



# Digital Advertising

Engage your customers & grow your business

**In 2019, US advertisers will spend \$129.34 billion, or 54.2% of their media ad budgets, on digital ads.**



# Who We Are



Our nationally-recognized team of digital marketers is comprised of experts from Google, Yahoo and other top brands. We have built digital media strategies for some of the largest media companies in the United States, Ireland, UK and Canada.

**We provide industry-leading expertise and targeting with personal attention from your representatives based here in SE Minnesota - Northern Iowa.**

It is our job to understand what your business needs to be successful and find the best way to achieve your goals.



# Advertise on our Website

[www.kaaltv.com](http://www.kaaltv.com)



We'll help you choose the settings.  
Time of Day, Day of Week, Geographic Location & Frequency.

\$500 budget minimum. Creative design is free of charge. [Learn More](#)



## Advertise on our Mobile App

[ABC 6 News NOW](#)



Takeover the entire screen with your message.

Request pricing. Creative design is free of charge. [Learn More](#)

# Advanced Digital Marketing

Keeping your brand consistent on all platforms can be challenging. Let our experts help you create a fully integrated marketing plan to engage your customers and grow your business.

[Learn More](#)



**Retargeting**  
 The Retargeting campaign will show your ad to people who have left your website as they visit other websites on the web.



**Outreach Display Targeting**  
 Through different methods including keywords, behavioral targeting, and Ad Networks we can find new customers for you.



**IP Targeting**  
 An IP Targeting campaign will show your ad to the people on your list where we have matched their street address to their IP address.



**SEO & Reputation Management**  
 Rank higher on search engines and before your competitors



**Device ID**  
 Target Mobile Users based on Past Location





## Maximize Reach Automatically

Set your budget and we will optimize based on what's working across three (3) platforms:

### Programmatic Display



### Facebook & Instagram



### YouTube



- Advertise through display and video among multiple audiences &/or platforms
- Retarget site visitors across multiple platforms
- Test multiple platforms at a fixed cost
- Maximize budget vs. purchasing set impressions
- Gain key insights on best-performing audiences, ad sets and platforms

[Learn More](#)



## Protecting You from Ad Fraud What makes our team different?

Ad fraud is defined as the deliberate practice of attempting to serve ads that have no potential to be viewed by a human user. We block malicious sites, click spoofing, and unfavorable content.



**Choosing your agency relationship is a very important decision that can make or break your business. There are many options to choose from, but the differences in their actual technology can be minimal. Our team has extensive experience making campaign recommendations, optimizations and managing campaign performance. We understand your goals and are trained to help you achieve maximum performance for your investment.**

- We do not serve ads between midnight and 5am, unless specifically requested to.
- All ads serve above the fold (ATF) for viewability.
- Machine-based and human-based quality controls.
- Our campaigns are focused on Quantcast 5000 sites to ensure reputable traffic.
- Our team of certified professionals specializes in managing local and regional digital marketing campaigns designed to drive maximum ROI.
- By Leveraging best in class technology and proprietary software our team is able to deliver unparalleled reach, frequency, brand safety and optimization for all of our campaigns.
- Because we know our process, planning, inventory, quality and execution are second to none we guarantee at least a .1% Click Through rate on ordered ad impressions, that's almost 2x the national average according to Think With Google.

**Call us today for all your digital needs! 507.288.7555**