

Reaching & Influencing More Customers Across The Buying Journey



What if you could build targeted awareness with...



people that **share traits common to your customers**



people **searching for your types of products and services**



people **researching your competitors**



people **at or near a tradeshow or conference**



people who **leave your website**



people in your database -- **your hot leads and customers**

...and lift the effectiveness of all your marketing

Holistic Strategy Influences Your Buyers Across the Entire Journey



The Right Ad for the Right Person on the Right Site at the Right Time

msn | bing | web search | Sign in

ACTIVE network. EDUCATE KEEP YOUR SCHOOL DISTRICT RUNNING SMOOTHLY WITH ACTIVE EDUCATE SCHOOL MANAGEMENT SOFTWARE.
From payments to reporting, our solutions will help you maximize registrations.
REQUEST MORE INFO

Make MSN my homepage | NEWS WEATHER ENTERTAINMENT SPORTS MONEY LIFESTYLE HEALTH & FITNESS FOOD & DRINK TRAVEL AUTOS VIDEO

SPORTS NEWS | Louisville accuser: Pitino knew everything | Here's a brand new list of the top colleges in the world | Nats fire manager and more top stories (video) | 'Dancing with the stars' contestants brought to tears

POPULAR SEARCHES
Reality star rushed to hospital | Al Roker's apology
Popular cereal recalled | Bedtime & weight gain link?
Humans killing off cacti | Priest points gun at boy
Miley in tears on 'SNL' | Cruise's daughter marries?
Rare sofa shark found | Official: Pilot died on plane
Bald, pudgy McConaughey? | Pitcher enters rehab

Oh, my God!: Man who finds missing 2-year-old girl jubilant
With his son terribly ill, scientist takes on chronic fatigue...
General Mills recalling 1.8M Cheerios boxes on allergy risk
The Right Way to Scramble Eggs
NBC's Al Roker apologizes for 'insensitive' selfie

Jennifer, a Superintendent for a large independent school district notices ads for school management software.

msn | bing | web search | Sign in

A+ Seamlessly Connect School to Home Rediker TeacherPlus Web Gradebook SOFTWARE

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Hugo, a school Principal in the same district sees ads for teacher-student software on the same website as Jennifer.

Search Re-targeting & Competitor Conquesting



Industry keywords

Products and solutions

Industry news and trends

Industry blogs and events



Competitor name searches

Competitor URL entry

Competitor product and services

Competitor paid search keywords

Supplier guides and directories

93% of purchases start with online research!

- Target prospects whose searches indicate buying behavior
- Reach prospects evaluating your competitors
- Build brand awareness on the sites they visit every day [98% of time online is surf not search]
- Stand out with ad creative customized for those with buyer intent
- Compliment and lift your paid search

Contextual Targeting

The screenshot shows a webpage from Business News Daily with the title "Best CRM Software 2015". The article is by Sara Angeles, dated September 9, 2015. It discusses CRM software options for small businesses. A section titled "Best CRM Software for..." lists three categories: "Free" (Zoho), "Very Small Business" (Insightly), and "Small Business Overall" (Salesforce). Each category includes a small image of the software interface on a laptop or tablet.

