



Datasy's

Built on Data.
Focused on Results.

TRUSTED BY: LEADING COMPANIES

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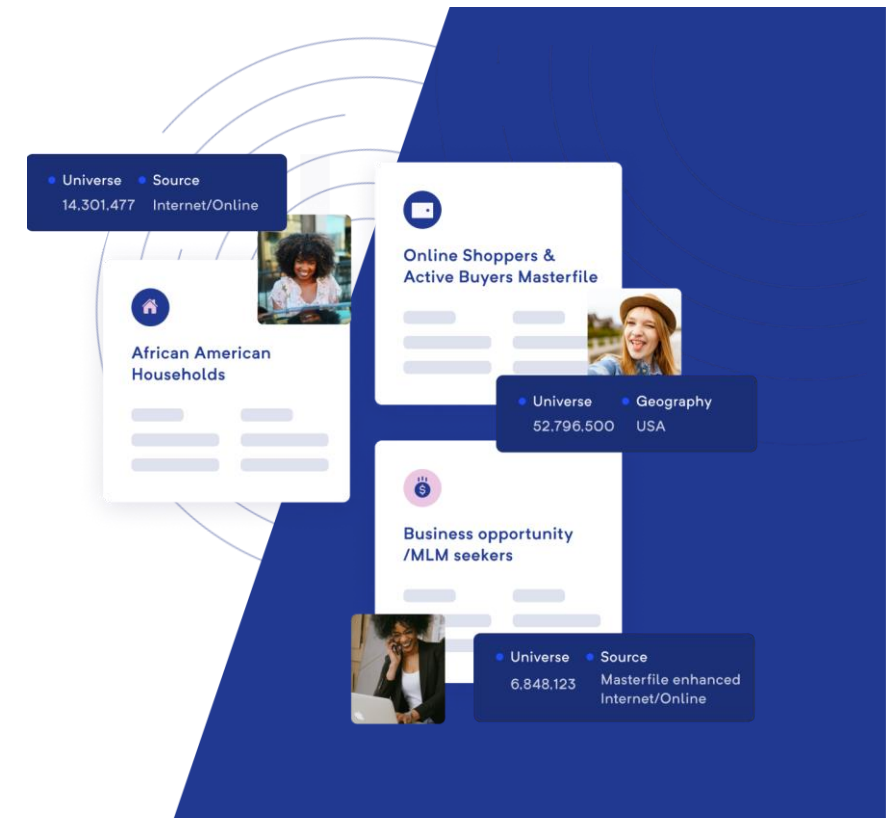
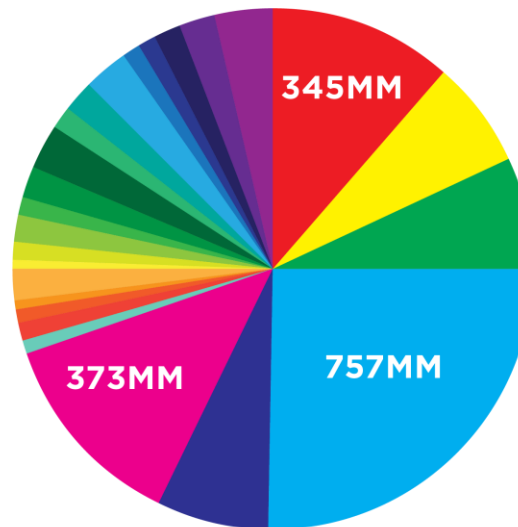
Data

Having better data will improve targeting and allow you to segment your customers in new ways. This will ensure the right person gets your message at the right time.

Datasys is your premier source for U.S. business and consumer data. Our databases consist of over 300 million profiles and billions of device IDs. You can leverage this data to support your critical business needs.

Some of our data files

Base Consumer 345,000,000	Business Opportunity 34,000,000
Automotive 201,250,000	Donors 44,000,000
Voter 212,750,000	Gamblers 36,000,000
IP Address 757,850,000	Enviro Conscious / Green 61,000,000
Mobile Telco 207,000,000	Risk Mitigation 82,000,000
Social 373,750,000	Affluent High Net Worth 43,000,000
Business 18,400,000	Renters 57,000,000
Real Estate 25,300,000	Home Owners 83,000,000
Hispanic 35,650,000	SOHO 31,000,000
African American 23,000,000	Frequent Travelers 37,000,000
Investors 19,550,000	Health and Wellness 50,000,000
Online Shoppers 60,950,000	Job Seekers 65,000,000
Veterans & Retired Military 17,000,000	Pet Owners 105,000,000



