



**DEEP ROOTS**  
SMALL BUSINESS SERVICES

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City Council & Rick Schroeder,

Deep Roots Small Business Services would like to thank you for your consideration in us providing the City with the Marketing Services to drive Tourism to our amazing town. We are confident that our love of Johnson City will show through in our work.

Please find the attached RFP/Q response from Deep Roots SBS.

Best regards,

Sara Allen  
Founder | CEO  
512.987.1598  
sara@deeproootsbs.com

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512.987.1598  
PO Box 2107  
Johnson City, TX 78636





**VISIT JOHNSON CITY  
REQUEST FOR QUALIFICATIONS / PROPOSALS  
MARKETING / CREATIVE / MEDIA BUYING / PUBLIC RELATIONS SERVICES**

Bids Due: January 27, 2023 at 3 p.m. CST  
303 E. Pecan Dr. (Physical)  
P.O. Box 369 (Mailing)  
Johnson City, Texas 78636  
(830) 868-7111 (830) 868-7718 fax

## VISIT JOHNSON CITY

### MARKETING & PUBLIC RELATIONS SERVICES – REQUEST FOR QUALIFICATIONS / PROPOSALS

The City of Johnson City, Texas requests that each firm provide a written presentation outlining the firm's qualifications for marketing, creative, media buying, and public relations services.

### BACKGROUND

The City of Johnson City, Texas (the "City") is a Type A General Law Municipality located within the Texas Hill Country. Incorporated in 1944, Johnson City seeks to promote tourism and the convention / hotel industry through marketing research, advertising, and public relations efforts.

Each respondent shall furnish the information required in the Scope of Services. Responses submitted in any other format may be rejected at the sole discretion of the City.

It is the respondent's responsibility to ensure that responses are received by the City, 303 E. Pecan Dr. (Physical), P.O. Box 369 (Mailing), Johnson City, Texas 78636, no later than the closing deadline stated on the cover page. Responses received after the closing deadline will not be accepted or considered. No telegraphic or facsimile responses will be considered.

All responses must be submitted with one (1) original and two (2) copies. The original and copies must include the Request for Qualifications / Proposals cover page, the signature section, any section on which annotations are required or exceptions are taken, and any supporting documentation or literature being submitted with the response.

It will be the responsibility of the respondent to contact the City prior to submitting a response to ascertain if any addenda have been issued, to obtain all such addenda, and to return executed addenda with their response.

The winning respondent will report directly to the Chief Administrative Officer (CAO) on its activities in accordance with other policy. The winning respondent will be required to present updated materials, ideas, and designs to the City Council quarterly.

The winning respondent will assume responsibility for the performance of all required services, whether or not subcontractors are involved. The City will consider the winning respondent to be the sole point of contact with regard to all materials and will not maintain contacts with any subcontractors. The winning respondent will specify any subcontractors it intends to use and what their function(s) will be.

All materials, ideas, designs, and layouts developed for the City under this contract are the property of the City, may not be used for any other purpose without prior written consent, and will remain the sole property of the City regardless of termination of services for any reason. If

subcontractors are used, the winning respondent shall obtain all necessary releases to ensure all materials, ideas, and layouts are the property of the City.

RESPONSE AND SIGNATURE SECTION

The City reserves the right to reject any or all responses, without recourse, to waive technicalities, or to accept the response which, in its judgement, best serves the interests of the City. Respondent's submittal costs are considered an operational cost of respondents and shall not be passed on to or be borne by the City.

The City reserves the right to request any additional information needed for clarification from any respondent(s) during the evaluation period of the responses.

Failure to comply with these instructions may be cause of disqualification of your response.

Deep Roots Small Business Services

01/27/2023

Firm

Date

*Sara Allen*

Authorized Signature

Sara Allen, Founder & CEO

Print Name and Title

RFQ / P responses and any questions regarding this RFQ / P should be addressed and submitted to:

**Rick A. Schroder, Chief Administrative Officer**  
**303 E. Pecan Dr. (Physical)**  
**P.O. Box 369 (Mailing)**  
**Johnson City, Texas 78636**  
**(830) 868-7111 (830) 868-7718 fax**  
**rschroder@johnsoncitytx.org**

GENERAL PROVISIONS

Any contract resulting from this RFQ / P is deemed effective only to the extent of funds available, and it shall contain the following provisions. At the time of contracting services, materials, equipment, or other items, other provisions may be added, as determined by the City.

Any permits, licenses, or fees required will be the responsibility of the respondent and no separate payment will be made for same.

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## Ownership & Management of Deep Roots Small Business Services

**a |** Deep Roots Small Business Services LLC

Physical: 401 E Main Street. Johnson City, Texas 78636

Mailing: P.O. Box 2107. Johnson City, Texas 78636

Phone: 512.987.1598

Trade Names Used: Deep Roots SBS

**b |** Founder | CEO: Sara Allen

453 Old River Crossing, Johnson City, Texas 78636

512.987.1598

**c |** Deep Roots Small Business Services is a Limited Liability Company (LLC) registered with the State of Texas

**d |** N/A

**e |** Federal EIN: 88-1610825

# Deep Roots Small Business Services' Structure & Experience

## Organizational Chart

### Deep Roots Small Business Services LLC

Organizational Chart



## Employees

Sara Allen | Full-time

Megan Baker | Full-time

Linda Murphy | Full-time

Madelyn Allen | Part-time

## History of Organization

Deep Roots Small Business Services was founded in March of 2022 on a love for our community, a passion to help small businesses succeed and a desire to play a role in the growth of our local economy. After a career in Hospitality & Tourism with a focus in Sales & Marketing, our founder, Sara Allen wanted to build a company utilizing all of her experience and knowledge to better the community she lives in. We truly believe in the vital role small businesses play in the preservation, restoration, and sustainability of Small-Town Texas.

## Account Executives

Primary Account Executive | Sara Allen

Time Dedication | 30%

Assistant Account Executive | Megan Baker

Time Dedication | 15%

Billing & Contracting | Linda Murphy

Time Dedication | 5%



### Qualifications

Sara Allen before founding Deep Roots Small Business Services was the Associate Director of Sales for a large resort in the Texas Hill Country. Her primary role was developing marketing and sales strategies and then executing them to bring in Group Programs (social, corporate, association, religious and military) as well as assist with driving Leisure Travel. In her role, Sara, and the team she led were directly responsible for \$45M in revenue annually. Over her tenure she was part of the creation, development and execution of leisure travel marketing events and these events are now annual staples at the resort bringing in thousands of tourists each year. In marketing a destination resort, Sara has built long lasting business relationships within the Travel Industry ranging from the top tour operators in the country, CVBs throughout the state, travel publications, and media companies.

### Hours of Operation

Monday – Friday | 8am – 4pm

### Tourism experience

Sara Allen's professional career has all been exclusively in the Tourism industry.

### Conflicts of Interest

No conflicts of interest with the City of Johnson City

### Examples of Work

Please see Attachment B

## Familiarity with City of Johnson City, Texas

**Sara Allen** grew up in Dripping Springs, TX and has lived in Johnson City for the past 20 years. Sara has three children in the Johnson City Schools is involved in numerous organizations including LBJ Middle School PTO where she serves as President, Board of Directors for the Johnson City Chamber of Commerce, and the Johnson City Youth Sports Association Board of Directors. She served on the Economic Development Committee in 2015 until it was disbanded.

