



Data-Dynamix
Digital Marketing Experts

Exclusive **SPECIFIX**™ Partner



What were you doing 20-years ago?



Laying the foundation for a data + eMail marketing company

20-Years later – introducing...







Data-Dynamix
Digital Marketing Experts

Exclusive SPECIFISM Partner
Device ID + IP Targeting Case Studies





GED LAWYERS, LLP

Inspired by a Relentless Passion for Our Clients

Case Study: Leveraging Cross-Device Opportunities Via Identity Resolution



As Hurricane Irma left a path of destruction throughout Florida last fall, many homeowners faced significant challenges and damage to their homes.



Ged Attorneys, LLP, a local legal firm specializing in insurance claims with no active advertising in the marketplace, wanted to get messaging out to the right target consumer in Collier, Lee, and Monroe counties immediately.

Data-Dynamix identified 116,000 *deterministically graphed* Homeowners with a Mortgage and a Home Value \$200,000+ within the three targeted south Florida counties.

A 3-week mobile-centric campaign delivered to targeted Mobile Device IDs and/or IP Addresses using four ad sizes, and included site retargeting.





We're Here to Help.

We have the expertise and knowledge to guide you through the process of filing a claim with your insurance and FEMA. We help you recover by making sure you get what you paid for.
Click here to learn more.



GED LAWYERS, LLP

Inspired by a Relentless Passion for Our Clients

Offices in Boca Raton and Naples by appointment.

We're Here to Help.

We have the expertise and knowledge to guide you through the process of filing a claim with your insurance and FEMA. We help you recover by making sure you get what you paid for.
Click here to learn more.

Struggling with hurricane insurance issues?
We're Here to Help.



GED LAWYERS, LLP

OFFICES IN BOCA RATON AND NAPLES BY APPOINTMENT.



GED LAWYERS, LLP

We're Here to Help.

We have the expertise and knowledge to guide you through the process of filing a claim with your insurance and FEMA.

We help you recover by making sure you get what you paid for.

Click here to learn more.



GED LAWYERS, LLP

Offices in Boca Raton and Naples by appointment.

Ged Lawyers, LLP are experts in dealing with FEMA and insurance companies – they wanted to let targeted homeowners know that they were there to help capture all necessary monies for the repair of their damaged property.





Objective Results: This IP/Mobile ID campaign showed significant activity from mobile devices (**75%** of delivered impressions).

- Drove 377 new targeted consumers (0.15% CTR vs. industry average of 0.04%) to the end client's website
- Plus, 32 recorded click-throughs to the end client's website

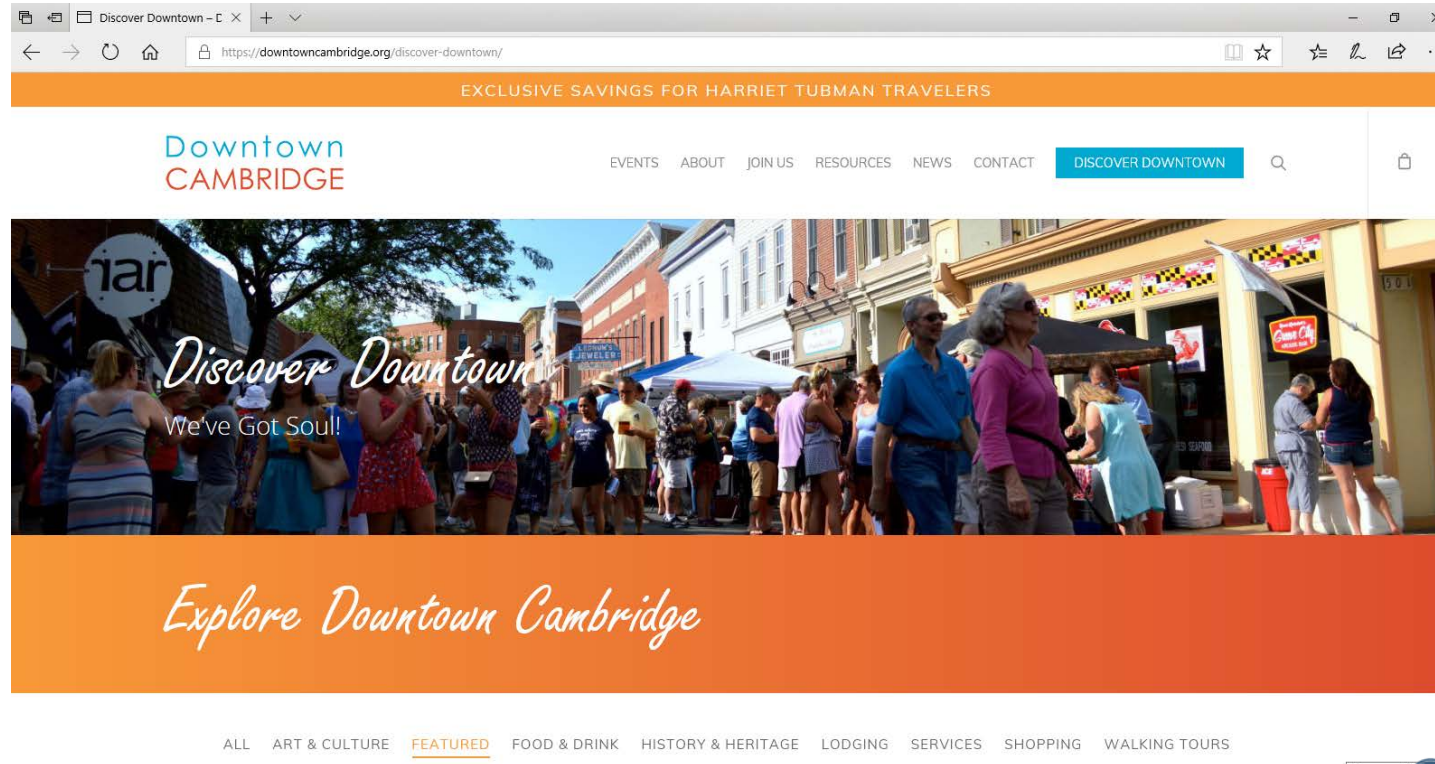
Subjective Results: The end client is “happy being too busy to keep up”!

