



DIGITAL SOLUTIONS

Digital Solutions For Advertisers

KMA applies a direct marketing approach to our comprehensive digital solutions to meet advertiser needs whether it be data enhancement, qualified branding, list building, lead generation or customer acquisition.

We simply leverage our years of database marketing expertise to produce highly responsive digital campaigns.

Our proven campaign execution begins with...

- 1 Profiling Your Existing Customers
- 2 Building A Custom Prospect Audience From KMA's SMART Database
- 3 Creating A Marketing Plan That Fits Budgets & Goals
- 4 Campaign Execution: Integrating your custom prospect audience into multiple channels (Email, Display, Co-registration, Direct Mail...)
- 5 Campaign Launch with detailed reporting, basic profiling and data enhancements

1 Profile Your Existing Customers

The first step is learning who your customers are. We compare your customer list against our SMART Data Engine giving you in-depth insight into your customer base.

- Demographic Breakdown
- Geographic Breakdown
- Interest & Purchase Breakdown
- Nationwide Comparison
- Top 40 Variables
- Bottom 40 Variables

SMART DATA ENGINE PROFILE REPORT
SORTED BY VARIABLE

VAR. NAME	VARIABLE LABEL	INDEX	RESP VOLUME	RESP PCT./AVG.	MAIL VOLUME	MAIL PCT./AVG.
TOTAL	TOTAL	100	13,819	100.00	92,051	100.00
SMART DATA ENGINE PROFILE REPORT SORTED BY VARIABLE						
DATA=GEOGRAPHY VARIABLE=Address Type						
VAR. NAME	VARIABLE LABEL	INDEX	RESP VOLUME	RESP PCT./AVG.	MAIL VOLUME	MAIL PCT./AVG.
CRCCITY	GEOG-ADDR: CAR RT CITY DELIVERY	101	7,611	55.08	50,305	54.65
CRCHWY	GEOG-ADDR: CAR RT HIGHWAY CONTRACT	97	263	1.90	1,805	1.96
CRCPBOX	GEOG-ADDR: CAR RT PO BOX	79	292	2.11	2,457	2.67
CRCRURAL	GEOG-ADDR: CAR RT RURAL ROUTE	100	5,653	40.91	37,484	40.72
TSP_POBOX	GEOG-ADDR: PO BOX	79	296	2.14	2,502	2.72
TSP_STADDR	GEOG-ADDR: STREET ADDRESS	101	13,523	97.86	89,549	97.28

KMA Key Marketing Advantage

Digital Marketing Engine

Build Your Email List | Email Advertising | Direct Mail Advertising | See Who Your Customer Are | Enhance Customer Lists | Reach Prospects & Customers Through Social Marketing | Reach Targeted Prospects Through Banner Advertising

Profile Your Customers: See Who Your Existing Customers Are Now

Home | Step 1 - Choose Your Profile Type | Step 2 - Name Your Profile | Step 3 - Upload Your List