**Megan Baker** grew up outside of Austin and always loved childhood trips to Johnson City. Megan has lived here for 12 years. She and her husband Chad have 5 children. Megan has coached youth sports for years and serves on the Johnson City Youth Sports Association Board as the Director of Sponsorships, Marketing and Community Relations. She volunteers with Hill Country's Toy Run Pig Roast Event. Has volunteered in the schools and with other organizations and events in Johnson City.

## Client Information

### Current Client List

Titan Milling Inc  
Johnson City Coffee Company  
Cody Emerson, Professional Bullfighter  
Fat Boy Burgers  
West Main Streatery  
Zachary's Pick'Em Up Ridez'

### Most Recent Past Clients

Deep Roots Small Business Services does not currently have any past clients. We have retained 100% of our client base to date.

### Travel & Tourism Clients

Although our Founder's passion lies in the intricacies of the Travel Industry, our focus at Deep Roots Small Business Services is not to take on clients that are outside of our mission of the success of our community and the businesses within it. For this reason, we have not solicited our services to any organizations that are part of Travel or Tourism.

### Accounts Gained in the Past Two Years

All of our accounts have been gained in the past two years due to the organization being created in April 2022

Titan Milling Inc  
Johnson City Coffee Company  
Cody Emerson, Professional Bullfighter  
Fat Boy Burgers  
West Main Streatery  
Zachary's Pick'Em Up Ridez'

## Billing

### Provide methodology and options for pricing all projects.

Deep Roots SBS would work with the City's Chief Administrative Officer to establish set projects, their respective scope and the cost associated with each. Any Media Buys outside of the scope would be commission based. This would allow the City of Johnson City to better be able to set project priorities based on the associated cost and the City's budget.

### Commission on Media Buys

15% commission for Media Buys which are not included in a project-based charge.

## Attachment A – Insurance Requirements

### ATTACHMENT A – INSURANCE REQUIREMENTS

Respondent shall provide the following described insurance, except for coverage specifically waived by the City, on policies with insurers acceptable to the City.

The insurance requirements shall not limit the liability of the respondent. The City does not represent that these types and amounts of insurance are sufficient or adequate to protect respondent's interests or liabilities, but are merely minimums.

Respondent's insurance policies shall be endorsed to name the City as an additional insured to the extent of the City's interests arising from any contract or agreement between the City and respondent.

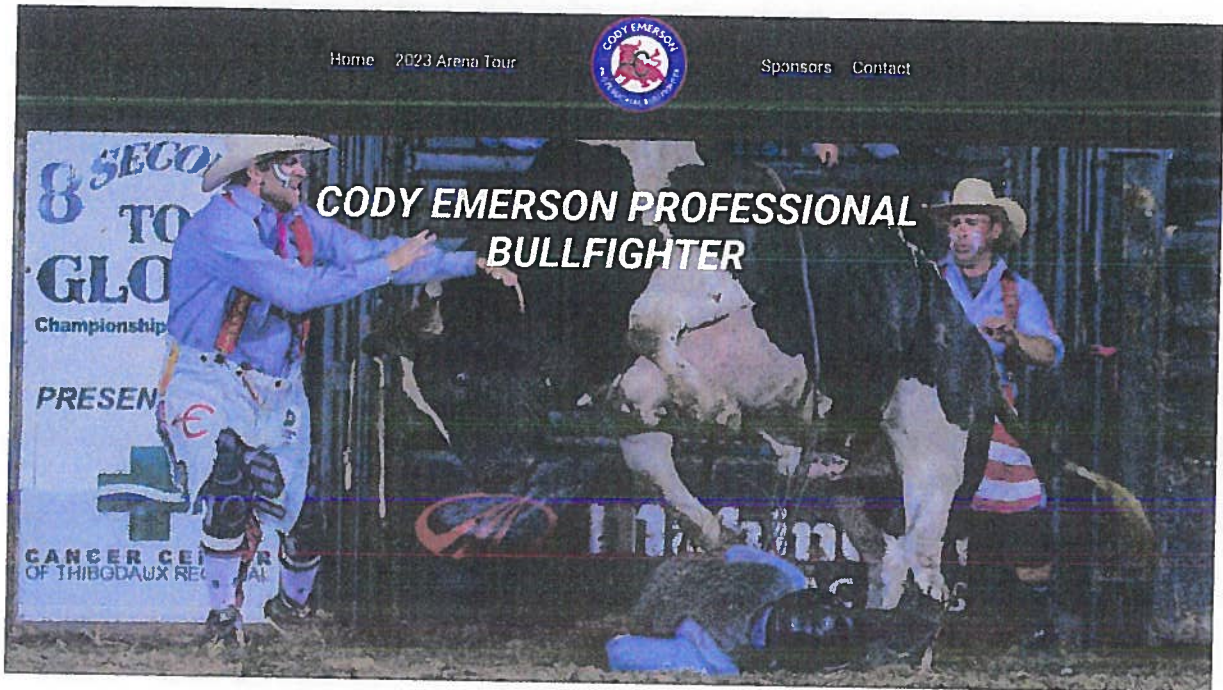
Respondent waives its right of recovery against the City to the extent permitted by its insurance policy limits.

- Workers' Compensation insurance in accordance with the laws of the State of Texas.
- Commercial General Liability insurance with limits of not less than:
  - \$2,000,000 General Aggregate Limit; and
  - \$1,000,000 Each Occurrence, combined single limit.
- Professional Liability and Errors and Omissions insurances with limits not less than \$1,000,000 each claim/annual aggregate.

## Attachment B | Examples of Work

Online

Website: [codyemersonbullfighter.com](http://codyemersonbullfighter.com)



### *Standard Objective*

Create a platform for our client to build brand awareness, direct fans, and potential sponsors.

