ADS Data Direct, **INC.**

Products and Capabilities

2017

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.

Matching Cookies

As a marketer, you compete with dozens of competitors and non-related advertisers everyday just to get the attention of consumers.   By utilizing the greatest number of channels as possible you can mitigate expensive media with low cost digital display ads and generate a better ROI each time. Having matching data allows you to have one to one correlation across all the channels. Many marketers today are matching their postal data to cookies geographically or using PII. Geographical matching means you will have to deliver more impressions to reach the one consumer you're

- ✓ EMAIL
- ✓ DIRECT MAIL
- ✓ MATCHING COOKIES
- ✓ PRE-TARGETING
- ✓ RE-TARGETING
- ✓ PRE-ROLL VIDEO

targeting. Most data is not opted in to have data matched digitally and regulations have not caught up with marketers, but with growing privacy concerns they will be. ADS has an expressed opt in that includes online marketing as part of the opt-in process. This way the consumer knows beforehand how their data will be used.

By combining multiple channels you can deliver more impressions in a shorter amount of time, increasing the likelihood for a consumer to react.

Pre-Targeting email and/or direct mail campaigns with digital display ads can increase your response rate up to 20%-36%. You can deliver up to 20 times the impressions without increasing your costs by 2000%. *Re-Targeting* email openers/clickers allows you to immediately deliver reinforcement of your marketing message. Re-Targeting Direct Mail allows you to reach consumers only after their mail has been delivered and not before they get their mail piece (coordinated with USPS® mail tracking).

Our innovative solutions are allowing marketers to reach their customers faster and have greater result than traditional media.

Not every campaign is equal, we pride ourselves on delivering the best quality traffic for your client's email campaigns. Best results begin with great planning. We quote a 1% click through rate on all our campaigns, and we will stand by that metric if any campaign fails to respond; however, the vast majority of our campaigns deliver over a 2% click through rate. Our open rates tend to hover between 10-12.5% consistently; but, open

rates are primarily just requests to the server for images. We also make sure the traffic you're receiving is of the best quality. That is why we utilize a third party to monitor all of our traffic to ensure that no fraudulent traffic interferes with our results. The third party we employ is FORENSIQ, recipient of the Leads Council Leadership Award for Most Innovative Company 2013 and Best in Class 2014, IAS. They monitor real-time traffic to help us identify any fraudulent traffic so that you can rest assured the quality of the traffic your clients are receiving is real.

ADS prides itself on providing the best self-response data. We collect our data through a variety of offline, mobile and online methods with the express intent to the consumer of how their data will be used. Our data goes numerous validation processes that will provide you the highest quality data for your next marketing initiative.

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.

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

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* Indicates Response Required

Data Usage

The data collected is utilized for database development, database validation, email list rental, postal list rental, digital display ads, data appending, cookie matching, pre-targeting, re-targeting, data licensing, surveying and market research.

Compliancy

Best practices across multiple channels is what we hold ourselves to. Maintaining best practice guidelines ensures that we are compliant across all marketing channels. Compliancy standards we adhere to include Federal and State laws such as the 2003 Can SPAM Compliancy 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

We employ the following processes to ensure the most accurate and deliverable data.

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

Available Data Sets

ADS offers over 100 different data sets available for list rental. Each data set has unique characteristics that make them highly effective and targeted. Because we have matching cookies, the data quoted has a recency of 6-7 months. Some data sets will have restrictions specifically determined by the nature of the data set, such as Pre-Natal data, that does not allow marketing to expecting parents in the first trimester. Here are some of our most valuable data sets:

Expecting Parents-Reach Expectant Parents both experienced and first timers, with birth month available.
Veterans-With over 7.7 Million veterans available, this database has a comprehensive listing of our Men and Women who have served our country.
Affluent Consumers-Wealthy consumers who have the disposable income for high value products and services.
Donors-Both political and non-profit donors, this file can identify by donor type, party affiliation, environmental, children's and health, plus donation levels.
Insurance-From burial to health insurance, this file reaches consumers who are seeking or are devoid of insurance coverage.
Millennials-With over $200 billion in disposable income, we know how to reach these students, graduates, hipsters, upwardly mobile, newly married, home buyers etc…
Auto-From Auto Intenders to Make, Model and Year. This file is a comprehensive auto database with the most up to date information.

Transactional Data-Our most valuable database. We work with over 8 of the nation's largest retailers and grocery store chains. Loyalty rewards members credit card transactions are tracked and matched at a major credit bureau then matched to ADS data. Selectable by Product Name, Category or SKU number. You can select competitive brands, recency of purchase, plus dozens of other selections.

Medical Ailments-Self response ailment data, meticulously collected by HIPAA compliant guidelines (although not governed by HIPAA). All responses are collected only about the individuals and not about anyone else in the household. Available selects include ailment and RX.

Continuing Education-From Rising Juniors and Senior's to Going Back to School to get your degree. This file has intended majors/areas of study and degree interest.