Continued Success: Our media partner has worked this tactic into their own marketing plan and continues to use it with a consistently high CTR of 0.3% and good lead generation for themselves since the 3rd week of October 2017.

Downtown CAMBRIDGE

Case Study: Targeting with Data – NOT Cookies

Downtown Cambridge, a local business association in Cambridge, MD, wanted to introduce what its community offers to its desired target consumers, located within a quick drive, and entice them to visit its website.



Working with Downtown Cambridge's agency, Data-Dynamix identified 53,000 *deterministically graphed and location-verified* individuals ages 40+ with no children at home who love to travel and 127,000 individuals ages 21-39 who love to dine out within the requested ZIP codes; demos not easily reached with traditional online/mobile targeting.

A data-driven 4-week mobile-centric campaign was delivered programmatically to targeted Mobile Device IDs and/or IP Addresses, and included site retargeting.





Downtown Cambridge wanted to let targeted consumers know that its community has a vibrant soul with great dining and lots to do – enticing consumers to check it out.

Objective Results: This IP/Mobile ID campaign showed significant activity with mobile devices – **93%** of all delivered impressions.

The campaign drove 291 brand new targeted consumers to Downtown Cambridge’s website – 0.22% CTR and a retargeting CTR of 0.43% - compared to an industry average of 0.04%.