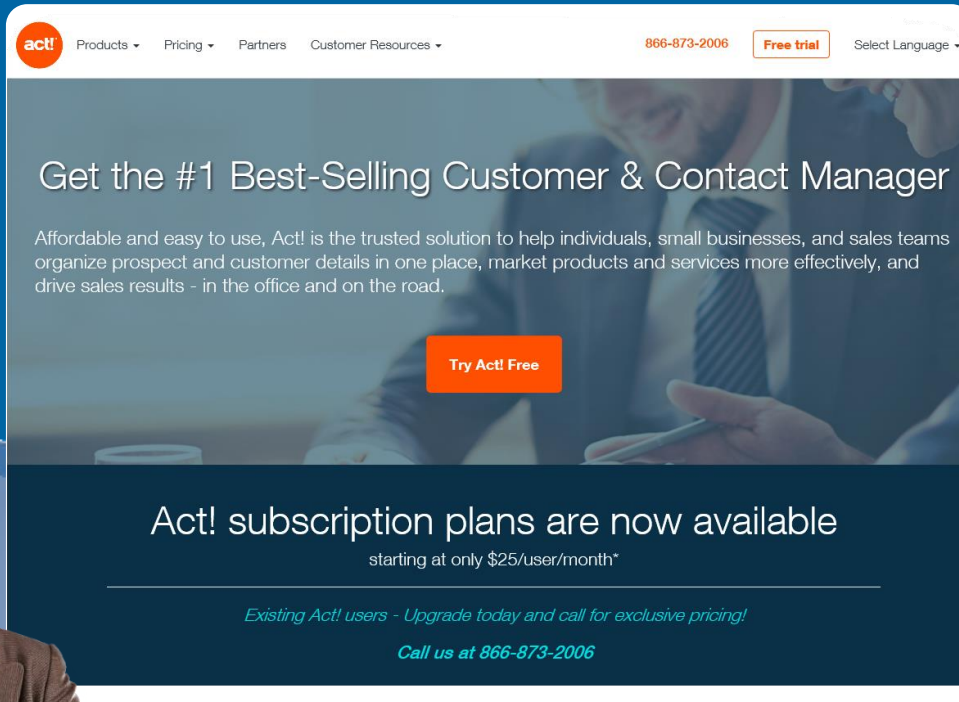


The screenshot shows the ESPN website with a large advertisement for Act! contact and customer management software. The ad is orange and white, featuring the Act! logo and the text "Get the #1 best-selling contact & customer manager" and "try Act! free". The background of the ad shows a football player in a white jersey with the number 9.

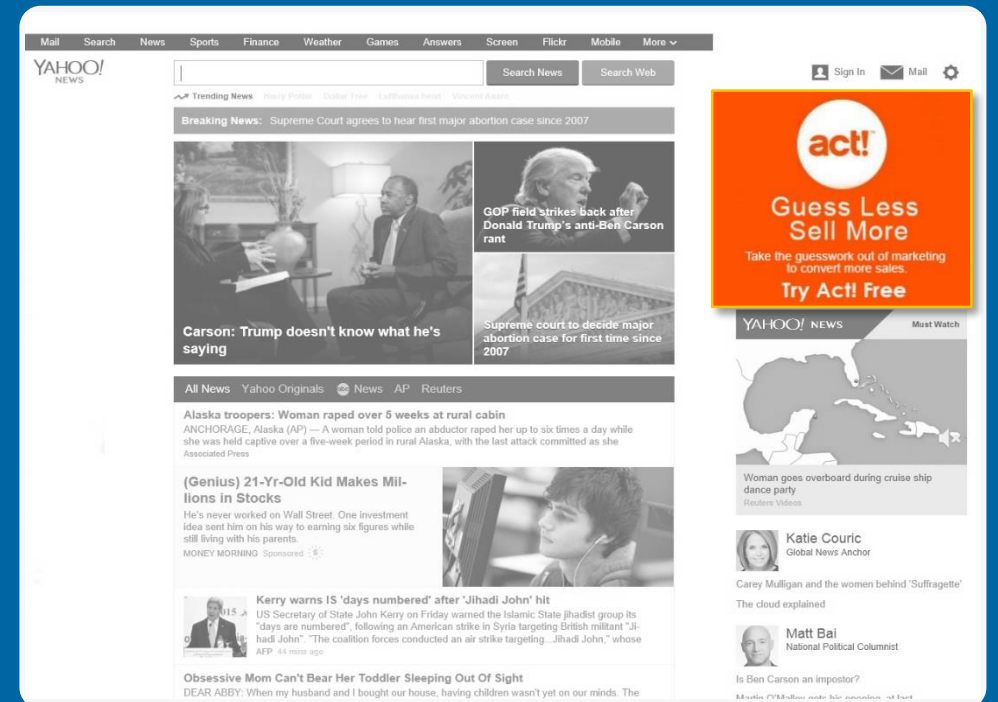
- Identify prospects that are consuming content related to what you offer
- Build brand awareness with those who are actively researching and reading topics relevant to your products and services



