



## The power of voice (and our devices' microphones)

- Smart devices capture real-time intent data by listening to our conversations
- Advertisers can pair this voice-data with behavioral data to target in-market consumers
- We use AI to collect this data from 470+ sources to improve campaign deployment, targeting and performance
- You reach your potential customers before your competitors

# PREDICTIVE AUDIENCE TECHNOLOGY



1. Consumers leave a data trail based on their conversations and online behavior
2. A.I. collects and analyzes this behavioral and voice data from 470+ sources
3. Processing voice data with behavioral data identifies an audience who is “ready-to-buy”
4. We take this data, and align it with your products and services, to build an audience list in a defined 10-mile radius
5. This audience list is uploaded into our ad platforms to target your digital advertising
6. Once launched, the technology automatically analyzes your site traffic and customers to fuel audience targeting on an ongoing basis





# THE BENEFITS

1

Instantly grow and target  
a hyper-relevant  
audience

2

Reduce click and  
acquisition costs

3

Generate lookalike  
audiences at a fraction of  
the cost



# PRICING

## 10-MILE RADIUS

Weekly data sets for 10 mile targeting radius

\$100/day  
\*pulled weekly

## 20-MILE RADIUS

Weekly data sets for 20 mile targeting radius

\$200/day  
\*pulled weekly

STAYING CURRENT AND CONNECTED IS EVERYTHING IN THE DIGITAL MARKETING SPACE

WE PARTNER WITH THE BEST TO PROVIDE THE BEST



CMG has been a Google Premier Partner for since the program's inception 11 years ago



CMG was Amazon Advertising's FIRST EVER media partner



CMG was among the first 4 media companies worldwide to become a Facebook marketing partner

AND THEY KEEP US IN THE KNOW

# NEXT STEPS

## DUE BY

### 1. Plan and Agreement Execution

Within 3 business days of a fully executed agreement, we will send an email to you with instructions, communication cadence, and next steps. We will also introduce you to additional key team members who you may interact with during our partnership.

### 2. Internal Kick-Off Meeting

Within 5 business days, our internal agency stakeholders will meet to share valuable insights, notes, and discussions that took place during our previous conversations. In this meeting, we will review all assets and information needed to launch, and compile questions for our kick-off meeting with you and your team.

### 3. Client Kick-Off Meeting

We will ask for an in-depth meeting with you and your team before launch. This will help our CMG team members gain a greater understanding of your business model, establish KPIs and goals, and review the desired strategy so that we can begin to research and build our account strategy recommendations. We encourage you to bring anyone on your team who will be involved in the campaign!

### 4. Campaign Launch

Our mission is to ensure all campaigns are launched as agreed upon, and more importantly, with accuracy. Campaign work can begin when all assets are secured, and all information is gathered. We will work quickly on responses, and we ask the same of you.

### Campaign Maintenance

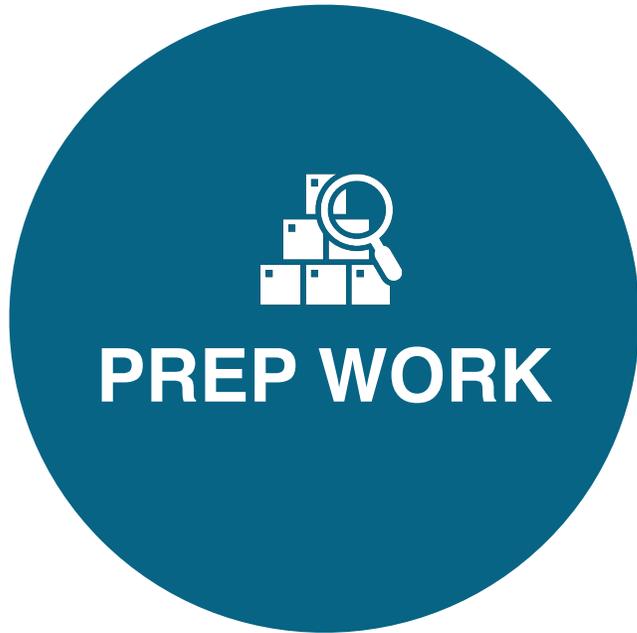
The Performance Management process is initiated immediately following launch and is an ongoing process that runs throughout the entirety of your campaign. This process is comprised of multiple tasks, each having their own respective schedule and frequency.

PROSPECT LOGO HERE

# THANK YOU

# APPENDIX

# HOW IT WORKS



Prep work:

1. Create buyer personas by uploading past consumer data into the platform
2. Identify top performing keywords relative to your products and services by analyzing keyword data and past ad campaigns
3. Ensure tracking is set up via a tracking pixel placed on your site or landing page

Now that preparation is done:

1. Active listening begins in your target geo and buyer behavior is detected across 470+ data sources
2. As qualified consumers are detected, a 360 analysis on past behaviors of each potential customer occurs to get an accurate timing and placement prediction
3. With the audience information collected and compartmentalized an encrypted evergreen audience list is created
4. This campaign list is then uploaded to any major advertising platform

# HOW IT WORKS



Our technology analyzes over 1.9 trillion behaviors daily and collects opt-in customer behavior data from hundreds of popular websites that offer top display, video platforms, social applications, and mobile marketplaces that allow laser-focused media buying.

Sources include: Google, LinkedIn, Facebook, Amazon and many more

