

DM Multi-Location™

The all-in-one, predictive media solution built for multi-location brands



START LOCAL TO BUILD GLOBAL: UNLOCKING BRAND PERFORMANCE WITH HYPER-LOCAL MEDIA INNOVATION

DM Multi-Location™ is an all-in-one solution that enables brands in all industries to drive local engagement and adoption while ensuring a consistent media experience across the geographic footprint of a brand. And by leveraging a multi-channel media strategy, brands can mirror the fluidity of their customers' experiences, ensuring the brand remains top-of-mind across various platforms specific to every location served, whether that's 10s or 1000s of local areas.

OVERVIEW








Today's media landscape demands a dynamic approach from multi-location brands, one that seamlessly bridges the gap between physical storefronts or services and the digital realm.

Multi-location brands face the challenge of connecting with consumers searching for decision-making information anywhere, at any time, and on any device, be it online or offline – and they expect location-specific results. Digital Mouth empowers you to navigate this complex landscape with ease and efficiency, while building a stronger global brand through local growth.

Backed by powerful data science, DM Multi-Location optimizes digital media with predictive analytics, eliminating ad waste and maximizing efficiency. And by blending sophisticated targeting capabilities, it delivers local, tailored content, ensuring advertising resonates with consumers on a personal level.

From roll-up reporting to location-specific metrics, our Data Experience Cloud provides the data needed to measure success and make informed decisions, while gaining valuable insights into the performance of your advertising efforts at both a macro and micro level.

SOLUTION SNAPSHOT:

-  National to Local Media Automation
-  Proprietary Targeting Capabilities
-  Predictive AI
-  Media Scenario Tester™
-  Predictive Performance Index™
-  FootFlow™ Attribution Model
-  Data Experience Cloud

THE CHALLENGE

Multi-location brands face unique hurdles in maintaining brand consistency across 10s to 1000s of locations, adapting to those local markets, executing effective digital strategies across multiple channels, and making an impact in increasingly competitive and noisy communities. It's no surprise then that most brands see these as common challenges and obstacles to successful brand growth.

Achieving Brand Consistency

Dispersed market demands, decentralized marketing efforts, and inconsistent management of digital channels fragment brands and create conflicting personas across platforms and geographies.

Adapting to Local Markets

Competition from agile local businesses, varying consumer behaviors, and the need to balance brand consistency with regional flexibility make a one-size-fits-all approach ineffective.

Multi-Channel Execution

Creating a location-specific and connected customer experience requires navigating an ever-growing number of digital channels and leveraging customer data to determine where to invest time and resources.

The good news is that these challenges signal fresh opportunities for multi-location brands to leverage technology to streamline marketing efforts, centralize and integrate different sources of data to overcome complex challenges, and increase loyalty in today's empowered consumer landscape.

Digital Mouth tackles these challenges head on and empowers multi-location brands to cohesively deliver multi-channel, digital media experiences that enable:

- 01 Brand Cohesion**
Maintain brand consistency across all digital channels for an entire footprint while still catering to local audience preferences.
- 02 Dynamic Strategy Adjustments**
Tools enable brands to adapt media strategies quickly to compete in evolving markets and remain relevant among target audiences.
- 03 Local Empowerment**
Equip brands to align local initiatives with national strategies and optimize resources effectively to better compete in-market.
- 04 Privacy-First Advertising**
Navigate privacy concerns by implementing advanced targeting methods that protect user data while delivering measurable outcomes.
- 05 Transparent ROI**
Advanced data science provides a meaningful view of the return on media spend, ensuring transparency and better decision making.

83%



of audiences prefer
personalized ads
and promotions
based on their
location

Built for scale, DM Multi-Location™ empowers brands in all industries to drive local engagement and adoption while ensuring an on-brand experience across all stages of the local consumer journey for every location served. It leverages sophisticated data science and predictive AI to customize audiences to local needs, provide superior performance on high volumes of localized campaigns, and deliver efficiently to drive

Whether protecting brand consistency across 10s to 1000s of locations, expanding markets and supporting acquisitions, or responding to competitive threats, the solution is designed to address specific use cases across the brand lifecycle in an all-in-one platform.

