

Training:
Digital Capabilities

June 2026

Learning Objectives

General:

01 EDGE’s value proposition is solving the complexity of digital advertising – across every channel

02 A full-funnel strategy is the standard approach

03 CRM targeting is a key differentiator

04 Results are proven across verticals

Specific to Trainee Role:

01

02

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Agenda Slide

01 About Us

02 The State of Digital

03 Our Solution

04 Case Study

05 The EDGE Experience

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Our Mission

SOLVE THE COMPLEXITY OF DIGITAL ADVERTISING

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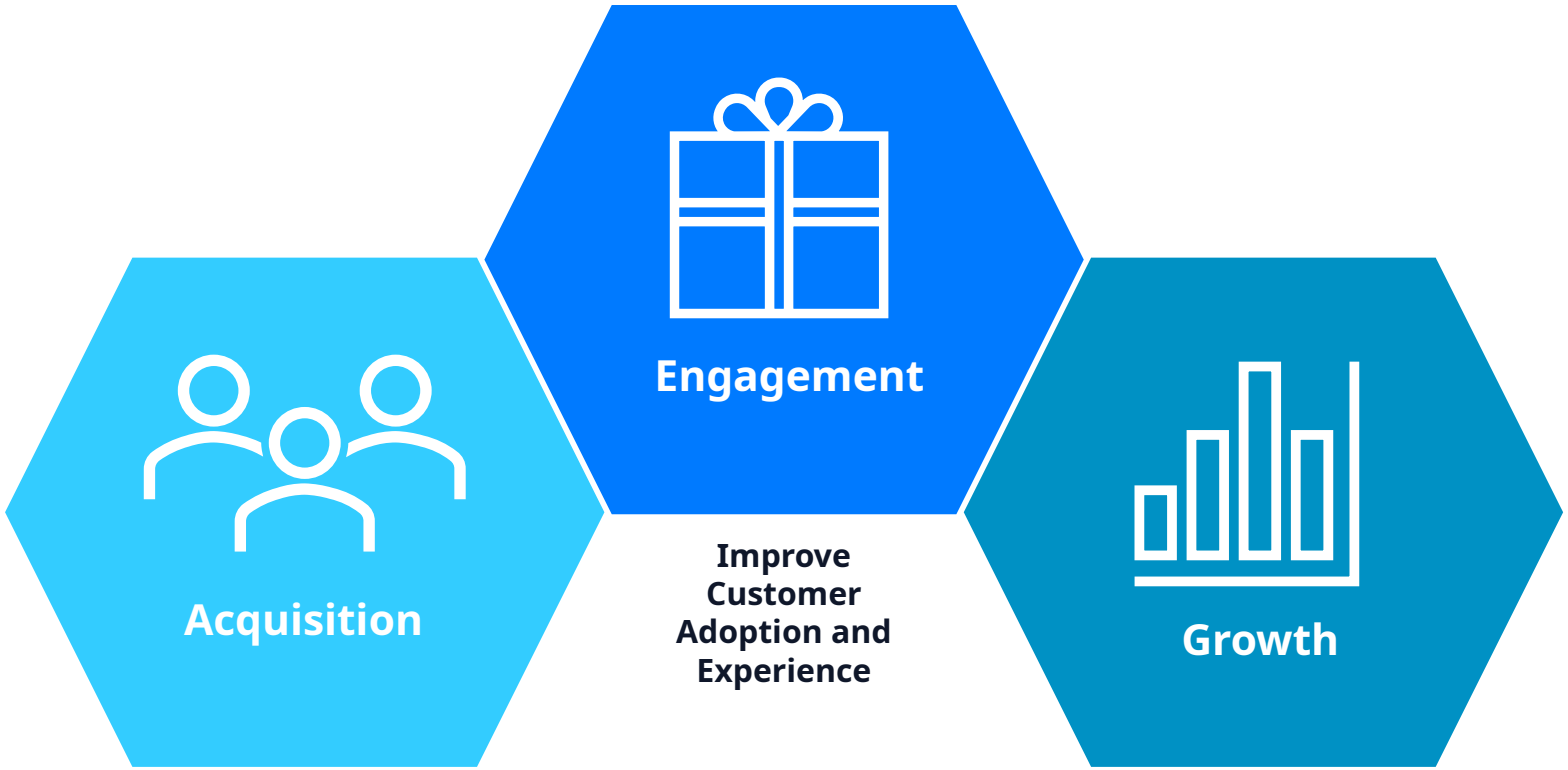
How Can EDGE Help With Your Marketing Efforts?



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Quick Facts

- Specialize in retails, higher education, financial services, arts & entertainment
- 100+ clients across U.S. & Canada
- 10B+ impressions served
- 11K+ successful campaigns
- Offices in Dallas, Atlanta, Winston-Salem, Irvine, and Jefferson City



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02

The State of Digital



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Patron Behavior



Of patrons' media minutes are now spent on mobile.
(Comscore)

The average number of connected devices per person in the US.
(Statista)

Of all ad media spending in the US will be digital by 2024.
(eMarketer)

