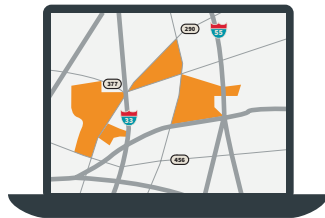


GEO-FENCING

The most advanced location-based mobile advertising technology for targeting users based on specific geographic areas. Conversion Pipeline's geo-fence technology enables marketers to customize audiences through custom targeting shapes with precise and accurate data. We support bulk uploads of GeoJSON files to create shapes around public areas like political and school districts, street and highway boundaries, municipalities, etc.

Configurable Geo-Spatial Technology

Conversion Pipeline generates dynamic and configurable shapes custom to an advertiser's campaign. Each user is matched 1:1 to a desired targeting zone.



Geo-Fencing Benefits

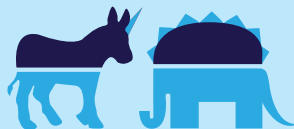
- Incomparable scalability
- Pinpoint accuracy
- Location file import and export capability
- Granular localization via custom shapes and sizes
- Variable recency (instant to 30 days)
- Boost mobile performance and reach
- Retarget customers who visit or commute through any geo-fenced location
- Leverage targeted campaigns only to customers within a predetermined physical proximity to your business
- The most reliable way to target mobile users in your business's proximity
- Track offline or "last mile" conversions to measure your campaign's effectiveness
- Target event locations during specific date and time windows
- Target physical addresses with a digital medium to build an audience based on plat line data

WHO ARE IDEAL CLIENTS FOR GEO-FENCING?



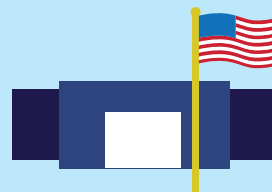
Brick & Mortar

- Auto
- Quick Serve Restaurants
- Insurance Agents
- Retail
- Hospitality



District-Specific Entities

- Political Parties
- Political Candidates
- Municipalities
- Counties
- Civic Groups



Venue-Based Entities

- Sports Areas
- Concert Halls
- Amphitheaters
- Convention Centers
- Colleges



Travel

- Airports
- Truck Stops
- Bus Stops

Self-Service or Managed-Service

- Campaigns can be built, launched, optimized, and reported on all in the user interface
- Customers can fully customize targeting shapes and sizes in the user interface (UI)
- All facets of Geo-Fencing campaigns from budget to shape configurations are instantly searchable in the UI
- Conversion Pipeline's platform supports bulk uploads of shape data files (GeoJSON) to target larger areas like political and school districts, street and highway boundaries, municipalities, etc.

Conversion Pipeline's Unstructured Data Advantage

Scalability

Unstructured data allows for efficient and effective campaign scaling without needing to adjust the parameters of the geo-fenced locations.

- Conversion Pipeline sees approximately 600,000 apps
- Conversion Pipeline's data collection is scalable to multiple petabytes and is currently utilizing a petabyte size cluster

Accuracy

A location-based campaign is only as good as the accuracy of its data. Conversion Pipeline captures and targets based upon actual latitude and longitude coordinates and not derived latitude and longitude.

Localization

Our location data is not stored in grids (segments) which allows our targeting of custom shapes to utilize the actual latitude and longitude of the drawn shape. Other solutions that have a grid-based data retrieval system inherently pull users from a grid, which may fall outside of a custom shape.

Conversion Zones

The most powerful tool for tracking online-to-offline conversions in mobile advertising.

What Are Conversion Zones?

Conversion Zones are virtual boundaries drawn around an advertiser's business location via a GPS map. Conversion Zones allow advertisers to track what amount of physical traffic at their location have previously seen one of their ads from visiting another geo-fenced location.

Why Use Conversion Zones?

Identify audiences responding to mobile advertising by visiting a physical location as opposed to a click or call.

- Track online-to-offline conversions
- Enrich mobile performance
- Evaluate campaign effectiveness

Other mobile programmatic technologies lack the accuracy of Conversion Pipeline to effectively attribute mobile impressions with physical visits to an advertiser's location.

How Conversion Zones Work

A virtual geo-fence is traced around a specific location where the advertiser wants to target customers visiting another physical location (e.g. a competitor's store, a venue, or specific part of town).

Next, a Conversion Zone is traced around one or more of the advertiser's locations.

When the customer enters the geo-fenced location, they will be targeted with the advertiser's ads on their mobile device.

When the customer enters the Conversion Zone with their mobile device and has previously been served the advertiser's ad, the Conversion Zone recognizes the user and attributes their visit as an offline conversion for the geo-fencing campaign.

Reporting with Conversion Zones

Conversion Zone reporting includes the following metrics:

- Impressions
- Total Spend
- Clicks
- View Through Visits
- Click Through Visits
- Total Visit Rate (TVR)
- Cost Per Visit
- Daily Visits
- Daily Total Conversion Zone Visits

Geo-Conversion Lift Dashboards

Analyze your geo-targeting campaigns in regards to how they are driving traffic to their Conversion Zones with Conversion Pipeline's Geo-Conversion Lift Dashboard in the Reporting & Analytics Center. Metrics within the dashboards include:

Geo-Conversion Lift

Percentage difference in Campaign Conversion Rate vs. Natural Conversion Rate. Calculated by: $(\text{Campaign Conversion Rate} - \text{Natural Conversion Rate}) \div \text{Natural Conversion Rate}$.

New User Campaign Conversion Lift

The campaign conversion lift with repeat converters excluded.

Shows the relative number of Natural Converters compared to New Natural Converters, Campaign Converters, and New Campaign Converters.

Natural Converters

Users who have been detected in a target zone, and then detected in a Conversion Zone within the number of days designated in the conversion attribution settings for that campaign, provided they were not served an ad.

New Natural Converters

Natural Converters who have been detected for the first time in a conversion zone within the number of days designated in the conversion attribution settings for that campaign.

Campaign Converters

Users who have been detected in a target zone, served an ad, then detected in a conversion zone within the number of days designated in the conversion attribution settings for that campaign.

New Campaign Converters

Campaign Converters who have been detected for the first time in a conversion zone within the number of days designated in the conversion attributions settings for that campaign.

Natural Conversion Rate

The percentage of users who have been detected in a target zone, not served an ad, and then detected in a conversion zone for the same campaign.

Natural Days to Convert

The average number of days it takes users who have not been served an ad to go from a target zone to the Conversion Zone.

Campaign Conversion Rate

The percentage of users who were detected in a target zone, served an ad, and then detected in a conversion zone for the same campaign.

Campaign Days to Convert

The average number of days it takes users who were served an ad to go from a target zone to the conversion zone.

Geo-Conversion Lift Methodology

Conversion Pipeline's Conversion Rate provides a convenient and intuitive baseline for comparison while avoiding the complexity of a formal controlled experiment and the expense of a holdout set. This means marketers do not need to dedicate what is traditionally 20% of their spend towards a hold-out set to accomplish a conversion lift metric. This is ideal for localized programmatic campaigns. It leverages Conversion Pipeline's large mass of dynamic geo-location data to tell the target user's story and build the foundation for a statistically rigorous comparison test.

Baseline vs. Holdout Set

Conversion Pipeline utilizes the Natural Conversion Rate as a baseline rather than a holdout set. This approach is well established statistically and often used in dynamic online application. It does not provide a cause-effect conclusion. Rather, the goal is an A/B comparison similar to A/B testing with the hypotheses, "Is the Natural Conversion Rate different than the Campaign Conversion Rate?"

Geo-Conversion Lift Dashboard Sample View