Digital Mouth combines the planet's most robust cross-channel capabilities with a full suite of targeting tactics to deliver powerful, efficient, and ROI-driven media buying solutions. By unlocking worldwide programmatic reach and leveraging localized targeting, we craft dynamic, insight-driven media experiences that deliver precise, impactful content exactly when it matters most.

Emerging

Site Retargeting

- API integrations automate the creation, optimization, and delivery of campaign ads across channels
- Intelligent performance monitoring detects underperforming channels, or other campaign variables, for specific locations and automatically deactivates or adjusts after human approval

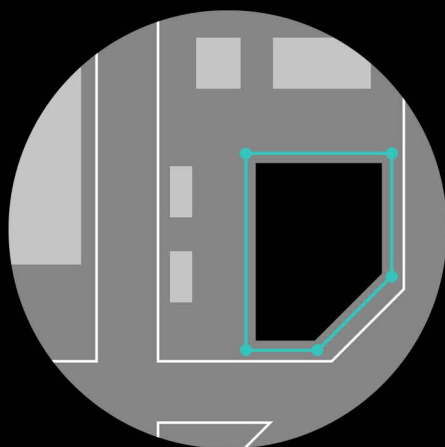
PROPRIETARY TARGETING FOR MULTI-LOCATION BRANDS

Competitive Geo-Fence Targeting

With our competitive geo-fencing tool, we quickly identify and accurately implement target fences for use in advanced audience targeting. For example, shopper advertising for a discount grocer could target national grocery brands like Kroger, Albertso's, Publix, and Wegmans within a specific mileage radius of their own brick-and-mortar locations. Leveraging a resource with swift implementation and precise targeting significantly enhances our capacity to scale campaigns effectively for multi-location brands who must quickly and accurately identify and target competitors near each of their store locations.

Wouldn't it be nice to know how many users went to a nearby Kroger store, saw my ad, then visited my store? Our detailed store-level reporting provides clear and insightful information, helping to fully illustrate how our ad delivery impacted the consumer buying journey for customers. Additionally, we offer Geo-Conversion Lift reporting, which shows the percentage increase in incremental visits generated by targeting ads to a specific audience, compared to visits from users who went to the location without being influenced by an ad.

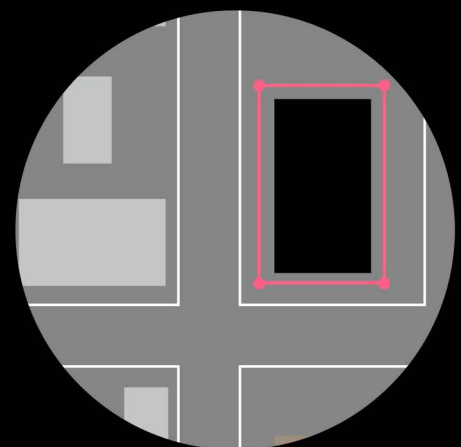
COMPETITOR LOCATION



Targeted user first identified via Competitor Geo-Fencing



YOUR LOCATION



Targeted user visits your physical location (conversion)

*See FootFlow™ Attribution Model for conversion recognition and reporting details.

PROPRIETARY TARGETING FOR MULTI-LOCATION BRANDS

Addressable Audience Curation

Our Addressable Audience Curation tool targets custom audiences at the household level in real-time, utilizing over 3,000 demographic and psychographic factors. It employs the same conversion zone technology for each campaign, using GPS data combined with plat lines to match each address to its exact physical location, shape, and size. The system then automatically constructs a target fence around each property to deliver ads across devices within the household.