Overall Demographics As A Percent of List

Gender

Marital Status

Presence of Children

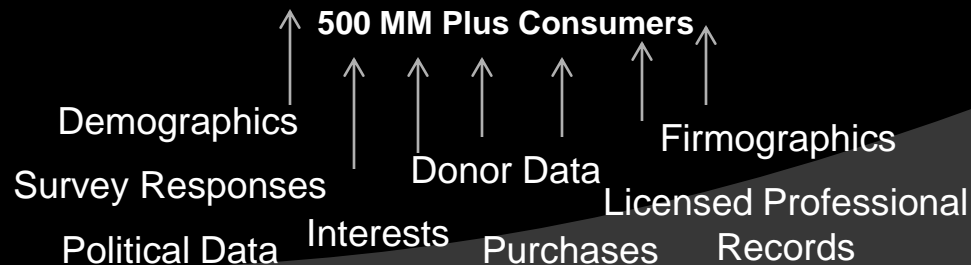
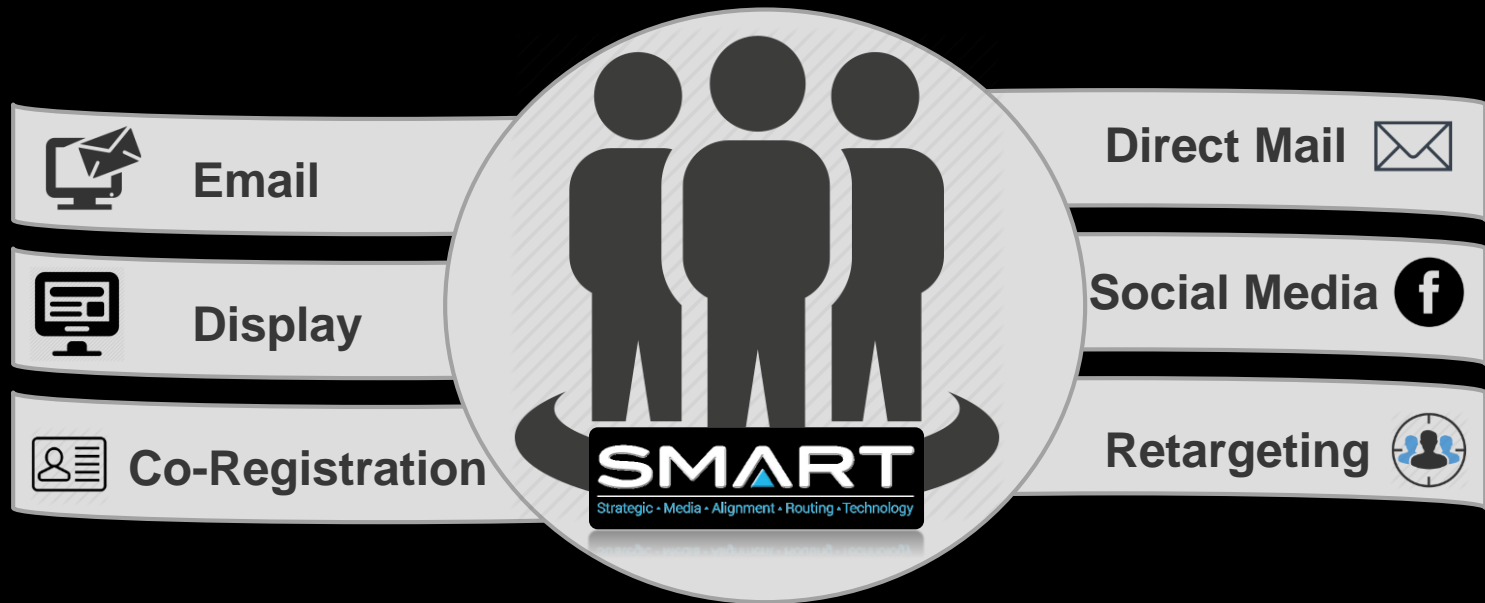
Age	% Cust	Home Value	% Cust
18-24	0%	Under \$100K	0%
25-34	0%	\$100K - \$199K	48%
35-44	0%	\$200K - \$299K	0%
45-54	33%	\$300K - \$399K	0%
55-64	0%	\$400K - \$499K	0%
65-74	0%	\$500K - \$749K	0%
75 & Up	0%	\$750K - \$999K	33%
		\$1000K & Up	0%

Length of Residence | Income

2 Build Your Custom Prospect Audience

Our SMART Marketing Engine utilizes your profile to build a model of your best customers using online and offline demographic, psychographic and transactional data.

We then integrate your custom audience within our channel partner network enabling advertisers to run multi-channel marketing campaigns.



Hundreds of Consumer Data Points Available

Demographics

- ✓ DOB /Age data
- ✓ Income
- ✓ Presence of children
- ✓ Home owner / renter
- ✓ Length of residence
- ✓ Dwelling type
- ✓ Political party
- ✓ Occupation
- ✓ Education level

Interest/Lifestyle

- ✓ Over 30 categories

Catalog Buyer

- ✓ Over 25 categories

Magazine Subscriber

- ✓ Over 20 categories

Biz Ops / Money Making Opportunity Seekers

Connectivity

- ✓ Cell phone provider
- ✓ TV service provider
- ✓ ISP
- ✓ Internet connection type

Auto/Vehicle Data

- ✓ Insurance expire date
- ✓ Make/model/year
- ✓ Insurance quote seeker
- ✓ Plan to buy/lease car
- ✓ Motorcycle
- ✓ RV / ATV / PWC I

Insurance Information/Seekers

- ✓ Auto
- ✓ Health
- ✓ Life
- ✓ Home

Online Data

- ✓ Email addresses
- ✓ ISP / Connectivity
- ✓ Gambling
- ✓ Dating service
- ✓ Gaming
- ✓ Investing /Trading
- ✓ Auctions
- ✓ Music downloads
- ✓ Travel bookings
- ✓ Insurance seekers

Donors

- ✓ Humanitarian
- ✓ Children's
- ✓ Cultural
- ✓ Health
- ✓ Environmental
- ✓ Political
- ✓ Religious