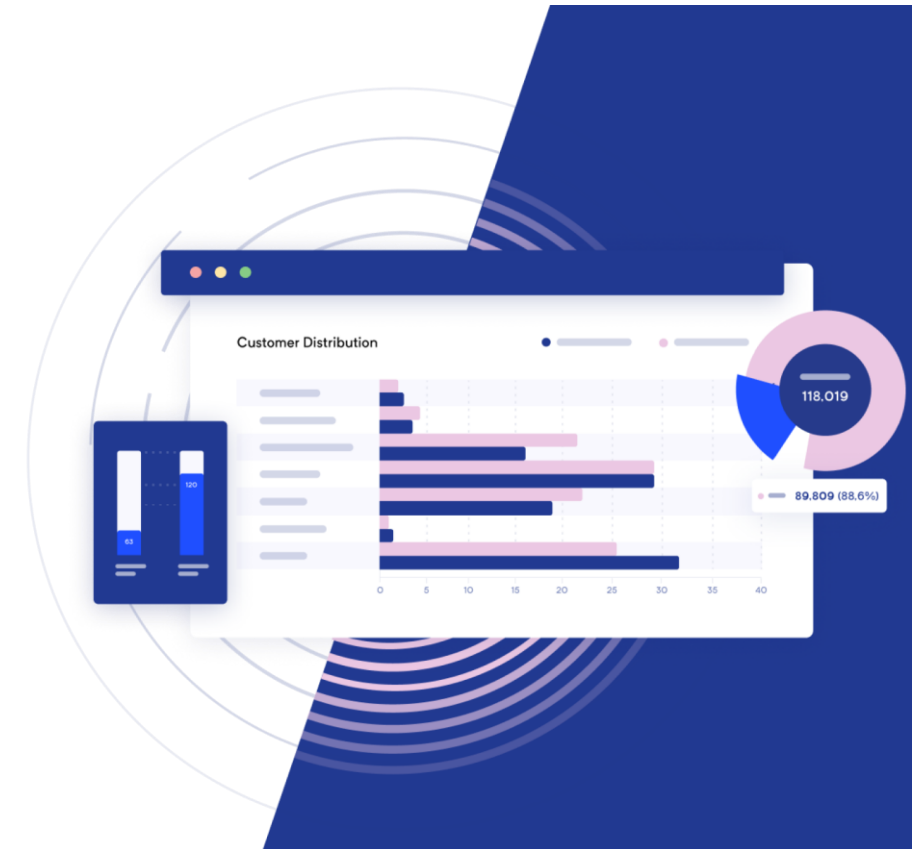
Analytics

Driven by Data, Rooted in Human Behavior
Align your analytics with your business strategies.

Your analytics should help you understand your customer journey. When you know more about customers' buying behaviors and other key transition points, you will improve campaign results.

Datasys builds and enhances existing data models to create analytic roadmaps which support client strategies that deliver rich and actionable results.

- Stay relevant to your recipient and drive campaign conversions. Identify the key attributes of your customers so you can deploy marketing campaigns that are relevant to the recipient and drive greater conversions
- Discover lookalike prospects from our database of more than 280 million consumer and 20 million business profiles that match your best customers
- Optimize for each audience segment and explore the relationships within your customer database
- Test for all potential interactions using demographics and geography to find naturally occurring customer clusters
- Predict desired outcome (respond, purchase, donate) and create unique, identifiable audiences



Searched

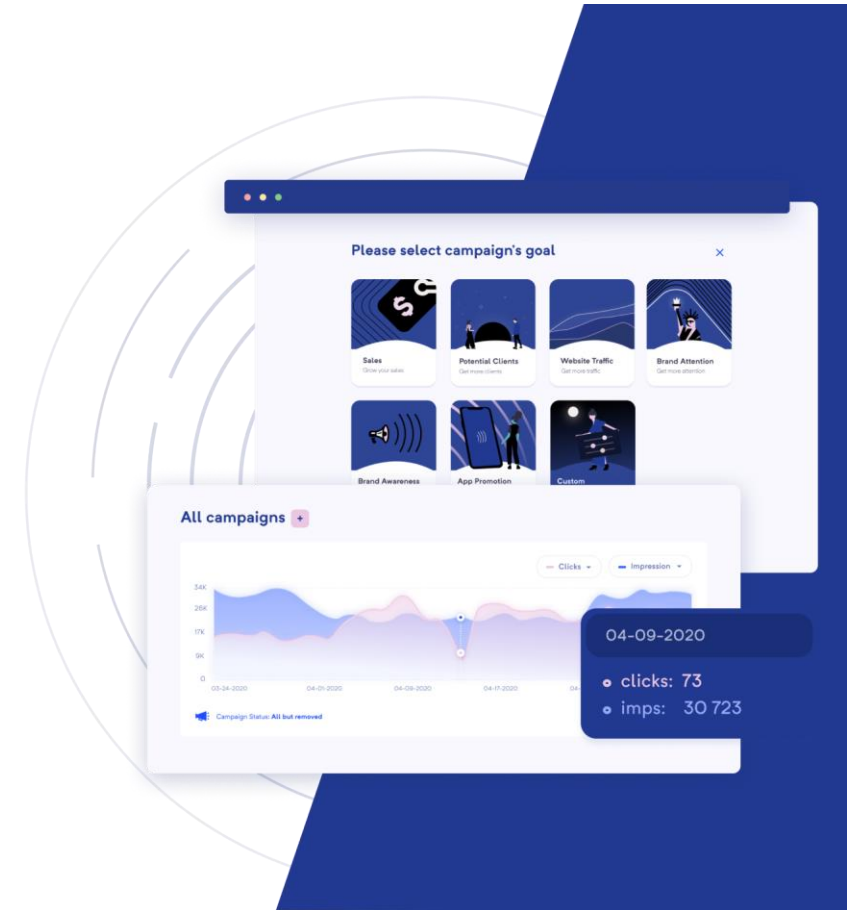
Target ideal clients with real-time keyword intelligence. Search Originated Marketing (SOM) identifies the exact users that are searching for your most valuable keywords and deploys immediate digital offers to them.

