

c	Category	I.C.I.C.	Primary KPI	CPA/eCPV (L)	CPA/eCPV (H)	Ramp Up (wks)
1	Auto Sales	IDENTIFY auto buyers by using a sequence of LOCATION based behaviors to target those in market for a new auto. CONNECT with intenders via MOBILE DISPLAY ads at the moments they are most likely to purchase. INFLUENCE the buyer with an OFFER redeemed by a visit by remarketing across DISPLAY and/or VIDEO. CONVERT intenders into customers by measuring conversions from VISITS to the dealership.	Visits	\$35	\$80	3
Results are not guaranteed. This is an estimate based off previous campaign data within this category. Performance is dependent on a variety of factors including the offer, creative, landing page & local factors.						
2	Auto Service	IDENTIFY auto service needs by historical LOCATION data to predict next time for service need. CONNECT with car owners via MOBILE DISPLAY ads when a service date range is approaching. INFLUENCE car owners with an OFFER redeemed by a visit by remarketing across DISPLAY and/or VIDEO. CONVERT into customers by measuring conversions from service bay VISITS, CALLS, and ONLINE.	Visits	\$20	\$40	2
Results are not guaranteed. This is an estimate based off previous campaign data within this category. Performance is dependent on a variety of factors including the offer, creative, landing page & local factors.						
3	Gyms	IDENTIFY fitness enthusiasts by using a sequence of LOCATION based behaviors and competitors. CONNECT with gym goers via MOBILE DISPLAY ads who are commuters or exhibit daily activities. INFLUENCE with a new customer OFFER redeemed by a visit by remarketing across DISPLAY and/or VIDEO. CONVERT into customers by measuring conversions from VISITS to the gym.	Visits	\$40	\$70	2
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4	Restaurants (Sit Down)	IDENTIFY casual or fine diners by categorizing LOCATION data to match interests by physical visits. CONNECT with diners via MOBILE DISPLAY ads to influence the next choice for a dining experience. INFLUENCE to dine with an OFFER (or menu item) and remarket across DISPLAY and/or VIDEO. CONVERT into customers by measuring conversions from VISITS while also tracking CALLS and ONLINE orders.	Visits	\$15	\$25	2
Results are not guaranteed. This is an estimate based off previous campaign data within this category. Performance is dependent on a variety of factors including the offer, creative, landing page & local factors.						
5	Restaurants (QSR)	IDENTIFY quick serve diners by categorizing LOCATION data to match interests by physical visits and daily behaviors. CONNECT with diners via MOBILE DISPLAY ads to influence the next choice for a dining experience. INFLUENCE to dine with an OFFER (or menu item) and remarket across DISPLAY and/or VIDEO. CONVERT into customers by measuring conversions from dining VISITS or drive through.	Visits	\$10	\$15	2
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6	Furniture	IDENTIFY in market for furniture using LOCATION data to target new movers or active furniture shoppers. CONNECT with shoppers via MOBILE DISPLAY ads to influence a store visit. INFLUENCE to shop with a limited time OFFER and remarket across DISPLAY. CONVERT into customers by measuring conversions from VISITS while also tracking CALLS and ONLINE orders.	Visits	\$50	\$75	2
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7	Mattress	IDENTIFY in market for mattress using LOCATION data to target new movers or active furniture or mattress shoppers. CONNECT with shoppers via MOBILE DISPLAY ads to influence a store visit. INFLUENCE to shop with a limited time OFFER and remarket across DISPLAY. CONVERT into customers by measuring conversions from VISITS while also tracking CALLS and ONLINE orders.	Visits	\$50	\$75	2
Results are not guaranteed. This is an estimate based off previous campaign data within this category. Performance is dependent on a variety of factors including the offer, creative, landing page & local factors.						
8	CBD	IDENTIFY potential customers (US) using LOCATION to target behavior categories for pharmacies and health stores. CONNECT with shoppers via MOBILE DISPLAY ads to influence a store visit and repeat visits. INFLUENCE to shop with a limited time OFFER and remarket across DISPLAY. CONVERT into customers by measuring conversions from VISITS while also tracking CALLS and ONLINE orders.	Visits	\$50	\$150	2
Results are not guaranteed. This is an estimate based off previous campaign data within this category. Performance is dependent on a variety of factors including the offer, creative, landing page & local factors.						
		IDENTIFY potential need for urgent care using LOCATION to target behavior categories for urgent care and pharmacies.				

