

# HYPER-TARGETED DIGITAL ADVERTISING



results in  
**INTEGRATED  
RETARGETING  
MULTI-CHANNEL  
SUCCESS**



FutureFlowMedia

## About Future Flow Media

Future Flow Media helps leading agencies and top brands make their media more effective and more valuable. Our unique suite of hyper-targeted email, mobile, and search advertising capabilities, optimization services, and fully integrated campaign framework create the winning formula for successful and painless digital media campaigns.



***A reputable, trustworthy, and responsive partner is crucial to your success.***

Future Flow Media's philosophy of helping marketers reach the most targeted and responsive audiences online is powered by our integrated multi-channel approach, proven campaign methodology, and expertise from working with the best brands in the world.

### Trusted Partner



Future Flow Media has been a trusted partner over the years to deliver effective and successful hyper-targeted digital campaigns. Our client needed to reach very specific and hard-to-reach audiences online, and Future Flow Media came through every time. Their customer service, flawless campaign execution, and expert advice make them a great partner to work with. – ***Point to Point Inc.***



## Why partner with Future Flow Media?

Future Flow Media has reinvented digital advertising into a powerful, integrated, high-integrity advertising solution that reaches the most targeted and responsive audiences online. We call it Hyper-Targeted Digital Advertising and here's what you get:

- Reach hyper-targeted audiences with purchase behaviors and key demographic profiles.
- Integrated multi-channel strategy to make each tactic more effective and more valuable.
- Email, mobile, and search campaigns using the most comprehensive and fresh 1st party, permission-based, and behavioral data.
- Comprehensive tracking and reporting across multiple channels.
- Expert campaign analysis and painless campaign execution.
- Accountability of distribution and reporting for messages delivered, impressions, and click-throughs.



## Hyper-Targeted Digital Advertising Media Mix



### Market Insights:

- ✓ 68% of consumers rate email as their number one method for staying in touch with businesses compared to just 5% via social media. (Constant Contact, 2015)
- ✓ In 2014, 70% of consumers tried a new product or brand after seeing a mobile ad, a 49% increase over 2013. (NinthDecimal, 2015)
- ✓ 85% of retailers surveyed said search marketing (including paid and SEO) was the most effective customer acquisition tactic (searchenginewatch.com, 2014)
- ✓ Web site visitors who are re-targeted with display ads are 70% more likely to convert (cmo.com, 2013)

### Email

- Reach the maximum number of hyper-targeted audiences by supplementing your existing organic email lists with our vast database of high-integrity double opt-in subscribers.
- Target audiences by demographics, geography, behaviors, and areas of interest.
- Achieve 50-100% greater email open, click-through, and engagement rates compared to traditional list marketing.
- Protect your brand and email delivery reputation by using Future Flow Media's permission data and distribution systems.



### Mobile

- Sophisticated audience targeting intelligence puts your mobile display ads in front of the right people, in the right place, at the right time.
- Increase your reach in mobile apps, web, social, and search contexts.
- Target audiences by demographics, geography, categories, and behaviors.
- Access large inventories across all major digital ad exchanges and networks.
- Ongoing campaign optimization ensures the most efficient use of your campaign budget.



## Search (SEM)

- Create tailored ads targeted for specific search behaviors and geographical areas/markets.
- Build your brand and influence customers during the moments of highest interest.
- Reach customers across all devices at any time.
- Complement your SEO and increase your search relevance by having results show in organic and paid listings.



## Re-Targeting

Complete the advertising loop and bring back customers who expressed interest in your brand with re-targeting. Build your brand preference and stay top-of-mind by displaying re-targeted ads while customers visit other sites. Using privacy-compliant tracking identifiers, your ads will be shown across multiple devices, sites, and apps to audiences that didn't cover the first time. Integrate with other channels, along with re-targeting, to influence and engage throughout the customer journey.



## Targeted Consumers



Future Flow Media has impressed us with their campaign production and responsive customer service. Their ability to hyper-target consumers based on very defined attributes has helped us land projects that we otherwise might not have. Future Flow Media takes the hassle out of everyday planning, setup, and delivery of successful digital campaigns. – *Infocore*



## Who do we work with?

### Media Planners/Buyers

You're on the hook to plan, execute, and deliver campaign success across numerous channels and vendors. The last thing you need is a publisher you have to chase down to get updates, orders, and reports – and multiply that headache by all the media channels and vendors you're using. Future Flow Media makes campaign planning/buying painless, delivers flawless execution, and our customers tell us how our service is the best they've experienced. We consolidate multiple digital tactics under one roof so you can cut that headache in half by partnering with Future Flow Media.



### Content Marketers

The content you create with such care and diligence needs to be shared with your audience. After all the work of writing articles, creating infographics, and publishing whitepapers the last thing you want is for them to sit on the shelf collecting dust. Your content needs to be read and viewed by the audience you wrote it for, and Future Flow Media can make that happen. Targeting your best readers, driving traffic/conversions, and distributing your content to them in the places they frequent online will ensure your content marketing efforts take off.



### Local Marketers

What do repair shops, service companies, auto dealerships, and restaurants all have in common? They always need more customers and thousands (if not millions) of potential customers drive right on by every day. Your brand, unique value, and promotions need to stick in the minds of people when they need you the most. Traditional broadcast media doesn't reach people when they can take down your phone number or when their attention is highest. Future Flow Media will keep your brand top-of-mind, engage people in the right place at the right time, and influence purchase decisions.



### Brand Marketers

Your brand is priceless and not many people understand how hard it is to build and maintain a leading brand. Competing brands are always trying to take you down a notch and pull loyal customers away. Keeping your brand top-of-mind for core customer segments, or targeted growth markets, will ensure your brand continues to grow or stay on top. Future Flow Media helps companies and agencies build brand awareness, influence brand preferences, and grow brand loyalty.



## Expert Consultants and Service



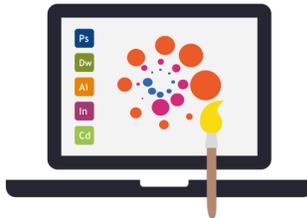
Email marketing campaigns are key to our integrated approach. As a brand building agency for a digital world, it is key that we seamlessly integrate email prospecting into our communication mix to best meet our client needs. Future Flow Media is helping us make the most of our email prospecting campaigns, and we are very satisfied with the company's expert consultants and excellent service – ***Dare North America***



## Get Started with Future Flow Media



1. Target your audience



2. Rock your creative



3. Leave the rest to us

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### Contact Us:

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