

Amplified

Solution Execution Guide

**Updated March 27, 2023*

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Important Resources

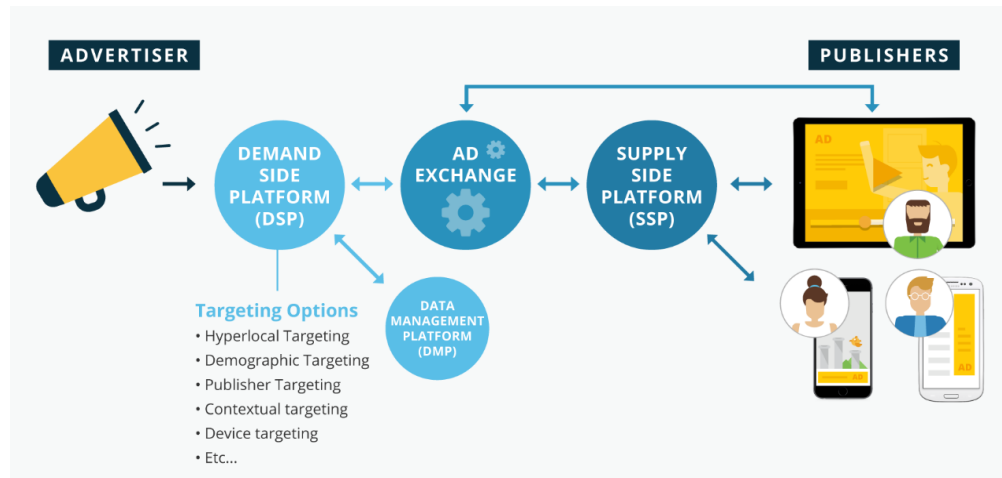
- **Onboarding Guide**

- Solution Guides
- 2023 Rate Card
- Ad Specifications
- Restrictions & Guidelines
 - Attic:
 - <https://leeent.app.box.com/s/ojsdoxecg84feawbg15at6x7k8rndhw5>
- Tracking Details
- Release Updates

Programmatic Targeted Display Ads

**Updated March 27, 2023*

Collection: Programmatic Targeted Advertising



Programmatic targeted advertising is when online ads are automatically purchased and placed using real-time bidding, algorithms and software instead of traditional human negotiation & manual insertion. Real-time bidding allows for the purchase of ad inventory in milliseconds!

It enables advertisers to reach target audiences more effectively by using data-driven technology to tap into user behavior, interest, demographic information, location, etc. and serve personalized ads to the right person, at the right time, on the right device. It also allows for greater control and flexibility over ad campaigns, with more customized ability to set targeting parameters such as location, device, time of day, specific websites/apps, etc. This ensures that ads are shown to the most relevant audience, which leads to higher engagement rates and increased ROI.

Our collection of programmatic targeted advertising options include:

- Targeted Display Banner Ads
- Targeted Pre-roll Ads
- Mobile Location Targeting
- Alt Network (Cannabis/Tobacco)
- Premium Gun & Ammo Network
- 1st Party Agricultural Targeting
- *Additional programmatic options exist for CX level clients, learn more here.

*Learn more about programmatic targeted display, [here](#), on The Nest.

- **General Execution Documents:**

- [Ad Specs](#)
- [Rates/Minimums](#)
- [Tracking Details](#)
- Restrictions & Guidelines
- Ordering Guide

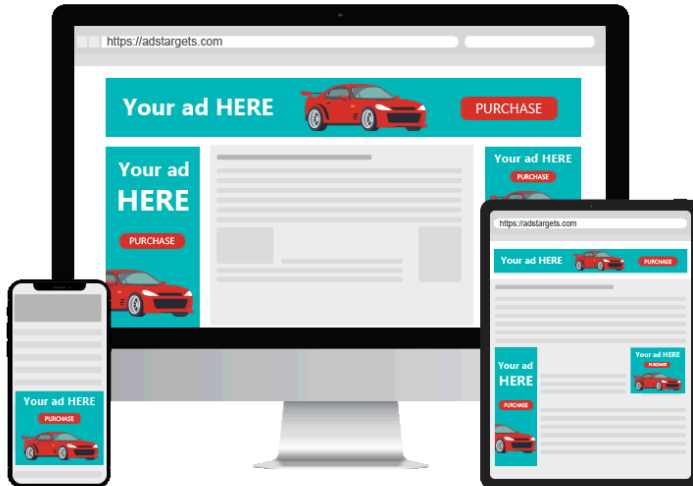
- **FAQ's:**

- **What else?**

Other attic things:

- <https://amplifieddigitalagency.com/portal-resources/Collateral/Audience-Targeting-Data-Sets-Snapshot.pdf>

Targeted Display Banner Ads



Targeted display banner ad campaign made up with a blend of targeting tactics with the ability to deliver on both Lee O&O sites and extended network sites.

These campaigns automatically optimize to include a number of targeting tactics such as: audience targeting, keyword targeting, and website remarketing.

- **Consumer Journey Focus:**
 - Branding & Awareness
 - Interest & Consideration

- **Service Level Differences**

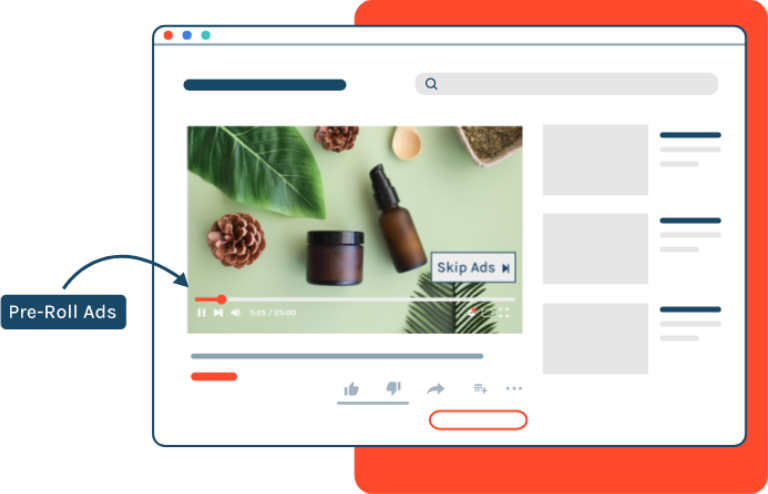
Product	Vision	Client Experience

- **Execution Documents**
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- Restrictions & Guidelines
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- **Campaign Requirements**
 - Flight dates
 - Budget
 - CPM
 - Tactic (audience targeting, remarketing, mobile location, etc.)
 - Advertiser Goals
 - Conversions to track (Measurement of success or KPIs)
 - Audience or category to target
 - Geography or addresses to target
 - Click-through URL
 - Tracking Required
 - To enable remarketing, a website pixel placed or GTM must be placed.
 - Tracking Recommended
 - GA4
- **Turnaround Times:**
 - **Vision:**
 - **Client Experience:**
 - **Targeted Display Campaign Creation** (including Display Ads, CTV/OTT, Programmatic Audio, YouTube campaigns): up to 2 business days from when *all final assets* are received.
 - **Creative Changes:** 2 business days from receipt of request, dependent upon number of ads & ad types.
- **FAQs**

Note: Reference universal rate card, ad specifications, restrictions & guidelines

Targeted Pre-Roll Video Ads



Targeted pre-roll video ad campaign made up with a blend of targeting tactics with the ability to deliver on both Lee O&O sites and extended network sites.

These campaigns automatically optimize to include a number of targeting tactics such as: audience targeting, keyword targeting, and website remarketing.

