Accelerate your online presence

AdEndeavor
media

2023
MEDIA GUIDE

AdEndeavor

AdEndeavor Media is a digital programmatic advertising division within IBJ Media. AdEndeavor provides digital marketing avenues for all businesses and institutions, large or small. We provide endless possibilities for our clients to target the ideal consumer any place and anytime.

Why AdEndeavor?

Transparency & Trust

We believe in telling it like it is. We don't tell you exactly what you want to hear. We bring bold ideas, but we also know when to be quiet and listen. We are transparent when we are wrong or when something isn't working. We want to build your trust, while also providing strategic ideas to achieve your goals.

Meaningful & Long-Term Partnerships

AdEndeavor brings a spirit of true partnership to all of our clients. We are interested in quickly earning your trust and building long-term, mutually beneficial relationships. We are here for the long haul.

> When we say, "AdEndeavor can reach your exact target market anywhere and everywhere customers are consuming digital content," we mean it.

Here's how we do it:

» AdEndeavor guarantees 0.1% CTR (click-through rate) or greater on display campaigns (almost 2x the national average, according to Think With Google.)
» Ad delivery on Quantcast Top 5,000 websites that users are visiting.
» Ad delivery on Comscore Top 1,000 websites that users are visiting.
» Utilize multiple pre- and post- bid tools like Peer39 to ensure the highest quality, accuracy, and safety for your ads.
» We hold the prestigious title of a Google Premier Partner, which is a designation only 1% of Google Partners achieve. Within this elite 1% group, we rank in the top 1% (1% of the 1%), based on how we manage Google campaigns.
» Our retention rate for paid search campaigns is 96%, while Google's own retention rate is 94%.
» Our team also includes Microsoft Advertising Certified Professionals and certified programmatic buyers across a variety of self-service DSPs (Demand Side Platform) including The Trade Desk.

Benefits:

» Your campaign is constantly optimized by a dedicated team.
» IBJ Media's superior customer service.

PREMIER Google Partner

What is Programmatic?

The automated algorithmic purchase and sale of digital advertising space in real time.

Programmatic advertising allows marketers to maximize their exposure with markets anywhere and everywhere customers are consuming digital content on any device.
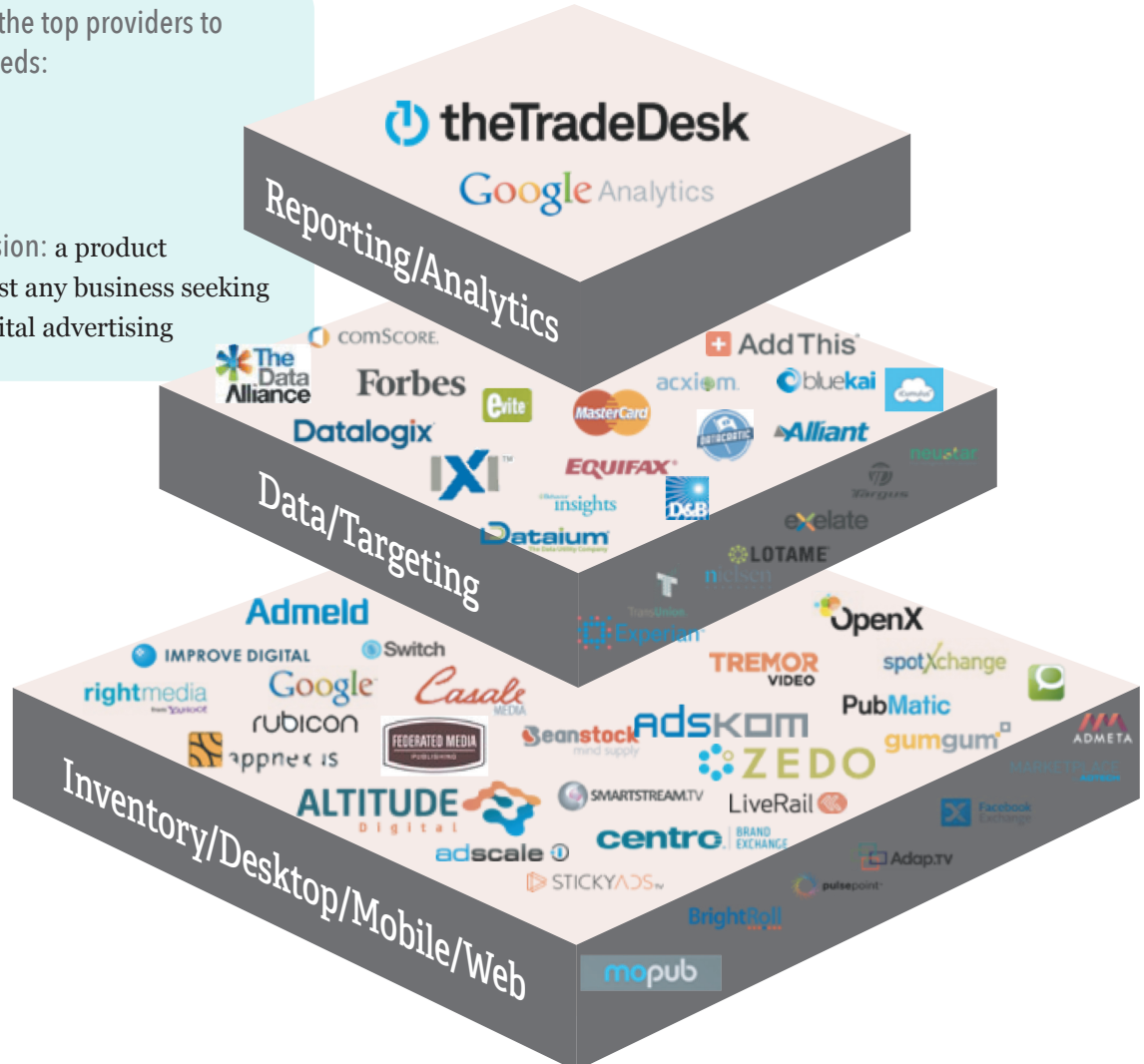
Our team of programmatic buying experts can tailor a plan for any budget that guarantees a CTR of 0.1% on display campaigns (almost 2x the national average according to Think With Google based on a number of purchased impressions).

