform to reach those 75,000 voters district-wide.

Results — A Huge Win!

After running the media campaign for two months, a candidate who started with under 10% name recognition ended up **winning by more than 35 points**.

TargetSmart MBP delivered media to voters across channels, device types, and through a variety of publishers. **The ability to skip LiveRamp saved time and money, meaning that more impressions could be delivered faster.**
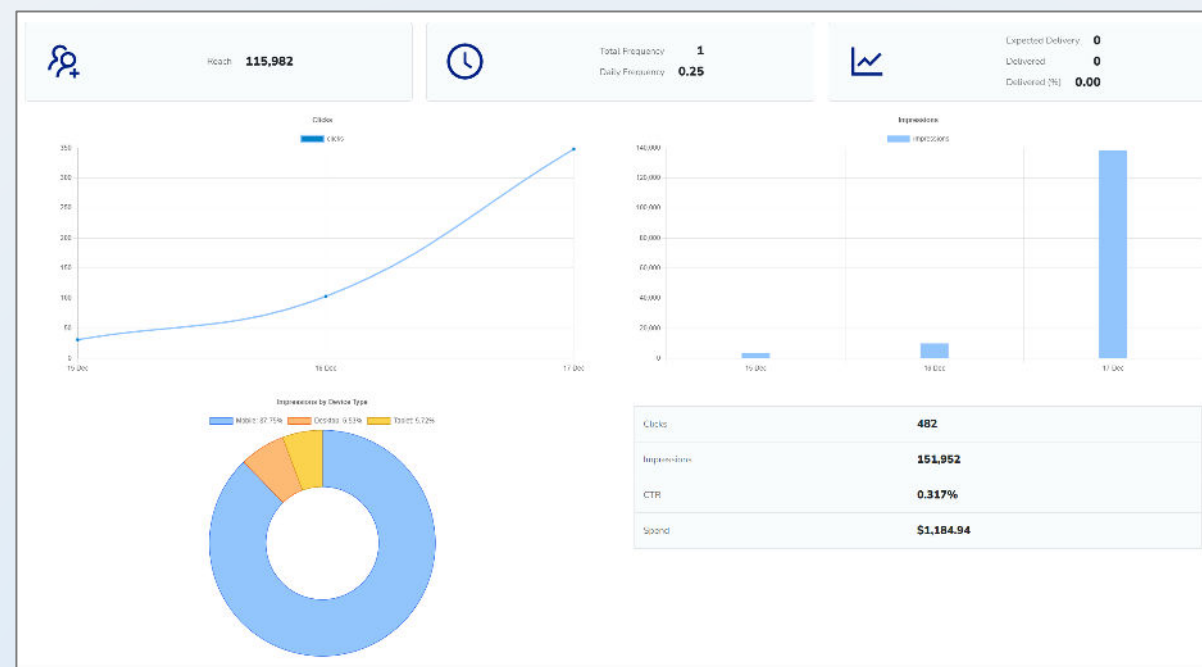
Case Study III: Driving Donor Growth

Display Advertising

TargetSmart worked with a locally renowned conservation organization based in a high-income area to identify and convert potential prospects into new donors during the 2022 year-end fundraising season. In partnership with a fundraising and advocacy agency, TargetSmart harnessed a donor model based on online consumer behavior and targeted advertising to produce successful results for the campaign and attract many new contributors.

Approach

In collaboration with our agency partner, we developed a prospective donor model grounded on online consumer behavior, similar to the current client's donors. These prospects were targeted with strategically designed banner ads leading to a donation form and compelling "Donate Now" messaging that promoted a dollar-for-dollar match program.

Results

The targeted advertising campaign successfully attracted prospective donors.

Campaign Revenue Exceeded Buyback ROI:

$125 Net Income Per Donor

$92 Net Cost to Acquire New Donor

Case Study IV: Head-To-Head Comparison

Summary

In a targeted digital marketing effort, the Center for Disease Control (CDC) of a midwestern state aimed to increase nutritional awareness among Black Mothers and Caregivers using two digital advertising platforms: TargetSmart MBP and "Competitor" in a head-to-head comparison.

This case study demonstrates our technology's superior capabilities in engaging this audience more effectively and cost-efficiently than Competitor.

Background

To address the critical need for nutritional awareness in early childhood, the CDC initiated a campaign focusing on Black Mothers and Caregivers. The goal was to direct this demographic to the CDC's Infant and Toddler Nutrition Website, using digital advertisements to empower them with healthier feeding knowledge.