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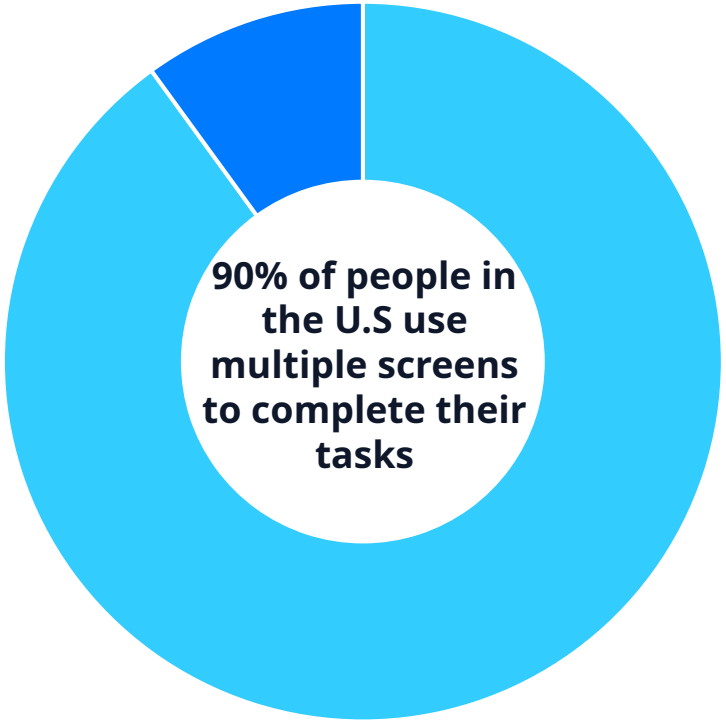
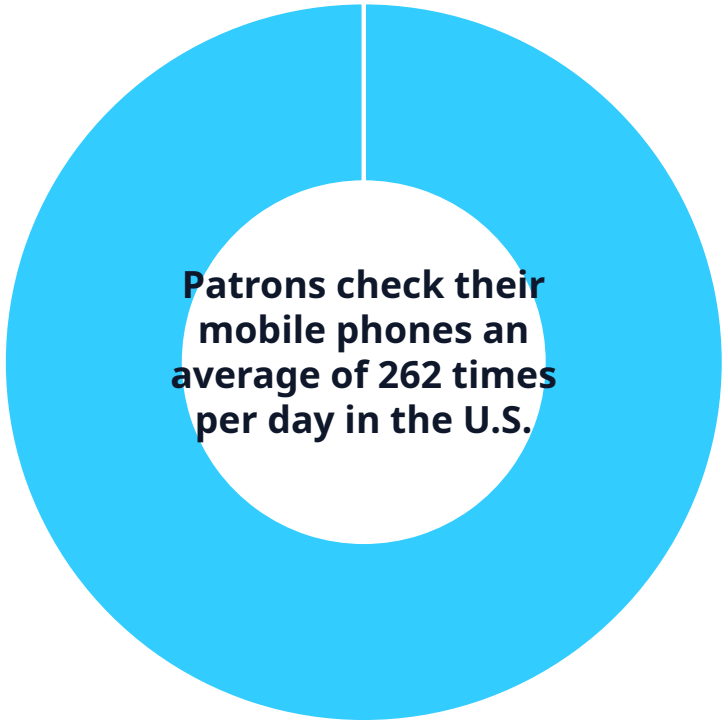
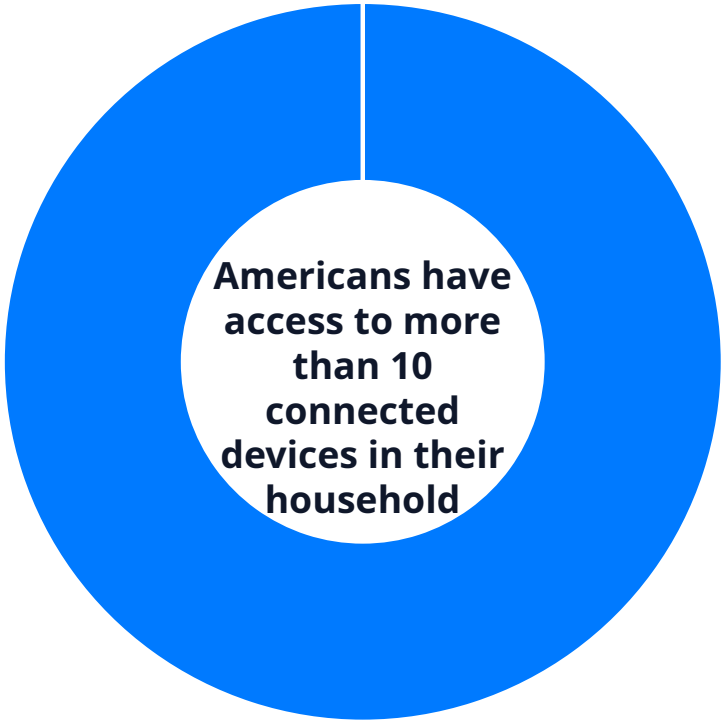
We Live in a World of Digital Omnivores…







