



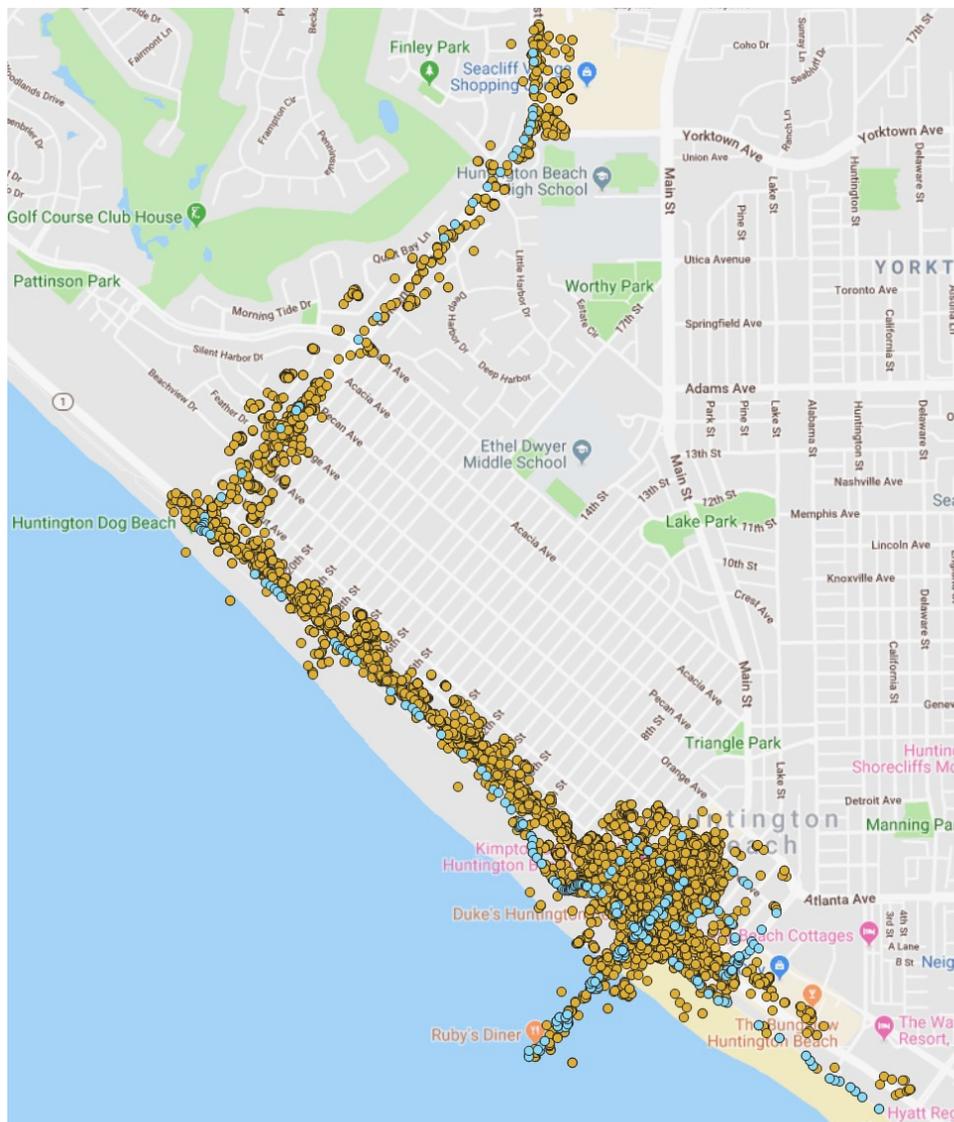
LED TRUCK MEDIA

Retargeting Explained.

MOBILE AD-RETARGETING FOR
ADS ON VEHICLES

The Process.

StreetMetrics' proprietary technology tracks unique devices via mobile apps that come within proximity of your vehicle during your live campaign. We're able to anonymously capture key insights like the IDFA or the AAID off the exposed audience empowering you to re-target them with advertising online.



We take time-stamped trip history data from your vehicle (blue dots) and compare that information against real-time app location data from mobile devices (yellow dots).

