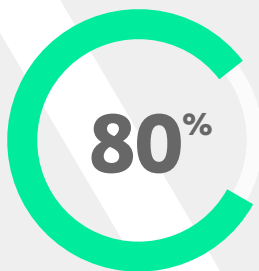


Increase Ad Engagement by 2x on Mobile

Today's consumer checks their mobile phone 46x a day. It's why you're investing in Facebook and Instagram ads. How do you make those ads work better? Make them more relevant by connecting consumers through their nearest location – not your national headquarters.




- **Generate up to 2X more engagement, 75% higher CTR with ads personalized for every neighborhood**
- **Drive awareness and sales directly to each store, shop, or restaurant**
- **Enable store operators and franchisees to use approved ads within specified budgets**
- **Directly track and measure the increase in foot traffic at each store, area, or region**

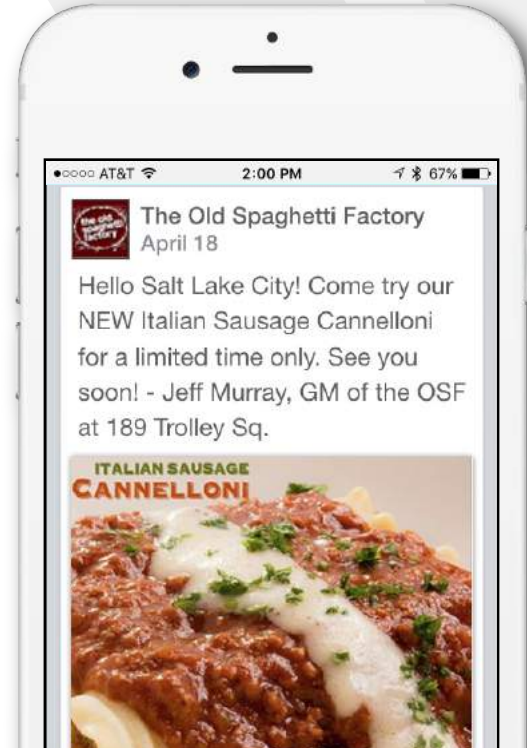


80% of all Mobile Engagement is through MomentFeed partners.






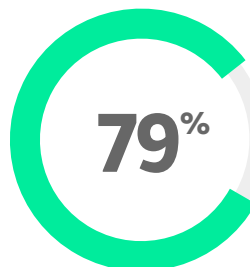
Unprecedented Relevance

-  **Run Scalable Campaigns, For Each Market**
Launch individual campaigns that populate specific, relevant information for each location.
-  **Harness the Authenticity of the Neighborhood**
Communicate with each location's customers, directly from their nearest store or personally from the manager.
-  **Serve Ads Consumers Want**
78% of consumers want ads customized based on their location. 32% went on to visit or buy.



Unparalleled Reach

-  **Optimize Ads Your Customers Will See**
1 in 5 mobile minutes is spent on Facebook. As a Facebook Advertising Partner, we can help you improve performance on the networks that matter.
-  **Target with More Flexibility**
Reach more customers and lookalike audiences with our enhanced flexibility within Facebook's Ads Manager.
-  **Reach Customers as They Engage with Your Brand**
Client data shows that 96% of Facebook impressions happen on individual store pages compared to brand pages.






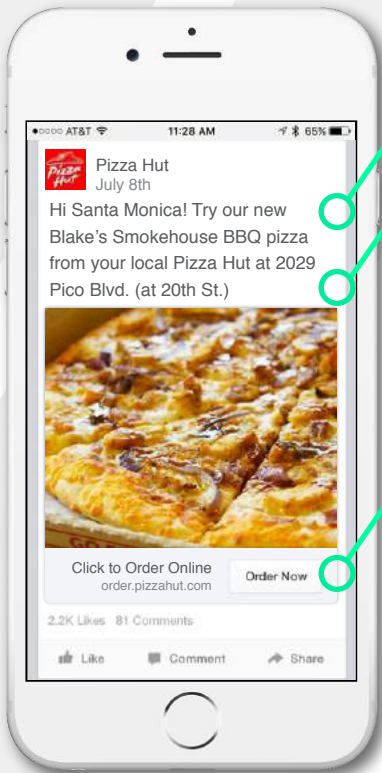
With MomentFeed, Pizza Hut saw a 79% improvement in CTR on their Facebook ads.

Features

Mobile Ad Networks

Manage and measure campaigns across multiple networks through the same system

-  Facebook Ads
-  Instagram Ads
-  Google Adwords



Scalable Neighborhood Campaigns

Increase authenticity and consumer relevance by running ads from each of your Facebook Local pages. Personalize ads with dynamic fields that describe the local store

- Regional Promotions**
Regional Products / Specialty Items
- City, Address, Store Manager**

Online Interactions that Drive Offline Transactions

Easily add CTAs that drive in-store foot traffic

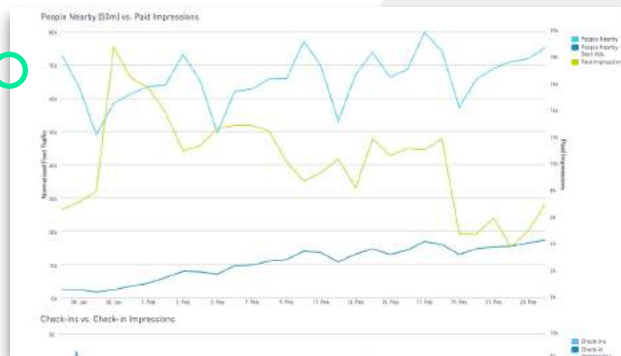
- Click to Call**
- Click to Order**
- Click for Directions – using any mobile navigation app**
- Click to Buy (on your ecommerce website)**

Turn Local Operators into Digital Marketers

- Allocate your national advertising budget to each store
- Enable operators, franchisees or store managers to manage their own ad budget allocation, choosing from pre-approved brand campaigns
- Maintain corporate branding standards while empowering locations to make advertising decisions

Online AND Offline Attribution

- Prove ad effectiveness of campaigns on in-store sales
- Graph alongside Google My Business and Facebook People Nearby data for a complete view of the in-store impact of your localized ads
- Understand potential audience, impressions, reach across both brand and local pages



Mobile Customer Experience Management Platform

Paid Media Manager is a modular addition to MomentFeed's MCX platform. Paid Media Manager leverages accurate location data to ensure the ads served reflect the attributes of the nearest location, all the time. Paid Media Manager works in conjunction with other MCX modules: Social Media Manager, Location Finder, Reputation Manager, and Searchlight.