C&K
MEDIA
Digital Solutions for Everyone

MEET THE TEAM

Cassie Gause
CEO & Digital
Specialist/Partner

Kendra Clark
Marketing Strategy
Specialist/Partner

Partnership. Solutions. Technology.

We understand the stakes are high. Working with C&K Media means you have a partner who is focused on driving outcomes.

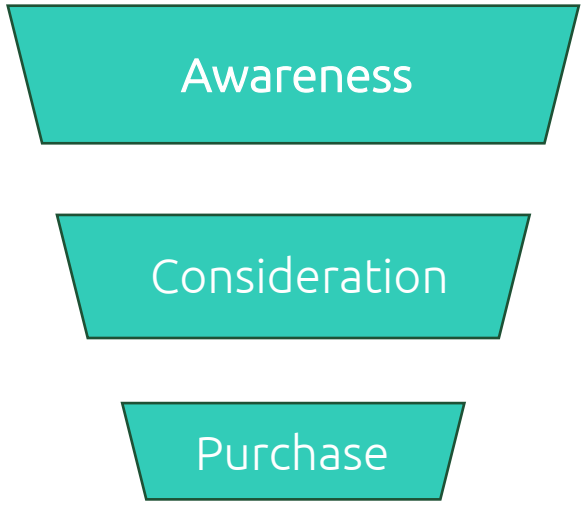
To simplify it all, we aim to amplify your impact as your all-in-one, marketing partner... without any red tape.

WE UNDERSTAND THERE IS A LOT OF CLUTTER IN THE WORLD TODAY,

WITH C&K MEDIA, YOU CAN MEET CONSUMERS WHEREVER THEY ARE ACROSS ALL MEDIUMS AND DEVICES. LET US CONNECT YOU!

WHAT WE DO

Full-funnel Strategies



Platform Capabilities

Video & Connected TV, Audio & Podcast Targeting, Native Site, Keyword, Category Targeting

Supported Solutions

Digital Out of Home

YouTube Advertising

Amazon Ads

Platform Capabilities

IP Address, Email Newsletter, Private Marketplace, Third-Party and First-Party Data

Supported Solutions

Geofencing

Custom Data Solutions – Search Retargeting & Lookalike

Platform Capabilities

Retargeting, Cross-Device Targeting, First-Party Data with CRM & Device ID Onboarding

Supported Solutions

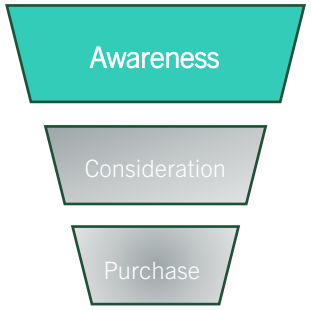
Offline Attributions

Dynamic Passback Tracking

Custom Data Solutions – Site Conquesting

WHAT WE DO

Data Targeting



Access to 60+ industry-leading data providers to find your target audience. Third-party data is aggregated and curated by data partners to reach your most relevant and scalable audience

What's Data Targeting? A tactic that lets you target based on a person's interests, demographics, purchase behavior, and online behavior using third-party data.

PlaceIQ mastercard nielsen Expedia Experian

bluekai

Interest > Food & Drink > Natural Foods
This category contains people who are interested in natural foods.

Data Brand: BlueKai

Potential Reach: 152,365,000

dun & bradstreet

Job Function > Legal
This segment contains people working in a Legal capacity. Sample titles include: Attorney, Clerk, Paralegal, General Counsel, Legal Assistant

Data Brand: Dun & Bradstreet

Potential Reach: 1,381,000

ORACLE

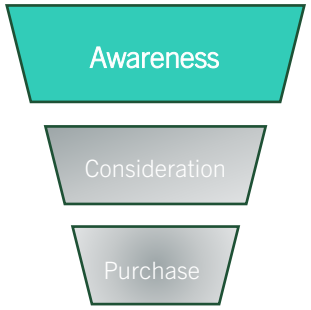
Oracle > Autos
Oracle Auto audiences contain people who are in-market for, interested in, and owners of vehicles. They are curated from the best available data sources.

Data Brand: Oracle

Potential Reach: 1,441,234,000

WHAT WE DO

Connected TV (CTV & OTT)

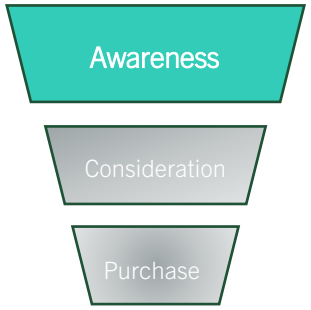


Connected TV (CTV) is expected to be adopted by 82% of households by 2023, with 44% of households eliminating linear TV altogether.