- **Consumer Journey Focus:**
 - Branding & Awareness
 - Interest & Consideration

- **Service Level Differences**

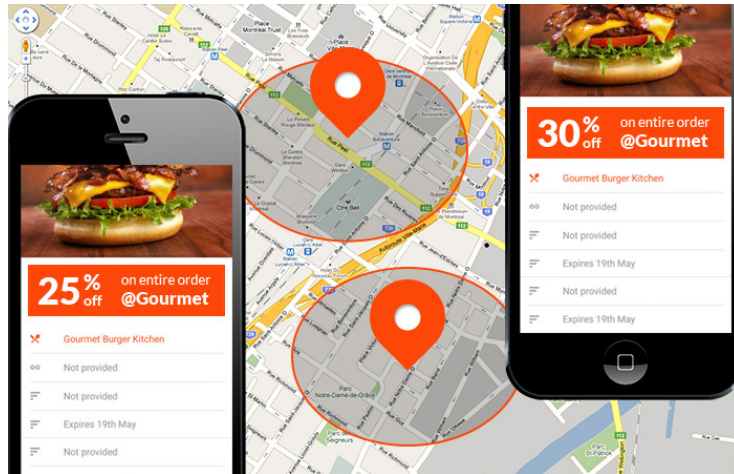
	Vision	Client Experience

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 - Tracking Recommended
 - GA4
- **Turnaround Times:**
 - **Vision:**
 - **Client Experience:**
 - **Targeted Display Campaign Creation:** up to 2 business days from when *all final assets* are received.
 - **Creative Changes:** 2 business days from receipt of request, dependent upon number of ads & ad types.
- **FAQs**

Note: Reference universal rate card, ad specifications, restrictions & guidelines

Mobile Location Targeting



Target users on their mobile device in real time based on their location using GPS and geofencing technology.

Physical addresses and three month campaign minimum required.remarketing.

- **Consumer Journey Focus:**
 - Branding & Awareness
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IP Address Targeting



Reach specific household or business locations by utilizing a provided list of physical addresses which will be converted to IP addresses using 3rd party data.

- **Consumer Journey Focus:**
 - Branding & Awareness

- **Service Level Differences**

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Alt Network (Cannabis/Tobacco)



Exclusive network of product safe websites with minimal restrictions reaching people 21 years of age and older.

This network is perfect for Cannabis & Tobacco clients.

Geo targeting includes National, State, DMA or city only.

*Please pre-screen all CBD, HEMP, and Cannabis clients with Legal prior to signing.

- **Consumer Journey Focus:**

- Branding & Awareness
- Interest & Consideration

- **Service Level Differences**

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Premium Gun & Ammo Network



Exclusive network of hundreds of Gun & Ammo safe websites without restrictions.

Offers the ability to advertise weapons, firearms, ammo, hunting accessories, police & military gear, meat shoots, expo shows & anything you can think of.

- **Consumer Journey Focus:**
 - Branding & Awareness
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1st Party Agriculture Targeting



Target USDA verified farmers and ranchers based on the crops or livestock they raise, and for some segments you can target by the acreage or headcount they produce.

Segments include corn, soybean, wheat, cotton, cattle, hogs and more.

- **Consumer Journey Focus:**
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- **Service Level Differences**

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Targeted Email Advertising

**Updated March 27, 2023*

Targeted Email Blast



Targeted email - list segmented by Gender, Age, Lifestyle, Occupation, Ethnicity and Language Preference, Education, Religion, Income Level, Credit Ranking, B2B & more.

- **Consumer Journey Focus:**
 - Branding & Awareness
 - Direct Action

- **Service Level Differences**

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Email Blast Re-drop



Redrop email messages to all recipients, non-openers, those that opened, clicked, or opened & clicked the initial email. Dependent upon previous email engagement.

- **Consumer Journey Focus:**
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 - Direct Action

- **Service Level Differences**

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Digital Creative

Ad Enhancements

**Updated March 27, 2023*

QR Codes



A QR code, or quick response code, is a barcode readable by QR code scanners.

When scanned by a mobile device, QR codes redirect users to a website, text, form, or other location.

QR creative can be added to any existing print ad, digital ad or video or created as a standalone for customer use.

- **Consumer Journey Focus:**
 - Branding & Awareness
 - Direct Action

- **Service Level Differences**

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