



Fueling Local Business Growth Through Proven Digital Marketing Solutions

Jeroen Corver
VP of Strategy

Who is Townsquare?

Townsquare Media is a multimedia powerhouse with over 50,000 clients nationwide in Digital, Radio, Marketing Services operating in medium to small size markets across the United States

- ▶ Experienced experts from major media and digital operations
- ▶ Premier Technology and Proprietary Data
- ▶ Trusted and Local
- ▶ Customized Solutions
- ▶ Real Results



National Media

70-100 MM

Multi Platform Monthly UVs

Largest Advertising Network in the Music Entertainment Industry

300MM+ YouTube views

20MM+ Social Followers

Digital

25,000+ digital marketing customers

5,000+ digital advertising campaigns

In house Trading desk connected to **5 major DSP's, social platforms and Search Engines** serving over 300 billion impressions per day

In house **DMP** connected to millions on data customer data segments

Full-Service marketing solution for SMB in **web development, social media management, and SEO**

Local Media

12M Radio Listeners

20M Local Website UVs

321 Radio Stations

330+ Local Websites

300+ Local Station Apps

#1 or #2 radio positions in 64 of 67 markets

ALL-INCLUSIVE VIP ACCESS

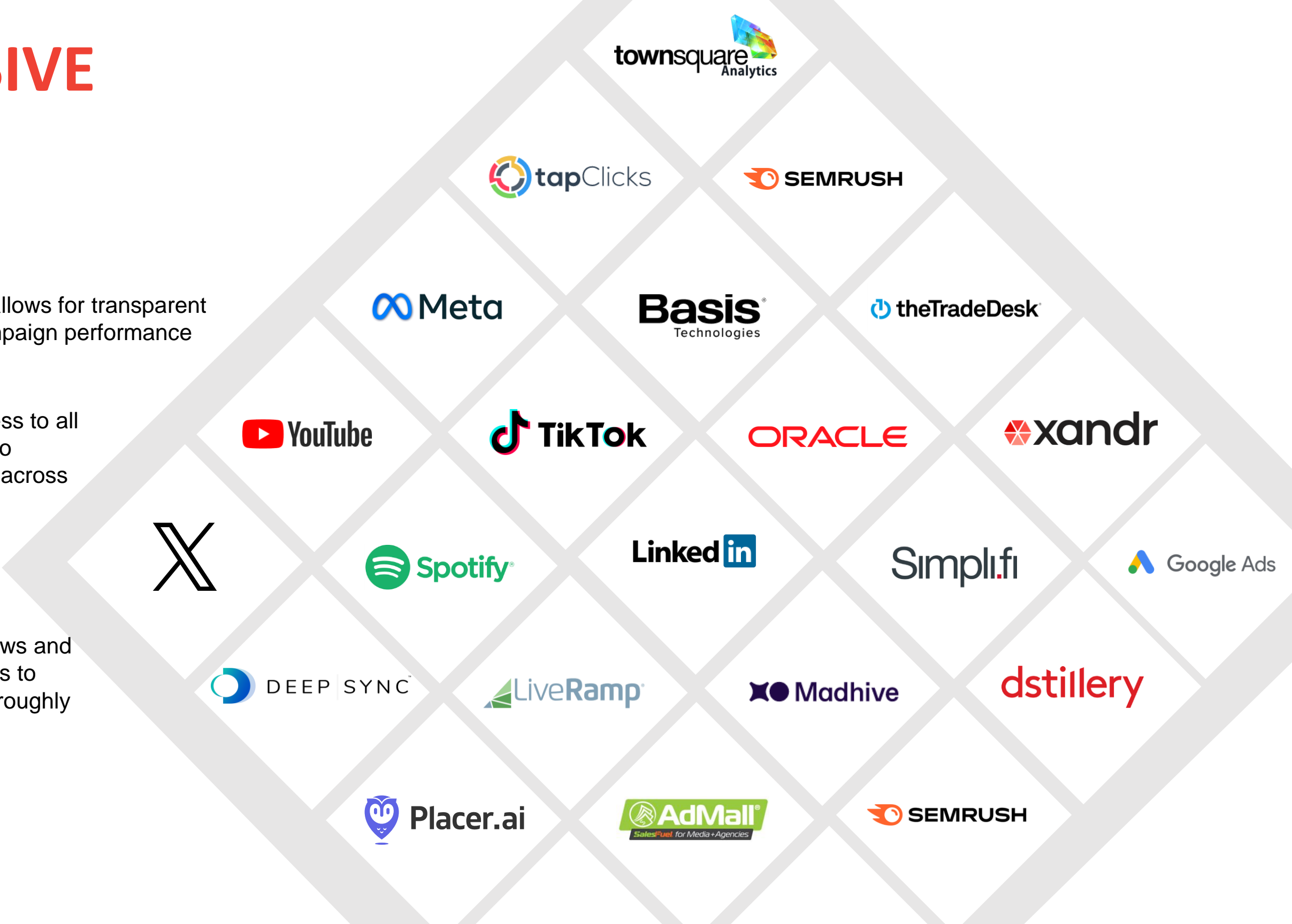
RESEARCH

In-House management of data allows for transparent and updated insights to fuel campaign performance

EXECUTION – With direct access to all the major DSP's, this allows us to seamlessly optimize campaigns across platforms without limitation

MEASUREMENT

Provides both high-level overviews and in-depth analytics, allowing users to quickly grasp key metrics or thoroughly analyze data.



3 Step Process to Success

To drive business success, we have to understand our audience and drive messaging that drives value. Businesses should build audience personas based on customer and website data, design creative content that speaks to their interests, and run an omnichannel ad campaign to reach potential customers at all stages of the purchase funnel.