What's CTV? An emerging creative channel that targets any television used to stream video over their internet provider via an onscreen media platform.

WHAT WE DO

Audio & Podcast Advertising



Complement your existing online and offline branding campaigns with audio advertising to get your brand heard. Access audio-specific publishers like Spotify, Triton, AdsWizz, and TargetSpot

What's Audio & Podcast Advertising?
Leveraging programmatic audio-specific publishers, brands can deliver audio ads in audio content like digital radio and music-streaming services.

TRITON DIGITAL

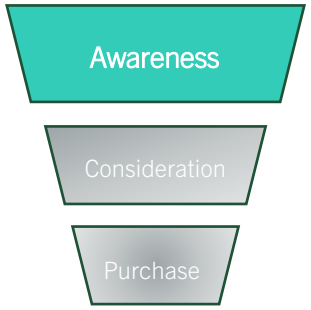
Spotify®

adswizz

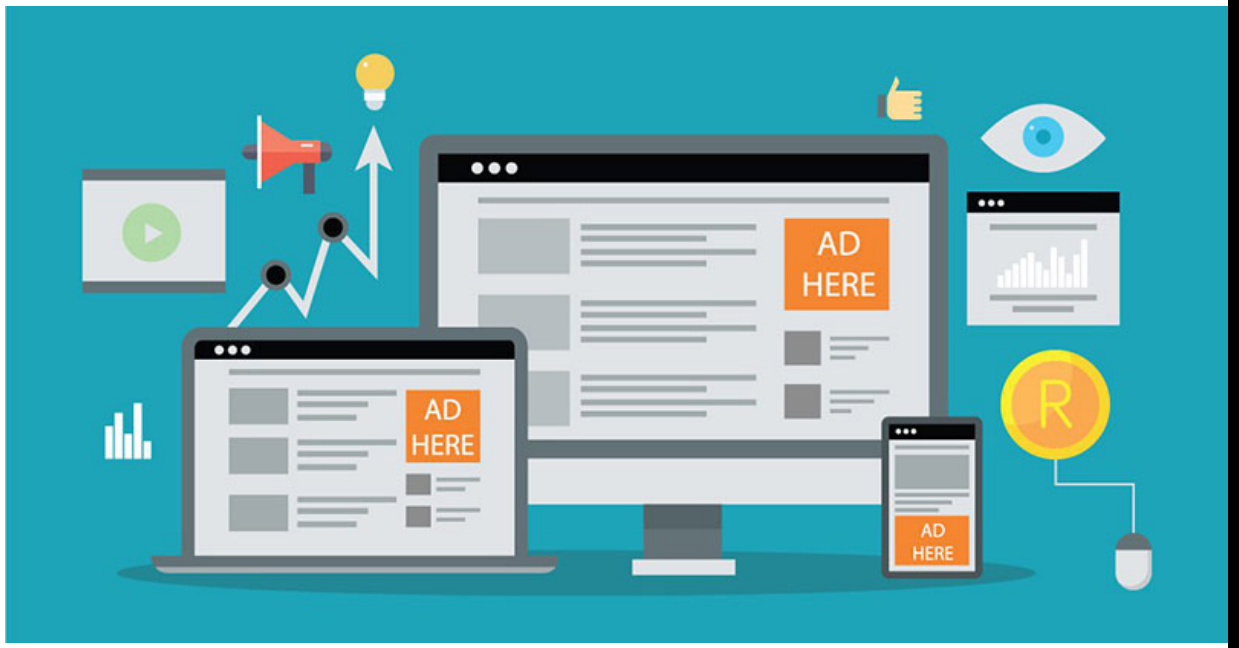
targetspot

WHAT WE DO

Display Advertising

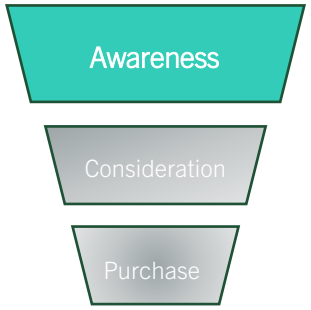


Display ads show rich content, like photos and videos, to connect with audiences who are browsing their favorite websites on the open web to take a specific action.



WHAT WE DO

Digital Out-of-Home



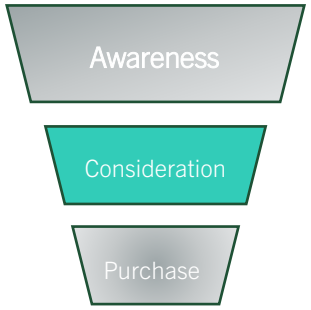
Reach over 400,000 DOOH screens in a variety of different formats to tap into greater opportunity for creativity and visual appeall.

