

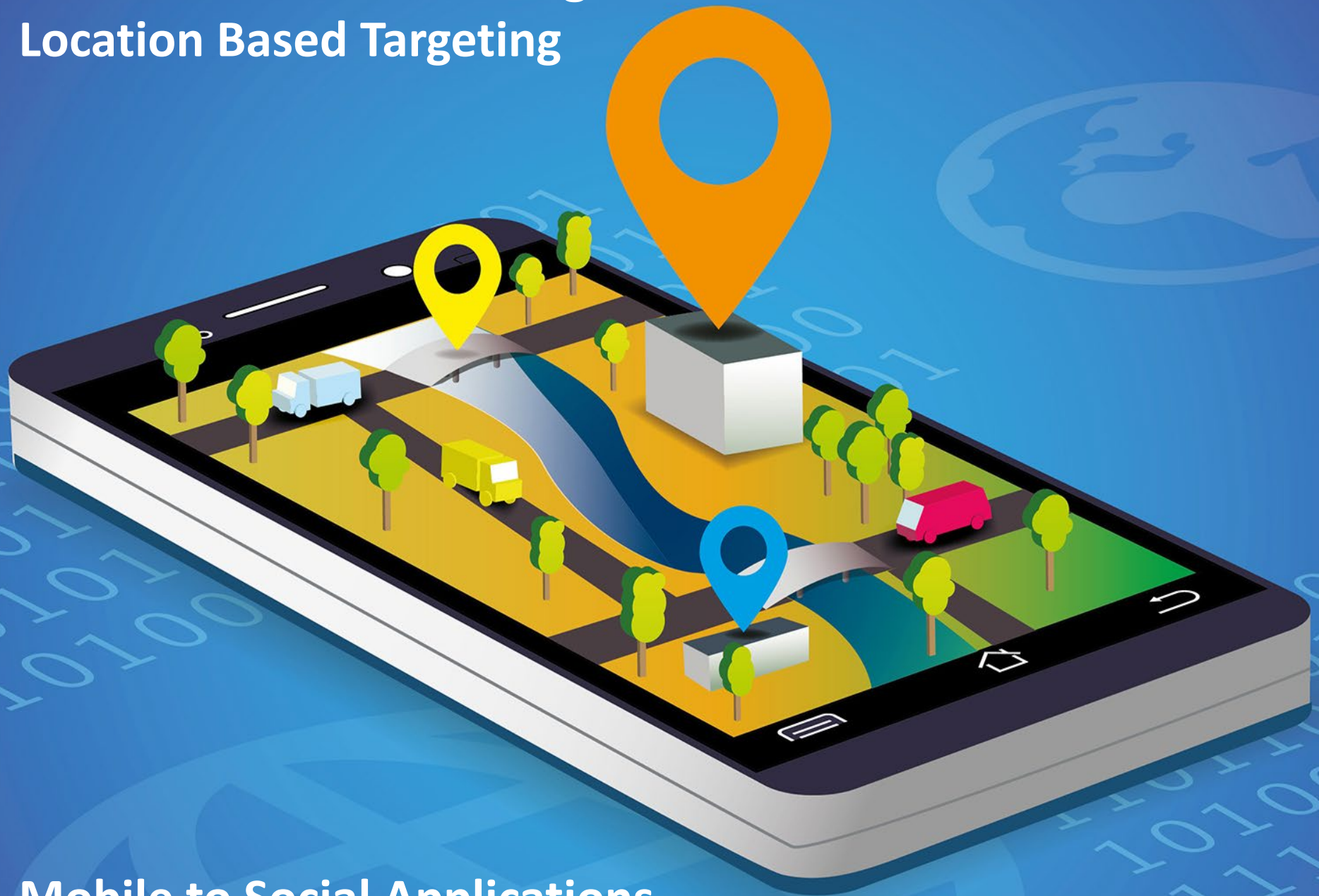


# Technical Capabilities of CBSS High School Select



January 15, 2020

# Audience Creation Through Location Based Targeting



Mobile to Social Applications





# The College and University Audience...





