

Digital Advertising

Presentation 2023



Introduction

Hallaron directs your advertising strategy and shapes your creative campaign. Then we manage your plan with our media partner VICI Media Inc. VICI is Hallaron's digital marketing arm with a wealth of media experience from global, national, or regional campaigns to microtargeted local ads targeting individual neighborhoods or shopping centers. VICI boasts:

- Serving 200 ad agencies and media firms.
- \$2 billion in managed advertising budgets.
- Manages nearly 2,000 digital campaigns monthly.
- 5 billion impressions served each year.
- Digital ads in 40+ countries and nearly all 50 states.
- Deloitte's Fast 500 - one of the fastest growing tech companies.



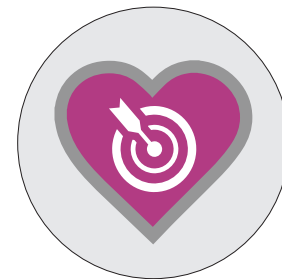
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Targeting Strategies

Techniques to focus on reaching specific audiences, often based on demographics and browsing behaviors.

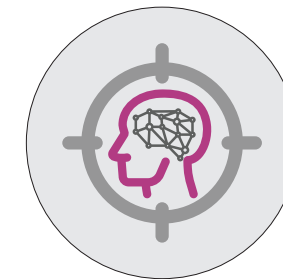
Behavioral

Showing your ads to specific consumers based on their previous online behavior, across all devices.



Artificial Intelligence

Data is constantly collected and analyzed about who is engaging with your ad. Machine learning is used to show your ad to more people like the ones who engage with it.



Retargeting

Following people who visit your website and serving them your ads on other websites and apps they visit, and on any device.



Keyword

Showing your ads on websites and apps that contain keywords related to your business, across all devices.



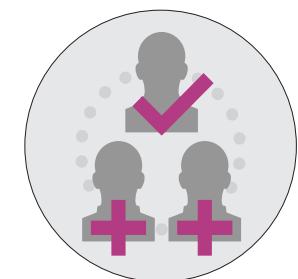
Geofencing & Geotargeting

Drawing a virtual fence around a location and showing your ad, to people inside that “fence” and continuing to follow them and show them your ads, across all devices.



Email Matching & Lookalike

Target people on your list and/or a lookalike audience, showing them your ads when they browse websites and apps, across all devices.



