

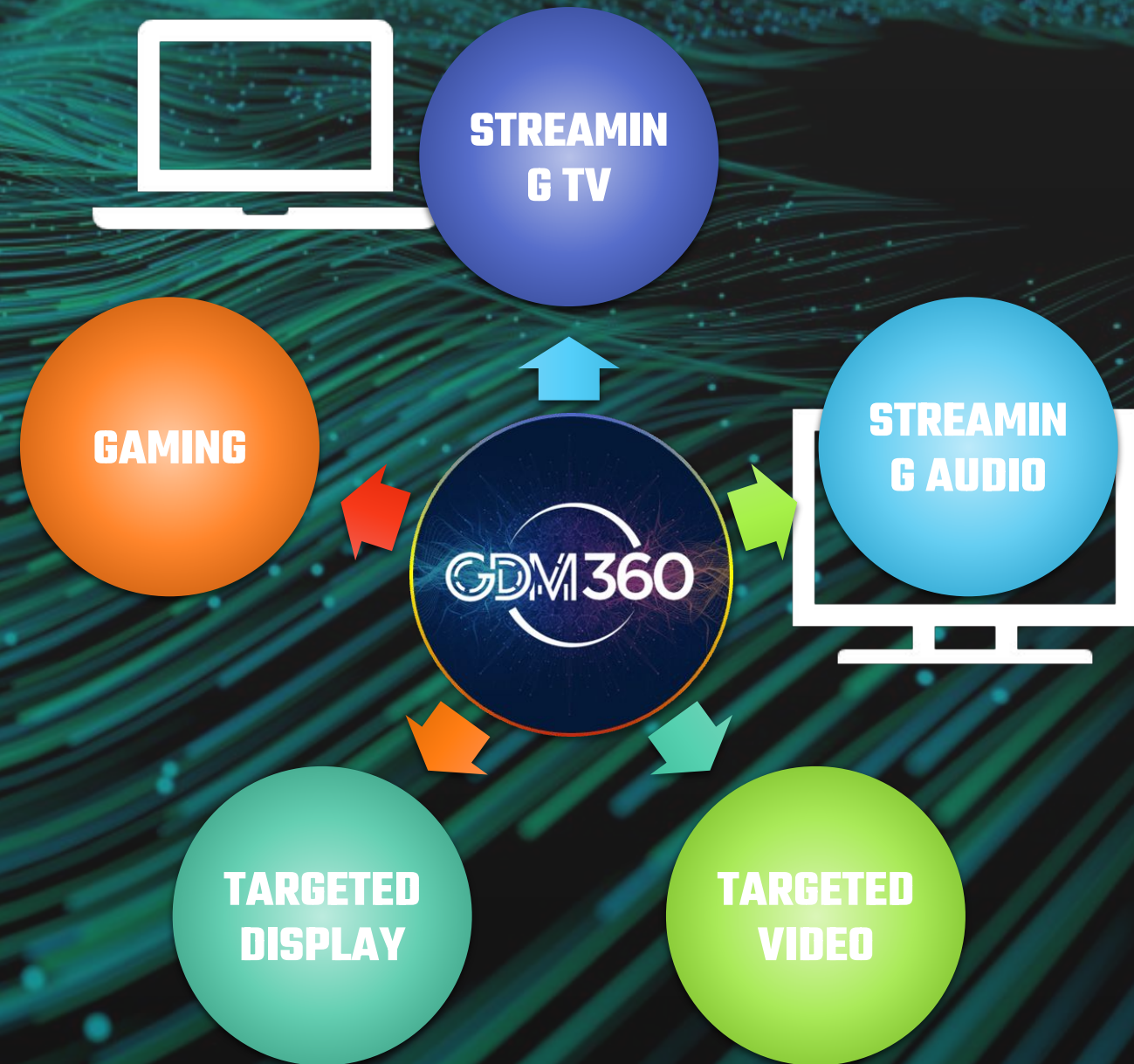


AI DRIVEN TARGETED MARKETING

AI DRIVEN TARGETED MARKETING



Sequentially Engage
Your Audience
Across Devices &
Platforms -
Automatically



HOW IT WORKS



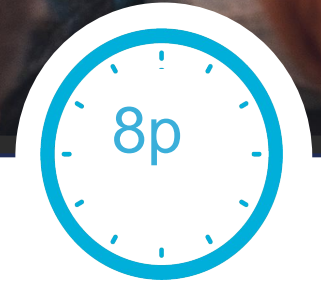
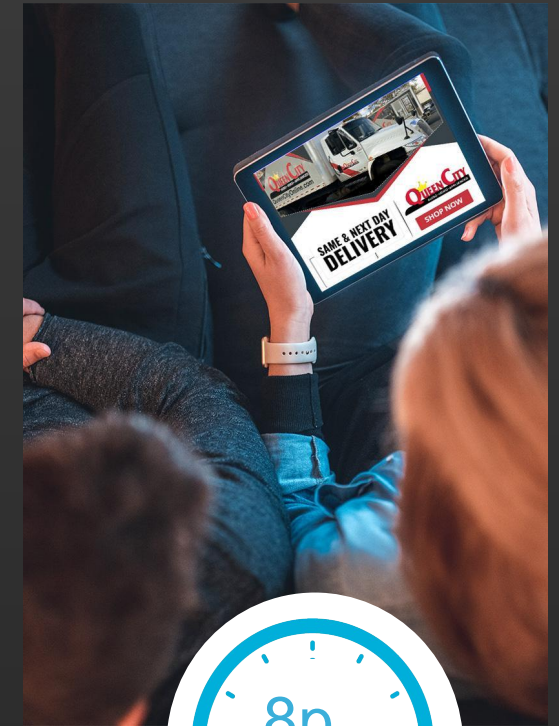
User sees client ad in morning news
CTV