The same can be done with target-fenced businesses. Variable recency settings allow us to target potential customers from these audiences with ads for up to 30 days after they visited a physical store location. With conversion zones around multiple locations, brands can measure the number of users who visited one of the stores in-person after having been delivered an ad. This allows for reporting on individual store visits attributable to the Addressable Geo-Fencing.

126M

U.S. households
within reach

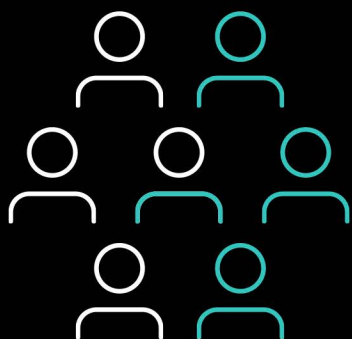
90%+

average match
rate

3K+

audience data
variables

HOW IT WORKS



Establish your location preferences, such as targeting households within a specific DMA, e.g. Chicago, IL



Create an audience profile by selecting attributes you want to target, such as college graduates with an open student loan balance



Apply Boolean logic (and/or) to merge audience attributes or target them separately. For example, target college students with an open student loan balance, or just college graduates

CASE STUDY

National Auto Parts Retailer Drives Visits to Locations Across U.S. with Addressable & Conversion Zone Solutions

Overview

One of the nation's largest auto parts retailers representing multiple brands and thousands of locations across the country partnered with Digital Mouth to drive in-store foot traffic to hundreds of retail locations. With many competing brands aiming to reach the same consumers, an addressable programmatic strategy was deployed throughout the buyer journey to connect audiences with timely and relevant content.

How We Did It

Addressable Audience Curation

Custom audiences were created by tapping into location data and choosing variables to reach individuals within a 10-mile radius around 1,200 of the brand's store locations actively engaging with content related to automotive repair.

Addressable Geo-Fencing

Each audience address was matched to the exact physical location, shape, and size of the property using GPS data paired with plat lines. Competitive fencing was also used to capture users who visited 5,425 competitor storefronts in-market.

Native Programmatic

Native contextual advertising helped visually showcase the retailer's products while delivering ads alongside relevant content across three device types: mobile, tablet, and desktop, without disrupting the user experience.

Conversion Zones

Conversion zones were created around the retail locations to measure in-person visits from audience members who were previously served an ad. Therefore, when a user visited one of the stores after being served an ad, they counted as an offline conversion.

The Results

7,969

Display Actions
(in-store visits)

\$3.29

Total Display CPSV

\$1.92

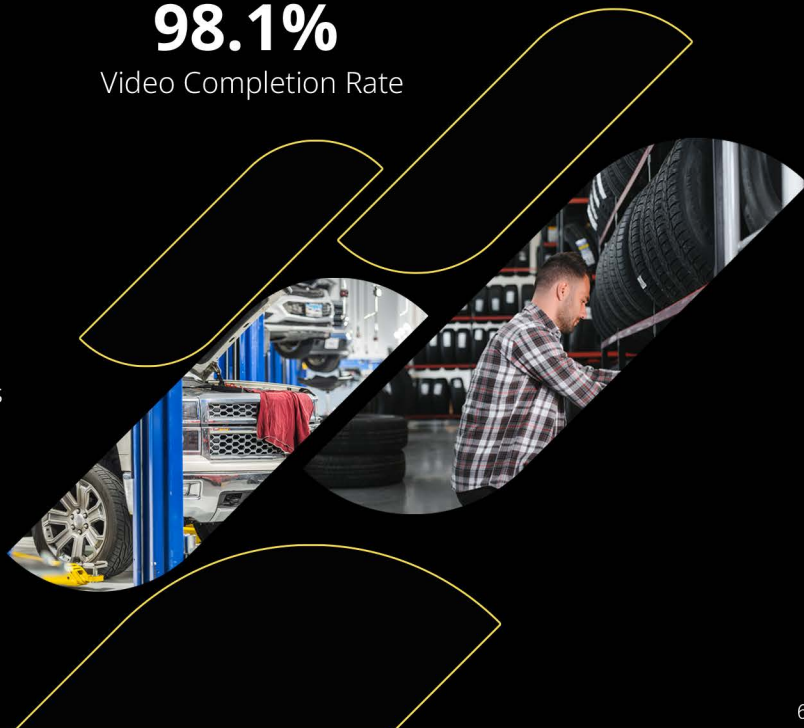
Total Native CPSV

0.33%

Native CTR
(3X industry avg)

