

CONFIDENTIAL



Industrial Media, LLC



Smart Engagement Marketing Deck



WHAT IS SMART ENGAGEMENT POWERED BY AI

SMART ENGAGEMENT IS A PLATFORM THAT COLLECTS, UNIFIES, AND MANAGES READER & SUBSCRIBER DATA FROM VARIOUS SOURCES TO IMPROVE MARKETING EFFORTS

- ✔ **DATA COLLECTION:** Gathering data from various touch points such as websites, newsletters, email campaigns, social media, and more.
- ✔ **DATA UNIFICATION:** Merging data from disparate sources to create a single, cohesive reader profile.
- ✔ **DATA SEGMENTATION:** Categorizing customers based on specific criteria such as behavior, demographics, and purchase history.
- ✔ **DATA ACTIVATION:** Making the data available for marketing campaigns and other business activities.



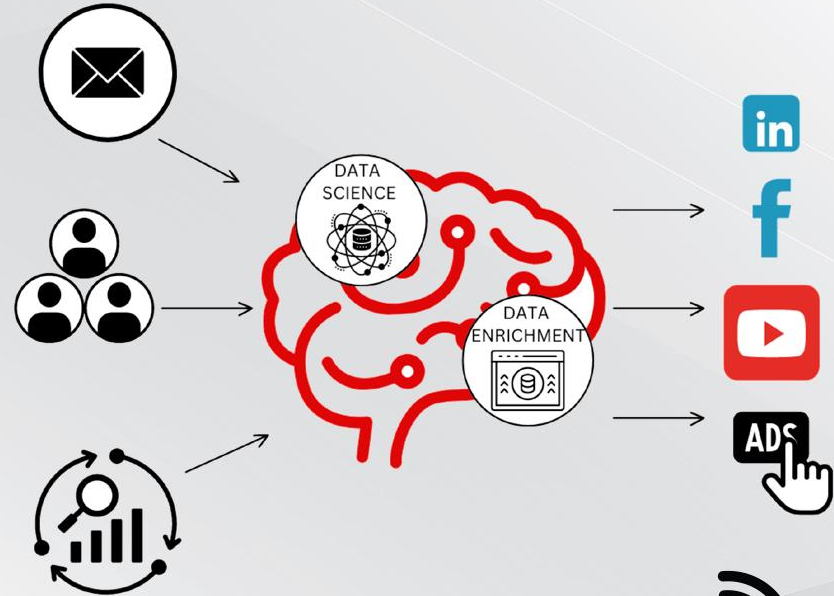
BENEFITS OF SMART ENGAGEMENT

- ✔ **ENHANCED PERSONALIZATION:** By having a complete view of the customer, you can create highly personalized experiences that resonate with individual customers.
- ✔ **IMPROVED CUSTOMER ENGAGEMENT:** Personalized and relevant marketing messages lead to better customer engagement and loyalty.
- ✔ **INCREASED ROI:** More targeted marketing efforts result in higher conversion rates and better return on investment (ROI).
- ✔ **BETTER DATA MANAGEMENT:** Smart Engagement helps organizations manage customer data more effectively, ensuring data accuracy and compliance with privacy regulations.
- ✔ **OMNICHANNEL CONSISTENCY:** Smart Engagement enables a consistent customer experience across all channels, ensuring that marketing messages are coherent and aligned regardless of the platform or touchpoint.