Search Live Keywords & Deploy Ideal Campaigns

Over the past two decades, there have been only two channels for Search Originated Marketing: SEO (Search Engine Optimization) and PPC (pay-per-click, most commonly Google Adwords).

Searched is a brand-new method of Search Originated Marketing that can be instantly deployed on your terms – whether it's local, nationwide or a global audience.

Searched uses a proprietary algorithm to monitor search activity and target keywords in real time utilizing unique device identifiers. This will provide better targeting and optimize ad spend.



Datasys 360

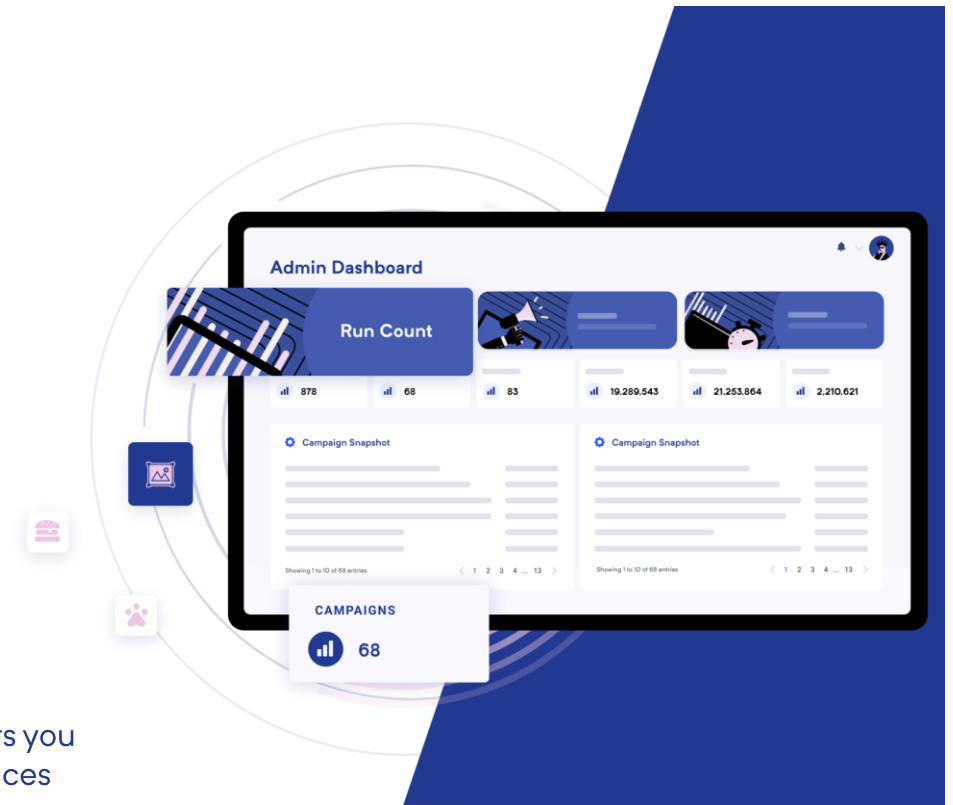
Improve targeting Across Email and Display Channels

Save time with instant access to over 350 million consumer profiles. Use this data to improve targeting across email and display channels.

Get easy campaign scheduling so your readers get the right message at the right time. In-depth reporting lets you know where you stand in real-time.

Datasys has developed a highly effective data-driven email marketing and display advertising platform that allows businesses to conduct their own campaigns utilizing our intuitive user interface.

We provide our clients with the ability to target consumers across both email and display channels. Whether you're running concurrent campaigns or you want to retarget consumers you have already reached, with Datasys360, you can quickly access historical consumer audiences and drive retargeting display or email campaigns.



Datamart

On-demand data access is critical for marketing professionals who are seeking to understand their markets and optimize campaigns.

Get easy access to your most critical business intelligence with Datamart.

Datamart is a secure, cloud-based platform offering access to both customer and prospect data.

Built to be fast and intuitive, it enables you to run counts, create analyses and extract data—maximizing efficiency and minimizing time to execution for every direct marketing program.



Display Advertising

Display advertising can be one of your most profitable advertising initiatives. It is expected to grow by 18.5% in 2021. When you combine strong call to action creatives and the marketing experts at Datasys to deliver performance-centric conversion paths, you end up with a powerful solution that drastically improves your return on investment.