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9	Urgent Care	CONNECT with patients via MOBILE DISPLAY ads to present relief for symptom or injury. INFLUENCE to visit with a value proposition OFFER and remarket across DISPLAY. CONVERT into patients by measuring conversions from VISITS while also tracking CALLS and ONLINE appointments.	Visits	\$35	\$75	2
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10	Pharmacy	IDENTIFY potential need by using LOCATION to target behavior categories for hospital, urgent care and pharmacies. CONNECT with potential customers via MOBILE DISPLAY ads to present relief for symptom or injury. INFLUENCE to shop with a limited time OFFER and remarket across DISPLAY. CONVERT into customers by measuring conversions from VISITS while also tracking CALLS.	Visits	\$10	\$25	2
Results are not guaranteed. This is an estimate based off previous campaign data within this category. Performance is dependent on a variety of factors including the offer, creative, landing page & local factors.						
11	Finance (Checking)	IDENTIFY potential customer by using LOCATION to target behavior categories for frequent bankers or recently moved. CONNECT with customers via MOBILE DISPLAY ads to present services. INFLUENCE to open an account with an OFFER and remarket across DISPLAY / VIDEO and SEARCH. CONVERT into customers by measuring conversions from VISITS while also tracking CALLS and ONLINE applications.	Online	\$40	\$100	4
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12	Finance (Loans)	IDENTIFY by using LOCATION to target behavior categories for frequent bankers and in market intenders. CONNECT with customers via MOBILE DISPLAY ads to present services. INFLUENCE to apply with an OFFER and remarket across DISPLAY / VIDEO and SEARCH. CONVERT into customers by measuring conversions from ONLINE applications while also tracking CALLS and VISITS.	Online	\$200	\$300	4
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13	Finance (Auto)	IDENTIFY by using LOCATION to target behavior categories for frequent bankers and in market auto intenders. CONNECT with customers via MOBILE DISPLAY ads to present services. INFLUENCE to apply with an OFFER and remarket across DISPLAY / VIDEO and SEARCH. CONVERT into customers by measuring conversions from VISITS while also tracking CALLS and ONLINE applications.	Online	\$100	\$200	4
Results are not guaranteed. This is an estimate based off previous campaign data within this category. Performance is dependent on a variety of factors including the offer, creative, landing page & local factors.						
14	Attorneys	IDENTIFY potential clients by using LOCATION to target behavior sequences and psychographics for legal needs. CONNECT with clients via MOBILE DISPLAY ads to present legal services. INFLUENCE to make an appointment with an OFFER and remarket across DISPLAY / VIDEO and SEARCH. CONVERT into clients by measuring conversions from VISITS while also tracking CALLS and ONLINE forms.	Calls	\$150	\$300	3
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15	Insurance	IDENTIFY by using LOCATION to target behavior categories for frequent bankers and in market insurance intenders. CONNECT with customers via MOBILE DISPLAY ads to present insurance products. INFLUENCE to get a quote with an OFFER and remarket across DISPLAY / VIDEO. CONVERT into customers by measuring conversions from VISITS and CALLS and ONLINE quotes.	Calls	\$25	\$50	2
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16	HVAC	IDENTIFY potential clients by using ONLINE DATA to target in market and psychographics for service needs. CONNECT with customers via MOBILE DISPLAY ads to present heating and cooling services. INFLUENCE to make an appointment with an OFFER and remarket across DISPLAY / VIDEO and SEARCH. CONVERT into clients by measuring conversions from CALLS and ONLINE forms.	Calls	\$50	\$80	2
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17	Plumbers	IDENTIFY potential clients by using ONLINE DATA to target in market and psychographics for service needs. CONNECT with customers via MOBILE DISPLAY ads to present plumbing services.	Calls	\$30	\$80	2

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17	Plumbers	INFLUENCE to make an appointment with an OFFER and remarket across DISPLAY and SEARCH. CONVERT into clients by measuring conversions from CALLS and ONLINE forms.	Calls	\$30	\$80	2

Results are not guaranteed. This is an estimate based off previous campaign data within this category. Performance is dependent on a variety of factors including the offer, creative, landing page & local factors.