Site Re-targeting



The screenshot shows the Act! website homepage. At the top, there is a navigation bar with the Act! logo, links for Products, Pricing, Partners, and Customer Resources, a phone number (866-873-2006), a Free trial button, and a Select Language dropdown. The main content area features a large headline: "Get the #1 Best-Selling Customer & Contact Manager". Below this, a sub-headline reads: "Affordable and easy to use, Act! is the trusted solution to help individuals, small businesses, and sales teams organize prospect and customer details in one place, market products and services more effectively, and drive sales results - in the office and on the road." A prominent orange "Try Act! Free" button is centered. At the bottom of the page, a dark banner states: "Act! subscription plans are now available starting at only \$25/user/month*". Below this banner, there is a note for existing users: "Existing Act! users - Upgrade today and call for exclusive pricing!" and a call to action: "Call us at 866-873-2006".



The screenshot shows the Yahoo! News homepage. The top navigation bar includes links for Mail, Search, News, Sports, Finance, Weather, Games, Answers, Screen, Flickr, Mobile, and More. The main content area features a search bar, trending news, and breaking news sections. A prominent orange advertisement for Act! is displayed on the right side of the page. The ad contains the Act! logo, the headline "Guess Less Sell More", and the sub-headline "Take the guesswork out of marketing to convert more sales. Try Act! Free". Below the ad, there are several news articles with headlines such as "Alaska troopers: Woman raped over 6 weeks at rural cabin", "(Genius) 21-Yr-Old Kid Makes Millions in Stocks", "Kerry warns IS 'days numbered' after 'Jihadi John' hit", and "Obsessive Mom Can't Bear Her Toddler Sleeping Out Of Sight".

- Stay top-of-mind with the 98% that leave your website without taking action
- Influence the buying journey and bring them back when they are ready to buy
- Improve ROI from all the marketing tactics that drive people to your site

Geo-Fenced Targeting

Geo-Fence around Convention Center

Verizon LTE 12:37 PM
espn.go.com

ESPN LOG IN SCORES
FAVORITES NEWS NOW

Experience **act!** in person today!

NFL 2h - Matt Bowen
Bowen: Jameis Winston is improving fast

The Buccaneers' QB hasn't committed a turnover in the past three games, and that's no fluke. Matt Bowen breaks down where the rookie has improved the most.

Verizon LTE 12:37 PM
act.com

act!

Attending the AMA show?
Go to Booth #128 for a demo and free trial!

Learn More Now

- Reach mobile prospects in proximity of a business or show
- Use custom ad creative that builds awareness and drives prospects to take action
- Create a custom landing page with relevant details
- Increase booth traffic and ROI at shows you attend – or – create awareness at shows you don't attend

Geo-targeted display performs at **2X** the industry average*

Extensive Reach via Top Ad Exchanges



Did You Know?



70% of website visitors retargeted with display ads are **more likely to convert** on your website.

– CMO.com



20% of users exposed to display advertising **conduct related searches** for advertised brands.

– Online Publishers Association



3 out of 5

online buyers said they **notice ads** for products they looked up on other sites.

