

REACH your truly Best TARGET audience for less

With ads inserted into their Smart Phone, PC, iPad and Laptop
Much of them one click away from your phone or website

1. Employee Recruitment

By location supply houses or
by acquiring workplace smart
phone IP address



2. Repeat Customers

Based on their
address we can
reach 90% to 95%
for 3 cents each



3. New Customers



By using behavioral targeting ...
at their home computer or
tablet's IP address

4. Competitor's Showroom

For Kitchen
and bath
especially
by acquiring
smart phone
IP address



5. Potential Commercial Customers

Plus referral
sources like
real-estate
brokers



We get a list of your best prospects of customers or places where employees are available to prospect, such as competitors' locations or supply houses. We create a list of best prospects based on cutting edge behavioral targeting for existing customers, which we will then be able to reach them right at their home computer for less than three cents each. Interested? Call 607-770-8933, ext. 80 and ask for Mike Morosi.

KEY BENEFITS

- ✓ **No Waste:** Reach your online target 100% of the time for pennies on the dollar with surgical accuracy
- ✓ **Specific Targeting:** Addressable Geo-fencing is the most precise address-level geo-targeting solution used to build an audience based on physical addresses.
- ✓ **No Cookies:** Targets all individuals at the address on multiple devices and enables targeting of devices for months after they have left address.

PRICING

\$250 Setup Charge

\$600 Minimum

Your ad seen 20,000 times

WHAT CAN 3 CENTS OR LESS GET YOU?



GEO-FENCING - Target Smart Phones

Targeting based on your location, your audience's location and your competitor's location, incorporate with **Conversion Zones** to improve geofencing tracking. Target specific areas where your potential customers and employee prospects are known to spend their time and show them ads immediately and up to 30 days. **3 cents per ad.**

See Page **6**



PHYSICAL ADDRESS TARGETING

We can load your CRM (list) data into our system and target these users as they surf the web for **recruitment, customer retention, new residential and commercial customers.** **3 cents per ad.**

See Page **7-8**



SEARCH RETARGETING

Send banner ads to people who have recently searched for your products and services. We know the list of search terms you'd like to target and deliver creative to your target consumer.

1.6 cents per ad.

See Page **9**

Targeted Display is a digital advertising technique that allows you to discretely follow your audience as they browse the web.

Reach the right people at the right time with the right message on their smart phones & computers.



KEYWORD CONTEXTUAL TARGETING

Send banner ads to people who have recently read keyword, content or phrases related to your business. **1.6 cents per ad.**

See Page **10**



CATEGORY CONTEXTUAL TARGETING

Display banner ads on websites to target your ideal consumer based on habitual tendencies aligned with your business category or target demographic. **1.6 cents per ad.**

See Page **10**



SITE RETARGETING

Target users who have previously visited your website and get them to come back.

1.6 cents per ad.

See Page **11**

After 6 months trying to find qualified plumbers , Contractor 20/20 solved the problem in 10 days

**LESS THAN
3 CENTS PER AD**

Successful Employee Recruitment Program using PPC and Geo-fencing

TESTIMONIAL:

Mike

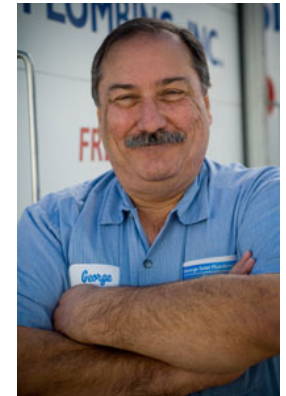
The Geo fencing is working better than the straight ppc most of the applicants already have worked in the city so I am not trying to recruit guys who won't come here. If everything pans out I will have to stop the program since I have hired 1 new employee and have a couple of good candidates to fill the open position. How difficult is it to restart the program if I want to expand or fill a new vacancy?

And get this Mike no hiring bonus<GRIN>

Great job
George

George went with this: www.bestplumbingjobssaletplumbing.com
I wanted something more like www.c2020m.com

Fact: For every 3 people leaving the trade, only 1 is entering.
An empty truck costs you \$16,000 a month in lost gross profit.
“ Doing nothing is not an option” --George Salet



George Salet Plumbing, Inc.
Out Laying Pipe Since 1979

YOU DESERVE BETTER!
A 1st Rate Team and Work Environment



- Get Respect
- Job Security
- Look Forward to the Day
- Upward Mobility

George Salet Plumbing, Inc.
Out Laying Pipe Since 1979

415-334-0733
Ask for George

- NO WEEKENDS
- NO ON-CALL
- PAID HOLIDAYS

NO "ON CALL" HOURS
GREAT BENEFITS
Generous Retirement Program
BestPlumbingJobsSaletPlumbing.com

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0% FINANCING FOR 60 MONTHS
on great select Trane systems with 60 equal payments if paid in full within 60 months

[CLICK HERE FOR MORE FINANCING INFORMATION](#)

ROBERT B. PAYNE INC.
HEATING & AIR CONDITIONING
(540) 373-5876
www.robertbpayne.com

OR DISCOUNTS UP TO \$1000
OR 5.9% on all systems. Call Robert B. Payne for details.