### *Target Audience*

Professional Rodeo fans and corporate sponsors

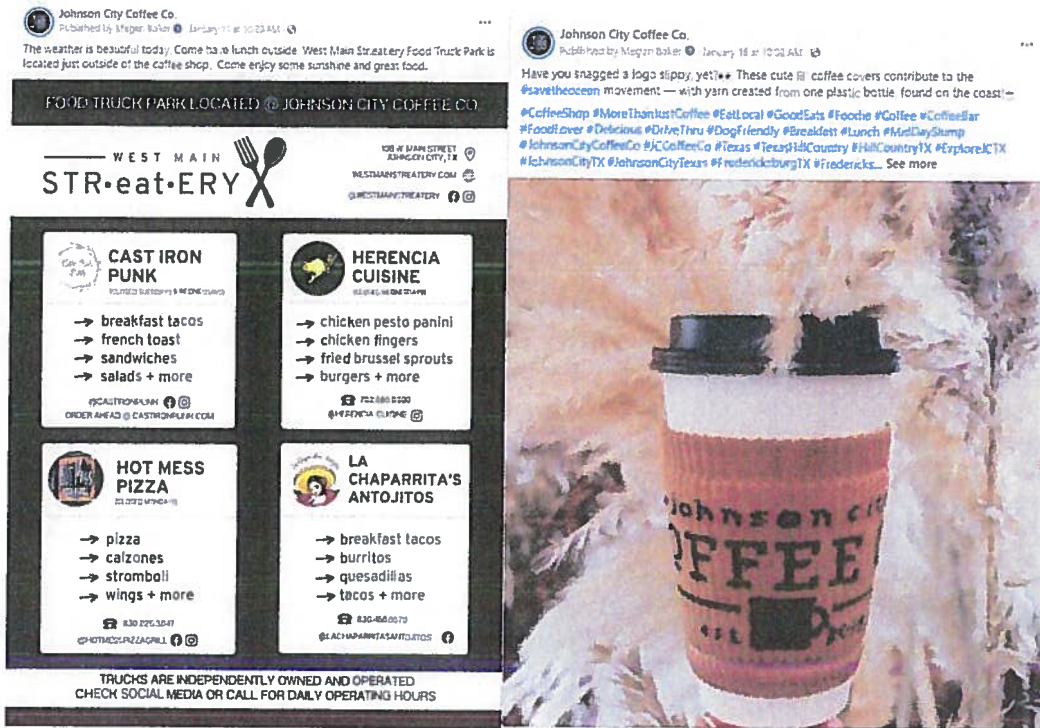
### *Strategy*

The majority of Professional Bullfighters do not have a strong brand image nor do they go after sponsorship agreements and we are changing this. Professional Bullfighters are professional athletes, and they are not leveraging this.

### *Results*

Although we just went live with the website we have already seen the benefit of having a professional brand image in our solicitations of sponsorship agreements

## Social Media



### Standard Objective

Grow awareness of offerings

### Target Audience

Local customers (posts shown above)

### Strategy

Posts with relevant and visually appealing content

### Results

Social Media followers from Johnson City area have doubled since November.





Collateral

**JOHNSON CITY COFFEE CO.**

**FALALALA latte!**

**EXTENDED HOLIDAY HOURS**

Thanksgiving Day:	Closed
Fridays & Saturdays:	Open until 9:00 pm
December 18th - 23rd:	Open until 9:00 pm
Christmas Eve:	Open until 2:00 pm
Christmas Day:	Closed
New Years Eve:	Open until 5:00 pm
New Years Day:	Open 9:00 - 5:00 pm

108 W. Main Street | Johnson City, TX 78636  
 johnsoncitycoffee.com  
 johnsoncitycoffee

**WEST MAIN STR·eat·ERY**

Food Trucks are individually owned and operated.  
 Check social media or call for changes in operating hours

**CAST IRON PUNK**

- french toast
- grilled cheese
- vegan panini
- tomato basil soup
- chicken & dumplings

**HERENCIA CUISINE**

- chicken pesto panini
- chicken fingers
- burgers
- cavied calisy french fries
- fried brussel sprouts

**HOT MESS PIZZA**

- pizza
- calzones
- stromboli
- mac & cheese bites
- wings & more

**JUST AN ESPRESSO WALK AWAY!**

**EXTENDED HOLIDAY HOURS**

Thanksgiving Day:	Closed
December 18th - 23rd:	Open until 9:00 pm
Christmas Eve:	Open until 2:00 pm
Christmas Day:	Closed
New Years Eve:	Open until 5:00 pm
New Years Day:	Open 9:00 - 5:00 pm

108 W. Main Street | Johnson City, TX 78636  
 westmainstreatery.com  
 westmainstreatery

**Standard Objective**

Inform Lights Spectacular attendees about Johnson City Coffee Co & West Main Streatery.

**Target Audience**

Lights Spectacular attendees

**Strategy**

Volunteers at Elf Shack during Lights Spectacular hand out to tourists and local restaurants give them to guests looking for a quick option versus waiting.

**Results**

Client received more walk-in customers than in previous years during Lights Spectacular although more is still needed to drive customers to their business from the courthouse area.



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TRAVEL  
by CAUSGIIQ



**Visit Johnson City: FY2023**

**Prepared By:**  
Benjamin Ramey  
Friday, January 27, 2023

# Omnichannel Marketing With Travel by CIQ

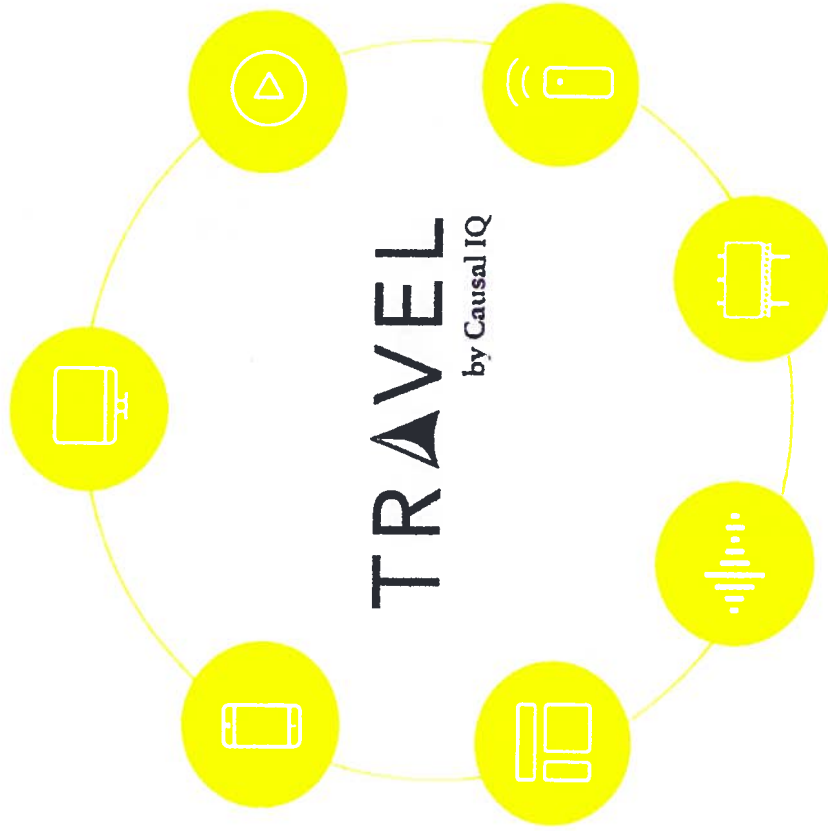
STRATEGIC, CLIENT-FOCUSED MEDIA SOLUTIONS

**Travel by Causal IQ** combines the power of programmatic technology with the intelligence of experienced travel marketing experts to give your brand an edge over the competition.

**Activate full-funnel campaigns with CIQ seamlessly across:**

- Desktop
- Mobile
- Native
- Video
- Interactive Video
- OTT/CTV
- Audio
- High Impact
- Digital OOH

We draw upon our broad data partnerships, statistical algorithms, and machine learning to improve marketing outcomes and drive performance.



