



**Webinar: Begin Offering
Programmatic Advertising Today**

July 12, 2016

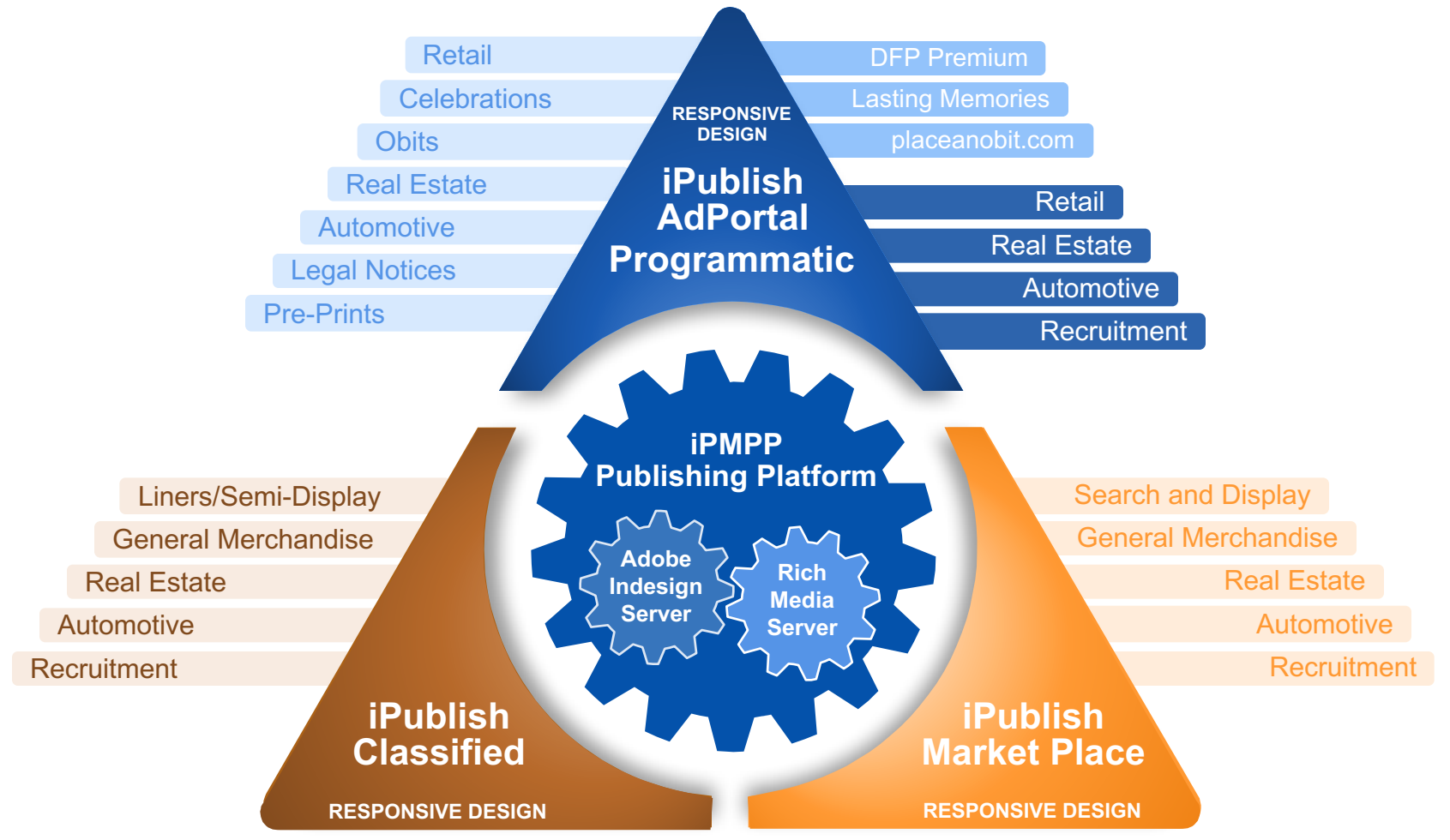
Today's Webinar

- **iPublishMedia Overview – 10 minutes**
 - Brian Gorman, co-Founder and VP of Sales
 - Formerly Wave2 Media Solutions
 - Overview and Brief Update
- **Bay Area News Group – 15 minutes**
 - Eric Bloom, Director of Real Estate
 - Overview of and Demonstration of LeadHax
 - 1st programmatic self-service solution powered by iPublish AdPortal Programmatic for Realtors
- **AdCellerant – 15 minutes**
 - Brock Berry, Founder and CEO
 - Overview and Demonstration of proposals.marketing
 - Integrated with iPublish AdPortal Programmatic Specs
- **Questions and Answers – 20 minutes**

