



SMITHMEDIAGROUP

Future Proof Your Advertising in 2020

Better ROI. Better inventory. More growth.

Reach the right audiences

Let our powerful household viewership insights do the heavy-lifting, informing what products and solutions you need to connect with the right audience.



TV

Reach your audience on the most watched, most engaging, and most effective media platform



Online Video

Reinforce your TV campaign with engaging video across all screens



AudienceApp

Our exclusive data-driven TV planning tool creates the most effective campaigns



Display

Connect with your customers online, at home, and on-the-go



Ads Everywhere

Reach an engaged, premium audience whenever and wherever they watch or stream their favorite cable TV programming



Search

Drive interested customers right to your website

[Click for Product Demo](#)



Your customers at your fingertips

When you have the most powerful marketing data behind you, your advertising only reaches who you need it to

Sample



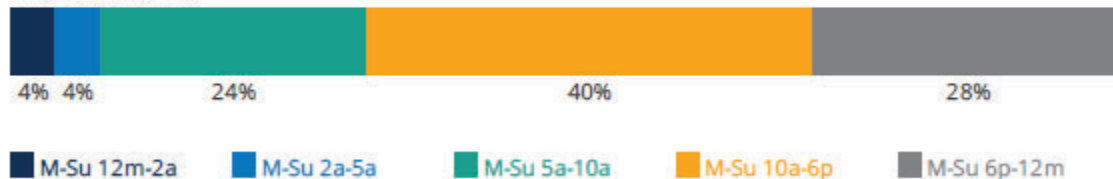
Our exclusive TV planning tool puts our entire world of data intelligence to work right before your eyes in just four simple steps. The result is a highly-optimized TV campaign that reaches targeted audiences like never before.

Summary

- ▶ **Proposal Cost:** \$1,498.25
- ▶ **Total Proposed Spots:** 3,055
- ▶ **Estimated Total Impressions:** 347,399
- ▶ **CPM:** \$4
- ▶ **Budget:** \$1,500
- ▶ **Flight Dates:** 12/31/18 - 03/31/19

Distribution of Estimated Total Impressions

2018-2019



Informative



Family & Kids



Entertainment



Lifestyle



News



Sports



Display

Your Brand on Full Display

Connect with your customers at home, and on-the-go

Brand Awareness and brand safety

Get exposure across all screens, and advertise confidently - Spectrum Reach is TAG certified against fraud, and we adhere to the highest brand safety standards

Data-driven technology

Build an effective campaign based on your goals and desired geography with our proprietary data-driven platform

Targeting options enhance your strategy

Accurately reach qualified customers with retargeting, geo-fencing, contextual, behavioral, and lifestyle targeting

Transparent reporting

Measure your results with access to detailed campaign metrics including ad placement by site, device type, engagement, brand lift, and more



View-Through Tracking

- Our view-through technology tracks online leads - beyond the click - by following impressed users (who do not click on your ad), but voluntarily visit your site within 30 days of the impression
- View-through technology identifies and remembers individuals that have been displayed your ad, but do not click, and tracks them when they return to your site through an alternate channel within 30 days
- Great creative not only generates awareness about your brand/product, but it keeps your message top of mind and reminds active buyers to visit your site throughout the buying process



Geo-Fencing + Geo-Recency

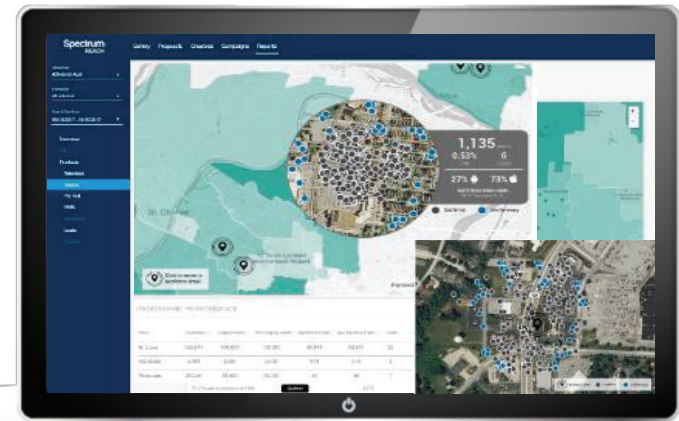
An accurate targeting approach with transparent reporting

