

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?





Newspaper's Website Linked to iPublish AdPortal iPublismedia Server **Advertising**

Billing System

MLS/Cars.com

User Input Processed...

- Rules Applied
- Template Processed
- Output Files Created

Private Party and Contract Users

- Selects Publication/Website
- Selects Category and Package
- Selects Design and Builds Ad
- Sees Dynamic Proof
- Purchases a Campaign
- Buys with Credit Card or Bill Me Later
- Receives Email Confirmation
- Supports Self-Registration
- Self Manages Ad Campaign
- Pickups, Change Orders







Adobe InDesign Server iPublishmedia Rich Media Server



High Res PDF/JPEG/XML

- •Ready for Print or Website
- •Export to Printer
- Can Limit Access
- Other formats: INDD/EPS



JPEG/SWF/HTML5 File

 Ready for Web or Mobile



AdPortal Programmatic





Eric Bloom

Director of Real Estate

Bay Area News Group

Today's Presenter

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





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

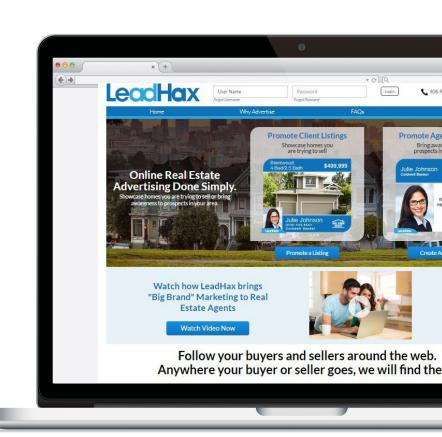


LeadHax

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







Online real estate advertising made simple

Learn More

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

LeadHax



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 \$99

Use LeadHax today to make sure that agent is you.



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 devise, mobile and more
- And Retargeting



We create strong reporting which keeps them coming back



LeadHax Demonstration







Founder and CEO
AdCellerant

Today's Presenter

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.

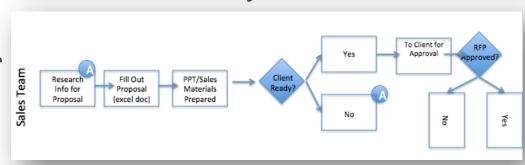
proposals.marketing helps solve for some of these challenges by simplifying the proposal process, placing all of the necessary order information into one consolidated form, while helping standardize pricing, naming conventions, terminology and forms. The following outline shows how the average team is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



AdCellerant – proposals.marketing

To Client for Yes Approval approved? Sales Team Client Request for RFP input Ready? more info into MMS No N Yes No Operations RFP signal Specialist Via MMS completed in Yes

2-3 Day Turn



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

Common Process ales

Common Process

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AdCellerant – proposals.marketing

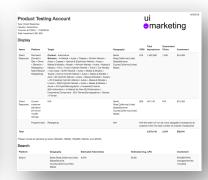
Step #1 – Seller provides 7 basic pieces of information



Step #2 – Seller provides budget and optimizes plan



Step #3 – Seller selects sales materials and sends to client



Process Improvement: The process is greatly simplified and the sales process is sped up considerably vs any alternative option. Now the same thing that required several teams, gathering information, multiple keying efforts and inconsistent forms can be complete in minutes through a single application.

Advantages: Sales team prepares their own proposals in proposals.marketing application

- Proposal time is shortened from days to minutes
- Proposals have consistent look and feel
- Pricing is consistent and reliable across an entire enterprise
- Fewer resources required
- Standardized language for operations benefit
- Strategic proposals for advertisers
- Opportunity for seller to see share of voice and up sell their clients
- Several layers of manual keying removed from process
- Consistent sales materials used through the field
- Allows for sales managers to make pricing changes and sales material changes quickly that effect the entire sales force
- Encourages multiple product sales
- Encourages larger deal size proposal
- Helps seller look like the expert



proposals.marketing Demonstration





Today's Webinar

Questions and Answers – 20 minutes





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