# Where to Reach Them? At Their School!



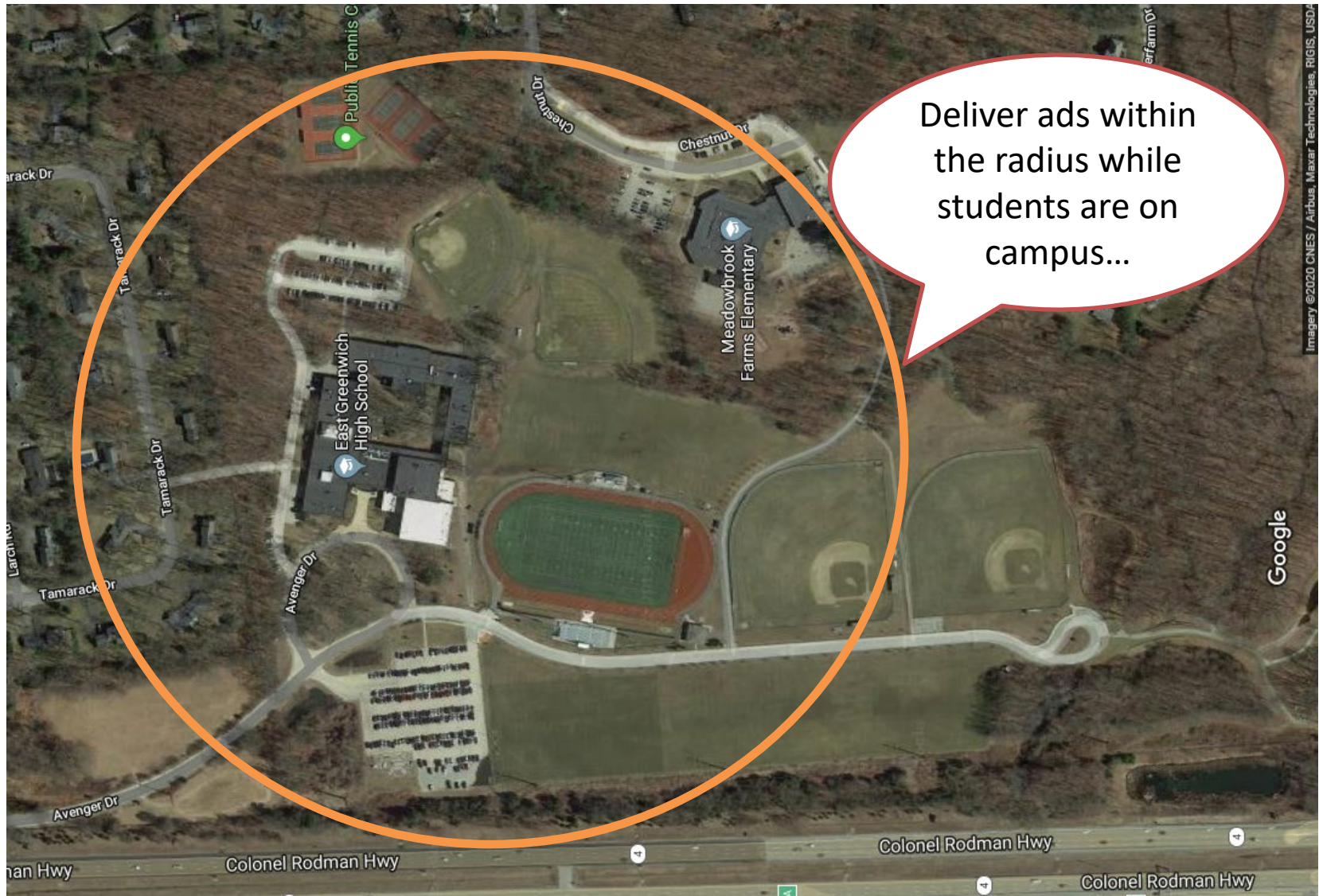


# East Greenwich HS, East Greenwich, R.I.





# Traditional Geo-Fencing, or Radius







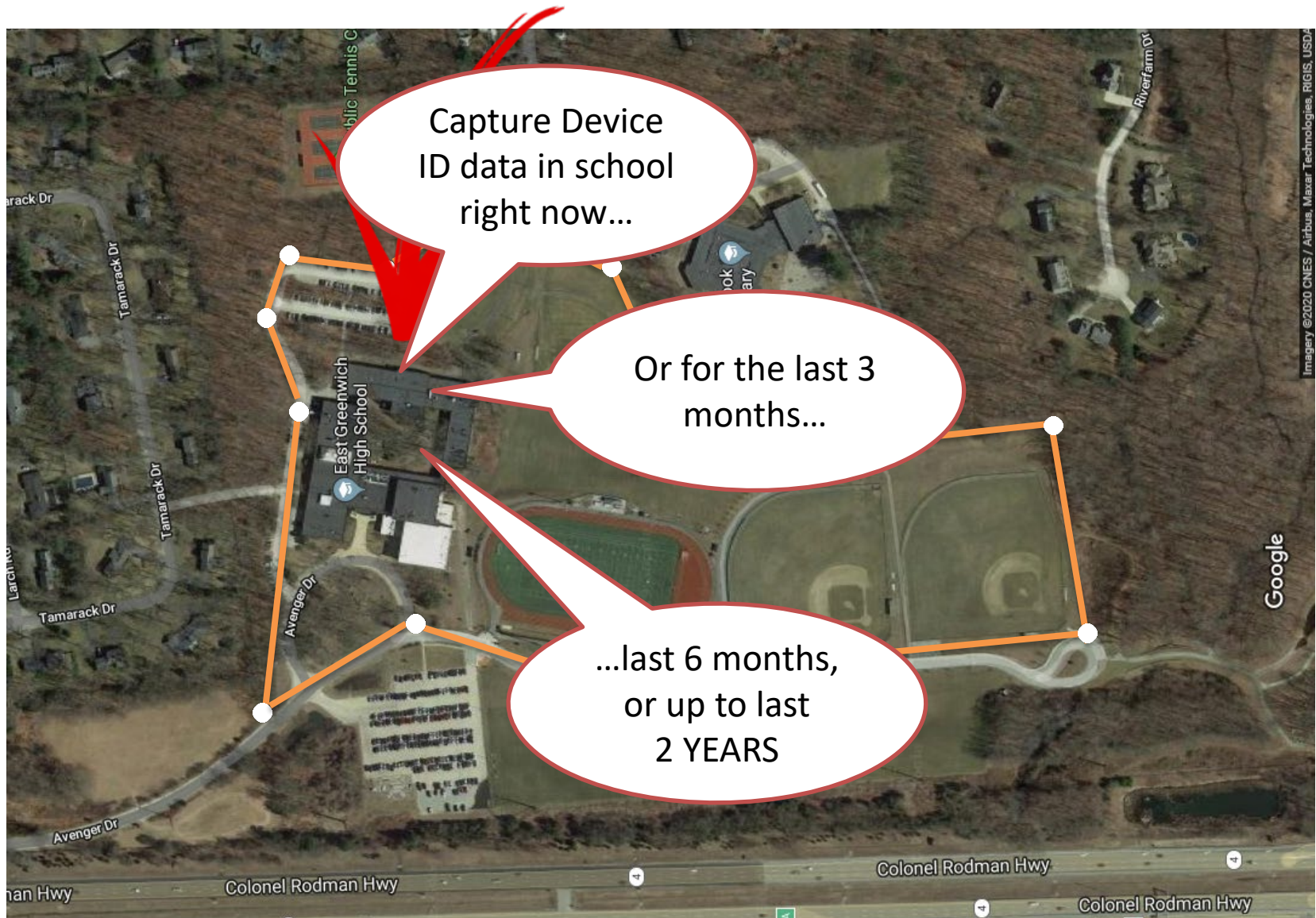


# You Can Even Target Individual Buildings



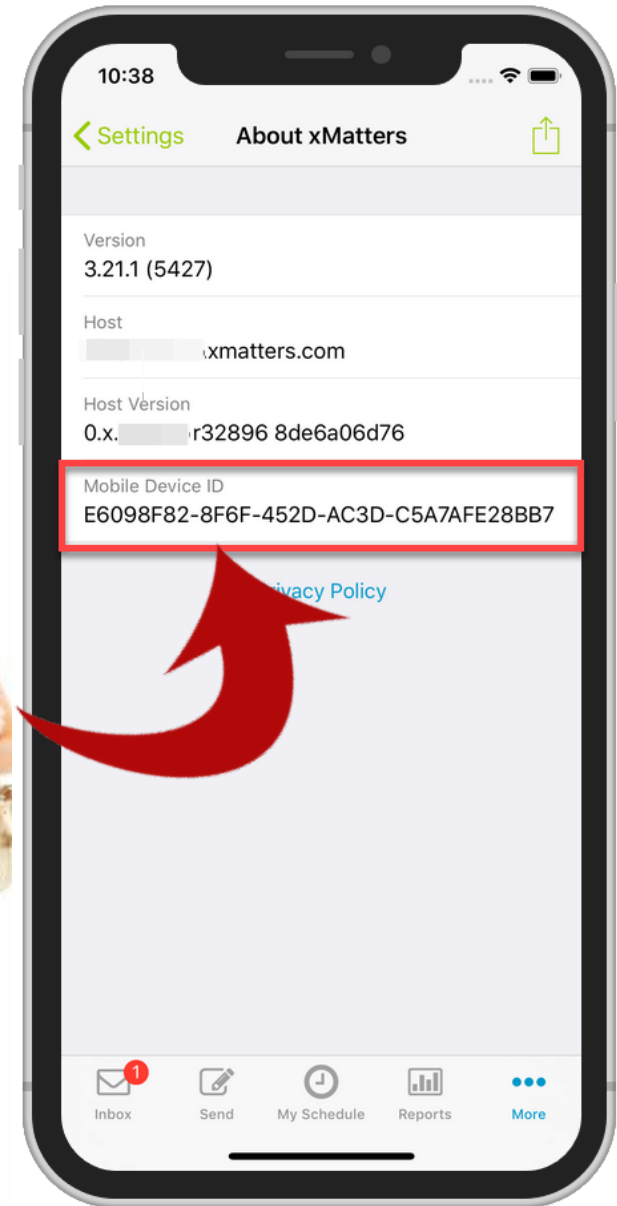