Build data driven audience personas
based on your customer data, location data, and website data



Design targeted creative
that will speak to the audience interest based on data and build AI generated content around those needs



Run an omnichannel ad campaign that reaches the consumer on all stages of the purchase funnel with a common goal to drive conversions



Leverage Data to Drive Precision and Maximize ROI

At Townsquare, we leverage powerful data insights from two key sources to optimize campaigns across all verticals:

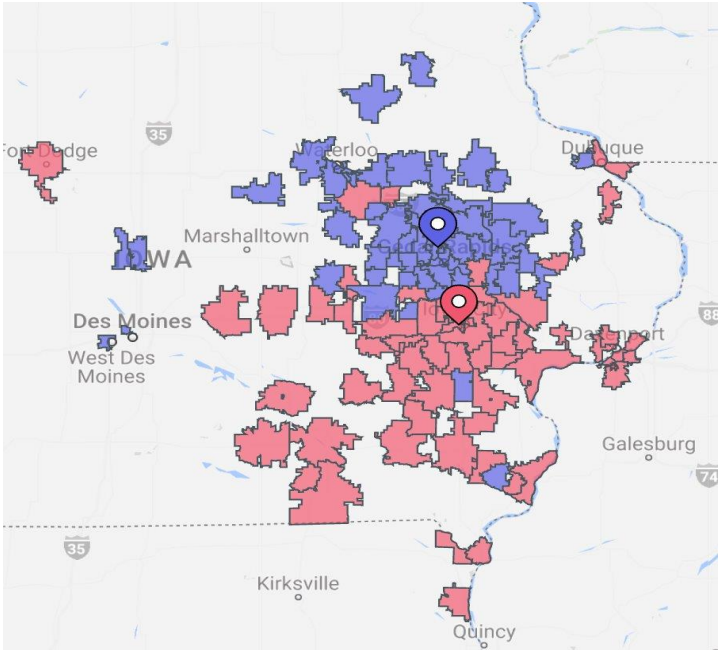
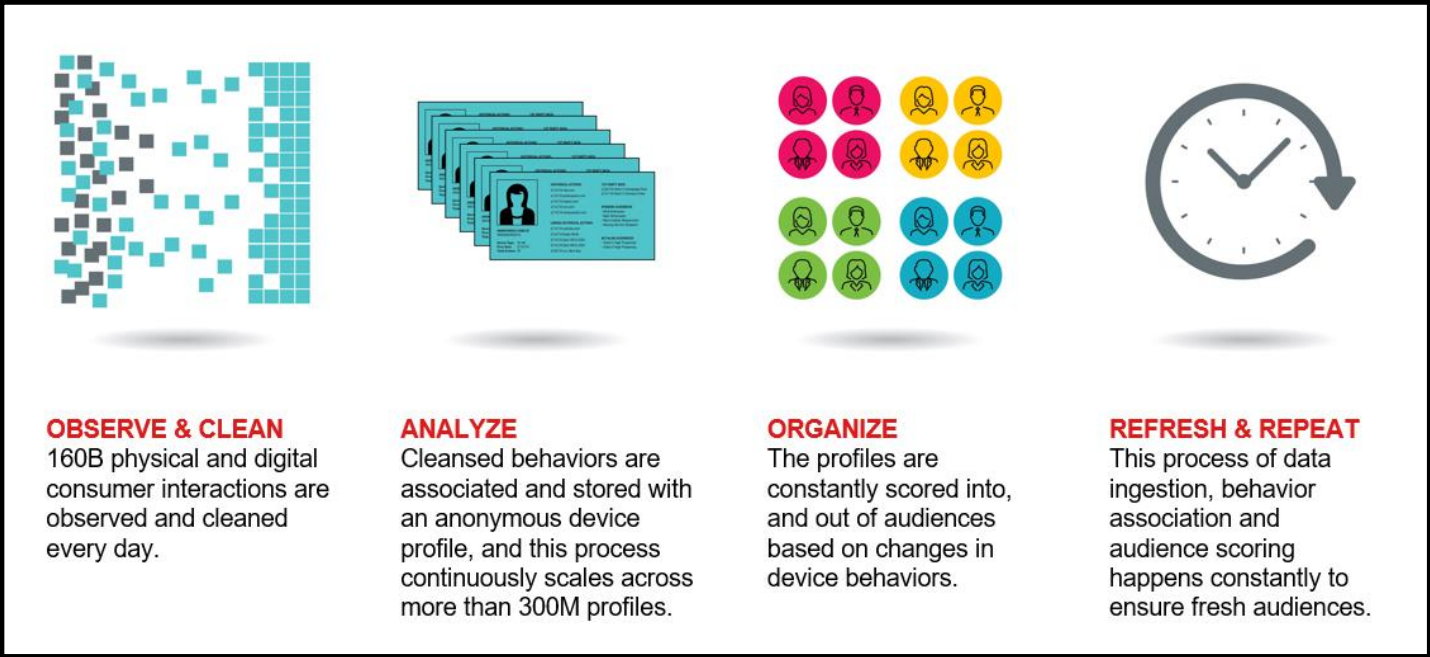
- **Dstillery DMP:** Analyzes online behaviors and interests, enabling us to build highly targeted custom audiences.
- **Placer AI:** Provides real-world location data, including foot traffic, visit frequency, and dwell time, helping us understand where consumers spend their time offline.

With 25,000 clients and millions in media spend under management, our extensive experience allows us to continuously optimize campaigns for maximum effectiveness.

