



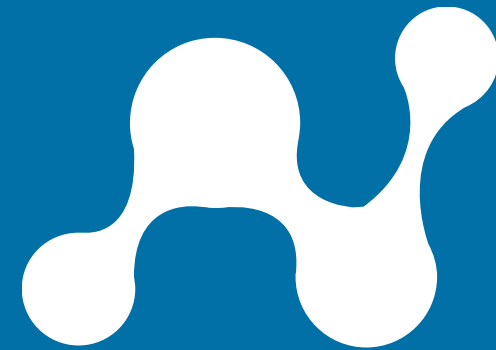
MULTI-CHANNEL MARKETING

MULTI-CHANNEL MARKETING

WHY DIGDEV

HOW WE CAN HELP

We are a multi-channel infomediary with unique data and proprietary technologies that is committed to providing businesses and consumers with the most valuable digital media and development services. DigDev Direct's current operations specialize in customer acquisition and customer retention programs for national and local brands through interactive marketing and electronic and mobile data campaigns.



MULTI-CHANNEL MARKETING

SEO & ADWORDS



SEO & GOOGLE ADWORDS

Our team has years of experience working for and with Google to get our clients on the top pages for competitive keywords while building local and national brand awareness.

Competitive Analysis

Know your internet competition and their current online marketing efforts.

Website Analysis

Improve and correct current website errors, including but not limited to 404 error pages, code structure and directory structure. Additionally, we will clean up your meta tags and descriptions.

Keyword Research & Analysis

Identify strategic keywords that improve rankings, conversions and ROI. One of these results without the others is an ineffective campaign.

SEO Copywriting & Link Building

We focus on producing and promoting valuable content online. The best way to raise your rankings and reach new audiences is by continually acquiring new links and creating rich content.

MULTI-CHANNEL MARKETING PERMISSION BASED EMAIL

EMAIL MARKETING

Proprietary Data

One of the most cost-effective marketing options, DigDev Direct owns a database of over 280 million permission-based email addresses with matching postal information. Targets include income, occupation, location, age, gender, marital status, political affiliation, personal interests and many more.

Competitive Edge

DigDev Direct maintains two key competitive advantages when it comes to database marketing: data intelligence and data delivery. We have identified over 300 different demographic and lifestyle attributes on all of our subscribers allowing our clients the ability to execute highly targeted campaigns. Whether it's demographic and lifestyle attributes like age, income, gender, ethnicity, marital status, presence of children, political affiliations or behavioral information like the propensity to shop online, an interest in health and fitness, an interest in stock trading, outdoor activities, online dating, or travel, our data sets allow you to match your offer to the proper individual and reach them through email, postal mail or both.

Add a viral component to your efforts - the recipient of your email message can forward and share with like-interested friends, family, neighbors and co-workers.

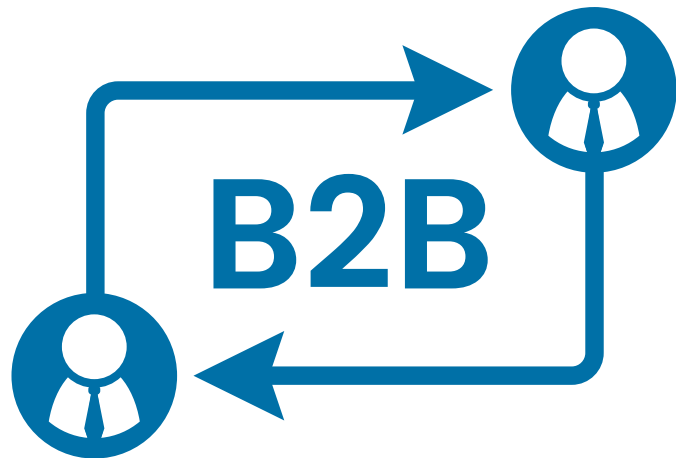
Delivery

Our delivery process is just as unique and equally important to the overall success of a permission based email campaign. Our IT department maintains a white-listed status with all major email and internet service providers. We adhere to a rigorous 13 point delivery process to insure maximum inbox penetration – a complete list of these points is available by contacting your DigDev Direct representative.



