

Why Programmatic Does Not Work for Acquisition Focused Campaigns

1. Programmatic leverages exchanges so you can never reach the target Buyer

- a. Ad Exchanges are built for mass consumer targeting. You can target by a wide category or topic, but you can never target effectively a specific buyer by keyword and who is actively in-market, so you'll get great Click throughs (CTRs) but no conversions....
- b. Ad Exchanges are filled with Bots, Fraudulent Activity, and Below the Fold Placements, wasting valuable dollars which don't work for tight DR Metrics.
- c. All of Your Competitors have access to the same placements on the same ad exchanges, driving up your cost and eating up the same inventory you are bidding on.
- d. Email is among the best acquisition tool, and Co-Registration programs where users are asked to opt-in during our registration process are not available programmatically.
- e. Bottom Line: Programmatic Drives cheap clicks, no conversions.

2. Solution:

- a. SaleSpider Media has multiple owned & operated websites with direct reach to buyers and decision makers doing researching, getting prices, and making purchasing decision. Check out <http://www.saleSpiderMedia.com/our-brands.php>
- b. Utilize SaleSpider Media's data to target the exact audience you want to reach by keyword, buying behaviors, & price comparison. Then reach them through:
 - i. Display/Digital Video – Yes, we can reach people by keyword or who are in market for a specific product in any geo. Plus, we can optimize by conversions and even charge on a cost per acquisition basis.
 - ii. Email – Over 100 Million emails that can be targeted by 100+ different selects. Target people interested in weight loss, Moms, business professionals by titles/industries and more. These can be the most targeted acquisition campaigns and are completely unavailable programmatically
 - iii. Cost Per Lead or Co-Registration – We drive 15,000 to 20,000 monthly Sign-Ups on our various community sites. Only pay for sign-ups or opt-ins to your product and services.

3. What About Price?

- a. We can match or beat the CPM pricing you're used to buying at Programmatically because there are no 'middle men' eating up margins
- b. We can also offer unique pricing models: Cost per Viewable Impression, CPC, CPL, CPA, Cost per View, Co-Registration programs for leads, etc.

4. How about Proof Our Solutions Work?

- a. Give us a call. We have 40+ case studies of clients who have run with us for years to drive new customers and build their businesses.