

## Sweet results with no cookies.

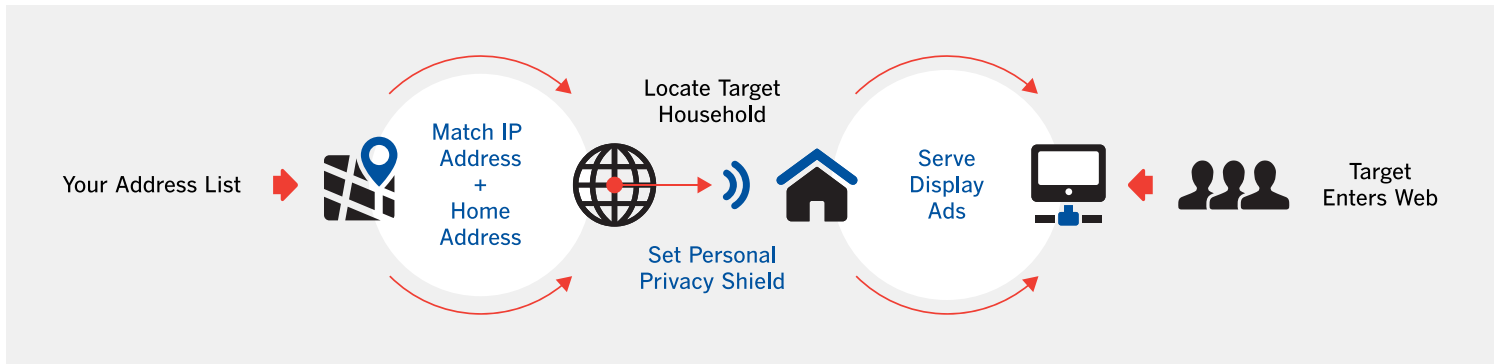
MotusIP Campaigns from B2E Data Marketing not only change the way online advertising is delivered; they also change the results dramatically.

### What proof? Check out these remarkable increases:

- 50-100X more targeted than television
- 6-60X more effective than other online ads
- 3.2X higher average click-through rates (CTR) than industry averages

## HOW IT WORKS.

Using innovative technology, MotusIP campaigns drive digital advertising by using IP addresses to deliver banner and video ads to targets on websites, without using cookies, census block or geo-location tools.



### This new twist on traditional direct mail strategy works through:

- **IP Targeting** that determines the IP address based on offline data such as the physical address.
- **Captive Audience** uses venues where target populations gather to reach them on websites they visit while at those venues.
- **Venue Replay** allows you to continue to target devices after targets leave venues.
- **Digital New Movers** targets people who are moving or have just moved to a new home.
- **Matchback Analysis** determines which sales were a direct result of IP targeting.

### MotusIP Campaigns:

- Ability to run ads on over one million sites with 30 to 50 billion impressions daily
- Can run on websites where your target is surfing
- Targets ads to individuals and the sites they visit
- Has flexibility to add conversion and remarketing pixels
- Assigns privacy IDs to every customer
- Integrates with existing active customer lists
- Automatically blocks adult and spam sites
- Offers continuously updated reporting

### EXAMPLE

CAMPAIGN	Prospects Mailed	New Customers	% Sold	Lift	Avg Sale of \$500	Increase
Direct Mail Only	5,000	95	1.90%		\$47,500	
Direct Mail with MotusIP	5,000	171	3.42%	80.0%	\$85,500	\$38,000
	10,000	266				

### MORE TARGETED. MORE SUCCESSFUL.

#### Contact B2E Data Marketing and see how MotusIP Campaigns can help you:

- **Increase accuracy** by mapping IP address with home addresses with 95+% accuracy.
- **Minimize waste** by eliminating nearly all bots and malware.
- **Drive results** by cross-referencing targets with sales to prove ROI.