DIGITAL MARKETING

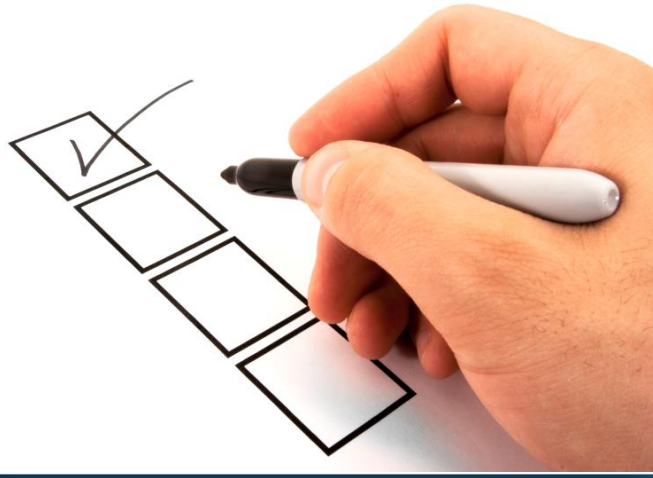
EMAIL & DIGITAL SPECIALIZATION

Unik Advertising
84 Business Park Drive, #113 | Armonk, NY 10504
1-844-478-UNIK| info@unikadv.com

AGENDA

TOPICS FOR TODAY'S DISCUSSION

1) Your Challenges And Objectives
   - Product Price Point: ROI
   - Specific campaign
   - Budget | Deployment Date | Count
2) What Makes Unik Unique
3) Next steps



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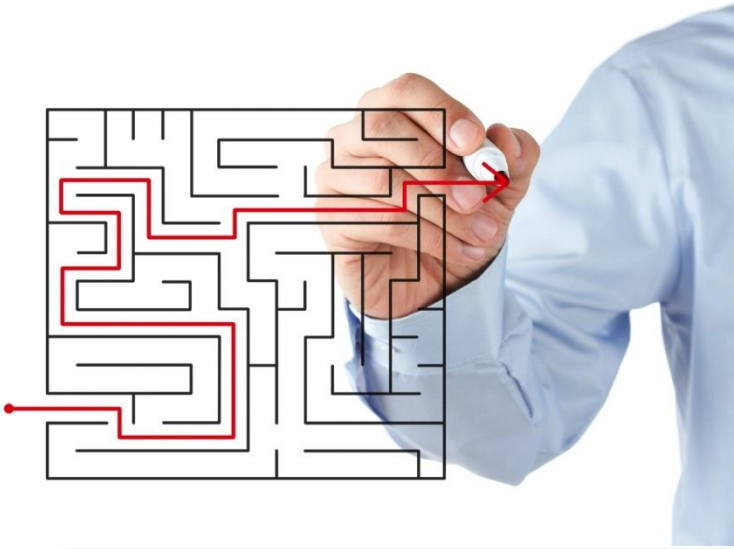
THE UNIK DIFFERENCE

OUR APPROACH TO YOUR CAMPAIGN

1) Custom / “vanity” domain for your campaign
   - E.g.: Broadcast@YourCustomDomainEmail.com
2) Results and Analysis
   - Avg. Opens: 10-15%+ | Avg. CTR: 1-3%+
   - Email “hot map” to see what links are working – and just as importantly—what’s not
3) Immediate & responsive process: we can ***test deploy*** creative ***within 24 hours***



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THE UNIK DIFFERENCE

OUR APPROACH TO YOUR CAMPAIGN

Re-Targeting and Remarketing

Digital Retargeting From Email

- Combine the power of email messaging with the ubiquity of digital to increase your recipients' likelihood of responding to your offer.

How does email retargeting work?

- When a recipient opens your email, he or she alerts our servers to present them with a companion ad online.

Benefits for Marketers

- Gain better campaign control and customer insight
- Important new programmatic digital media monetization partner

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THE DATABASE

PRINT, MAIL ONLINE, MOBILE

Key notes about this unique and comprehensive database:

- 220 million U.S. individuals
- 200 million email records
- Updated every six weeks
- 150 unique list selections

Sample selects include—*but are not limited to!*—the following:

- Geo
- Age
- Gender
- Ethnicity
- Religion

We invest in our datafiles to keep them deliverable:

- Rotating servers on multiple forms
- data hygiene keeps them pristine
- programming and maintenance – to make them perform

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THE DATABASE

B2B & B2C MARKETPLACE

Where do the data come from?