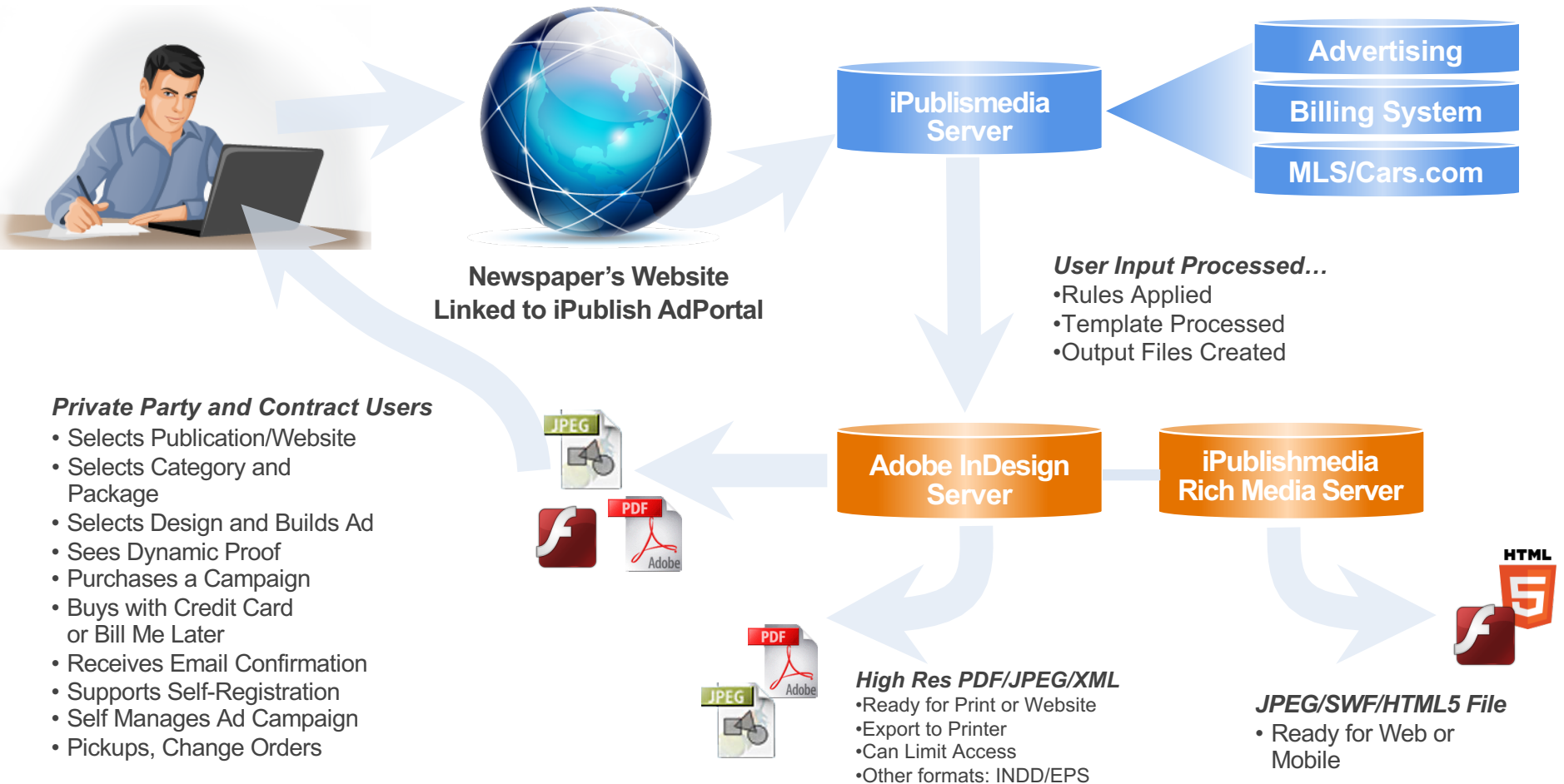
iPublishmedia Overview

- Name change to iPublishmedia Solutions effective immediately
- The industry's leading e-commerce platform
- 400 websites and growing in the US
- Rock solid software offers flexibility, scalability and clear ROI
- We enable you to sell & publish any print or digital ad
- Any Ad Anywhere Anytime
- In 2016 have developed HTML5 with programmatic capabilities
- Available within the AdPortal platform
- No need for a separate system to do programmatic
- Leverage the advanced integration of AdPortal for newspapers
- Offering a complete solution including DSP campaign management

iPublish Product Suite



How does it work?