TRAVEL  
by Causal IQ

# When in doubt, travel

## WHAT SETS US APART



Advanced Audience Identification



Sophisticated Reporting & Custom Travel Insights



Superior Segmentation



Cross-Channel Attribution



Vertical Expertise



On-Site Full Service Creative Team



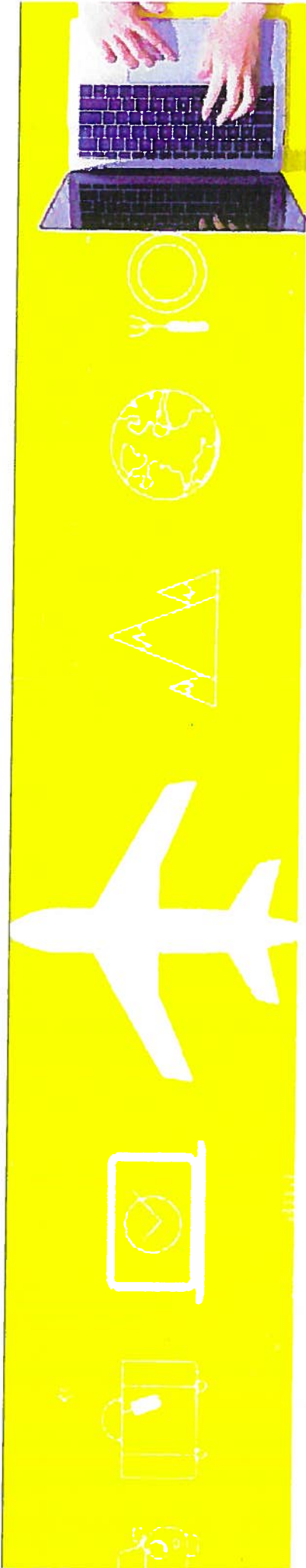
Full Funnel Advertising Solutions



Measurable Marketing Solutions



TRAVEL  
by Canal IQ



# Travel Success Stories

CAUSAL IQ WAS A TOP PERFORMER ACROSS THE BELOW OPPORTUNITIES



**\$5.50 CPE**

Exceeded engagement benchmarks for a Mountain West destination



**\$2.57 CPE**

Utilized Rich Media for a Mid West state destination



**.14% CTR**

Achieved strong levels of site traffic for a Southern state destination



**\$7-\$9 CPB**

For a north American hotel brand.

**TRAVEL**  
by Causal IQ

# Anatomy of Effectiveness

## KEY INSIGHTS

- Today online consumers are spending a lot more time researching and evaluating products and services before buying.
- You never know where someone will be on the customer journey when they encounter your brand or visit your website.
- It is important that you can meet each customer where they are at and continue to move them through the funnel.
- For Visit Johnson City, we recommend focusing on the top and mid funnel, generating awareness of the City as a destination and engaging them with your creative messaging. This will help build a greater pool of prospects interested in planning a trip to the City as we head towards peak summer travel.

## AWARENESS – BROAD PROSPECTING

Generate interest & expand awareness of your brand for near-market consumers

## ENGAGEMENT- PROSPECTING

Get in-market consumers to think about your brand over the competition.

## CONVERSION / REMARKETING

Encourage action with focused creatives

## OBJECTIVES

- ✓ **Strengthen awareness and consideration for Johnson City as a travel destination among relevant travel audience members**
- ✓ Impressions & Audience Reach
- ✓ Click Through Rate (CTR)
- ✓ Video Completion Rate (VCR)
- ✓ Creative Assistance (Standard Units)

## SOLUTIONS

**Generate awareness and favorability** for Johnson City with display banners, and native units, maximizing reach among qualified prospects and encouraging them to click through to the website (CTR).

**Strengthen engagement and consideration** among prospects with Pre-Roll Video, driving users to complete the on-screen message (VCR).

Use CIQ's **custom audience targeting** (including demographic, transactional & behavioral data) to connect Visit Johnson City with in-market prospects across their devices.

**RYPL by CIQ** activates social graphing data to increase digital marketing performance.

We apply the likelihood of individual user action to **our multi-variate optimization algorithm**.

## RATIONALE

Display is an efficient advertising format for driving site traffic due to its vast cross-device reach on desktop, mobile and tablet. In addition, the efficient cost model provides us with a scalable format to **optimize performance, train our audience models and provide deeper audience insights.**

Native ad units are also an effective way to capture attention and build relevance. Immerse Visit Johnson City's ads within publisher's sites (likely travel sites) to provide users with a seamless ad experience without sacrificing the best that digital marketing has to offer—**precise targeting, scale, and ease of execution.**

Utilize your best sight and sound assets to deliver a powerful branded experience across digital screens, engaging users with your messaging, **improving understanding of the city, differentiating it from competitive markets, and strengthening consideration.** This will strengthen favorability and intent as prospects move into the latter stages of the sales cycle.

Utilize CIQ's **unified proprietary cross-device profiles** (2B unique profiles globally) to ensure a high degree of relevancy.

We take it further with RYPL. We consider the **effects everyday influencers** have on the consumer's path to purchase and use that information to create a viral impact.

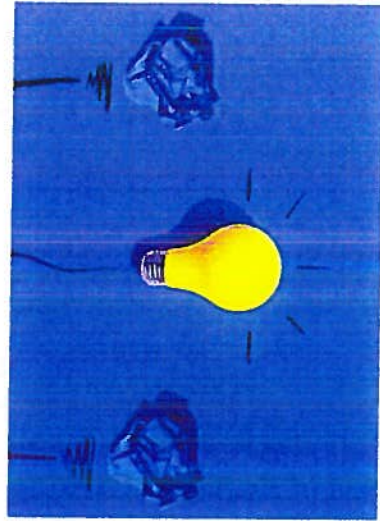
Using **CIQ's predictive analytics**, we're able to understand the business value of each user and impression. To ensure that we're meeting Visit Johnson City's performance goals, our data scientists continuously fine-tune CIQ's robust models and optimization solutions.

**TRAVEL**  
by Causal IQ



# Media Proposal Summary

VISIT JOHNSON CITY 2023



## Option 1: \$60k

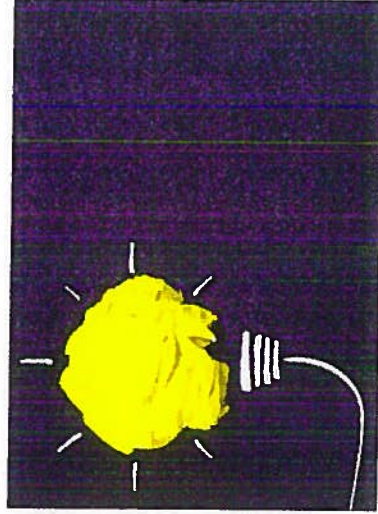
**Flight dates:** 03/01/2023 - 05/31/2023

**Media:** Display Banners

**Impressions:** 13,333,334

**eCPM:** \$4.50

**Added Value:** CiQ Audience Insights & Creative Assistance



## Option 2: \$90k

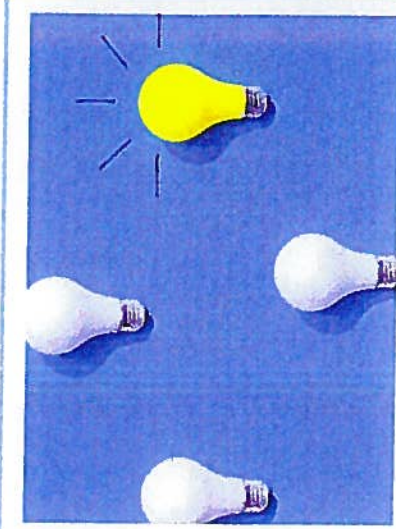
**Flight dates:** 03/01/2023 - 05/31/2023