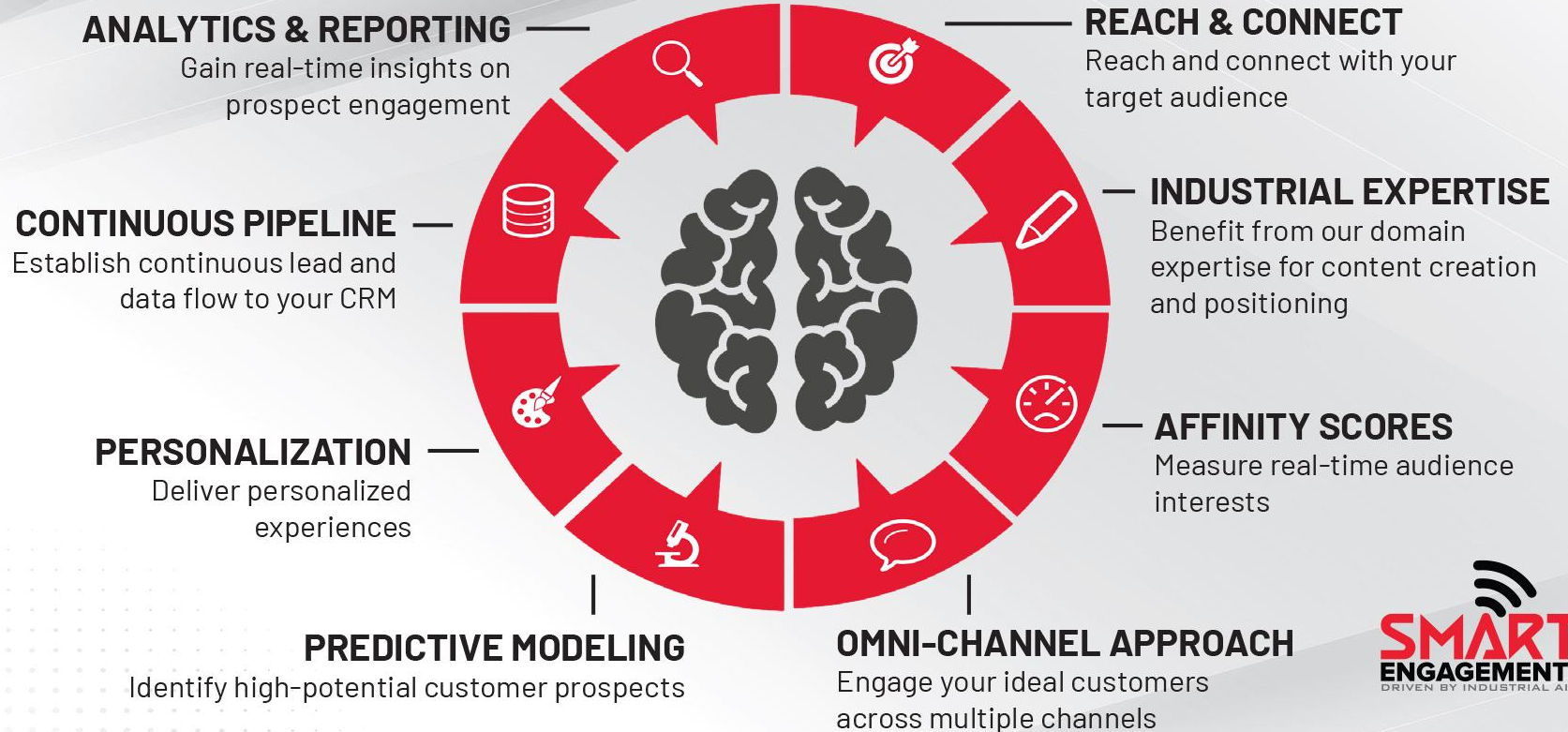


THE SMART ENGAGEMENT PLATFORM

- ✔ **UNIFIED SUBSCRIBER DATA:** The Smart Engagement Platform aggregates data from multiple channels providing a 360-degree view of the customer.
- ✔ **IMPROVED DATA ACCURACY:** By unifying and cleaning data, The Smart Engagement Platform ensures that the customer information is accurate and up-to-date.
- ✔ **DATA-DRIVEN DECISIONS:** The Smart Engagement Platform provides insights and analytics that help in making informed marketing decisions and optimizing strategies.
- ✔ **REAL-TIME MARKETING:** The Smart Engagement Platform enables marketers to react quickly to customer behavior and deliver timely messages.



WITH THE SMART ENGAGEMENT PLATFORM, YOU CAN:



SMART ENGAGEMENT CONNECTIONS

ONCE THE DATA FLOWS THROUGH THESE TOOLS:

- ✔ We're able to sort and rank subscribers for their potential to engage with your campaign.
- ✔ Develop scores for the quality of that engagement in order to constantly refine the targets and distribution models being utilized.
- ✔ This allows for an ongoing filtering of subscribers to ensure results of the highest quality.
- ✔ We can use this ongoing collection of data to append user records, constantly enhance the personas, and better understand how to target them in the future.

CONNECT
Multiple Data Sources

SEGMENT
Build Audience Segments Using AI

ACTIVATE
Grow Across Your Channels



SMART ENGAGEMENT OMNI-CHANNEL MARKETING JOURNEY SOLUTIONS

ADS

INFLUENCE

Impressions

Clicks

**PRE-TARGETING &
SOCIAL OPTIMIZATION**

OPEN CONTENT

ENGAGE

Page/Site Visits

Number of Engaged Users

CONTENT OPTIMIZATION

OPEN & GATED CONTENT

CONVERT

Page/Site Visits

Number of Engaged Users

Number of Leads

**CONTENT OPTIMIZATION
WITH LEADS**

PRE-TARGETING & SOCIAL OPTIMIZATION

LEVERAGE THE POWER OF INDUSTRIAL MEDIA DATA

Build maximum brand awareness with Pre-Targeting & Social Optimization. This campaign type leverages our proprietary first-party audience database to target your ideal customer profile wherever they are browsing via offsite display and social media, and directs them back to your desired URL such as a product announcement, press release, or content asset.