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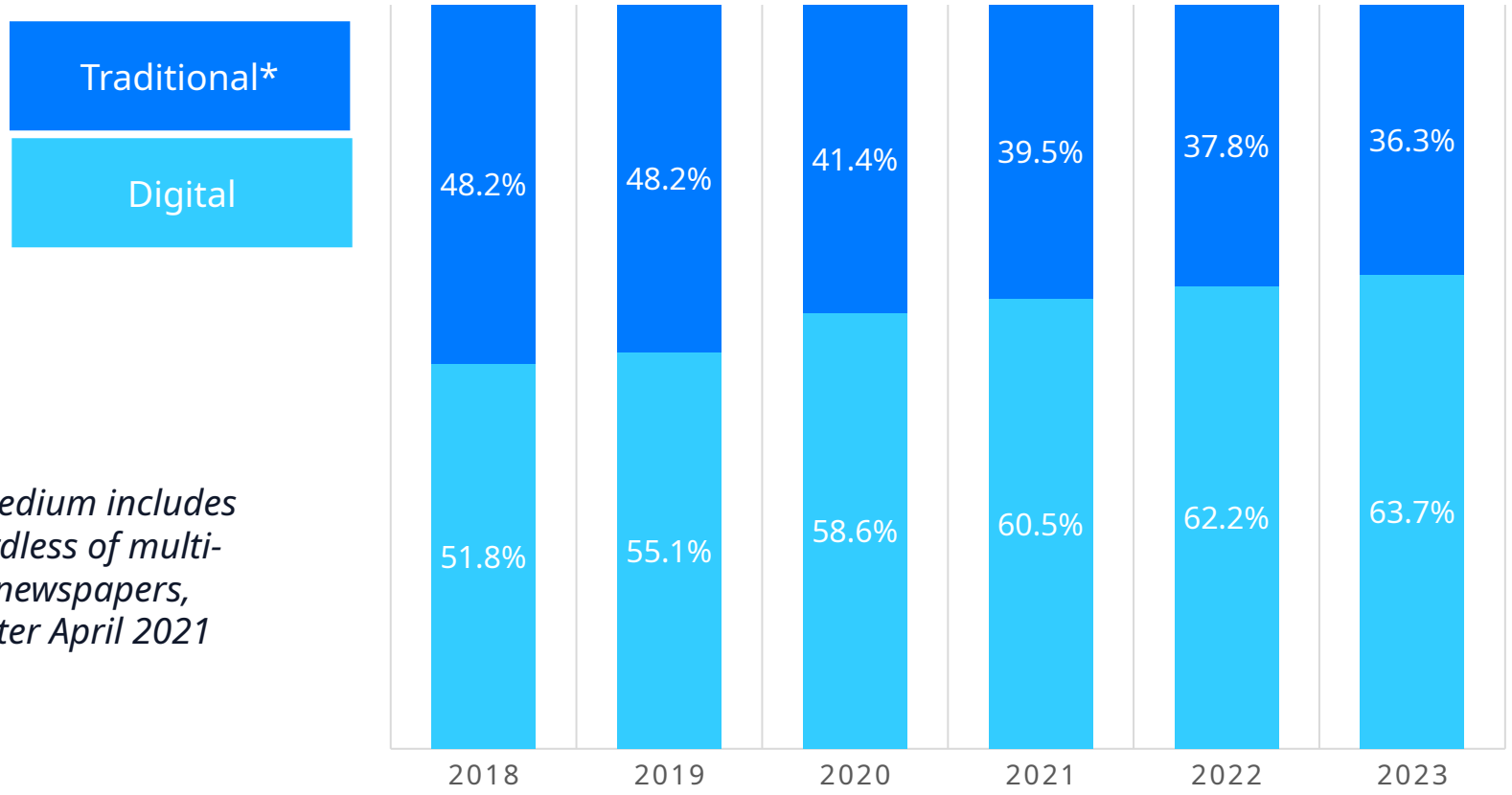
Traditional* vs. Digital Media

SHARE OF AVERAGE TIME SPENT IN THE US 2018-2023



*Note: Ages 18+; time spent with each medium includes all time spent with that medium, regardless of multi-tasking. *includes time spent on TV, newspapers, magazines, and radio. Source eMarketer April 2021*

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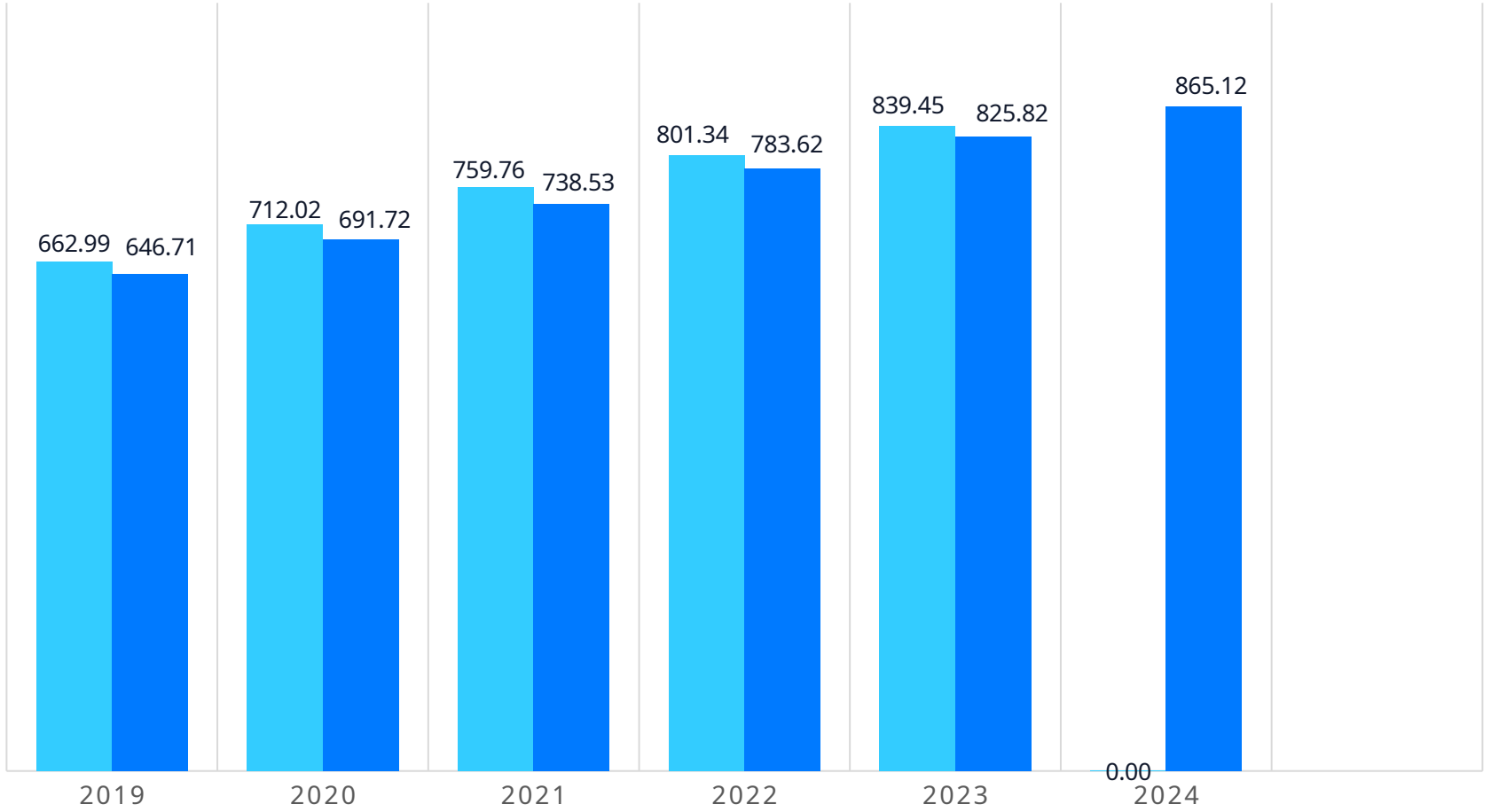
Digital Ad Spend Projections