What is DOOH?
Media that is displayed in environments viewable to the general public, such as digital billboards and screens found in highly-trafficked locations which can be purchased programmatically.

*Part of C&K Media's supported services, implemented with the help of our trusted service provider.

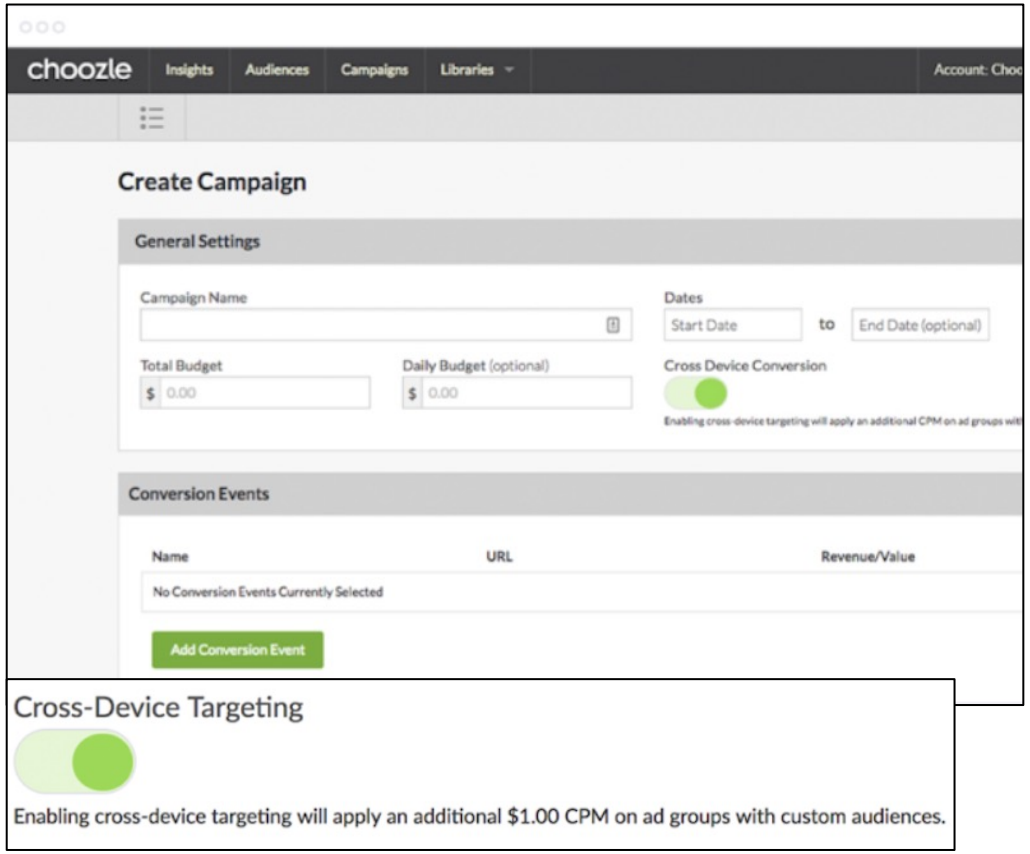
WHAT WE DO

Cross-device Targeting



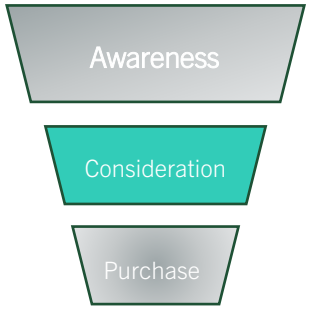
Your audience is 1.4 times more likely to convert when they're targeted on multiple devices. Increase the amount of biddable inventory, expand your reporting, and create a holistic advertising campaign.

What's Cross-device targeting? Cross-device targeting matches your custom audience on other devices to unlock added inventory when enabled at the campaign level with an added CPM.