Achieve Scalable Reach

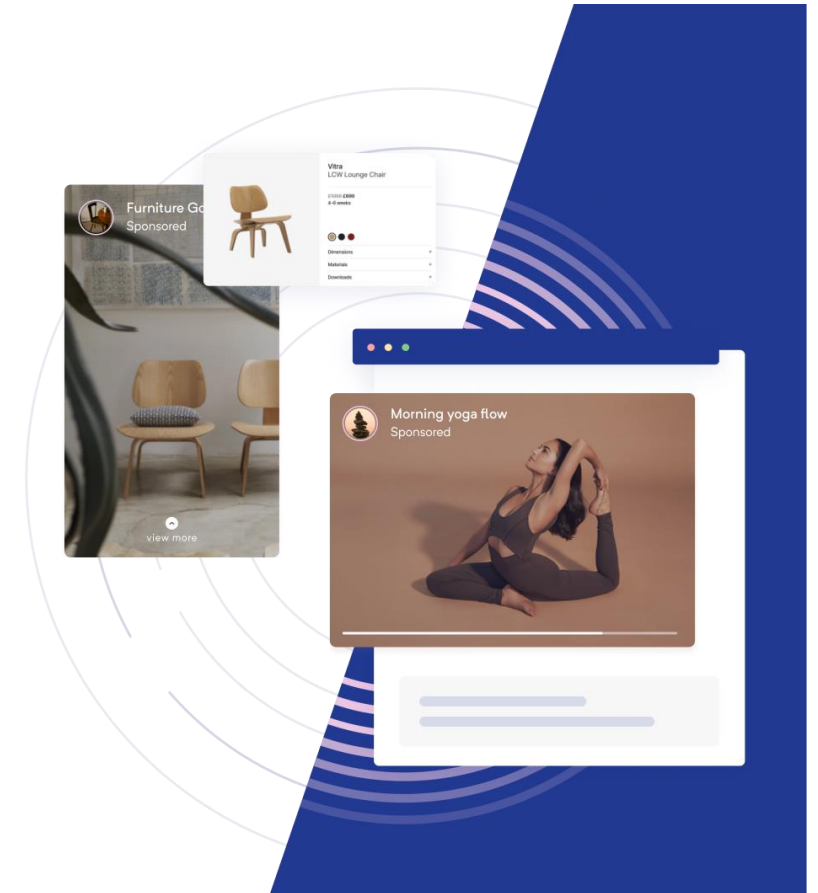
Datasys display advertising professionals will optimize your campaigns across a variety of networks to maximize your marketing investment and increase your ROI.

Data Modeling & Predictive Behavior

Our team will identify when and to whom to serve a display ad in order to optimize the cost of your marketing campaign. With such precision, we will grow your digital marketing campaigns and your business.

Drive Qualified Visitors

Leverage diverse advertising tactics to build the most effective display campaign, from behavioral, contextual, and lookalike to 3rd party data integration, and remarketing. This ensures ads are served to the right audience. It can help you build awareness for your brand and products.



Search Engine Optimization (SEO)

SEO leads have an average close rate of 14.6%, compared to 1.7% with outbound leads.

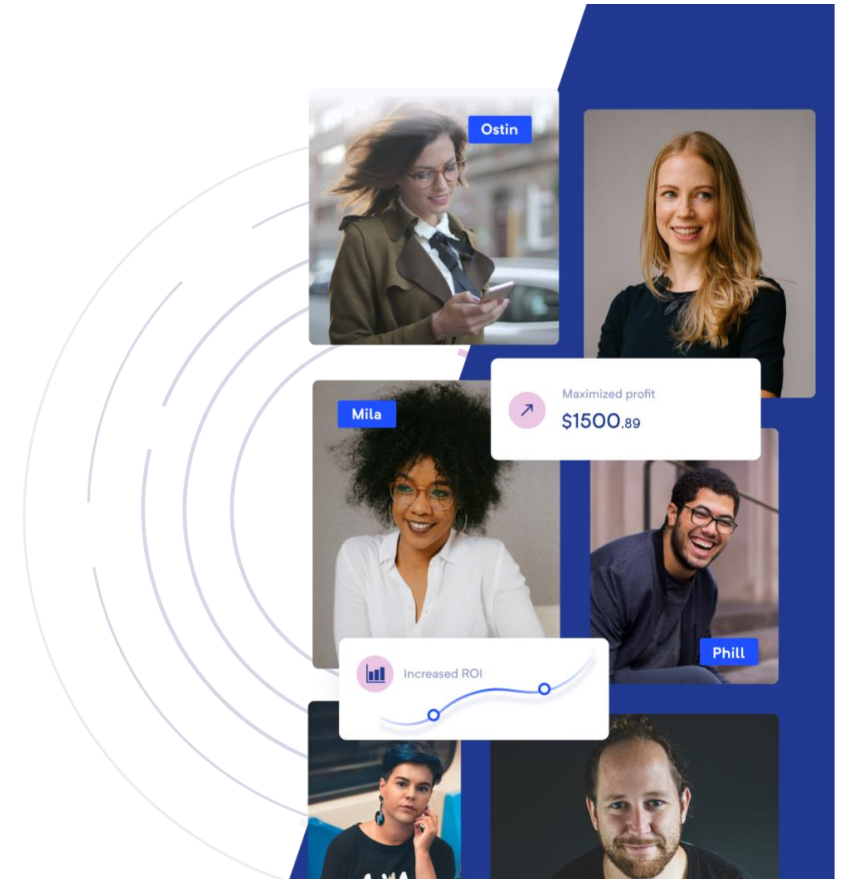
Using Search Engine Optimization builds brand credibility, establishes brand awareness, and should be a part of any long-term marketing strategy.

