



RETAIL MEDIA KIT

When it comes to effective digital marketing, **experience** matters.

DDI Media Digital Solutions is a family-owned company that has been helping businesses generate impactful results with digital media since 2016.

Our solutions effectively target your desired audience across multiple platforms including mobile, tablet, desktop, streaming audio and connected televisions. We have developed campaigns from local SMBs to statewide and national companies looking for brand awareness and reach.

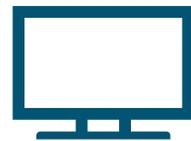
DDI Media has a proven track record and reputation for delivering results. What separates us from other digital agencies is our attention to detail and daily optimizations on your campaigns. Digital campaigns have a short window of time to influence the people you are trying to reach. We understand this and know how to exceed expectations.

Trust and reliability are extremely important when choosing your digital media partner. We ensure your first party data is secure and deleted when no longer being utilized. Brand safety is also monitored to ensure your ad impressions serve in a fraud free environment.

DIGITAL MARKETING OPPORTUNITIES



**Geofence, IP Matching,
and Look Back Targeting**
(Conquest locations, events and devices)



**Streaming Television
Connected TV/OTT**



**Streaming Audio
(Music & Podcasts)**



**Social Display Ads &
Standard Social**
(Facebook/Instagram/YouTube/
LinkedIn/TikTok)



**Audience & Demo
Targeting**

We offer a demand side platform (DSP) with over 140 partner integrations to ensure your campaign runs fraud free with brand protection, is tracked, verified, integrated with reputable data providers and exposed to top ad exchanges.



**Contextual
Targeting**



**Native Content
Targeting**



**Private Marketplace &
Whitelist Targeting**



**Retargeting &
Look-A-Like Targeting**



**Custom
Reporting**

AUDIENCE/DEMO TARGETING



Target various audiences based on a variety of demonstrated behaviors or demographics. Use this targeting to find audiences based on data, not the content being consumed.

BENEFITS OF AUDIENCE:



Behavioral Targeting

- Reach users based on intent, interest, or app ownership.



Demographic Targeting

- Reach users based on age, gender, household income, or occupation.

Sample Audiences we can target:



Millennials that are homeowners



Likely voters



Male 18-49 Sports Enthusiasts



Women HHI \$100K+ with children

CONTEXTUAL TARGETING



Contextual targeting focuses on content categories rather than behavioral segments. Target audiences can be reached based on what they're looking at, not what bucket they fall into.

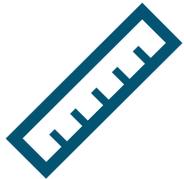
BENEFITS OF CONTEXTUAL:

