



Digital Solutions for Everyone

KulaOne
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designs



MEET THE TEAM



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CEO & Digital
Specialist/Partner



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Specialist/Partner

POWERING YOUR POTENTIAL



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

Awareness

Platform Capabilities

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

Supported Solutions

Digital Out of Home
YouTube Advertising
Amazon Ads

Consideration

Platform Capabilities

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

Supported Solutions

Geofencing
Custom Data Solutions –
Search Retargeting &
Lookalike

Purchase

Platform Capabilities

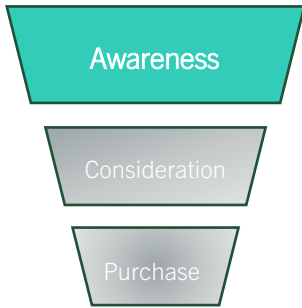
Retargeting, Cross-Device
Targeting, First-Party Data
with CRM & Device ID
Onboarding

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.



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

Data Brand: BlueKai

Potential Reach: 152,365,000

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

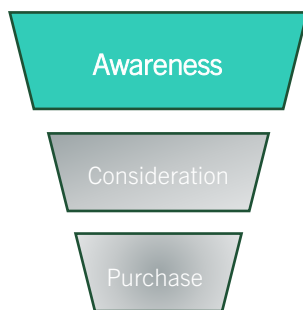
Oracle > Autos
Oracle Auto audiences contain people who are in-market for, interested in, and owners of vehicles. They are curated from the best available data sources.

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.

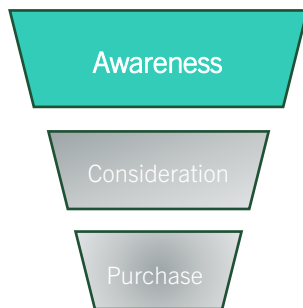


What's CTV? An emerging creative channel that targets any television used to stream video over their internet provider via an onscreen media platform.



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

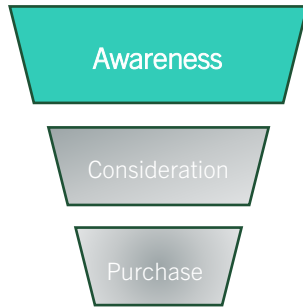


What's Audio & Podcast Advertising?

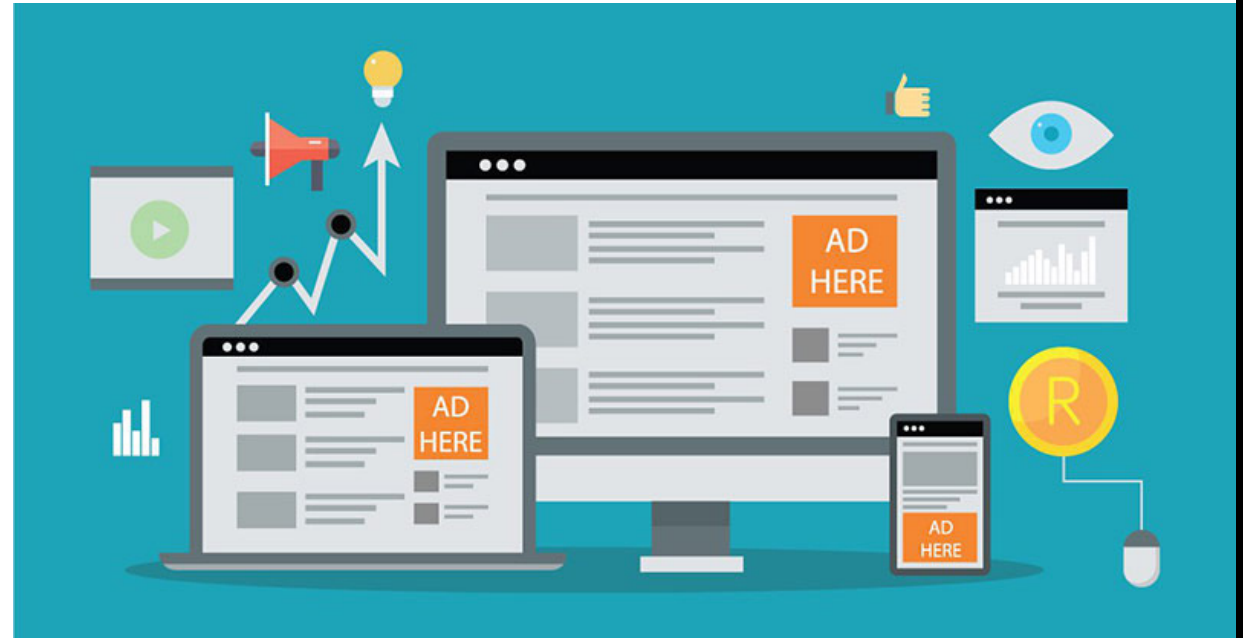
Leveraging programmatic audio-specific publishers, brands can deliver audio ads in audio content like digital radio and music-streaming services.