Geographic Targeting

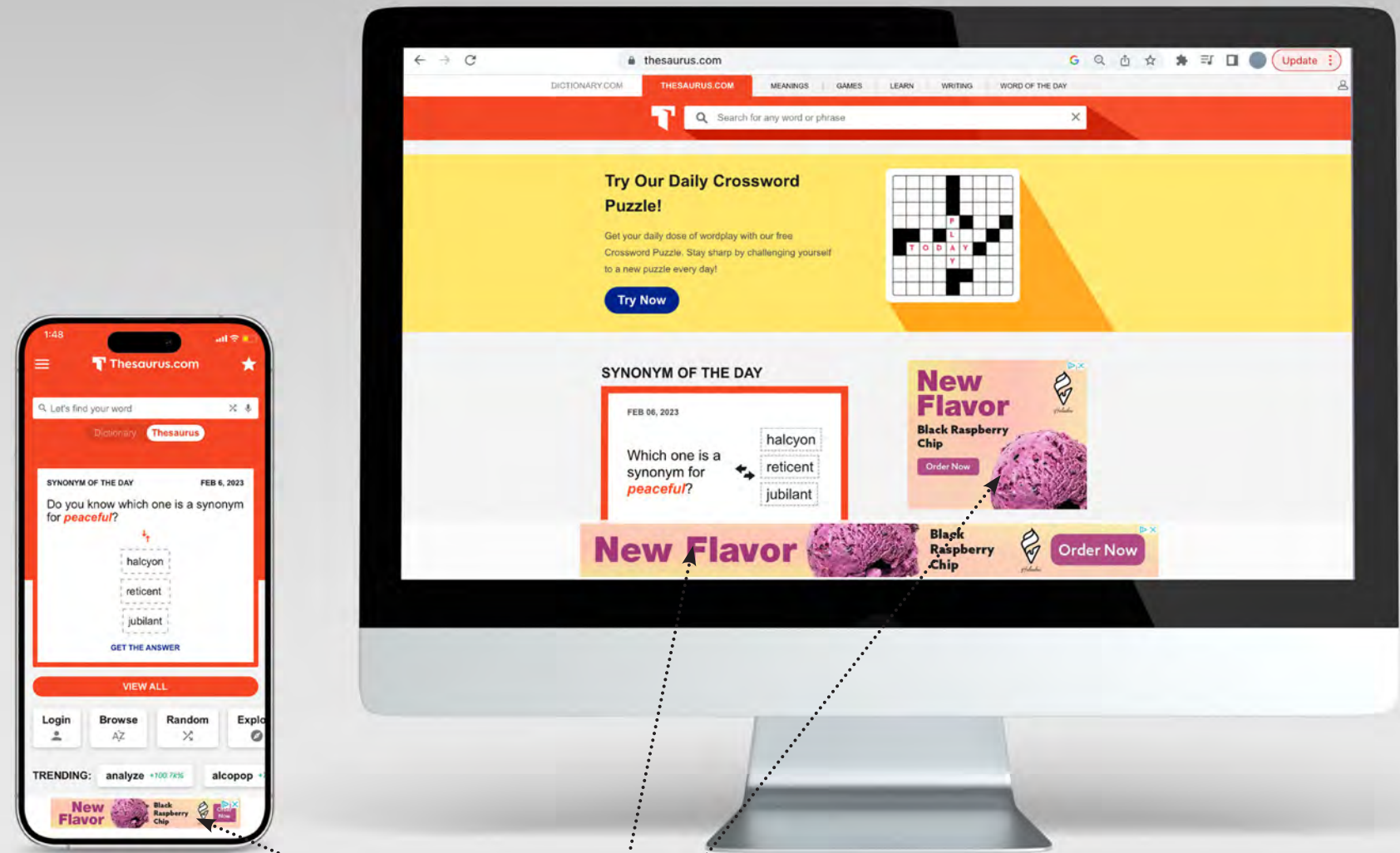
Serve your ads and videos to a wide geographic footprint or a narrow one. Reach customers in other countries, or across multiple states, counties or zip codes. Geofencing and mobile conquering pinpoints local areas where potential customers live, work, or visit regularly.

Let's define where your target audience is located, then focus your ads only on the areas where you want to advertise.



Display Ads

Think of static magazine or newspaper print ads but served in full color on websites and apps, reaching your specific desired audience. The most cost-effective way to get your name and reputation out across the digital world.

