



Big I of Nebraska

1/2/2020

Campaign Goal: Direct Response

Industry: Business

Timeline: 1/1/2020 - 1/1/2021

Total Investment: \$10,000



Display

| Timeline | Name | Platform | Target | Geography | CPM | Total Impressions | Guaranteed Clicks | Investment |
|---------------------|--------------------|--------------------|---|---|---------|-------------------|-------------------|----------------|
| 1/1/2020 - 1/1/2021 | Content + Behavior | Display - Dominant | Content - <i>See Appendix</i> Behavior - <i>See Appendix</i> | <i>See Appendix</i> | \$10.00 | 500,000 | 500 | \$5,000 |
| N/A | Programmatic | Site Retargeting | N/A | N/A (the team will run as many retargeted impressions as possible within the total number of ordered impressions) | | | | |
| Total | | | | | | 500,000 | 500 | \$5,000 |

*Please include all standard ad sizes; 300x250, 728x90, 160x600, 300x50, and 320x50

Search

| Timeline | Platform | Geography | Estimated Total Clicks | Estimated Avg. CPC | Investment |
|---------------------|----------|---------------------|------------------------|--------------------|--|
| 1/1/2020 - 1/1/2021 | Search | <i>See Appendix</i> | 3,390 | \$1.05 | \$5,000 (40% management fee included) |
| Total | | | 3,390 | \$1.05 | \$5,000 (40% management fee included) |

Summary

| Timeline | Display Impressions | Estimated Search Clicks | Total Investment |
|----------------------------|---------------------|-------------------------|--------------------|
| 1/1/2020 - 1/1/2021 | 500,000 | 3,390 | \$10,000.00 |

Summary

| Timeline | Display Impressions | Estimated Search Clicks | Total Investment |
|---------------------|---------------------|-------------------------|------------------|
| 1/1/2020 - 1/1/2021 | 500,000 | 3,390 | \$10,000.00 |

Essentials:

Delivery: Creative and linking URL's should be included upon receipt of order. All materials must arrive 3 days prior to start date.

Delivery Metrics: Delivery Metrics are based on ad servers. 3rd party reporting should be identified upon order submission.

Optimization: Operations will optimize the campaign across all targeting options working towards achieving the goals of the campaign, starting with Impressions, Clicks and Conversions. This may result in the campaign delivering more heavily in one target vs another based on performance with the ultimate goal of delivering the monthly minimum impressions, clicks and/or conversions.

Terms & Conditions: Please refer to 4A's/IAB Standard Terms & Conditions v 3.0.

Line items: The individual named as Advertiser may approve the change or addition to this order via email. The team will provide advertiser with a work order to review and ensure that the changes or additions are made. Changes accepted when the team receives acknowledgement from advertiser via email.

Guarantee: The team guarantees the minimum value of a .10 CTR on all display campaigns based on ordered impressions.

Signatures:

Advertiser or Agency Signature _____ Date _____

ICAN Ad Sales Signature _____ Date _____

Appendix:

Content + Behavior

Geography:

Locations

- 68849
- 68114
- 68787
- 68845
- 68508
- 68102

Target:

Content

- App - News
- App - Newsstand/Business & Investing
- App - Finance
- Web - News
- Web - Business & Industrial
- Web - Finance
- Web - Jobs & Education/Education/Colleges & Universities
- Web - Jobs & Education
- Web - Jobs & Education/Jobs
- Web - Jobs & Education/Jobs/Career Resources & Planning
- Web - Jobs & Education/Jobs/Job Listings
- Web - Jobs & Education/Jobs/Resumes & Portfolios

Behavior

- Interest > Job Seekers
- Life Stage > Business > Job Seekers
- Home & Family > College Students
- Education > College Students
- Mobile Audience > Education > Colleges > College Students
- Audience Profiles > Psychographics > College Students
- Career Services > Employment Search
- Intent > Services > Services - Employment Agencies and Services



D I S P L A Y

Programmatic Display is designed to boost any business seeking to get their message in front of their target market, any place at any time. Widely connected and integrated with all major data exchanges, allowing for the best ability to get in front of your target market.