By integrating behavioral data with location insights, we create smarter strategies that reach consumers both online and in the places they frequent. We also utilize customer data or pixel websites to build look-alike models, ensuring precision targeting and better ROI.



Data-driven marketing has been shown to lead to a **20% increase in revenue** for companies by allowing them to target the right audience with the right message



Audience	Index
1 Style Inspiration	163.09x
2 Relationships	114.09x
3 Online Home Decor Shoppers	104.89x
4 Hair Care	99.93x
5 Home and Garden TV Fans	99.70x

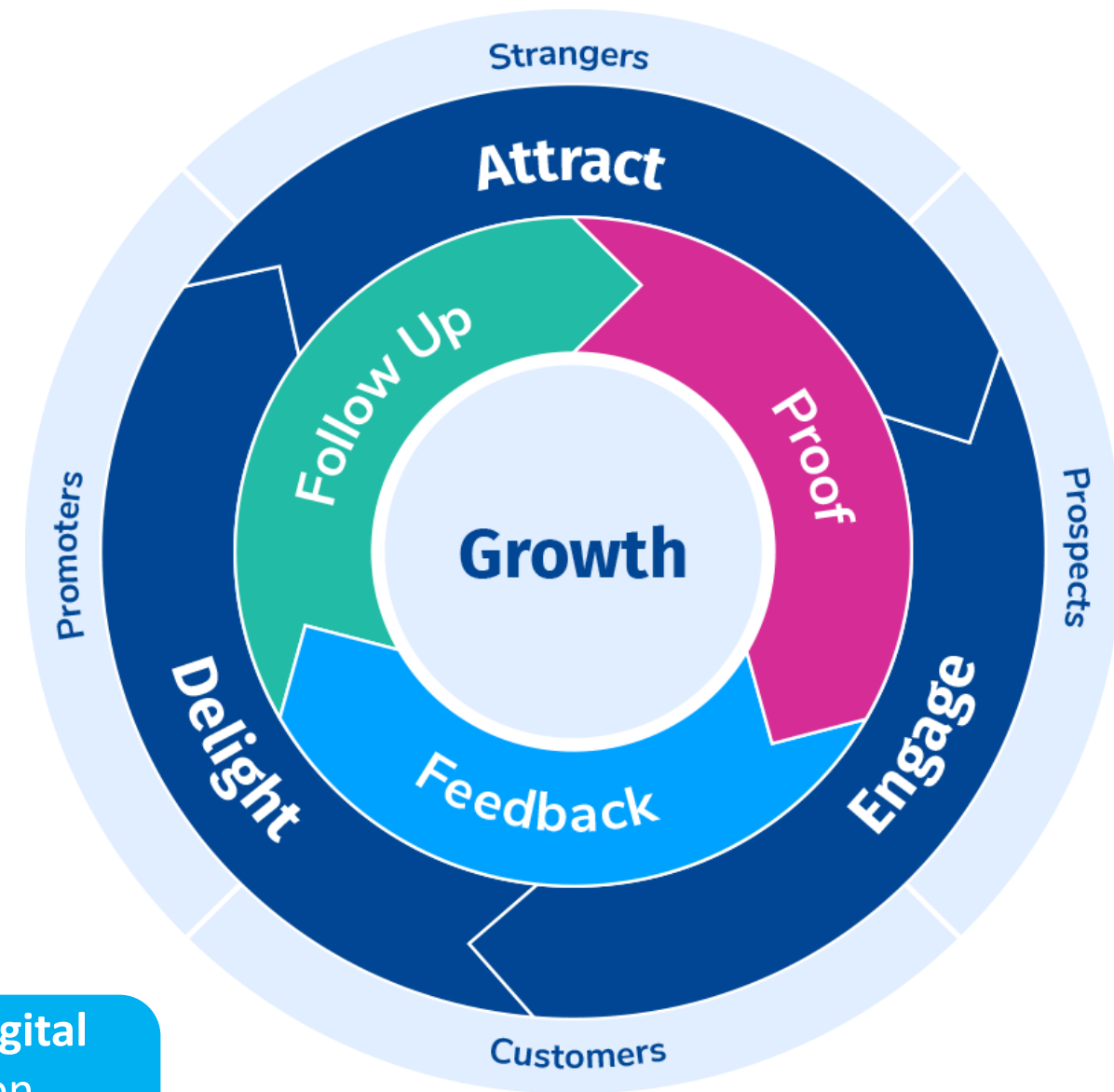


The buying journey is not linear

The path to purchase is no longer straightforward. Your local customers interact with your brand in multiple ways, from hearing a radio ad to browsing social media, and searching on Google.

Our omnichannel strategy ensures your brand is present at each stage, guiding potential customers toward conversion and brand loyalty.

Consumers typically engage with **20 to 500 digital touchpoints** before making a buying decision, depending on the product, industry, and buyer journey complexity



What does success mean to your Business?

We prioritize your business success by aligning our strategies with your specific goals—whether it's driving awareness, increasing website traffic, or maximizing conversions.

Our detailed conversion tracking allows us to measure performance across every stage of the customer journey.

By closely monitoring key metrics tied to your objectives, we continuously optimize campaigns to ensure they deliver meaningful, measurable results, helping you achieve sustainable growth and a strong return on investment.