98.1%

Video Completion Rate



CONVERGENCE OF PREDICTIVE AI & MEDIA EFFECTIVENESS

Machine learning, natural language processing, and predictive analytics are integral to our DNA, and we're motivated to transform the way brands use and benefit from AI to multiply media impact on their business. Our suite of predictive AI solutions ensure that experienced humans can leverage cutting edge tools to ensure hyper-complex campaigns are fully optimized at scale.

Scenario Tester™

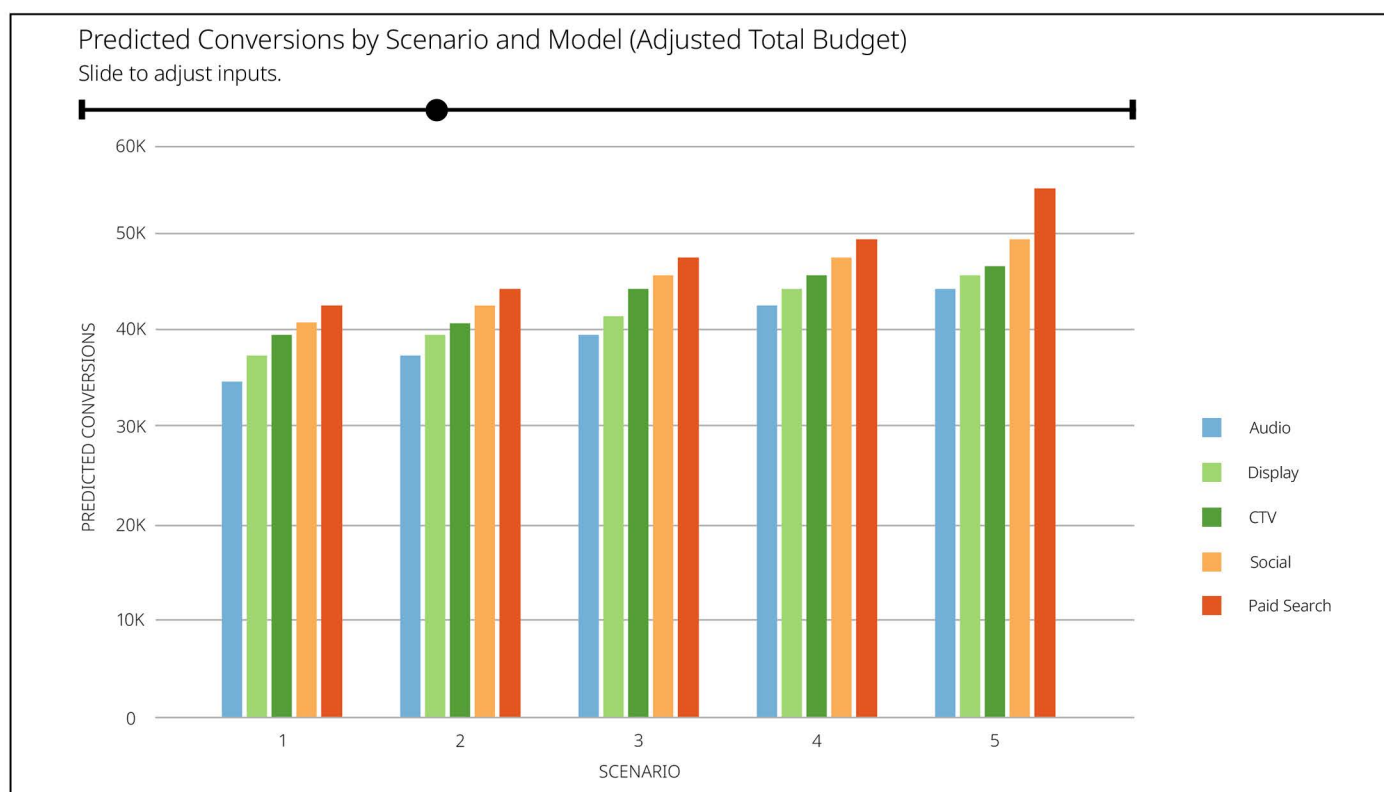
Fear of the unknown can be a powerful driver of some of the worst media investments. Imagine the ability to predict how changes in markets, consumer attitudes, product offerings, store locations, pricing, promotions, and competition could affect your media performance. Scenario Tester uses predictive analytics and AI to see the potential impact of custom scenarios on your investment before these events take place.