**Media:** Display Banners & Native Units

**Impressions:** 20,000,000

**eCPM:** \$4.50

**Added Value:** CiQ Audience Insights & Creative Assistance



## Option 3: \$120k

**Flight dates:** 03/01/2023 - 05/31/2023

**Media:** Display, Native & Video

**Impressions:** 20,444,445

**eCPM:** \$5.87

**Added Value:** CiQ Audience Insights & Creative Assistance

OPTIMAL FOR AWARENESS & ENGAGEMENT

TRAVEL  
by Cruise IQ

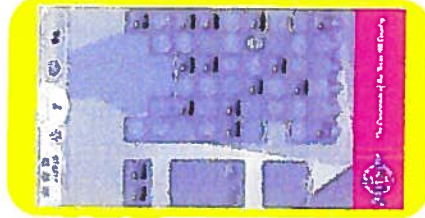


# Creative Examples

CROSS-DEVICE DISPLAY BANNERS

**BANNERS STANDARD  
& HTML5**

300x250, 300x600, 728x90,  
320x50, 160x600



**TRAVEL**  
by Causal IQ

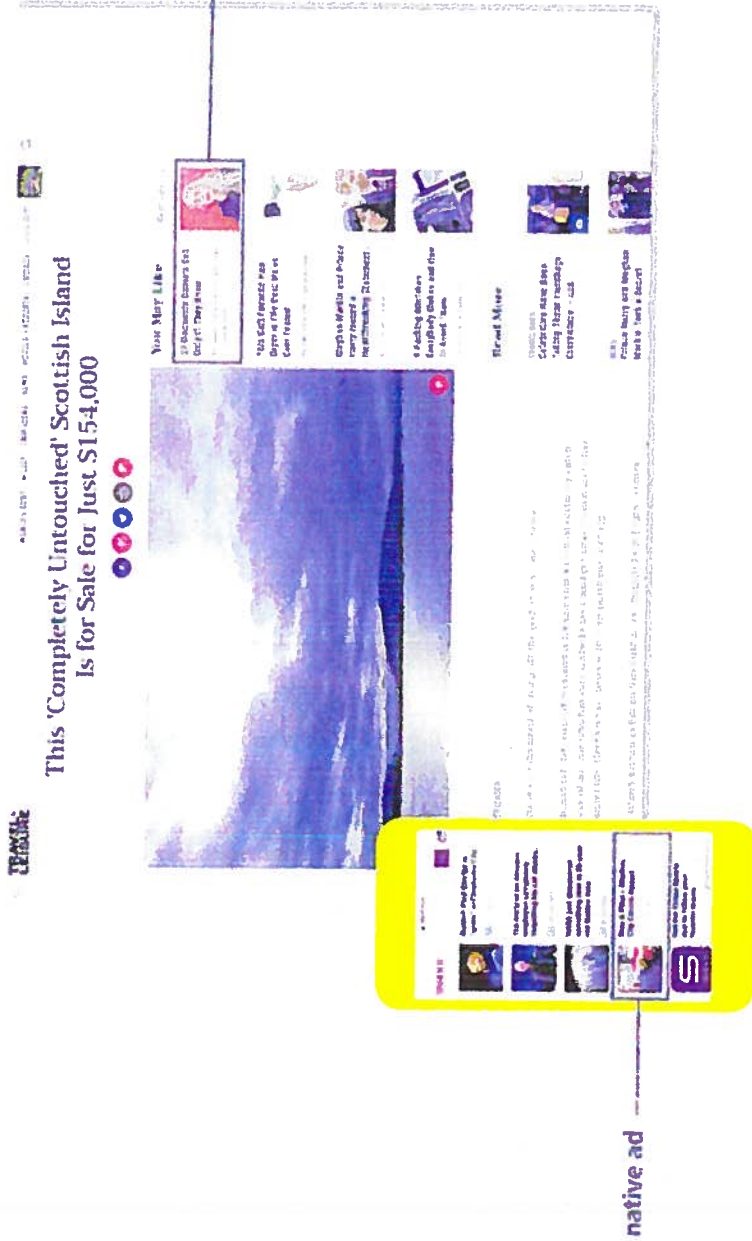
# Creative Examples

## NATIVE LINKS

Engage users with contextually relevant native ads, for example travel blog websites which link to your landing page.

**CONTENT ADS/APP  
INSTALL ADS**

627x627, 1200x627



Advertisers can see an increase of up to 2x the operational efficiency when consolidating native ads with other advertising formats. In addition, the engagement lift on personalized omnichannel ads is 4.3 times higher than the industry benchmark.

**TRAVEL**  
by Casual IQ

# Creative Examples

CROSS-DEVICE VIDEO, ONLINE VIDEO, PRE-ROLL VIDEO

CROSS-DEVICE VIDEO

:06S, :15S, :30S



TRAVEL  
by Causal IQ

# Sophisticated Targeting

## IDENTIFYING TRAVEL PROSPECTS

- In Market Travel Planners
- Domestic Travelers
- Travel Enthusiasts
- Roadtrippers
- Interests: Wine Tasting, American History, Southern Culture etc.



## How We Do It

Rather than target single dimensions of data, Causal IQ employs multi-variate optimization to weigh all attributes within a user's profile, including negative predictors.

- ✓ Pre-stage qualifying demographic dimensions like age, gender, household income, family members and more as pre-stage qualifiers.
- ✓ Crosschecked psychographic characteristics like personality, values, social media usage, travel attitudes, interests, and lifestyles.
- ✓ Generate predictive models based on online and offline transaction-level data across all major card payment networks, including past travel and related purchases (hotels & car rentals) indicating prospects would be interested in a trip to Johnson City.
- ✓ Location based data indicating previous domestic travel – specifically to cities across Texas (Cuebiq, Placed, Factual etc).
- ✓ Related contextual and keyword targeting indicating relevant travel intent in the near future, as an additional layer of accuracy.

**TRAVEL**  
by Causal IQ

# Hyper-Targeting Geographical Markets

EVERYTHING'S BIGGER IN TX

➤ Texas Only



CIQ achieves precise geolocation through partnerships with leading geolocation partners such as MaxMind & IP2Location.

- The gold standard for establishing IP geolocation accuracy involves comparing databases against ground truth data, known IP-location pairs.
- CIQ receives a user's IP address in the user-agent string at the time of bid.
- CIQ passes this IP address to IP2Location and receives a geolocation as precise as latitude and longitude to six decimal places.

TRAVEL  
by Causal IQ

# Make the Most of Word of Mouth

BY CIO

Activate social graphing data to increase digital marketing performance for your campaigns.

We consider the effects everyday influencers have on the consumer's path to purchase and use that information to create a viral impact.



**66%** Time spent in the "dreaming" & "planning" phases of booking.

**1:1** Peer recommendations are trusted more than traditional adverts.

**78%** of marketers say turning customers into brand advocates has become priority.

**69%** that digital advertising influences word of mouth

**TRAVEL**  
by Causal IQ



# We Identify High-value Audiences You Aren't Speaking To

Paid influencers can drive surges in demand, but marketers have an opportunity to engage everyday influencers whose value comes from personal relationships with their closest friends and families.

Use **RYPL** to:

1. Increase scale.
2. Influence travel prospects and improve awareness, engagement and consideration.

1-3X lift in scale for in-market reach potential.