Semantic Targeting

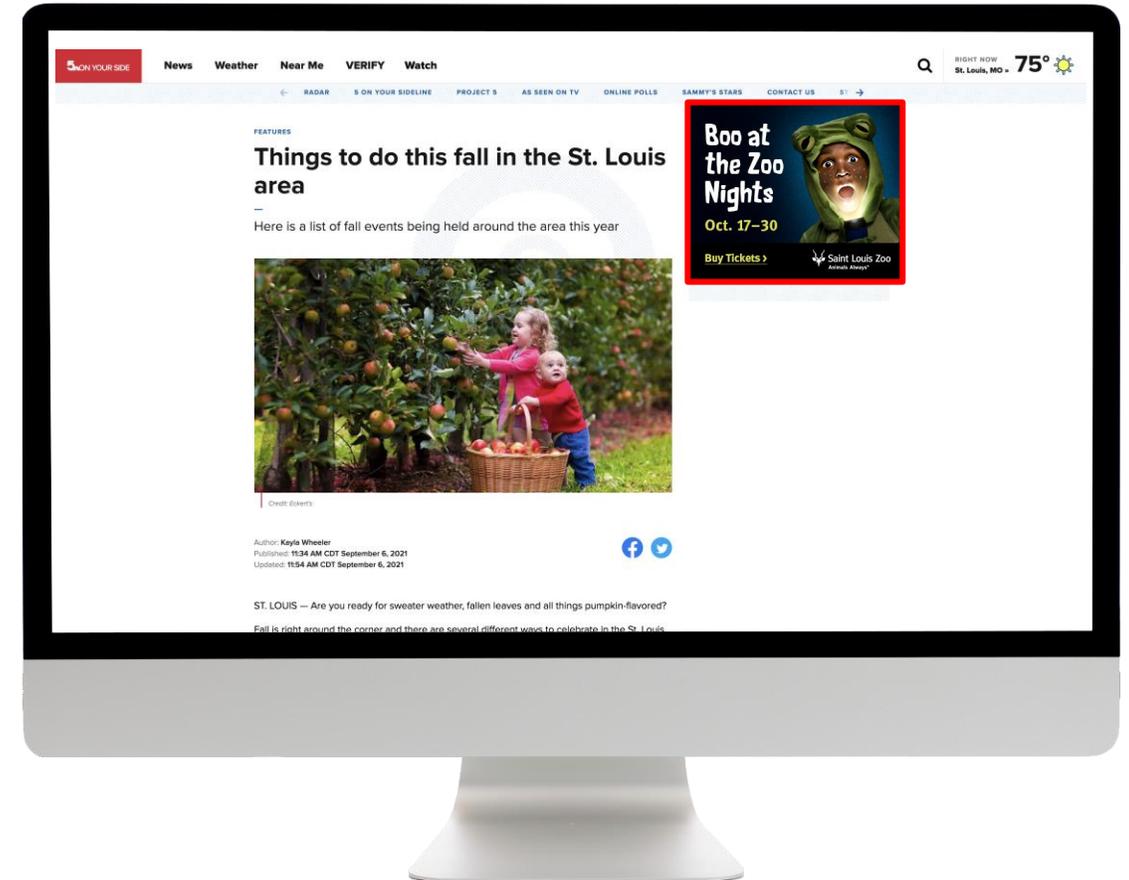


- Target keywords and topics that reach specific target audiences based on content they consume across sites and apps.

Scale & Reach



- Highly scalable including sensitive categories like healthcare and cannabis.
- Target specific geos areas: nationwide, statewide, county or zip code.



GEOFENCE-DEVICE MATCH-LOOK BACK TARGETING



Deliver a geographically relevant message to your target audience. Catch mobile users in-app or web surfers with in-web inventory. Target devices seen at events or competitor locations. Match device IPs to email or address lists.

BENEFITS OF GEOFENCE:

Accurately Target

- Use the lat/long coordinates of physical locations with 3ft of accuracy.

Event Targeting

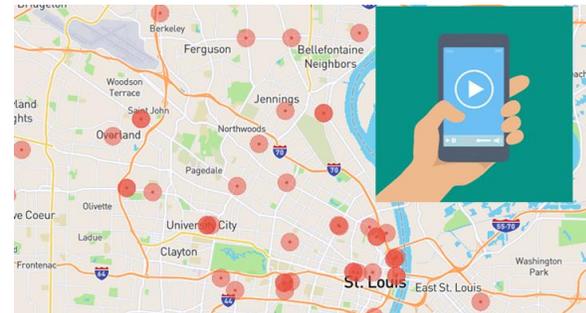
- Geofence devices seen at a location during a specific event to reach your target audience.

Competitively Conquest

- Target devices seen at competitor locations

List and Address Matching

- Match device IPs to direct mail, email or other address lists for digital messaging.



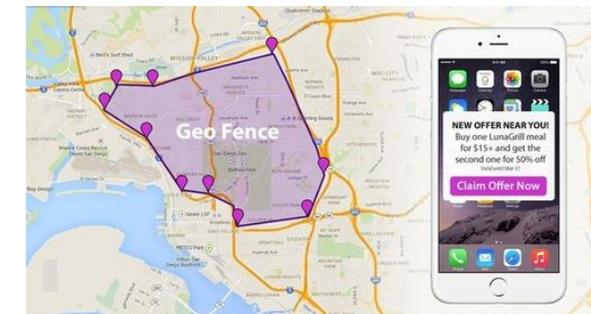
Conquest devices seen at competitor locations.



Look back to target devices seen at a specific location or event.



Match device IPs to email and address lists.



Create a geo-fence around an area to target devices in real time.

