



The Power of AdMessenger.

Why **Mobile** Matters.



Total U.S. local advertising spending rose **11%** to **\$173.3 billion** in 2022.

Mobile continued as the top paid media channel in 2022 with **\$35.7 billion** in spending.

90% of mobile time is spent in apps.

It's estimated
that the
average person
encounters
around 10,000
ads **PER DAY.**



We offer the
perfect **mobile**
solution to help
brands stand out.

Introducing AdMessenger

Our fully customizable scrolling text display ad for mobile devices.



Eye-Catching

Drive engagement with emojis, animated logos, and more



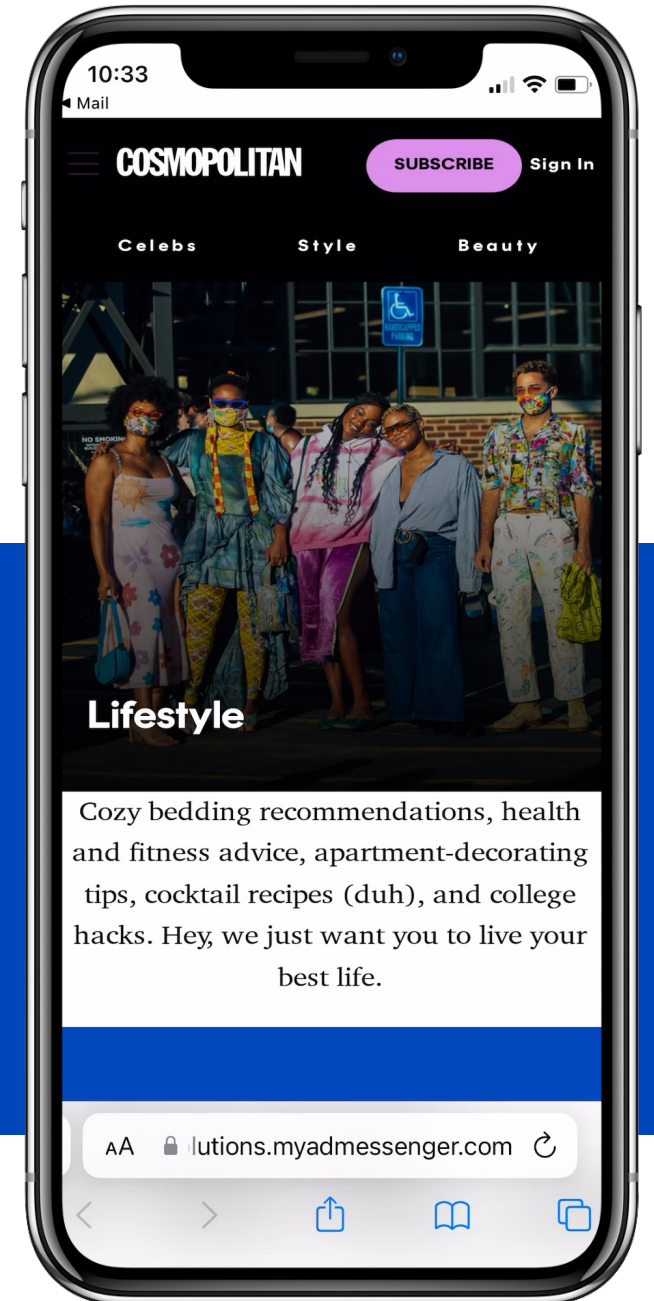
Easy To Use

Simple solutions to get in front of audiences



Zero Production

Customize ad message, audience, or ad parameters — anytime





Your Brand. Your Message.

