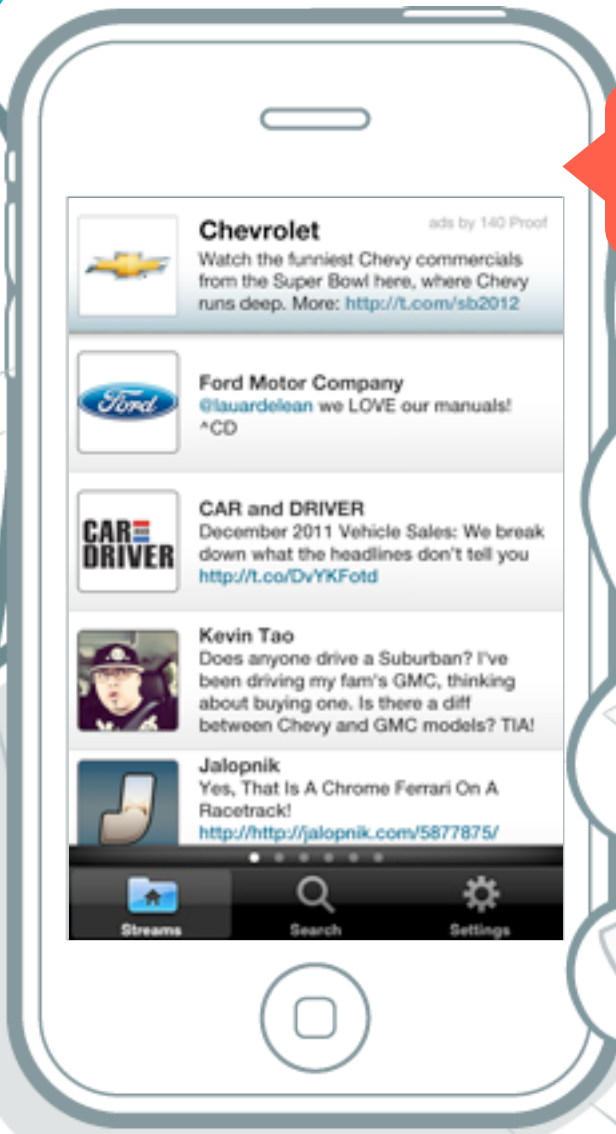




140 Proof

# Claim the best space in social

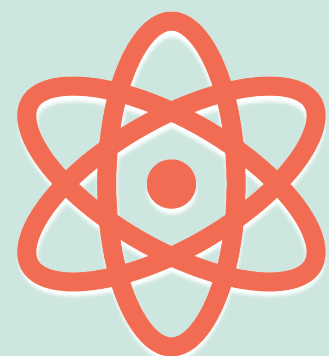


simple execution

social sharing

premium placement for greater impact<sup>[1]</sup>

scale beyond your fans and followers

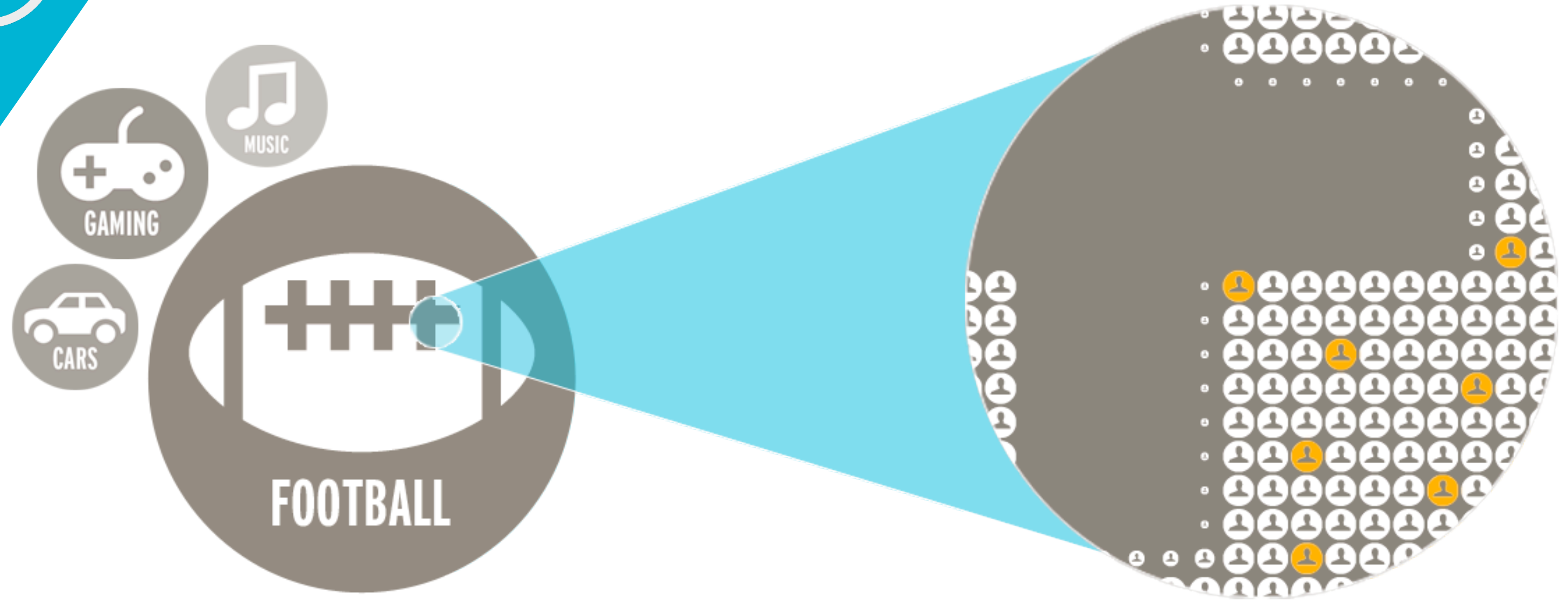


The 140 Proof network includes tech influencers, moms, college students, small business owners, entertainment fans, and audiences of all stripes.

[1] Eye-tracking studies on social streams confirm that “content on top wins” - Mashable, November 2011

140  
Proof

# Interest Graph Targeting: the advantage of social



Social stream users are the **most engaged users online**. They **self-organize** by interest, **clustering around topics, trends, and lifestyles**. With 140 Proof, you can target and reach your audience at scale based on **who they follow** and **keywords** in their feeds.

The **Relevance Algorithm™** aggregates influencers, their followers, and brands into **audiences** like:



### Tech Influencers

*...and the nerds who love them.*  
Accounts like @om and @ericries and keywords like “**developers**” and “**#leanstartup**” are common to Tech Influencers.