Awareness

- Maximize Reach
- Video Completion
- Frequency Control

Traffic

- Cost Per Click
- Click through Rate
- Landing Page View

Conversions

- Form fills
- Calls
- Foot traffic



Targeting Tactics



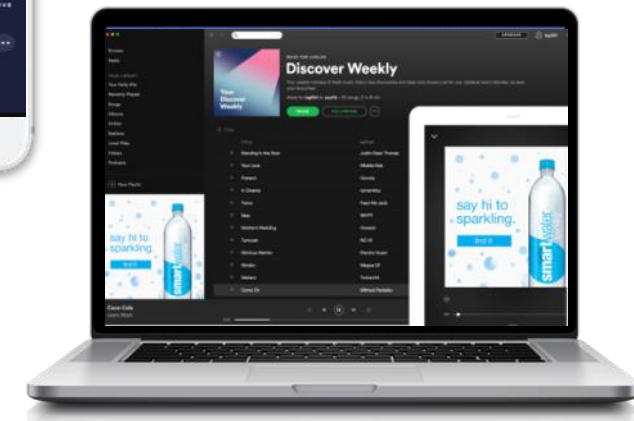


PROGRAMMATIC AUDIO

Reach a highly engaged audience with impactful audio ads on platforms like Spotify with programmatic audio.

- Audio ads have shown a 24% lift in recall in comparison to traditional display
- Programmatic audio ads are excellent to grow brand awareness
- Reach a targeted audience on platforms like Spotify to go beyond the reach of radio
- Free companion banner ad

Over 60% of U.S. adults listen to streaming audio weekly: More than 60% of adults in the U.S. engage with streaming audio services like Spotify, Pandora, and Apple Music on a weekly basis, providing a large audience for audio ads.





hulu

YouTube

sling
TELEVISION

ESPN

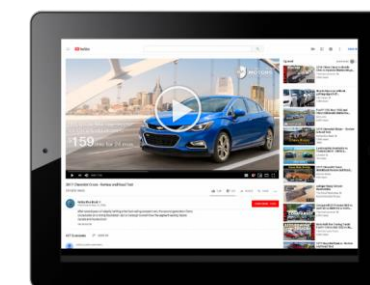
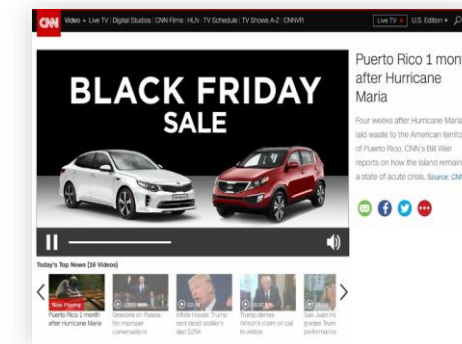
FOX CNN

ONLINE VIDEO

Online Video advertising is currently the **fastest growing advertising segment across all advertising mediums**.

- Audience Preroll delivers **unskippable commercials** on local and national websites and apps
- **YouTube TrueView** operates under a cost per view model, if they skip you don't pay
- OTT/CTV placement on **top streaming platforms** such as Sling TV, CNN, Fox, weather channel, food network, etc.
 - Addressable targeting
 - Behavioral targeting
 - Demographic targeting

Online video will account for 82% of all internet traffic by 2025: Video is projected to represent 82% of all internet traffic, underscoring its growing dominance and importance in digital marketing strategies.



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DELIVERY OPTIONS:



Video



CTV

Build Awareness

Generate Interest

Convert

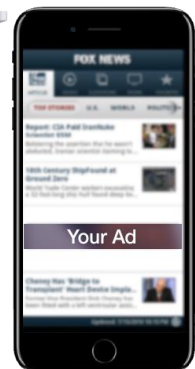
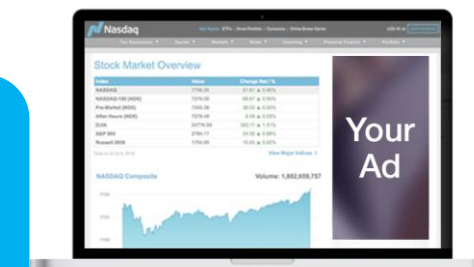
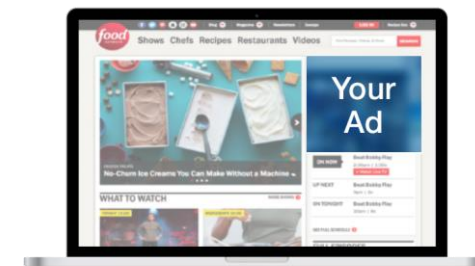
PROGRAMMATIC DISPLAY

Maximize your presence in market across a wide variety of sites by running ads across Townsquare Ignite's extended network of local and national websites.

Targeting Capabilities:

- 3rd party data targeting
- Contextual Targeting
- Website Targeting
- Native advertising
- Geofencing
- Retargeting

Programmatic display ads reach 98% of internet users:
With access to a vast array of networks and platforms, programmatic ads can reach up to **98%** of internet users worldwide, giving businesses unparalleled reach and visibility.