Call your independent dealer Robert B. Payne for complete program eligibility, dates, details and restrictions. Offer expires 12/15/2018.

[CLICK HERE FOR SERVICE COUPONS ON OUR WEBSITE](#)



A TUNE-UP PAYS FOR ITSELF IN ENERGY SAVINGS!
IT'S TIME FOR OUR COOLING OR HEATING PRECISION TUNE-UP

[CLICK HERE FOR SERVICE COUPONS ON OUR WEBSITE](#)

We don't send anyone to your home, we would not trust in ours!

ROBERT B. PAYNE INC.
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Avoid Untimely Service Interruptions

21 Point Expert Protection Tune-Up Special

\$89 A/C or Heat Pump Tune-Up Reg. \$119
\$189 Geothermal Tune-Up Reg. \$219
\$179 Oil Furnace Tune-Up Reg. \$209

Limited time offer. One coupon per service call. May not be combined with any other offer or special.



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REACH SMART PHONE USERS BASED ON THEIR LOCATION

What is Geo-Fencing?

Geo-Fencing is the ability to serve ads to a user's phone, based on their direct location. Longitude and latitude of the actual device is used for locating users.

Ads can only be served to those who have "Location Services" enabled.

Ads can be served immediately or even after they have left the location and are using their device. Not all people are using their phone while at an establishment so this gives another opportunity to place ads in front of those people.

Target your ideal consumer on their mobile device, based on their geographic location. The ad can often click through to your website.

- 1) Target the best 10% of potential new customers based on cutting edge personality profiling 325% better than demographic targeting.
- 2) Business you want to service
- 3) Potential employee on their mobile device, at competitor's locations and supply houses based on their geographic location for 3 cents per ad.

How does it help your business?

We start by geo-fencing your own locations. This will ensure that clients who have visited your company see your ads and are reminded to come back.

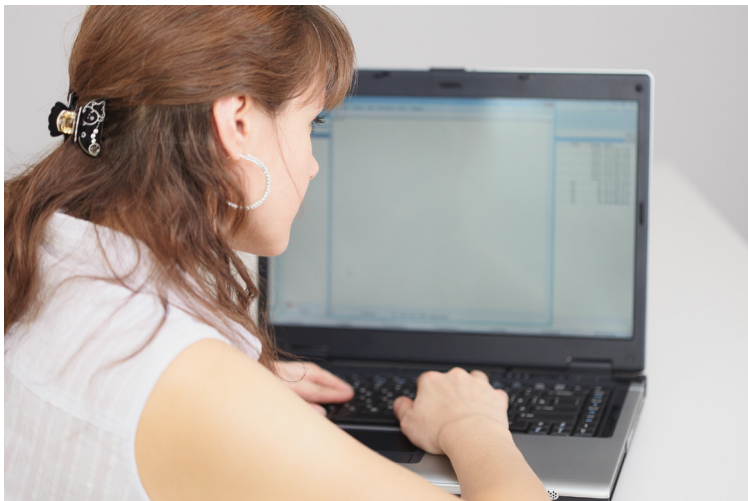
Have a Showroom?

We will also geo-fence competitors and other places where we believe your potential customers may be and we'll target them with your ad.

DID YOU KNOW: We can measure how many users visit your competitor, see your ad and then come visit your location



ONLY 3 CENTS -- \$600 GETS 20,000 ADS



Now with just an address we can INSERT ADS INTO YOUR CUSTOMERS & PROSPECTS WEB VIEWING!

Now we can enter anyone's internet world with
no cookies, no permission ... and for just **3 cents each**
they are inside with just an address

Past customers? No problem...
Real time behavioral targeting?
No problem...

About 90% of any list you have of both customers or prospects have their web viewing door to their computer unprotected from your advertising "efforts" to be polite ... and for now it's entirely legal, the regulators in my opinion are watching "Leave it to Beaver" "They are really that far behind

**BIG BROTHER IS NOT ONLY HERE,
HE SITS ON YOUR LAP!**

The smart competition (some of them bad guys) will be using this to attack your customer base.