SHARE OF AVERAGE TIME SPENT IN THE US 2018-2023

Oct 2019 Forecast

March 2020 Forecast

Revised advertising spending worldwide in light of the coronavirus outbreak from 2019 to 2024 (in billion dollars)



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03

Our Solution



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Our Best in Class Tech Stack

Google Marketing Platform

Search Ads 360

Display & Video 360

Google Tag Manager

Google Analytics

LiveRamp

theTradeDesk

Looker

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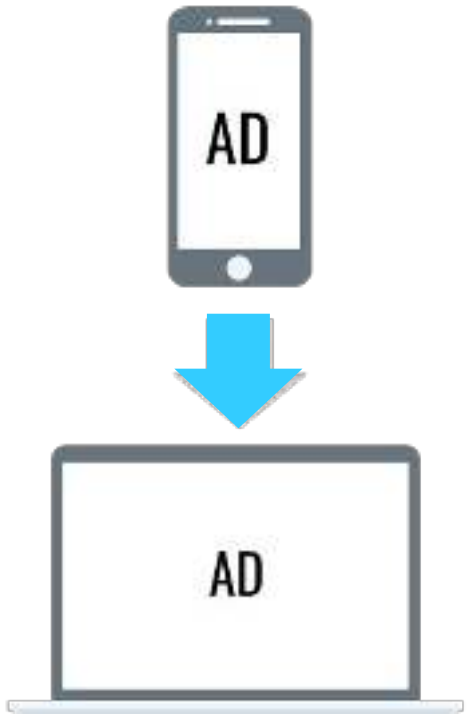
Impulse Buy

Cell Phone Charger

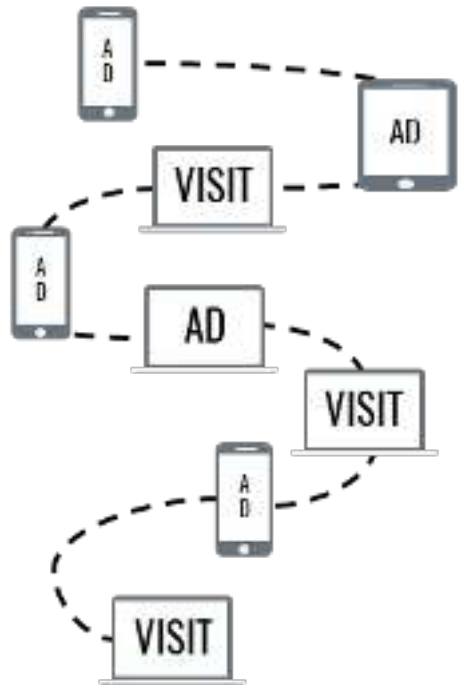


CONVERSION

VS

Considered Conversion

Conversion Type



CONVERSION

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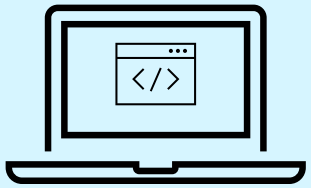
Our Solution Works Across Channels & Ad Formats

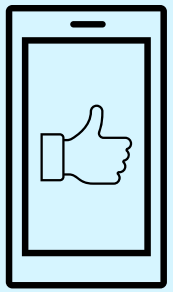
DISPLAY

Across 46 Major exchanges/Marketplaces & Google AdX Seat



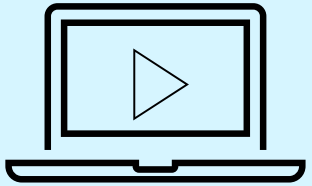
SOCIAL

Facebook, Instagram & Native, Snapchat



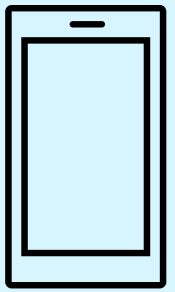
VIDEO & AUDIO

:15's & :30's Access to all RTB video inventory, Pandora & Spotify, Youtube TrueView



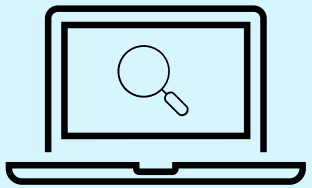
MOBILE

Mobile Web & Mobile App



SEARCH

Paid & Organic across Google, Yahoo & Bing



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Offline to Online

01



CRM TARGETING

- Upload CRM and/or mailing lists to EDGE.

02



CROSS-CHANNEL CAMPAIGNS

- Our match network finds your contacts on the web.

03



CUSTOMER RE-ACTIVATION

- CRM contacts are ‘cookied’ automatically

04



FUNDRAISING

- Those users are targeted with your ads and driven back to your site.