AdPortal Programmatic



Today's Presenter



Eric Bloom

Director of Real Estate
Bay Area News Group

- **Bay Area News Group**
 - Overview of and Demonstration of LeadHax
 - 1st programmatic self-service solution powered by iPublish AdPortal Programmatic

LeadHax

Real Estate Universe

Agents know they need a digital presence and many Brokerages do try to support but...



- Digital solutions available for the Real Estate industry are very fragmented, complicated and expensive.
- Digital Spending - agents and brokers, up 2.2% this year, to \$13.9 billion. They spend 75% of their ad budgets on digital. (Borrell 2015).
- Our goal was to create a completely self serve online advertising solution for Real Estate.
- **It had to be simple, powerful and affordable**

LeadHax

Hax is a new term for “having an advantage or trick up your sleeve” like Cleaning Hacks or Life Hacks. We want to get Realtors leads and listings so it is named LeadHax.

Let’s look at the video and then let’s build a live ad!

Leadhax.com





Bay Area Real Estate Agents

Start capturing sizzling-hot, local leads today.

Local buyers and sellers want to hear from you.

So why aren't they?
It's time to start advertising to customers primed for buying and selling a property today.

Whether it's a one-of-a-kind home you're eager to sell or personalized services you want to promote, advertise effortlessly with LeadHax to command the market before your competitors do.

92% of buyers use the Internet for house hunting. **Sellers interview only one agent 66% of the time.**

Advertise. Capture. Close.
Packages start at just **\$99**

Use LeadHax today to make sure that **agent is you.**

LeadHax
leadhax.com

Online real estate advertising made **simple**

[Learn More](#)

Begin targeting eager buyers and sellers living right in your backyard!

LeadHax

The business model is simple

Digitally target Realtors with a strong video and a descriptive landing page/Adportal and watch them sign up.

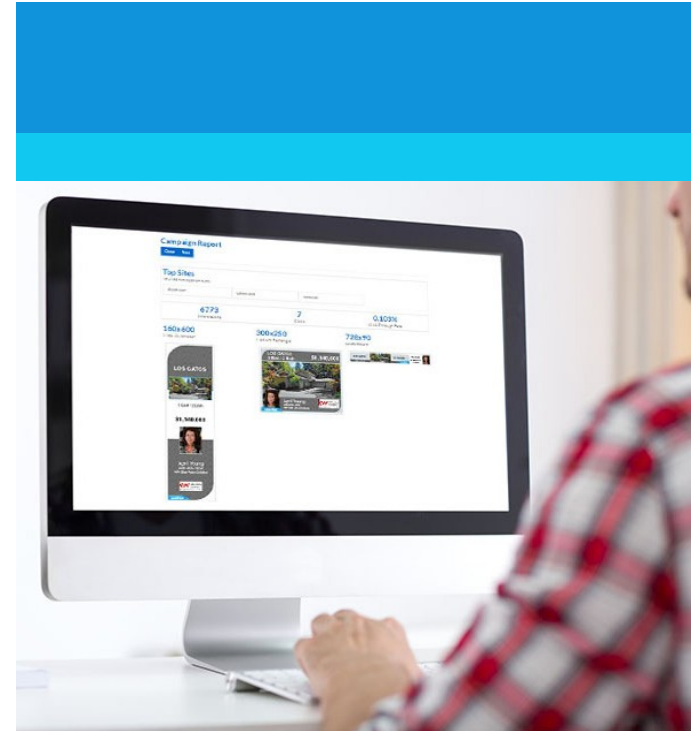
Side benefit is that in our local market the Brokers love that the agent pays/commits to the ad and the Brokerage gets the branding.