We leverage the best-in-class tools and resources to ensure digital media effectiveness, budget efficiency and channel efficacy on behalf of our clients.

Partnering with the top providers to meet specific needs:
- analytics
- targeting
- inventory

Audience Extension: a product designed to boost any business seeking to engage in digital advertising

Reporting/Analytics — theTradeDesk, Google Analytics

Data/Targeting — The Data Alliance, comSCORE, Forbes, evite, MasterCard, acxiom, bluekai, Add This, Datalogix, IXI, EQUIFAX, Alliant, bizo, insights, D&B, Targus, eXelate, neustar, Dataium, LOTAME, nielsen, Experian

Inventory/Desktop/Mobile/Web — Admeld, IMPROVE DIGITAL, Switch, rightmedia from Yahoo!, Google, Casale Media, OpenX, spotXchange, rubicon, TREMOR VIDEO, PubMatic, appnexus, FEDERATED MEDIA, Beanstock mind supply, ADSKOM, gumgum, ADMETA, ALTITUDE Digital, ZEDO, SMARTSTREAM.TV, LiveRail, Facebook Exchange, adscale, centro BRAND EXCHANGE, Adap.tv, STICKYADS.tv, pulsepoint, BrightRoll, mopub

Establish Goals & Success Metrics

Metrics | Client Goal/Objective | Platform

Impressions delivered, Post-impression conversions, New sessions on Google Analytics

Branding/Awareness
Something sparks interest, meets a need or creates one.

TV, Pre-roll, Print, Radio, Programmatic Audio, OOH, Events, RON Display, email

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Clicks, Number of pages per session in Google Analytics

Interest/Research
Once interested, the consumer begins looking for more information.

Industry-related content targeting, Higher-funnel PPC, Programmatic email

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Time spent on site, Re-visits to the website, Clicks, Visits to inventory pages

Consideration
After discovering the options, the consumer starts to consider & compare.

Retargeting, SEO, Social Media, DID, Programmatic & PPC

Form Fills, Phone calls, Visits to high-intent URLs (Location, Contact Us)

Intent
Consumers might call, request more info, or visit your website.

Behavioral Targeting, Programmatic email, Target re-opens in email, IP Targeting

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In-person purchases, eCommerce transaction

Conversion
In-person or eCommerce transaction.

Dynamic PPC, SEO, Retargeting, IP Targeting

Re-visits back to the website, Social media and other reviews

Loyalty/Retention

Social Media, Direct marketing/email, IP targeting, Behavioral targeting for specific in-market segments