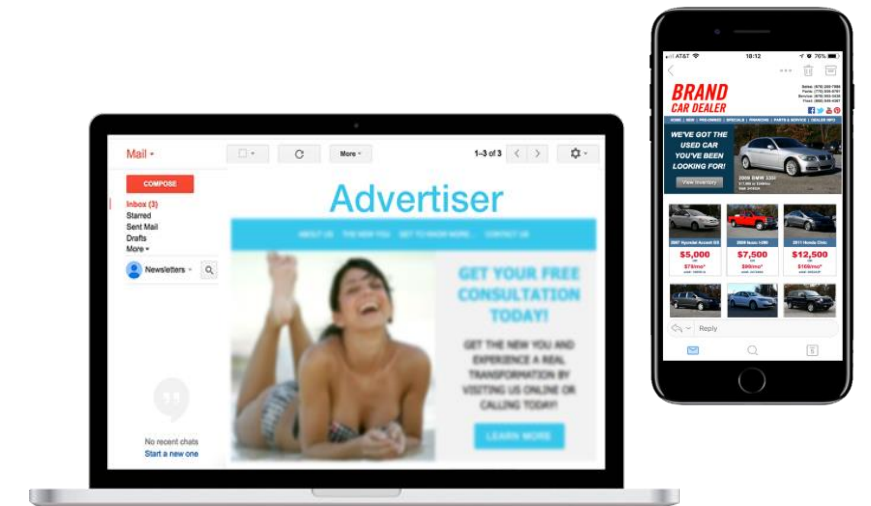


EMAIL MARKETING

Deliver your message or promotion directly to the inboxes of viable prospects through a **targeted email marketing campaign**.

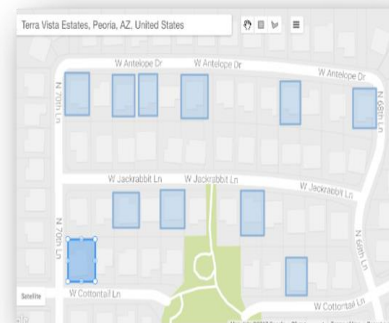
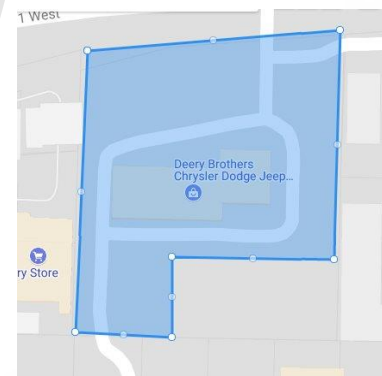
- Leverage a rich set offline and online 3rd party audience data
- Target your ideal audience based on demographics, interest and intent
- Guaranteed 10% open rate
- Guaranteed 1% click through rate
- Retarget email openers
- Option to acquire physical addresses of people that opened the emails

Email marketing drives 81% of B2B and 77% of B2C customer acquisition: Email is a critical tool for both B2B and B2C businesses, with **81%** of B2B and **77%** of B2C marketers relying on email to acquire new customers.



LOCATION BASED TARGETING

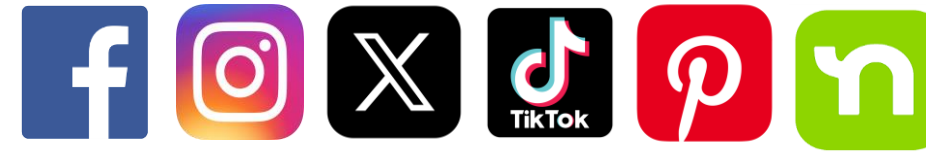
Geofencing targets users based on location, while addressable targeting delivers personalized ads based on demographics and interests. Combined, they ensure your ads reach the right people at the right time, boosting relevance and engagement.



- Tens of thousands addresses can be targeted in one campaign
- Foot traffic lift to advertisers locations can be measured using geo conversion lift capabilities
- Ads delivered to devices that have been detected at the addresses, both while they are at the specified addresses and while they are away from them.

Geofencing drives a 20% increase in conversion rates:
Studies show that using geofencing can result in a **20%** boost in conversion rates, as the ads reach consumers when they are in proximity to a physical location, prompting immediate action.



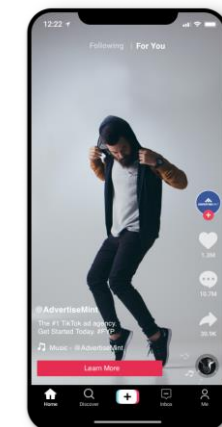
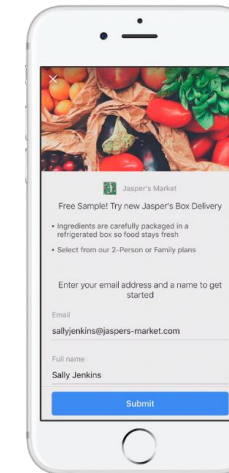


Meta
Business Partner

SOCIAL ADVERTISING

Expand reach on social network users who are within your target geography and who fit your target audience

- Target by geo, demo, interests, behaviors
- Integrate Townsquare partner 3rd party data for more precise reach
- Look alike modeling
- Optimize for completed views, clicks, landing page views or conversions



The average user spends 2.5 hours a day on social media and 52% of users discover new products and services through these platform.

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DELIVERY OPTIONS:



Video



Display

Build Awareness

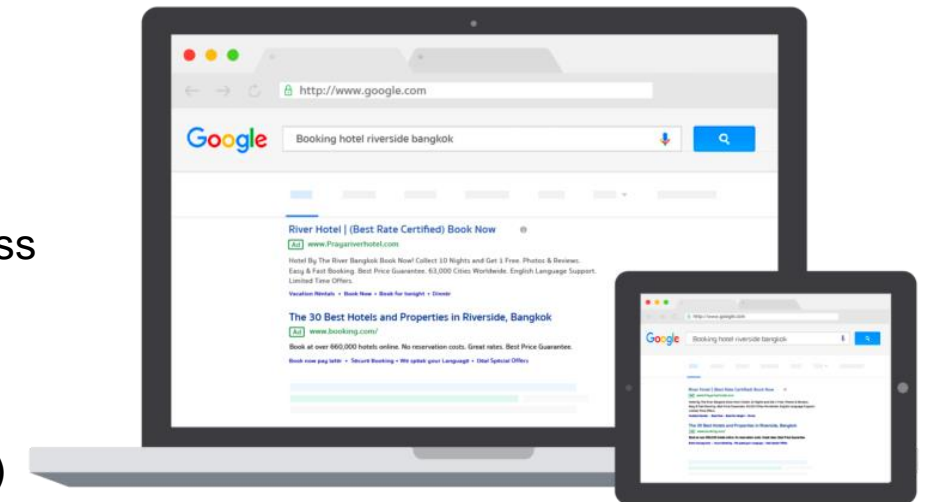
Generate Interest

Convert

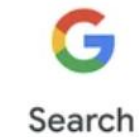
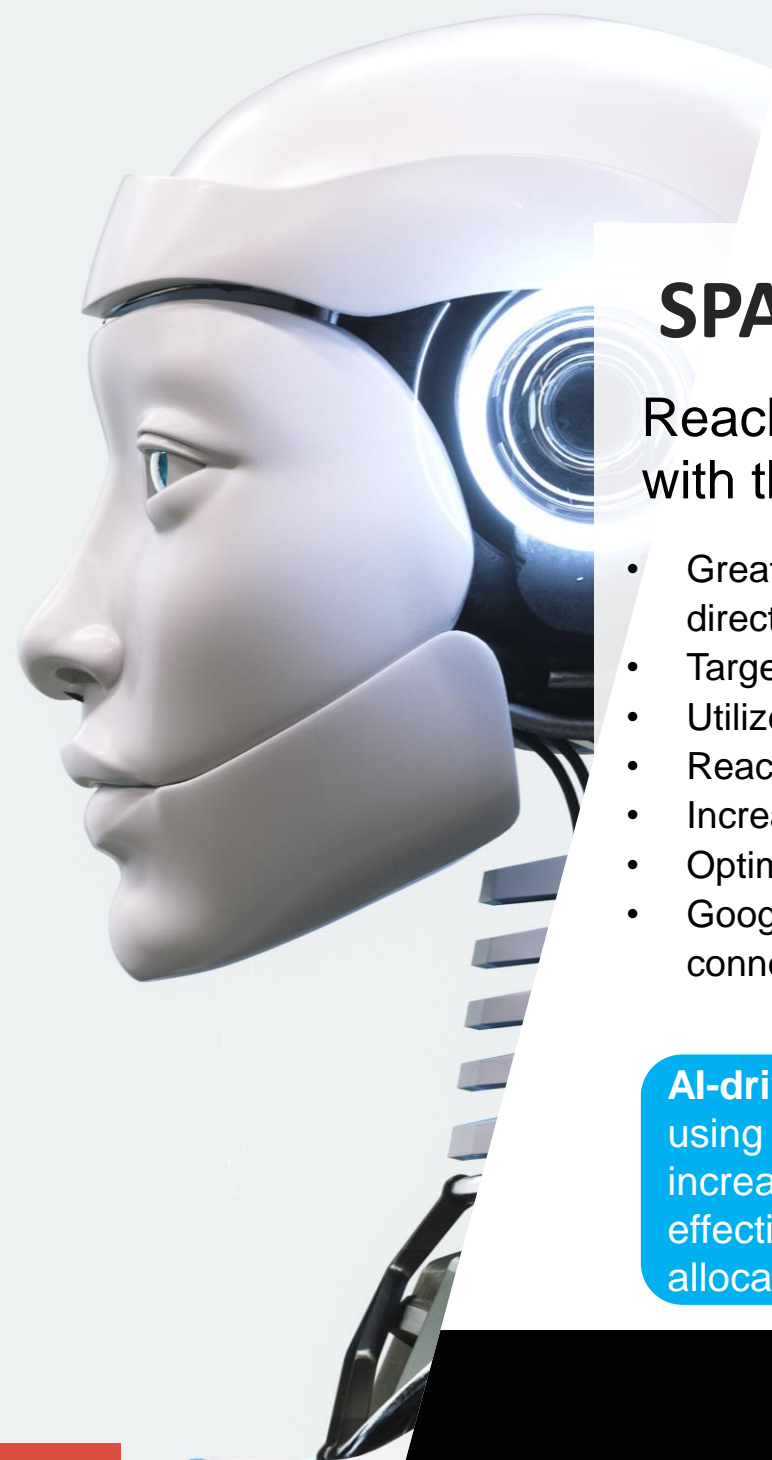
SEARCH ENGINE MARKETING

Drive conversions with a campaign that places your brand on the same page as relevant search results.

- Great way to reach in market consumers for branding or direct response purposes
- Customizable to increase relevancy to searcher
- Target audience at the optimal point in the purchase process
- Increase customer acquisition
- Links to Google Analytics
- Call Tracking capabilities
- Optimize towards conversions or conversion value (ROAS)
- Search Engine Optimization add on available



Over 45% of online searches have a local intent, making it a key tactic for local small businesses to drive calls, leads, and revenue. Townsquare media is a **Google Platinum partner** placing it in the top 3% of all digital agencies

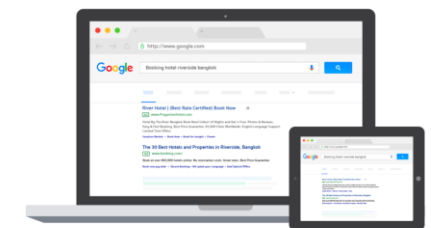
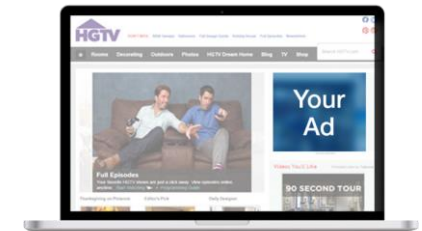


SPARK AI

Reach your customer across the buying journey on **multiple platforms** with the common goal to drive conversions

- Great way to reach in market consumers for direct response purposes
- Target audience at the optimal point in the purchase process
- Utilize 1st party data to guide targeting
- Reach customers on video, display, social, and search
- Increase customer acquisition
- Optimize towards conversions or conversion value (ROAS)
- Google Shopping integration and dynamic product ads connected to Google Merchant Center

AI-driven marketing can increase ROI by 30%: Businesses using AI-powered marketing strategies report an average increase of **30%** in return on investment (ROI), highlighting the effectiveness of AI in optimizing ad performance and budget allocation.