STREAMING AUDIO-MUSIC & PODCASTS



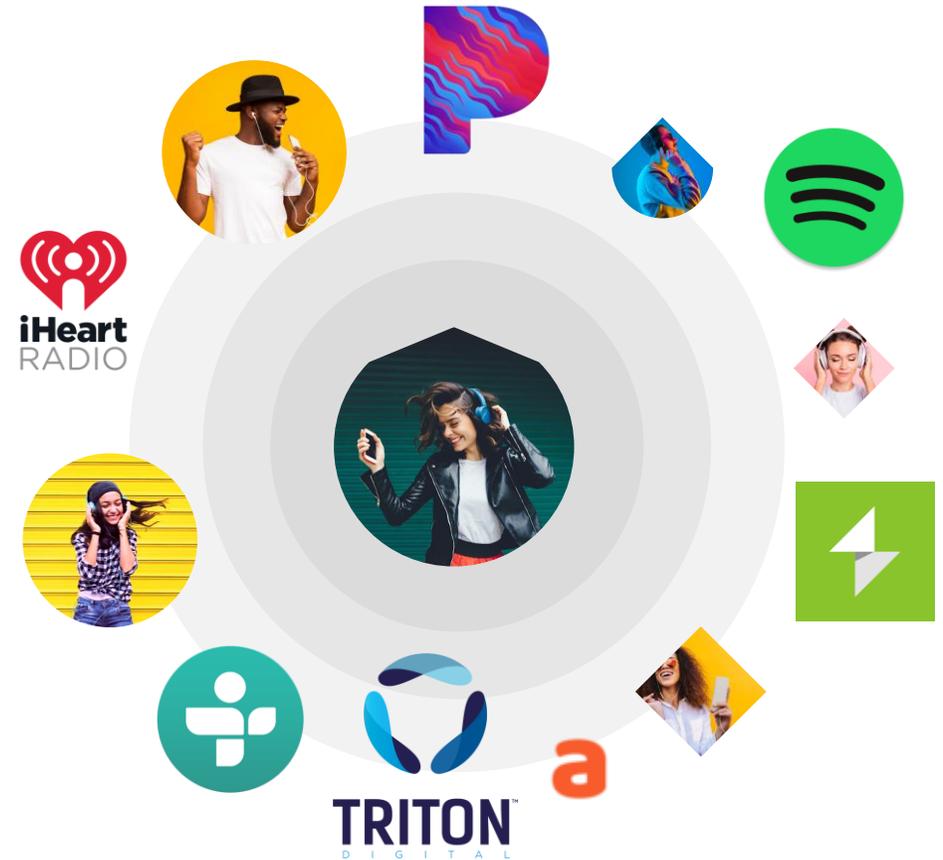
Streaming Audio is a great way to reach consumers while they are working out, running errands, or in their car.

- Users spend **97 minutes per day on audio apps** – 27 minutes more per day than social apps (eMarketer 2021).

BENEFITS OF STREAMING AUDIO:



- A captive audience as users can't listen to anything else while an ad is playing
- Access non-skippable and quality inventory to diminish fraudulent activity.
- Placement on music and/or podcasts that align with your desired target audience.



PRIVATE MARKETPLACE/WHITELISTS



A **Private Marketplace** (PMP) is a customized, invite-only RTB marketplace where publishers make their inventory and audiences available to a select group of buyers. A **Whitelist** (WL) is a catered list of websites and apps – chosen by you – for your ads to show up on.

BENEFITS OF PMPS & WHITELISTS:



Exclusive Inventory (PMP)

- Access to inventory that is otherwise unavailable in the open market on high-profile websites and apps.



Enhanced Brand Safety (PMP)

- Ensures that ads are running on safe and premium inventory.



Customizable Inventory (WL)

- Choose the websites and apps that you want your ads to appear on.



Examples of high-profile sites and apps where your ads could appear.

CONNECTED/STREAMING TV & OTT



Connected TV (CTV) reaches consumers in a more traditional way – on their TV screens. Streaming television continues to grow capturing more viewers than traditional cable television for the first time in July of 2022. *(Nielsen)*

BENEFITS OF CTV & OTT:

Premium Inventory & Expanded Audience

- Engage with in-market audiences in a brand safe environment.
- Reach multiple co-viewers at the same time.
- Insertion on contextual based programming to reach desired audiences.



Full Screen Viewability

- Capture audiences' full attention with limited skipping options and choice of BIG SCREEN or all screen viewing.
- High viewability with up to 95%+ video completion rate.
- Variety of spots lengths available :15, :30 or :60.



Reach streaming TV viewers in your local market on multiple networks and channels, including high profile live streaming sports.

NATIVE ADVERTISING



Native ads are units that align itself with the look and feel of the webpage and appears like content.