### Busy Moms

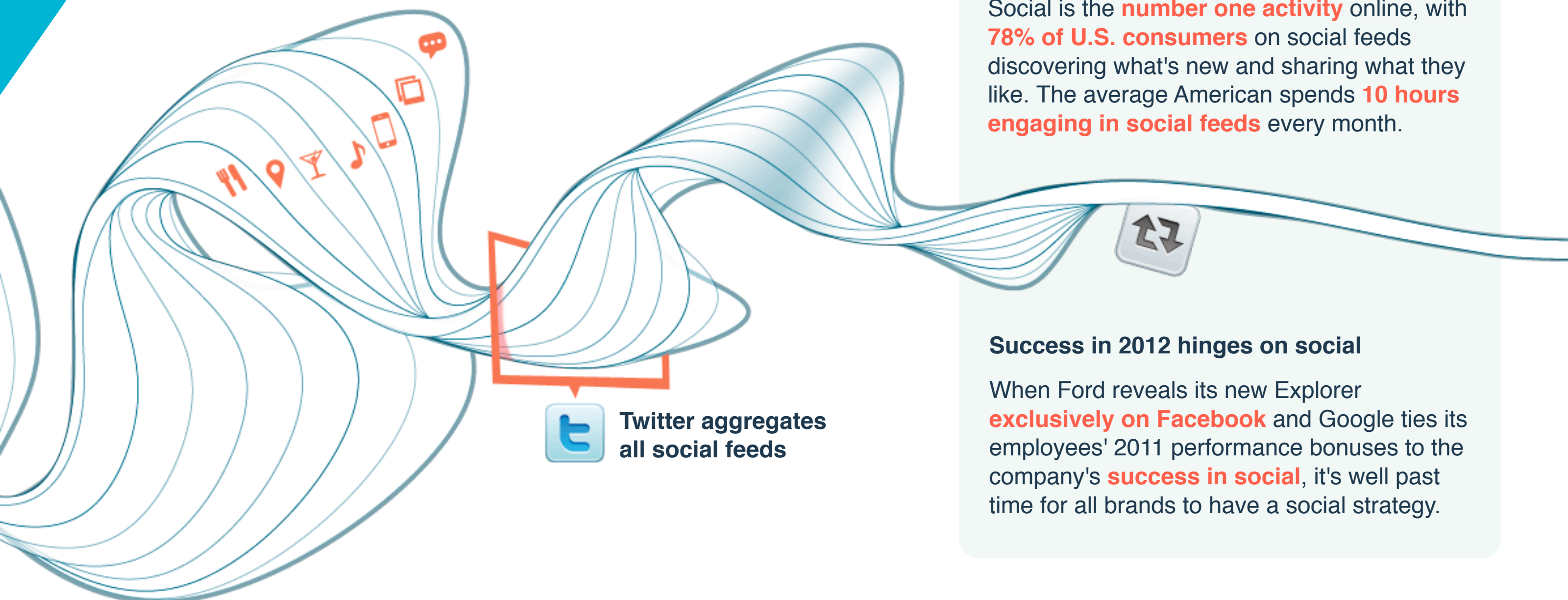
*(AKA moms awake right now).*  
Busy Moms follow accounts like @thepioneerwoman and @Oprah and talk about “**carpools**” and “**my kids.**”



### Football Fans

*...of the highest caliber.* They tend to follow accounts @NFL and @TimTebow and mention words like “**Steelers**” or “**#whodat.**”

# Social has the edge over display and search



 **Twitter aggregates all social feeds**

## Brand Investment in Social Has Tripled Since 2010

Social is the **number one activity** online, with **78% of U.S. consumers** on social feeds discovering what's new and sharing what they like. The average American spends **10 hours engaging in social feeds** every month.

## Success in 2012 hinges on social

When Ford reveals its new Explorer **exclusively on Facebook** and Google ties its employees' 2011 performance bonuses to the company's **success in social**, it's well past time for all brands to have a social strategy.



