

# Targeted Digital Advertising That Really Works.

## INTRODUCING New Edge Marketing

New Edge is an industry-leading marketing technology company that creates innovative digital advertising products and services focused on client ROI. One of our recommended platforms for clients looking to highly target their prospects and customers uses IP addresses as the entry point to deliver banner and video ads online, all without the use of cookies. **We don't follow standards, we define them.**

### PRODUCT ARSENAL :

New Edge Marketing-backed campaigns are 50 to 100 times more targeted than television, 6 to 60 times more effective than other online ads and have an average click-through rate (CTR) 3.2 times higher than industry averages.



IP Targeting



Captive Audience



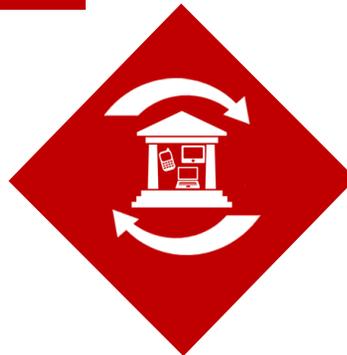
Digital New Movers

New!



Out of Home (OOH)

New!



Venue Replay

New!



Reverse Append

### Top Industries Using IP Targeting:

Political  
Technology  
Education  
Government

Banking and Finance  
Healthcare & Pharma  
Automotive & Marine  
Media & Broadcasting

Home Services  
Consumer Products  
Direct Marketers  
Public Traded

Retailers  
Non-Profit Organizations  
Ad Agencies  
Direct Marketers