

It's not about **DIGITAL STRATEGY...** it's about strategy  
**for a world that's DIGITAL.**





**Knowledge and consultation  
for an ever-changing digital  
landscape since 1998.**

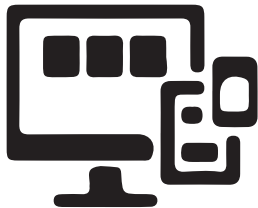


**Advanced targeting across  
display, video, audio, social,  
and digital out-of-home.**



**Campaign analysis provided  
with comprehensive reporting.**

# **DIGITAL IS WHAT WE DO**



**Customize, build, and  
manage your campaign  
to meet individual KPIs.**

**Social, native, and  
sponsorship advertising  
in a non-traditional,  
effective way.**



**Unique content strategies  
rooted in storytelling  
and a publisher's voice.**

# TACTICS

**Meet your audience  
where they are.**

## AUDIO



## SOCIAL MEDIA



Demographic, Behavioral,  
Contextual & Keyword

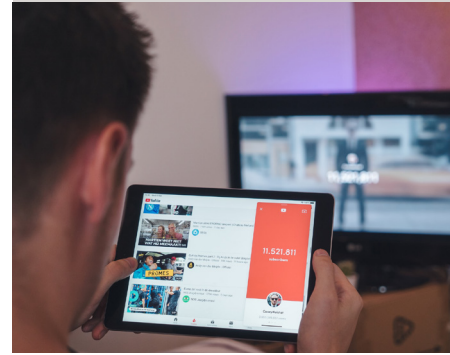


## TARGETED DISPLAY

Use location data to target  
users while at a specific  
location and after they leave.



## HYPERLOCAL MOBILE & MOBILE LOCATION RETARGETING



## VIDEO NETWORKS



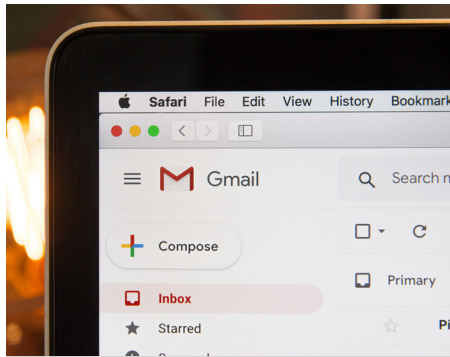
## CONNECTED TV



## WAZE TARGETING



## EMAIL NATIVE



Hit users at the top of their inbox with expandable Gmail ads.

## NATIVE DISPLAY



Ads match the look and feel of the site they appear on.

## PAY-PER-CLICK



Serve ads to potential customers based on their search terms.

Leverage first party data from your website and CRM data.



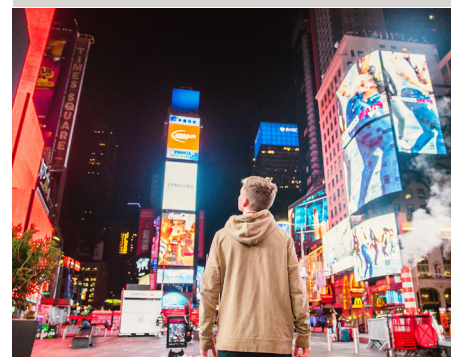
## FIRST PARTY DATA & WEBSITE RETARGETING

Drive app downloads with a targeted mobile campaign.



## MOBILE APP INSTALL CAMPAIGN

Connect with users on screens outside of the home.



## DIGITAL OUT OF HOME



## AMAZON

WE  
ARE

# LEVERAGING BIG DATA

- **Access Holistic Data**

On and offline purchase behavior, browsing history, social media activity and app usage.

- **Build an Engagement Strategy**

Partner with us to build a plan that narrows in on the right data to reach an engaged audience.

- **Reach Your Customer**

B2B, Sports Fanatics, Young Professionals, New Moms, etc.



PUSHSPRING



factual.

nielsen  
.....



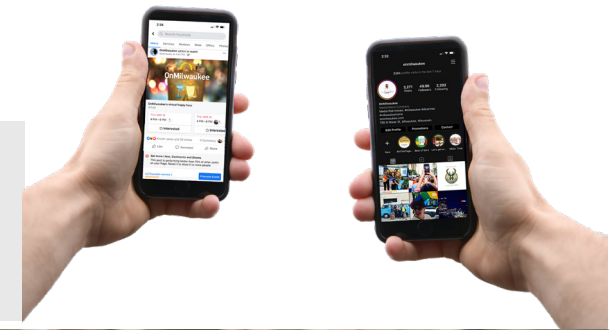
comscore

# OnMilwaukee

- Independently owned, and 100% digital, for the last 21+ years.
- Largest lifestyle and entertainment website in Southeastern Wisconsin.
- 6-time National entertainment site of the year winner.

**5,399,000+  
WEBSITE VISITORS**

**SOCIAL  
ENGAGEMENT  
5.32%**  
with the average being 3.22%



96k



63.8k



46.5k



1,140



2,101



8,500+

**AND  
GROWING!**

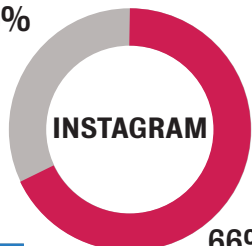


## OnMilwaukee Social

**80.0m IMPRESSIONS**  
**4.3m ENGAGEMENTS**  
**1.8m LINK CLICKS**

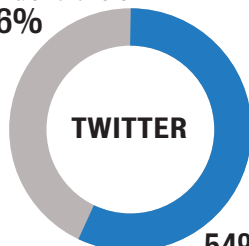


Male Followers  
35%



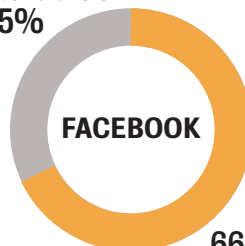
66%  
Female Followers

Female Followers  
46%



54%  
Male Followers

Male Followers  
35%



66%  
Female Followers



65+

14.30%



55-64

17.78%



45-54

18.21%



35-44

18.56%



25-34

23.52%

**OnMilwaukee Audience by Age**



### Digital Hub

We use 1st and 3rd party data to place campaigns across premium inventory. We prioritize brand safety and viewability while optimizing towards your goals.



### Nimble In House Team

Nothing out-sourced here. We pride ourselves on a consultative approach, quick turnaround time, and a team (you have access to) that is passionate and responsive.



### Media Company Lens

As an award winning entertainment and lifestyle magazine we understand the importance of context in advertising. Let us tell your story.

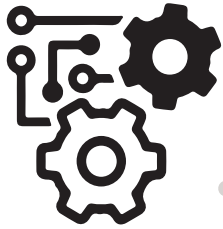


### OnMilwaukee Community

Milwaukee's original influencer for over 20 years. Extend your reach through our loyal and engaged social audience.

### Ongoing Education & New Product Strategy

We analyze and evaluate new tactics; navigate challenges to stay ahead of the everchanging digital landscape; then share opportunities to solve your problems.



# LIFT DIFFERENCE

# National, regional and local brand partnerships





# OUR HISTORY

