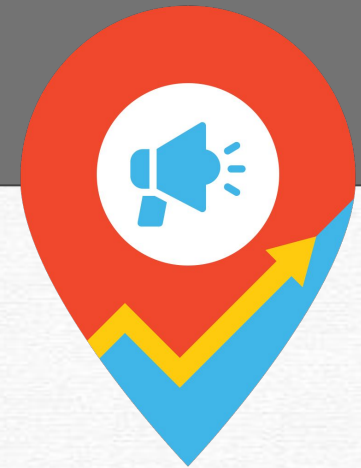


Grocery Store - Awareness



Scenario: A grocer wanted to drive awareness for their stores by advertising weekly sales by targeting food and coupon shoppers that live near each of their locations. 1 year timeframe.

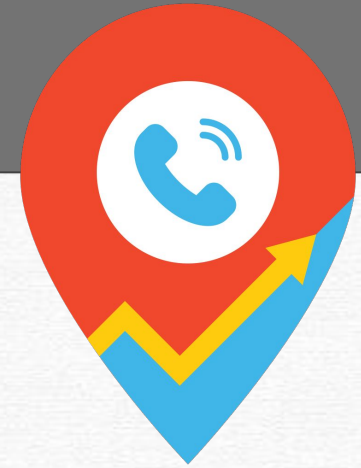


Results: The LocalAds Team geo-targeted 5 miles around each store and delivered display ads to an audience who regularly used coupons to shop for groceries in order to influence **views and clicks**.

Monthly Budget	Monthly Results
\$30,000	9,763 Coupon Clicks
Conversion Value	Estimated Return
\$40	\$565,000

The campaign tracked 14,125 store visits influenced by the 9,763 coupon clicks so each click resulted in 1.45 store visits with an average purchase of \$40. The estimated return was the conversion value x 1.45.

HVAC Contractor - Calls



Scenario: An HVAC contractor want to get more qualified calls from homeowners who needed A/C repair or were in market to purchase a new A/C unit. 1 year timeframe.



Results: The LocalAds Team identified homeowners by the type of HVAC unit they owned and then presented display and search ads to influence an appointment as an **phone call**.

Monthly Budget	Monthly Results
\$1,875	48 Phone Calls
Conversion Value	Estimated Return
\$420	\$6,720

On average there were 48 calls per month where 33% were qualified for a service call. An average service call is worth \$420. The estimated return was based off taking 33% of the calls x conversion value. HVAC unit sales not factored.

Personal Injury - Conversions



Scenario: A personal injury attorney wanted to get more qualified leads with either phone calls or online form fills to schedule a consultation. 1 year timeframe.

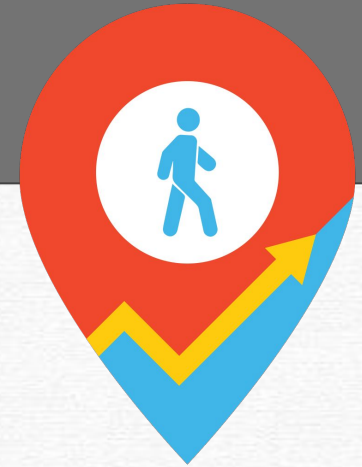


Results: The LocalAds Team identified physical behaviors defined by the users' mobile devices to infer that a person may have been injured and then presented display and search ads to influence an appointment as an **online conversion**.

Monthly Budget	Monthly Results
\$2,100	7 Conversions
Conversion Value	Estimated Return
\$8,000	\$56,000

On average there were 160 leads per month where 4% of those turned into court cases making it an average of 6-7 cases per month. The average fees collected by these cases is \$8,000 per court case.

Auto Dealership - Visits



Scenario: An auto dealer wanted to get more people visiting their dealership who were in market for the specific make and models of vehicles they sold. 3 month timeframe.



Results: The LocalAds Team identified people who live near the dealership and were in market for the make of the vehicles sold. This audience was remarketed to with display and search to influence **visits**.

Monthly Budget	Monthly Results
\$1,875	75 Visits
Conversion Value	Estimated Return
\$2,400	\$45,000

The average net revenue off a vehicle sold was \$2,400. Roughly 25% of visits resulted in a sale. The estimated return was based off taking 25% of the visits x conversion value.