SEO will maximize the value of online assets and brands to attract prospects. It converts prospects into customers and improves overall online presence and organic rankings.

Datasys SEO experts create and optimize your website for SEO. They make sure you stay relevant in the ever-changing search landscape. With regular analysis and optimization, Datasys will help you rise above your competitors in the search results.

Our team will help you with:

- Website Analysis
- Conversion Optimization
- Custom Link Building
- Pay Per Click Campaign
- SEO Reporting
- External Link Building
- Complete SEO Audit
- Content Strategy



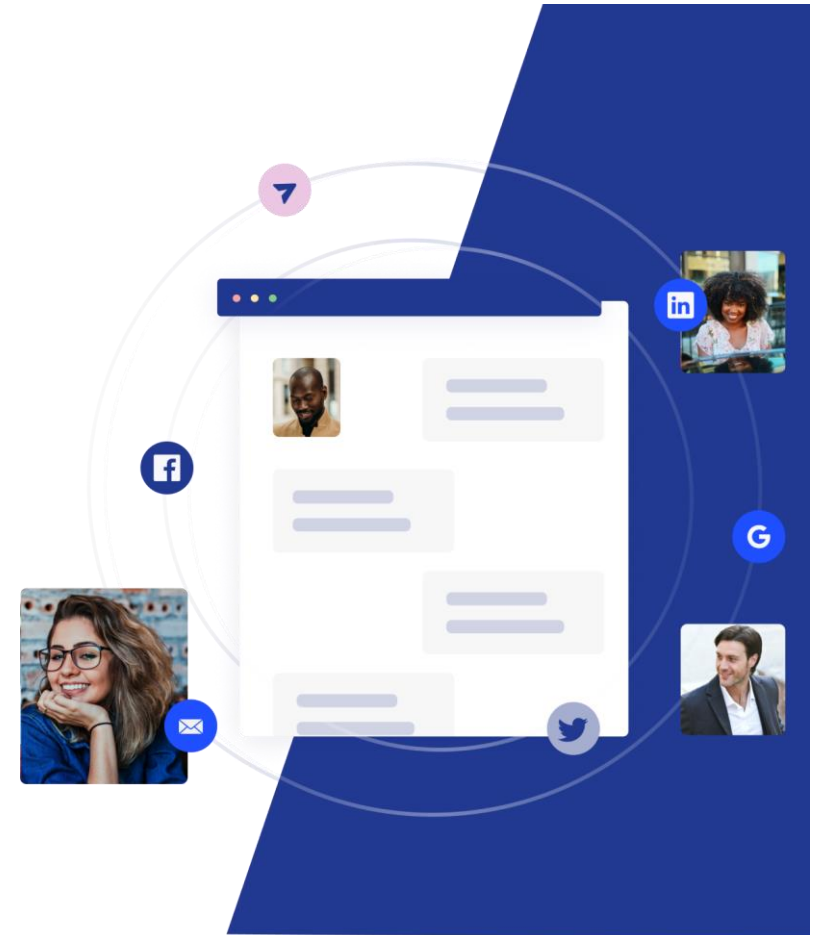
Social

52% of online brand discovery occurs in social media feeds such as Facebook and Instagram. In order to take advantage of this, you need a social media team that listens to what people are saying and knows how to engage with them.

Datasys handles everything from managing and directing social conversations to the tactics that work best across all social media networks that are appropriate for your brand.

The Datasys social media team can provide:

- Comprehensive assessment of your target audience
- Development of an effective social media marketing strategy and implementation plan
- Awareness and support of blogs and forums
- Targeting of keywords, phrases, and relevant topics associated with your brand



Connected TV

The best way to reach your audiences on the big screen

Media waste becomes expensive when your ads reach irrelevant viewers and households.

The ability to target with Connected TV improves audience efficiency and reduces media waste.

Hone-in on your target audience and tailor your campaigns using first-party and third-party data from Datasys.