Music Preferences

Pets

- ✓ Dog
- ✓ Cat
- ✓ Breed selections

Travel

- ✓ Domestic
- ✓ Foreign
- ✓ Cruise
- ✓ Timeshare
- ✓ Casino
- ✓ Family Vacation
- ✓ Frequent Flier
- ✓ Theme Park
- ✓ Island Travel
- ✓ RV
- ✓ Beach

Ailment Data

- ✓ Over 800 Ailment & RX
- ✓ Smokers
- ✓ **Prescriptions**
- ✓ Over 30 RX brands

Self Improvement

- ✓ Career Advancement
- ✓ Home Study Courses
- ✓ Continuing Education

Sports

- ✓ Baseball
- ✓ Basketball
- ✓ Extreme Sports
- ✓ Football
- ✓ Golf
- ✓ Hockey
- ✓ NASCAR Scuba Diving
- ✓ Snow Skiing/ Boarding
- ✓ Soccer
- ✓ Tennis
- ✓ Water Sports

3 Create Marketing Plan Based On Budgets & Goals

We will build a plan based on your acquisition budgets and goals. Minimum Budgets and Pricing are determined on your engagement strategy, channel and offer type.

○ List Building

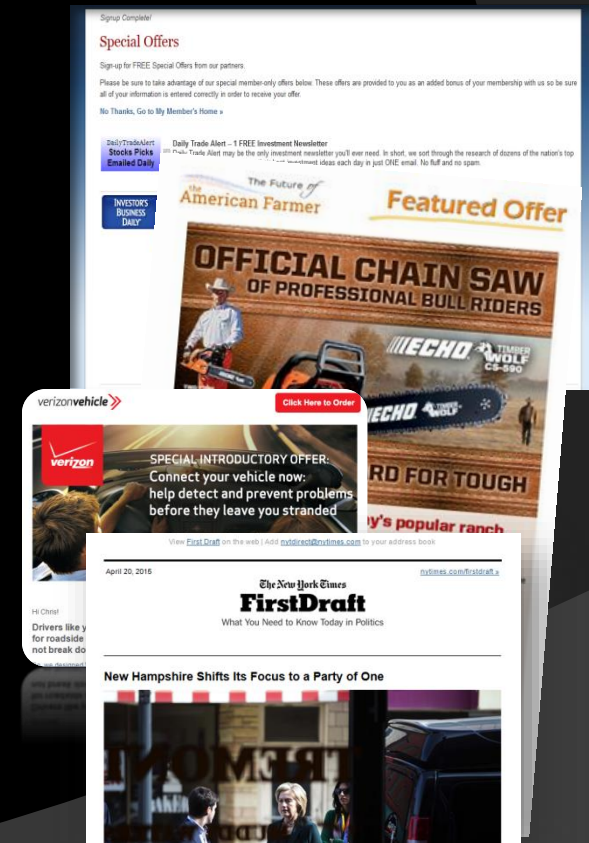
- Co-Registration using custom audience targeting

○ Lead Generation

- Direct Response Email Invite
- Match & Deploy Email Marketing
- Display Advertising (Acquisition/Re-Targeting)
- Social Marketing to custom audience

○ Customer Acquisition

- Direct Response Email Invite
- Match & Deploy Email Marketing
- Display (CPM)
- Email List Rental (CPM)
- Affiliate Marketing (CPA)
- Direct Mail



4 Campaign Execution

KMA integrates our custom audience into the digital channels selected so that only consumers that are on your pre-qualified custom audience see your offer.

1

KMA integrates audience into the marketing channel (i.e. coreg audience loaded, email segments created for match & deploy, cookie audience accessible...).

2

Creatives approved.

3

KMA or Advertiser launches campaign

4

KMA or Advertiser optimizes campaign by adjusting placement, creative or audience segments.

5

Profiling and analysis of click, lead and acquisitions to make any necessary adjustments.

Click Here to use these offers.

Click "Yes" next to each FREE offer that you are interested in, then...
Click the button below to continue!