They're Identified.

Where should I retarget?

Once StreetMetrics identifies who saw your ad, determine how you want to retarget them.



A variety of options to fit your needs:

1. In-App Retargeting

Take the Device Id's seen next to your vehicle advertisement and target them with advertising back in StreetMetrics partner app network. There are over 65,000 apps represented across a variety of networks including Google's DSP, AppNexus, and many more. If you're familiar with cookies online, this is essentially the same thing. Every time a user gets on one of our partner apps we will bid, through our exchange, to serve them your advertisement.

2. Social and Search Retargeting

Take the Device ID's seen next to your vehicle advertisement and target them with advertising on Social. (Facebook, Instagram, etc.) If you believe your audience is going to be on one of these channels consistently, this may be the best option for you. StreetMetrics manages these campaigns. Weekly reporting.

3. DIY Retargeting

For those who want to manage their advertising on behalf of their client or for themselves this may be the option for you. We sell you the devices seen next to your vehicle advertisement, and manage your campaign yourself. Device ID's are served via a CSV file. Licensed to sell ads on Social, but not back in another exchange, or app network.

Affordable. Pricing.

Packages that fit your needs.

In App Retargeting

Starting at
\$3,500

Includes

- Choose from Banner Ads, Interstitial, or Video Ads.
- Apps served back into StreetMetrics Partner App Network. (Over 65,000 Apps)
 - Google DSP, AppNexus, & More.
- Segment Exposed Audience by Affinity/GeoLocation to determine.
- Provide StreetMetrics with Creative based on preferred ad type.
- Provide StreetMetrics with URL driving traffic to.
- Link pixel's across landing page & creative to measure conversions.
- 30-60 day flight date.
- 100-150K Monthly Impressions.
- ID's updated weekly
- Ads managed by StreetMetrics



Social Retargeting

Starting at
\$4,500

Includes

- Choose from Facebook, Instagram, Messenger App, & What's App.
- Choose from normal ad type within Facebook ad suite.
- Segment Exposed Audience by additional Facebook advanced filtering tools.
- Provide StreetMetrics with Copy, Creative based on preferred ad type.
- Link pixel's across landing page & creative to measure conversions.
- 30-60 day flight date.
- StreetMetrics pricing based on client total ad spend.
- Advertiser to give StreetMetrics permission to run targeted ads.
- ID's updated weekly
- Ads managed by StreetMetrics

DIY Retargeting

Starting at
\$0.20/Device

Includes

- If you're an agency or brand and want to manage the retargeting in house, we can provide you with the list of ID's seen within proximity to the ad.
- Licensed for retargeting on all social & search platforms
 - Facebook, Instagram, Messenger App, What's App, Google, Twitter, SnapChat, LinkedIn, Pinterest & more!
- Device list served via CSV file.
- Based on StreetMetrics volume based pricing.
- ID's updated weekly
- Managed by Client



From Offline to Online. And it's not GeoFencing.

Physical to Digital World

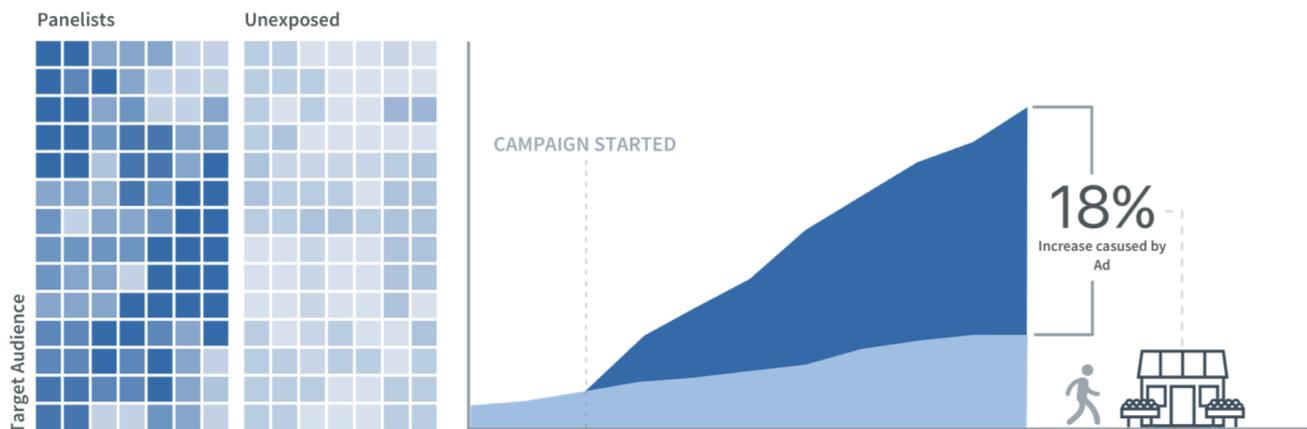
For every device we capture within proximity to your vehicle, we collect important information like its IDFA/ADID. Facebook, Google, and other platforms have recently allowed companies to target individuals based on this ID. You can therefore directly target these devices across social and search. This is the only way we connect the physical and the digital worlds.