Display

Display advertising can help you promote your business through banner ads that are served to potential clients while checking their email, using mobile devices or visiting specific websites. Display ads are primarily used to build brand awareness and encourage overall loyalty. Through strong visuals and compelling content, display ads are served to the right consumers at the right times.
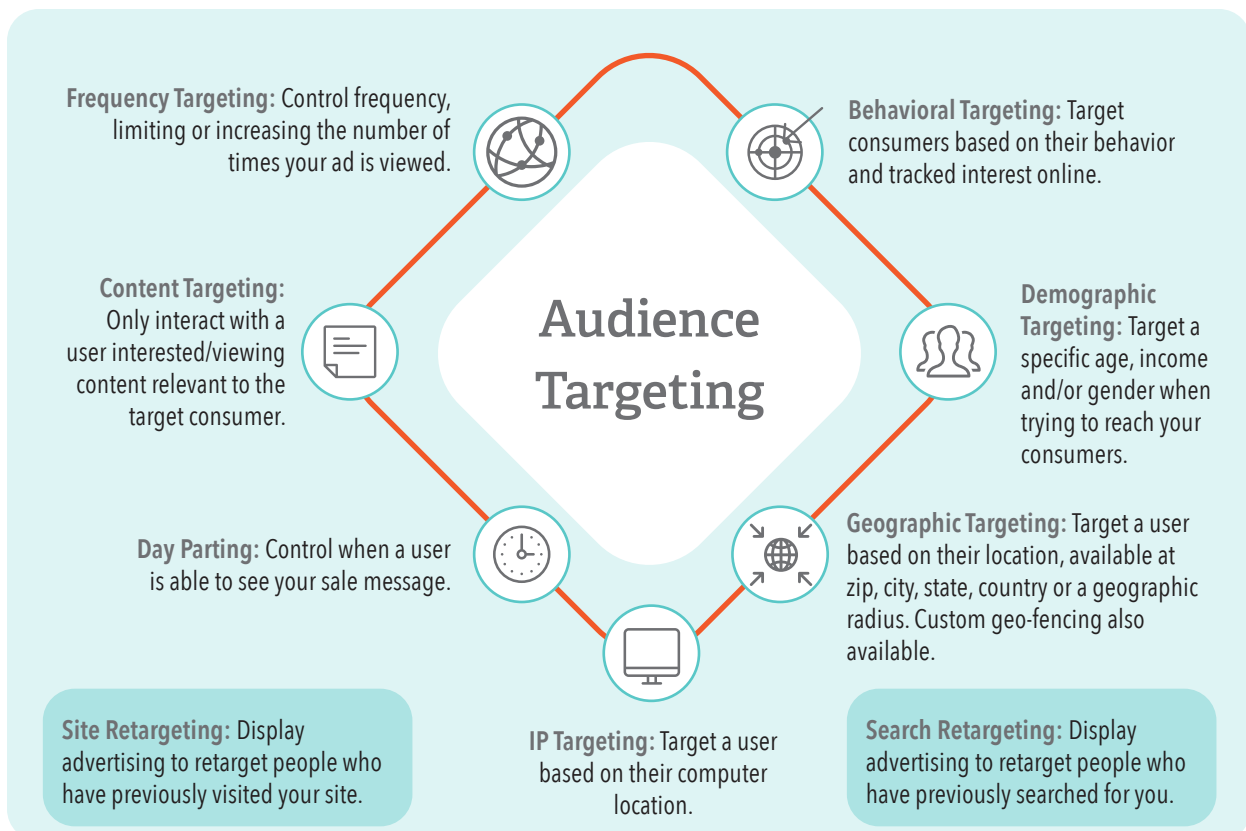
Display advertising can target individuals through geographic location, demographic, and behaviors among others. AdEndeavor guarantees a 0.1% CTR or greater on all display campaigns. (National average according to Think with Google is .06%.)

Three types of Display Targeting options:

» **Basic:** includes Content and Geographic targeting
» **Competitive:** includes Content, Geographic, Demographic, Behavior, Site Retargeting
» **Dominant:** includes Content, Geographic, Demographic, Behavior, Site Retargeting, Search Retargeting, Cross Device Targeting

Rates:

» Minimum of 40,000 impressions per month required
» Basic: $8 CPM (cost per 1,000 impressions)
» Competitive: $10 CPM
» Dominant: $12 CPM

Frequency Targeting: Control frequency, limiting or increasing the number of times your ad is viewed.

Behavioral Targeting: Target consumers based on their behavior and tracked interest online.

Content Targeting: Only interact with a user interested/viewing content relevant to the target consumer.

Audience Targeting

Demographic Targeting: Target a specific age, income and/or gender when trying to reach your consumers.

Day Parting: Control when a user is able to see your sale message.

Geographic Targeting: Target a user based on their location, available at zip, city, state, country or a geographic radius. Custom geo-fencing also available.

Site Retargeting: Display advertising to retarget people who have previously visited your site.

IP Targeting: Target a user based on their computer location.

Search Retargeting: Display advertising to retarget people who have previously searched for you.

Mobile targeting may have limited scale and/or availability.

Display | Native

Native Advertising seamlessly integrates a brand's most engaging images and content into contextually relevant editorial using a single creative that dynamically adapts to match font and format.

Benefits:

- » Native ads integrate an advertiser's message in a less intrusive way
- » Encourages engagement and higher shareability for businesses to build relationships
- » Advertisers aren't constrained by text requirement or limited graphics – native advertising allows far more engagement and creativity in ads

Rates:

