

**Client:** The Cat Show at the IX Center  
**Target Audience:** Cat enthusiast in core counties  
**Profiles matched:** 229,632



### Audience Extension Targeted Email

- Target by zip codes, counties or states
- Demographic targeting
- Target by interest
- Over 500 targeting criteria



### Audience Extension Paid Social Media

- Custom Audiences on Meta ad platform using the email list
- Awareness & Traffic campaigns
- Full performance reporting 24/7



### Audience Extension Online Display ads

- 1st, 2nd & 3rd party data targeting options.
- Ads run on popular sites & apps
- Uses the same email addresses for ad targeting



### Audience Extension Online Video ads

- 1st, 2nd & 3rd party data targeting options.
- Ads run on popular sites & apps
- Uses the same email addresses for ad targeting



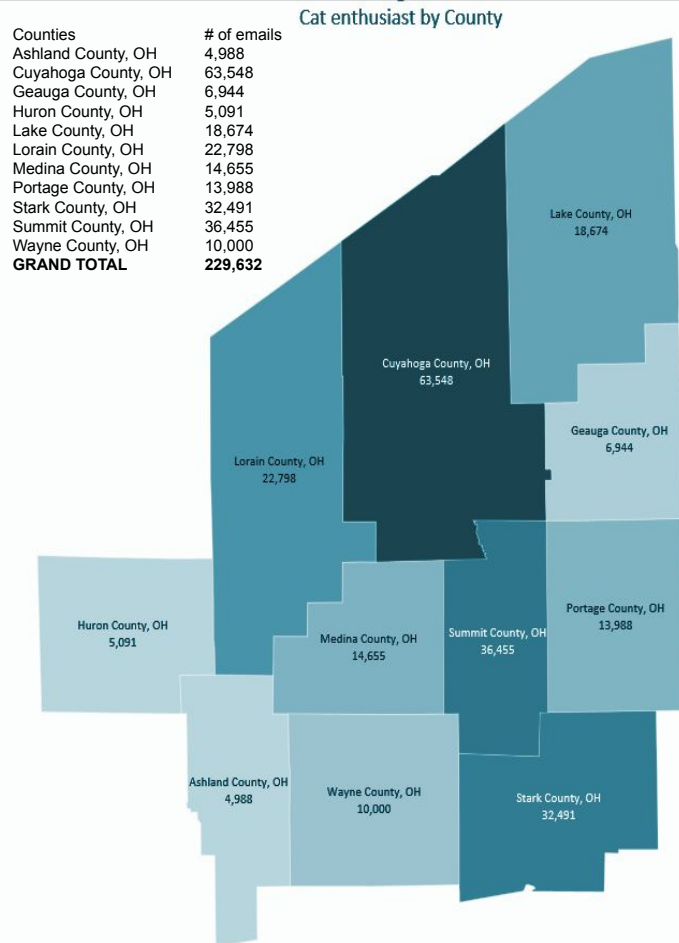
### Audience Extension Streaming TV

- 1st, 2nd & 3rd party data targeting options.
- Ads run on popular streaming shows
- Uses the same email addresses for ad targeting



### Audience Extension Direct Mail

- Direct mail piece to the HH level using the physical addresses matched to the email list. Minimum 5,000 pieces
- Other targeting options available



**6 ways to reach the right audience!**

Cost Per Thousand(CPM) rates can vary based on total campaign spend