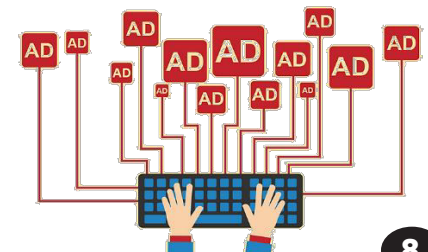
REACH PEOPLE & COMPETITORS' BUSINESSES BASED ON THEIR STREET ADDRESS

Good guys like you, those who take great care of customers, need to protect your customers and prospects from the web invasion.

Addressable Geo-Fencing

The Addressable Geo-Fencing platform allows you to target your potential customers with pinpoint accuracy.

1. Physical addresses which an advertiser wants to target are uploaded into the platform.
2. The addresses are then matched against plat line data to collect the exact physical location, size and shape of the individually matched addresses. Anticipated match rate of 90% or better. Lists of addresses are easily onboarded, matched and scrubbed of any personally identifiable information so that there is no risk of breach in privacy.
3. The system then geo-fences each matched address to collect and target users specific only to that distinct address location. If desired, desktop, laptop, and OTT/CTV devices are also targeted through our cross device graph.
4. Audiences at every single address are updated on a daily basis.
5. The campaign starts and we begin placing your digital ads on your target's computers. (We do not serve ads on inappropriate websites)
6. Since we are targeting your prospects' addresses, your ads will follow your prospect around the Internet on the pages they view.
7. Reach users in a defined geography for existing customers, new residential customers, employee recruitment and new commercial customers.
8. It's a Minimum purchase of \$600 with a \$250 setup fee. It is 3 cents cost per impression. Meaning, the minimum buy would get you 200,000 impressions.



KEY BENEFITS:

We reach only the people you wanted to target with extreme accuracy.

SEARCH RETARGETING

Target users who have recently searched for keywords and phrases relevant to your products and services.

EXAMPLE:

A potential customer is online and searches for “water heater”. Because this keyword search indicates an interest, we will show your ads to this user as they surf the web. We would serve your ads to users who have searched for a competitor. We know the search terms you’d like to target and deliver to your target customers.

KEYWORD TARGETING

Target users viewing content that you define as being relevant to what you offer.

EXAMPLE:

A potential customer is reading articles that include keywords such as “what to look for buying a new heating system”. Even if this user came across these articles without searching the keywords, we would still target him because of the interest he has shown in heating systems. **1.6 cents per ad.**

CONTEXTUAL TARGETING

Target users viewing content that you define as being relevant to what you offer.

EXAMPLE:

We'll place your ads on sites in the plumbing, heating, cooling, and electrical category. Your ad will appear on sites related to those services. **1.6 cents per ad.**

SITE RETARGETING

Target users who have recently visited your site but have left and gone to a new site.

Activate for website visitors, regardless of the amount of time spent on your website.

1.6 cents per ad.



Displays your ad to users who have visited your website.

A pixel is placed on your website and users will be displayed their ad for up to 30 days after visiting their site.



A user visits your site and browses various products or services.



The user leaves your site without converting and moves on to other online activities.