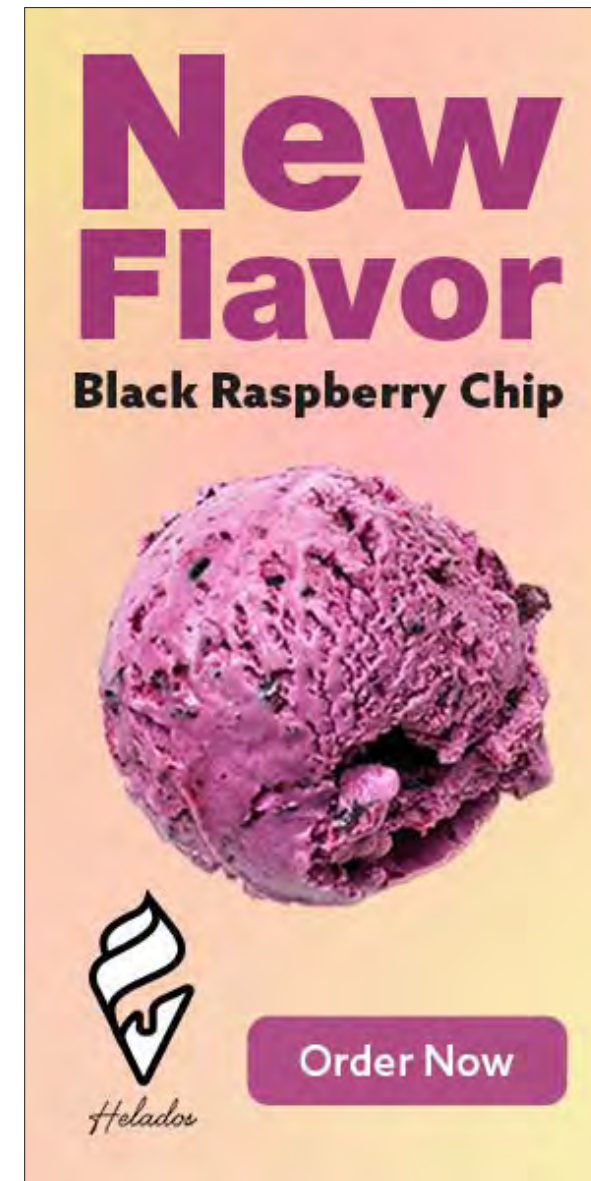


Display ad placement examples

Display Ad Examples

Display ads go across all devices, appearing on websites or apps, using the targeting strategies listed below.

- Behavioral Targeting
- Keyword Targeting
- Retargeting
- Artificial Intelligence Targeting
- Geofencing & Geotargeting