Native Advertising

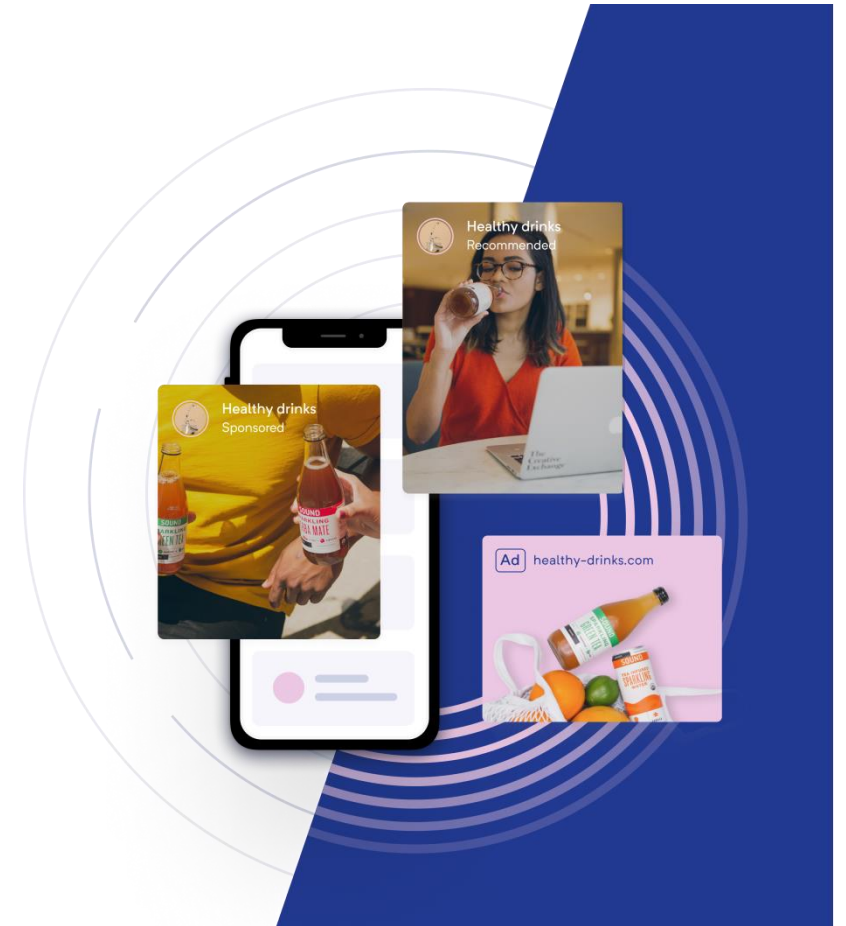
Native advertising is the use of paid ads that match the look, feel, and function of the media format in which they appear. They are often found in social media feeds, or as recommended content on a web page. Unlike display ads or banner ads, native ads don't really look like ads. They look like part of the editorial flow of the page.

Native ads work. They have 18% more purchase intent than banner ads and 53% more attention.

It's also no surprise that 93% of shoppers prefer brands that put some effort into creating something unique to get their attention.

There are many benefits to native advertising:

- Never intrusive — avoid banner blindness by serving relevant content, suitable to a user's interests.
- Truly organic placements — organically intertwine advertisements into a user's website interactions with native ad placements, free from irritation.
- Stand out by blending in — utilize a more subtle and indirect selling approach, rather than standing out as purely hard-sales advertising.
- Higher click rates — by definition, native advertising has a 60% higher CTR.



Email Plus

Market ads to your perfect audience at the right time, through the right channel using a proprietary database with over 280 million consumers nationwide.

Email Plus allows you to target hundreds of unique traits and interests. It will help you find and understand your ideal customer.

Utilizing our Email Plus campaigns will allow your brand to target your audience. We optimize your campaign based on how your customer engages, and their areas of interest.



Postal

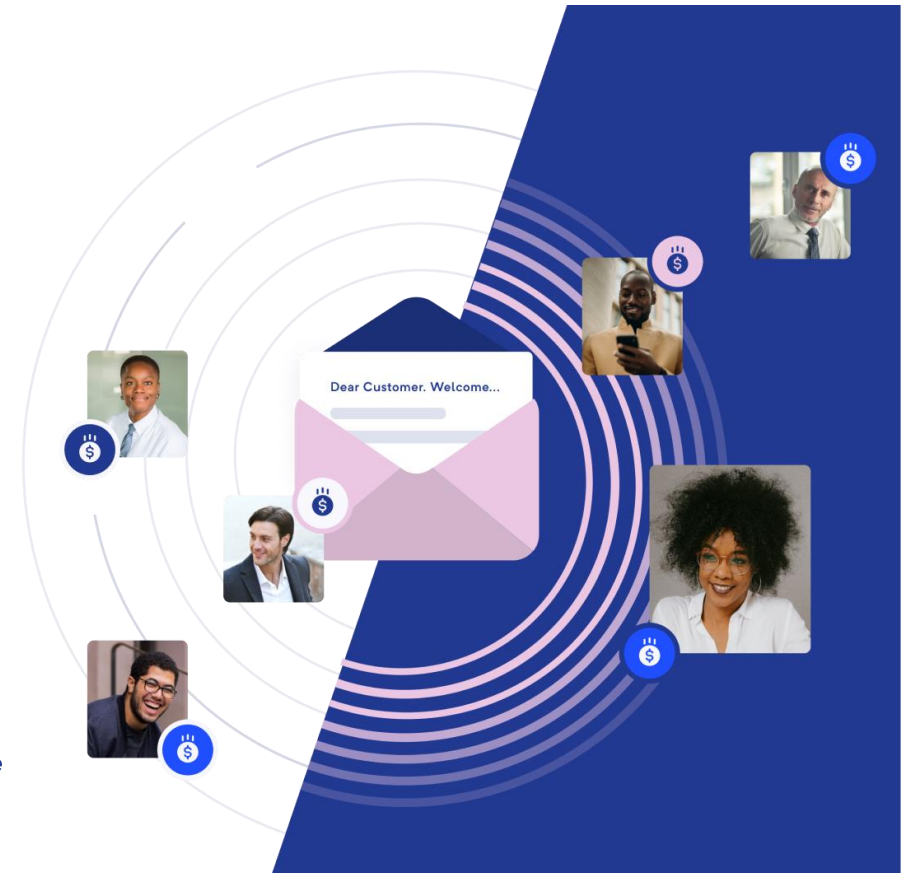
While much of the world focuses strictly on online advertising, you can get the best of both worlds with online and postal. This combination allows you to reach customers while they are off-line as well as online.