MULTI-CHANNEL MARKETING

B2B DATA



BUSINESS TO BUSINESS

We are pleased to provide you with the most comprehensive and accurate national business file, now available to you through our recently updated SaaS technology platform. By leveraging over 140 different data sources and utilizing our proprietary matching and quality algorithms, we provide you with the information necessary to grow your business profitably. Our lightning fast platform and intuitive interface will enable you to obtain the counts, reports and lists required to effectively grow your business.

Multi-Sourced Contacts

Our multi-sourced business reference and contact file contains an average of 42 million contact names at 19 million unique locations! It is compiled using traditional, non-traditional, unique and proven compiling methodologies to create a comprehensive business reference database for use by decision makers and corporate strategists.

MULTI-CHANNEL MARKETING APPENDING SERVICES



EMAIL APPENDING

You cannot afford to lose a customer to a competitor, making it imperative to maximize your customer retention marketing programs. With the increasing cost of direct mail, your clients need to find a cost effective way to communicate with their customers and prospects.

Benefits

Our database appending services will help overcome your online marketing challenges, allowing you to engage in multi-channel marketing strategies that will result in higher campaign response rates over stand alone marketing channels such as postal mailings or telemarketing efforts.

By initiating an online relationship with your customers in addition to your current offline channels of communication, you will:

- Increase the value of your database
- Generate higher response rate
- Build customer relationships
- Achieve the highest possible ROI for your marketing dollars
- Gain the ability to measure the results from your online deployment instantaneously
- Dramatically increase traffic to your web site

Past Clients

Past and current email append clients include The US Navy, Bally Total Fitness, AT&T, Verizon Wireless, Time Inc., Honda, Chevrolet, Political Parties and Politicians.

MULTI-CHANNEL MARKETING REPUTATION MANAGEMENT



ONLINE REPUTATION

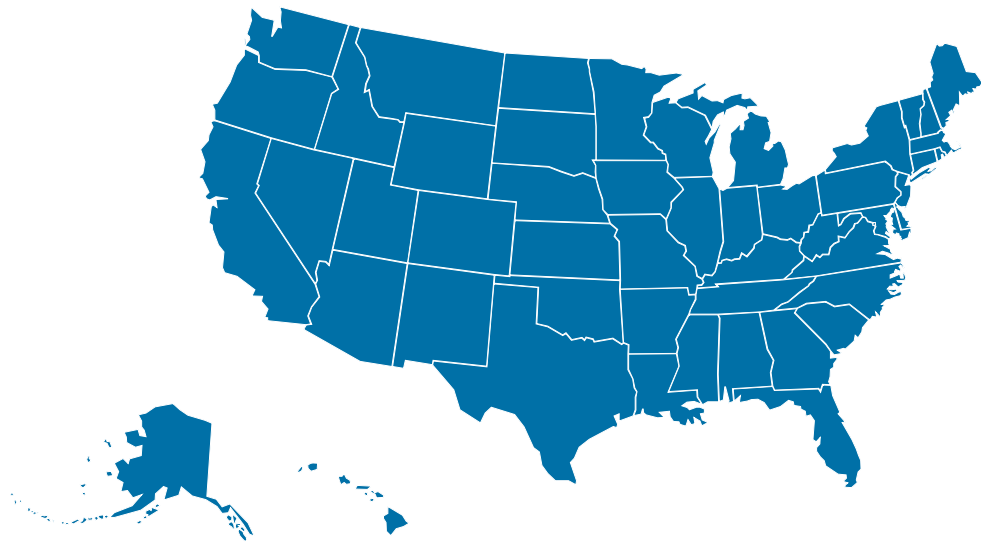
Have you or your company been victimized by slanderous comments being found on the first page of Google? We specialize in pushing those negative comments down off of the first few pages.