It allows for proactive decision making around alternate variables by easily creating "what-if" scenarios based upon business dynamics, external factors that impact media planning, channel mix, and budget fluctuations.

Connect the What-Ifs to What-Nows

Potential Use Cases:

- Visualize reallocation of media spend across channels based upon budget changes
- Evaluate media effectiveness against new competitive activity in market
- Predict successful media conversions as prices to consumers fluctuate



**Dashboard example of Scenario Tester measuring the effect of budget changes on conversions across channels.*

CONVERGENCE OF PREDICTIVE AI & MEDIA EFFECTIVENESS

Performance Matrix™

For any multi-location retailer, restaurant, pharmacy, franchise, or hotel, capturing a real-time view of chain-wide performance is increasingly valuable for brands interested in attributing the health of multiple physical locations with relevant media investment.

Modern brands must react swiftly to trends, a goal they can more easily achieve by instantly accessing accurate, actionable multi-channel media and operational KPIs, to help improve revenue and better manage costs at a single location or across 1000s.

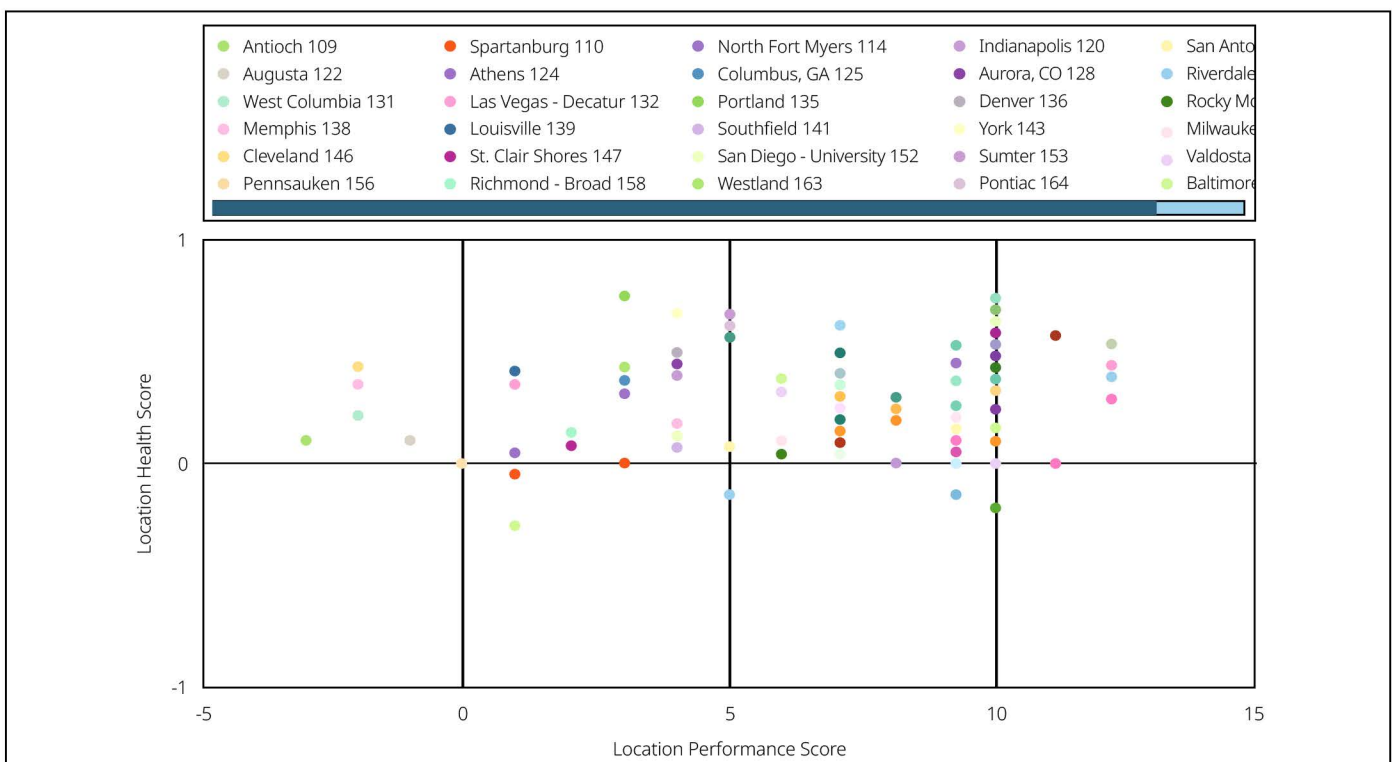
Performance Matrix directly attributes media performance to leading operational indicators of brand success through sophisticated machine learning. It provides companies with the visibility needed to ask the right questions that lead to location health. Its easy-to-use dashboard visually plots physical locations across a footprint to track and predict performance.