Why Our Approach Works:

- Accuracy is the key to our success!
- We leverage the **highest-quality data** by targeting users based on the latitude and longitude of their mobile device ID to **ensure that impressions are actually delivered within the target area**

Transparent Reporting:

- 24/7 access to AudienceTrak reporting provides detailed metrics of how many impressions, by device, and highlights on a map where the display, geo-fence and geo-recency impressions were delivered



- Geo-Fence Impressions
- Geo-Recency Impressions

Geo-Fencing + Geo-Recency

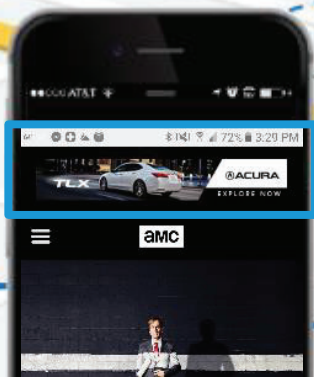
Reaching and Retargeting Mobile Users in a Defined Geographic Area

How Geo-Fencing works:

- Offers additional targeting capabilities in combination with your Display campaign
- A virtual fence will be established around your desired location(s)
- Your message is delivered to smartphone users who are using an app within that fence and have their location services enabled

How Geo-Recency works:

- Your message is delivered to smartphone or tablet users after they have visited a geo-fenced area
- All impressions are delivered within a 30 mile radius of the targeted geo-fence for 30 days



Addressable Online

Reach the Right Audience with Household-Level Data

Target your ideal customers online with powerful audience insights you can only get from Spectrum Reach

Data delivers the best targeting

Our internet household data, matched with data from our partners, targets your best audience and maximizes your ad spend

Own the home

Extend your TV campaign across multiple screens to increase your frequency with a consistent message

Reduced fraud and invalid traffic

Our partners monitor for fraudulent activity to ensure you're reaching real humans and not bots

Digital direct mail marketing

Target the most qualified customers with precise accuracy online and immediate engagement



Online Video

Expand Your Video Message

Reinforce your TV campaign with engaging video across all screens

Boost your TV campaign

Reach your target audience across every screen at home and on-the-go with a consistent video message

Data-driven solutions

Build an effective campaign based on your needs and desired geography with our reach and frequency tool

Brand safety

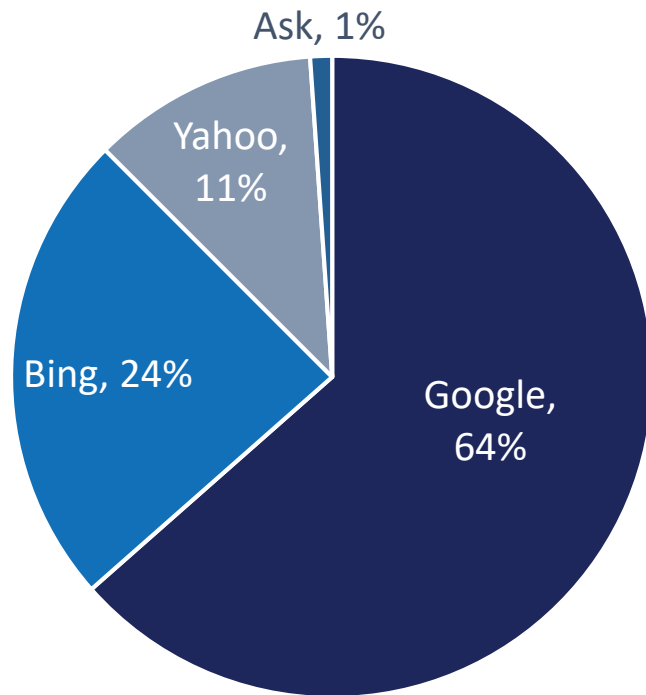
Advertise confidently knowing we adhere to the highest brand safety standards for your online video