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Advanced Technology Powered by Google

CAMPAIGN MANAGER	DISPLAY & VIDEO 360	ADX EXCHANGE	SEARCH ADS 360	STUDIO
Delivers & measures all advertising, across screens and channels Customer-level insights Cross Device Measurement	Advanced Programmatic bidding platform 45 Ad Marketplaces 80% Greater Reach than GDN	World's Largest Ad Marketplace Private Seat Programmatic Direct	More powerful than Adwords Bid Across Google,Yahoo & Bing Advanced Bidding Tools Real Time Algorithmic Bidding	Hosts high impact video and rich media ads Provides granular measurement data

Powered by EDGE's Team of Certified Experts

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Google’s Bidding Hierarchy

Secure Your Ad Space

Publishers decide where, when, to

whom and at what cost they will sell.

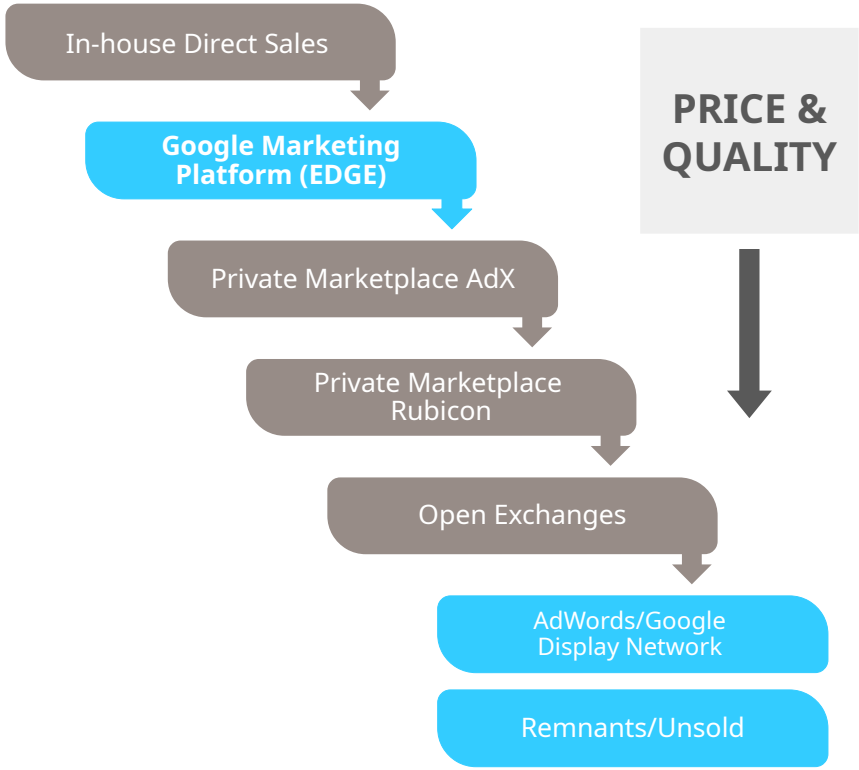
We start at the top...

Waterfall bidding at higher CPMs ensures more accurate audience targeting and higher quality ad inventory.

And leverage **private marketplace (PMP)** direct deals

Priority access to premium ad inventory not available in Open Ad Exchanges or Google Display Network.

Fully optimizable.



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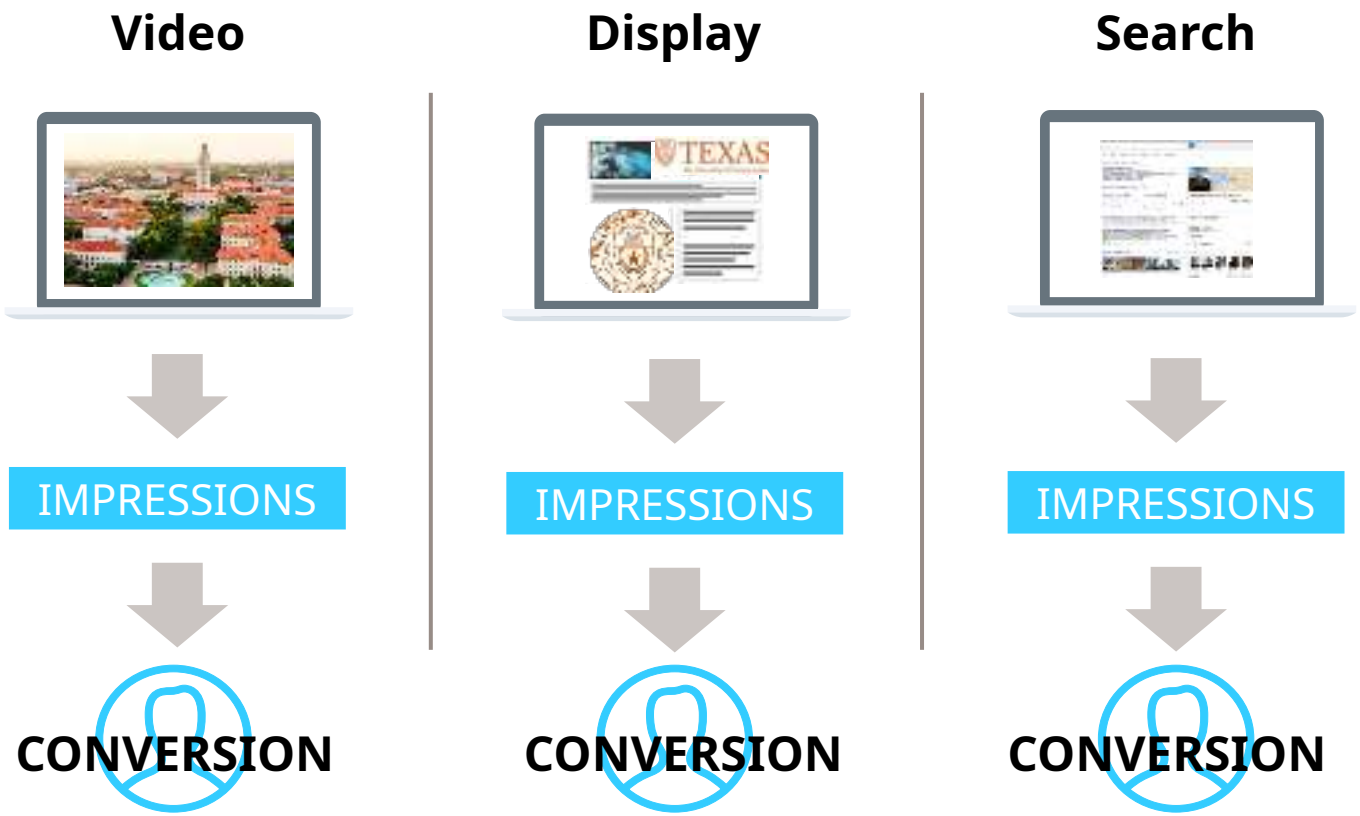
Marketing in Silos Creates Duplicate Metrics & Reporting