BENEFITS OF NATIVE:

Seamless Integration

- Create a less disruptive advertising experience.
- Ad messages appear to be part of overall content as opposed to being positioned in a traditional ad space.



Contextual Based Inventory

- Appear alongside contextually relevant content that ties into key sections of news and information websites.



foxnews.com/entertainment

FOX NEWS U.S. Politics Media Opinion Business Entertainment Sports Lifestyle TV Fox Nation Listen More

Hot Topics Search for Brian Laundrie will be 'scaled back and targeted': LIVE UPDATES

'NOT POPULAR'
7 hours ago
Meghan Markle may never return to the U.K. after royal exit, author claims

QUITE THE LIST
9 hours ago
'Dancing with the Stars': A look at the show's most controversial contestants

CELEBRITY NEWS 16 mins ago
Angelina Jolie and The Weeknd continue to fuel dating rumors after another night out together
The actress and the singer were snapped leaving Giorgio Baldi restaurant in matching all-black outfits and masks.

COUNTRY 52 mins ago
Darius Rucker says the 'stigma' of 'racism' attached to country music is 'changing': 'I'm just glad'
"Let Her Cry" singer and former Hootie & The Blowfish frontman Darius Rucker said that the "stigma" of "racism" in country music is "changing drastically."

SPONSORED
The Best Way to Withdraw From Retirement Accounts
SmartAsset
Ads by Yahoo

RETARGETING, LOOK-A-LIKE & CLICK RETARGETING



Retargeting re-engages users who have already interacted with your brand. Capture website engager profiles to develop a look-a-like audience and increase awareness with those most likely to respond to your brand.

BENEFITS OF RETARGETING, LOOK-A-LIKE & CLICK RETARGETING:

Retargeting & Look-A-Like Audience Development *(Requires a site pixel)*

- Capture users that visit your website and retarget them with ad messages to increase conversions.



- Identify people engaging with your website and create a pixel-based profile to find more people that 'look like' them.

Click Retargeting *(Does not require a site pixel)*



- Retarget users who click on your ads. Identify the sites and apps that create the most engagement.

SOCIAL DISPLAY & SOCIAL



Increase social media engagement by converting your social media posts into display ads. Reach your desired audience on social media platforms.

BENEFITS OF SOCIAL DISPLAY & SOCIAL:

Expand Your Reach



- Get more eyes and increase your social media audience by appearing on non-social sites.

Increase Engagement



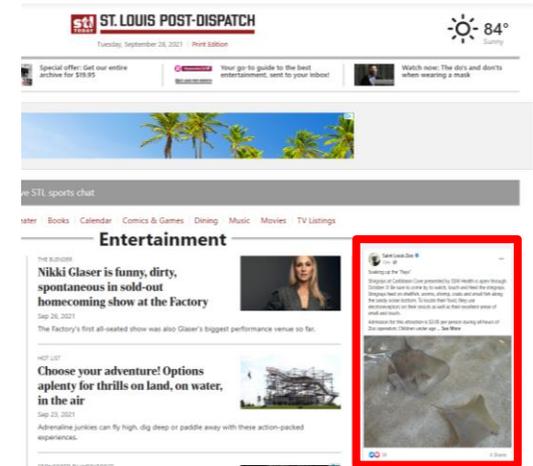
- Receive more likes and comments with promoted posts that link back to your Facebook page.

Target specific audiences

- Target very specific audiences based on the content they interact with or like on social. (Facebook, Instagram, TikTok, LinkedIn and YouTube).

Organically grow your audience

- Social allows your targeted audience to like and share your content to organically grow your audience.



SAMPLE CAMPAIGN PERFORMANCE REPORT



Impressions
12,126,543

Clicks
25,466

CTR
0.21%

Spend
\$100,044

Mar 1, 2021 - May 31, 2021

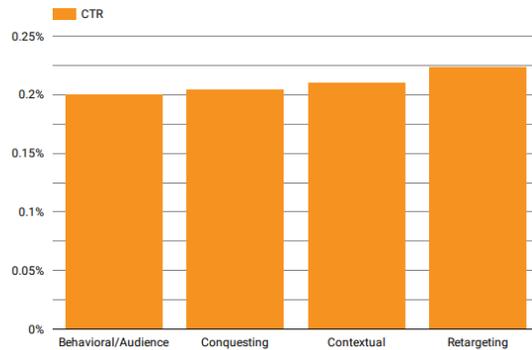
Sample Campaign - Report Summary

Line Item	Impressions	Clicks	CTR	Spend
Behavioral/Audience	3,734,585	7,482	0.20%	\$30,810.33
Contextual	3,264,632	6,878	0.21%	\$26,933.21
Retargeting	3,057,230	6,862	0.22%	\$25,222.15
Conquesting	2,070,096	4,244	0.21%	\$17,078.29
Grand total	12,126,543	25,466	0.21%	\$100,043.98