Diabetes Health	<input type="radio"/> Yes <input type="radio"/> No	Have you been diagnosed with Diabetes? You may qualify for Diabetes testing supplies at little or no cost through your insurance provider. Click Yes to receive your free phone consultation and learn more about you can save money on glucose meters, test strips and more. privacy policy data use policy
Free eBook	<input type="radio"/> Yes <input type="radio"/> No	Free eBook: 10 Common Mistakes New Traders Make. Avoid these common pitfalls to develop a more disciplined, consistent and profitable approach to trading. As a bonus you'll receive a market forecast from VantagePoint Intermarket Analysis. Both that is scientifically proven to be up to 86% accurate. privacy policy data use policy
Join InboxDollars	<input type="radio"/> Yes <input type="radio"/> No	Join InboxDollars for FREE and Earn Cash by Taking Surveys and Reading Emails. Get paid to play games, shop online and much more. Be sure to click on the Confirmation Email to get the \$5 sign up bonus just for joining. Start earning Cash Today! privacy policy data use policy
INSTANT TAXHELP	<input type="radio"/> Yes <input type="radio"/> No	Struggling with IRS tax debt? Need Help Now? Do you have tax liens? Wage Garnishments? Bank Levies? Penalties? Click Yes to be contacted by Instant Tax Help today. We help with \$10,000 or more in tax debt instantly! privacy policy data use policy
OPIT	<input type="radio"/> Yes <input type="radio"/> No	OPIT - Earn Cash for Taking Surveys and Trying Your Favorite Products! OPIT will email you the info. This is a FREE Promotion. Watch for a follow-up e-mail from GetPaidTo.com to complete your free membership. \$20.00 Signup Bonus. privacy policy data use policy

5 Reporting, Profiling & Lead Enhancements

All gross leads reporting will be available including a basic profile of those leads. KMA also offers the ability to append additional data points to the leads including demographic data, interest data and B2B data.

Reporting: Gross lead or click numbers.

Basic Profile: You will have access to a basic consumer profile of your leads which includes demographic and interest breakdowns.

Lead Enhancements: We can append data points on the fly in real-time or in batch.

The screenshot displays the KMA Digital Marketing Engine interface. At the top, it shows 'Number of Emails' (1000) and 'Fields Selected' (0). Below this, there's a section for selecting fields to purchase, with 'Estimated Matches' at 500. The main dashboard features several navigation icons: 'Build Your Email List', 'Email Advertising', 'Direct Mail Advertising', 'See Who Your Customers Are', 'Enhance Customer List', 'Reach Prospects & Customers Through Social Marketing', and 'Reach Targeted Prospects Through Banner Advertising'. The central focus is on a customer profile for 'Christopher D'Autorio' (Sandpiper), with a 'Profile Your Customers: See Who Your Existing Customers Are Now' section. This section includes three pie charts: 'Gender', 'Marital Status', and 'Presence of Children'. Below the charts is a detailed table of lead data.

Md5Email	Age	Dwell	Typ	Education	Gender	Home_Ownr	Cd	Home_Mkt_Value	HH_Income_Rng	LOR	HH_Marital_Status	Net_Worth_Rng	Pres_of_Kids	is.
2000	930	978		596	993	838			993	901	864	911	696	\$4
2b81124162bc069344a75cb9e55ca345	40	S		A	F	O	H	P	8	M	E	Y		
2b8118952c332e0802ca789a5e023407	41	S		A	F	O	S	C	7	M	G	Y		
2b81187a405b1892a33e1b01f1e9c2	68	S		A	F	O	H	N	9	M	H	Y		
2b8112ec8c65e9d567511a43361aa6	33	M		A	F	O	G	K	0	M	F	Y		
2b811343980b642599b457688eddf9f	52	S		A	F	O	Q	O	12	M	H	Y	Y	
4f1b149664bca50d191c57cab0692e3	66	S		B	F	O	G	S	15	M	H	Y		
4f1b129724256dd1c4cc7e079c18d52	54	S		A	F	O	E	O	15	M	G	Y		
4f1b15e4144b797152a5f035d27804	40	S			U	O	M	O	9	S	G	Y		
4f1b14359ceec6c246131b1869064c3c	0	S			M	O	I	I	3					
4f1b1c49667c5b3f0f0e2328331024	34	S		D	M	O	Q	N	15	A	H	N		
4f1b1671f596c02478ea0e746812b30d	59	S		A	F	O	F	M	15	S	G	N		
4f1b1668b0f0b6a9c360d0144a09a1f4	78	S		A	M	O	F	I	15	M	H	N		
4f1b156d118c5e18c6d0f87807853d978	87	S			F	O	B	F	3	S	B	N		
4f1b11cb48e9f7b05029b9c96abc5c	45	S		M	O	S	P	P	7		I			
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336a46efa20682497964773562d3ee	57	S		A	M	O	I	R	8	M	H			
336a4376d9d08c8acd8475e377ea38d	21	S			F	R	E	G	10	M	D	Y		
336a43ebbd4b137857f7c223e140b45	63	S		C	M	O	S	S	15	M	I			
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336a47c66aaee0ed2a0a94bc28e9cf	31	S		A	F	R	D	E	4	S	A	Y		
336a4989ef02d708d154aad851dfaf	62	S		B	M		D	N	1	M	G			
46e5687f73287d9e45df6b704da4b	53	S		A	F	O	Q	O	6	S	H	N		
46e5699848d7021630d7f1e0c3c1662	44	S		B	F	O	D	D	0		Y			
46e56b525d4820b58c7d5e51d1a244d	63	S		C	M	O	G	L	15	M	G	N		
6e568d8b1d86ab74d976da2a18b095f	74	S		A	F	O	J	M	5	S	H	N		
6e568d8b1d86ab74d976da2a18b095f	74	S		A	F	O	J	M	5	S	H	N		