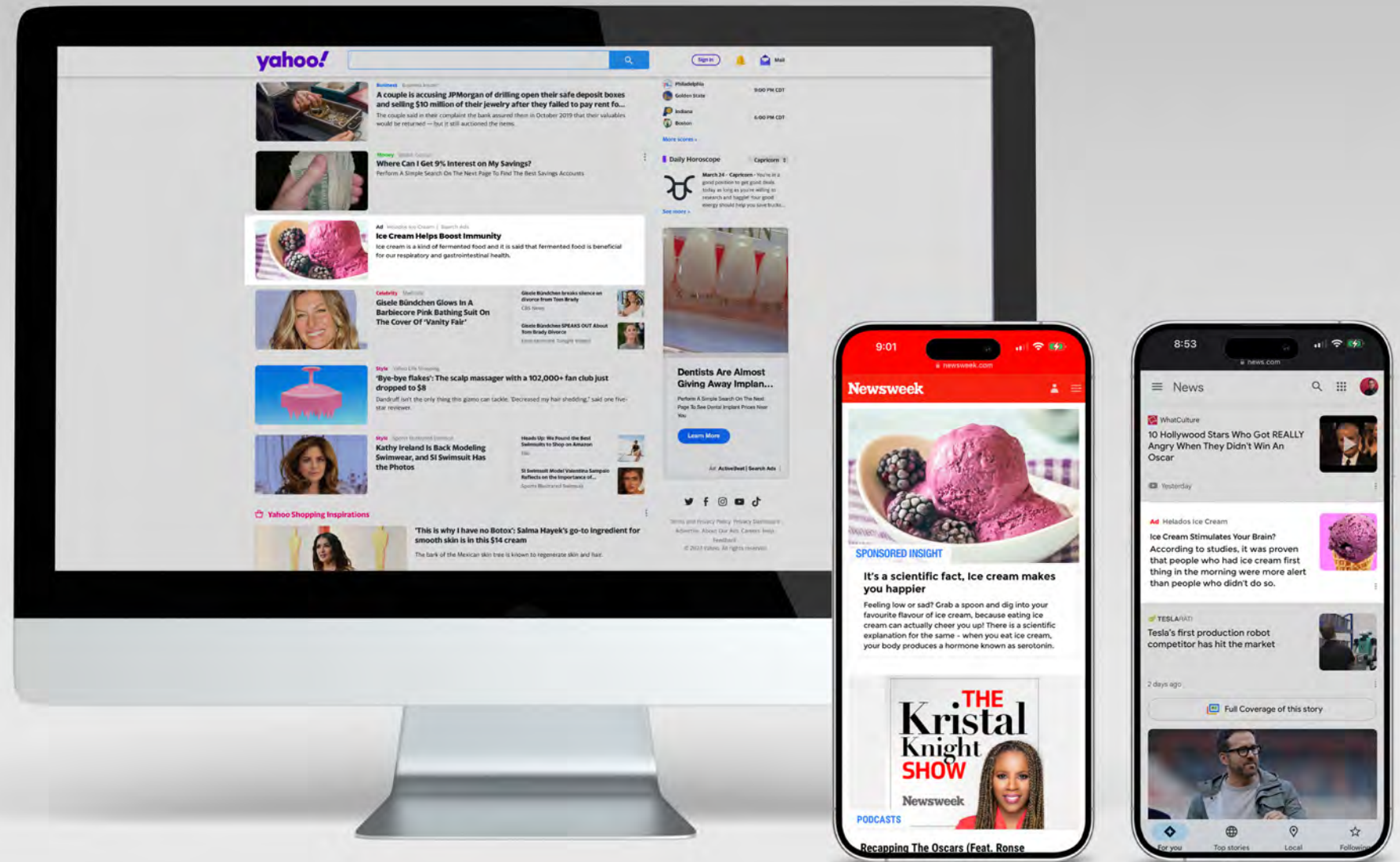
Native Ads

With Native, Hallaron uses AI to dynamically create ads within news and other Internet articles your target audience is reading.

Your branded ads or videos are served right in the middle of the content they want to see the most!

Native ads get 300x more attention than regular display ads.

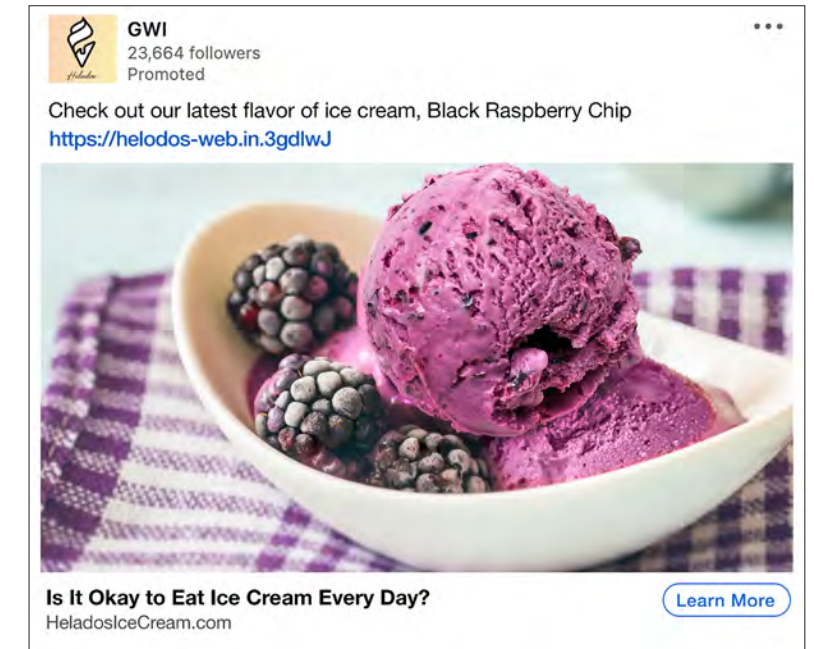
And Native raises customers' intent to purchase by 18% versus regular display ads!