Monthly Breakdown:

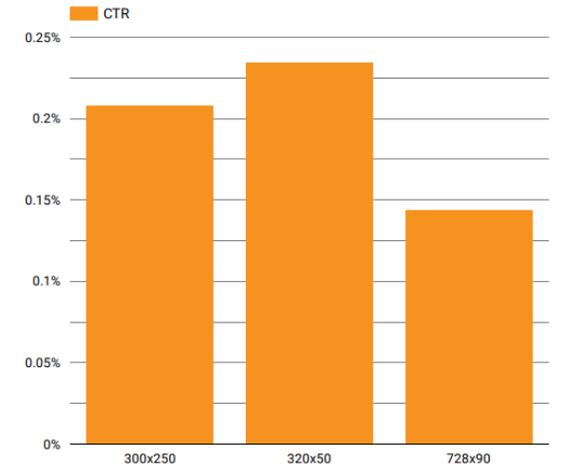
Month	Impressions	Clicks	CTR	Spend
March	4,021,340	8,192	0.20%	\$33,176.06
April	4,055,612	8,268	0.20%	\$33,458.80
May	4,049,591	9,006	0.22%	\$33,409.13

CTR by Tactic:

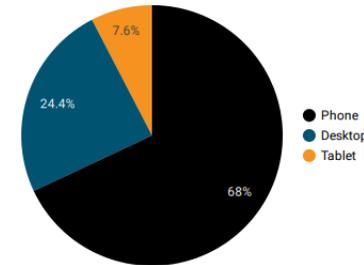


Ad Name	Impressions	Clicks	CTR	Spend
Sample Ad - Set A_320x50	2,022,202	4,890	0.24%	\$16,683.17
Sample Ad - Set B_320x50	2,021,870	4,667	0.23%	\$16,680.43
Sample Ad - Set C_320x50	2,016,801	4,657	0.23%	\$16,638.61
Sample Ad - Set A_300x250	1,301,706	2,711	0.21%	\$10,739.07
Sample Ad - Set C_300x250	1,300,402	2,709	0.21%	\$10,728.32
Sample Ad - Set B_300x250	1,299,024	2,705	0.21%	\$10,716.95
Sample Ad - Set B_728x90	727,269	992	0.14%	\$5,999.97
Sample Ad - Set A_728x90	721,347	1,095	0.15%	\$5,951.11
Sample Ad - Set C_728x90	715,922	1,040	0.15%	\$5,906.36

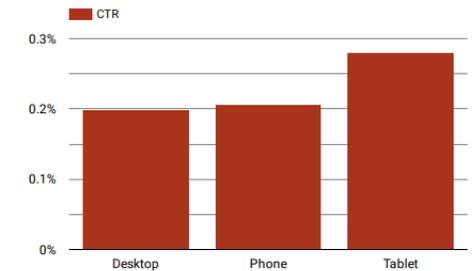
CTR Performance by Ad Size:



Delivery by Device Type:



CTR by Device Type:



State	DMA	Impressions	Clicks	CTR
Illinois	Bloomington/Peoria	462,701	1,047	0.23%
Illinois	Chicago	1,012,114	2,192	0.22%
Illinois	Springfield, IL	410,223	947	0.23%
Indiana	Indianapolis	901,120	1,880	0.21%
Indiana	Evansville	371,351	873	0.24%
Iowa	Des Moines	904,475	1,886	0.21%
Kentucky	Louisville	736,213	1,566	0.21%
Missouri	Columbia, MO	475,716	1,071	0.23%

Device Type	Impressions	Clicks	CTR
Phone	8,246,050	17,011	0.21%
Desktop	2,958,410	5,876	0.20%
Tablet	922,083	2,579	0.28%

We would love to show you how we
can **exceed** your expectations.

For additional information or to schedule a discussion contact:

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