MEASURE SUCCESS

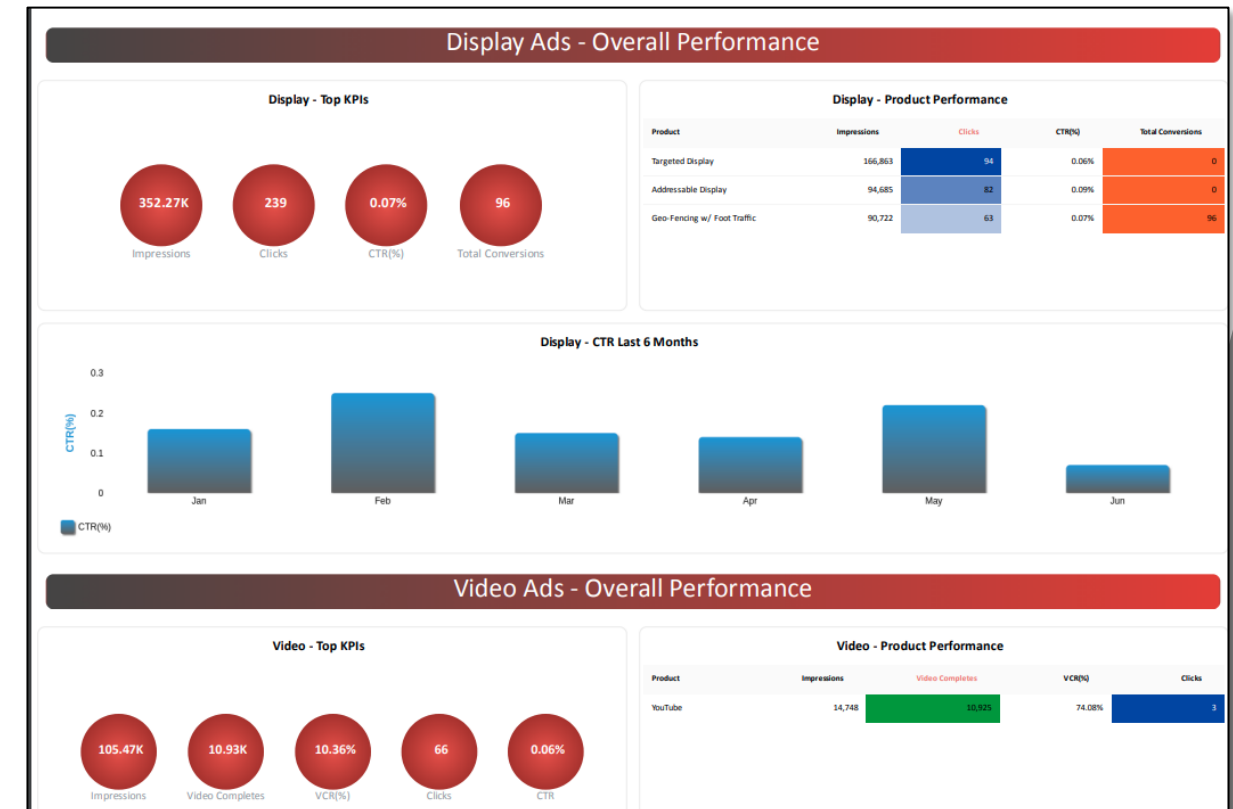
In a crowded digital advertising landscape, it is essential to understand how we stack up against the competition. Here's why Townsquare Ignite stands out:

Pulse dashboards empower you to:

- Track real-time campaign performance
- Navigate a user-friendly, customizable interface
- Visualize clear, impactful metrics
- Access on any device
- Dive into advanced analytics and reporting
- Integrate multiple data sources seamlessly
- Leverage predictive insights and trend analysis
- Customize KPI tracking

Why it matters:

- Make quick, informed decisions
- Enhance client communication with clear visuals
- Save time with streamlined reporting
- Optimize strategies with deep insights
- Stay proactive and prepared for market shifts





CREATIVE SERVICES

With our Creative Services team we offer top-notch creative solutions tailored to meet your needs. Our dedicated team of experts brings a wealth of experience and creativity to every campaign across all of our digital marketing tactics. Here's what we offer:

CREATIVE DIRECTOR TEAM

Our Creative Directors work directly with our clients and sales teams to develop a comprehensive creative plan including effective ad copy and style. They then collaborate closely with our designers and video producers to bring these plans to life, ensuring alignment with your vision and goals.

DESIGN TEAM

Our skilled designers specialize in creating visually stunning and impactful designs. We ensure that every design element is optimized for maximum engagement and effectiveness. We focus on delivering creative solutions that not only look great but also drive results.

PRODUCTION TEAM

Our experienced video producers excel in creating dynamic and engaging video content for across a multitude of platforms including STV and social. Our production team delivers high-quality results that capture your audience's attention and drive campaign results.