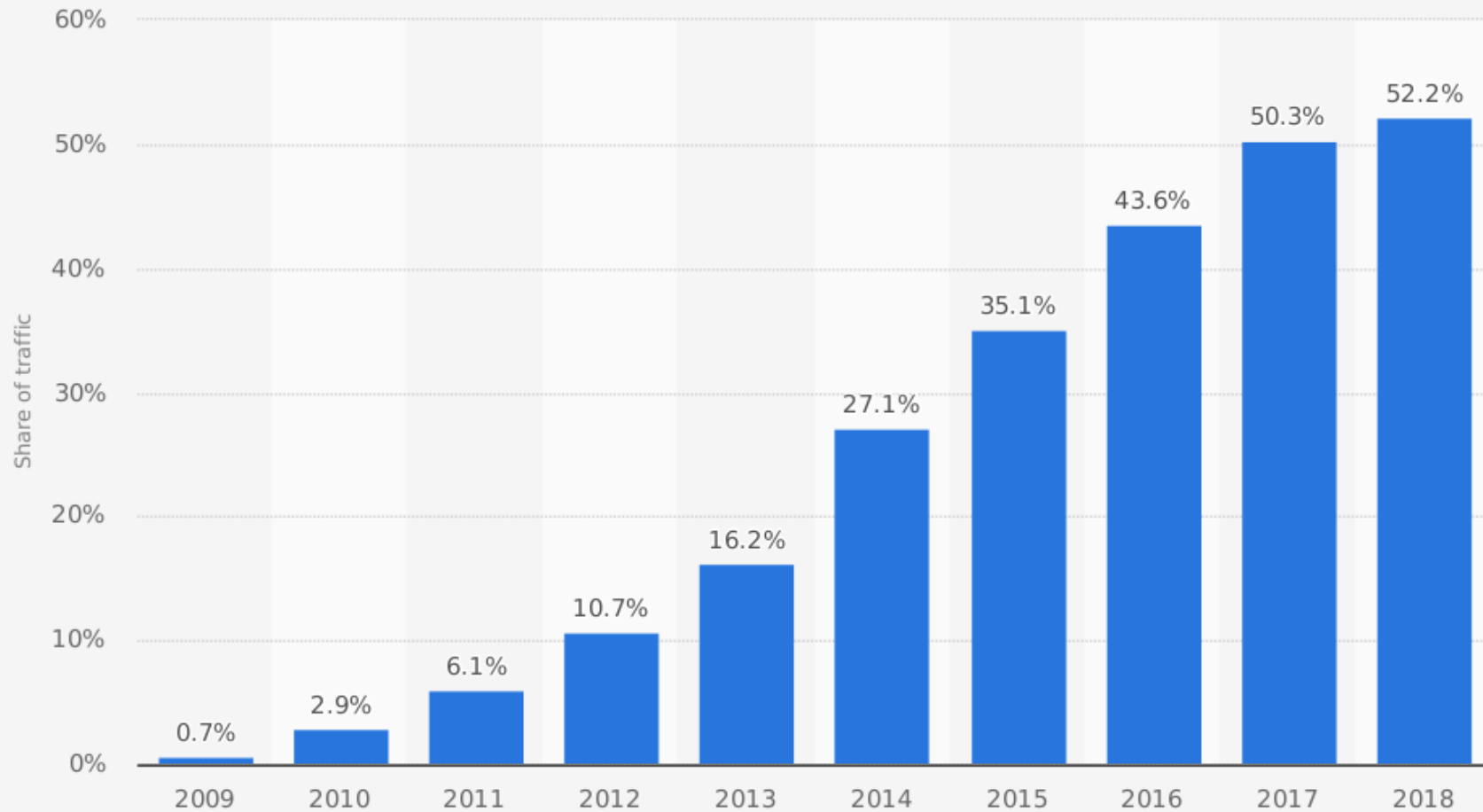
We show the user your ad on the pages they view as they perform other online activities.



The user responds to your advertisement and returns to your website

DID YOU KNOW: 97% of first time website visitors take no action at all

Percentage of all global web pages served to mobile phones from 2009 to 2018



Sources
We Are Social; StatCounter
© Statista 2018

Additional Information:
Worldwide; StatCounter; 2009 to 2018

The Children's Home of Wyoming Conference – Recruitment



Goal: Fill 50 full time positions. Drive people to the website to fill out an application.

Tactics: Targeted display (search, keyword and contextual) and Facebook.

Targets: Job seekers, professionals in the education field, recent graduates, those looking to change careers, etc.

Client: “In less than 3 weeks we have received over 265 online applications. We are VERY happy with the results!”

Results:

Before the campaign started they received approximately 10 applications per week.

Since the campaign started, they have received, on average, more than 12 PER DAY!

That’s a 785% increase in applications!

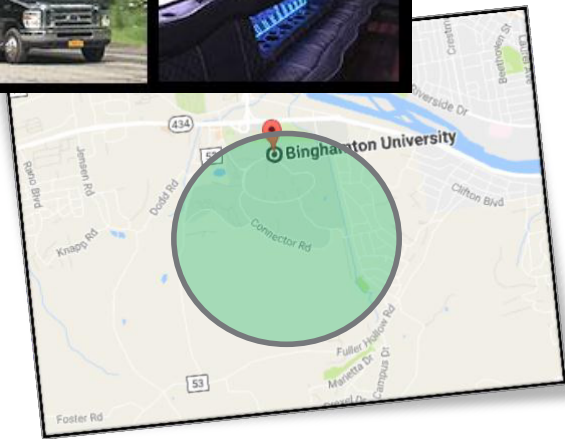


T&Z Party Bus – Location Based Advertising (Geo-Fencing)



Your tour starts here. ▶
BOOK A PARTY BUS TODAY!

Enjoy award-winning wine & breath-taking views of the Cayuga Lake or Seneca Lake Wine Trails without the hassle of driving!



Goal: Increase the amount of business booked from Binghamton University students.

Dates: April 3-24, 2016

Targets: Juniors and Seniors at Binghamton University

Client said they booked more business from Binghamton University this year than ever before.

Results:

Last year they booked a total of 4 tours.
This year they booked 2-4 each weekend!

We are now expanding the campaigns to include more colleges and universities.

CONTRACTOR/20

A Perfect Vision for Success

Mike Morosi Pres, Contractor 20/20

607-770-8933 x80

www.contractor2020.com

Grateful to serve over 200 contractors in 40 States & Canada