



Capabilities Overview
2022

Victory Print & Digital Media

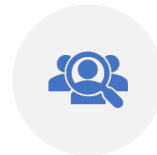
- Innovative data management and media company
- Database of 1.7 billion international device id's, 485 million national
- Keyword digital file to identify high intent customers
- Proprietary predictive modeling technology
- Digital and integrated offline marketing tactics to reach high intent customers
- Scale leads and sales quickly



Finding Customers Ready To Buy



Consumers are spending more time online researching and making decisions to purchase products or services to fit their needs.



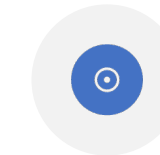
Targeting is often broad, resulting in wasted ad dollars.



The challenge is to identify who is in market **NOW**



Influencing customers to engage with your brand is becoming increasingly challenging.



Poor return on ad spend (ROAS) prevents leaders from reaching sales targets.



Targeting High Intent Customers

Keyword Digital file information gives brands the insight and knowledge:

- Who anonymously visited your website and the pages they visited
- Who spent time on your competitor's website
- What keywords they used when searching

Keyword Intent Search Background

Google, Amazon, Bing, and FaceBook have done a masterful job of identifying what device is clicking on what keyword. In return, you get the pleasure to market through them to reach that device.

Speaking with industry leading marketers, what is missing from this equation is the "Who". Who is clicking?, is this person worthy of my marketing dollars?, how do I develop an integrated marketing campaign?

The simple answer is Search Engines and Social Networks provide some targeted marketing based on their criteria. **We provide hyper targeted marketing across all networks and platforms based on your criteria.**

We give you the people that meet your criteria, enabling you to create omni-channel marketing campaigns.

We see over 8 billion keywords a day. **We can identify what keywords your prospect or client is actively searching or identify if they are on your competitors' site.**

More importantly, we can provide you with:

- Hash email
- Name: first and last
- Email
- Postal address
- Date stamp
- IP Address
- Device type
- Demographic data and more that may be of interest to you

Personalized Communications

Once we have identified the consumer specific interest and intent, brands can market a personalized communication through a single or omnichannel approach programmatically.

With Keyword search marketers can reach and connect programmatically through:

- Digital
- Direct Mail
- Email
- Social
- Display
- Mobile in app
- Connective TV

Enhance Targeting with Consumer Mobile Data

Adhere to Direct Marketing Association Best Practices for compliance with consumer privacy laws

- 3,189 search elements with 42,000 mobile apps
- Location based file: 447 million US device id
- 393 million IP addresses
- 247 million email addresses
- 180 million phone numbers
- 250 million auto VIN file
- 227 million national consumer database (550 demographic elements)

Verticles Served

Auto

Consumer Goods/Services

Education

Finance

Healthcare

Insurance

Logistics

Pets

Real Estate

Retail

Sports

And many more

Case Study – Credit Repair Keyword Program

This process included Keyword/Phrase search for consumers looking to improve their credit scores. There were 325 Keywords/Phrases included in the Credit Repair build, we tracked 112,489 consumers that searched the Credit Repair Keyword/Phrases for this digital marketing program.

Keyword/Phrase file provides: Keyword/Phrase searched, Date, IP, URL Domain and a Hashed Email sha256_lower_case maid source_lead-score_segment first_instance_timestamp_ip_ua_city state zip-code_country_source url all_keywords.

From the Keyword/Phrase consumer file of 112,000 records we matched 76 % of the file of 85,120 records with full Consumer contact information.

- Identity Resolution Consumer Information
- Keyword / Phrase search to URL Domain
- Social Media Ad placement
- Email to Consumer Search
- Direct Mail
- IP append Website / Landing page

We followed up with digital ads to the consumers that searched the Keyword/Phrase for credit repair. Deploying Display Banner, Pre-Roll Video, Live-intent Display, Social Media deployed ads. We deployed Email and Direct Mail to the 85,120 consumers that we appended from the 112,489 consumer that searched the Credit Repair Keyword/Phrases for the marketing program.

We had an 18% response to the Digital marketing program.

We added 8,749 Social Likes from the Credit Repair Keyword/Phrases marketing program.

Case Study – New Mother CBD Program

This process included Mobile Device app and Keyword/Phrase search for New Mothers looking for CBD products after they had a New Baby.

There are around 1.2 million consumers with a New Mothers App on their mobile phones in our network. We built 1,385 Keywords/Phrases included in the CBD New Mother Keyword/Phrase build, we deployed digital in app mobile ads and digital ads to New Mothers that searched the New Mother Keyword/Phrases for this digital marketing program.

Keyword/Phrase file provides: Keyword/Phrase searched, Date, IP, URL Domain and a Hashed Email

sha256_lower_case_maid_source_lead-score_segment_first_instance_timestamp_ip_ua_city_state_zip-code_country_source_url_all_keywords.

From the Mobile New Mother App & Keyword/Phrase file of 1.7 million records we matched 73 % of the file of records with full Consumer contact information.

- Identity Resolution Consumer Information
- Keyword / Phrase search to URL Domain
- Social Media Ad placement
- Email to Consumer Search
- IP append Website / Landing page

We followed up with digital ads to the consumers that searched the Keyword/Phrase for a CBD product. Deploying Display Banner, Pre-Roll Video, Live-intent Display, Social Media deployed ads to 300,000 selected records for the New Mother CBD Test. We deployed 50,000 Email to New Mothers looking for a CBD product.

We had a 7% response to the Digital marketing program.

We added 12,212 Social Likes from the New Mothers CBD marketing program.

Case Study – CBD Stock Digital Media Program

This process included First Party Consumer data and Keyword/Phrase search for consumers looking to invest in a CBS Energy Drink company.

We deployed digital ads to our digital network & 175 Keywords/Phrases included in this program stock awareness program. We tracked 112,445 consumers that clicked on the digital media marketing program.

Average Daily Stock Trade Volumes was 256,467 per day over the 7 Days we ran the Media program.

- Identity Resolution Consumer Information
- Keyword / Phrase search to URL Domain
- IP append Website / Landing page

Deploying Display Banner, Pre-Roll Video, Live-intent Display

We added 17,167 Social Likes on FaceBook, Twitter & Instagram from the Digital Media Marketing program. Please note we could not send any Digital Media through Social Media for CBD advertisement on any social media platform. But, consumers forwarded the referral/like to other people in their social network; this was free advertising for this program.

Compliance Information

Compliance with Laws. Victory Print & Digital Media proprietary software affiliate represents and warrants that all Data provided under these Terms and Conditions and any Insertion Order have been obtained and are provided in accordance with Laws. Licensee agrees to use the Data in conformity with all applicable laws, ordinances, rules, regulations, and other requirements of any governmental body, including without limitation, all applicable international treaties, and foreign, federal, state, and local laws, regulations, and judicial and administrative decisions, including without limitation, those of the United States, the United Kingdom and Canada (all the foregoing may hereinafter be referred to as the “**Laws**”

We are fully compliant with all regulations such as the Can Span, Do Not Call, Auto Shelby Act, HIPPA, GLBA-Gram-Leach-Bliley Act, CCPA-California Consumer Privacy Act & GDPR- General Data Protection Regulation. DMA privacy, federal and security compliances:

Victory Print & Digital Media only carries data on those 18 years of age. We do not market to minors nor maintain any data on minors.

We do not maintain Social Security numbers, Driver’s License numbers, Credit Card data or FICO scores on the file. This permits us to adhere to all FICRA regulations. Victory Print & Digital Media auto data is not sourced via state MVA / DMV or from vehicle registration permitting to be fully compliant with the Shelby Act.