Direct mail is still a critical marketing component for many of our clients. 66% of people said they trust ads they get in the mail.

Our highly effective mailing lists and support services allow our clients to reach the mailbox of those they intended to reach and eliminate waste from undeliverable addresses.

We rigorously process our postal data to ensure the freshness and deliverability of each record to include:

- CASS Certification — clean and standardize U.S. postal addresses and maintain a fully deliverable database
- NCOA — identify change of address information to reduce undeliverable mail
- Zip+4 coding - add the ZIP+4 to every recognized address to ensure delivery
- Track results with ease



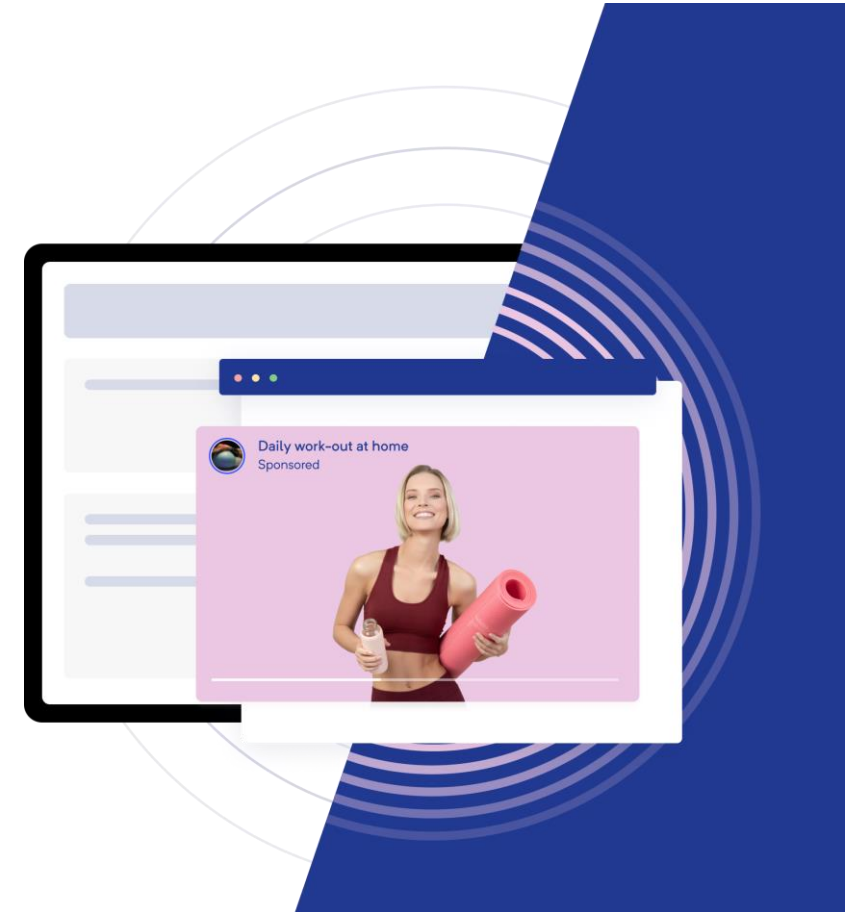
Video

The future of content marketing

Video marketing is arguably the most popular advertising medium used today. Currently, 87 percent of online marketers use video content in their marketing strategies.

Worldwide, 51.9 percent of marketers cite video as the content strategy that produces the best Return On Investment (ROI). More specifically, surveys show that video content embedded in your website's landing page can increase your conversion rate by 80 percent.

Video advertising puts messaging before, during, and after videos, creating opportunities to engage high-value audiences. With Datasys, you can use audience data to refine your strategy and provide consistent, relevant ad experiences in real time.