- » Minimum of 3-month campaign
- » Minimum 40,000 impressions per month
- » $14 CPM
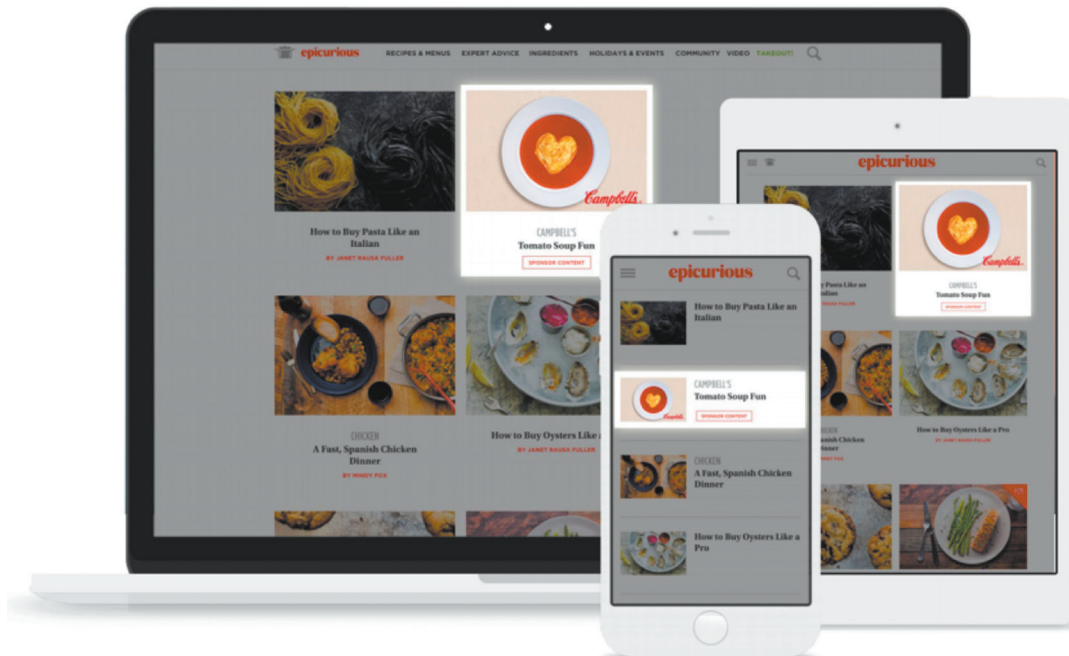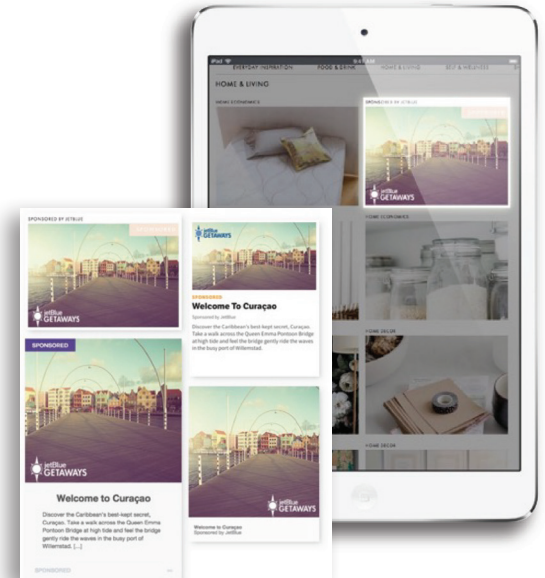
Display | Micro-Proximity

Micro-Proximity, also referred to as "Geofencing," uses GPS to reach smartphone users based on their location in real-time. For example, using Geofencing, a business can set a parameter around their store to alert individuals in range to their sale promotion.

Micro-Proximity targeting offers the ability to serve real-time ads based on a location of any mobile device. It also offers the ability to target outside the U.S.

Micro-Proximity
- Target where prospects are located now
- Example: Users on Lilly Campus, Roche Campus, Salesforce Tower, right now

Rates:
» Minimum of 40,000 impressions per month
» $15 CPM

Benefits:
» AdEndeavor's technology can drop a pin on the desired area that is being targeted, as small as one meter. (One meter = 3.28 feet.) Most competitors can not target smaller than a football field.
» With radius mapping we can target events, locations, buildings, shopping centers etc.
» We can also target based on category. For example, all of the colleges, universities, coffe shops, etc. in a specific area.
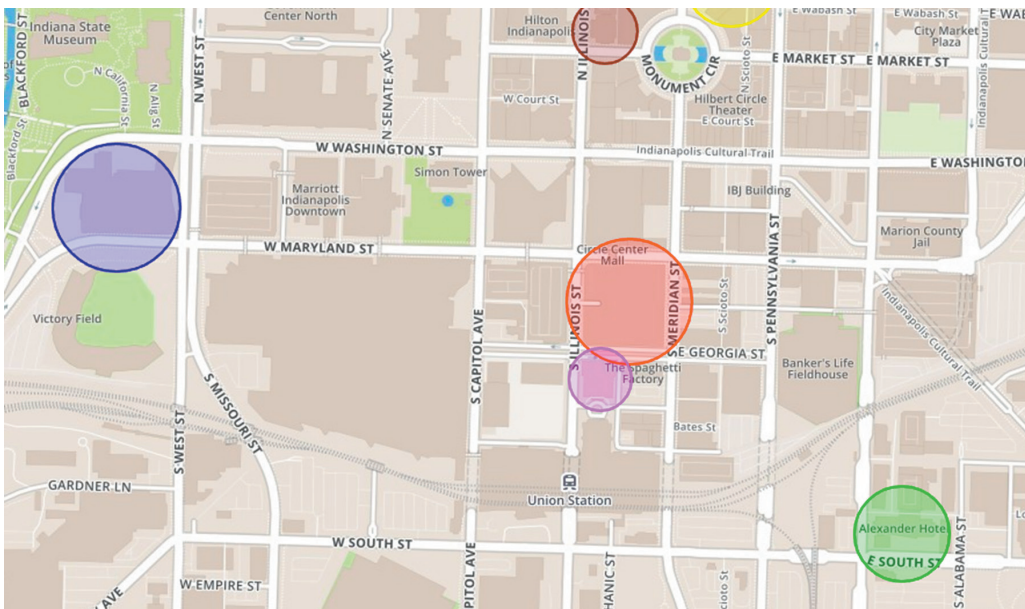
Targeting Indianapolis hotels and large businesses – example: Salesforce