Proprietary Database
Target our first-party database of highly engaged readers



Zero-Waste Ad Spend
Guarantee your ad spend reaches only your ideal customers.



High Impact
Get the volume and frequency your ads need to be effective.



PERFORMANCE

Powered By Data Science

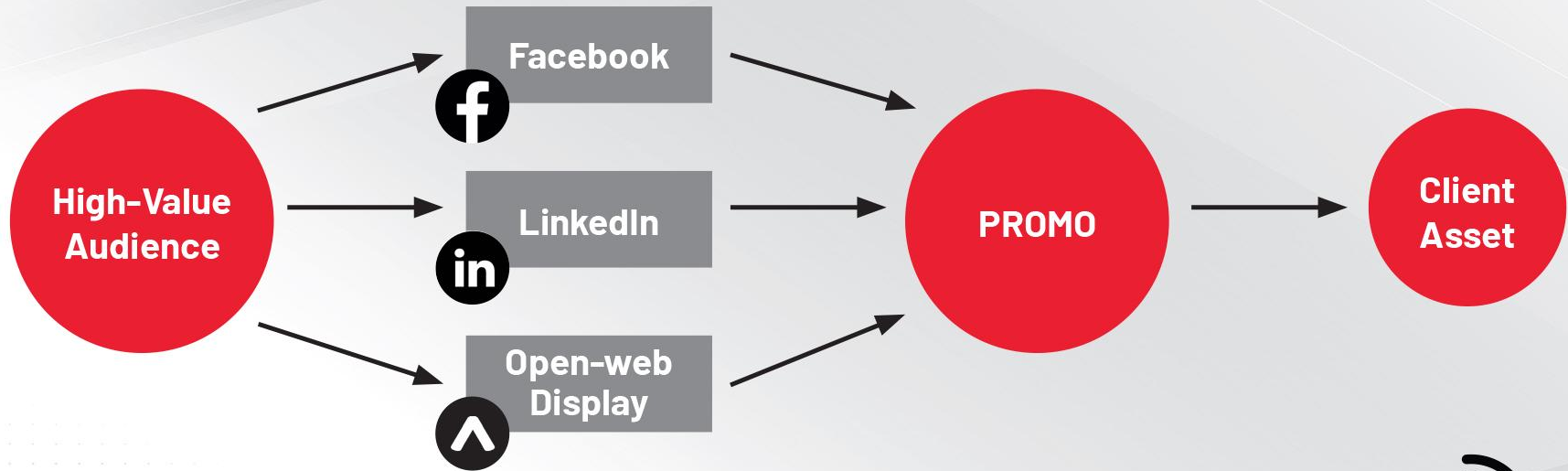
Our proprietary first-party database of highly-engaged Manufacturing, Distribution, and Engineering professionals combined with our data science enabled audience targeting drives higher performance.

DISTRIBUTION NETWORK

Offsite Display Network
Target your ideal customers via offsite display impressions--wherever they are browsing the web through our vetted network.

Social Media
Reach your ideal customers in their social media feeds through LinkedIn and Facebook

PRE-TARGETING & SOCIAL OPTIMIZATION – THE MECHANICS



PRE-TARGETING & SOCIAL OPTIMIZATION

ADVERTISER COMPARATIVE PRODUCT:

2nd and 3rd Party Platform Targeting

✔ Facebook & LinkedIn's Audience



COMPETITOR COMPARATIVE PRODUCT:

Onsite Banner Ads

✔ Their Audience

Medium Rectangle



Leaderboard



Wide Skyscraper



Half Page



Billboard



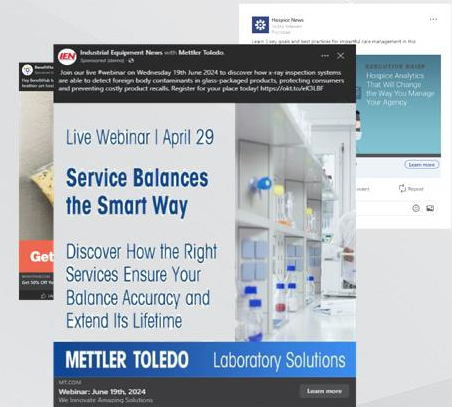
Mobile Leaderboard



OUR PRODUCT:

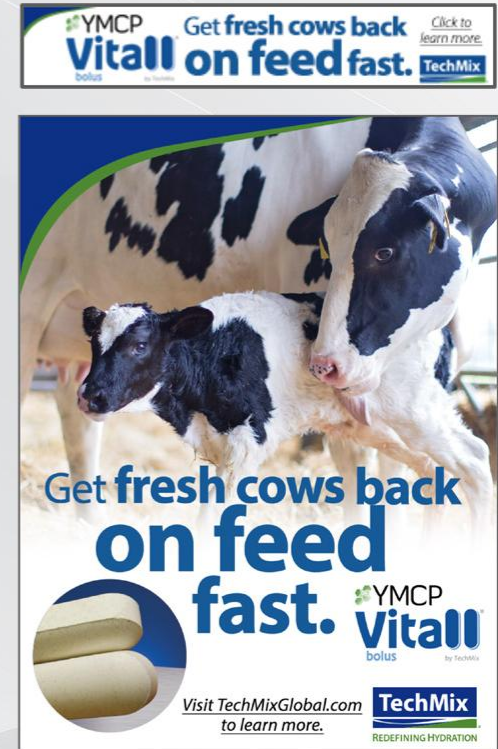
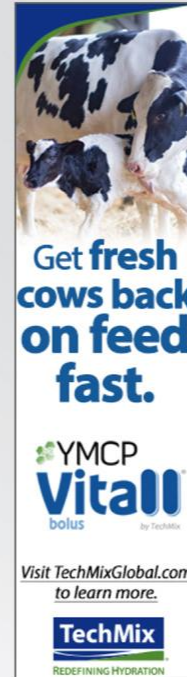
Your Audience No Matter
Where They're At

✔ Our Audience



SOCIAL OPTIMIZATION - DIGITAL DISPLAY

- ✔ **ADVERTISING ACROSS A WIDE SPECTRUM OF DIFFERENT AD NETWORKS** (Google has 80% of the market)
- ✔ **USUALLY URL IS POINTING BACK TO ADS OR CONTENT OFFSITE**
- ✔ **PACKAGING HIGH VALUE AUDIENCES** (first party data):
 - Personas
 - Geographies
 - Etc.
- ✔ **NO INVENTORY LIMITS**



SOCIAL OPTIMIZATION - VIDEO

✔ **VIDEO REACH CAMPAIGN FORMATS INCLUDE BUMPER, OUTSTREAM, SKIPPABLE OR NON-SKIPPABLE IN-STREAM ADS**

✔ **PRIMARY METRIC** - Unique Video Reach

✔ **PACKAGING HIGH VALUE AUDIENCES**

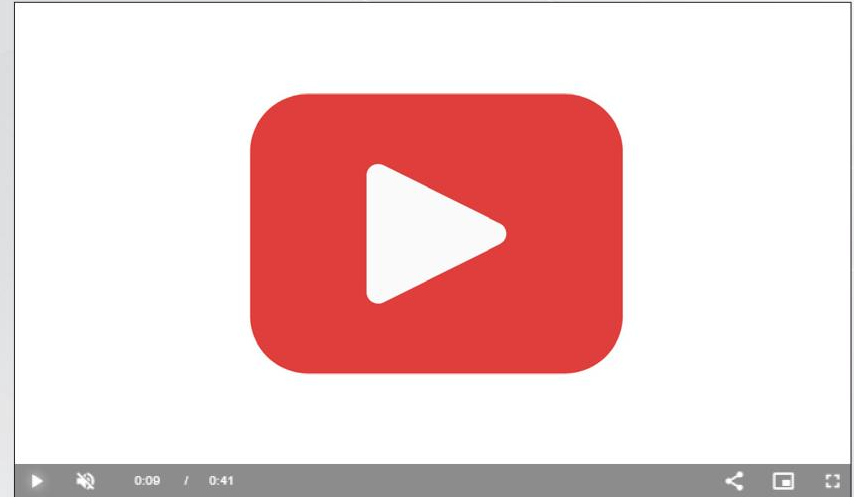
(first party data):

- Personas
- Geographies
- Etc.

✔ **NO INVENTORY LIMITS**

✔ **PLATFORMS AVAILABLE**

- Youtube
- Facebook
- LinkedIn



PRE-TARGETING & SOCIAL OPTIMIZATION INSIGHTS DASHBOARD



CONTENT OPTIMIZATION

LEVERAGE THE POWER OF INDUSTRIAL MEDIA DATA

Improve your thought leadership efforts with **targeted content engagement campaigns** that reach your ideal customer profile. Get actionable insights from our campaign dashboard to help inform and optimize current and future campaigns for impressions, clicks and CTR.



Proprietary Database

Target Industrial Media's first-party database of highly engaged readers



A Trusted Voice

Your content achieves higher engagement when delivered from a trusted industry voice.



High Impact

Achieve the volume and frequency your content needs to be effective.



PERFORMANCE

Powered By Data Science

Our proprietary engagement platform uses data science and machine learning to target the users most likely to engage with your content.

DISTRIBUTION NETWORK



Email

Your content included in our newsletters and dedicated email efforts.