39.46% lift in conversion rate over the control group



Analyze Data



Identify Prospective Travelers



Identify Everyday Influencers Of These Prospects



Deliver Messages To Prospects + Their Influencers



People Start Talking About Your Brand



Scale Potential Increased / Conversion Is Made More Efficient

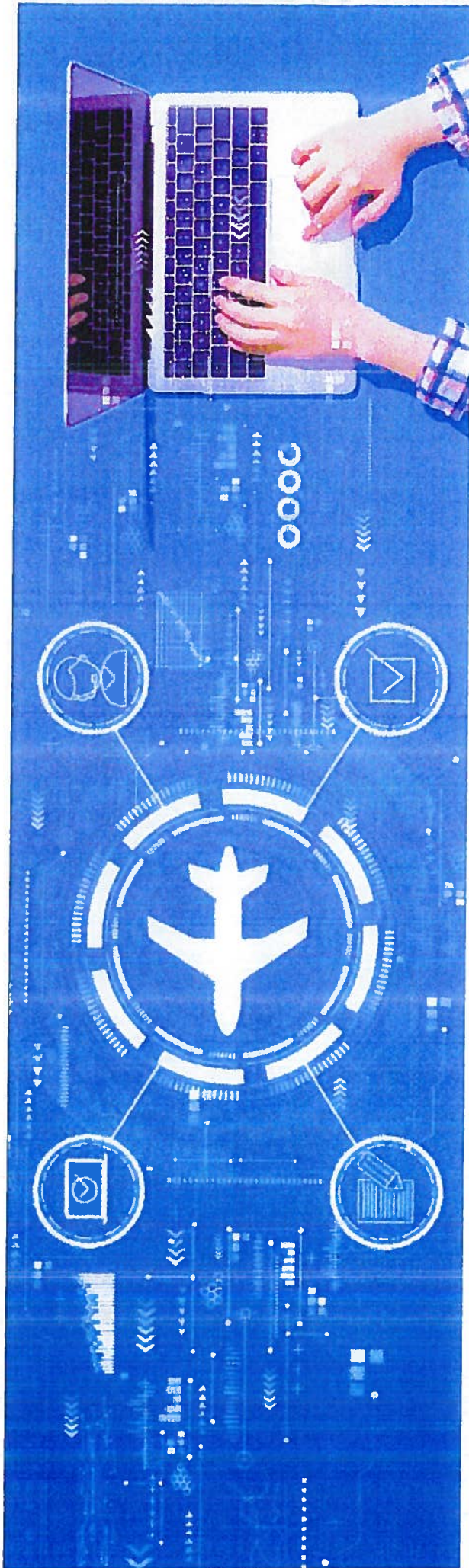
# A Comprehensive Look at the Entire Individual, Not Just One or Two Segments in Isolation

## CAUSAL IQ MULTIVARIATE OPTIMIZATION (MVO)

Rather than target single dimensions of data, Causal IQ employs multi-variate optimization to weigh all attributes within a user's profile, including the negative predictors. Server-to-server integrations marry Causal IQ's cross-device profiles to data from the leading third-party providers (100+ providers, up to 60,000 attributes per profile) to build a custom model for every campaign we run.

- ✔ Examine predictive attributes
- ✔ Determine attribute values
- ✔ Activate bid logic within dsp
- ✔ Achieve maximum scale & efficiency





# Attribute Groups

## SAMPLE LIST OF ATTRIBUTES OUR ALGORITHMS TAKE INTO CONSIDERATION

- 1st Party
- Video Player Size
- Page Position
- Contextual
- Device
- Viewability
- Brand safety index
- Browser
- Demo
- Geo
- CRM File Match
- Purchase History
- App Usage
- Brand Affinities
- Temperature
- Time of day
- Day of week
- Behavioral
- Interest
- Browsing History
- Location History
- Search Keyword
- Operating System
- And more...

**TRAVEL**  
by Canal IQ



# Master Profile

HIGH PROPENSITY SCORE EXAMPLE

Profile ID: #18065549519

## Positive Predictors

Coefficient = 4.22: Travel » Hotels & Accommodations » Hotels by Location » Austin (Hotel Location)

Coefficient = 1.75: Car Rentals » Locations » Texas » Austin

Coefficient = 5.01: Travel » Affinity Categories » Road Trips

Coefficient = 1.99: Travel » Holidays » Anniversary

Coefficient = 2.78: Travel » Likely Activity » Wine/Distillery/Brewery Tours

## Negative Predictors

Coefficient = -3.41: Travel » Vacations » Cruise Locations

Coefficient = -2.11: Travel » Travel Arrivals » International

Coefficient = -1.37: The States » Recent Parent

Coefficient = -3.87: Interest » Leisure and Vacation Travelers » Beach Travel

Coefficient = -2.39: Markets » Travel » Major Locations » California

## Predicted Propensity

ABSENT  
4.22(1) - 2.44(0)

ABSENT  
+ 1.75(1) - 2.11(0)

ABSENT  
+ 5.01(1) - 1.37(0)

**PRESENT**  
+ 1.99(0) - 3.87(1)

ABSENT  
+ 2.78(1) - 2.39(0) = **9.89**

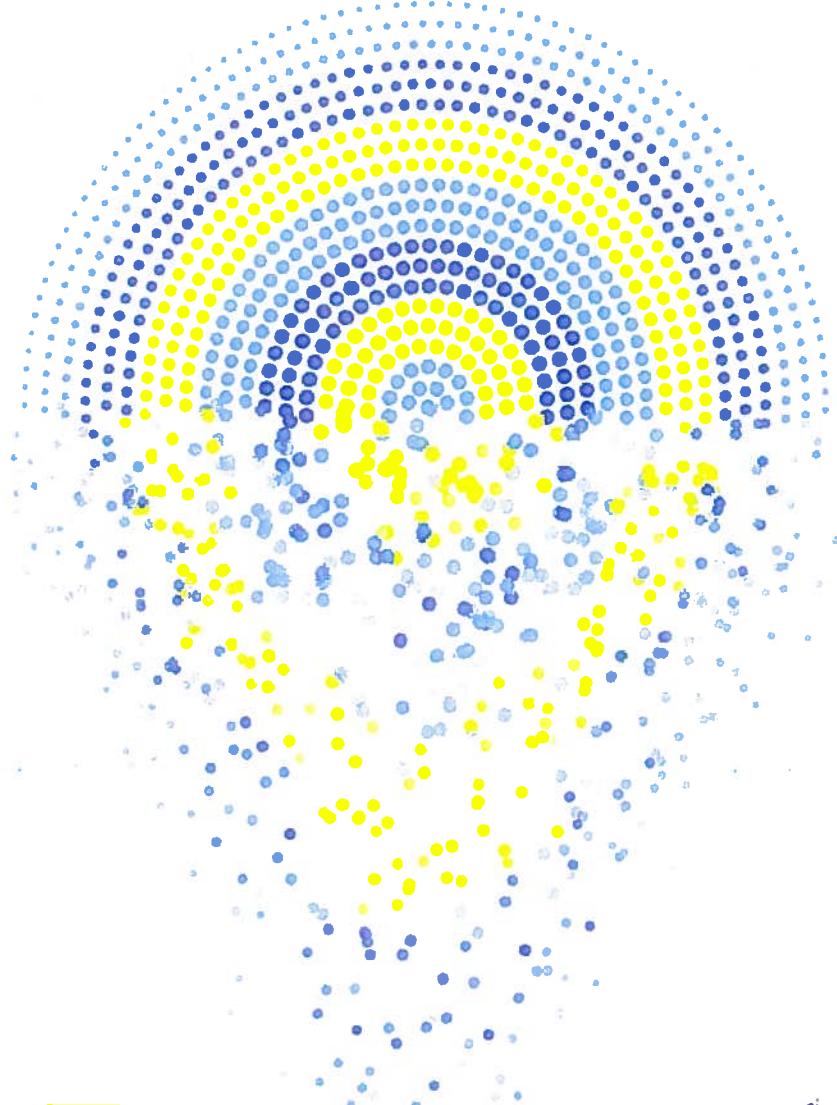
# Dynamic Bidding Aligned to the Campaign Objective for Performance

SAMPLE RANK-ORDERED OUTPUT

RANK	MASTER PROFILE ID	PROPENSITY SCORE
1	18065549519	7.10
2	57430596082	5.39
3	59703269665	3.40
4	67905784116	3.29
5	28061083315	0.96
6	37199820984	0.61
7	25872812589	-2.46

Higher scores equate to a higher probability of engaging with or converting on a campaign.