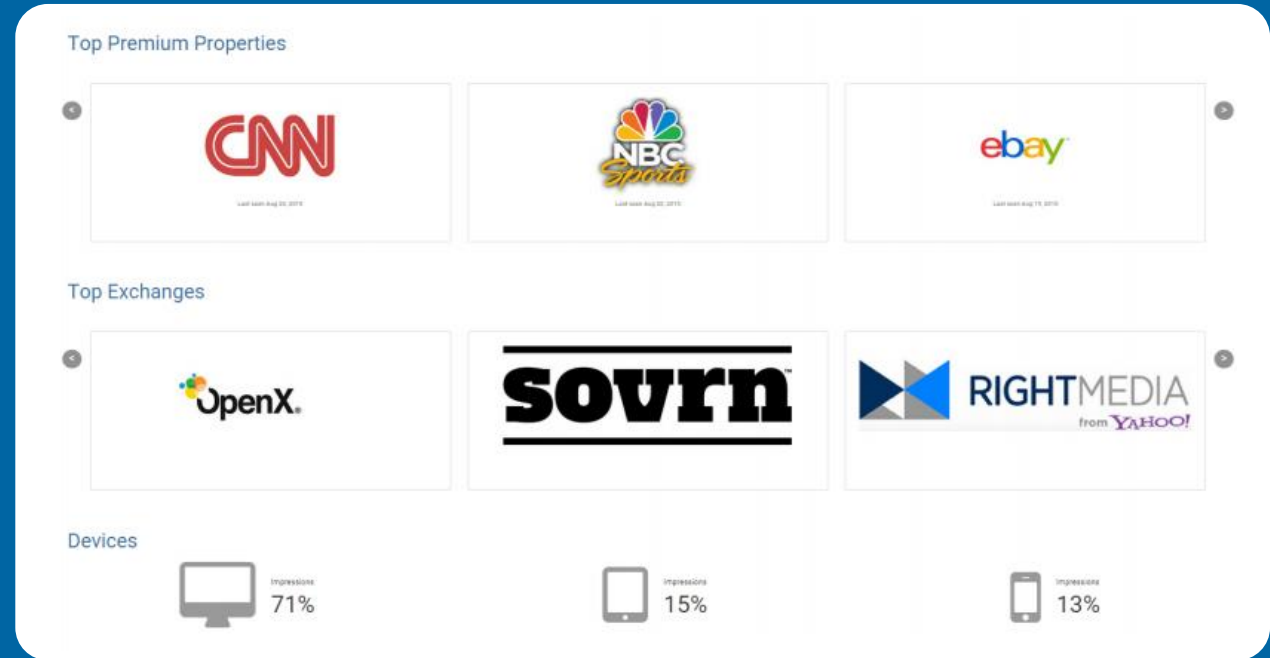
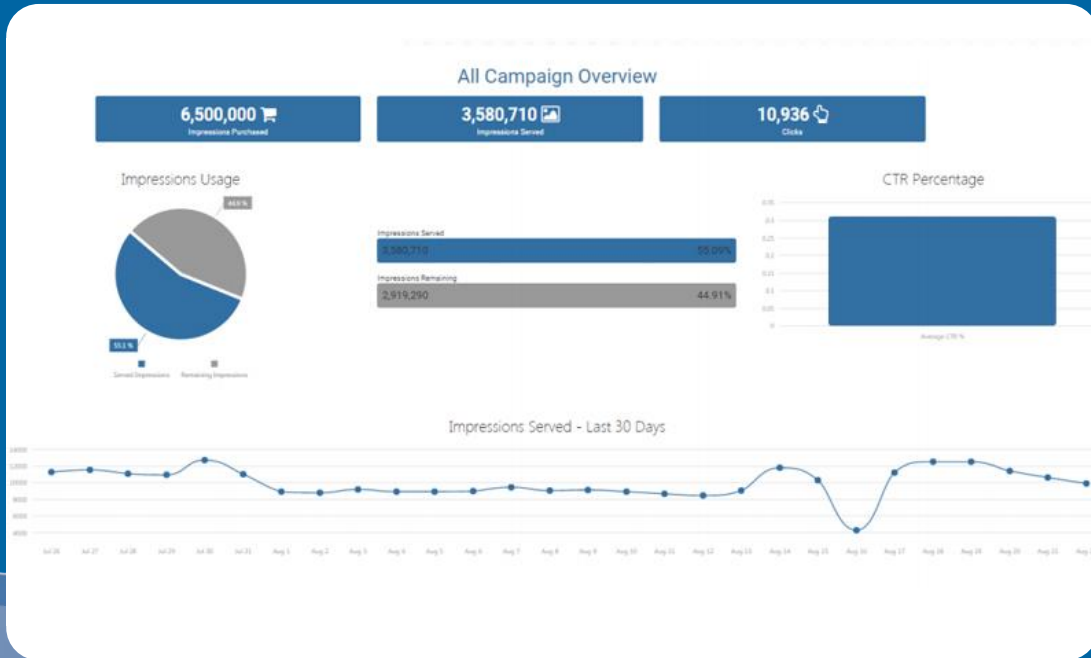
– CMO.com



60% of respondents that used traditional display advertising use **Search Retargeting to conquest customers** from competitors.