OUR TEAM : YOUR TEAM

200+ Employee Manpower
with the communication style
of an internal team.

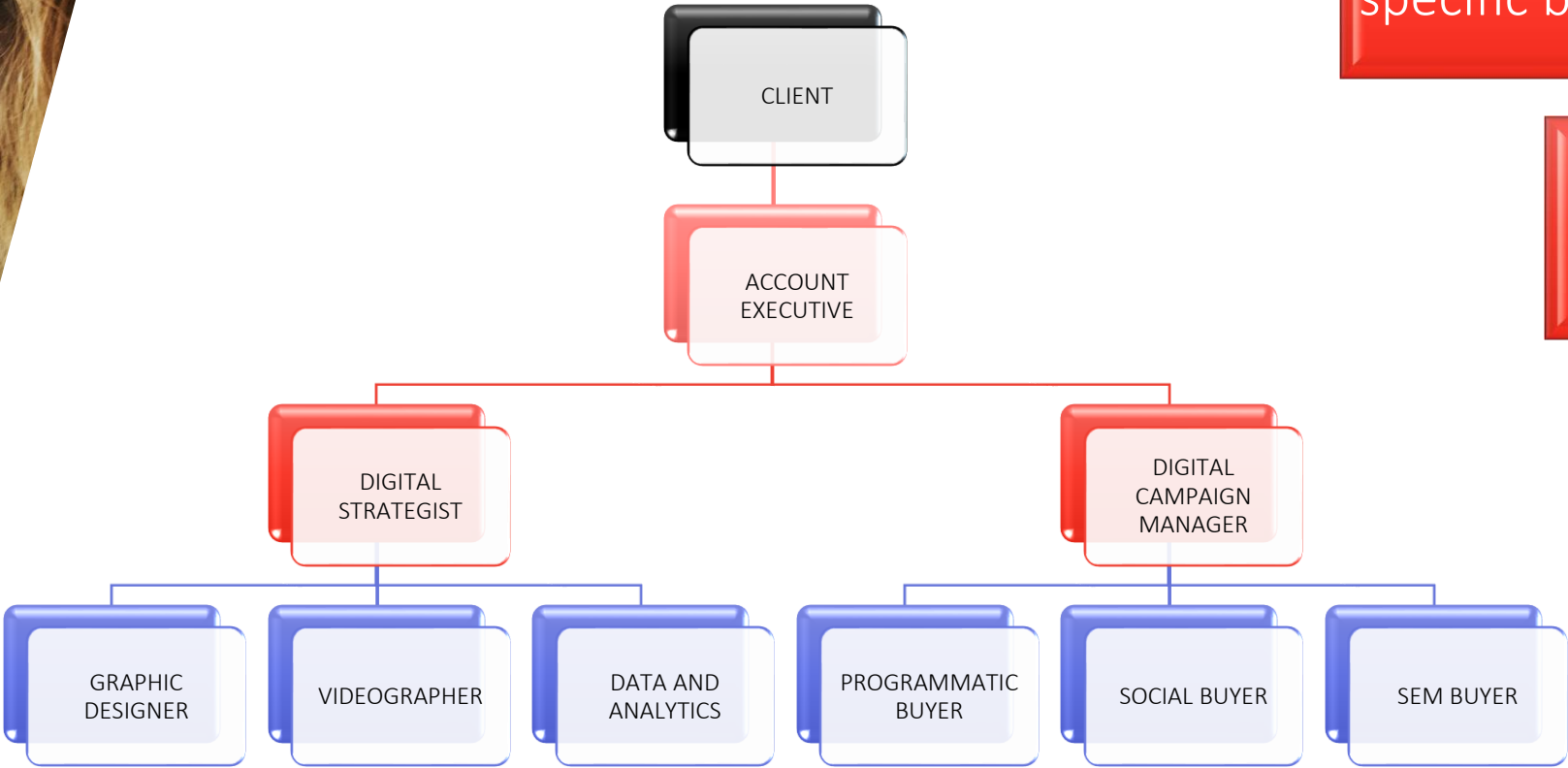
200 Digital strategist

117 campaign managers

65 platform specific buyers

26 creative experts

10 Market Research Data Analysts





STILL DEBATING? LET US MAKE IT SIMPLE FOR YOU

Choosing Townsquare Ignite is a no-brainer because we understand your challenges and have the solutions you need. Here's why partnering with us is the best decision:

- **Expertise & Experience:** our team brings years of industry knowledge and a proven track record of success.
- **Tailored Solutions:** we provide customized strategies designed specifically to meet your business goals.
- **Data-Driven Results:** our campaigns are backed by data and analytics to ensure maximum ROI.
- **Comprehensive Support:** from strategy to execution, we're with you every step of the way.



Client Testimonials

“ Townsquare’s digital advertising professionals take the time to listen to our challenges and brainstorm together to come up with media strategies. That is a huge difference from past media companies we’ve worked with. Townsquare really takes our advertising to the next level.

— Ryan Faul, General Sales Manager *”*

The primary marketing tactics utilized during this campaign were that of Townsquare Ignite. Our client was thrilled, as was the entire Mill's Marketing Team.

Derek Baker – VP Growth and Innovation
Mills Marketing

“ Townsquare has been a partner of ours for over 5 years. Townsquare is top-shelf when it comes to digital, and we value their knowledge and expertise, which play a major role in our clients success.

- Jared, Marketing Director, Turnkey *”*

“ My company and I are so impressed with Townsquare’s campaign delivery that we are renewing both our branding and recruitment campaign for another year!

-Director of Operations *”*