We focus on the best individuals, thereby reducing waste.

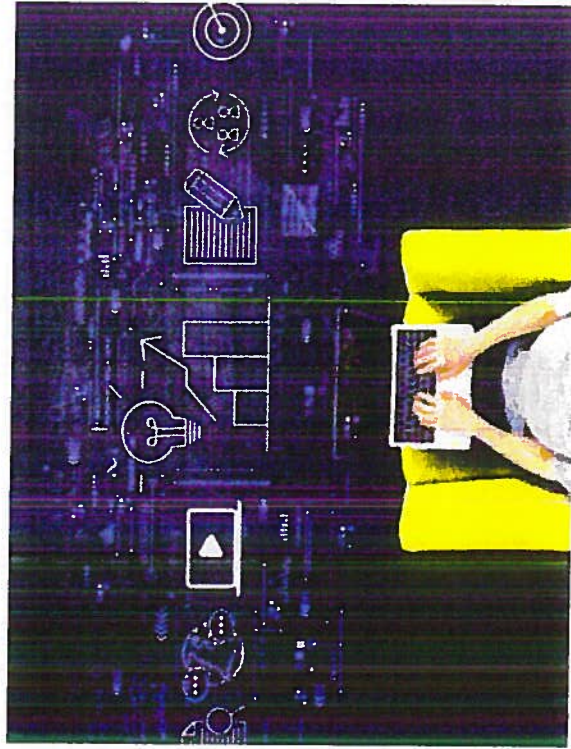


# Actionable Insights

MEASURE PERFORMANCE RELATIVE TO YOUR KPI'S:

## Audience Insights Reporting

- Causal IQ's comprehensive Global Insights reporting suite provides highly-actionable analytics and measurement solutions to help you understand relevant KPIs.
- The insights made available through Global Insights are used to inform Causal IQ's proprietary optimization engine, providing data-driven media decisions for performance-focused campaigns.



**Thank You,  
Next Steps**

Email [bramey@causalIQ.com](mailto:bramey@causalIQ.com) to keep the conversation going.



**TRAVEL**  
by CausalIQ



## Solution

- Ciq focused audience targeting on in-market travelers to the state who indicated a high propensity to plan a visit to the state in the near future
- Used a blend of display, video and audio to drive site traffic, engage users and improve recall for the destination



## Goals

- Sustain and increase awareness of the destination across US markets
- Increase purchase consideration for summer travel in the state
- Drive incremental travel among core audiences



## Results

- Drove strong site traffic, achieving an average of .14% CTR across video and display
- Audio provided additional value, driving an average of .12% CTR



# US southern city destination

SUCCESS STORY



## Solution

- Created a predictive model to find relevant audiences that had either visited the state previously or had recently searched for travel destinations across the south
- Reached users via Display and Native channels, engaging and educating them on what the state has to offer visitors



## Goal

- Promote the Southern city as a premier regional vacation destination to all in market travelers
- Engage consumers with the brands messaging, driving consideration, inquiries, and intent to travel
- Client goal of \$10 CPE or under



## Results

- Across 2022, Causal IQ has consistently ranked as a top performing media partner
- Causal IQ achieved CPEs of \$2.20 and \$1.62 for Display and Native respectively

# Third-Party Data

## KEY TRAVEL DATA PROVIDERS

### IXI EQUIFAX

- Ixi Services, a division of Equifax, offers Digital targeting solutions that enable marketers to better deliver the right message to the desired target audience based on visitors' likely financial interests and profiles.
- Ixi » Travel » Domestic Travelers

### ANALYTICS IQ

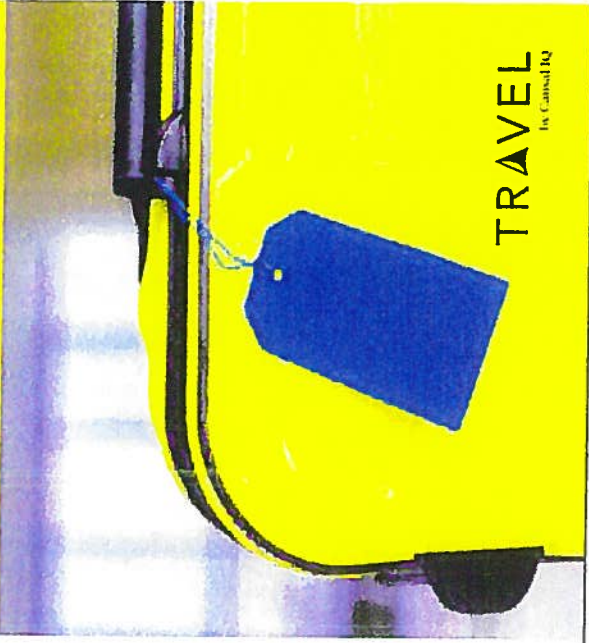
- Analytics IQ uses a array of sophisticated and innovative data products that provide propensity scores predicting attributes such as travel. Including In-market segmentation based on searches for flights, hotels, and car rentals on top digital travel sites in the last 7-days.

### ANALYTICS IQ

- Analytics IQ uses an array of sophisticated and innovative data products that provide propensity scores predicting attributes such as travel. Including In-market segmentation based on searches for international or domestic travel on top digital travel sites in the last 7-days.
- Analytics IQ » Finance » Annual Spending on Domestic Travel » \$1,500 to \$1,999
- Analytics IQ » Finance » Annual Spending on Domestic Travel » \$2,000 to \$2,999
- Analytics IQ » Finance » Annual Spending on Domestic Travel » More than \$3,000

### AD ADVISOR BY NEUSTAR

- AdAdvisor Audiences are comprised of both probabilistic and deterministic data to enable marketers to more precisely target those consumers based on behavioral & contextual indicators.
- Web Browsing » Travel Sites » Visit Expedia.com in the Last 30 Days
- Web Browsing » Travel Sites » Visit Hotels.com in the Last 30 Days
- Web Browsing » Travel Sites » Visit Tripadvisor.com in the Last 30 Days



**TRAVEL**  
by CamelIQ

# Third-Party Data

## KEY TRAVEL DATA PROVIDERS

### MASTERCARD ADVISORS

- Mastercard analyzes travel spending patterns across billions of anonymous transactions including "Travel Booked" using a Mastercard.

