

A historical black and white photograph of a city street, likely Austin, Texas. The street is lined with multi-story buildings. On the left, a building has a sign that says "LAND" and a clock tower with the number "357" and the name "THOMAS". On the right, a sign for "M. H. LAZARUS CO. HARDWARE." is visible. Further down the street, there are signs for "KERRISON'S DRY GOODS, Women's & Childrens Ready-to-Wear" and "MARTIN'S SHOES STORE". The street is filled with people, horse-drawn carriages, and early automobiles. A large, stylized logo for "BROAD ST. interactive" is overlaid on the center of the image.

**BROAD ST.**  
interactive

digital media services

[www.broadstreetinteractive.com](http://www.broadstreetinteractive.com) | 512.275.6227 | 4107 Medical Parkway # 201 Austin, TX 78756



## *White Label Digital Services*

- We work with advertising agencies and media buyers to provide white labeled online media campaigns, reporting, budget management and analytics.
- We have relationships with over 2,700 publishers nationwide, multiple vendors for network buys and mobile advertising. We negotiate pricing in bulk for our clients that most agencies can't get for just a few clients.



## *Media Services*

- We plan digital media campaigns, negotiate competitive prices, traffic ad placements, report on performance and optimize online media campaigns
- We buy premium ad placements and don't relegate your advertising dollars to "remnant" space. You get what you pay for---results.
- We provide full site disclosure for CPM buys and only place media on premium content sites.



## *Creative Services*

- We can provide online creative services, including IAB standard ad units, landing pages, online coupons and contest page management.
- We can also work directly with your creative team to flight media through our ad servers.

# Standard IAB Ad Sizes



728x90

160x600



300x250



## *Digital Strategists*

- We work with our traditional agency clients to complement offline media with online visibility.
- We manage online budgets and report directly to the agency.



## *Online Display (CPM)*

- Traditional online display advertising purchased on a “cost per thousand” methodology.
- Site/Section sponsorships and online contests
- Rich media and in-banner video ad-serving
- Online coupons
- Online Contests



## *Online Display (CPC)*

- Display advertising purchased on a “cost per click” methodology.
- Demographic and geographic targeted advertising used to drive traffic to a landing page/site with a strong call to action.



## *Behavioral Targeting/Re-Targeting*

- Behavioral targeting is used to purchase audience behaviors. When a strong audience profile is available, we can purchase advertising directed solely at this specific target.
- Re-Targeting is used by placing tracking pixels on specific pages on the client's site and delivering ads to people that have previously visited the site.
- Both of these methods are effective for retail clients.



## U.S. Media Usage

- The media landscape and behaviors have changed dramatically in a short timeframe.
- Because the media definitions have changed so quickly we have changed the way we think about investing client’s marketing dollars.

U.S. media usage:

	2004	2009
1 iPhone	X- did not exist	9.8MM sold
2 Hulu	X- did not exist	18.9 MM monthly visitors
3 YouTube	X- did not exist	107.4 MM monthly visitors
4 Facebook	College network only	111.9 MM monthly visitors
5 Broadband HH	54%	96%
6 Internet HH	57%	66%
7 % of media to online	2.60%	14.50%

Sources  
eMarketer  
ComScore



## *Consumer's Mobile Usage is Huge*

### SMS

**70%  
OR MORE**

of people in age categories between 18-54 use text messaging.

(Pew Research Center)

### MOBILE WEB

**34%**

of US mobile users access the mobile web.

(eMarketer)

**TRIPLE  
DIGIT  
GROWTH**

rate in usage.

(Quantcast)

### APPS

Average number of apps per handset type:

BLACKBERRY:10

WINDOWS:14

PALM:14

ANDROID: 22

**iPHONE:**

**37**

(Nielson)

**APPS**



## *Consumer's Mobile Usage is Huge*

### MOBILE COUPONS

Greater than **10x user growth** in 2010 with triple digit increases in 2011 & 2012 in North America.

(Yankee Group)

### MOBILE COMMERCE

Projected mobile commerce transactions for eBay in 2010 are **\$1.58 billion**

(Mobile Commerce Daily)

PayPal transactions **increased 6 times** to \$141 million in 2009.

(PayPal)

### MOBILE ADS

Of 1000 smart phone users surveyed

# 52%

claim they have acted on an advertisement in an app and **18% have made a purchase directly.**

(JiWire)



## *Mobile is Immediate*



**37%**  
18-24 YR OLDS  
checked their  
mobile in the last  
**five minutes.**



**55%**  
18-24 YR OLDS  
checked their  
mobile in the last  
**fifteen minutes.**



**44%**  
MOBILE USERS  
checked their  
mobile in the last  
**thirty minutes.**

Source: InsightExpress



## *SMS for Direct Response*

**TICKET**

You're entered to win free tickets to **The Latest Movie!**

[Check out the mobile site](#) to view the trailer and enter to win a trip to the premiere with one of your friends!