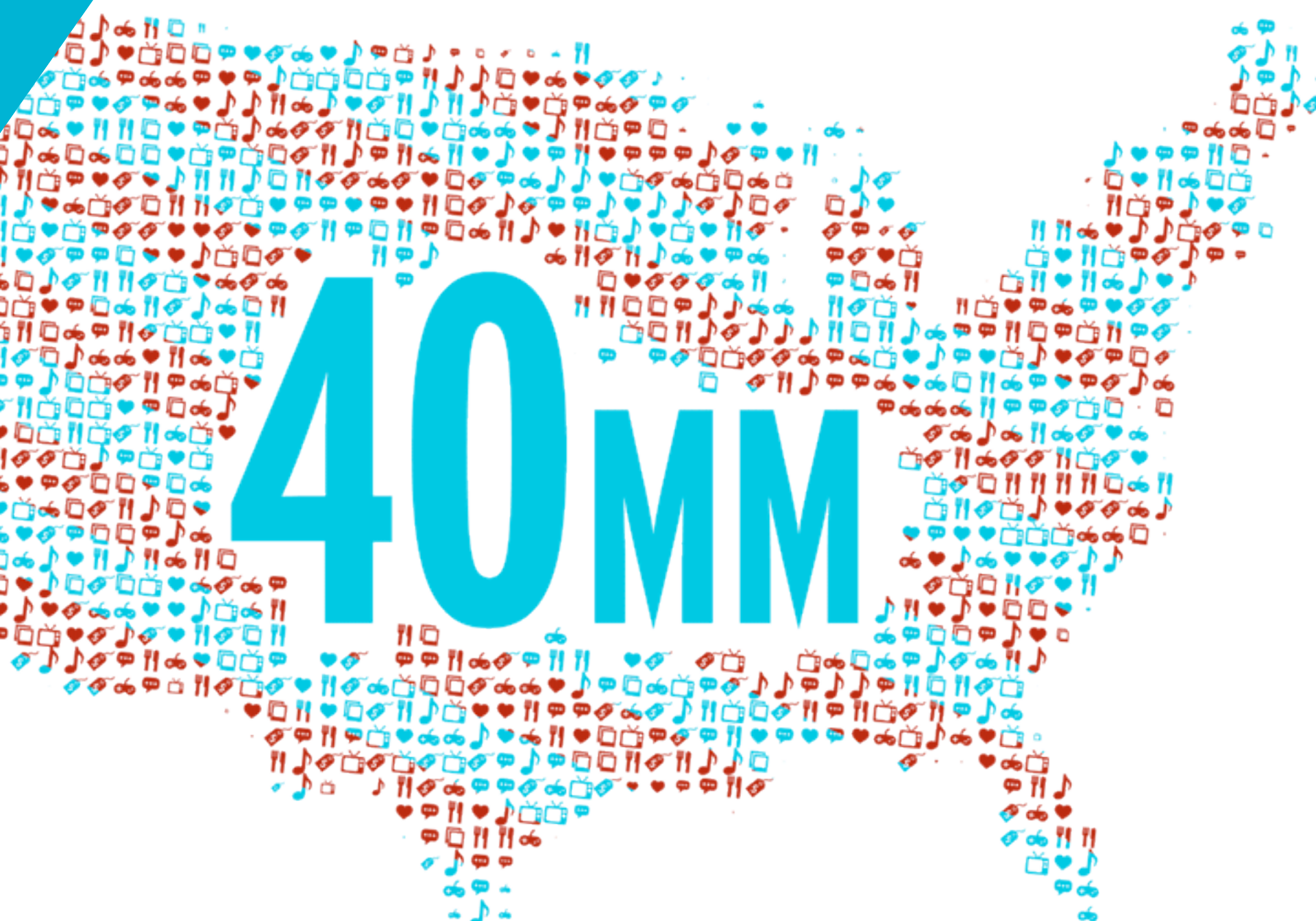
## Savvy Media Buyers are Flocking to Measurable Social Advertising

Media buyers enjoy the high performance\* and actionable metrics of social, driven mainly by better targeting and in-app sharing. Brand managers increasingly see social as a “must-buy” because that’s where their audiences are.



# 40 Million Americans: United by Social Apps

140 Proof is **40 million US uniques**, linked by their interests and united across web, desktop, tablet, and smartphone apps.



**No other app network connects more social users across devices.** The 140 Proof audience is a modern audience, reflecting a spectrum of **generations, demographics, and issues.**

140 Proof audience members are **more influential and engaged** than other social users\* and demonstrate **higher purchasing power** than the average American.

For information about 140 Proof's international targeting capabilities, please email [sales@140proof.com](mailto:sales@140proof.com).

\* Typical campaign CTR is 0.50% – 1%. Brand studies have measured an **increase in purchase intent up to 4X**



**The 140 Proof network includes audiences of all stripes**, from baby boomers to business owners and senior citizens to millennials.

# 140 Proof Ads: **Straightforwardly Social**



140 characters of text and a link, pinned to the top of the social feed.

Drive traffic **outside** Twitter and Facebook's **walled gardens** to any site: YouTube, brand sites, apps, games, and downloads.

...or stay and build **social capital**: Brand Social Pages, Following and Social Sharing

Seamless **in-app video** option

# Strategies Engineered for Social

## Continuity

Reach your customers at scale by targeting followers of relevant media accounts

**Example:** Mercedes

**Target:** Followers of @Forbes, @CNBC, @AutoWeek

## Conquest

Build a qualified audience of the followers of complementary brands — or competitors

**Example:** Pampers

**Target:** Followers of @Huggies, @DiapersDotCom, @Gerber

## Takeover

Own an audience for specific days or dayparts

**Example:** Chevrolet

**Target:** All 140 Proof users during the 48 hours surrounding the Super Bowl

## N + 1

Multiply your audience size by including friends and fans of proven engagers

**Example:** Microsoft Office

**Target:** People who engaged during previous Office campaigns

## Behavioral Mobile

140 Proof is the only way to behaviorally target audience segments at scale on Smartphone and Tablet apps

**Example:** Walmart

**Target:** Greens interested in sustainability initiatives

## Second Screen

Extend TV and video buys to own your target audience on social

**Example:** Victoria's Secret

**Target:** followers of @GleeOnFox, @Gleeks, @GossipGirl, who would be seeing Victoria's Secret TV ads during the premieres of their favorite shows