Social Media

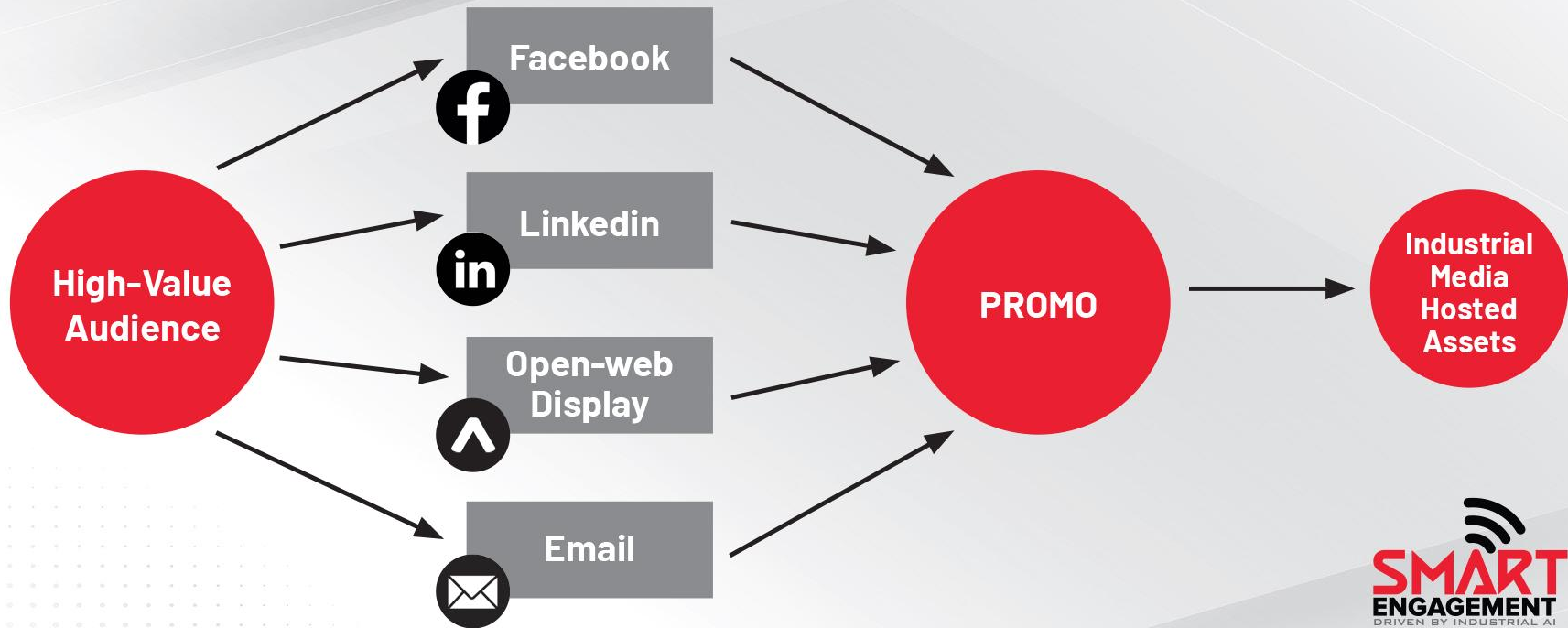
Reach your ideal customers in their social media feeds through Facebook & LinkedIn.



Onsite Experiences

Custom modals and callouts on while users are browsing

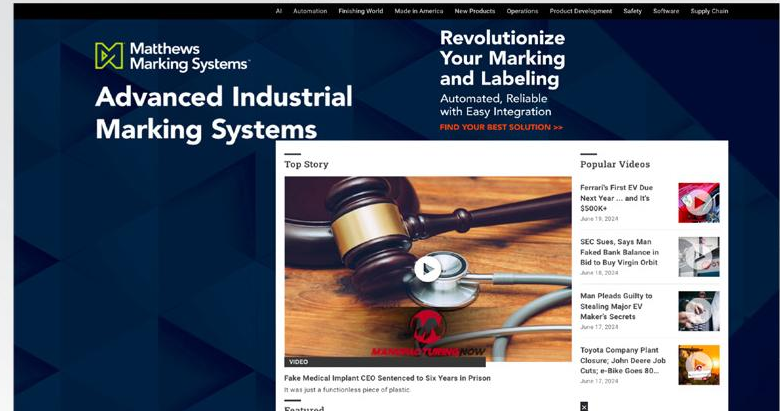
CONTENT OPTIMIZATION - THE MECHANICS



CONTENT OPTIMIZATION

In addition to the sponsored content programs already available add a layered “boost” via all channels. Driving engagement via off site channels to the sponsored/hosted content to drive additional engagement and metrics.

