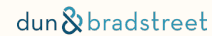


**MARIGOLD
DIRECT
POLITICAL
MARKETING**

IDENTITY- BASED POLITICAL TARGETING

If you're using traditional targeting, chances are a good portion of it is going to fake accounts or bots. With our database of 240 million deterministic files and 1:1, people-based matching, we can make sure your ads go not only to real people, but the people who are most likely to support your causes based on real actions and donation histories. And we can deliver those ads across every channel, including social, display, and email.

TRUSTED BY SOME OF THE WORLD'S LARGEST BRANDS



WE OFFER:

04



Deterministic data matched to email addresses, online cookies, and social handles.



Omnichannel advertising to the same audience across email, display, and social channels.



Donation history for the past two decades, with names and causes.



Append social, B2B, B2C, and political information to your existing voter and donor lists.



400 segmentation filters, including demographic, geographic, cultural, and interest-based data.

SOCIAL- DERIVED POLITICAL AUDIENCES

People who interact with political parties and issues on social media make unusually good targets for political messaging. Following a party or cause-based organization on Twitter, for example, can indicate above-average interest in that cause.

We can create audiences from voters' actions on social media and match them back to our database of over 244 million people. Need to target active civil rights supporters? We can target 2.1 million of them. Need to target 2nd Amendment enthusiasts? We can target 1.7 million of them. We can create audiences as broad as active Democrats to audiences as specific as ACA supporters with a history of showing up to the polls and making political contributions.