1) The datafile is a proprietary aggregate of various sources, such as data-streams & exchanges from partners like the Cake Network's 2500 sites which enhance our base
2) For others, we post online surveys to acquire self-reported data
3) Between 3.5 – 5MM new names are added monthly
4) The list is NCOA'd quarterly - and is re-built 30 days with all opt-outs and hard bounces removed instantly
5) As the source, we provide ***best-performing data at the best possible rate***

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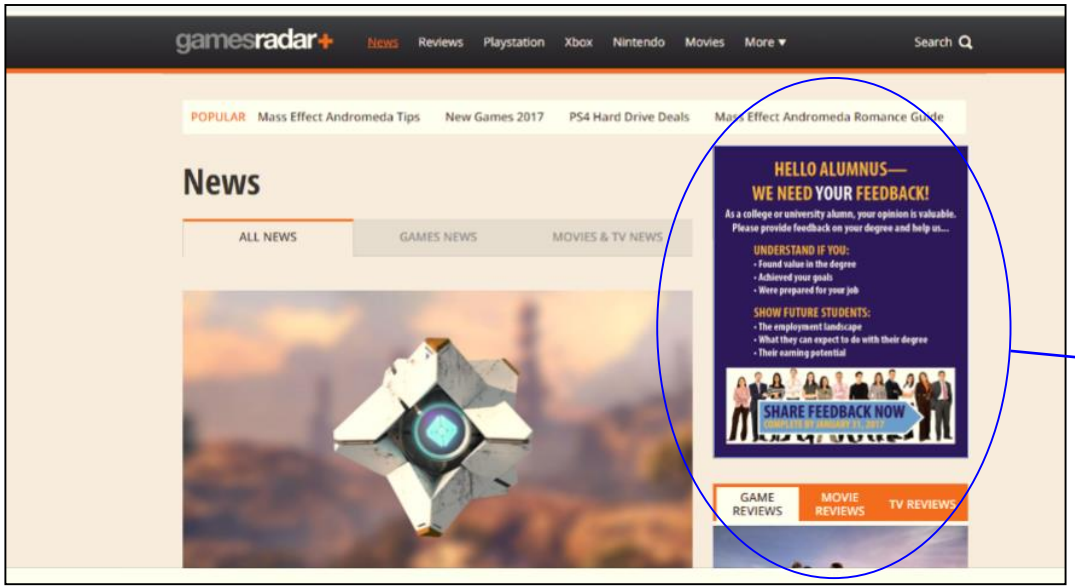
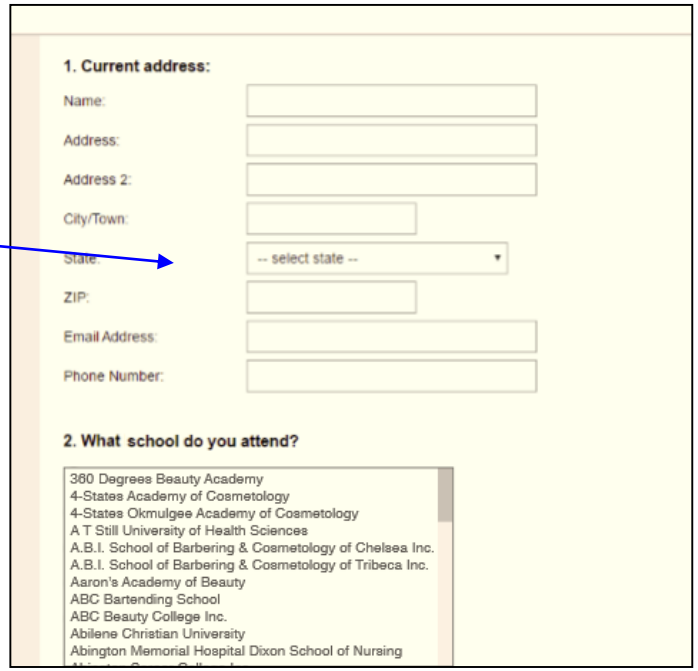
THE DATABASE

SAMPLE SELF-REPORTED SURVEY





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THE DATABASE

DELIVERABILITY AND COMPLIANCE

ISP Relationship

- Unik Advertising's ISP relationships are managed by a number of individuals.
- ISP relationship manager interacts directly with the ISP, filling out the proper forms, providing IP addresses etc.
- This all happens "behind the scenes" and our clients have only benefitted by Unik Advertising's excellent ISP relationships because messages are more likely to arrive at their destination unhindered.