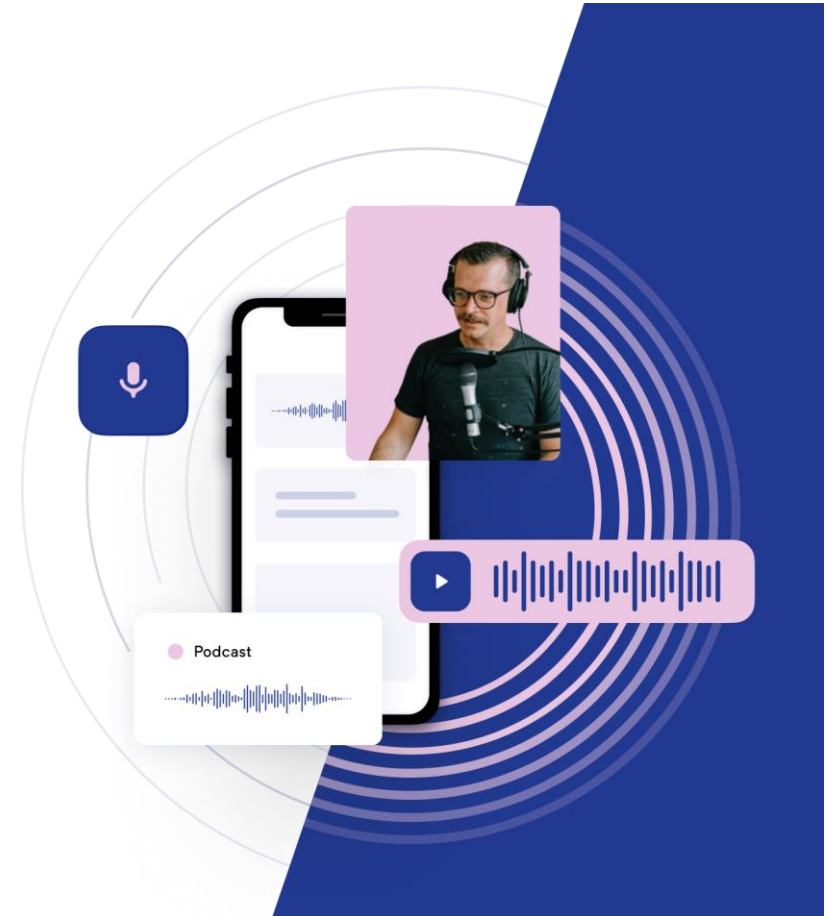


Audio

Whether it's podcast, streaming music, or digital simulcast, publishers can maximize revenue from their content while optimizing the listening experience. They do this by managing the precise ad insertion into any digital audio content.

Datasys provides audio ads regardless of the platform. This allows you to run your audio ads wherever your customers are listening:

- Smartphone — Take your mobile marketing everywhere music, news, and podcasts are played.
- Audio speaker — When screens are off, audio is on.
- Desktop or Notebook — Or a tablet, get you heard in the moment.

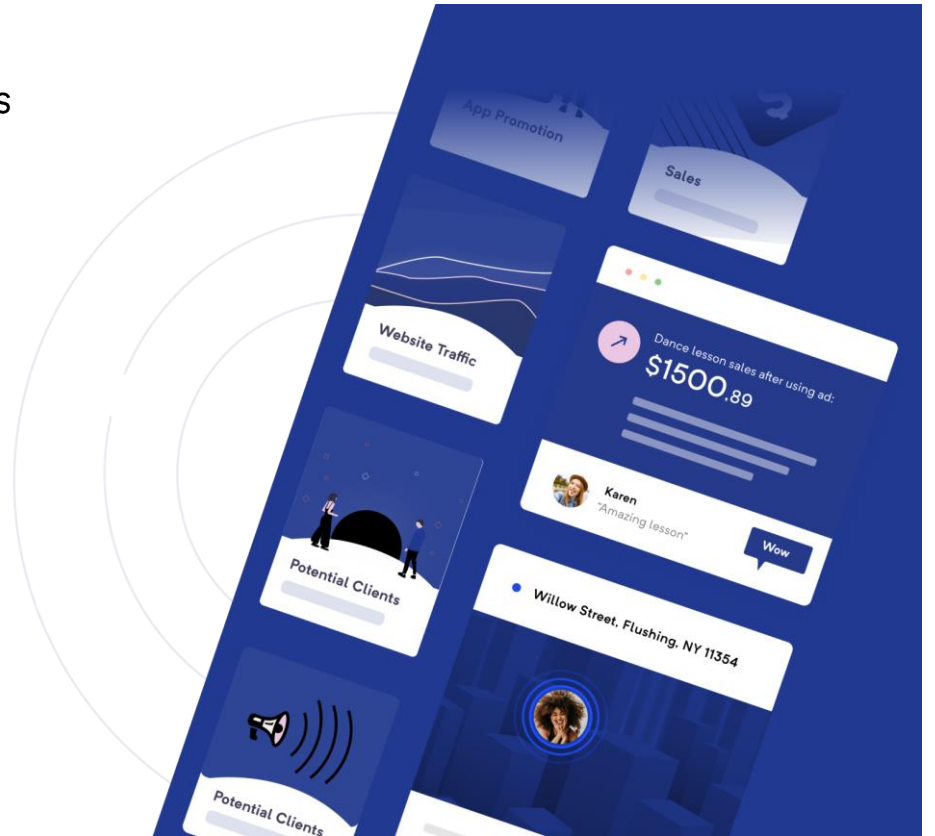


Creative

Datasys works with some of the top brands in the country and can help create content and design that not only looks professional but encourages engagement. All of our creative services are done in-house to ensure the highest level of quality and a fast return.

Creating the perfect ad campaign, landing page, website or other brand assets has never been easier:

- Improve your marketing efforts with content that encourages engagement
- Digital content designed to ensure compatibility with all mobile devices
- Create a new look for your company, one that will be easy to remember





Datasy's

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