# Account Services: The Cure for the Common Campaign

## White Glove Launch Support

Our Account Managers will **guide you through pre-launch setup and launch day**, overseeing campaigns through the wrap-up and insights stage



## Ad Targeting and creative optimization

**Mid-campaign optimizations** based on creative comparisons and audience insights can improve CTR by as much as 50%



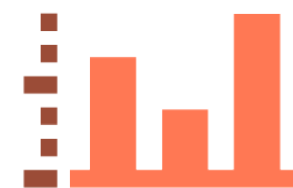
## Regular reporting and recommendations

Account managers review campaigns regularly to **discover opportunities for increased performance**



## Creative Consultation

Our social sherpas can **write campaign creative or support and adapt existing brand assets**. Original 140 Proof creative typically drives a **25% lift in CTR** over repurposed search creative



## 3rd party impression and click tracking

**DoubleClick (Dart/DFA), Atlas, Mediamind**, and other technologies are welcome

# Broad Success: Selected Case Studies



## Sports Real-Time Event Takeover

**Goal:** Drive broadcaster-centric buzz and TV event awareness around a long-awaited pre-season event.

**Primary Strategy: Takeover.** Link ad creative with broadcaster's real-time tweets. Time-lock delivery to capitalize on organic interest.

**Targeting:** Millions of football fans, sports fans, and casual fans via the followers of [@NFL](#), [@Ochocinco](#), [@SportsIllustrated](#), [@Steelers](#), [@PeterKing](#), and other influencers

**Results:** CTR 20x higher than banner media and 7 new Twitter followers/minute.



## Fall TV Premiere

**Goal:** Drive fan interest around the fall premiere of an acclaimed drama series.

**Primary Strategy: Behavioral mobile.** Use seamless in-app video to promote a 30-second teaser to social audiences.

**Targeting:** Broad adult targeting, including Cable Channel Fans, Zombie Fans, and Halloween Lovers. Followers of accounts like zombie apocalypse blogger [@ManVsZombies](#), [@BreakingBad\\_AMC](#), and [@David\\_Lynch](#)

**Results:** Performance 2X the 140 Proof average, record breaking viewership of the premiere among the target demographic



## "Always On" Vehicle Program

**Goal:** Promote ongoing awareness and generate sales leads for a new compact car.

**Primary Strategy: Continuity.** Offer exclusive pre-launch access to a streaming music site for young auto shoppers, and continue "beating the drum" for 6 months after launch with a general awareness campaign.

**Targeting:** Automotive brand fans, music enthusiasts, young adults. Followers of accounts like [@OfficialAdele](#), [@Pink](#), and [@JimmyEatWorld](#)

**Results:** Launch resulted in double the average performance for automotive campaigns, and the influence score for the audience reached 4X higher than social averages.

# Let's Make **Social** Sing

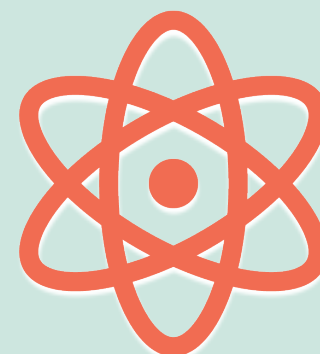
Click the icons below to get started



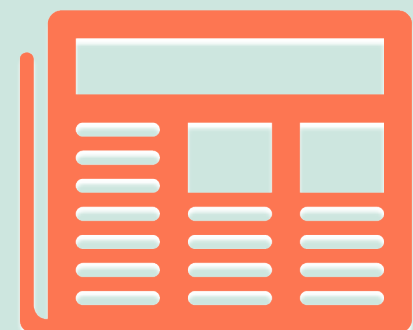
Email us at  
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for a tailored proposal



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