### ANALYTICS IQ

- Analytics IQ uses a array of sophisticated and innovative data products that provide propensity scores predicting attributes such as travel. Including In-market segmentation based on searches for flights, hotels, and car rentals on top digital travel sites in the last 7-days.
- Travel | Domestic | Texas

### EPSILON

- Epsilon has transactional data for marketing purposes, it utilizes predictive demographic and lifestyle data and proprietary survey data to build robust audiences. based on these user attributes our system can identify users with a higher probability of being in market for Travel.
- Epsilon > Travel > Domestic Travelers > Highly Likely
- Epsilon > Travel > Domestic Travelers > Likely



### GFK MRI

- Attitudinal segments cover a variety of consumer psychographics, including food attitudes, buying styles, fashion, and financial attitudes.
- Book travel online
- Influenced by discounts and packaged travel deals
- Pay more for high quality hotels
- Prefer guided tours
- Weekend vacationers

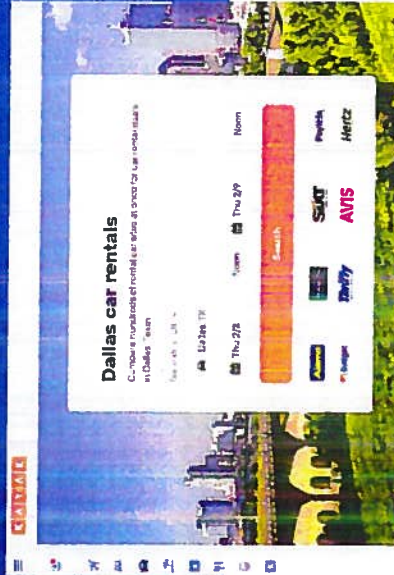


**TRAVEL**  
by Causal IQ

# Contextually-Relevant Media Audience Segmentation

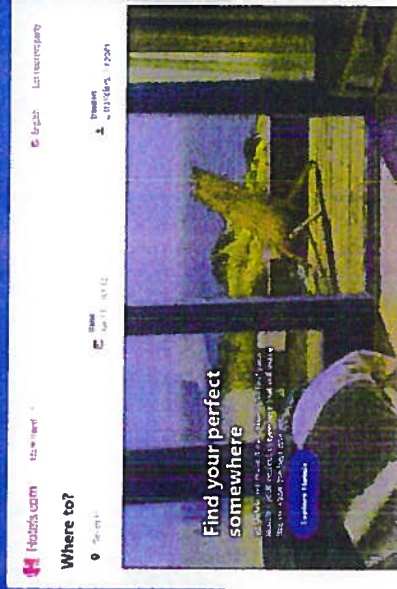
## HIGH INDEXING TRAVEL INVENTORY

The Causal IQ optimization algorithm leverages a proprietary inventory taxonomy to deliver media via contextually-relevant, high-performing inventory sources to user profiles while users browse relevant content. Sample travel sites that perform well among prospective travelers include:



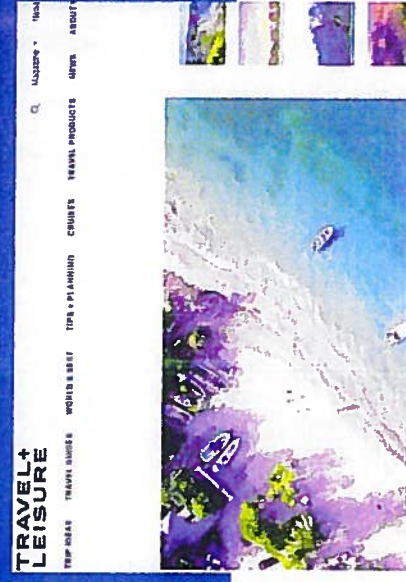
### Kayak.com

Kayak is an American online travel agency and metasearch engine. KAYAK is ranked very highly among websites globally based on its 30.5M monthly web visitors.



### Hotels.com

Hotels.com is a website for booking hotel rooms. The company lists over 325,000 hotels in approximately 19,000 locations.



### Travelandleisure.com

Travel + Leisure is a travel magazine. Published 12 times a year, it has 4.8 million readers.

# Added value insights reporting

## REPORTING AND MEASUREMENT

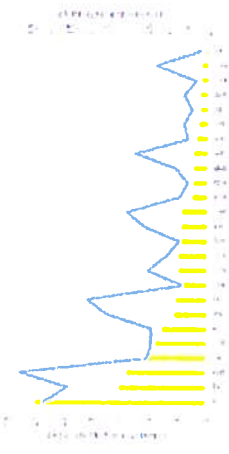
### Temporal Insights

- Identify trends in user behavior over time
- Track user engagement and conversion rates across different time periods
- Analyze seasonal patterns and user activity fluctuations
- Monitor user retention and churn rates over time
- Identify peak times for user activity and optimize marketing efforts accordingly



### Contextual Insights

- Understand user behavior based on context (e.g., location, device, time of day)
- Identify user preferences and interests based on contextual data
- Optimize user experience based on contextual insights
- Personalize marketing messages based on user context



### Audience Affinity

- Identify user segments with high affinity for specific products or services
- Understand user preferences and interests based on affinity data
- Optimize marketing strategies based on audience affinity
- Personalize user experience based on audience affinity



### Causal IQ's Comprehensive Insights Reporting Suite

Provides highly-actionable analytics and measurement solutions to help you understand relevant KPI. These insights are used to inform Causal IQ's proprietary optimization engine and provide valuable post-campaign measurement.

- ✓ Geographic Insights
- ✓ Audience Insights
- ✓ Temporal Insights
- ✓ Contextual Insights



# Viewable & brand safe impressions

## BRAND SAFETY

### Third Party Vendors

- Ads are only run-on sites that meet a defined viewability threshold and industry safety standards

MOAT

IAS

### Proprietary Technology

- We scour the web in search of content to proactively avoid brand safety risks

subcontractors are used, the winning respondent shall obtain all necessary releases to ensure all materials, ideas, and layouts are the property of the City.

RESPONSE AND SIGNATURE SECTION

The City reserves the right to reject any or all responses, without recourse, to waive technicalities, or to accept the response which, in its judgement, best serves the interests of the City. Respondent's submittal costs are considered an operational cost of respondents and shall not be passed on to or be borne by the City.

The City reserves the right to request any additional information needed for clarification from any respondent(s) during the evaluation period of the responses.

Failure to comply with these instructions may be cause of disqualification of your response.

Causal IQ  
Firm

1.26.23  
Date

  
Authorized signature

Ryan Ray, VP Causal IQ  
Print Name and Title

RFQ / P responses and any questions regarding this RFQ / P should be addressed and submitted to:

**Rick A. Schroder, Chief Administrative Officer**  
303 E. Pecan Dr. (Physical)  
P.O. Box 369 (Mailing)  
Johnson City, Texas 78636  
(830) 868-7111 (830) 868-7718 fax  
rschroder@johnsoncitytx.org

GENERAL PROVISIONS

Any contract resulting from this RFQ / P is deemed effective only to the extent of funds available, and it shall contain the following provisions. At the time of contracting services, materials, equipment, or other items, other provisions may be added, as determined by the City.

Any permits, licenses, or fees required will be the responsibility of the respondent and no separate payment will be made for same.