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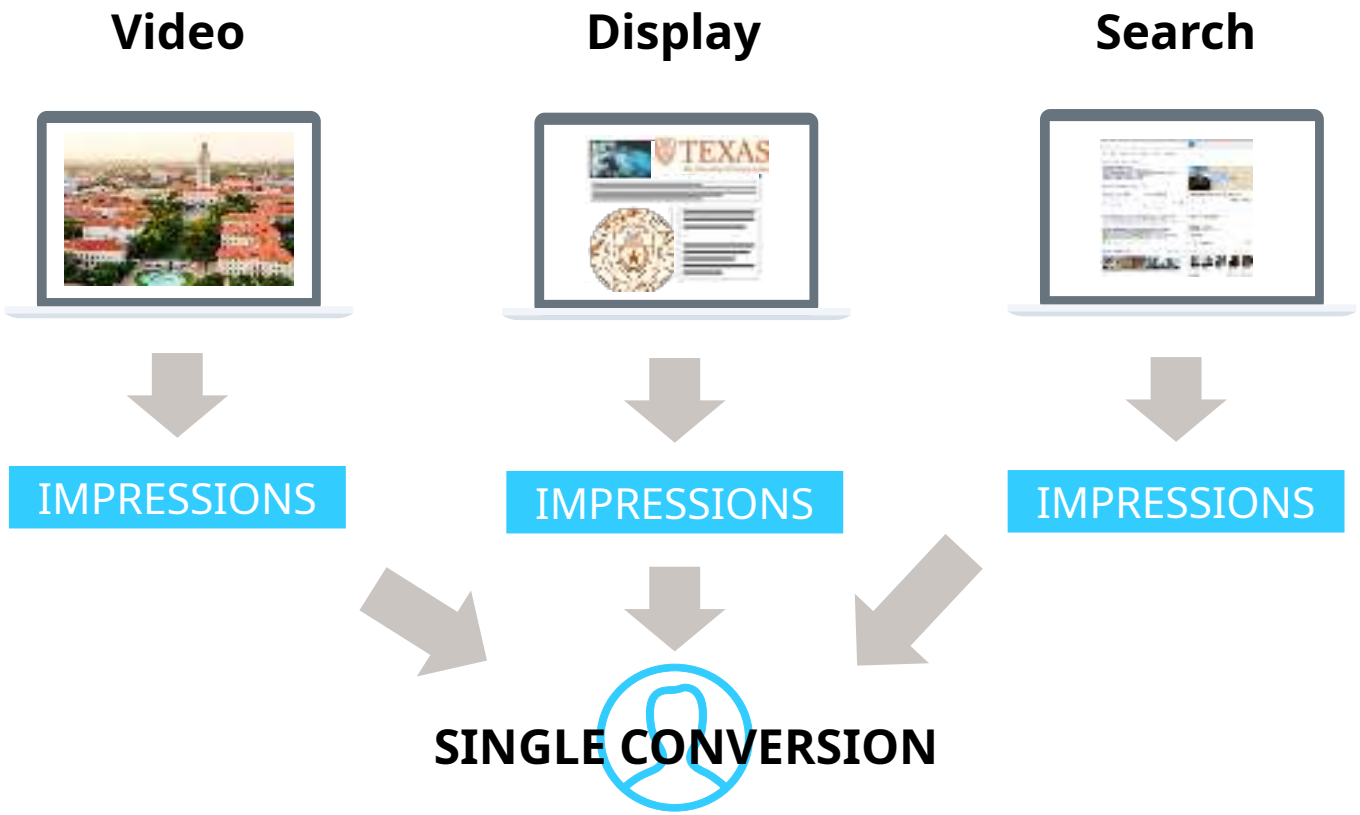
Google's Campaign Manager Deduplicates Overreporting



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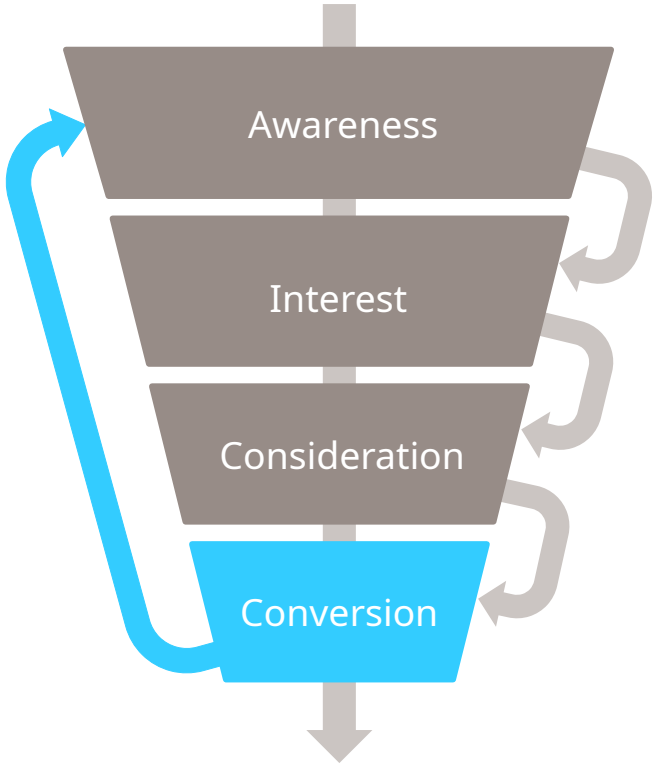
Get More Patrons with a Full-Funnel Strategy



Drive AWARENESS to increase CONSIDERATION

Nurture & educate through CONSIDERATION stage

Capture incremental PURCHASES generated and use audience insights to drive future AWARENESS initiatives.