Digital
Solutions
How They Work



Digital
Solutions
Co-Registration

Co-Registration Channel Solutions For Advertisers

KMA leverages the high volume, cost-effectiveness of co-registration and applies a direct marketing, data modeling approach to generate pre-qualified leads and sales for advertisers. Prospective consumers will never see your offer unless they are on the KMA pre-qualified audience.

Our proven co-registration campaign execution begins with...

- 1 Profiling Your Existing Customers
- 2 Building A Custom Prospect Audience From KMA's SMART Database
- 3 Creating A Marketing Plan That Fits Budgets & Goals
- 4 Campaign Execution: Integrating your custom prospect audience into our co-registration partner network and setting up your engagement strategy
- 5 Campaign Launch with detailed reporting, basic profiling and data enhancements

Co-Registration: 3 Types of Engagement Strategies

You can utilize the co-registration channel in a number of ways based on your acquisition budgets and goals. Pricing is determined on your engagement strategy and offer type.

Email List Building: Generate new pre-qualified subscribers to your email list by collecting email addresses and any other required fields.

CRM Reactivation/Enhancement: Great way to re-activate emails of consumers who may have previously unsubscribed or gain emails where you only have your customer postal address.

Special Email Invite: Solution tailored for direct response advertisers who are looking to generate sales, leads or just website traffic. Consumers check a box to request your special offer emailed directly to them in real-time. You only pay if the consumer clicks on your dedicated email.

Choose one or more offers.

Select "Yes" next to each FREE offer that you are interested in, then...
Click the button below to continue!

Diabetes Health Sign Up Now	<input type="radio"/> Yes <input type="radio"/> No	Have you been diagnosed with Diabetes? You may qualify for Diabetes testing supplies at little or no cost through your insurance provider. Click Yes to receive your free phone consultation and learn more about you can save money on glucose meters, test strips and more. privacy policy data use policy
Free eBook Sign Up Now	<input type="radio"/> Yes <input type="radio"/> No	Free eBook: 10 Common Mistakes New Traders Make. Avoid these common pitfalls to develop a more disciplined, consistent and profitable approach to trading. As a bonus you'll receive a free market forecast from VantagePoint International Analysis Software that is scientifically proven to be up to 86% accurate. privacy policy data use policy
InboxDollars SIGNUP BONUS	<input type="radio"/> Yes <input type="radio"/> No	Join InboxDollars for FREE and Earn Cash by Taking Surveys and Reading Emails. Get paid to play games, shop online and much more. Be sure to click on the Confirmation Email to get your \$5 sign up bonus just for joining. Start earning Cash Today! privacy policy data use policy
INSTANT TAX HELP	<input type="radio"/> Yes <input type="radio"/> No	Struggling with IRS tax debt? Need Help Now? Do you have tax liens? Wage Garnishments? Bank Levies? Penalties? Don't Yes to be contacted by Instant Tax Help today. We help with \$10,000 or more in tax debt instantly! privacy policy data use policy
GetPaidToTry Sign Up Now	<input type="radio"/> Yes <input type="radio"/> No	GPTT - Earn Cash for Taking Surveys and Trying Your Favorite Products! GPTT will email you the info. This is a FREE Promotion. Watch for a followup email from GetPaidToTry to complete your free membership. \$20.00 Signup Bonus. privacy policy data use policy

Co-Reg: Email List Building

KMA Enhances Co-Registration Quality Through Custom Prospect Audience Matching. Only pre-qualified consumers see your offer.

At The Point Of Registration

Consumers register on websites within our partner network.

TheFutureOfTheAmericanConsumer.com

Sign Up To Get Alerts On Leading Edge Consumer Products

Email

The following offers are Free. Check the box next to the ones you like and click the submit button below

- Global Test Market** We'd like to invite you to the Global Test Market research panel that rewards you for sharing your valued opinions on consumer goods, commercials, pre-release movies and more! [privacy policy](#) [data use policy](#)
- Daily leadership insights** Get a daily summary of insights on innovation, mentoring, management, and more. SmartBrief searches thousands of articles to bring you a quick two-minute snapshot of the hottest topics. Features news from Fast Co., Harvard Bus. Review, and others. [privacy policy](#) [data use policy](#)
- Free eBook** [View My eBook](#) [privacy policy](#) [data use policy](#)

SUBMIT

SMART Custom Prospect Audience Check

Email address is converted to MD5 Hash and checked against your custom prospect audience.