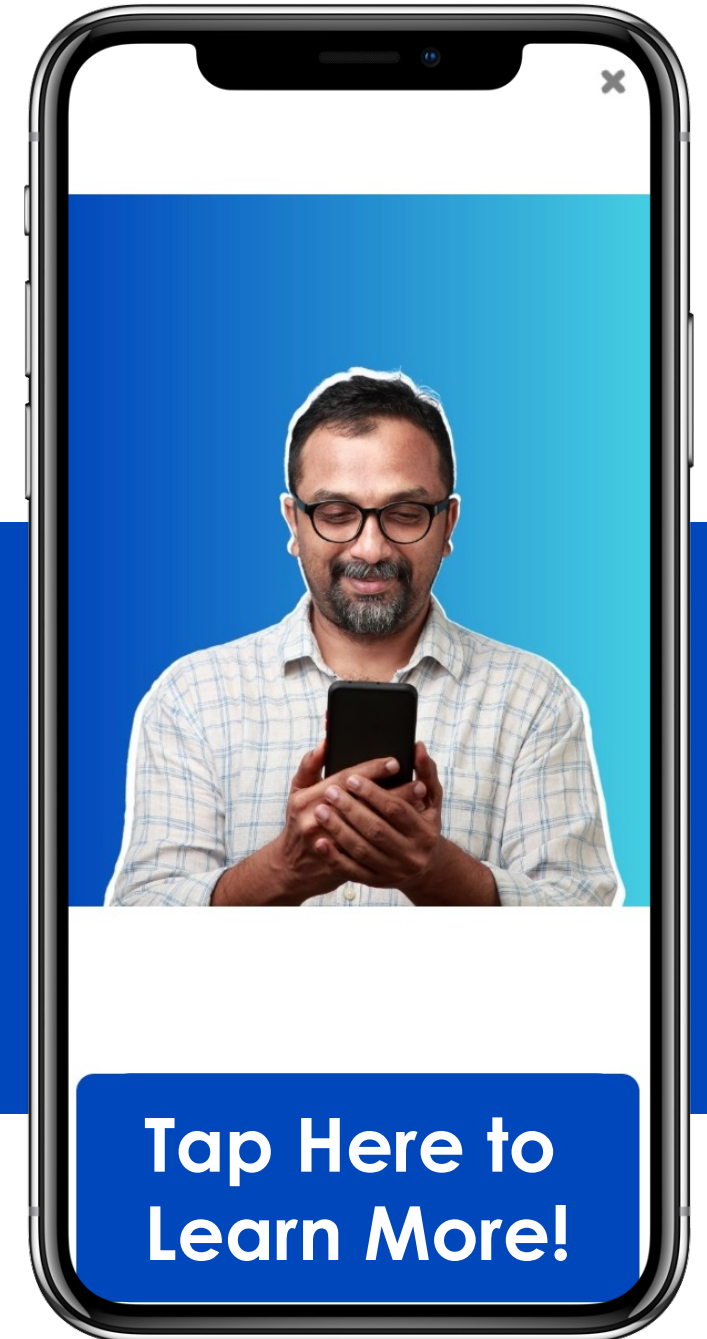
- Up to 160 Characters
- Personal Logo
- Branding Colors

Multiple Tap Functions allow users to tap through to...

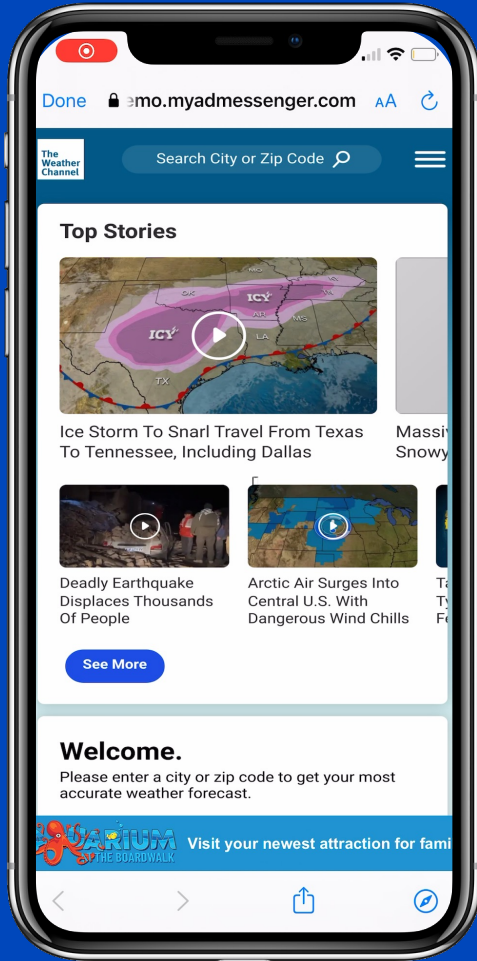
- Website
- Map
- Coupon
- Calendar
- Phone Call
- Email
- Text Message