A malicious attack on your company from a frustrated customer, former employee, or even a competitor can devastate your business. Unfortunately, it does not matter if there is no legitimacy to these negative claims or comments – potential customers, current clients and investors will still see them and ultimately, you will lose, future customers or investment dollars.

Our reputation management services can suppress these negative results by dramatically pushing them down within the search engine rankings while simultaneously pushing up positive comments, giving you the best possible opportunity to make a first impression.

Contact us today to get started protecting one of your company's most valuable assets – your online reputation!

MULTI-CHANNEL MARKETING DISPLAY NETWORK



DISPLAY ADVERTISING

Our banner ads can be found throughout the web on tens of thousands of websites and provide a cost-effective option, with high-quality targeting, to ensure that your brand and promotion is seen by qualified consumers

Mobile Banner Advertising is one of the fastest growing segments of advertising and with over 2,000+ publishers at your disposal; the ability to reach your target audience on their handheld device has never been greater.

Mobile Banner Advertising is continuing to show tremendous results for national brands and as technology has increased, an increasing number of local businesses have tapped into this powerful channel to reach their target audience on a local level.

Mobile Advertising VS Web Advertising

Mobile Banner Advertising is very similar in concept to traditional Web Banner Advertising; however, Mobile Banners typically deliver 2 to 5 times the interaction rates as online banners because there is usually only a single mobile advertisement per mobile page.



MULTI-CHANNEL MARKETING

SOCIAL MEDIA

SOCIAL MEDIA

Posting, boosting, increasing engagement, ad campaigns and more. We handle everything needed to have an active social media account that will introduce your brand to millions and keep them engaged.



MULTI-CHANNEL MARKETING POLITICAL CAMPAIGNS



POLITICAL OUTREACH

DigDev Direct's Political Marketing Division leverages thirty plus years of experience on Capitol Hill with superior data mining and technology to offer a Merged Super Voter File constantly updated with voter files, a vast array of consumer files and mobile and social contacts. One master database replaces duplicate and inefficient efforts of separate donor lists, voter outreach lists and voter registration drive lists.

Multi sourced consumer file

Billions of records on over 280 million records with address, phone, email and mobile. Each record contains over 300 demographic and psychographic attributes attached to records. Overlaid with 120 million voter records from all state voter files, wherever legal to obtain them.

Ability to segment file and pull counts based on voter history, party affiliation, age, income, ethnicity, gender, gun owners, donors, etc.

VOTER PROPENSITY SCORING of those most and least likely to vote based on past history (in states w/o history we have modeled most likely, least likely voters using 75 point comparison between them and those in neighboring states).

CONVERSION PROPENSITY SCORING on all known Independents and Democrats based on 105 point comparison to voting Republicans.

SOCIAL INFLUENCER SCORING to identify the primary contacts within various social circles to help identify where dollars should be focused. Ability to pull lists based on congressional districts and state congressional districts.