Comparative Analysis

TargetSmart Gives You More Engagement for Less

TargetSmart MBP	Competitor
CTR: **0.27%**	CTR: **0.12%**
CPC: **$1.77**	CPC: **$4.08**
CPM: **$4.79**	CPM: **$4.94**

Case Study V: Precision Targeting

The Challenge

An agency for a regional dermatology firm faced a stagnant growth phase with their digital advertising strategies yielding diminishing returns. The fierce competition and the inefficiencies in their existing ad targeting approach necessitated a shift towards a more data-driven, precise targeting mechanism.

The Solution

Recognizing the need for a transformation, our client turned to the TargetSmart MBP platform, renowned for its precision targeting and comprehensive analytics. The journey began with the assimilation of intent data derived from the TargetSmart ID Graph, creating highly refined audience segments primed for conversion.

In addition, our team harnessed intent data signals across the web, identifying potential customers and showing buying signals relevant to our client's products. This process involved analyzing vast data points to understand consumer behavior patterns and purchase intent, forming the foundation for targeted segment creation.

The Outcome:

A Remarkable ROAS of 12.63

The results were nothing short of spectacular. Through the strategic use of intent data, precision targeting and meticulous attribution analysis, our client achieved a **ROAS of 12.63 — six times the industry average**. This exceptional performance marked a significant turnaround in the client's digital advertising efforts and set a new benchmark for efficiency and effectiveness. **By leveraging intent data from the TargetSmart ID Graph, our client could pinpoint high-intent audiences, leading to highly efficient ad spend.** The detailed ad logs allowed for real-time campaign adjustments, enhancing ad relevancy and audience engagement. Our client gained insights into the customer journey using advanced attribution models, enabling fine-tuning of the ad strategy for optimal performance

Conclusion

→ **Key Takeaways**

→ **Getting Started**

→ **Thank You | Questions?**

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 features 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

Platform Access Options:

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!

Thank You | Questions?

Contact **DigitalOrders@TargetSmart.com** to learn more.

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Appendix

➡ **Building a Better Future**

➡ **The Problem**

➡ **The Solution**

➡ **Value Proposition**

Section A: WIRE

Automatically retarget ads to website visitors with our **Website Identity Resolution Engine (WIRE)** plug-in.

In today's fast-evolving digital landscape, traditional methods like cookies and email-based strategies fall short. WIRE, a cookie-less and lightweight platform, utilizes advanced algorithms and machine learning for personalized marketing content while safeguarding user privacy and data compliance. Its advanced technology ensures robust tracking without cookies, optimizing website performance, broadening audience reach across all platforms, and simplifying compliance within evolving privacy laws. Integrated smoothly with existing marketing tools, WIRE streamlines website tracking complexities for unmatched results.

The Leads You Need

First Name	Laura
Last Name	Anderson
Email	laura33@gmail.com
Address	888 Maple Lane
Gender	Female
Income	$75k - $100k

Easily set filters to identify ideal matched records

➔ Select by - Date range, State, City, Zip or Radius

➔ Media Available - Postal, Email and Phone

Select desired fields for export

➔ Contact Info - First name, Last name, Address, Email, Phone, URLs Visited

➔ Demographics - Age, Gender, Education, Income, Ethnicity, Households with Children

Section B: Intent Data

In today's competitive digital marketing landscape, achieving a substantial return on ad spend (ROAS) is crucial yet challenging. TargetSmart MBP stands out by harnessing the unique power of intent data, enabling it to drive impactful marketing campaigns and deliver exceptional results.

By utilizing our advanced intent data capabilities, brands can transform their marketing efforts by:

- **Precision at Scale**: We use intent data to target high-intent audiences, ensuring every ad dollar is spent efficiently.
- **Real-Time Optimization**: The detailed ad logs from our platform allow for real-time adjustments, enhancing ad relevancy and audience engagement.
- **Comprehensive Attribution**: Advanced attribution models provided deep insights into the customer journey, enabling fine-tuning ad strategy for optimal performance.

Results: Exceptional ROAS

Why It Works:

- **Precise Targeting**: Leveraging intent data helps pinpoint audiences showing buying signals, maximizing ad impact.
- **Real-Time Campaign Adjustments**: Continuous optimization ensured that ads stayed relevant and engaging.
- **In-Depth Attribution Insights**: Detailed customer journey analysis provided the information needed to refine strategies and drive success.

Section C: Premium CTV Inventory

TargetSmart MBP provides access to leading Connected TV (CTV) publishers through partnerships, ensuring advertisements are displayed within premium content environments. Direct access to top-tier ad placements underscores our platforms commitment to high quality ad placement, offering prestige collaborations that other DSPs simply cannot provide.

Our platform targets your audience at the person-level, meaning we can deliver ads that follow the members of your audience in the places where they are most likely to see your ads and engage.

PREMIUM CTV PUBLISHER COLLABORATIONS

Our premium CTV publisher collaborations ensure that you will take pride in the placement of your advertisements.