Predict Media Impact on Local Performance

This includes the effect media performance and conversion optimization can have on location foot traffic, purchases, or reservations across the entirety of a multi-location brand.

Potential Use Cases:

- Compare media mix, visitor numbers, and conversion rates across locations
- Visualize and attribute hyper-tuned media performance to location revenues
- Track location health with optimized media investment to better outcomes



**Dashboard example of Performance Matrix measuring the impact media performance and conversion optimization can have on location foot traffic, purchases, or reservations across the entirety of a multi-location brand.*

CONVERGENCE OF PREDICTIVE AI & MEDIA EFFECTIVENESS

FootFlow™ Attribution

As a multi-location brand, converting campaign audiences into brick-and-mortar foot traffic is a top priority. How can brands effectively link digital media spend to actual foot traffic? How can the same brands measure return on ad spend (ROAS) to ensure it positively impacts their bottom line? Digital Mouth helps answer both of these questions with FootFlow.

FootFlow allows for mobile advertising with store-level measurement and prediction across multiple campaign types, including display, video, native, and CTV, and allows for real-time campaign optimization. But it does more than just deliver ads to user devices.

It also attributes what targeted users then visited a physical storefront, allowing brands to assess all aspects of campaigns to see which elements deliver the strongest performance with the highest conversion rates at the lowest cost per visit (CPV).

Ad Exposure Drives In-Store Traffic

FootFlow's in-store traffic measurement and forecasting allows brands to:

- Better measure and predict store visitation patterns
- Align staff schedules with anticipated customer traffic volume
- Improve the customer experience online and in-store
- Implement omnichannel customer retention strategies
- Measure and forecast marketing effectiveness and ad impact

