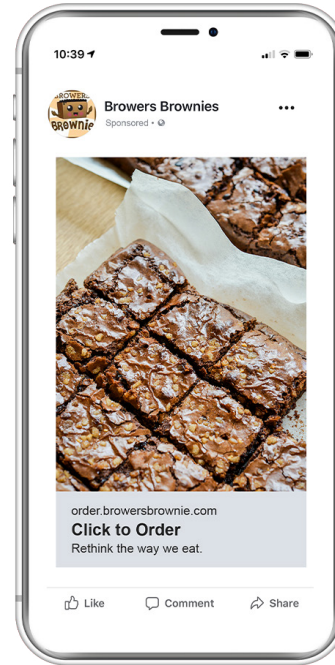


Drive In-Store Sales with Local Ad Campaigns

Consumers are increasingly viewing the world through the lens of their mobile phone. Capitalize on this mobile-first mindset by promoting your brand at the local level, making consumers aware of the products and services offered nearest to them, thereby driving store traffic and ultimately, sales.

The "Easy Button" for Local Ads

The simplest way to run hyper-local paid social campaigns while maintaining brand consistency.



Reach customers on the apps they use most.

Unprecedented Relevance



RUN TRULY LOCAL CAMPAIGNS

Launch individual campaigns that populate specific, relevant information for each location.



HARNESS THE AUTHENTICITY OF THE NEIGHBORHOOD

Deliver targeted messaging to each location's customers or prospective customers, directly from their nearest store.



SERVE ADS CONSUMERS WANT

78% of consumers want ads customized based on their location.

32% go on to visit or buy.

Local Audiences & Insights, at Scale



TRACK AND MEASURE LOCAL IMPACT

by pulling reports across all locations, group of locations, or down to the individual location.



TARGET WITH MORE FLEXIBILITY

to segment your locations and run highly targeted, relevant ads.



EMPOWER LOCAL OPERATORS OR FRANCHISEES

to deliver approved ad campaigns, in a simple, streamlined workflow — while maintaining corporate oversight.



MOMENTFEED CLIENTS HAVE SEEN an **11% increase in reach**, a **79% increase in engagement**, and a **decrease in CPA of 26%** with ads personalized for every location.

Features

Turn Local Operators into Digital Marketers

- Create brand-approved campaign templates in one centralized campaign library
- Empower local operators or franchisees to run campaigns with their own budget and pre-approved templates, while maintaining corporate oversight



Easiest Franchisee Setup and Onboarding

- A breakthrough, two-step onboarding process allows you to set up new users in minutes
- Customizable messaging and support materials for franchisees to ensure successful delivery

Dashboards & Reporting Insights

- Easily monitor campaigns and report across all locations, groups of locations, or a single location
- Unique dashboard views for local operators and power users, ensuring each user type only sees information relevant to them
- Understand potential audience, impressions, and reach across brand and local pages

Measure & Replicate Your Success

- Validate ad campaign effectiveness on in-store sales
- Graph alongside Facebook People Nearby data for a complete view of the in-store impact of your localized ads
- Easily identify strongest-performing campaigns and re-launch them across locations

Scalable Neighborhood Campaigns

- Group locations by region, licensee, or any other location attribute to way to run relevant localized ads from each of your local pages
- Personalize ads with dynamic fields that describe the unique attributes of your local store
- Launch localized campaigns to hundreds or thousands of local pages, at once