Get Even More Engagement with **Tap-To-Expand**

A full-screen expanded page for your
AdMessenger ad for even **more interactions!**



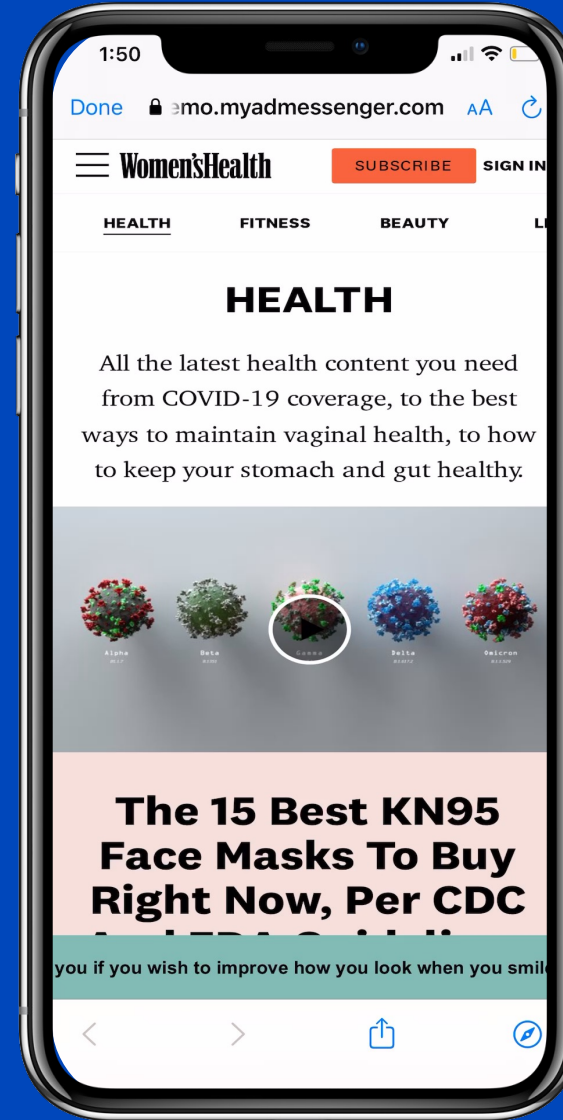
Image



Carousel



Slider



Video



Go Where
Your
Audience
Goes!