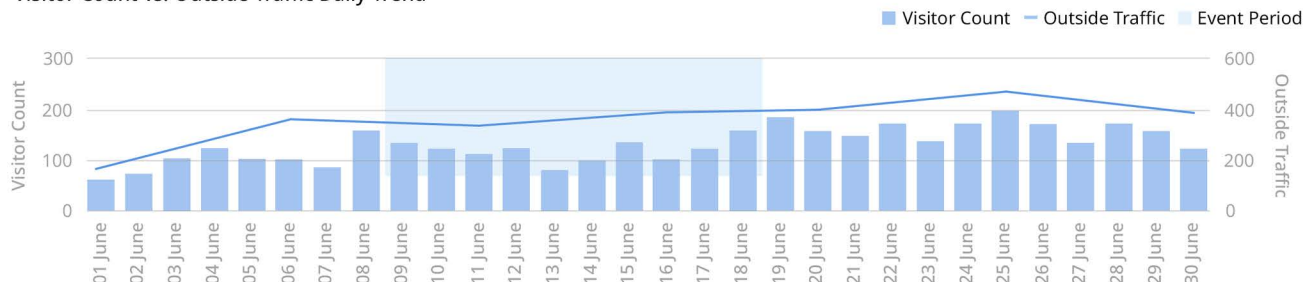
Media Effectiveness Report

Site: Houston 158 Report Date: 06/1/2024 - 06/30/2024

Summary Table

Month 6	User In	Turn in Rate %	Visit Duration	Returning Rate	Sales Conversion
Before Campaign	457	11.8%	10.1 mins	10%	10.2%
During Campaign	862	15.1%	18.2 mins	20%	14.3%
After Campaign	539	12.1%	12.5 mins	15%	13.7%
During vs. Before Campaign (%)	88.6%	27.9%	80.2%	100%	402%
After vs. Before Campaign (%)	17.9%	2.5%	23.8%	50%	34.3%

Visitor Count vs. Outside Traffic Daily Trend



DATA EXPERIENCE CLOUD

Reporting and Analytics

Align marketing spend on a single source of truth. For too long, marketers have had to stitch together their single view of the customer, resulting in excess time and costs spent on manual efforts with minimal results that don't scale - until now.

Deliver holistic insights faster with integrated customer and marketing data - in any format, from all sources, and across all channels - in near real time.

Power end-to-end media strategies, launch personalized engagements across channels at scale, and measure and optimize the impact of campaigns.

Bring a revenue focus to your data with more accurate conversion predictions right into your martech stack to activate stronger campaigns and drive more ROI.

Unlock the Power of Multi-Location Data

Our Data Experience Cloud and its easy-to-use dashboards enable brands to:

- Harness a fully managed, multi-cloud platform to minimize overhead, accelerate time to market, and deliver differentiated media experiences
- Deliver holistic insights with integrated customer and marketing data at the brand and local location levels with roll up and drill down reporting views
- Access intuitive experiences underpinned by AI, data science, and a secure data foundation to deliver the most impactful campaigns

Empower Your Teams with Predictive Insights

Our data science can also help your brand solve other challenges in measuring and predicting leading success indicators both at the brand and location level - all available in our intuitive, easy-to-use dashboard.

Calculate Engagement Scores

Assess customers' engagement with your brand across all channels - digital, in-store, and sales interactions - to make better customer decisions.

Predict Customer Lifetime Value

Collect and analyze factors that may impact customer lifetime value, such as buying frequency, product type, digital behavior, customer characteristics, and more.

Decrease Customer Churn

Use data and predictive analytics to gain insight into and drive the impact on customer turnover through real-time media interactions along the customer journey.