Transparent reporting

Measure your results with access to detailed campaign metrics including ad placement by site, device type, engagement, video completion rate and more

Adults spend nearly **6** hours a day consuming video across platforms

Our Search Solutions: No Guessing Game



Your Search ads appear on the top 3 search engines, where **99%** of searches occur monthly

Monthly Share of Online Searches in the US, by Search Engine, with over 242 million¹ search users in the US (74% of the population)

Our Search Solutions: The Team of Experts



- Campaign monitoring, analysis and manual updates as needed
- Proactive keyword and text copy enhancements
- Google Ad Certified support team

Our Search Solutions offer unmatched services

We do all the work so you can focus on growing your business

KEYWORD & AD COPY LIBRARY

- Deliver the right kind of customers to your site using a library of over 4,000 categories

GEO TARGETING

- Zip and City with Radius, State or National

BID & BUDGET MANAGEMENT

- Complex bidding algorithms ensure maximum results and minimizes inefficient bidding

SEARCH EXPERTISE

- Our team is Google AdWords certified

CAMPAIGN PACING

- Optimization helps campaigns run consistently throughout the entire month and provides even billing

CALL TRACKING

- Offers increased campaign measurability

TRANSPARENT REPORTING

- Dashboard available 24/7 and report emailed monthly



Be Found on the Top 3 Search Sites – Google, Bing, Yahoo!

Examples of where paid search results appear

ford auto dealer near me

All Images Videos Maps News Shop | My saves

2,640,000 Results Any time Near New York, NY Change

Your Tri-State Ford Dealers | buyfordnow.com
www.buyfordnow.com/Ford
 Ad Let us help you find the Ford Dealer and services you need! buyfordnow.com has been visited by 100K+ users in the past month
 Types: Explorer, XLT, Limited, Sport, Platinum

Locate Dealer
 Contact your local Ford Dealer & find the latest vehicle models!

Search Dealer Inventory
 Find your next Ford vehicle from your local dealer's inventory.

View Current Offers
 Browse current Ford Dealer offers to see what is available now!

Get a Quote
 Found a Ford that you love? Get a quote. It's quick and easy.

Ford.com | Official Ford Owner Site
owner.ford.com/Roadside/Assistance - 1,102,700+ followers on Twitter
 Ad Ford Is There for You 24 Hours a Day, Seven Days a Week. Learn More Today!
 Vehicle How-To Videos · Offers & Rebates · Care & Maintenance Tips · Warranty & Service Info
 Models: Oil Change, Tire Rotation, Brake Inspection, Multi-Point Inspection

Ford Explorer Hempstead | Buy or Lease a Ford Explorer.
www.hempsteadford.net/Ford/Explorer
 Ad Shop From Our Selection Of New Ford Explorer Models Today at Hempstead Ford.
 Feature of The Week Event · Friendly Staff · Established In 1929 · Exclusive Finance Options
 Models: Edge, Escape, Expedition, Explorer, Fiesta, Focus, Fusion, Mustang, Taurus
 301 North Franklin Street, Hempstead - Directions - (888) 693-5695

Google ford auto dealer near me

All Maps Shopping News Images More Settings Tools

About 386,000,000 results (0.68 seconds)

Premier Ford of Bay Ridge | Ford Dealership Brooklyn
www.premierfordofbayridge.com/
 Your Brooklyn, New York Ford Dealer. Save Now At Premier Ford of Bay Ridge!
 Value Your Trade · Directions · New Ford Inventory · New Ford Specials · Financing

Your Tri-State Ford Dealers | Find a Local Ford Dealer Today
www.buyfordnow.com/Ford
 Let us help you find the Ford Dealer and services you need!
 Locate Dealer · View Current Offers · Safety Features · Get a Quote