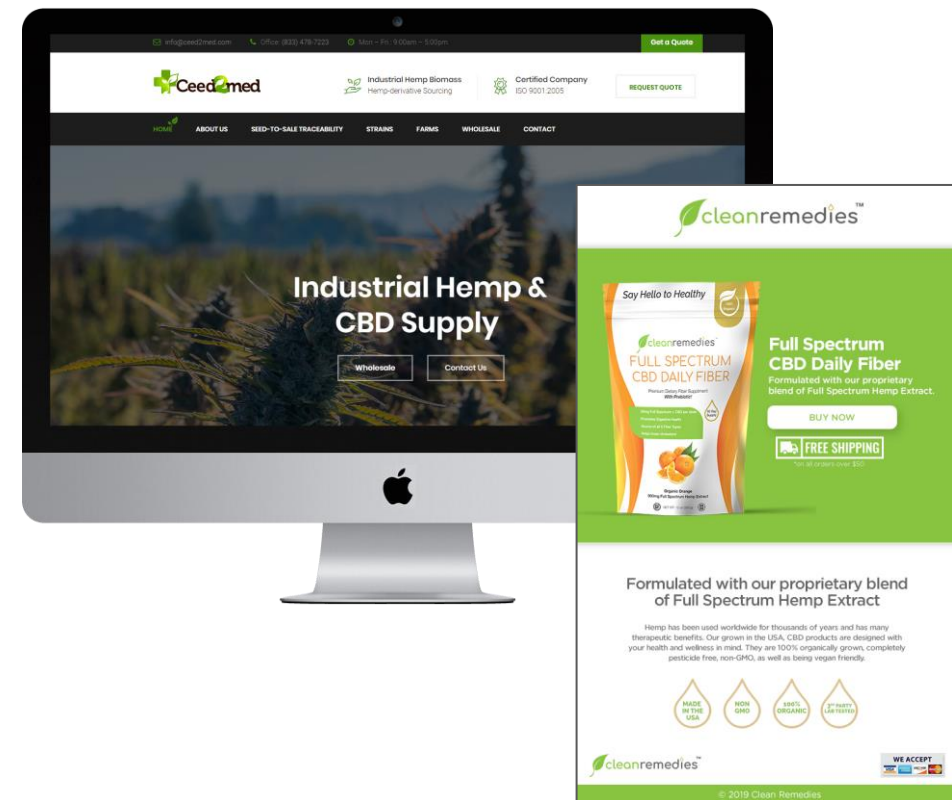
Ability to reach young 18-24 voters effectively through text and app based contacts.

MULTI-CHANNEL MARKETING CREATIVE SERVICES

CREATIVE DESIGN

Our award-winning creative team identifies the best ways to establish and market a brand in this field, analyzing the top and most successful businesses and creating ads, websites, landing pages, email creatives and more to present the client as an experienced, professional and trustworthy brand.

Because there are literally hundreds of CBD & Hemp companies being launched, the only way to stand out is with elite creative and content, building trust between the brand and the consumer. The quality of the creative pieces and websites directly impacts conversion rates for all marketing campaigns and helps develop long-term trust in the brand.



MULTI-CHANNEL MARKETING CASE STUDY

GLHOMES®

CLIENT'S BACKGROUND

Since 1976, GL Homes has grown from a small, local builder to one of the nation's largest. For over 40 years, GL Homes has created exceptional communities and built quality residences in Florida's most desirable locations. There are more than 85,000 people living in GL homes throughout Florida. Many have moved up to their second, or even third, GL home. GL Homes' success is in the details. Many of the features that add value to a GL home and a GL community are not visible at first glance.

CLIENT'S ONLINE PAIN

As with many other business owners who are in a skilled profession such as home remodeling, they tend to neglect their internet presence. GL Homes did not rank for any keywords when they came to DigDev Direct. When we performed an initial site analysis, it was apparent that the site was just a place holder and was not conducive to generating leads. It lacked images, content and a contact box.

DIGDEV DIRECTS STRATEGY

As with many other business owners who are in a skilled profession such as home remodeling, they tend to neglect their internet presence. GL Homes did not rank for any keywords when they came to DigDev Direct. When we performed an initial site analysis, it was apparent that the site was just a place holder and was not conducive to generating leads. It lacked images, content and a contact box.

CAMPAIGN RESULTS

The new site launched in May 2017 and has been a great success for GL Homes . They saw a 450% increase in overall rankings for all of their keywords which drove 137% more traffic in May and June over March and April. In addition to gaining more traffic to the site, the new lead form has been successful at capturing leads generated by the increased volume of visitors.

