



Digital Plus

Delivering Consumers Direct



ADS Data Direct, Inc. offers the most advance data available on the market. All of our records have matching email, postal and cookies. This gives you the ability to reach consumers and businesses online, on their mobile devices, in their inboxes and at the mailbox.

In our data base we offer 95 million consumer records and over 40 million business records all with matching data. We can reach decisions makers at home or at the office.

ADS Data Direct now offers Digital Plus, our latest product offering that allows you have omnichannel solutions for every campaign you have.

Digital Plus utilizes ADS's matching digital assets with its responsive demographic and lifestyle selects to drive your direct sales.

How does it work?

Digital Plus coordinates our latest email marketing initiatives with digital display re-targeting, email re-targeting and Facebook re-targeting, delivering more impressions and increasing your ROI.

Our Digital Plus program allows our clients to utilize a coordinated marketing approach to deliver impressions across multiple channels. We actively engage the consumers who have shown a **marketable interest** in your product or services based on their activity from opening the email to clicking on the email. These consumers have demonstrated a greater interest in prospect marketing than just targeting a broad demographic with no engagement follow up.

By delivering the maximum amount of impressions you not only create a brand recognition with the consumer, your multiple impressions engage the consumer and gives them the opportunity to directly interact with your brand, without increasing your ad spends. Clients have reported up to a 30% increase in response rates and ROI.



Our Strategy

Consumers in today's marketplace are met with dozens of messages a day. TV, Radio, Online Banners, Emails, mobile ads, billboards, the list goes on and on. How can an advertiser feel confident they can effectively engage consumers? One adage that has stood the test of time is, impressions. By delivering more impressions, consumers have brand recognition and will react. But in today's competitive market, how can we be sure our impressions are working? The answer is simple, Response. Digital Plus from ADS Data Direct is specifically designed to engage consumers across multiple platforms and devices to deliver the most effective impressions without increasing ROI killing costs.

How do we do it? We offer several programs all centered around our matching data. Each record has the following: Email, Postal, and a Cookie (with corresponding digital ID). These omnichannel solutions allow us to be creative by identifying which engagement medium will be most effective.

What does a typical campaign consist of?

We run email campaigns to identify consumers with a marketable interest in our clients product or services. The marketable interest is identified by two actions by the consumer; opening and clicking the creative. Most campaigns deliver between a 12% and 15% open rate, while generating a click thru rate of roughly 1-2%. On a campaign of 100K emails, with a 15% open rate and a 1% click through rate, an advertiser can expect to receive 20,000 display ads targeted to consumers who click and approximately 10,000 Facebook impressions. A Digital Plus campaign costs approximately 5% more than straight email campaigns alone; however, clients report increases in response rates by up to 30%!

What if I want to use Direct Mail?

Direct mail is still the most effective direct to consumer marketing method; however, with ever rising printing and postage rates, direct mail is very costly. To reduce direct mail costs by up to 90%, ADS utilizes the matching email address with every postal record. We allow the email to drive the direct mail list by focusing the direct mail campaign solely on the consumers who show a marketable interest in the email, the openers and the clickers. We then coordinate our digital display and Facebook retargeting with the postal deployment.

For example, a direct mail campaign targeting 100K consumers with an average cost for data, printing and postage of 45 cents will cost the advertiser \$45,000. By running the email campaign first and identifying the audience with a marketable interest, the direct mail list is now approximately 15,000 records. At 45 cents a record, the data, printing and postage cost comes to \$6,750, add in the email cost with the retargeting included at \$6,000, the total cost for the campaign targeting engaged consumers is \$12,750, a savings of \$32,250!

What can I expect for response?

Every campaign is different, but we have received feedback from our clients with increases in response rates up to 30% consistently across a diverse number of clients. From CPG to Auto our clients report better than average response rates.

We use an Agency to buy Digital Display and Facebook.

Digital Plus will not interfere with your existing buying strategies. Our campaign is retargeting consumers who engage with your brand, we are not buying keywords or targeting a specific geography. Our efforts are in response to consumers engagement with your advertising. Digital Plus will not interfere with any Ad Words buying or Facebook Exchange targeting.

What is the timing for Retargeting?

Digital Display retargeting will begin as soon as 6 hours after the first email lands. Facebook retargeting begins after 48 hours. The majority of the openers emails are uploaded to Facebook, we match at 60-70%, and then begin retargeting.



Data Collection

The core of our house file is based on self-response surveys. Our surveys are presented across multiple marketing channels to reach a variety of demographic segments and data sets. We have a proprietary relationship with over 350 different daily deal sites offering local and national discount offers to consumers. Our role is to clean the data and validate it for our marketing partners. Surveys are offered at check out. The surveys are non-incentivized and the consumer can click through the survey to complete their transaction. The surveys collect base demographic information, Name, Address, Phone and Email. Based on the type survey we offer up to 10 additional questions that cover deeper demographics like Age, Income, Gender and Presence of Children. The remaining questions will be related to the theme of the survey, Auto Intenders, Health Insurance Status, Consumer Package Good Preference, Music Interests, Entertainment Interests, Medical Ailments, Lifestyle Change plus many more. The consumer must complete an expressed opt-in to continue.