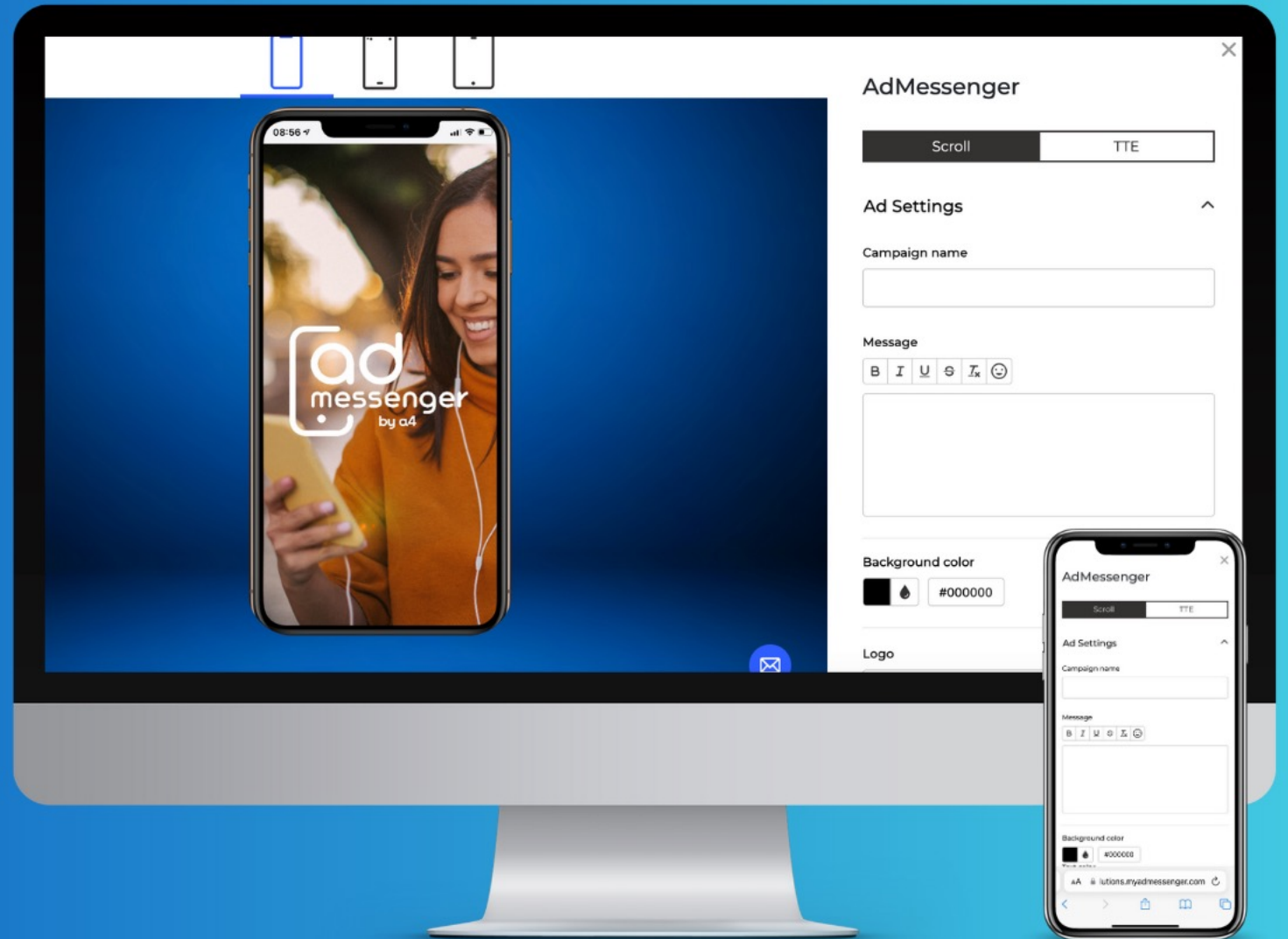


AdMessenger
delivers on mobile
web and across
more than **15,000**
mobile apps!

Demo Tool

Our **custom demo tool** allows users to see their ad before it goes live.

Custom demos are easy to **create, edit, and ensure** you are in full control of your ad campaign!



The Power of Targeting.





**Simple Solutions.
Powerful Targeting.**

Audience Targeting

Utilize demographic and lifestyle data, contextual targeting, and industry specific audiences.

Location Targeting

Geofence a specific address, competitor location, or lat/long coordinate in real time. Geofences range in size from 200 meters up to one mile.

Geotarget by national, regional, state, DMA, zip code, city, or > 1 mile radius around an address.

Retargeting

Retarget devices that have recently visited a geofenced location

Event Targeting

Serve impressions during an event or collect device IDs and then serve campaign impressions to attendees once the event ends.

Weather Targeting

Tailor your message and action according to weather conditions.

Weather Targeting



How Does it Work?

The platform receives the user's geolocation data when the AdMessage is loaded on their device.