Liccardi Ford Inc. | The Best Deals Around | liccardifordnj.com
www.liccardifordnj.com/
 Your Source For Ford In Watchung. Shop Our Watchung Ford Inventory Online. Get Trade-In Value. Financing Available. Schedule Service. Featured: 2017 Ford Mustang Ecoboost Premium, 2017 Ford F-350SD Crew Cab Lariat, 2014 Lincoln MKZ Preferred V6 TI-VCT 24V.
 New Ford Specials · New Ford Inventory · Value Your Trade · Directions · Financing

ford auto dealer near me

Web Images Video News More - Anytime -

Ads related to: ford auto dealer near me

Your Tri-State Ford Dealers - Find a Local Ford Dealer Today
www.buyfordnow.com/Ford
 buyfordnow.com has been visited by 100K+ users in the past month
 Let us help you find the Ford Dealer and services you need!
 Types: Explorer, XLT, Limited, Sport, Platinum

Search Dealer Inventory
 Find your next Ford vehicle from your local dealer's inventory.

Locate Dealer
 Contact your local Ford Dealer & find the latest vehicle models!

View Current Offers
 Browse current Ford Dealer offers to see what is available now!

Get a Quote
 Found a Ford that you love? Get a quote. It's quick and easy.

News Bay Shore Ford - Ford Dealership Near You
www.newsbayshoreford.com/Ford
 Huge New & Pre-owned Inventory Serving Customers For 77 Years!
 Get Approved - Massive Ford Inventory - New Ford Inventory
 Brands: Edge, Escape, Expedition, Explorer, F-150, Focus, Fusion

New Ford Inventory
 Service Department
 Hours & Directions

Used Vehicle Inventory
 Ford Parts Department
 Contact Us

Ford Explorer Hempstead - Buy or Lease a Ford Explorer.
www.hempsteadford.net/Ford/Explorer (888) 693-5695
 Shop From Our Selection Of New Ford Explorer Models Today at Hempstead Ford.
 Year End Event · Friendly Staff · Quality Service
 Models: Edge, Escape, Expedition, Explorer, Fiesta, Focus, Fusion
 301 North Franklin Street, Hempstead, NY (888) 693-5695 Directions

New Ford Inventory
 Customer Testimonial

Used Ford Inventory
 Contact Us

Ads related to: ford auto dealer near me

Buy Automobile Dealership - Dealerships for Sale by DCG
davecantingroup.com
 Ready to Grow Your Dealership Portfolio? Achieve Your Goals Now With DCG.

Ford Dealers Near Me - Search Ford Dealers Near Me
www.zapmetasearch.com/Ford/DealersNearMe
 Now Check out Ford Dealers Near Me. Save Time, and Find it Here

2018 Ford Clearance Sale - Get the Best Deal on Ford
dealers.car.com/Ford/Clearance
 Huge Markedowns on Ford this Month! Check Dealers & Get Your Discount

Ford - Ford at Edmunds.com
www.Edmunds.com/Ford
 Ford at Edmunds.com. Find Unbiased Car Buying Research.

2017 Ford Dealer Clearance – Ford Sale Ends Soon
ford@autosite.com
 Huge Discounts on New 2017 Fords. Get Your Internet Price Now & Save

Sitelinks and extensions improve results

Keywords get the right customers to your website

Sitelinks

Drive traffic to specific pages on your

Stevens Jersey City Ford | Jersey City, NJ | stevensjerseycityford.com
www.stevensjerseycityford.com/ ▼
Shop Your Local Ford Dealer For Great Deals On New & Used Vehicles! Fuel Efficient Vehicles.
[Value Your Trade](#) · [Vehicles Under \\$10K](#) · [Apply For Financing](#) · [New Inventory](#) · [Pre-Owned Inventory](#)