N E T W O R K



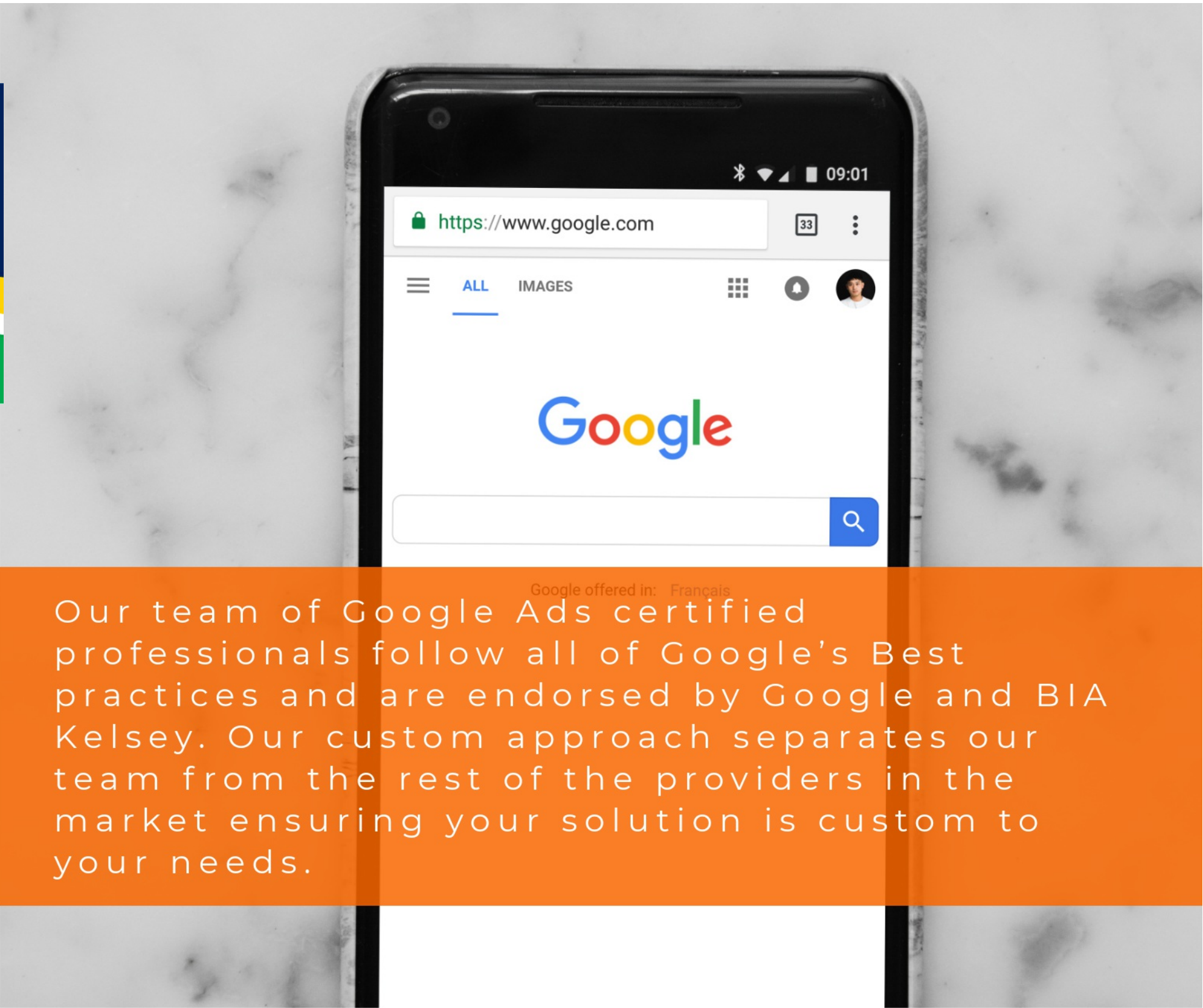
T A R G E T S

- **Demographic Targeting** Target users based on their age, gender, HHI, career, ethnicity and more.
- **Behavioral Targeting** Target consumers based on their search, click and web browsing history.
- **Content Targeting** Target consumers based on the kinds of sites and content they're visiting.
- **Geo Targeting** Target users based on radius, zip, city, county, DMA, state and more.
- **Frequency Caps** Limit the number of times a user can see your ad.
- **Day Parting** Target your key consumers at a time when they're most likely to buy.

R E S U L T S

Our team of Programmatic Buying experts can tailor a plan for any budget and we will guarantee a minimum equivalent of a .1% CTR based on a number of purchased impressions.

We will over-deliver impressions to hit the guarantee number of clicks if necessary.