Analyze Brand Sentiment

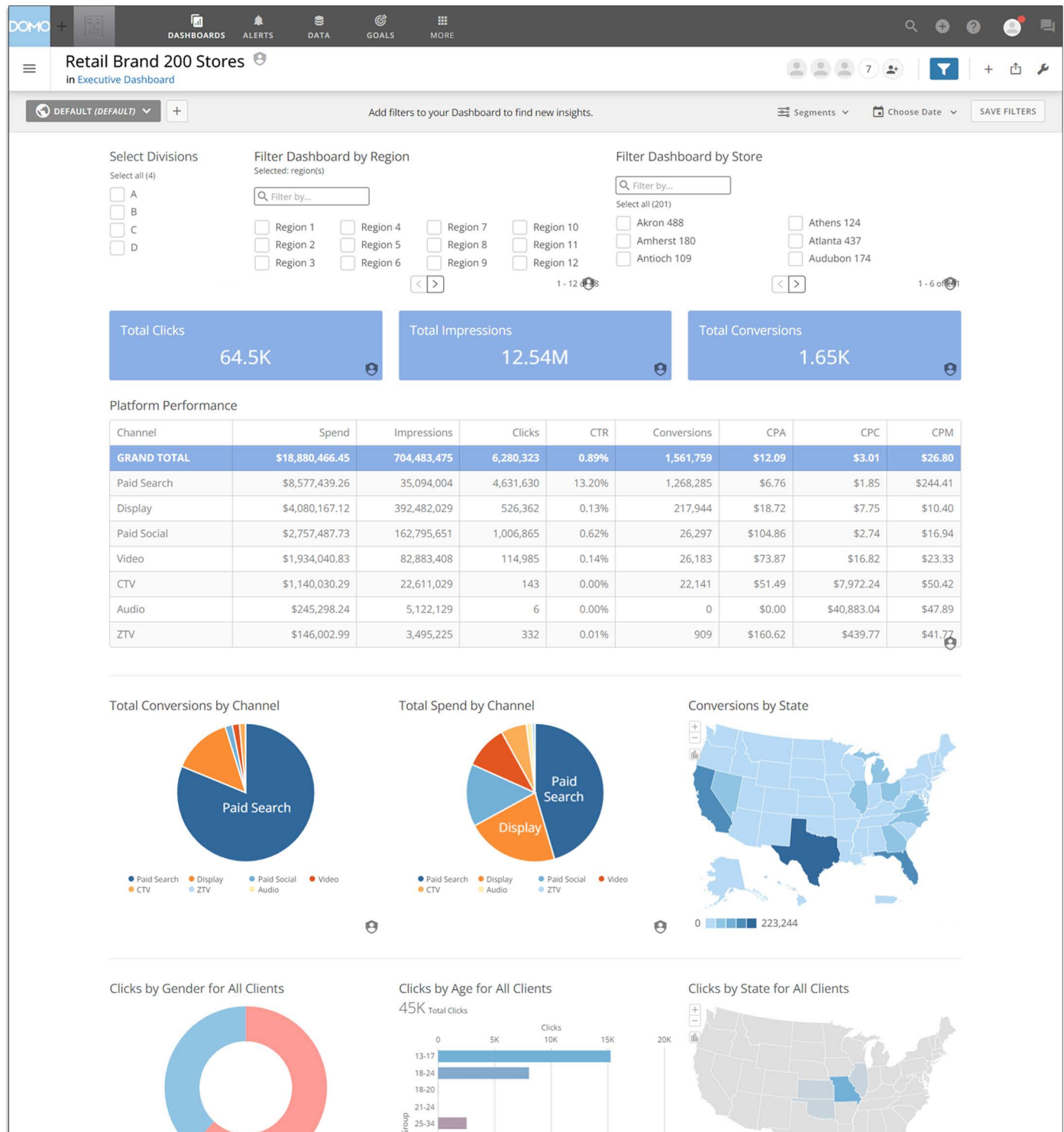
Quickly understand how customers feel about your products or brand by analyzing data from online reviews, emails, social media, engagement, and more.

Predict Price Changes on Sales

Use machine learning to analyze the effect of various price changes and other dynamics on products and services to predict customer demand, market penetration, and maximize sales.

DATA EXPERIENCE CLOUD

Reporting and Analytics Dashboard Example





Digital Mouth stands as an independent powerhouse in media planning, buying, and data science, unencumbered by the constraints of an industry dictated by global conglomerates. We offer a wealth of fresh, innovative ideas, unmatched expertise across all media sectors, and strategic partnerships to drive impactful results for your brand, regardless of industry or scale. Our team is made up of the best media experts and data scientists in the industry, continuously investing in the latest technologies to craft creative, effective, and measurable media solutions.

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