Send rate

- 15,000 - 20,000 messages per hour per server
- Send-rate maintains positive relationships with ISPs. (A higher number of messages delivered per hour may flag the sender as a spammer).

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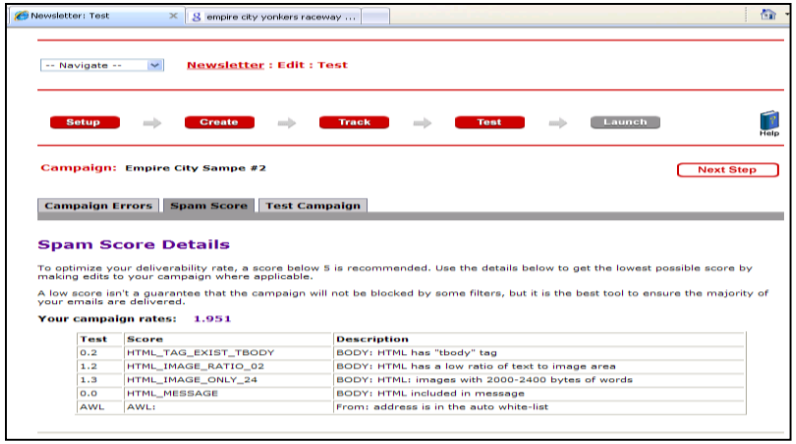
THE DATABASE

TESTING AND SPAM SCORE



- Generated by the system upon request
- Opportunity to revise creative
- Goal is a SPAM Score of 5 or less
- Internal testing (Explorer, Safari, Firefox, Chrome)
- Link-testing
- Test deployment to client / approval

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SAMPLES DEPLOYMENTS

ACROSS MULTIPLE CATEGORES

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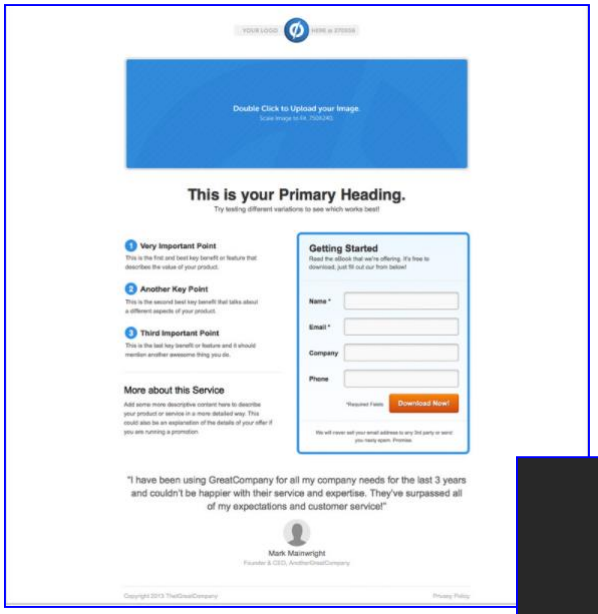
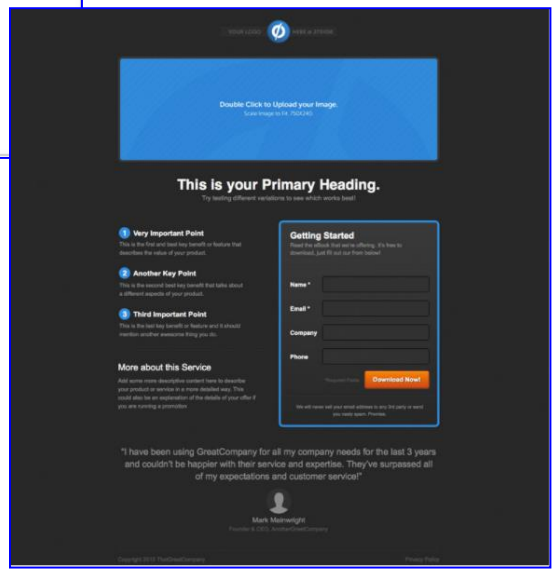
EMAIL AND LANDING PAGE



<<< Initial email

>>>



Landing page test A/B Split: Submitted name and email address, and opted-in to get more offers from the company.