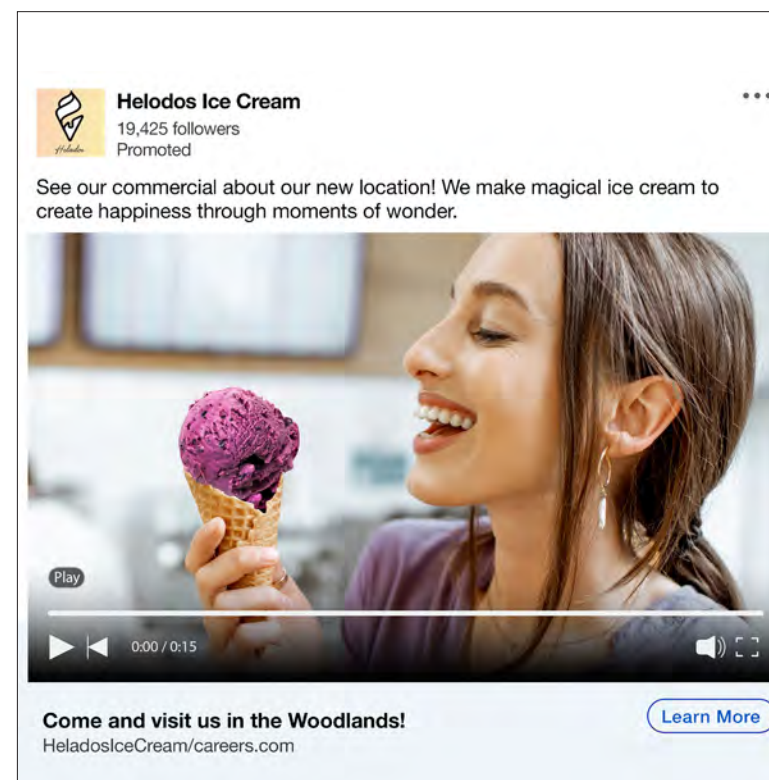
LinkedIn Ads

Perfect for reaching business-to-business customers.

Serve ads to company names, geographic areas, job titles, industry categories. Hallar-on can create your single image ads, video ads, or carousel ads that will appear only to your targeted LinkedIn audience. Works great with a strong social marketing effort on your LinkedIn company page.



Single Image Ad



Video Ad



Carousel Ad

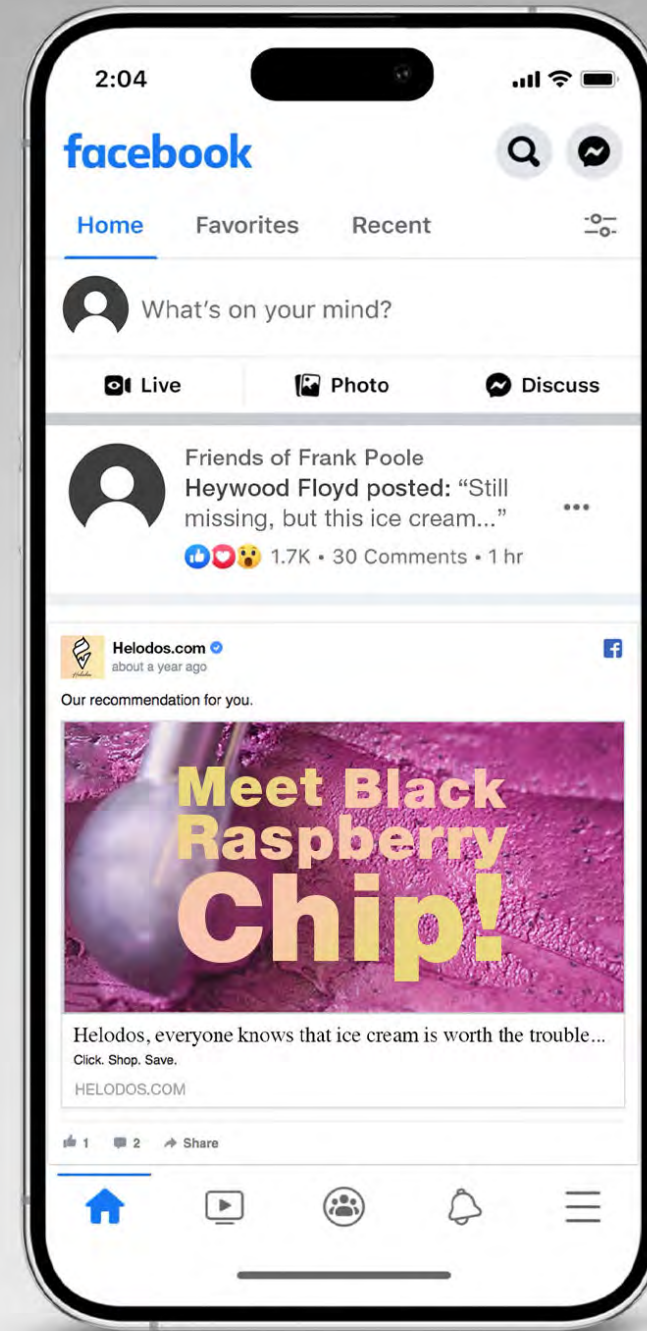
Facebook & Instagram Ads

Your reach is expanded using our Facebook Premium options with strategically chosen target categories.