Display | Device ID

Device ID is a look back software that grabs the device ID from a user's device(s), allowing AdEndeavor to target devices seen at a specific location and date as recent as 5 days ago and as far back as six months.

Device ID targeting also is capable of targeting devices that were seen at the time of the look back, plus add in household income and age demographics for more specific targeting.

DID Targeting by Location and Date(s)

» This method identifies mobile devices (users) that have been in specific locations during specified time-frames.
» AdEndeavor draws a polygon (as small as 1 meter or 3.28 feet) around any building/location(s) to create custom audiences targetable anywhere the user goes after their visit.
» By targeting the Device ID, AdEndeavor has high quality, real human user data to deliver your marketing/brand message. An Audience Insight Report is provided with this type of targeting displaying HHI, age ranges and other information.

» **Device ID Address Match:** This method uses home addresses to match back to specific Device IDs (Rates: minimum 5,000 names, 1-1 matched and verified)

Benefits:

» Reach consumers who have visited target locations in the past, regardless of where they are now
» Reach consumers who have visited competitors' locations
» Link home addresses to Device IDs, and vice versa
» Expanded audience segments that include other devices in the household (no one under 13 can be targeted, and 18 and under can be segmented)
» Target audience members with the same demographic and behavioral attributes

Rates:

» Minimum of 50,000 devices must be attainable
» Minimum of 40,000 impressions per month
» DID Targeting: $15 CPM
» DID Address Match: $17 CPM
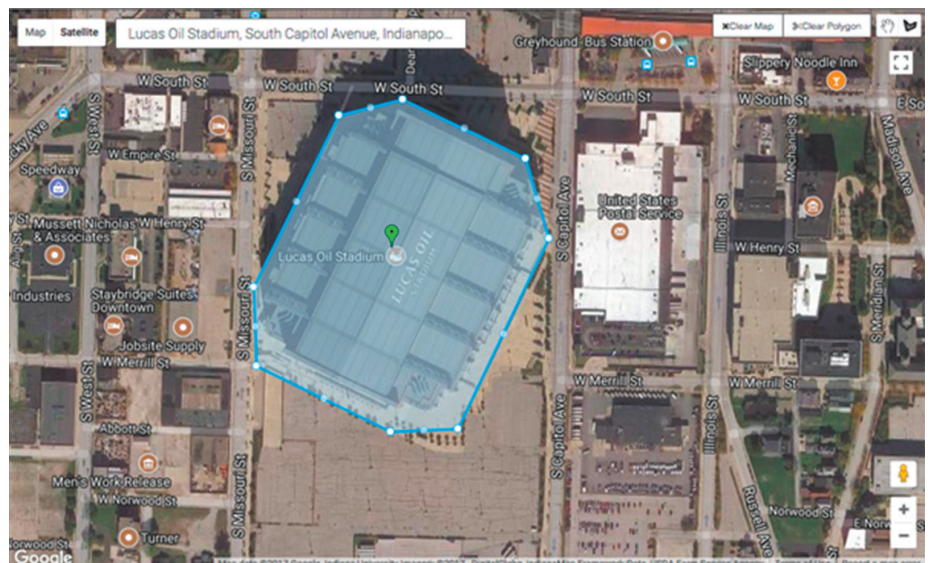
Polygon around Lucas Oil Stadium

IP Targeting

IP Targeting focuses on delivering advertising to consumers based on their Internet Protocol (IP address) by matching prospects or previous customer's physical address.

Use customer list to IP match: By using a patented data matching process, which protects the privacy of the household while allowing the user-profile tied to a specific IP to be examined, AdEndeavor can match an existing customer list (names, addresses, phone numbers) to IP addresses, thus allowing ad impressions specifically tailored to existing customer base.

Use a list of B2B targets: By providing the business name and address, AdEndeavor can match to IP's for a specific business target. Then, serve digital ads to entire companies, college campuses, hotels, trade shows, conventions and other venues where masses gather via the location's IP address.

ZIP Code IP Targeting: Provide a list of ZIP Codes and AdEndeavor can reverse append to serve ads to IP addresses within those ZIP Codes.

Pre-Movers/New Movers: Provide ZIP Codes or city names for new movers to reach in a specific area.