- SMS-backed mobile loyalty programs tie in with email and direct-mail programs
- Include a URL in the SMS message to link back to the mobile web for further engagement, data capture, and conversion.
- In retail, SMS is becoming the best tool for CRM and loyalty efforts. Use SMS for:
  - store alerts
  - news updates
  - coupons
  - reminders

Use these tools **to create awareness, drive transactions, and increase loyalty.**



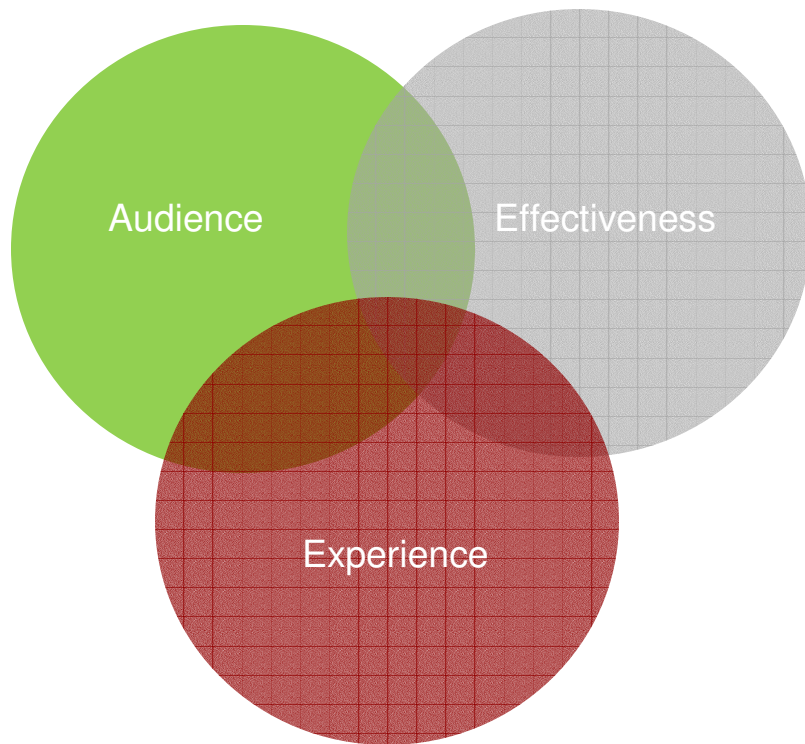
## *Going Social: The Five Rules*



1. Commit to using social media and give it the same value as any other budget item
2. Appeal to what people love the most—themselves
3. Measure. Adjust. Act.
4. Social Media is two way conversation. Be prepared to discuss, not lecture.
5. Know thy customer and be prepared for honesty about your brand.



## *Interactive Positioning*

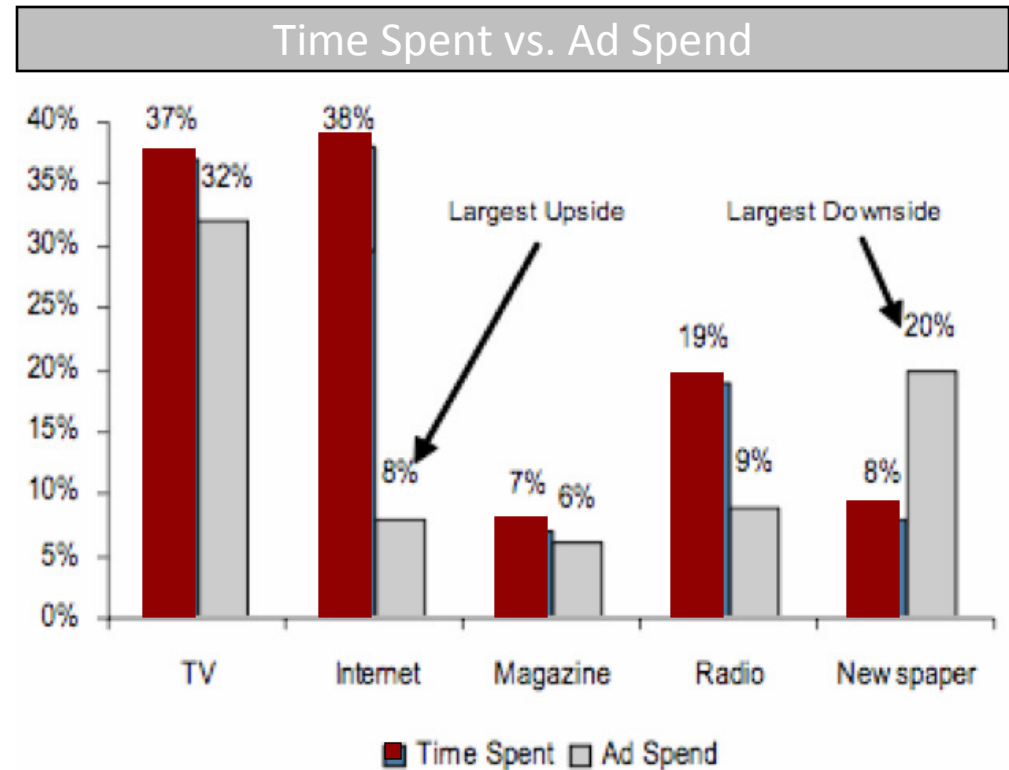


Only Interactive Advertising lets you combine the ability to Target and create a dialogue with the audience that matters to your Brand, lets your customer experience your brand they want to, and allows you to measure the effectiveness of your marketing dollars.