ADS provides clear intent of how the consumer's data will be used and we require a capture code to complete the opt-in. Upon clicking submit, a cookie is placed on the consumers desktop to allow us to Pre-target and Re-target display ads for relevant consumer offers.

Once the data is collected it is matched against our existing house file. If we have a match, we correlate the data together. If it is new to our file the consumer will receive an opt-in confirmation which allows the consumer to opt out at that time.

Additional surveys will be sent to our house file through a three primary push methods. Based on demographic data provided, we will send an email push survey, mobile display ad push survey or an online display ad push survey. Each method has varying degrees of completion rates. Some of our display ads will appear in Social Media sites in available display ads.

Offline Data

Some of our data is collected through offline methods. Including but not limited to, public records, point of sale collection, paper surveys, sign-ups, registrations, warrant information and compliant data swaps. All of the data is then matched to the house file. New records to the file are sent online or mobile display ad invitations to take a survey. Some surveys may be incentivized through social media apps or games. Once the data is collected and confirmation emails are sent the data is then available for list rental.

Database Hygiene

Compliance

Best practices across multiple channels is what we hold ourselves to. Maintaining best practice guidelines ensures that we are compliant across all marketing channels. Compliance standards we adhere to include Federal and State laws such as the 2003 Can SPAM Compliance Act, HIPAA and TCPA; for self-regulatory bodies we follow guidelines set for the by the DMA, ERA, NIA, DAA, ANA, BBB and the IAB. Membership in each of these organizations is not required to follow best practice guidelines. In an industry where best practices are not always kept, ADS makes it the foundation of our company.

Data Hygiene

- CASS Certification
- NCOA
- NPA/NXX
- DOB Verification
- County, State Records & Licenses
- Email Validation--including SMTP Validation

The ADS Permission based opt in database rely's upon the full disclosure to its consumers exactly how their data will be used, and how it can benefit them.

ADS employs a 3 step process:

1. Check off confirmation boxes express intent to use the data.
2. Captcha Code, consumer must accurately type the code provided.
3. The consumer must complete one final step, by pressing submit for their data to be used.



The screenshot shows a web form titled "ADS Opt-In Confirmation". It begins with a thank you message and explains that the user's response will help ADS bring targeted offers. It then asks the user to check boxes to authorize ADS and its third-party partners to use their information. There are two checkboxes: one for general authorization and one for a specific statement about the user's identity. Below the checkboxes is a captcha section with the text "Please enter the letters in the image" and a box containing the word "croCHet" in a stylized font. A footnote at the bottom states "* Indicates Response Required".

ADS Opt-In Confirmation

Thank you for your time.

The response you provided will help us to bring you targeted offers and valuable information.

Please check the boxes below to authorize Ameliorate Data Solutions (ADS) and its trusted third party partners to communicate our valuable information and offers:

☐ The above responses submitted on this survey are solely about me and not a member of my family or friends, in my household or other. By submitting my response in regards to my personal information, I agree to receive information, promotions and valuable offers from ADS and its third party advertisers.

☐ I authorize ADS and its trusted third party advertising partners to use the above information to send me information, promotions and valuable offers via, email, direct mail, digital display, television & radio. I certify that I am at least 18 years of age and I agree to the terms of the ADS privacy policies and opt in guidelines.

Please enter the letters in the image

croCHet

* Indicates Response Required

Case Study: The LOT

A Cinema/Restaurant/Bar/Cafe, located in affluent Southern California wanted to generate more names for its database by offering two free movie tickets. The proposed marketing plan was for a 5 email drop, targeted to consumers with a net worth of over \$1 Million.