Location Extensions

Provides address to business location

Premier Ford of Bay Ridge | Ford Dealer Brooklyn
www.premierfordofbayridge.com/ ▼
Your Brooklyn Ford Dealership. Apply For Financing Through Ford Credit Online.
[New Ford Inventory](#) · [Value Your Trade](#) · [Directions](#) · [Financing](#) · [New Ford Specials](#)
[612 86th St, Brooklyn, NY](#)

Callouts

Inform about offers and special services

Versatile Ford Vehicles | Get a Great Deal on One.
www.buyfordnow.com/Ford ▼
See Your Ford Dealer Today and See What Offers Are Available on a Ford Vehicle. [Get A Brochure.](#)
[Locate A Dealer](#). [Lease Available](#). [Shop Online](#). [Get Trade-In Value](#). [Features: EcoBoost, SYNC, Driver Assist, All-Wheel Drive.](#)
[Safety Features](#) · [View Current Offers](#) · [Get a Quote](#) · [Locate Dealer](#)

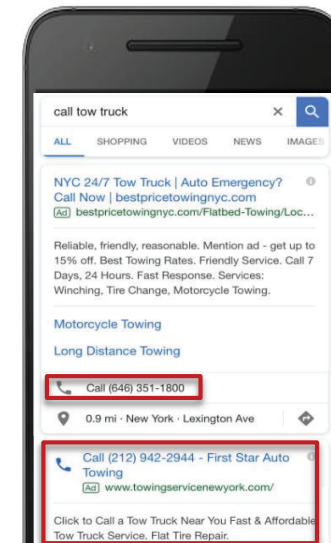
Snippets

Highlights specific products and features

Versatile Ford Vehicles | Get a Great Deal on One.
www.buyfordnow.com/Ford ▼
See Your Ford Dealer Today and See What Offers Are Available on a Ford Vehicle. [Get A Brochure.](#)
[Locate A Dealer](#). [Lease Available](#). [Shop Online](#). [Get Trade-In Value](#). [Features: EcoBoost, SYNC, Driver Assist, All-Wheel Drive.](#)
[Safety Features](#) · [View Current Offers](#) · [Get a Quote](#) · [Locate Dealer](#)

Click-to-Call & Call Only Ads

Connects consumers with business via phone



Click-to-Call ad extension

Call only ad

Self-Managed vs. Our Search Solutions

Self-Managed Campaign	Spectrum Reach Search Solutions
Need multiple campaigns for top search engines	One campaign for Google, Yahoo & Bing
Manual bid optimization can be time consuming	Hourly bid optimization with machine learning and market-leading algorithms along with experienced Search team to monitor and adjust campaigns
Keyword and Text Ad testing requires time and skill	Ongoing copy and keyword testing and optimization
Tracking results can be challenging	Merchant Center with Google Analytics integration
Call Tracking requires extra work, separate contract	Call Tracking provided as a campaign option
Campaign is stand-alone	Search is part of an integrated solution

Ads Everywhere

The solution to reach the new
TV viewing audience



SMITHMEDIAGROUP

Ads Everywhere connects on all screens



Television audiences are now streaming and watching content via OTT platforms everywhere they go.

Ads Everywhere moves with your television audience, and extends your ad campaign to whenever and wherever they are watching.

Overview of OTT

OTT or Over-The-Top is a catchall term that defines the service or device that content is being streamed or watched on. The service or device must be connected to the internet.