- ✔ **MULTI OR SINGLE CHANNEL**
- ✔ **OFFSITE DISPLAY, SOCIAL AND YOUTUBE**
- ✔ **EBLASTS AND ONSITE NATIVE ADS** can be used to reach sponsored defined targets
- ✔ **ROS DISPLAY AND NEWSLETTER ADS** can be used to increase reach



CONTENT OPTIMIZATION - VIDEO

In addition to the sponsored content programs already available add a layered "boost" via all channels.

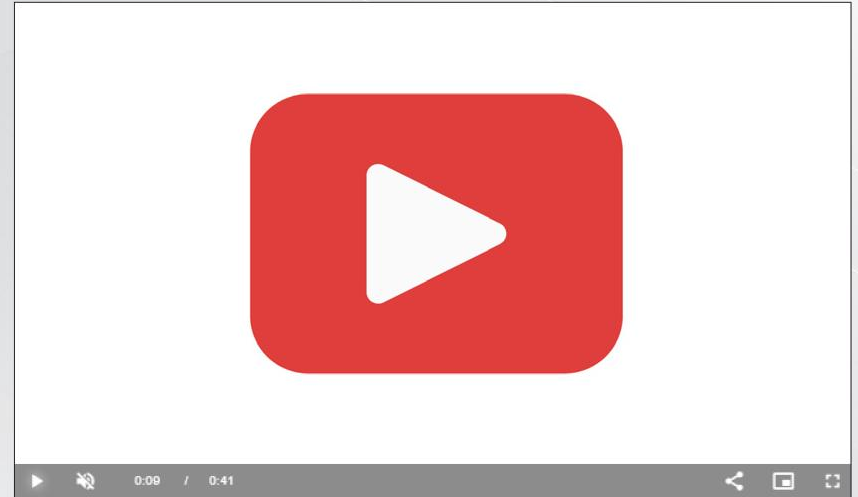
✔ VIDEO ACTION CAMPAIGN FORMATS SKIPPABLE OR IN-FEED VIDEO ADS

✔ PRIMARY METRICS

- Clicks
- CTR

✔ PLATFORMS AVAILABLE

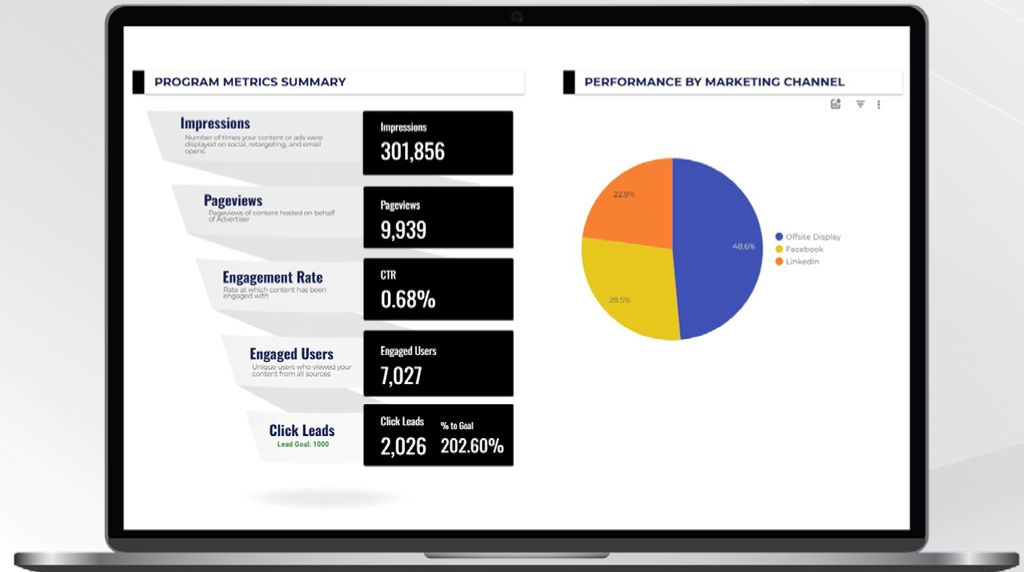
- Youtube
- Facebook
- LinkedIn



CONTENT OPTIMIZATION INSIGHTS DASHBOARD

Detailed firmographic data on engagement with your content

- ✔ **METRICS:** impressions, page views, engagements, CTR
- ✔ **MARKETING CHANNEL PERFORMANCE**
- ✔ **PER COMPANY ENGAGED USERS**
- ✔ **ENGAGED USERS BY JOB TITLE**
- ✔ **PERFORMANCE OF EACH CONTENT ASSET**