The system checks the weather conditions for that location and if there is a message targeted for that weather type.

If a relevant message is found for that weather type, it will be displayed to the user; if not, the default message will be shown.

The currently supported weather types are:

- Snow
- Rain
- Clouds (scattered, overcast, not clear skies)
- Sun
- Atmospheric (smoke, smog, volcanic ash, tornado)
- Default - Everything else (a weather condition that does not match one of the other targeted weather types)



Political Targeting

Reach Voters When it Matters



Target statewide and congressional districts, and of course any zip/city/DMA/state.

Get more granular and create custom polygons for the local county level districts.

Target political party and voter frequency (voted in previous 4,3,2,1 general/primary election, etc.).



Performance You Can Trust

Our advanced reporting options provide you with insight into every campaign.

Impression delivery over time

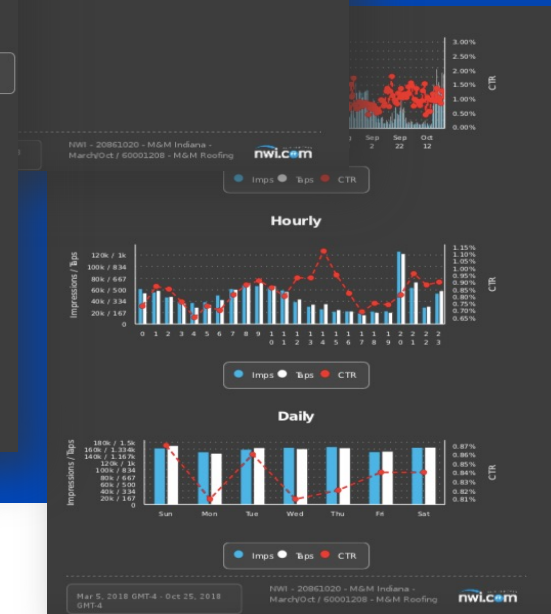
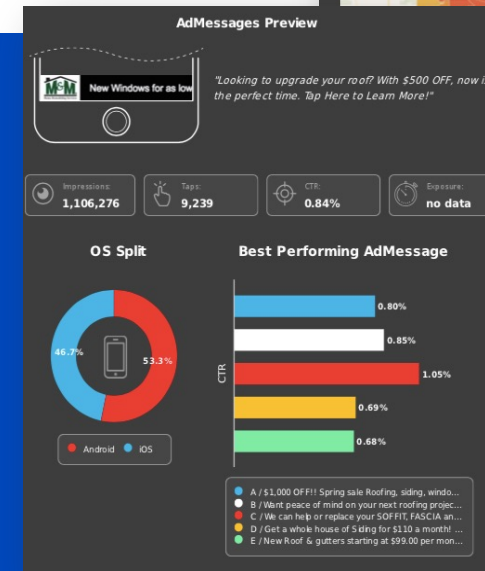
Operating system delivery

Performance comparisons across different scrolls

Heat maps and more!

Shortcode	Impressions	Taps	Exposure
A	256,740	2,052	
B	111,822	948	
C	98,484	1,039	
D	88,084	611	
E	87,580	596	