Section D: AI-Powered Inventory Curation

Our platform provides advanced AI-powered inventory curation features that make the media buying process simpler than ever before. We use AI to identify trustworthy inventory, rank inventory based on likely effectiveness, and remove low quality domains and applications from the inventory pool. These features help you enhance brand perception, improve user experience, and ultimately increase ROI.

Ad Inventory Quality:
AI-powered media buying platform optimizes inventory curation, overcoming the challenge of distinguishing high-quality domains and apps in a complex online ecosystem.

Perils of Low-Quality Domains & Apps:
Low-quality inventory associated with bot traffic, fraud, and irrelevant content leads to wasted budgets, diminished returns, and potential brand damage.

AI-Driven Solution:
AI is utilized to:

1. Identify trustworthy inventory by analyzing attributes and consolidating engagement data.

2. Rank and prioritize domains and apps using campaign effectiveness and emotional intelligence.

3. Remove low quality inventory by continuously monitoring performance and updating standards.

Impact of High-Quality Curated Inventory:

1. Better ROI: Increased engagement, minimized ad fraud, and optimized budget allocation.

2. Enhanced Brand Perception: Improved brand safety and reputation by appearing on reputable platforms.

3. Improved User Experience: Relevant, meaningful ads that align with user interests.

Section E: Log-Level Advertising Data

TargetSmart MBP provides unparalleled transparency by giving users direct access to the platform's advertising logs for their campaigns. This log-level data shows exactly who your ads reached, where your ads were placed, what creative was used, when your ads were delivered, and much more.

- **Detailed Campaign Insights:** Unlike most DSPs, TargetSmart MBP elevates your digital marketing game by giving you access to ad logs, revealing exactly where your ads are making an impact down to the household level.

- **Cost and Performance Analytics:** Track what you're charged for ads across various sites and which sites and apps showcase your ads, giving you unprecedented control to refine your campaign spending.

	A	B	C
1	Field	Type	Description
2	date	datetime	Impression date/time – UTC
3	user	string	user id (cookie)
4	session	string	unique session id
5	line_item	integer	Campaign ID
6	budget_type	string	type of budget (spend / impressions)
7	agency	integer	Agency ID
8	creative_id	integer	Creative ID
9	creative_type	string	Creative type (display, video, native)
10	vast.impression	integer	Impression tracker received
11	vast.firstquartile	integer	25% completion tracker received
12	vast.midpoint	integer	50% completion tracker received
13	vast.thirdquartile	integer	75% completion tracker received
14	vast.complete	integer	100% completion tracker received
15	vast.click	integer	click tracker received
16	geo.ip	string	IP Address (at impression time)
17	geo.latitude	double	Latitude when received in the bid request
18	geo.longitude	double	Longitude when received in the bid request
19	geo.country	string	Country
20	geo.region	string	State/Region
21	geo.city	string	City
22	geo.dma	integer	DMA Code
23	geo.zip	string	Zip Code
24	device_model	string	Device Model
25	device_vendor	string	Device Vendor (Brand)
26	device_name	string	Device Name
27	device_type	string	Device Type (Mobile, Desktop, Tablet, TV, Connected Device)
28	device_ifa	string	Device ID (ifa)
29	browser_name	string	Browser name
30	browser_version	string	Browser version
31	os_name	string	Operating System name
32	os_version	string	Operating System version
33	publisher_type	string	Type of publisher (App / Web)
34	publisher_domain	string	Domain of publisher (web domain, app domain)
35	publisher_category	string	First category of the url (after the first /)
36	publisher_url	string	Full URL
37	flight_id	integer	Id of the flight (used to get the 'flight reference' when needed)
38	datetime	Date/time of auction	
39	string	Exchange	
40	string	SSP	
41	string	Deal ID	
42	bid_ip	string	IP Address received in the bid request
43	segments	string	List of segments matching the impression (comma separated list of integers)
44	segment_groups	string	List of segment groups matching the impression (comma separated list of integers)

Ad log example

Section F: Closed Loop Attribution

TargetSmart's MBP closed-loop attribution process helps your organization understand how your investments in paid marketing channels contribute to business growth. Simply analyzing traffic from a paid search, for instance, won't provide actionable insights. If you're generating a lot of traffic from a specific keyword but it isn't converting, you might waste budget on ineffective keywords without realizing it. This is where TargetSmart's MBP closed-loop attribution process comes in.

- **View-Through Attribution Reports**: Connect your campaigns to business-level KPIs.

- **Versatile Reporting**: Our platform adapts to your data sources through the TargetSmart WIRE website tag on your site or via your "offline" first-party data.

- **Conversion Matching**: Match individual conversions to your campaigns, clearly linking your efforts and results.