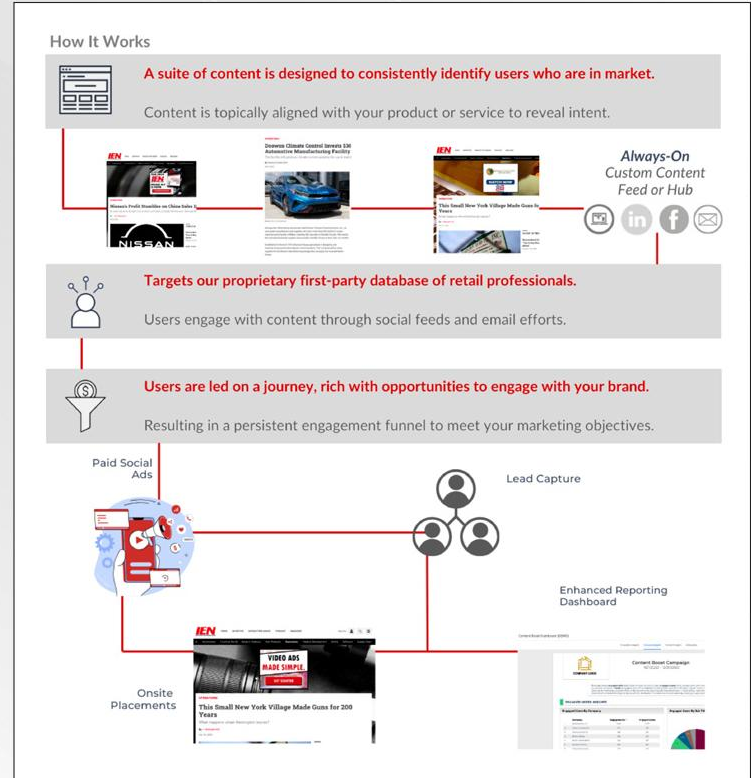


CONTENT OPTIMIZATION WITH LEADS

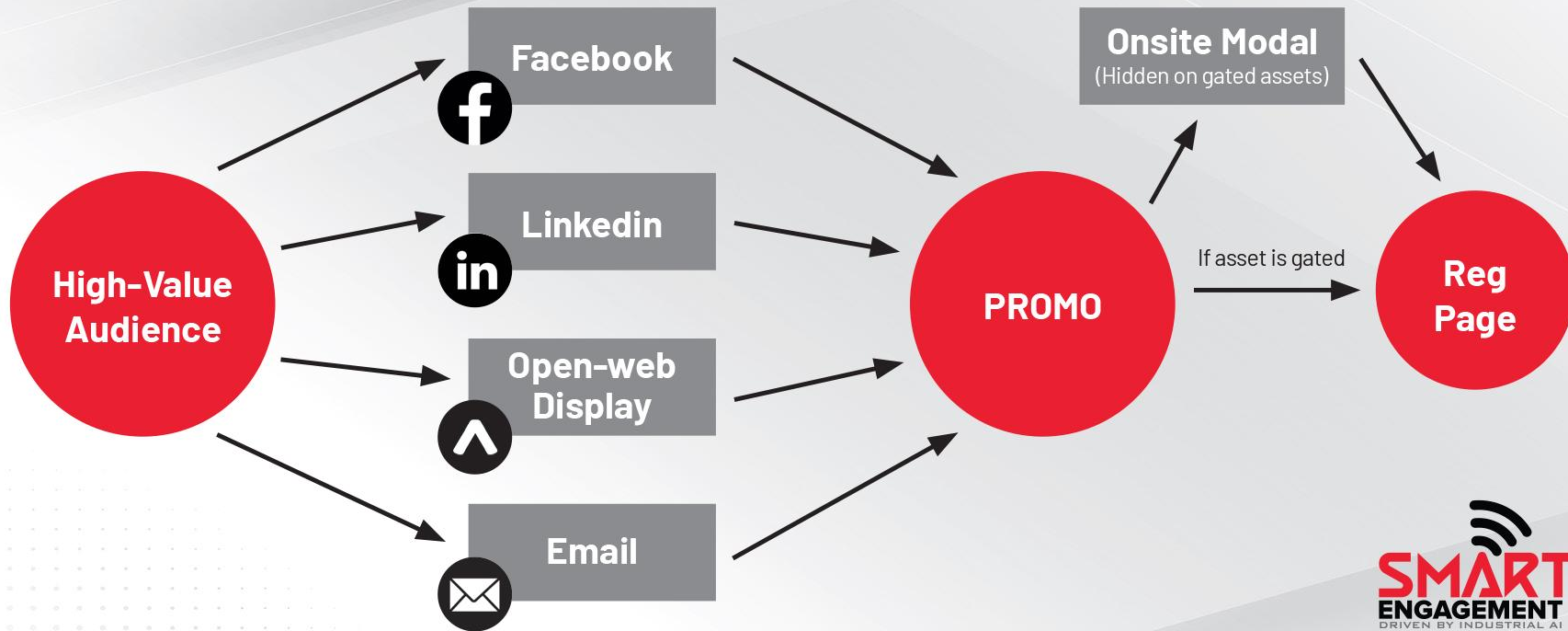
Generate marketing qualified leads from your target audiences by serving them a mix of gated and ungated content. Go beyond CPL campaigns, and gain valuable insights from our visual dashboards such as engagements by channel, engagements by content type, number of leads per content asset, and more.