Offer Delivered

Qualified consumers who match are then presented with your offer.

THE FUTURE OF THE AMERICAN CONSUMER

Home Finance Technology Health & Beauty Lifestyle Auto Travel

Thank You - Check Your Email

Thank You. Check out these offers.

1. Select "Yes" next to each FREE offer that you are interested in, then...

2. Click the button below to continue!

- Global Test Market** Have you been diagnosed with Diabetes? You may qualify for Diabetes testing equipment as low as 10¢ each through your insurance provider. Click Yes to receive your free phone consultation and see more about you can save money on glucose meters, test strips and more. [privacy policy](#) [data use policy](#)
- Free eBook** Free eBook: 10 Common Mistakes New Traders Make. Avoid these common pitfalls to develop a more disciplined, consistent and profitable approach to trading. Use a technical charting software that is specifically proven to be up to 95% accurate. [privacy policy](#) [data use policy](#)
- Instant Cash** Join InstaDealers for FREE and Earn Cash by Taking Surveys and Reading Emails. Get paid to play games, shop online and much more. Be sure to click on the Confirmation Email to get your \$5 sign-up bonus sent to your phone. [privacy policy](#) [data use policy](#)
- Instant Cash** Struggling with #1 & life death? Need help now? Do you have IRS tax issues? Major claimants? "Bankruptcy" "Foreclosure" Call Yes to be contacted by Instant Cash today. We help with \$10,000 or more to be seen instantly! [privacy policy](#) [data use policy](#)
- Gift** Earn Cash for Taking Surveys and Trying Your Favorite Products! Gift will email you the info. This is FREE! Promotion. Watch for a follow-up email from Defacto77 to complete our free membership! \$25.00 Sign-up Bonus. [privacy policy](#) [data use policy](#)

SUBMIT

Subscribe to Our Newsletter

Email

SUBSCRIBE

Featured Offers

Duphill TravelsDeals

Economy Forces

Blissful Travel Deals!

Free Travel Newsletter!

Sign Up

Co-Reg: CRM Reactivation/Enhancement

Reactivate your customers that have unsubscribed or find emails of existing customers asking them to provide you with their email address while they are registering online.

1

KMA Runs Email Hash Append To Your CRM

KMA will take your customer file including name, postal and phone (if available) that is missing email addresses and match that against our smart data base to identify the email hash of those customers. We will also add in your current unsubscribes and build a “Customer Reactivation/Enhancement Audience”.

2

At The Point Of Registration

Consumers register on websites within our partner network.

3

SMART Customer Reactivation/Enhancement Audience Check

Email address is converted to MD5 Hash and checked against your customer reactivation/enhancement audience.

4

Your Offer Is Presented

Only consumers who match are then presented with your offer.

5

Consumers Opt-In and are added to your CRM

We post the email address to you to be added to your CRM where you send your email welcome series.



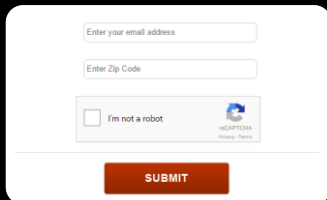
Co-Reg: Direct Response Email Invite

Solution tailored for direct response advertisers who are looking to generate sales, leads or just website traffic. Consumers check a box to request your special offer emailed directly to them in real-time. You only pay if the consumer clicks on your dedicated email.

1

At The Point Of Registration

Consumers register on websites within our partner network.



Registration form with fields for email address and zip code, a checkbox for "I'm not a robot", and a "SUBMIT" button.

2

SMART Custom Prospect Audience Check

Email address is converted to MD5 Hash and checked against your custom prospect audience.



3

Your Offer Is Presented

Only Qualified consumers who match are then presented with an invitation to request a special offer via email.

FREE SPONSOR OFFERS

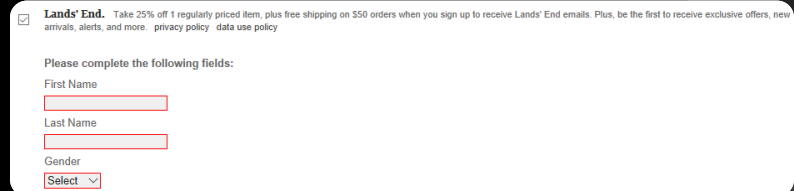
Check the box next to each FREE offer you are interested in, then simply continue with your registration.