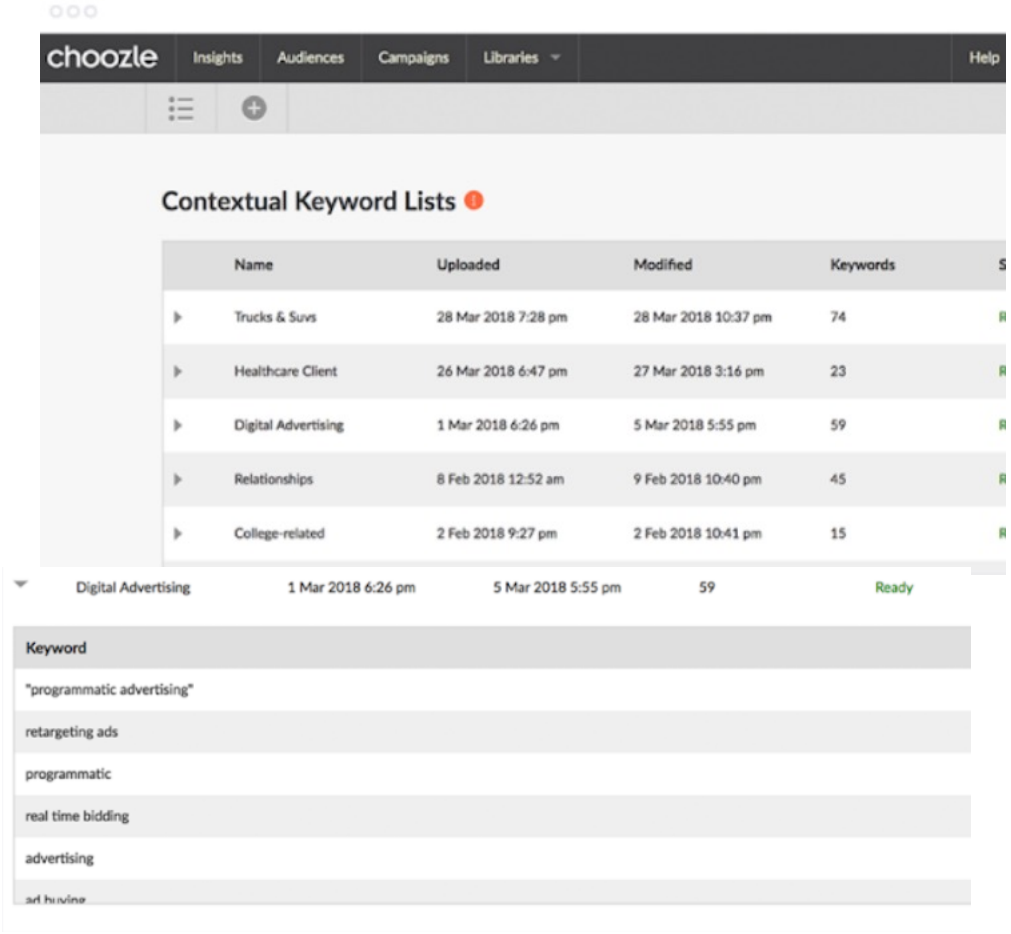
WHAT WE DO

Contextual Keyword Targeting



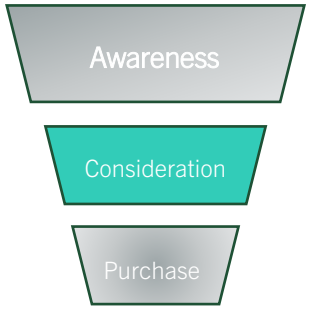
Expand your search advertising by placing ads on websites with content that matches your keywords and phrases.

What's Contextual Keyword Targeting? A strategy that allows you to create keyword lists to target or block sites based on the content on sites within your digital advertising campaign.