Services

Provide content on websites, apps or both



Devices

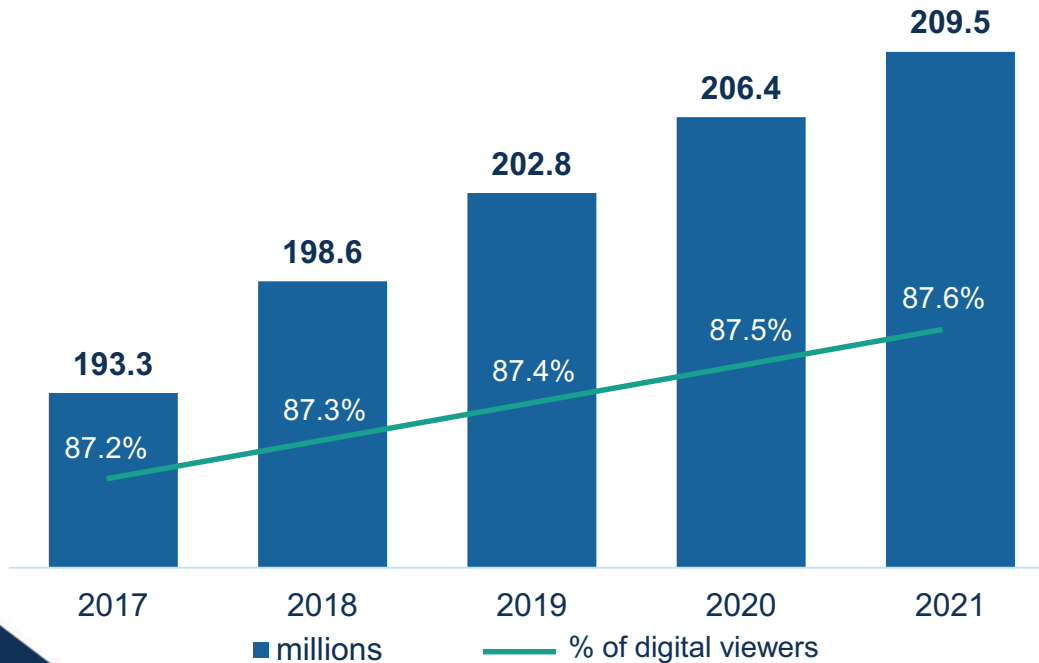
Has built-in internet capabilities or connects to the internet



Growth of OTT

More media companies are offering content via OTT because TV viewers are becoming more accustomed to this viewing method to reflect their lifestyles and use of technology.

OTT Video Viewers US, 2017-2021



209 million

Number of OTT viewers by 2021

16 million

Increase in OTT video viewers by 2021

\$17.9 billion

Total digital video ad spending in the US in 2018

Access to audiences on 50+ top cable networks



Includes 58 live programming networks on TV app and website

Examples of Audience Buckets networks:

Men & Sports



Women & Entertainment



News & Business

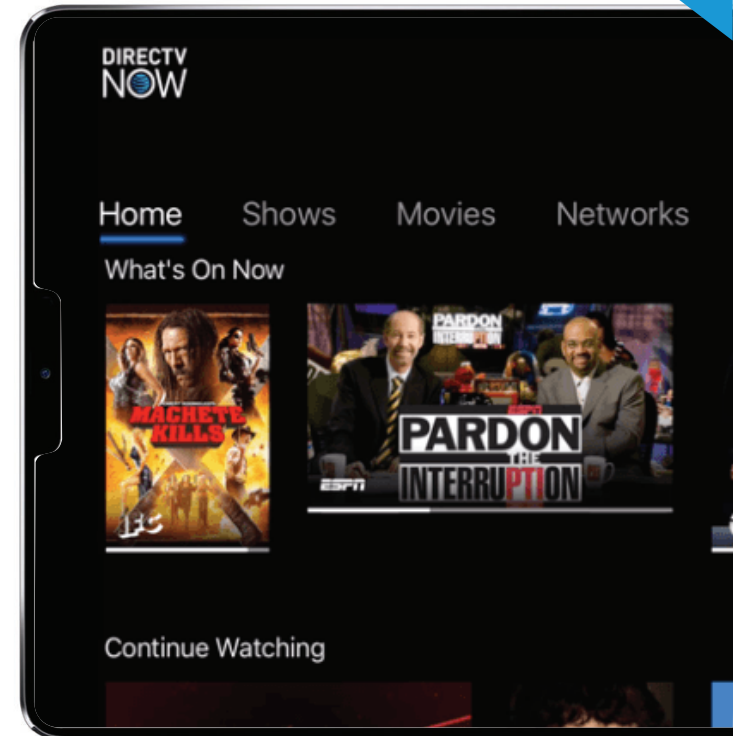
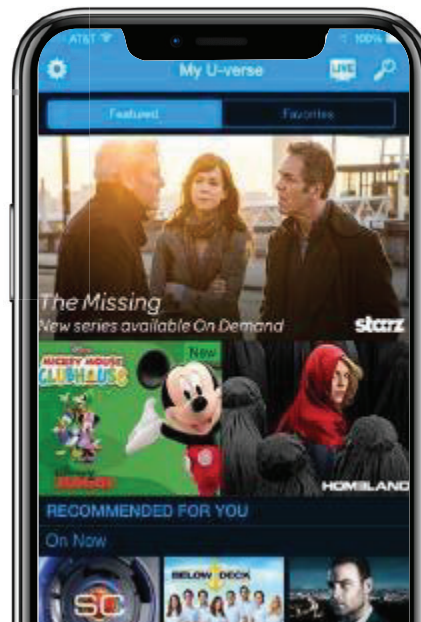
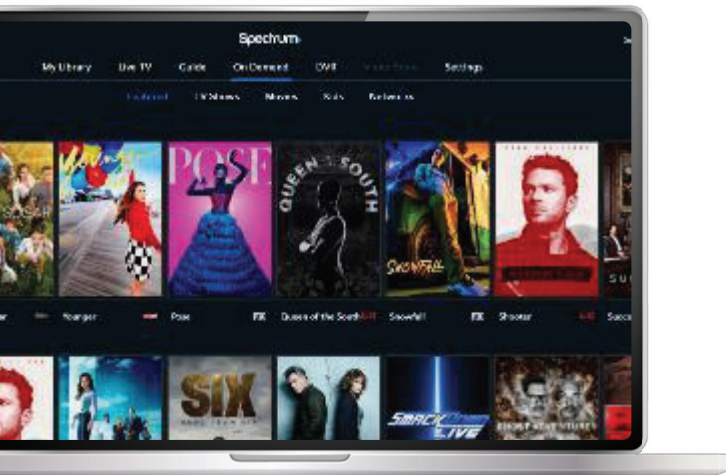