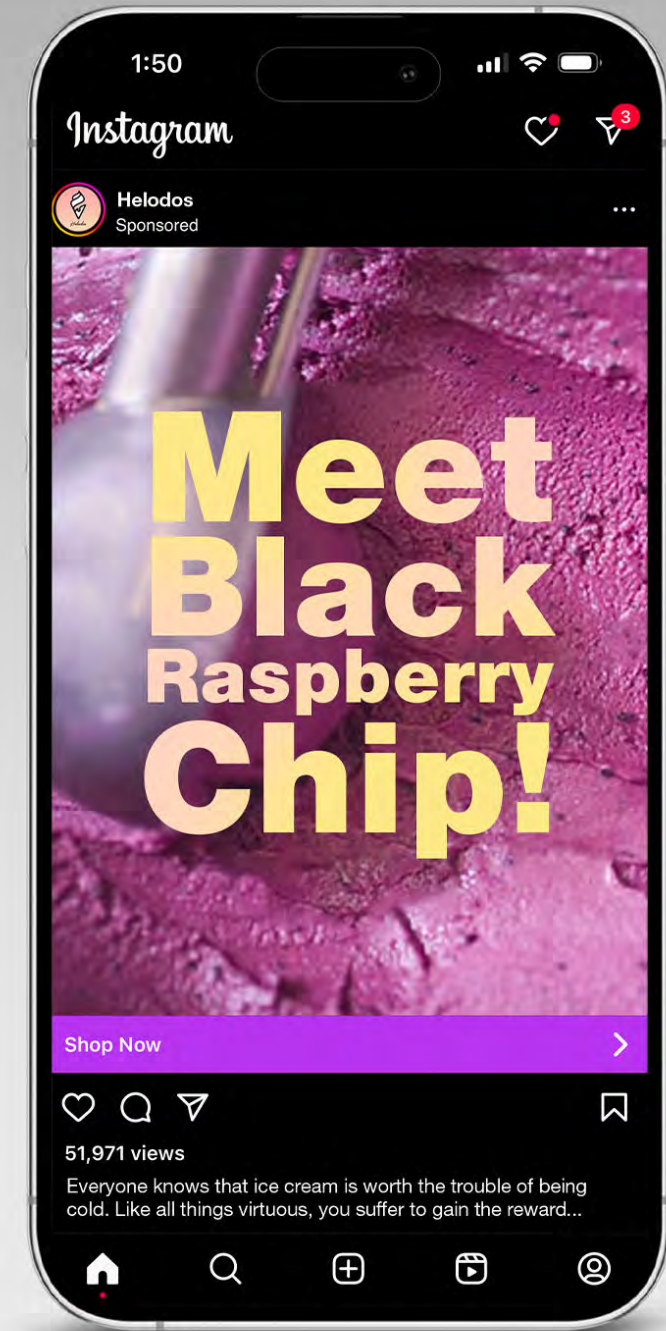
- Facebook & Instagram's News Feed
- Facebook Audience Network
(the #1 native mobile ad exchange in the world)
- Facebook Messenger App
- Facebook Marketplace
- Facebook & Instagram Stories