Benefit:

» Cross device (tablet, desktop, mobile)

Rates:

» Minimum of 5,000 addresses — consumers or businesses
» Minimum of 100,000 impressions
» $28 CPM

Search Engine Marketing (SEM)

SEM is a form of Pay Per Click (PPC), which promotes your website with an ad.

AdEndeavor's experienced Google, Bing, Yahoo! certified team conduct competitor analysis and conquest while continually optimizing your campaigns.

AdEndeavor has a team of Google ad certified professionals and our custom approach separates our team from the rest of the providers in the market ensuring your solution is custom to your needs.

Benefits:

- » Provides first page exposure to be easily found by potential clients
- » Paid search advertising consistently drives traffic directly to your website
- » SEM ensures relevant ads are being shown to prospects based on what they are searching for

Rates

- » Minimum 3 months
- » Minimum $1,100/month in ad spend
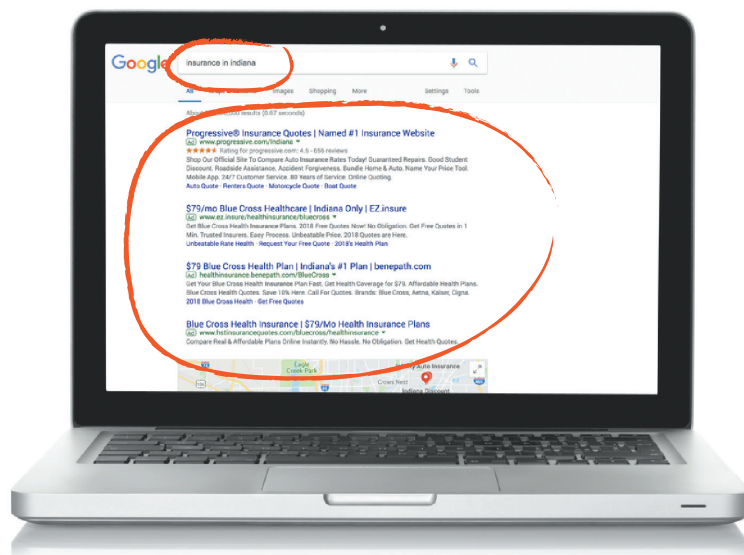
Search Retargeting

Search retargeting pursues user audiences based on previous keyword searches conducted on search engines such as Google, Yahoo! and Bing.

This strategy provides a great one-two punch by aligning your Search Engine Marketing (SEM) with display advertising, thus combining the power of intent with repeated brand exposure.

Search Engine Optimization (SEO)

SEO is the process of making websites and pages technically sound and contextually relevant for both the user and the search engine in order to improve rankings, drive traffic and increase awareness in the search engines. Organic search results are still the cornerstone of maximizing business referral traffic from search engines.

« Organic search results are still the cornerstone of maximizing business referral traffic from search engines. Over 2/3 of search-related clicks come from the organic search results on a search engine. »

Local SEO: is about the business LOCATION being found on Maps and most Mobile Searches. AdEndeavor optimizes CATEGORIES on Google My Business, which is great for niche businesses.

Organic SEO: is about the business WEBSITE being found on page one of optimized keyword searches. AdEndeavor optimizes KEYWORDS.
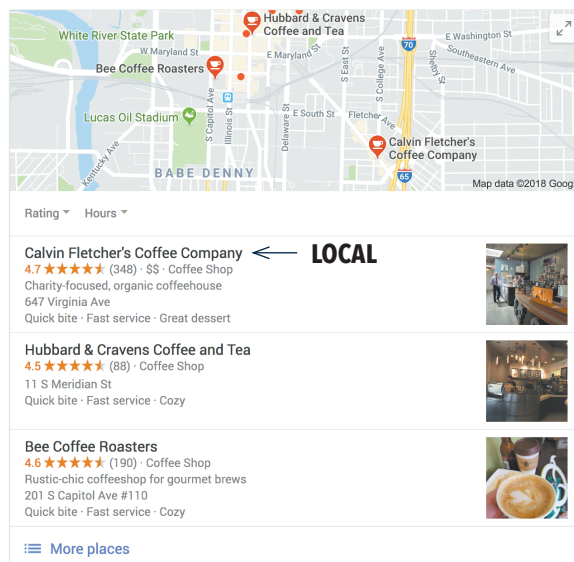
AdEndeavor will provide a FREE SEO audit, then give a report of the current SEO status.