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Social Channels & Ad Formats

FACEBOOK	INSTAGRAM	LINKEDIN	TWITTER	SNAPCHAT	PINTEREST	TIKTOK
Instant Experiences	Stories	Sponsored Content	Promoted Tweet w/ Image or Video	Snap Ads	Static Pins	Static Image Ads
News Feed Image & Video	News Feed Image & Video	Lead Generation	Plain Text Tweet	Collection Ads	Standard width video Pins	Video Ads
News Feed Carousel	News Feed Carousel	InMail	Multi-image Tweet	AR Lenses	Max width videos	Spark Ads (Native)
Lead Generation	Lead Generation	Text Ads	App Promotion	Filters	Carousel pins	Playable Ads
In-Stream Video	Collection Ads		Direct Message		Shopping ads	Carousel ads
Collection Ads					Collection pins	Collection Ads
Dynamic Ads					Idea pins	

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04

Realtime Reporting Dashboards



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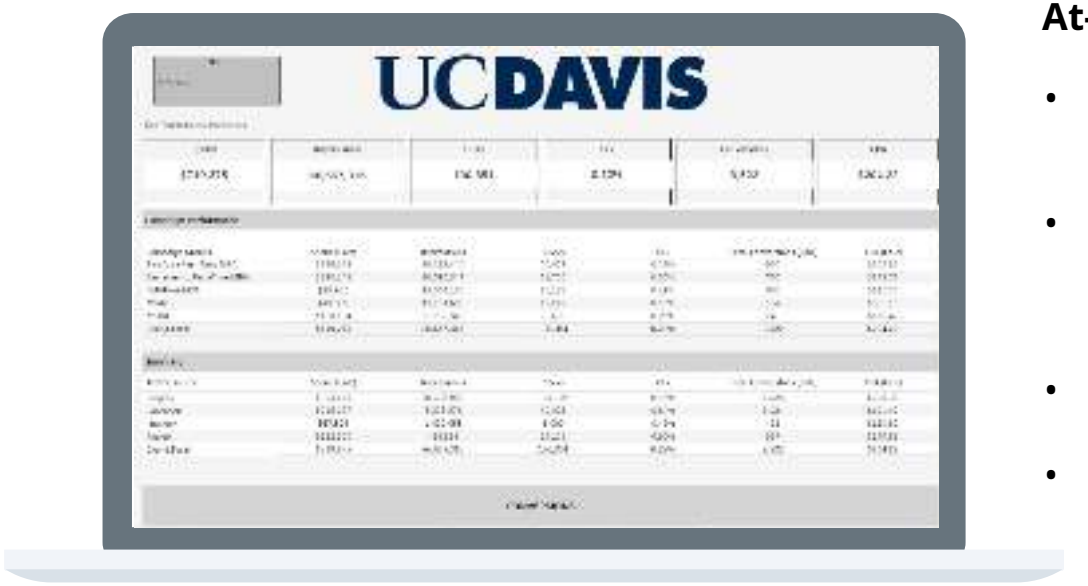
Social Channels & Ad Formats



At-a-glance reporting features include:

- Multi-Channel Dashboard: Display, Video, Search, Social, etc.
- Campaign performance & engagement metrics including conversion, form fills and revenue tracking
- Creative performance
- Cross-Device Measurement

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05

Case Studies & Testimonials



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San Francisco Ballet Lead Generation

BACKGROUND & OBJECTIVES

San Francisco Ballet (SF Ballet) wanted to increase the number of members for its email newsletter, *The List. The List* provides its young audience (aged 21-39) weekly updates including special news, event invitations, promotions, priority access and discounts throughout the season. To increase their newsletter opt-ins, SF Ballet worked with EDGE to run a Facebook lead generation campaign to attract new key audience member opt-ins.

+91.8%
Percent of members new to the database

+3,704
The List members resulting from the campaign

STRATEGY & TACTICS

The 25 day lead ad campaign targeted young adults (21-39) who attended a four year college and live within the San Francisco DMA. The prospective audience was targeted using a CRM list for suppression of current *The List* members and a look-a-like model consisting of previous ticket buyers and donors in the San Francisco DMA.

Lead ads allow advertisers to collect information from prospects directly from Facebook/Instagram. Instead of sending traffic to a landing page to manually fill out a form, the audience clicks on the ad, their information (name & email) is pre-populated, and they hit submit all without leaving their social feed.

SAN FRANCISCO BALLET



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Boston Ballet Pre-Sale Single Tickets

BACKGROUND & OBJECTIVES

Boston Ballet and EDGE have joined forces to share the love of dance with the Boston community. In the early stages of the partnership, Boston Ballet has already seen marked results. Paid search and programmatic display were utilized for the first time to market Boston Ballet's The Nutcracker on-sale promotion and delivered an exceptional return in early ticket sales for the holiday classic.

EXPOSURE ON PREMIUM SITES: The Boston Globe PLAYBILL

+25% **increase** in revenue from Social year over year

2X **lift in sales** on paid digital channels year over year



"Thanks to the strategic work by the stellar teams at Boston Ballet and MogoARTS, our Nutcracker season is off to an especially strong start. I am thrilled to have MogoARTS as our digital partner reaching both new audiences and re-engaging existing ones, inviting them to experience Boston Ballet's rich variety of offerings."