Consumer is then served a
display ad while using their
mobile device



Same user then hears an audio ad
on their commute home



A pre roll ad is delivered to their
tablet while catching up on news
before bed

AI DRIVEN TARGETED MARKETING

GDM Pre-Set
Target Data

Custom Delivery
Optimization

LAUNCH

DATA
COLLECTION

Days
1-30

AI
OPTIMIZATION

Days
30+

Site Pixel &
Custom Data
Collection

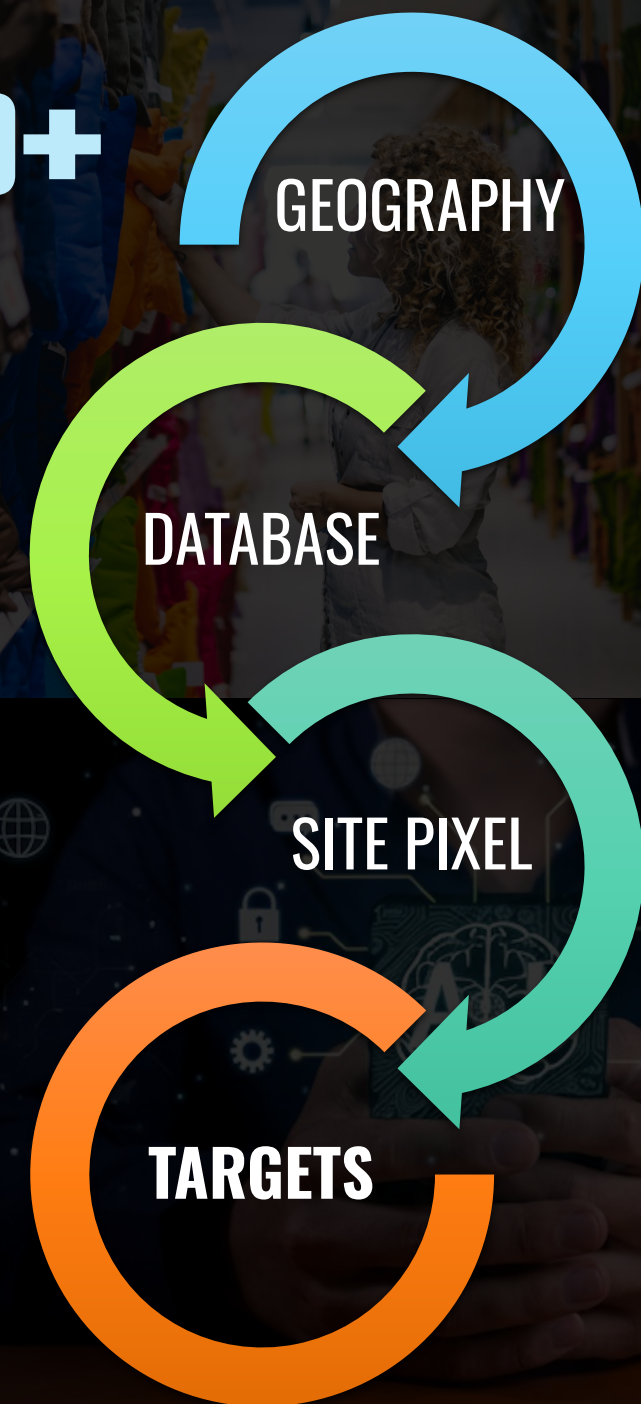
AI DRIVEN TARGETED MARKETING



Less Budget
Tweaking
More Customer
Optimization



AI OPTIMIZATION DAYS 30+



TODAY & TOMORROW!

RESULTS

Since launching GDM360:

Website Traffic Lift: 300%

- **Before (siloe campaigns): 6K baseline clicks**
- **After (GDM360): 24.3K clicks**
- **Lift calculation: $(24.4K-6K)/6K = +300\%$ increase**

Conversion Lift: 306%

- **Before (siloe campaigns): 3.2K attributed website actions/conversions (July 2025)**
- **After (GDM360): 13K attributed website actions/conversions (July-Sept 2025)**
- **Lift calculation: $(13K-3.2K)/3.2K = 306\%$**

SMARTER TARGETING



STRONGER RESULTS