

# GENIUS MONKEY PLATFORM

## An Ad Platform Built for Results... Proven Results!

### REACH MORE TARGETED PEOPLE FOR LESS

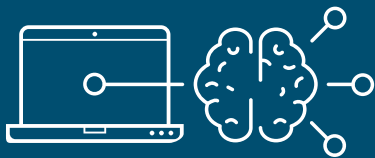
Genius Monkey's results-driven programmatic advertising platform makes it easy for you to get more out of your marketing dollars. We make it easy for you to sit back and relax while we do all the work. You will see your CPC, CPM, and CPL decrease and get:

- More value for your ad dollar
- More visibility into performance & impact

### POWERFUL PROGRAMMATIC PRECISION

1

#### Reach Your Customers



- Virtually limitless behavioral targeting
- All the top databases are layered together for optimal targeting

2

#### Everywhere They Are



- Media & device agnostic
- Your ads run across all networks as one optimized campaign.

3

#### Results You Can Trust



- Measurement & validation
- Your data when you need it
- Live Dashboard access with detailed attribution reporting



AN AD PLATFORM BUILT FOR RESULTS...  
**PROVEN RESULTS!**

## OPTIMIZE YOUR ADS, MINIMIZE YOUR SPEND

With our optimized ad placements, we make sure your digital ads are only seen by the *right* audiences, at the *right* times, across *all* channels and devices... and we do this at a *fraction* of the traditional cost! Greater ad precision means less wasted ad dollars and higher returns! Win-win!

### OPTIMIZE display

**AVERAGE COST** \$0.60 - \$1.09 CPC  
\$2 - \$4 eCPM

### OPTIMIZE video

**AVERAGE COST** \$0.70 - \$1.60 CPC  
\$15 - \$22 CPM

### OPTIMIZE ott+ctv

**AVERAGE COST** \$0.04 - \$0.08 CPV  
\$39 - \$55 CPM

### OPTIMIZE audio

**AVERAGE COST** \$21 - \$37 CPM

## FEATURES THAT SET OUR PLATFORM APART



### COST PER ENGAGEMENT MODEL

Pay for Engagements (CPC/CPV) not Impressions.

### REAL-TIME OPTIMIZATION

Remove the guesswork & take a data-driven approach to optimize performance.

### QUANTS WITH HUMAN OVERSIGHT®

Your campaigns are managed by Genius Monkey's team of experts.

### DISPLAY, VIDEO, OTT + CTV, AUDIO, NATIVE, SOCIAL & RETARGETING

Fully-managed CPE model with no setup fee or contract.

### FOR MORE INFO, CONTACT A GENIUS MONKEY CLIENT SOLUTIONS MANAGER:

800.595.3462 or [info@geniusmonkey.com](mailto:info@geniusmonkey.com)

**genius monkey**  **IMAGINE**  
ADVERTISING & PUBLISHING INC.

● OUR PLATFORM