



Audience Extension

A Data driven, Multi-channel advertising platform





Introduction to Audience Extension

Audience Extension is an advertising platform that utilizes **various data sources and multiple advertising channels** to effectively target the right audience across multiple touchpoints.

By leveraging the latest advertising technology and data, Audience Extension enhances the efficiency and effectiveness of ad campaigns.

It's a Data Driven World!

With increasing privacy concerns and the decline of third-party cookies, it's crucial for advertisers to focus on building their own first-party data. Both Google and Meta emphasize this shift to ensure more reliable and privacy-compliant targeting strategies.

Introduction to Audience Extension

Audience Data Types



1st party data

Data you own because you collected directly from your audience.



2nd party data

Data from a reliable source that you can use and customize



3rd party data

Data you do not own that was aggregated from various sources but can be used for targeting ads.

We have been building our First Party database for over 10 years, while other media vendors may have access to similar 2nd & 3rd party data sets, our data is very targeted, reliable and unique to us and can be used for ad targeting on multiple channels. When combined with other data sets, you get the best possible audience and campaign results.

Introduction to Audience Extension

Multi-channel advertising options



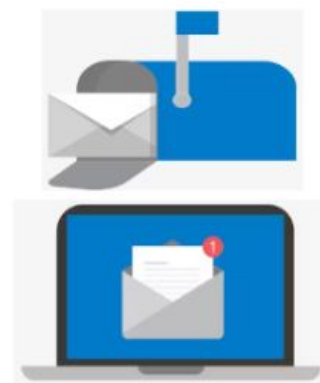
Online display/video ads

Ads run on popular website and apps.



Social media ads

Awareness & traffic campaigns



Email & Direct mail

Delivered to the inbox and mailbox.



Streaming TV ads

Ads run on popular streaming shows

Our first party data can be used on any of these channels.
Reach your audience across multiple touchpoints for better results.

3 steps to building an Audience Extension campaign

1

Pick your geography

Geography choices include zip codes, cities, counties, DMA, states. Geo targeting by data set varies.

2

Pick your targeting criteria

Determine which targeting options from each data set best describes your target audience.

3

Pick which ad channels you want to use

With 6 options to choose from, we can find the right media mix that aligns with your goals and budget.

Client:
Target Audience:
Profiles matched:

The Cat Show at the IX Center
Cat enthusiast in core counties
229,632



Audience Extension Email

- 5,000- 19,999 emails = \$40 CPM
- 20,000-99,999 emails = \$30 CPM
- 100,000-249,999 emails = \$25 CPM
- 250,000+ emails = \$20 CPM



Audience Extension Paid Social Media

- Custom Audiences on Meta ad platform
- Awareness & Traffic campaigns
- Cost: \$450-\$2,000



Audience Extension Online Display ads

- 1st, 2nd & 3rd party data targeting options
- Ads run on popular sites & apps
- 150,000 ad impressions = \$14 CPM



Audience Extension Online Video ads

- 1st, 2nd & 3rd party data targeting options.
- Ads run on popular sites & apps
- 150,000 ad impressions = \$30 CPM



Audience Extension Streaming Tv

- 1st, 2nd & 3rd party data targeting options.
- Ads run on popular streaming shows
- 150,000 ad impressions = \$80 CPM



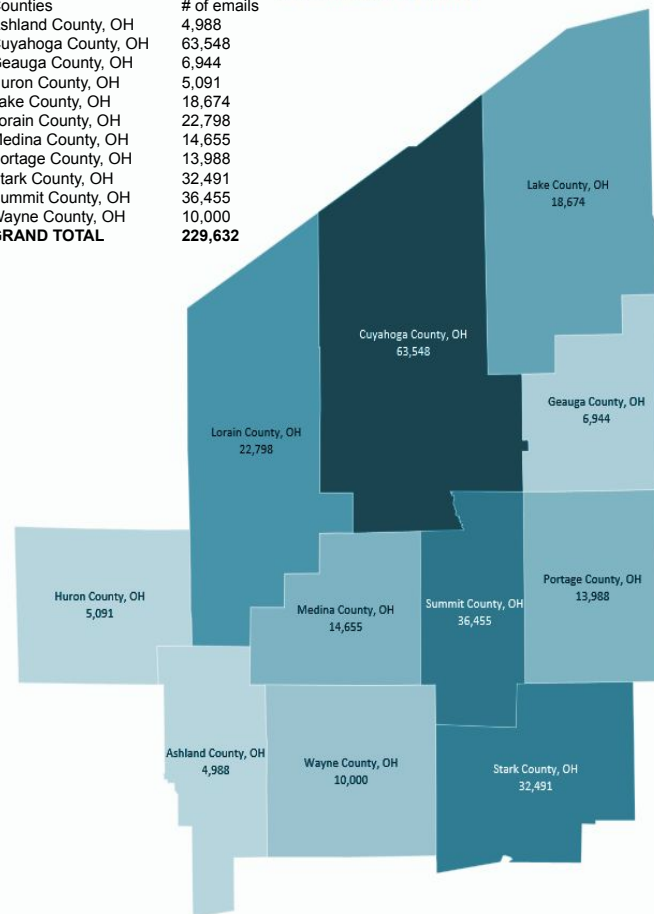
Audience Extension Direct Mail

- Direct mail piece to the HH level using the physical addresses matched to the email list. Minimum 5,000 pieces
- Cost: \$0.85 per piece

Example

Cat enthusiast by County

Counties	# of emails
Ashland County, OH	4,988
Cuyahoga County, OH	63,548
Geauga County, OH	6,944
Huron County, OH	5,091
Lake County, OH	18,674
Lorain County, OH	22,798
Medina County, OH	14,655
Portage County, OH	13,988
Stark County, OH	32,491
Summit County, OH	36,455
Wayne County, OH	10,000
GRAND TOTAL	229,632



Cat Show Creative



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Cat lovers, snag 25% off adult weekend passes to the CFA Cat Expo at the IX Center, Cleveland! 🐾🐾 Don't miss out!

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Conclusion: Benefits and Effectiveness of Audience Extension in Ad Campaigns

In conclusion: Audience Extension enhances ad campaigns by leveraging various data sources and channels to target the right audience effectively. By utilizing first-party, second-party, and third-party data, and the latest ad technology, advertisers can improve their targeting strategies and maximize campaign efficiency, ultimately achieving better engagement and results.

Audience Extension can find and reach any audience on multiple channels.



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Thank you for your time!