



# DIGITAL MEDIA CAPABILITIES

## PROGRAMMATIC



Automated, real-time buying and selling of ad inventory using data management platforms. Real-Time Bidding (RTB) is a type of programmatic that buys impressions one at a time, based on demographic targeting. Buyers bid on an impression, and if they win, their ad is instantly displayed. All RTB inventory is non-guaranteed.

## INVENTORY PLACEMENTS



Pay Per Click      Native Advertising      Streaming Video      Display Advertising  
 Google Shopping      In-App & Mobile      Streaming Audio      Social Media Networks



## TARGETING CAPABILITIES



**Inventory Based** - serves ads on sites that offer a specific type of content or have high traffic volume from a particular audience segment

**User Based** - serves ads to audiences based on behaviors or interests

**People Based** - uses 1st, 2nd and 3rd party data to target real people who are in the market for your products or services

**Retargeting** - targets individuals who have previously visited a advertiser's website

**Cross device** - targets digital audience across desktop, mobile and over the top (OTT) devices seamlessly

**Cross Channel** - targets audiences across digital display, video and TV

**Contextual** - serves ads alongside topic related content or websites

**Geofencing** - creates a virtual barrier around a location using GPS or an IP address to target users in that location while browsing the web

**Geotargeting** - similar to geofencing but targets specific consumers using attributes such as demographics, behaviors and interests





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## TECHNOLOGIES



**Cookies:** a text file from a website that is stored in a user's web browser while the user is visiting that website. Cookies are limited to a single device and have an expiration date (typically 30 days).



**Web beacons** - sometimes called tracking pixels, are transparent graphic images placed on a website or in an email to collect or share information through a graphic image request.

**haloAMP for Digital<sup>SM</sup>** - Wingman's audience management platform that helps brands evolve beyond cookie-based targeting to activate and engage digital audiences. haloAMP incorporates multiple types of persistent identifiers (ID assigned to a single user across all devices, websites and mobile apps) to reach real people with relevant messaging.

## INVENTORY ACCESS



With 2200+ private marketplace contacts, Wingman offers broader and deeper access into dispersed media inventory across the digital media ecosystem. Our partnerships include:



Cross-Device Data Partners  
Mobile Data Vendors  
Premium Video Inventory Partners

Mobile Inventory Partners  
Display Inventory Partners  
Desktop Data Vendors

## AUDIENCE INSIGHTS



Wingman's digital campaigns activate your first party data to gain a holistic view of your most valuable audiences.



Tailor Messaging to Individuals  
Fill Gaps in Customer Data  
Understand Customer Lifetime Value



Engage In-Market Consumers  
Match Offline to Online Data  
Identify Signals of Purchase Intent