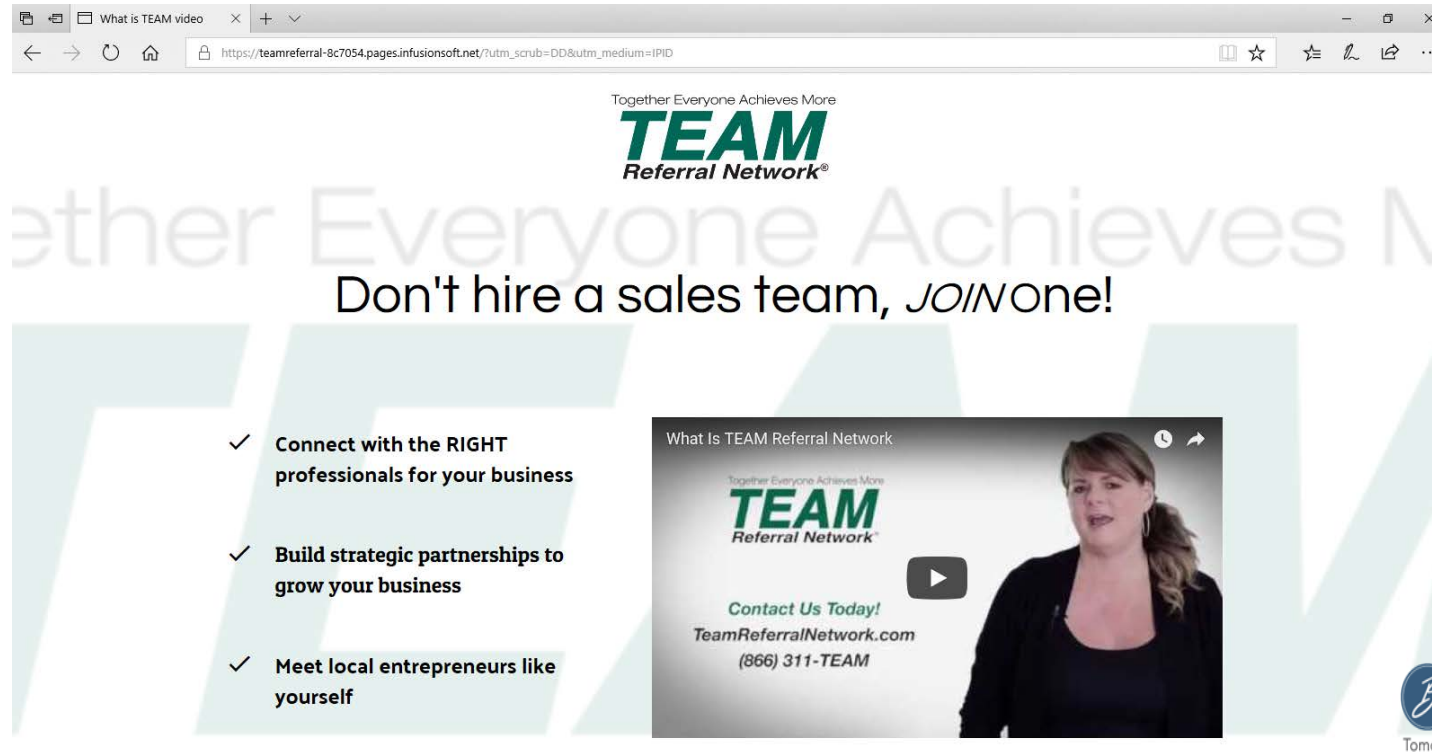
Subjective Results: The results are “*twice what your competitor provides for about the same cost*”.

Continued Success: Our media partner added two more 4-week campaigns to Downtown Cambridge’s marketing plan and engaged its other clients with the success surrounding Downtown Cambridge’s campaign.



Case Study: Take Data to Facebook + Instagram

TEAM Referral Network, a networking organization, wanted to introduce its services to its desired target market, located in six states, by enticing target consumers to visit its website.



Together Everyone Achieves More
TEAM
Referral Network®

Together Everyone Achieves More


Don't hire a sales team, *JOIN* one!


- ✓ **Connect with the RIGHT professionals for your business**
- ✓ **Build strategic partnerships to grow your business**
- ✓ **Meet local entrepreneurs like yourself**

What Is TEAM Referral Network

Together Everyone Achieves More
TEAM
Referral Network®

Contact Us Today!
TeamReferralNetwork.com
(866) 311-TEAM

 **BORRELL**
Tomorrow's Media Understood Today

 **LOAC** 2018
LOCAL ONLINE ADVERTISING CONFERENCE

Working directly with the end client, Data-Dynamix targeted 149,000 *deterministically graphed and location-verified* small business owners and self-employed individuals within the requested region. Traditional online/mobile/social targeting options would have made it almost impossible to reach the *exact same* consumer pool programmatically *and* socially.

Data-Dynamix engineered a data-driven 4-week omni-channel video programmatic campaign to targeted Mobile Device IDs and/or IP Addresses, including site retargeting and continued messaging via ID-targeted Facebook & Instagram.





The CEO, Kelli Holmes, introduced target consumers to the structure of her business and networking model while offering a Free eBook in trade for the consumer's contact information.

Broadcast Offers
Sponsored · 🌟

Connect with the RIGHT professionals for your business

Get your **FREE** ebook today!
Don't hire a sales team, JOIN One! [DOWNLOAD](#)

👍 Like 💬 Comment ➦ Share

Instagram

Broadcast Offers
Sponsored

[Download](#)

👍 💬 ➦

Connect with the RIGHT professionals for your business

Programmatic Results: This IP/Mobile ID campaign showed significant activity with mobile devices – **92%** of all delivered impressions.

The campaign drove 279 brand new targeted consumers to the TEAM Referral Network's website – 0.21% CTR and a retargeting CTR of 0.2% vs. an industry average of 0.04%.

Facebook/Instagram Results: The *Facebook/Instagram CTR came in at a strong 2.83%* vs. a Facebook average of 0.9%.

Continued Success: TEAM Referral Network was pleased with these results and signed up for two more 4-week promotions using the IP/ID programmatic in conjunction with Device ID-targeted Facebook.

Thank you!

Stan Justice

Vice President, Sales – Central & Western Regions

310.489.9448

stan@data-dynamix.com

www.data-dynamix.com