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MULTI-TOUCH STUDENT EMAIL – ENROLLMENT DRIVE

Email Deployment

Digital Display

Post Card DM Piece

SMS Pull

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SAMPLE TRACKING AND DATABASE INFORMATION

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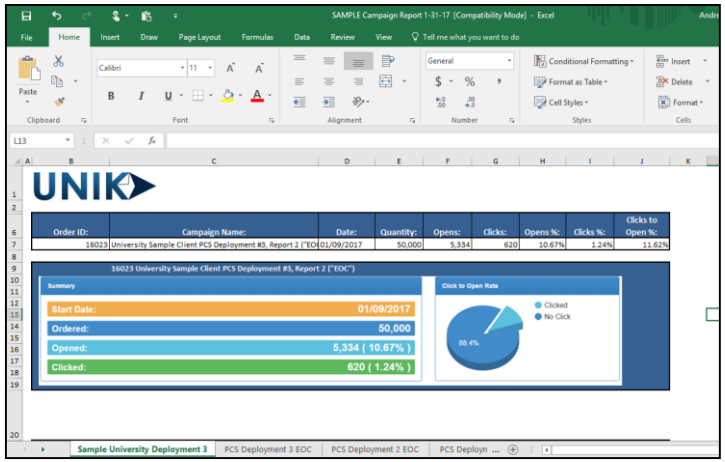
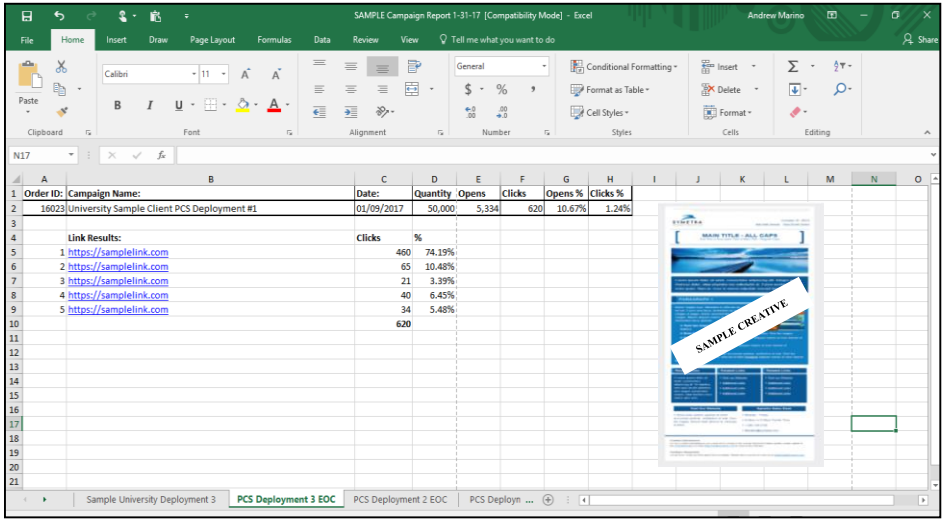
METRICS & ANALYSIS

Tracking reports





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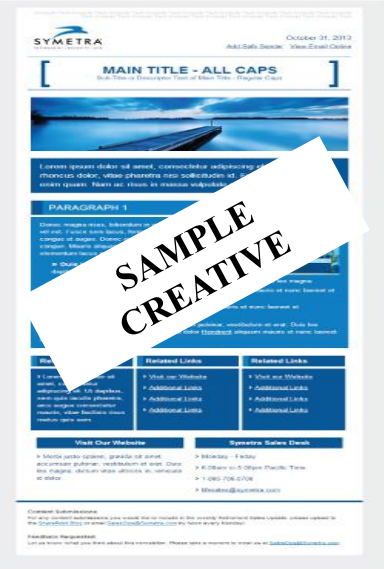
METRICS & ANALYSIS

Tracking reports

Sample analysis, optimization and revision



Top 5 Takeaways from the Top 5 Sends

1. Subject Line A outperforms Subject Lines B & C; “A” is now our control
2. Greatest number of opens on Wed. deployments; consider focusing further on Wed. drops as opposed to other days of the week
3. Creative optimizations - Consider incorporating Personalization.
4. Creative optimizations - Highest number of clicks at top-most links: consider trimming copy.
5. Creative optimizations – Reinforce message with clear and actionable CTAs (E.g., Coupon CTA highlighted twice in creative)

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NEXT STEPS

1) Specific campaign:
   - Budget
   - Deployment date
2) Count | Proposal
3) Schedule follow-up to review proposal

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Q & A

Further information

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Thank you for your time today.

Unique solutions to your unique challenges.