Benefits:

- » See how the company ranks on Google
- » Increase Google Search traffic
- » Improve search Engine Rankings
- » Improve Reach and Relevance within Google Maps Listing

Rates:

- » Minimum of 6 month campaign
- » Prices vary depending on results of site audit
- » Growth in Local Markets ($1,000/month)
- » Organic Standard + Local: Small Sites (Under 30 pages) ($1,750/month)
- » Organic Professional + Local : Mid-sized Sites (Under 50 pages) ($2,780/month)
- » Organic Enterprise + Local: Large Sites (50+ Pages) ($3,750/month)

LOCAL

Calvin Fletcher's Coffee Company
4.7 ★★★★★ (348) · $$ · Coffee Shop
Charity-focused, organic coffeehouse
647 Virginia Ave
Quick bite · Fast service · Great dessert

Hubbard & Cravens Coffee and Tea
4.5 ★★★★★ (88) · Coffee Shop
11 S Meridian St
Quick bite · Fast service · Cozy

Bee Coffee Roasters
4.6 ★★★★★ (190) · Coffee Shop
Rustic-chic coffeeshop for gourmet brews
201 S Capitol Ave #110
Quick bite · Fast service · Cozy

☰ More places

ORGANIC

Best Coffee Shops in Indianapolis - Thrillist
https://www.thrillist.com/drink/indianapolis/best-coffee-shops-in-indianapolis
Jun 29, 2016 - If You're Looking for the Best Coffee Shops in Indianapolis, We Found 'Em. Calvin Fletcher's Coffee Company. Fletcher Place. Bee Coffee Roasters. Downtown (& Eagle Creek) Coal Yard Coffee. Irvington. Foundry Provisions. Herron-Morton. Funkyard Coffee Shop & Gallery. Hubbard & Cravens Coffee and Tea. MiSTERLiNO. Quills ...

Indy Coffee Shops | Visit Indy
https://www.visitindy.com/indianapolis-indy-coffeehouses ▾
Bee Coffee Roasters. Brickhouse Coffee Co. Calvin Fletcher's Coffee Company. Coat Check Coffee. Foundry Provisions. Georgia Street Grind. Henry's Coffee Bistro - East Street. Hubbard & Cravens Coffee Co.

Indy's Coolest Coffee Shops - Indianapolis Monthly
https://www.indianapolismonthly.com/dining-blog/indys-coolest-coffee-cafes/ ▾
Feb 25, 2016 - Coffee: It's not just for breakfast at these cutting-edge counters.

Email Marketing

AdEndeavor's email database consists of information obtained through opt-in online surveys, e-subscriptions, e-registrations and our extensive network of permission-based websites.

Any data obtained is put through a hygiene process for verification, allowing us to validate the email addresses.

AdEndeavor is diligent with maintaining and updating our unsubscribe lists. AdEndeavor has a quality assurance process for our emailing team that verifies that all broadcasts are can-spam compliant. The database has more than 140 million consumer and business emails, time-stamped with URLs to verify recipient's consent.

Securely deliver your message to specific consumers using hundreds of targeting options.

No Bots Guarantee! AdEndeavor uses two third-party bot detection companies, in addition to our own proprietary methods to identify and filter bots in real time before they reach your website.

Targeting options: Geo-targeting and the following targets: Buying Activity & Shopping Habits, Families with Children of Certain Ages, Political Affiliation, Ethnicity & Languages, Health Habits, High Tech, Homeowners, Income & Wealth, Interests, Occupation, Auto Intenders, Owners, and more.
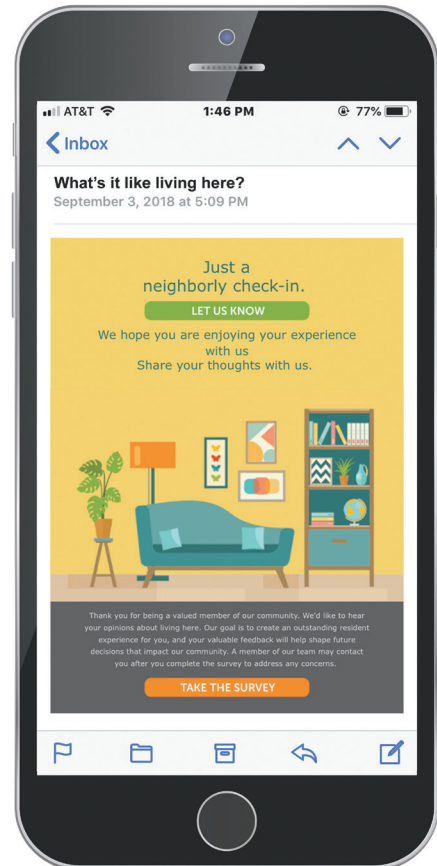
Rates:

Minimum 32,500 Emails - $30 CPM
100,000-299,999 Emails - $22 CPM
300,000-500,000+ Emails - $15 CPM

Additional Fees:
Email Template Use: Use an AdEndeavor template $225, using your own images and copy. Two creative revisions are included. Find templates here: https://www.emaillayouts.com/

Custom HTML Work: Starts at $600 flat and can increase depending on scope of work.

Audio

AdEndeavor works with multiple streaming partners, run through a unique exchange, including the most used and known providers like Adswizz and Triton.

AdEndeavor has the ability to layer in demographics, however, programmatic audio inventory is quite limited so we recommend targeting DMA (designated marketing area) or higher. The delivery type will be: PC, Mobile, Tablet, and Connected TV.