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

Awareness

Consideration

Purchase

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



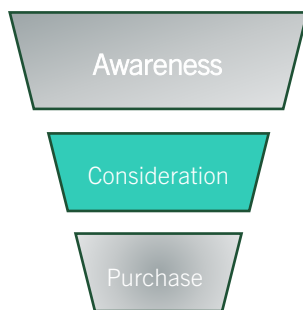
What is DOOH?

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.

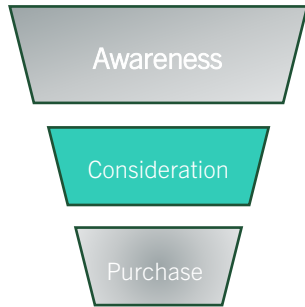
The screenshot shows the 'Create Campaign' interface in the Choozle dashboard. The 'General Settings' section includes fields for Campaign Name, Dates (Start Date to End Date), Total Budget (\$ 0.00), and Daily Budget (optional) (\$ 0.00). The 'Cross Device Conversion' toggle is turned on, with a note: 'Enabling cross-device targeting will apply an additional CPM on ad groups with...'. Below this is the 'Conversion Events' section, which is currently empty with a table header for Name, URL, and Revenue/Value, and a button to 'Add Conversion Event'.

Cross-Device Targeting

Enabling cross-device targeting will apply an additional \$1.00 CPM on ad groups with custom audiences.

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.

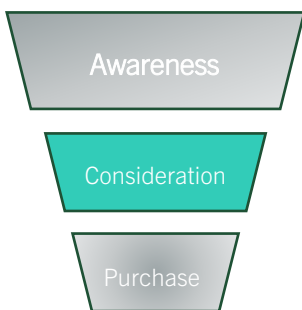
The screenshot shows the Choozle interface with a navigation bar at the top containing 'choozle', 'Insights', 'Audiences', 'Campaigns', 'Libraries', and 'Help'. Below the navigation bar is a section titled 'Contextual Keyword Lists' with a red notification icon. A table lists several keyword lists with columns for Name, Uploaded, Modified, Keywords, and a status icon. The 'Digital Advertising' list is expanded to show a list of keywords.

Name	Uploaded	Modified	Keywords	Status
Trucks & Suvs	28 Mar 2018 7:28 pm	28 Mar 2018 10:37 pm	74	Ready
Healthcare Client	26 Mar 2018 6:47 pm	27 Mar 2018 3:16 pm	23	Ready
Digital Advertising	1 Mar 2018 6:26 pm	5 Mar 2018 5:55 pm	59	Ready
Relationships	8 Feb 2018 12:52 am	9 Feb 2018 10:40 pm	45	Ready
College-related	2 Feb 2018 9:27 pm	2 Feb 2018 10:41 pm	15	Ready

Keyword
"programmatic advertising"
retargeting ads
programmatic
real time bidding
advertising
ad headline

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.