Facebook & Instagram Ad Examples



facebook®



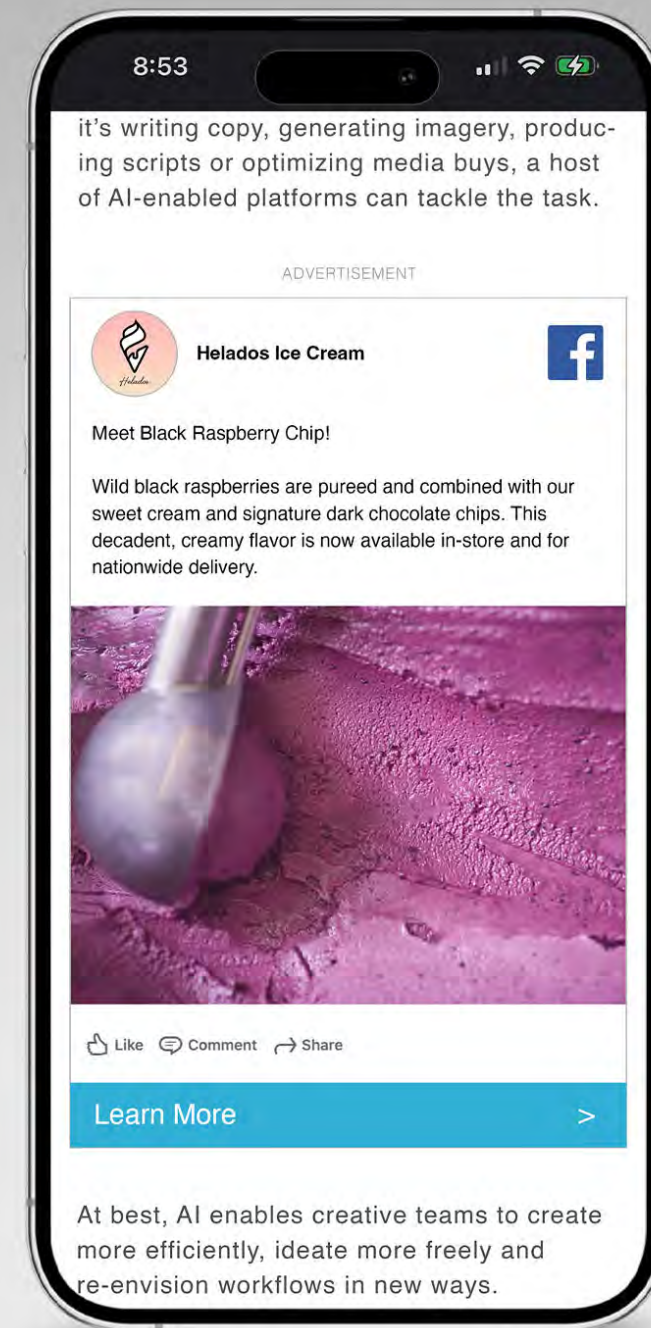
Instagram

Social Mirror Ads

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices.

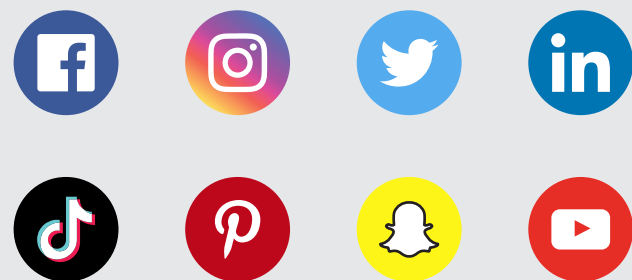
Targeting Strategies we will use:

- Keyword Targeting
- Retargeting
- Artificial Intelligence Targeting
- Email Matching & Lookalike



Social Mirror Ads

Leveraging the instant recognition of popular social media brands, your Social Mirror ads will outperform traditional display ads. Add a video for a powerful combination. And we can use Social Mirror with any of these popular social channels.



**higher click-through rate
than the national average***

** Comparing CTR on social mirror ads to IAB standard display ad sizes*

Over-the-Top Ads

OTT is just like TV commercials served to popular streaming programming. A premium service, 100% of OTT ads are served on Connected TVs – the most desirable inventory. Add 'On-Site Visit Tracking' to see how many people who saw your OTT ad, then visited your store or business location. Perfect for business-to-business, too!

More cost-effective than expensive broadcast or cable TV options.



Creative Strategy & Production

Hallaron boasts a veteran award-winning creative team to think of the big ideas you need for your advertising campaign to succeed. Our agency team will craft your strategy, copy, design, scripts, and direct and produce videos and commercials that set you apart and get noticed.



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What's The Next Step?

An honest conversation.

Let's discuss your brand reputation, your products, services and customers, your specific marketing needs, and your budget. Then we can provide an estimate for your digital advertising campaign and a sample digital media plan customized for your needs.

Thank you!

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