- The Bradford Exchange.** Join the Bradford Exchange for exclusive e-mail offers on personalized and engraved jewelry, one-of-a-kind gifts and more! Be sure to check your inbox for your first email from The Bradford Exchange. [privacy policy](#) [data use policy](#)
- FragranceNet.com.** Sign up for our newsletter for exclusive offers - FragranceNet has over 17,000 genuine Brand Name Fragrances, with discounts up to 70% off. [privacy policy](#) [data use policy](#)
- It Bed.** Sign up and stay up to date on news and offers with the bed that works for any one (or two!). [privacy policy](#) [data use policy](#)
- Lands' End.** Take 25% off 1 regularly priced item, plus free shipping on \$50 orders when you sign up to receive Lands' End emails. Plus, be the first to receive exclusive offers, new arrivals, alerts, and more. [privacy policy](#) [data use policy](#)

4

Consumer Requests Your Dedicated Email

Qualified consumers check a box to request a special offer from you delivered via email.

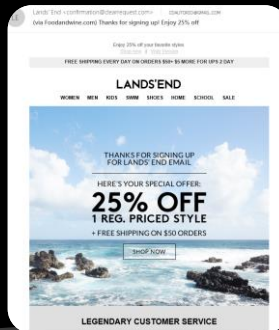


Lands' End registration form with a checked checkbox for "Lands' End" and a "Please complete the following fields:" section with input fields for First Name, Last Name, Gender, and a "Select" dropdown menu.

5

Consumer Clicks On Your Offer

We deliver your special dedicated email and the consumer clicks on your offer redirecting to your landing page.





Digital
Solutions
Email Prospecting

How Custom Prospect Audiences Work With Email

KMA is changing how email rental works. We create custom prospect audiences from our 500 Plus Million SMART Email Database, then identify those emails within our email partner network. We can then blast dedicated emails or place banner sponsorships to those specific consumers.

SMART Custom Prospect Audience Creation

We create a custom audience from our SMART database based on your target consumers.



Emails Matched On Branded & Non-Branded Lists.

Your custom audience is checked against our email publisher network.



Email Campaign Delivered

KMA identifies those consumers on various lists and delivers email campaign.



Types Of Email Marketing Campaigns

◎ Custom Prospect Audience Targeting Match & Deploy Email:

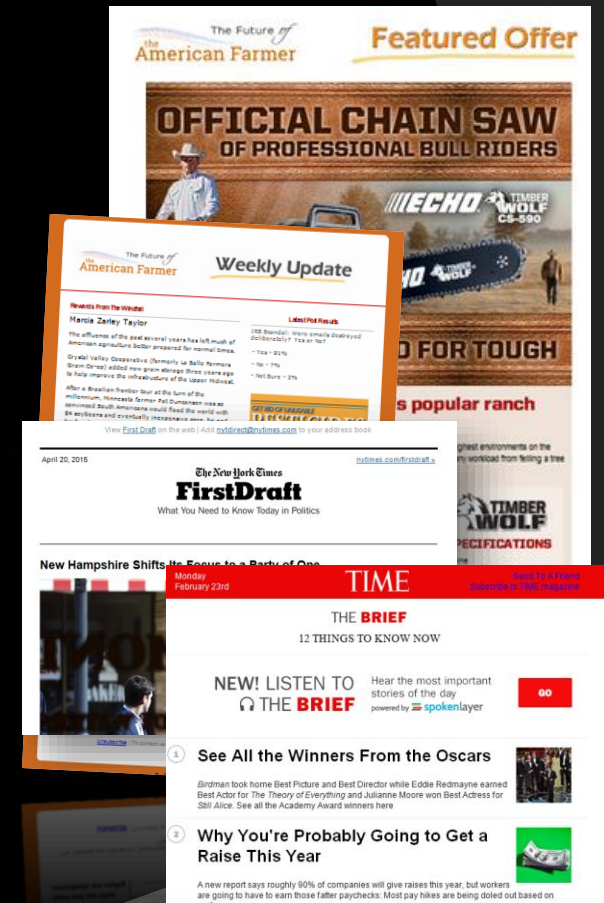
Your custom audience is matched up against our email publishers allowing you to email market to specific customers on their list. We work with branded publishers and networks including Hearst Publications, TravelGuidesFree, Tribune, Conde Nast, Flex Marketing, LiveIntent and more...

◎ Dedicated Email Marketing:

We hand-pick lists from our email network that are a good fit for your offer based on past performance.