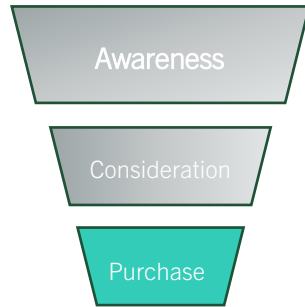
What's CRM Onboarding? The CRM Onboarding tool allows you to bring offline data online to uncover your most valuable users and create highly targeted custom audiences.

The screenshot shows the Choozle CRM Onboarding interface. The top navigation bar includes 'choozle', 'Insights', 'Audiences', 'Campaigns', 'Libraries', 'Help', and 'Account: Choozle Ins'. Below the navigation, there's a search bar and a 'Show data for: Choozle Insights Demo Container Tag' dropdown. The main heading is 'Manage My Sites / CRM Data' with a 'Total Uploaded Records' indicator. There are tabs for 'Sites' and 'CRM Data'. The 'Upload a New CRM Data File' section includes a 'Name' input field, a 'File' dropdown menu with 'Choose File' and 'No file chosen' options, and an 'Upload File' button. A 'Download Template' button is also present. A warning message states: 'Don't upload EU lists to this account if your company is US-based.' Below this, there's a table with columns for 'Number of Records', 'Global Reach', and 'Status'. The table shows two rows: one with 2 records, 0 global reach, and 'Error' status; and another with 1639 records, 2000 global reach, and 'Completed' status.

Number of Records	Global Reach	Status
2	0	Error
1639	2000	Completed

WHAT WE DO

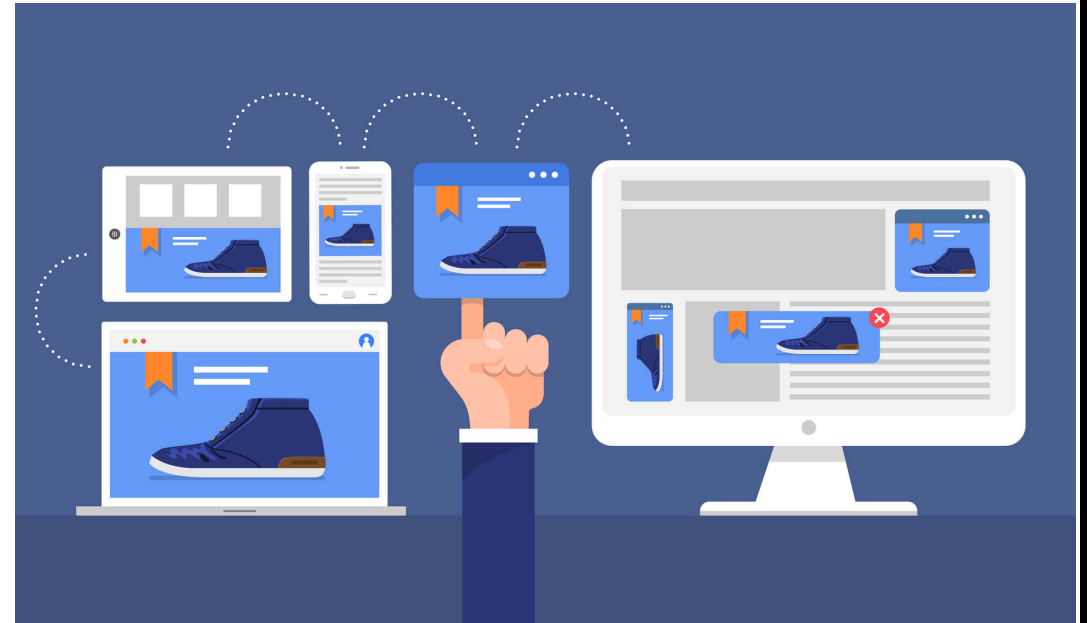
Event Retargeting



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.





NEXT STEPS

HOW WE WORK



BOOK A
COMPLEMENTARY
CONSULT
TODAY

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