P A I D
S E A R C H

Our team of Google Ads certified professionals follow all of Google’s Best practices and are endorsed by Google and BIA Kelsey. Our custom approach separates our team from the rest of the providers in the market ensuring your solution is custom to your needs.

D E T A I L S

- Campaign structure according to Google Best Practices
- Competitor analysis and competitor conquering
- Rigorous keyword analysis and optimization
- Professional ad development and optimization
- Bid and budget management strategy
- Campaign optimization strategy including A, B & C ad copy testing, ad group optimization, and more

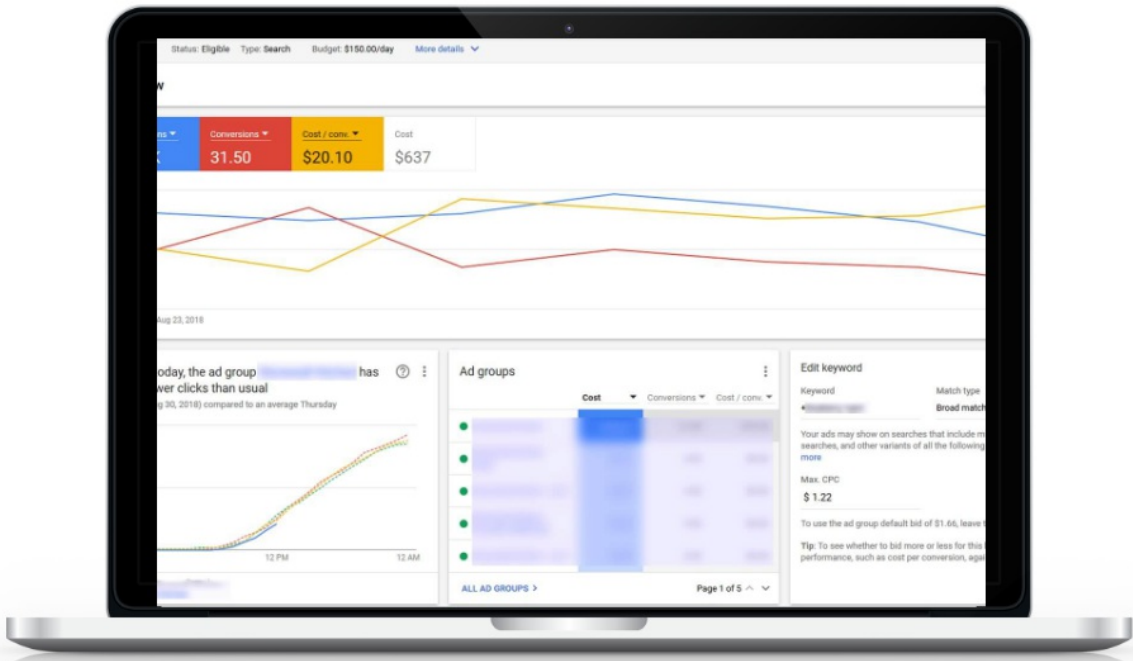
C A M P A I G N
T E A M

Dedicated team of Google Ads and Bing certified professionals

Every client is assigned a dedicated campaign management team of experienced and certified professionals.

