




















## CROSS-PLATFORM

- 
**Audience Targeted: Display & Video**  
 Uses first and/or third-party data to target consumers based on demographics, behaviors, purchase history/intent, or brand affinity
- 
**Content Targeted: Display & Video**  
 Aligns ad with relevant content at the article level based on content category and keywords
- 
**Search Retargeted: Display**  
 Delivers ads to consumers with a relevant search history (based on keywords and phrases)
- 
**Email Marketing**  
 Delivers messaging directly to inboxes of prospects with available match-back reporting
- 
**Retargeting: Display & Video**  
 Retargets consumers who have visited the advertiser site
- 
**Website Targeted: Display & Video**  
 Delivers ads to relevant sites based on topic
- 
**Native: Display & Video**  
 Integrates messaging directly into the pages of national and local publisher sites, mirroring the form and style of editorial
- 
**Custom AI Look-A-Like Modeling**  
 Ingests CRM data and/or pixel data collected from sites and apps to create AI generated Look-A-Like models for programmatic and social targeting
- 
**Streaming Audio**  
 Delivers audio messaging through some of the world's largest streaming platforms
- 
**Search Engine Marketing**  
 Delivers ads next to relevant search results



## MOBILE STRATEGIES


- 
**Polygonning**  
 Setting precise geographic borders to reach those within those boundaries
- 
**Geo-Fencing**  
 Targets mobile users based on their current location previously visited
- 
**Geo-Fencing & Foot Traffic**  
 Delivers ads to users based on location, and tracks foot traffic to your business

## SOCIAL MEDIA

- 
**Facebook and Instagram**  
 Amplifies image or video messaging to targeted users on Facebook and Instagram
- 
**Snapchat**  
 Captures engaged consumer's attention through targeted static or video ads based on their location and demographics
- 
**Pinterest**  
 Delivers static or video ads as users search for informative, engaging content and ideas
- 
**Tik Tok**  
 Provides unique engagement solutions and immersive formats to creatively and authentically connect with audiences
- 
**LinkedIn**  
 Positions your messaging in users' feeds in the world's largest professional networking environment
- 
**YouTube TrueView**  
 Broadcasts pre-roll across YouTube (advertiser only pays for ads not skipped)
- 
**YouTube Bumper**  
 Delivers 6 second, un-skippable pre-roll before video content on YouTube

## STREAMING VIDEO

- 
**CTV (Connected TV)**  
 Broadcasts video ads on television screens via streaming service- think large screen
- 
**OTT (Over the Top)**  
 Video ads that are delivered on phones or tablets via streaming service- think small screen

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@DDLADVERTISING 

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# DDL ADVERTISING KNOWS TRADITIONAL MEDIA.

WE GET SH\*T DONE.

## FROM BROADCAST CABLE TO RADIO, PRINT AND OUT-OF-HOME, WE PLACE NEARLY \$3 MILLION IN THIS REGION ALONE.

Traditional media buying services encompass a range of channels, each with its unique strengths and targeting capabilities. This process starts with defining your target demographic, including their viewing habits and preferences, to selecting the right channels, placements and time slots. Each of these traditional media channels offer distinct advantages for advertisers, from the tangible impact of print and the visual dominance of OOH, to the visual and auditory engagement of TV or radio. Together, they provide a comprehensive suite of options for reaching audiences through trusted and time-tested media. No matter the placement we work with different channels to negotiate placements based on factors like reach, frequency, ratings, and cost.

Once our team gets to work, we will make suggestions to help promote your business and/or product in the most effective ways possible. We work closely with all clients to determine the best way to include traditional media plans with strategic digital plans if budgets allow both. Each form of traditional media offers different advantages in terms of audience targeting, reach, placement and budget requirements. DDL Advertising will help navigate through this process and set up clients for success.



## LET'S TALK TRADITIONAL MEDIA

BOSS LADY AND HER TEAM ARE HERE TO HELP.



STACEY C. LIAKOS  
BOSS LADY

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