◎ Newsletter Placements:

We hand-pick lists from our email network and integrate with networks such as LiveIntent to get your ad to the consumers who are on your custom audience list.



Newsletter Advertising Using Custom Audience Data Targeting

We hand-pick lists and interest categories from our email network as well as integrate your **SMART Custom Audience** with networks such as **LiveIntent** to get your ad in front of pre-qualified consumers.



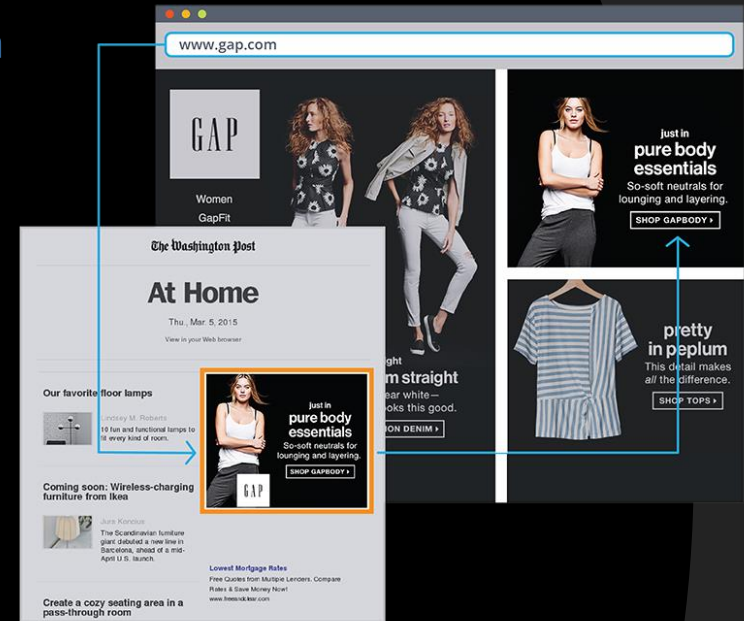
Bringing the power of web display to the inbox

Over 140MM Unique People

Tap into an audience larger than Twitter, Snapchat, Pinterest, and Pandora.

Over 1600 Brands and Publishers

Be seen in content sent by hundreds of the world's biggest and most trusted brands and publishers.



How Custom Prospect Audiences Work With Newsletters

SMART Custom Prospect Audience Creation & Integrated with LiveIntent

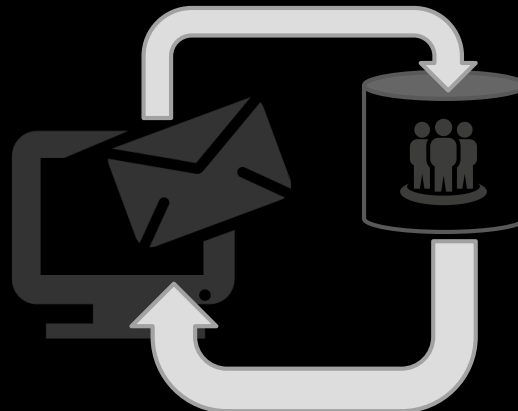
We create a custom audience from our SMART database based on your target consumers which is then integrated with LiveIntent.



Consumer Opens Newsletter & Email Address Is Matched Against Your Custom Audience

Your custom audience is checked against our email publisher network.

Email Address Matched against your custom audience.



SMART tells ad server to serve only audience matches.

Banner Ad Is Served Inside Newsletter To Audience Matches

KMA identifies those consumers on various lists and delivers email campaign.



Email Newsletter Categories & Premium Publishers

Arts & Entertainment
Automotive
Business
Careers
Education
Family & Parenting
Food & Drink
Health & Fitness
Hobbies & Interests
Home & Garden
Law, Gov't & Politics
News
Personal Finance
Pets
Real Estate
Religion & Spirituality
Science
Shopping
Society
Sports
Style & Fashion
Technology & Computing
Travel
Uncategorized





Digital
Solutions
Programmatic Display

How Custom Prospect Audiences Work With Display

KMA takes display marketing to the next level . We create custom prospect audiences from our 500 Plus Million SMART Email Database, then match cookies against that list. We can run display campaigns to those specific consumers.

SMART Custom Prospect Audience Creation

We create a custom audience from our SMART database based on your target consumers.



Cookies Matched To Your Custom Prospect Audience

We match your custom prospect audience to our cookie pool, matching approximately 40-50%. We will then make accessible your custom audience in your DSP.



Display Ads Are Served To Your Custom Prospect Audience

KMA's or Advertiser's Programmatic Media Team manages your campaign.