Summary

ADS Data Direct has made it our goal to improve upon how data is used in the market place. Our matching cookies allows our clients to have the most responsive data available with the most versatile ability to reach consumers in the market space. Our data will allow your clients to have the edge they need to improve market response and reduce overall costs. We believe in having a collaborative relationship with our marketing partners will improve your ability to be effective for your clients.

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APPAREL CASE STUDY:

Pre-Targeted Email

Improving Multichannel Marketing Through Digital Multichannel Marketing

Objective: The women's athletic apparel market in the fastest growing channel for sportswear marketers. Apparel makers are seeing sales growth in 20% plus. In an effort to increase market share in the women's athletic apparel market, a leading national athletic brand wanted to engage consumers against multiple marketing channels to drive in-store and online purchases.

Challenge: Utilizing a multichannel approach required email & direct mail to work in coordination to effectively deliver the desired response; however, recent campaigns had identified consumer fatigue with multiple email campaigns on prospect files. The cost of printing and mailing was also contributing to anticipated effectiveness of the campaign.

Strategy: ADS Data Direct proposed a Digital Multichannel Solution. Utilizing ADS data with matching cookies, the Client could serve display ads increasing consumer brand awareness about the upcoming promotions. Rather than get one impression ADS proposed serving up to 50 impressions before the email arrived. To further support the consumers that exhibited a marketable interest in the promotion the client had the option to send direct mail pieces to the consumer that opened and/or re-target the consumers that clicked reminder ads of the promotion.

Promotion: The Client's offer was a co-branded campaign, incentivizing the consumer with two offers for responding the campaign. Double the reward points with purchase with the retailer and a 10% off the women's athletic apparel at purchase, online or at the retail location. Consumers could print coupons or present a mobile coupon at point of purchase and claim their loyalty points by presenting their card.

Implementation: The ADS worked directly with the Clients planning team to coordinate the planning for matching email with cookies. Because the data was linked directly to the individual consumer from consumer at the opt-in source, the process was seamless and had a 100% match rate. The clients planning team tested four groups. All four lists targeted women 18-34 years of age, income $25K-$99K, Fitness and Active lifestyles.

Group A: Competitive third party subscriber list, strictly email, one time drop, modelled for consumers that fit the Active Fitness Lifestyle.

Group B: Competitive third party subscriber list, strictly email, one time drop, data geared to consumers with Gym Memberships.

Consumer Engagement Benefit

Multichannel marketing campaigns must now have the ability to include ad network targeting as part of its definition. Digital Display ads are treated as untouchable stand-alone consumer engagement vehicles. ADS Data Direct has demonstrated that consumer engagement must come from a multi touch approach. As marketers we cannot assume mass display ads will support Direct to Consumer marketing; not while we have the ability to hyper-target the consumers on a one to basis via email, direct mail or digital display. Data allows us to reach the consumer online, on their mobile devices and tablets, in their inboxes and at their mailboxes. Results have shown consistent response rates for Direct Mail and Email campaigns with Digital Display ads increasing by 20-36%. Millennials respond to Direct Mail better once they have been engaged by online ad impressions. Both Gen X/Y and Baby Boomers traditionally respond stronger to Direct Mail; however combined with matching display, costs per lead are reaching all-time lows. This study demonstrates the effectiveness of data that has matching email, direct mail, and cookies.

Group C: ADS data, one time drop, strictly email, data used were consumers we live a Fitness Lifestyle.
Group D: ADS Data, 7 Day Pre-Targeted Ad Network campaign with promotional offer, matched email one time drop.

Results: The campaign generated significant results based on the type of data and methodology used. Compared to groups A & B, the ADS (group c) data out performed its competition by 24.8%. The modelled data performed efficiently on response rate and the cost efficiency of its pricing. Group B was eliminated from contention based on its pricing and poor response performance.

The anticipated performance for Group D surpassed anticipated expectations. The Client expected to see an increase in response; however, they were concerned that additional cost would increase the average cost per lead in comparison to the one time drop email. The data from the test demonstrated that the increased number of impressions not only increase overall response rates, it also drove down the average cost per response.

	Response	Clicks	CPC
Group A-Modelled Data	1.21%	1207	$ 4.14
Group B-Gym Membership	0.96%	960	$ 6.77
Group C-ADS Data	1.61%	1610	$ 4.04
Group D-ADS+Digital	2.74%	2740	$ 3.65

Conclusion: The Client determined that the ADS data not only performed stronger in a head to head comparison, it also demonstrated the effectiveness of a digital multichannel approach. The Client determined the efficiency of having matching email and digital display reduced the need to match cookies with third party vendors, and decreased the overall cost per ad impression while maximizing the deliverability of the email campaign.

ADS Data Direct was awarded the remaining campaign of 600K records. The client employed ADS recommended Re-targeting to the consumers who clicked on the email during the following 24-36 hours, which resulted in a 17.8% reduction in the overall cost per click.