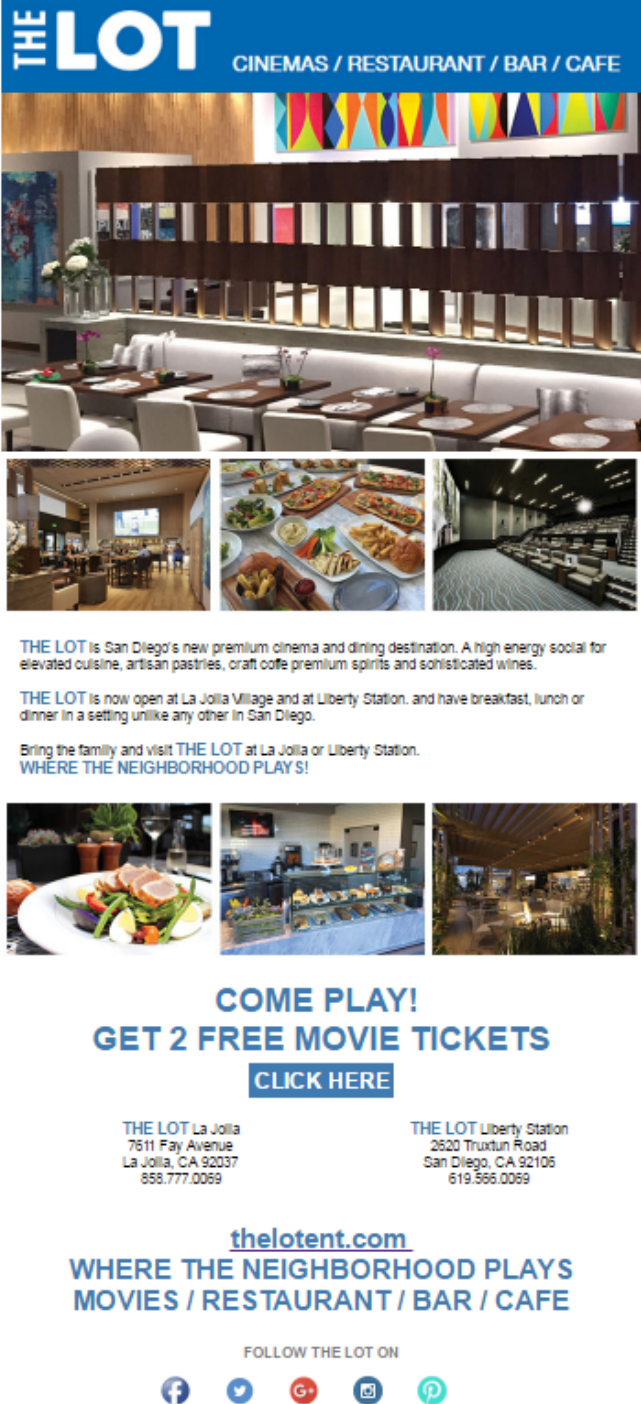
Offer: Two free movie tickets to join the email list. Data required is email, first name, last name and zip code. Free tickets vouchers were then emailed to the consumer.

Challenge: Through the first 3 drops consumers in the demographic were not signing up for free tickets. Their privacy concerns exceeded their desire for a free ticket.

Strategy: ADS proposed changing the last two drops to the Digital Plus, and to widen the demographic for married couples with incomes over \$75K, and Singles with incomes over \$50.

Results: Utilizing the same email creative, but a new prospect list of 100K consumers The Lot's Emails deployed. The change in demographic immediately saw an increase in new sign up rates by a 4-1 margin in week 4, in addition to that the display and Facebook added another 192 signups, plus 65 new signups from Facebook shares. So the in week 4, The Lot generated a 1200% increase in sign ups. For the combined two weeks utilizing the Digital Plus Strategy, The Lot generated 875 new members to the house file, compared to 98 for the first 3 weeks.

Conclusion: Individual impressions alone, no matter how great the offer cannot generate the needed impressions to get consumers to react effectively. By adding in the Digital Plus program and changing the demographics, The Lot was able to change their results and created a successful marketing campaign. Since then The Lot is planning additional campaigns for existing stores and new stores opening in the near future.



THE LOT CINEMAS / RESTAURANT / BAR / CAFE

THE LOT is San Diego's new premium cinema and dining destination. A high energy social for elevated cuisine, artisan pastries, craft coffee premium spirits and sophisticated wines.

THE LOT is now open at La Jolla Village and at Liberty Station. and have breakfast, lunch or dinner in a setting unlike any other in San Diego.

Bring the family and visit THE LOT at La Jolla or Liberty Station.
WHERE THE NEIGHBORHOOD PLAYS!

COME PLAY!
GET 2 FREE MOVIE TICKETS
CLICK HERE

THE LOT La Jolla
7611 Fay Avenue
La Jolla, CA 92037
858.777.0069

THE LOT Liberty Station
2620 Truxtun Road
San Diego, CA 92106
619.566.0069

thelotent.com
WHERE THE NEIGHBORHOOD PLAYS
MOVIES / RESTAURANT / BAR / CAFE

FOLLOW THE LOT ON

Facebook Twitter Google+ Instagram Pinterest

Free Tickets	Email				
Week 1	35				
Week 2	34				
Week 3	29				
Digital Plus	Email	Display	FB	Viral	
Week 4	135	101	91	65	
Week 5	176	111	110	86	
Total	409	212	201	151	

ADS Data Direct offers the most innovative approach to direct to consumer marketing with our Digital Plus marketing program. We help to increase ROI while saving the client money across their marketing.

Digital Plus, Join the Revolution.



Eric Nelson
Managing Partner
ADS Data Direct
603-670-5948
eric@adsdatadirect.com
www.adsdatadirect.com