Conversion tracking and ROI focused

PPC campaigns are powerful because they are able to track conversions and track ROI. We track all applicable conversions through Google Analytics and our proprietary reporting platform reports.marketing.





W H A T
M A K E S U S
D I F F E R E N T

We pride ourselves in understanding how your entire digital marketing program drives results, optimizing cross platform to insure optimal ROI.

OVERVIEW

Choosing your agency relationship is a very important decision that can make or break your business. There are many options to choose from, but the differences in their actual technology can be minimal. Our team has extensive experience making campaign recommendations, optimizations and managing campaign performance. We understand your goals and are trained to help you achieve maximum performance for your investment.

- We do not serve ads between midnight and 5am, unless specifically requested to. This ensures we are not wasting budget and impressions.
- Our campaigns are focused on Quantcast 5000 sites to ensure reputable traffic.
- We guarantee a 0.1% CTR on regular display campaigns.
- Our campaign managers are financially incentivized by our quality assurance and CTR guarantee.
- The campaign management team keeps a manageable volume to ensure a high focus on all campaigns.

HOW WE SUCCEED

Team Our team of certified professionals specializes in managing local and regional digital marketing campaigns designed to drive maximum ROI.

Technology By leveraging best in class technology and proprietary software our team is able to deliver unparalleled reach, frequency, brand safety and optimization for all of our campaigns.

Single Platform We combine all major digital platforms into a single ROI focused campaign allowing our marketing partners to spend more time on other parts of their business.

Performance Guarantee Because we know our process, planning, inventory quality and execution are second to none we guarantee at least a .1% Click Through Rate on ordered ad impressions. That's almost 2x the national average according to Think With Google.



I N V E N T O R Y Q U A L I T Y

Inventory quality is our first priority and we are always willing to engage our partners and acquire the right technology to ensure satisfaction. Our team along with our supply vendors have redoubled our efforts to neutralize critical threats to our inventory quality and eliminate them from our ecosystem.

Q U A L I T Y S E T T I N G S

Quality settings and pre-bid settings ensure you get qualified human traffic.

Every campaign includes a series of quality settings designed to ensure optimal campaign performance, 98%+ human traffic, delivered on high quality websites, in a location likely to be seen by the user.

DSP Measures Curated and tiered inventory selection, IAB Compliance, dynamically maintained IP level block lists, black lists, and more. Also integrating White Ops into every campaign running on The Trade Desk.

Campaign Manager All campaigns include basic campaign setup features such as excluding below the fold inventory, focusing on the Quantcast top 5,000 websites, and only running between 5am - 12am local time.

3rd Party Pre/Post Bid Peer39 brand safety, page quality, viewability, IP indexing, user device graphs applied to every campaign during setup. This ensures better quality users, on better quality pages, and safety for your clients.

Quality Our campaigns consistently delivers +98% human traffic, on pages with fewer than 6-8 ads, excluding below the fold inventory, helping make sure your clients ads are seen by real people every time. This is proven every day in our fully transparent reporting platform reports.marketing.



GOOGLE ANALYTICS

Google Analytics (GA) tracking is added to every campaign to help you identify the performance of our campaigns over the competition. We recommend tying your GA into our reporting platform for every campaign so we can align Ad Server performance with your GA data.

BENEFITS

- It's free
- Easy to implement with limited technical expertise needed
- Determine if user paths align with business goals and KPIs
- Improve marketing efforts by reviewing sourced engagement trends
- Identify most and least popular site content to inform potential site improvements

ALLOWS FOR

- Pre-flight audience identification
- Traffic segmented by marketing source
- Engagement benchmarking and trend identification
- Sourced traffic quality control; verify geographic and demographic targeting
- Basic or advanced ROI measurement options
- Direct users to most popular conversion paths



Google Analytics