- ✓ **Increased Overall Rankings by 450%**
- ✓ **Increased Traffic by 137%**
- ✓ **Increased Conversions by 106%**

MULTI-CHANNEL MARKETING

CASE STUDY



PARENT COMPANY

A&E Television Networks LLC

21.9M Monthly Unique
Visitors — US

A+E is a collection of diverse culture brands including A&E®, HISTORY®, and Lifetime®, reaching 8 out of 10 American homes.

AUDIENCE COMPOSITION

- 49% Male, 51% Female
- 38% A18-34, 22% A25-34, 55% A25-54
- 12% Hispanic
- 58% HHI\$75k+, 50% are highly educated
- 19% are Single; 61% are Married
- 66% are Parents

CTV CHANNELS

A&E, FYI, Lifetime, History

Device	Desktop, Mobile, and Connected TV
Placement	Pre-roll and mid-roll
Skip/Non-Skip	Non-skippable
Creative Length	:15 to :35
Dimensions	1920x1080
Accepted Tags	Vast 2.0
Line vs. VOD	Video on Demand

MULTI-CHANNEL MARKETING

CASE STUDY



PARENT COMPANY

AMC Networks Entertainment LLC

3.7M Monthly Unique
Visitors — US

AMC Networks is the home to 5 distinct brands — AMC, BBC America, IFC, Sundance TV and WE tv- with one shared mission: to create content that matters and moves audiences. Dedicated to creating bold and inventive stories, AMC Networks has an incredible slate of ground-breaking originals.

AUDIENCE COMPOSITION

- Affluent, educated, and multicultural audience
- 49s Male, 51s Female
- 32% A18-34, 22% A25-34, 63% A25-54
- 17s Hispanic
- 49a HHI\$75k+, 53a are highly educated
- 19a are Single: 59% are Married
- 60a are Parents

CTV CHANNELS

AMC, BBC America, SundanceTV, IFC, WE tv

Device	Desktop, Mobile, and Connected TV
Placement	Pre-roll and mid-roll
Skip/Non-Skip	Non-skippable
Creative Length	PG- :06, :15, :60, :90, / PMP- :15, :30
Dimensions	1920x1080, 1280x720, 854x480, 640x360
Accepted Tags	VPAID 2.0 (Desktop only): Up to VAST4
Line vs. VOD	Video on Demand



MULTI-CHANNEL MARKETING
CONSUMER SELECTS AVAILABLE

Basic Demographic

Age
Income
Gender
Geo Location
Marital Status
Presence of Children
Education Level
Ethnicity
Religion
Spoken Language
Pet Owner
Credit Rating
Net Worth
Value Conscience

Income

Under \$10,000
\$10,000 - \$24,999
\$25,000 - \$49,999
\$50,000 - \$74,999
\$75,000 - \$99,999
\$100,000 - \$149,999
\$150,000 - \$199,999
\$200,000 - \$249,999
\$250,000 +

Occupation

Professional / Technical
Administration / Managerial
Sales / Service
Clerical / White Collar
Craftsman / Blue Collar
Student
Homemaker
Retired
Farmer
Military
Religious
Self Employed
Educator
Financial Professional
Legal Professional
Medical Professional
Other

Political Affiliation

Republican
Democrat
Independent

Donors

Contributors
Charities/Volunteer Activates
Community/Civic Activates
Current Affairs/Politics
Democratic Contributor
Donate To Charitable Causes
Environmental Issues
Our Nation's Heritage
Republican Contributor
Support Health Charities
Wildlife/Environmental Issues

Housing Information

Property Type
Home Value
Length of Residency
Owner
Renter

Travel

U.S.
International
Family Vacations
Cruise Vacations

Automotive

In The Market Auto Intenders
Car Make
Car Model
Car Year

Healthy Choices

Dieting/Weight Control
Healthy/Low Fat Cooking
Health/Natural Foods
Physical Fitness Exercise
Self Improvement
Vegetarian

Music Preferences

Alternative Music
Classical
Country
Gospel
Jazz
Latin
Metal
Pop/Dance
R&B
Rap
Rock (hard & soft)