18	Hotels (Value & Luxury)	IDENTIFY potential clients by using ONLINE DATA and LOCATION to target in market and psychographics. CONNECT with customers via MOBILE DISPLAY ads to present travel packages. INFLUENCE to book with an OFFER and remarket across DISPLAY / VIDEO. CONVERT into customers by measuring conversions from CALLS and ONLINE bookings and VISITS.	Visits	\$20	\$70	2
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19	Theme Parks	IDENTIFY potential customers by using ONLINE DATA and LOCATION to target in market ticket purchases. CONNECT with customers via MOBILE DISPLAY ads to present theme park events and offers. INFLUENCE to purchase tickets with an OFFER and remarket across DISPLAY / VIDEO. CONVERT into customers by measuring conversions from VISITS and also track CALLS and ONLINE purchases.	Visits	\$15	\$25	2
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20	Home Services (Home & Lawn)	IDENTIFY potential customers by using ONLINE DATA and LOCATION to target in market and psychographics. CONNECT with customers via MOBILE DISPLAY ads to present home services. INFLUENCE to get a quote with an OFFER and remarket across DISPLAY / VIDEO and SEARCH. CONVERT into customers by measuring conversions from CALLS and ONLINE quotes.	Calls	\$20	\$50	2
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21	Dentists	IDENTIFY potential patients by using LOCATION to target recently moved or in market for dental. CONNECT with patients via MOBILE DISPLAY ads to present dental services. INFLUENCE to schedule an appointment with an OFFER and remarket across DISPLAY and SEARCH. CONVERT into patients by measuring conversions from CALLS and ONLINE appointments.	Calls	\$40	\$70	3
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22	Doctors	IDENTIFY potential patients by using LOCATION to target recently moved or in market for doctor. CONNECT with patients via MOBILE DISPLAY ads to present doctor services. INFLUENCE to schedule an appointment with an OFFER and remarket across DISPLAY. CONVERT into patients by measuring conversions from VISITS while tracking CALLS and ONLINE appointments.	Visits	\$50	\$70	3
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23	Attractions (Museums, Zoos, Aquariums)	IDENTIFY potential customers by using ONLINE DATA and LOCATION to target in market ticket purchases. CONNECT with customers via MOBILE DISPLAY ads to present events and offers to attraction. INFLUENCE to purchase tickets with an OFFER and remarket across DISPLAY / VIDEO. CONVERT into customers by measuring conversions from VISITS and also track CALLS and ONLINE purchases.	Visits	\$15	\$25	2
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24	Salons (Hair & Nail)	IDENTIFY potential customers by using LOCATION to target audience in market for salon and competitors. CONNECT with customers via MOBILE DISPLAY ads to present salon services. INFLUENCE to walk in or schedule an appointment with an OFFER and remarket across DISPLAY. CONVERT into customers by measuring conversions from VISITS and also track CALLS and ONLINE appointments.	Visits	\$15	\$40	2
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25	Home Buyers	IDENTIFY potential customers by using ONLINE DATA and LOCATION to target in market for new or custom homes. CONNECT with customers via MOBILE DISPLAY ads to present house plans and showings. INFLUENCE to schedule an appointment with an OFFER and remarket across DISPLAY.	Online	\$50	\$150	4
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CONVERT into customers by measuring conversions from VISITS and CALLS and ONLINE appointments.

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26	Grocery Stores	IDENTIFY potential customers by using LOCATION to target audience in market for grocery and competitors. CONNECT with customers via MOBILE DISPLAY ads to present weekly offers. INFLUENCE to shop with an OFFER and remarket across DISPLAY. CONVERT into customers by measuring conversions from VISITS.	Visits	\$15	\$30	2
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27	Veterinary Clinics	IDENTIFY potential customers by using ONLINE DATA and LOCATION to target in market for pet services. CONNECT with customers via MOBILE DISPLAY ads to present vet services. INFLUENCE to schedule an appointment with an OFFER and remarket across DISPLAY. CONVERT into customers by measuring conversions from VISITS and also track CALLS and ONLINE appointments.	Visits	\$100	\$150	3
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26	Professional Sports (MLB, NFL, NBA, NHL, MLS, minors)	IDENTIFY potential customers by using LOCATION to target audience in market for tickets. CONNECT with customers via MOBILE DISPLAY ads to present ticket promotions. INFLUENCE to attend games with an OFFER and remarket across DISPLAY / VIDEO. CONVERT into customers by measuring conversions from VISITS and also track CALLS and ONLINE purchases.	Visits	\$10	\$25	2
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27	Home Services (Major, Roofing & Remodeling)	IDENTIFY potential customers by using ONLINE DATA and LOCATION to target in market and psychographics. CONNECT with customers via MOBILE DISPLAY ads to present major home services and repair. INFLUENCE to get a quote with an OFFER and remarket across DISPLAY / VIDEO and SEARCH. CONVERT into customers by measuring conversions from CALLS and ONLINE quotes.	Calls	\$100	\$300	4
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