How do we do it

- Partner with MLS / Data Syndicators
- Design a powerful and simple Ad Creator
- Place on the most powerful DSP with advanced targeting features usually reserved for campaigns that cost thousands

The real story is the power behind the solution

- Access to pretty much all sites that are available programmatically
- Programmatic real time bidding
- Over 30 Real Estate Intent data segments
- Desktop, mobile, tablet, cross device, mobile and more
- And Retargeting



We create strong reporting which keeps them coming back

LeadHax Demonstration

LeadHax

Today's Presenter



Brock Berry
Founder and CEO
AdCellerant

- **AdCellerant**
 - Overview and Demonstration of proposals.marketing
 - Integrated with iPublish AdPortal Programmatic



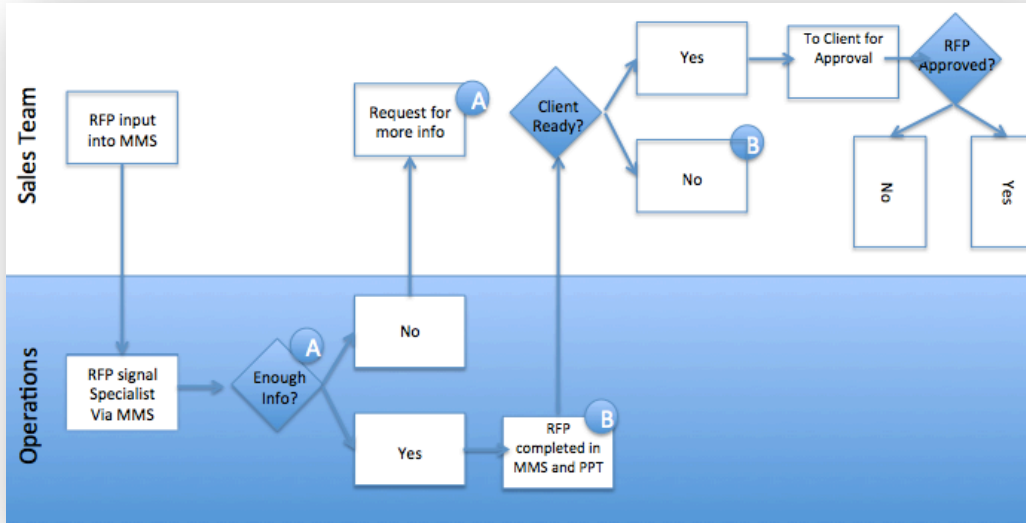
AdCellerant – proposals.marketing

Many of our partners are trying to manage several different order entry systems, order management systems, order forms, creative processes, etc. and trying to solve for request for proposals. This complex web of processes costs time and money for all departments.

proposals.marketing helps solve for some of these challenges by simplifying the proposal process, placing all of the necessary order information into one consolidated form, while helping standardize pricing, naming conventions, terminology and forms. The following outline shows how the average team is structured and how this application not only accelerates revenue but simplifies processes, spec ads, creative and naming conventions, etc.

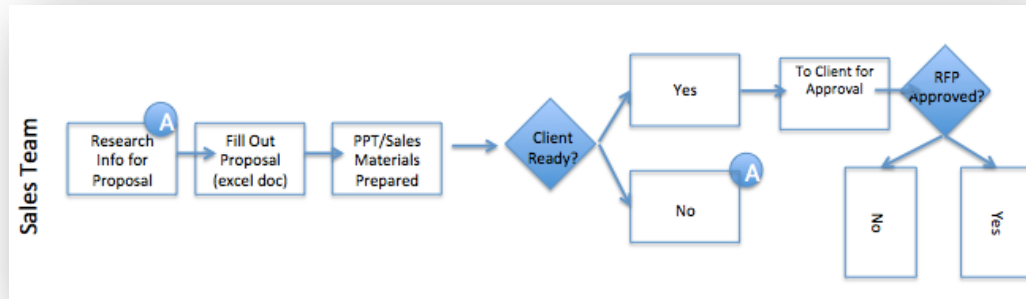
AdCellerant – proposals.marketing

Common Process
Sales / Ops



2-3 Day Turn

Common Process
Sales Only



1-2 Day Turn

Advantages: Sales team has the ability to go to operations/centralized team to get proposals

- This process has certain advantages including better quality proposals, more accurate information, standardized language for execution and saved sales time, consistent forms

Disadvantages:

- Slower process, typically 2-3 day turns
- Largely an expensive human process
- Cumbersome intake forms that sales doesn't want to use
- Poor information in, poor information out

Advantages: Sales team prepares their own proposals

- This process has certain advantages including better speed, the sellers knows the proposal personally

Disadvantages:

- Still slow process, typically 1-2 day turns
- Often not sold to full potential
- Less standardization in naming, forms and ultimately order information
- Consumes a lot of sales time

proposals.marketing Demonstration

proposals
 marketing

Today's Webinar

- Questions and Answers – 20 minutes



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LeadHax