Conversion Attribution

Since we know the specific devices that see the vehicle, and they get served ads online, essentially any conversion seen online can be directly attributed to their initial visibility to your moving advertisement. Pretty slick right?

Retargeting is not GeoFencing.

GeoFencing a particular area means that anyone in that geofence will be served an ad while they're in the geofence. However, there's no way to know if they actually saw the ad, and once they leave the geofence you're done serving them ads. Our technology allows us to anonymously identify specific devices that were within proximity of the moving advertisement and serve them an ad regardless where they are in the world. Because they've been primed with your OOH ad, our studies suggest they're 18% more like to engage with your ad online.



Reporting you're Accustomed to.

Weekly Reporting

If we manage your campaign for you, StreetMetrics provides you with weekly reporting so you can always stay up to date with your campaign's performance.

Personalized Monitoring

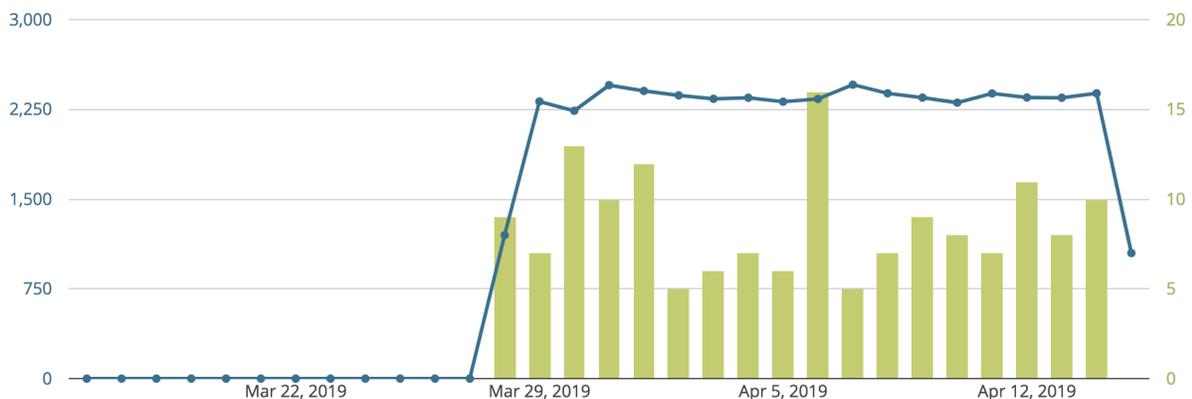
We have a dedicated team member monitoring your campaign at all time to maximize your media spend.

Last 30 Days' Performance

Current time: 4/15 2:03 PM ET
Last updated: 4/15 1:59 PM ET

Impressions 42,318	Clicks 156	CTR 0.37%
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Impressions Clicks CTR eCPM ⓘ



Retargeting Explained.

MOBILE AD-RETARGETING FOR ADS ON VEHICLES

Mark Miller

561-707-0138

mark@oohmediausa.com

Marilyn Miller

561-628-5807

marilyn@oohmediausa.com