AUTO CASE STUDY:

Pre & Re-targeting

Revving up Direct Mail

Objective: Increase showroom pre-scheduled appointments to reach month end goals.

Challenge: Existing media channels have been driving a varying number of leads on a monthly basis. The Auto Dealership wanted to set a monthly goal of pre-scheduled appointments to increase monthly auto sales.

Strategy: ADS Data Direct examined existing marketing efforts, and determined a digital multichannel approach coordinated across email, direct mail and digital display ads. The data selected would be enhanced with *Black Book*™ valuations for trade in value.

Implementation: ADS selected 25,000 records of consumers in the market to purchase a car. The data was selected based on the existing makes and models of current ownership. The data was matched with *Black Book*™ valuations to let the consumer know what the value of their trade-in would be. The offer was an invitation to set a pre-scheduled appointment for a $500 off coupon. The data was divided into 5 strategic groups of 5000 records:

- Control-targeted consumers, no *Black Book*™ valuations, direct mail only
- Valuations-data appended with valuations, direct mail only
- Multi-data appended w/valuations, direct mail with an email alert prior to the mail drop
- Pre-Targeting-data appended w/valuations, direct mail, email alert, and Pre-targeted digital display ads with 50 displays to each consumer
- Re-Targeting-data appended w/valuations, direct mail, email alert, Pre-targeted digital display ads-50 each, & re-targeting to email openers/clickers, 50 displays each

Results:

Each data set generated online and phone in appointments. Our data performed above competitive lists for direct mail; however, when we added in the 4 additional data segments, the data outperformed all expectations. By adding the *Black*

Book™ valuations to the data, consumers had a personalized experience. Our data improved twice as much as our data without the valuations. By adding in the email campaign to the direct mail, the response for booked appointments increased by nearly 26%. By incorporating the digital display ads to the matching email and postal records with the valuations, we generated an additional 65% more leads, and 60% of the new leads were from young professionals 24-29

Matching Data

Multichannel marketing campaigns must now have the ability to include ad network targeting as part of its definition. Digital Display ads are treated as untouchable stand-alone consumer engagement vehicles. We have demonstrated that consumer engagement must come from a multi touch approach. As marketers we cannot assume mass display ads will support Direct to Consumer marketing or assume that Direct Mail, TV, Radio, Print and Email marketing doesn't support Display Ads. The key to using all these elements effectively is Data. Data allows us to reach the consumer online, on their mobile devices and tablets, in their inboxes and at their mailboxes at a super targeted level. By having matching cookies, email and postal names tied back to demographic data we can take large demographic pools and identify consumers who have a Marketable Interest in your client's products or services. Results have shown consistent increases in response rates for Direct Mail and Email campaigns when combined with Digital Display Ads, by 20-36%. Millennials respond to Direct Mail better once they have been engaged by online by ad impressions. Both Gen X/Y and Baby Boomers traditionally respond stronger to Direct Mail; but when combined with matching display, results jump, thus costs per leads are reaching all-time lows. This study demonstrates the effectiveness of Data driving results that utilizes matching Email, Direct Mail, and Digital Display Ads, as the future of Direct to Consumer Marketing.

years of age. The Re-targeting to the openers of the email allowed consumers the final impressions to generate an increase of 19.6%! Overall we delivered over 4.4 times more scheduled appointments than just direct mail alone. The attended appointments were 6 times better than just standard direct mail alone.

	Direct Mail	Emails	Clicks	"Pre" Display Ads	Clicks	"Re" Display Ads	Clicks	Online Appt.	Phone Appt.	Attended
Control	5000							6	8	5
Valuations	5000							16	15	12
Multi	5000	5000	105					21	18	20
Pre-Targeting	5000	5000	135	250000	66			29	22	26
Re-Targeting	5000	5000	166	250000	89	49450	41	35	26	31

	Email Click Through Rate	Pre-Targeted Click Through Rate	Re-Targeted Click Through Rate
Multi	2.1%		
Pre-Targeting	2.7%	0.026%	
Re-Targeting	3.3%	0.036%	0.083%

The overall response rates to the emails and digital display ads far exceed industry averages. The number of impressions through utilizing all the channels available delivered a stronger response rate than stand-alone marketing.

Conclusion:

Although direct mail is still the most consistent performing direct to consumer marketing method available; the ability to tie the data to multiple marketing channels can significantly increase the response rates. The bulk of the marketing expenditure is spent on printing and postage. By improving the personalization of the data utilizing *Black Book*™ valuations, we were able to increase the impact of each impression. By utilizing multiple channel marketing, the Auto Dealer was able to reach consumers online, on their mobile devices and tablets, at their inbox and at the mailbox. The Client noted an increase in consumers 24-29 years of age by using the digital display ads; thus concluding, Millennials can respond to direct mail, they just need to be engaged by more impressions through their mobile devices to make the direct mail effective.

Although the client does not share auto sales data, they have continued utilizing this program on a monthly basis to increase their pre-appointment program.