Interested readers are nurtured using gated and ungated content to lead them through a journey of your content. A social media ad click > your on site ads > eblast leading to your gated content.

Leads are scored based on engagement with your content with the guaranteed leads being only readers that have filled out a form to access gated content.



CONTENT OPTIMIZATION WITH LEADS – THE MECHANICS



CONTENT OPTIMIZATION WITH LEADS DASHBOARD

Detailed firmographic data on engagement with your content

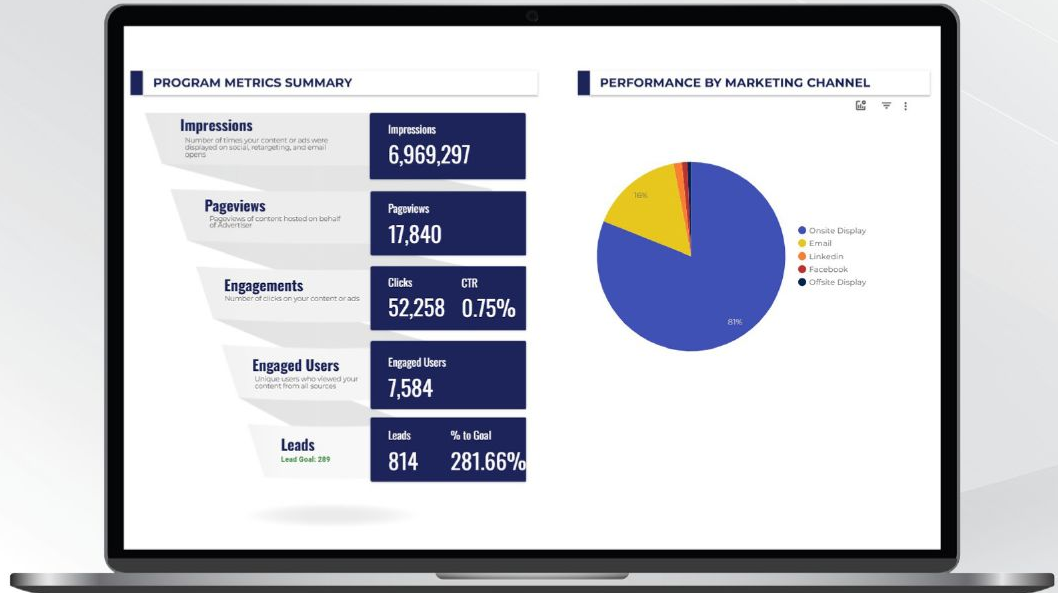
✔ **METRICS:** impressions, page views, engagements, CTR

✔ **MARKETING CHANNEL PERFORMANCE**

✔ **PER COMPANY ENGAGED USERS**

✔ **ENGAGED USERS BY JOB TITLE**

✔ **PERFORMANCE OF EACH CONTENT ASSET**



SMART ENGAGEMENT RATES

✔ SOCIAL OPTIMIZATION

- **\$9,000** (\$3,000 per month for 3 months)
- 75,000 ad impression (25,000 per month)
 - **Objective:** Influence the buyer/buyer collective, build brand awareness
 - **Content:** Social reach campaigns, social video views campaigns, digital offsite campaigns
 - **Measures/ROI:** Reach, Impressions, Frequency, Views, Clicks, Engagement and Circulation
 - More accurate targeting

✔ CONTENT OPTIMIZATION

- **\$35,985** (\$11,995 per month for 3 months)
- 156,000 ad impressions (52,000 per month)
 - **Objective:** Engage the buyer collective with content
 - **Content:** Special reports, podcast, newsletters, webinars, ebooks, whitepapers, custom content

- **Measures/ROI:** Page/Site Views, Time on Page/Site, Content Consumed

✔ CONTENT OPTIMIZATION WITH LEADS

- **\$60,000** (\$20,000 per month for 3 months)
- 300 MQL Leads (100 per month)
 - **Objective:** Qualify the buyer with gated content using ungated content to nurture
 - **Content:** Special reports, podcast, newsletters, webinars, ebooks, whitepapers, custom content, research reports, executive briefs, articles, case studies
 - **Measure:** Leads, Lead scoring, Assets Consumed