Benefits:

» Target audio ads to relevant geographies, time slots, and audiences to hone in on valuable prospects.
» The reporting dashboard tracks all metrics including gross rating point, completion rate, clicks, path to conversion rates and help us to understand how audio works with other channels and strategies.
» Audio clips either run alone or with a companion banner. Banner ads are only available on some audio platforms.
» Retarget users who have reached the midpoint or end of the audio ad.
» Leverage data from Audio partners – target specific genres, playlists, demographic traits in conjunction with AdEndeavor targeting.

Targeting information needed:

» Location(s)
» Flight dates
» Budget or budget range
» Device Type – Mobile (in-app only)
» Duration – 15 or 30 seconds

Rates

» Minimum $40 CPM
» Minimum 40,000 impressions

Prices vary depending on targeting options, a forecast will run before a specific dollar amount can be issued.

Streaming TV

Your commercial can be served across ALL DEVICES.

» Did you know nearly 20% of ALL TV viewership is Streaming?
» Adding just one Streaming TV ad to a traditional TV schedule increases brand recall by over one-third.
» 40% of Streaming TV viewers have paused content to learn more or make a purchase.
» Streaming TV is the viewership of live or on demand content through the following:
    » Smart TV: an internet-enabled TV connects directly to services & apps
    » Puck, stick or dongle: examples include AppleTV, Amazon's Fire Stick, Chromecast & others
    » Gaming consoles including PlayStation4, Xbox & others
    » Laptop, tablets & other mobile devices connected directly to programming or streaming sites

Where will the ads appear?

On the Large Screen
Commercial spots are viewed just like traditional TV broadcast commercials. These appear on large screen TV through smart TV video content called Connected TV (CTV).

On the Small Screen
Streaming TV ads can play on a desktop, laptop, tablet or phone. These ads can play during a commercial break, before programming, in the middle or after programming.

How to buy Streaming TV

Large Screen Streaming TV:
» Ads will only appear on big screen devices
» 100% pure CTV

Large/Small Screen Streaming (90/10):
» Ads will also appear on small screens including desktop, laptop and smartphones
» 90% pure CTV

Large/Small Screen Streaming (60/40):
» Ads will appear on small screens including desktop, laptop and smartphones
» 60% pure CTV

All Packages require 40,000 minimum impressions $30-35 CPM

Reporting and Optimization

This is truly what sets us apart. Many agencies have access to platforms and tools, but it is how you pull the levers that determines success.

With the ability to connect virtually any platform, all your high-definition reporting needs are housed under one login and can be accessed 24/7. Whether it is paid search, email, social, programmatic display, radio, TV, or print, it all lives here.
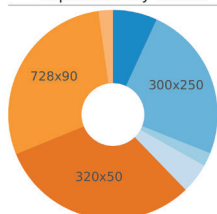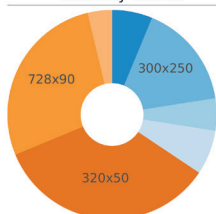
TTD - Display

Performance
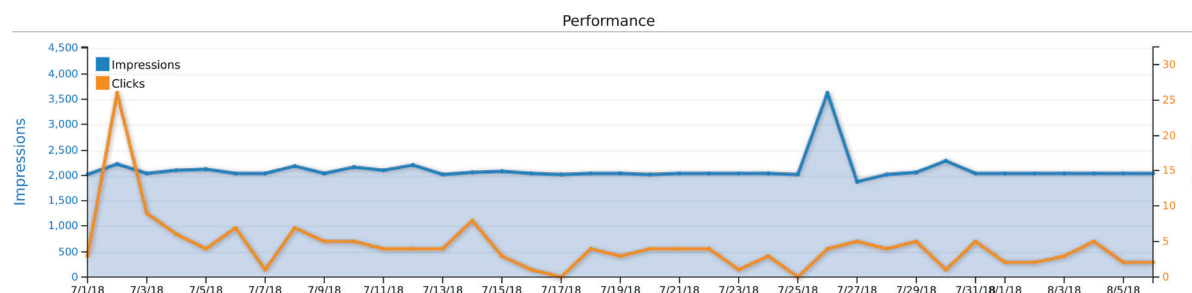
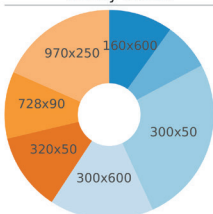| Total Impressions	Total Clicks	Overall CTR
77,793	160	0.21%

Impressions by Format · Clicks by Format · CTR by Format · PC/PI by Format

Fire Property Damage	23	48% PC	52% PI
PC/PI 2	0	0% PC	0% PI
PC/PI 3	0	0% PC	0% PI
PC/PI 4	0	0% PC	0% PI
PC/PI 5	0	0% PC	0% PI
PC/PI 6	0	0% PC	0% PI

	Ad Format	Impressions	Clicks	CTR
■	320x50	24,160	55	0.23%
■	728x90	22,513	44	0.20%
■	300x250	18,804	26	0.14%
■	160x600	5,337	10	0.19%
■	300x600	3,617	11	0.30%
■	970x250	1,729	6	0.35%
■	300x50	1,633	8	0.49%
Totals	**N/A**	**77793**	**160**	**0.21%**

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