

VDBS DIGITAL MARKETING BUNDLE

Coordinate your digital message using display ads, email and Facebook



MULTI-CHANNEL REACH

Your customers switch devices throughout their day. Activate your campaign across these devices to reach them on multiple channels and with multiple messages.



MORE LIKELY TO PURCHASE

Combining digital display ads with email campaigns and Facebook ads can increase response rates by 30% over consumers who were reached by one channel alone.



LAUNCH QUICKLY

Our Digital Marketing Bundle lets you schedule your multi-channel campaign quickly to react to market trends or to respond to your customers' changing tastes.

1

Profile existing customers

2

Targeted display ads run for 24 days

3

Emails go out in three steps

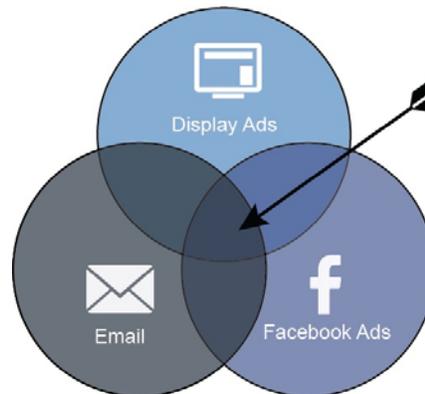
4

Facebook ads served to same audience

5

Review results & schedule next steps

THE EASIEST WAY TO COORDINATE DIGITAL DISPLAY ADS, EMAIL AND FACEBOOK



Multi-Channel campaigns increase success rates by over 30% on average.

How does it work?

First, identify your market footprint and your ideal audience—if you're not sure about the audience we can help. VDBS can create a profile of your customers. Using our VPRO technology, we match your customer database against our file of U.S. consumers to determine the demographic and lifestyle profiles of your best prospects. This audience, who closely resembles your customers will be reached with display ads for 24 days.

During this time we send a three step email campaign, targeted to the same audience and created with our DigDev 360 email platform and our permission based email database.

To follow up, the people who received emails will see your ads in their Facebook feed.

Narrow your search to the most likely prospects and save money. And you'll increase visibility and reach with a coordinated multi-channel strategy managed by Virtual DBS.



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Schedule the month, track your success

The coordination of the multi-channel campaign is done for you by the digital marketing team at Virtual DBS—leaving you to monitor your results and plan your next campaign.

Choose audience—Select using your preferred demographic profile, or we'll match your customer database to our universe of consumers to create a profile of your customers. Then we identify an audience of lookalike prospects using demographic and lifestyle selects.



Creative—Create your banner ads and email messages. That's it. We'll take it from there.

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|--|----|----|----|----|--------------------|----|----|----|
| Final review of creative and approval of audience. | 1 | 2 | 3 | 4 | Display Ads | | | |
| | | | | | 5 | 6 | 7 | |
| Display Ads with Retargeting | | | | | | | | |
| Email Deployment 1 | 8 | 9 | 10 | 11 | Email Deployment 2 | 12 | 13 | 14 |
| Display Ads with Retargeting | | | | | | | | |
| Deployment to Opens | 15 | 16 | 17 | 18 | Facebook Ads | | | |
| Display Ads with Retargeting | | | | | | | | |
| Facebook Ads | | | | | | | | |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 | | |

Comprehensive Campaign Reporting

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|--|--|--|---|
| VDBS Profiler Using your customer data, we report on the demographic and lifestyle characteristics of your current customers. This profile is used to identify best prospects. | Display Ads Display Ads to your best prospects for 24 days to build brand recognition. Everyone who responds or visits your website is retargeted with additional ads. | Email Using the DigDev 360 email platform, launch a three step campaign for optimal response. First two go out to 100% of your market and third one goes to openers. | Facebook Ads run on Facebook to prospects in the defined audience. Engage your most interested prospects to maximize results. |
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