Extend your reach

Reach cord-cutters and skinny-bundlers on OTT platforms

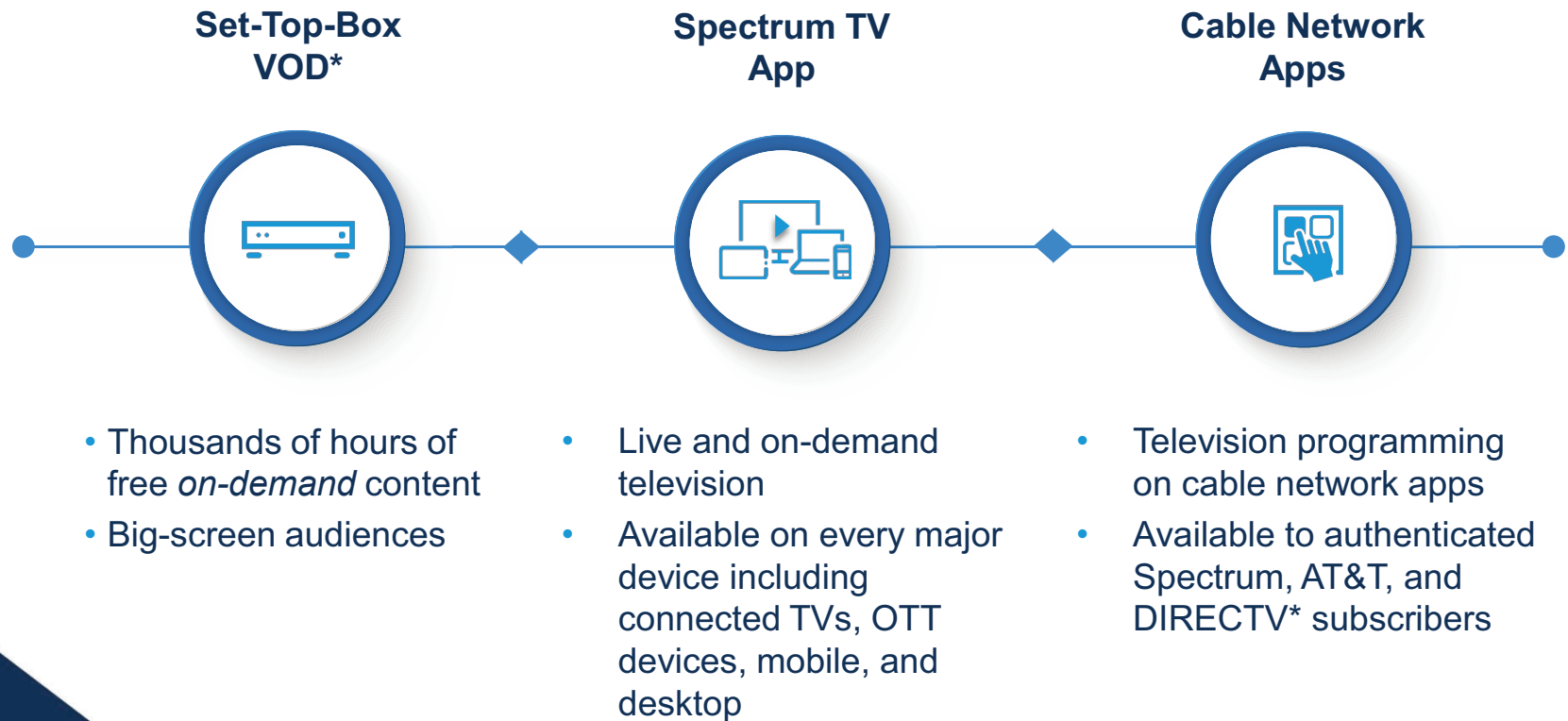
Connect with authenticated **streaming TV** viewers in multiple ways*:

- Spectrum TV Stream subscribers
- AT&T U-verse
- DIRECTV
- DIRECTV NOW
- AT&T WatchTV (**NEW**)



Access to audiences watching on every platform

Extend your message to every screen and platform audiences are watching



Be everywhere your audience is

Customers are watching on nearly every device. Ads Everywhere and Spectrum TV goes with them.

Watch **Spectrum TV** live and on-demand on eight platforms



Even more options to stream content on **70 partner cable apps***

- Amazon Fire TV
- Google Chromecast
- Playstation Vue

COMING SOON!



The Spectrum TV App will be available for download on Apple TV!



Industry-leading reporting

Ads Everywhere campaigns are backed by fully-transparent metrics.

Impressions



Network



Device



Creative



Completion



Daypart



Date



Market



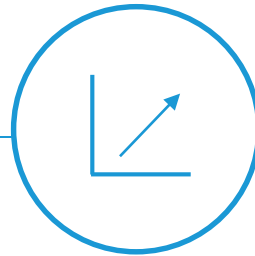
Ads Everywhere is better for your brand

Brand Safe



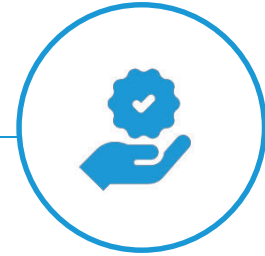
- 100% authenticated audience
- 100% premium, long-form, full episodic, latest season programming
- Ads served only when viewers are watching

Reach & Scale



- Local and national – 94 DMAs
- Spectrum subscribers and beyond
- Find your audiences on top networks using proprietary first-party viewership data

Engagement



- In and out-of-home viewing on all major platforms
- +95% completion rate
- Big-screen devices still command most time spent

Ads Everywhere delivers

- Premium Cable Networks and Programs
- All Major Streaming and OTT Platforms
- 100% Authenticated Audiences
- Fully-Transparent Reporting