- Jennifer Weissman, CMO, Boston Ballet

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5th Avenue Geofencing

BACKGROUND & OBJECTIVES

5th Avenue Theatre wanted to capture travelers to the Seattle area, throughout the summer to promote ticket sales. They partnered with EDGE to strategize ways to use Factual's location targeting capabilities to find new qualified audiences and increase their ROAS.

SOLUTION

EDGE built out a fully customized mobile audience to capitalize on finding the people most likely to attend one of 5th Avenue Theatre's performances.

EDGE leveraged a geofencing strategy targeting devices of those visiting Seattle attractions like Pike's Place, the Space Needle, people traveling to Seattle, and fans of Broadway musicals. This helped 5th Avenue reach an audience that was actively searching for entertainment in a close proximity to the theater.

143K
impressions served, generating a 0.28% CTR

+1,500
unique new sessions driven to the 5th Avenue Theatre website

40%
ROAS growth in ticket sales correlated to Factual strategy



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Full Funnel Strategy

BACKGROUND & OBJECTIVES

A National Holiday Entertainment Experience needed expertise in multi-channel, full funnel campaigns with deep understanding and knowledge of event marketing and access to the most current advertising technology.

STRATEGY

EDGE drove full-funnel success by prospecting to unique targeting segments and aligned specific audience creative for intended event goers in market for family activities and seasonal interests.

Leveraging a data driven approach to media across Display, Search and Social by assigning custom KPIs by channel with a focus on testing and ongoing measurement allowing us the flexibility to shift strategy, tactics, and optimization toward ongoing performance.

TACTICS

- Standard & Native Display
- Search (Branded/ Non-branded)
- Facebook & Instagram
- Custom 1st & 3rd Party Data
- LinkedIn
- Pinterest

RESULTS

63% decrease in CPA over campaign period

40:1 digital ROAS across markets

+110% achievement of overall ticket sales goal

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NMAAHC Reaching New Audiences

BACKGROUND & OBJECTIVES

The Smithsonian National Museum of African American History and Culture (NMAAHC) had a goal to amplify their marketing goals of building a community of loyal charter members for the museum throughout the museum's construction and grand opening. MogoARTS worked closely with NMAAHC to develop a strategy to build awareness about the museum and grand opening within their community and build their database of people who were most likely to become patrons and supporters.

SOLUTION

EDGE utilized lead ads in the Facebook News Feed to capture sign-ups directly from within the feed. The campaign focused on outbound acquisition-only ad delivery leveraging interest group data within Facebook that aligned with desired target audience profiles. Examples of this content included keywords such as DuSable Museum of African American History, Progressive Change Campaign Committee, African American History, WAMU 88.5 - American University Radio, NAACP, Expedia - Washington D.C. attractions and other Facebook social advocacy content.

FACEBOOK LEAD ADS

Lead ads allow advertisers to collect information from prospects directly from Facebook/Instagram. Instead of sending traffic to a landing page where people manually fill out a form, the audience clicks on the ad, their information (name & email) is pre-populated, and they hit submit

+7,926 new patron newsletter opt-ins

159% of new patron opt-in goal attainment (target: 5,000)

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Cross-Device Behavior

BACKGROUND & OBJECTIVES



The Tech Interactive is a family-friendly, interactive science and technology museum located in downtown San Jose, CA. The Tech Interactive partnered with MogoARTS Marketing to leverage digital advertising to promote their Cyber Detectives exhibit. The Cyber Detectives exhibit is the nation's first interactive exhibit focused on cybercrime and data security.

SOLUTION

EDGE targeted Tech Interactive's likely ticket buyers: parents of children ages 5-17 years old and tech professionals in the San Francisco Bay Area. Using Google Marketing Platform's cross-device technology, Mogo was able to gain insight about what affects mobile and multi-device behavior can have on performance when conversions are fragmented and occur across devices. Taking this into consideration, a modest budget was dedicated to mobile targeting.

+259%
increase in site visits tracked with cross-device measurements for **ads served to a mobile phone**

+153%
increase in site visits tracked with cross-device measurement for **ads served to a tablet**

+26%
lift in campaign conversions when tracked with cross-device conversion technology

+39%
increase in total number of site visits over traditional conversion counting

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Google Thinks We’re Digital Dynamos



Link: [Google Case Study Featuring EDGE]

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06

Planning for Success



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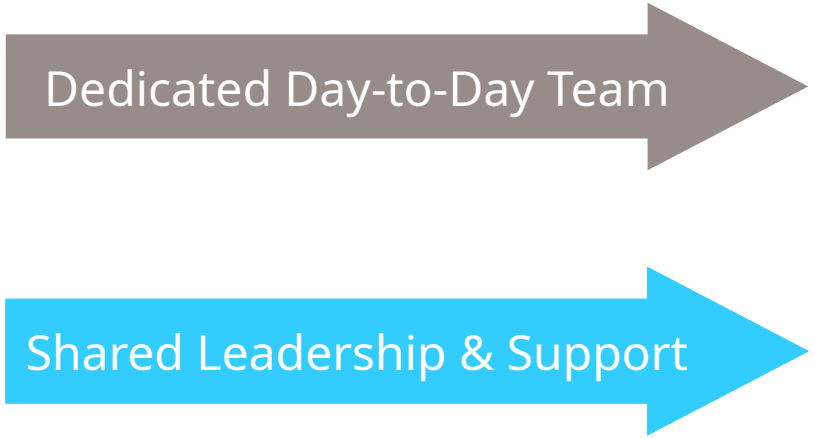
Planning for Success



Partner Success Manager &
Media Activation Associate

Senior Managers of
Partner Success, Media
Activation, Display,
Video, Search & Social

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Next Steps: Planning for Success



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Thank **You**