MULTI-CHANNEL MARKETING
CONSUMER SELECTS AVAILABLE

Leisure Activates & Hobbies

Automotive Work
Books
Collectibles/Memorabilia
Crafts/Needlecrafts
Cultural/Art Events
Fine Arts Antiques
Gambling
Photography
Sweepstakes
Watching Sports
Wine

Hi-Tech/Entertainment

Audio/Video Equipment
Cable TV & Satellite Subscribers
CD's
Cellular Carrier
Computer Hardware
Computer Software
Computer/Electronic Games
DVD's
Internet
Long-Distance Telephone
Satellite Dish
Tablets

Sports Enthusiasts

Auto / Motorcycle Racing
Baseball
Basketball
Boating
Camping / Hiking
Fishing
Football
Golf
Hockey
Hunting
Hunting | Shooting
Motorcycling
NASCAR
Power Boating
Scuba Diving
Skiing
Soccer
Tennis

Education

High School Students
College Students
Interest in Continuing Education

Online Activities

Housing Information
Job Searching
Make Travel Arrangements
Pay Bills
Purchase Books or Music
Purchase Clothes
Purchase Hardware/Software
Shop for Insurance
Shop for Mortgage/Loans
Shop for Vehicles
Surf the Net
Trade Stocks/Bond

Cooking/Dining

Gourmet Cooking
Home Cooking
Pleasure Cooking
Wines

Gardening

Flower Gardening
Houseplants
Outdoor Gardening
Vegetable Gardening

Ailments (partial list)

Acne
Allergies
Arthritis
Asthma
Athletes foot
Diabetes
Enlarged Prostate
Erectile Dysfunction
Headaches - Frequent
Heart Disease
Heartburn
High Blood Pressure
High Cholesterol
Hyperactivity
Insomnia
Irritable Bowel Syndrome
Lactose Intolerance
Menopause
Obesity
Overactive Bladder
Pain - Arm and Shoulder
Pain - Back
Pain - Joint
Pain - Muscle
Psoriasis
Snoring

MULTI-CHANNEL MARKETING

B2B SELECTS AVAILABLE

SIC Code | Industry

Agriculture, Forestry and Fishing
 Mining
 Construction
 Manufacturing
 Transportation & Utilities
 Wholesale
 Retail
 Financial, Insurance & Real Estate Services
 Public Administration
 Non Classified

Number of Employees

1 to 4
 5 to 9
 10 to 19
 20 to 49
 50 to 99
 100 to 249
 250 to 499
 500 to 999
 Over 1000
 Unknown

Contact Title

Account Executives
 Accounting Professionals
 Administrators
 Associate
 Business Managers
 C-Level Executives
 Chairman
 Educational Professionals
 Engineering Professional
 Executive Administrative Assistant
 Executive Vice President
 Facilities Managers
 Female Executives
 Finance Professionals
 Director
 General Counsel
 Healthcare Professionals
 Hispanic Executives
 Human Resource Executives
 Insurance Professionals
 IT Executives
 Legal Professionals

Contact Title Continued

Management Professionals
 Manager
 Marketing Professionals
 Mortgage Professionals
 Office Managers
 Operation Executives
 Owner
 President
 Production Executives
 Real Estate Professionals
 Sales Professionals
 Senior Vice President
 Shipping/Receiving Professionals
 Supervisors
 Treasurer
 Vice President
 Vice President of Sales

Sales Revenue

Under \$500,000
 \$500,00 to \$999,999
 \$1,000,000 to \$4,999,999
 \$5,000,000 to \$9,999,999
 \$10,000,000 to \$24,999,999
 \$25,000,000 to \$74,999,999
 \$75,000,000 to \$199,999,999
 \$200,000,000 to \$499,999,999
 \$500,000,000 to \$999,999,999

Geography

State
 County
 MSA
 City
 SCF
 Zip



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