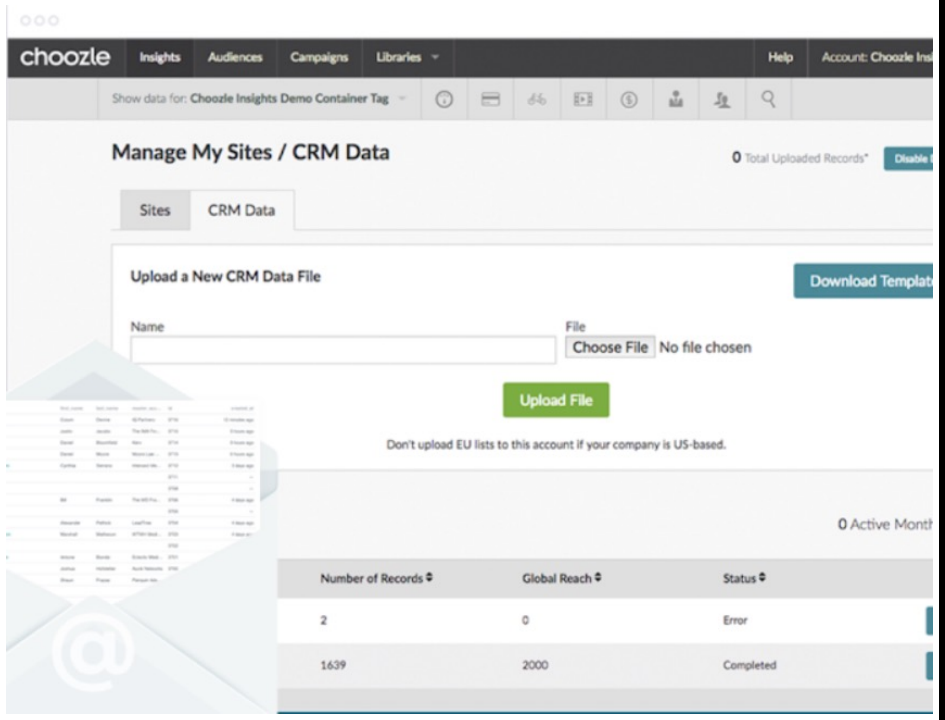
WHAT WE DO

First-party & CRM Data Targeting



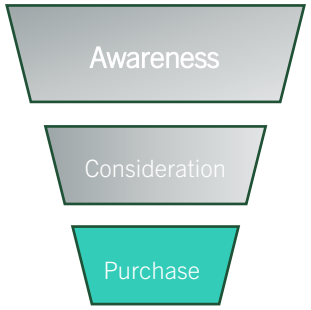
Leverage your most valuable asset and maximize your campaigns with customer-relationship management (CRM) and first-party data.

What's CRM Onboarding? The CRM Onboarding tool allows you to bring offline data online to uncover your most valuable users and create highly targeted custom audiences.

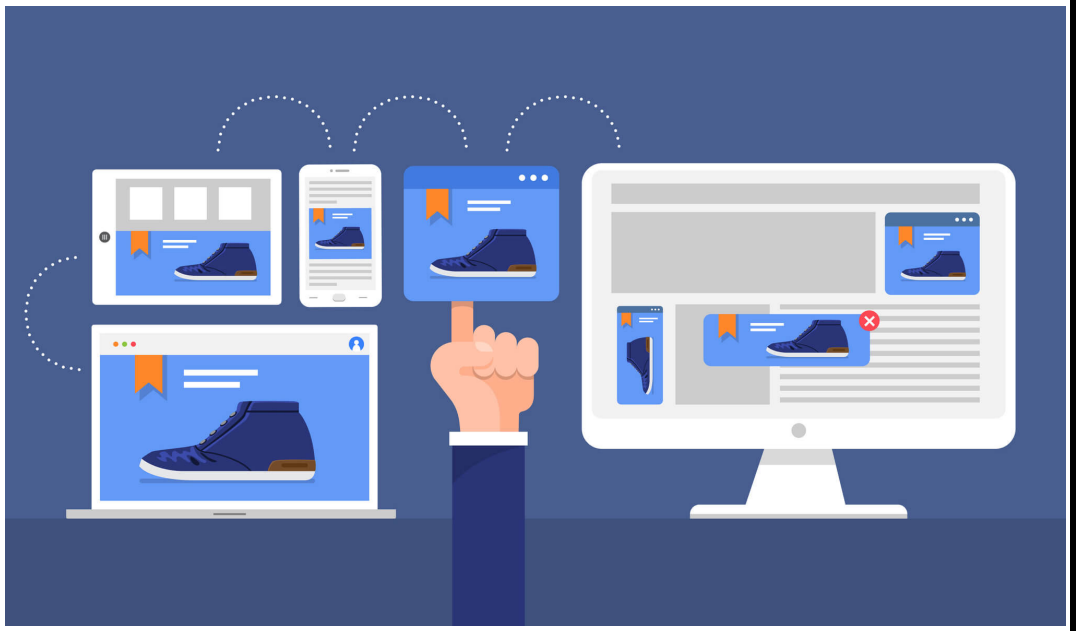


WHAT WE DO

Event Retargeting



Event retargeting can be set up to better track conversions and lower-funnel efforts. After a CTV, video, or audio campaign is started we can begin building a retargeting list.



What's Event Retargeting? Re-engage with users that have seen your connected TV ads, video display ads, or have heard your audio ads with clickable display inventory.

CK MEDIA

NEXT STEPS

HOW WE WORK

Discovery
We gain alignment on goals, so we can focus on exactly what you need to achieve them, and not waste time on the tactics that don't make sense for your business
Strategy
Organize marketing and campaign strategies across channels to maximize results
Execution
Setup campaigns to achieve goals

BOOK A COMPLENTARY CONSULT TODAY

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