– Kapost

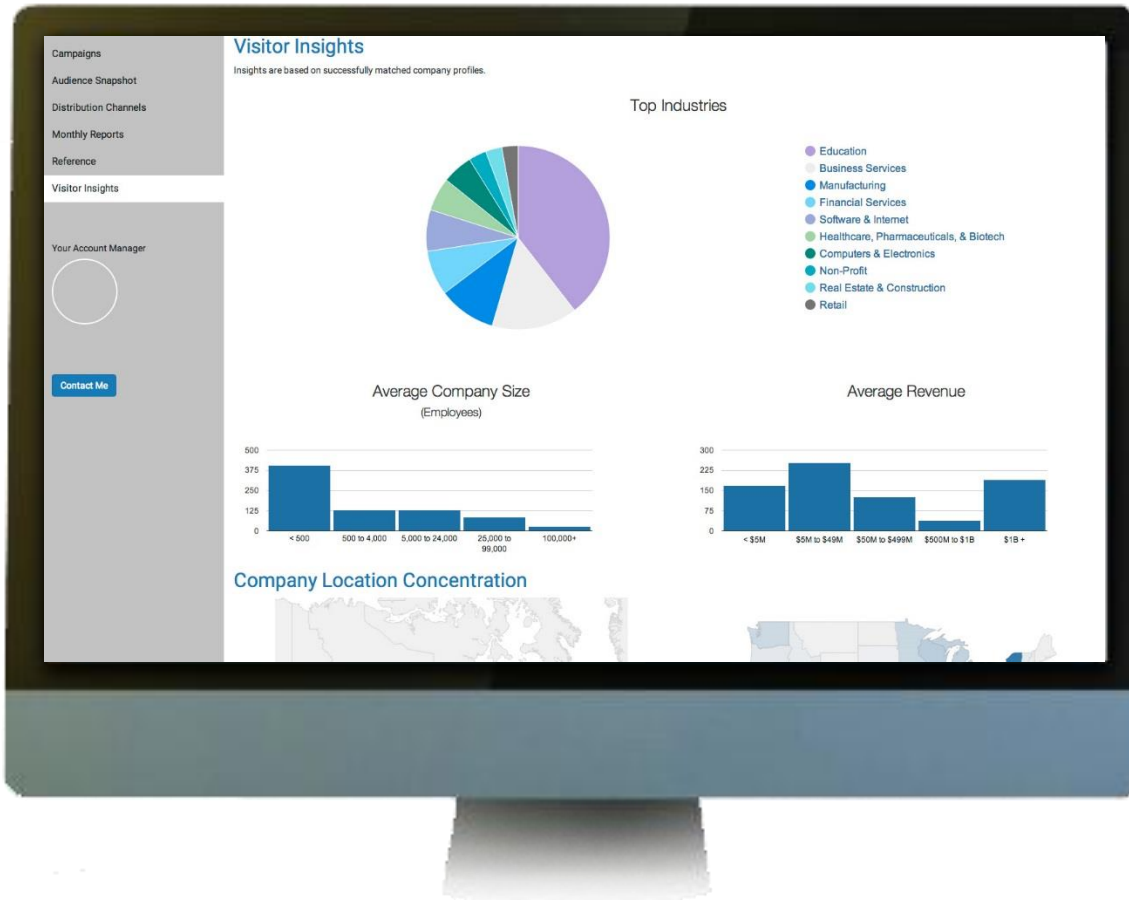
Real-time Reports, Insights & Optimization



Your dedicated account managers meets with you monthly to:

- Review detailed analytics on impressions, clicks, influence, devices and more
- Provide insights on audience composition and behavior
- Recommend optimizations [keywords, ad creative, etc.] to improve results

Visitor Insights



Gain demographic insights on the companies visiting your website*

- Details include:
 - Company Name
 - Location
 - Industry
 - Size - Revenue & Employees
 - Website URL
 - Pages Viewed
- Adjust your content and search strategy by understanding where your target companies come from and content they view

*Insights only available for a portion of your traffic due to visits from mobile devices, ISPs etc. which are not specific to your company

Display Builds Your Brand & Lifts All Your Marketing

Direct Influence

Indirect Influence

Brand Awareness



Impressions



Ad Clicks

www.yourbiz.com

View Throughs
Direct URL



View Throughs
Brand Searches

Leads



Forms



Emails



Calls



Social Engagement



Traffic Quality



New Unique
Users



More
Sessions



More Page
Views

Customers