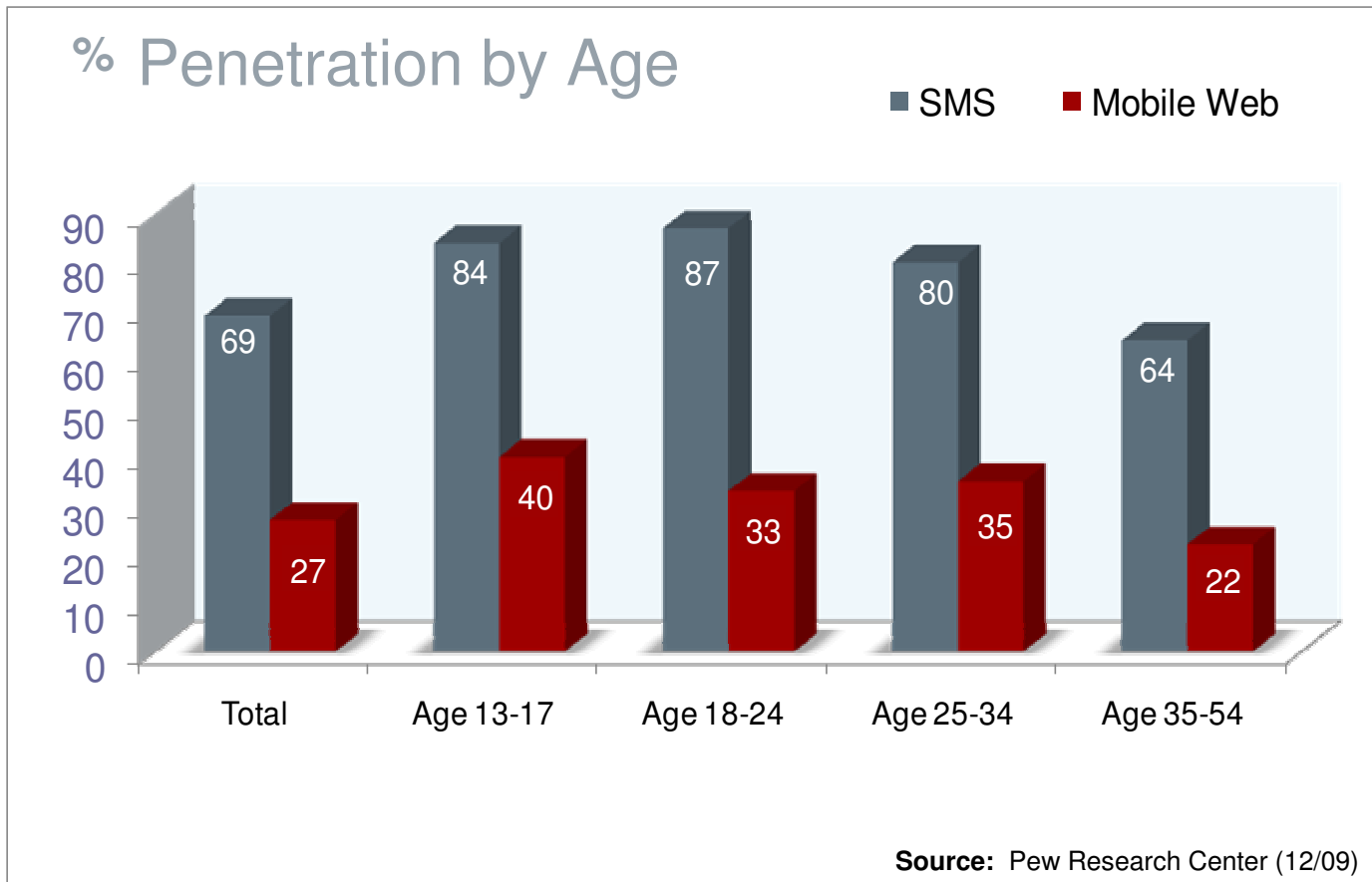
## *Time is Money*

One of the biggest reasons to be hopeful about the outlook for the continued growth of the Internet advertising industry is that when you look at the time U.S. consumers spend on the Internet versus the amount of ad dollars which go there, the proportions are out of whack. As recently as 2008, U.S. consumers spent 38 percent of their media consumption time on the Internet (29 percent if you exclude teens and young adults), but it attracted only 8 percent of advertising dollars. Whereas consumers spent 37 percent of their media consumption time on TV, which captured 32 percent of advertising dollars. If you believe that time is money, advertising dollars should continue to flow towards the Internet.





## *Mobile Media Usage*





*We help agencies penetrate existing accounts,  
and build long-lasting client relationships.*

*It may be digital, but it's still business. Don't be  
seduced by the shiny new object. Be seduced by  
results.*

*Call us to help you with your next proposal.  
512.275.6227*