



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 DigitalSM - 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