Postcode HeatMap

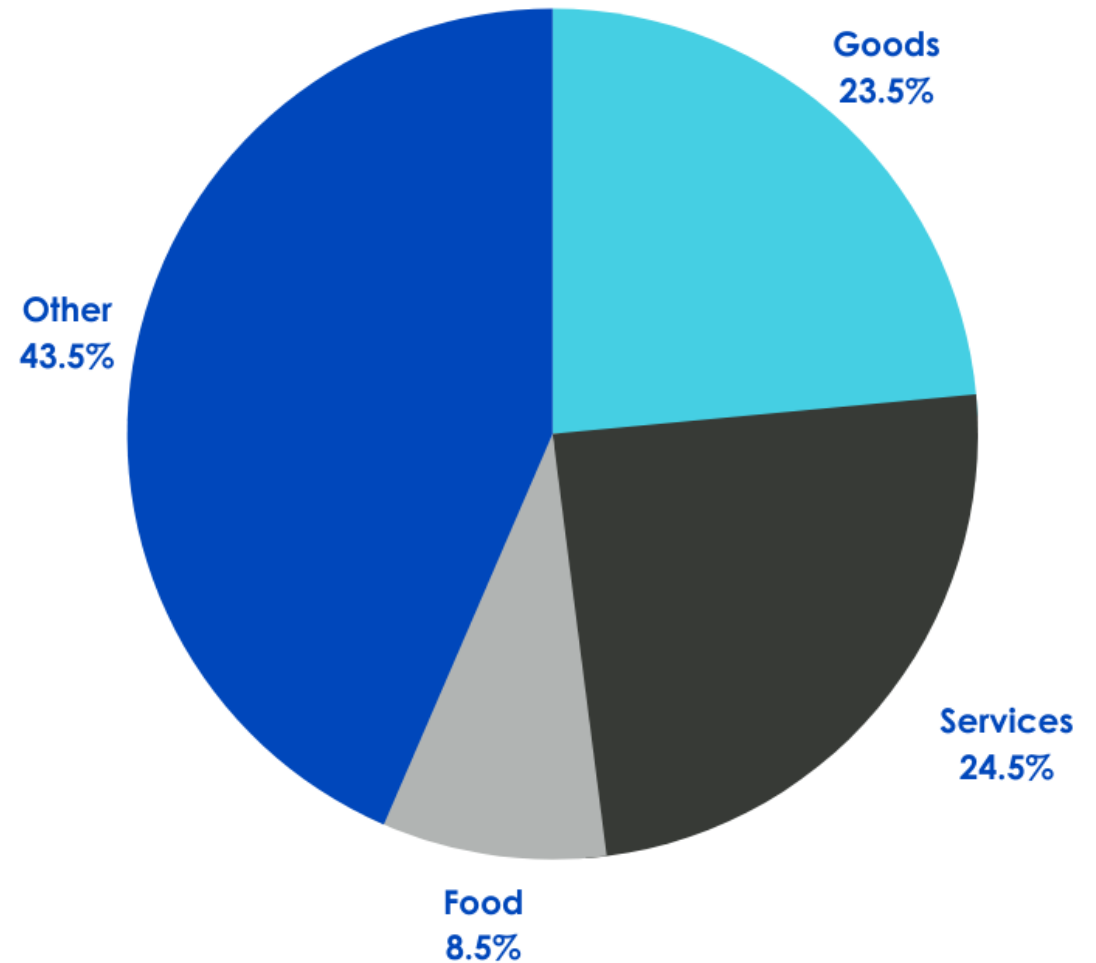


Tap-to-Expand delivers expanded reporting options that include total expands, dwell time, taps on buttons and more!

Simple Solutions for Every Business.

Auto
Retail
Utilities
CBD & Medical Marijuana
Education
Entertainment
Firearms & Shooting Range
Local Recreation
Lottery
OTHER
Realty
Travel
Charity & Religious
Grocery
Local Restaurant
QSR
Employment
Finance
Local Services
Political + Govt
Healthcare
Law Firm
Telecom

Top Verticals





Ready to Partner With AdMessenger?

Increased campaign engagement

Click-through rates that are at least 5x higher than standard banners on average!

Save time and money on ad production costs

No product costs and no production lag time! We offer a turnkey solution that gets your clients in front of their audience fast.

Dedicated support team

a4 has a team of professionals that are fully dedicated to supporting AdMessenger partnerships and ensuring partner success.

Change is welcome, and encouraged

Change your ad message, ad parameters, audience, anything you want – anytime.

Tap actions to fit any client's needs

You're not stuck with tap-to-site, you can tap to any native smartphone function, plus more.

You are in control with our self-service user-friendly dashboard and UI

Whether it's a new campaign or a reporting need, our UI is available 24/7 to our clients.