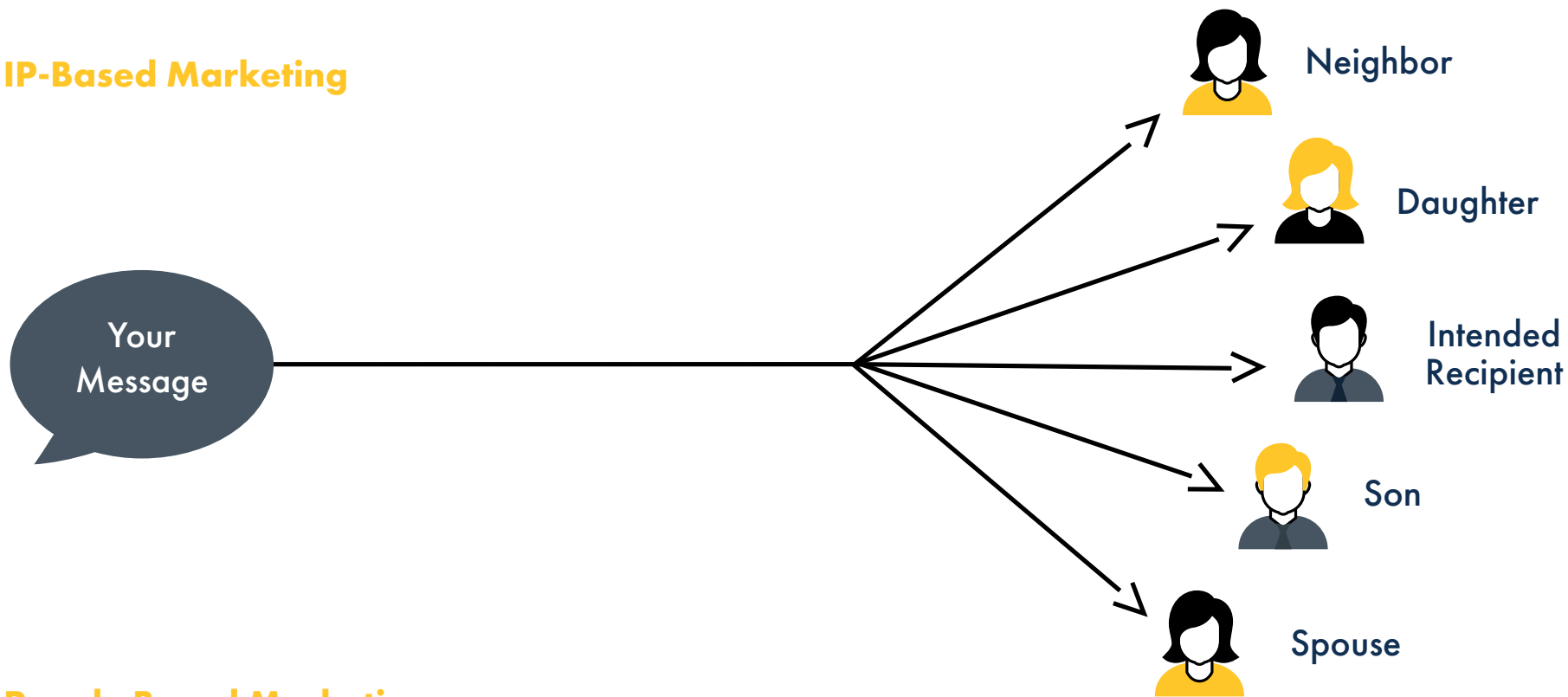
06

MORE THAN SIMPLE IP MATCHING

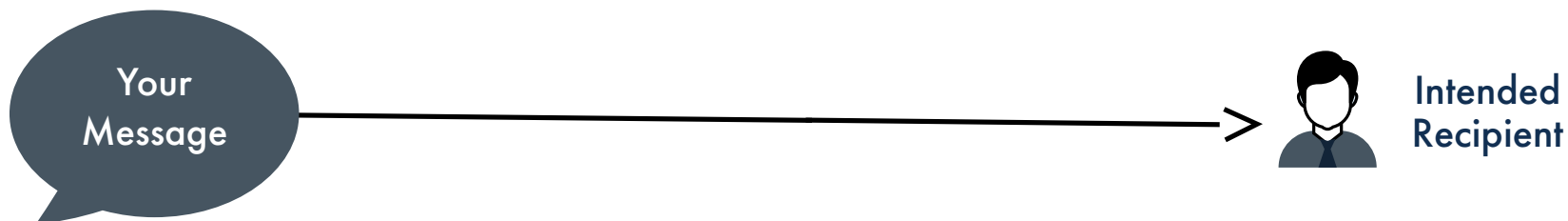
Many political marketing companies use simple IP matching for their targeting. The problem is that entire families, and often more, share the same IP address. That means that IP-targeted ads go not only to the person you are trying to target, but their kids, guests, and even neighbors.

Marigold's proprietary deterministic matching enables us to target by the individual, rather than IP addresses. The result? You can target your audience more effectively and make your ad dollars go further.

IP-Based Marketing



People Based Marketing



OMNICHANNEL ADVERTISING

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Email

Email marketing still offers one of the highest ROIs of any marketing channel, and it is one of Marigold's specialties. We use a multi-ESP solution to distribute email loads, in addition to our own servers, to maximize delivery. Between that and our rotating pools, our email campaigns offer a 95% deliverability rate and an excellent ROI.

Display

We use a number of DSPs to safely deliver your ads to over 140,000 websites and mobile apps, including Fox News and CNN, and we even have access to a direct seat on the ad exchange. Our traffic is validated by three third-party anti-bot companies, which guarantees 99.9% of ads are viewed by humans.

Social

In addition to serving display ads in mobile apps and across the web, we can stay in front of your audience on social networks such as Facebook, Twitter, and Snapchat.

DEEP, DATA- DRIVEN INSIGHTS

In addition to helping you reach new audiences, we can give you detailed profiles on both your existing supporters and the wider political landscape. Our audience profiles will give you unparalleled insights into the topics that matter most to your supporters, in addition to their demographic information and voting histories.

ABOUT MARIGOLD DIRECT

The Marigold political database of voter information contains more than 170 million names, sourced primarily from government records, and is updated monthly. It can be used for fundraising, political campaign promotion, voting behavior analysis and research. The database contains a trove of useful data elements, including demographic, geographic, party affiliation and stances on various current affairs issues, such as gay marriage, abortion, raising taxes, gun control, tort reform, Iraq war and nominating judges. Additional useful demographics available include veterans, gun ownership, gun carry permit holders and religious service attendance habits. Other than the topics discussed in this report, the database also covers senate and congressional districts as well as donations to conservative or liberal causes. To get started, call 646-442-2076 or email tj@marigolddirect.com