# Capture All Device ID's Over Desired Time.



# Exactly What is a Device ID?

A **device ID** (device identification) is a distinctive number associated with a smartphone or similar handheld **device**.





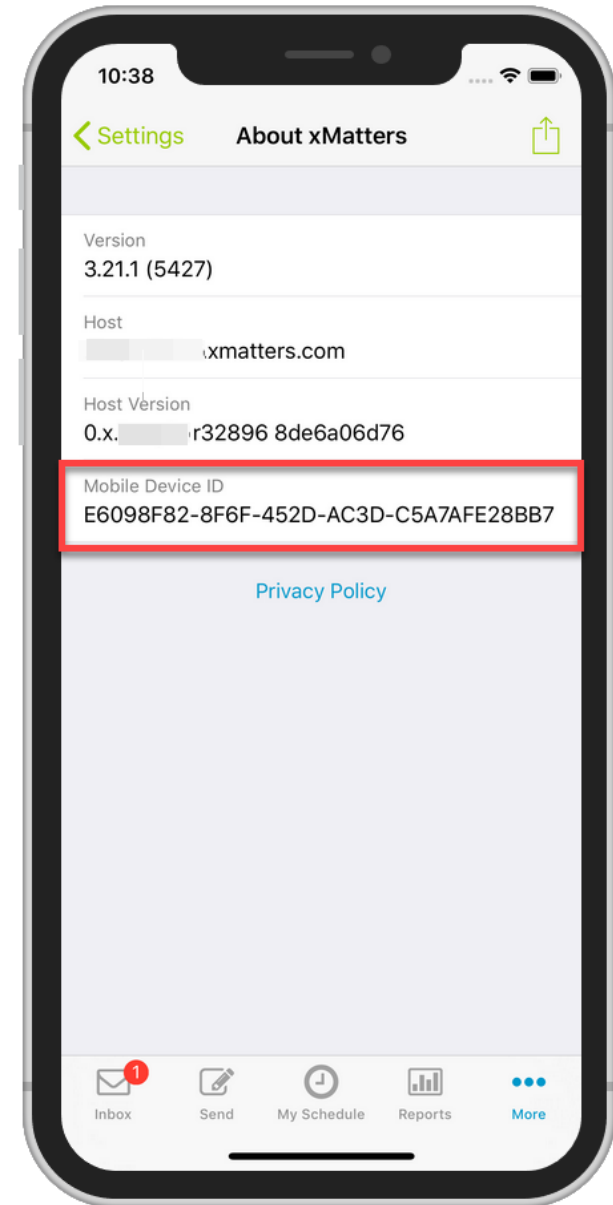
# Where is Your Device ID #?

*For iPhone.....Go to your home screen*

- Go To Settings.
- Go To General
- Go To About
- See The IMEI Number

*For DROID.....Go to your menu*

- Hit Settings
- Go To About Phone
- See The IMEI Number



# Deliver Ads Directly to Them on Campus...



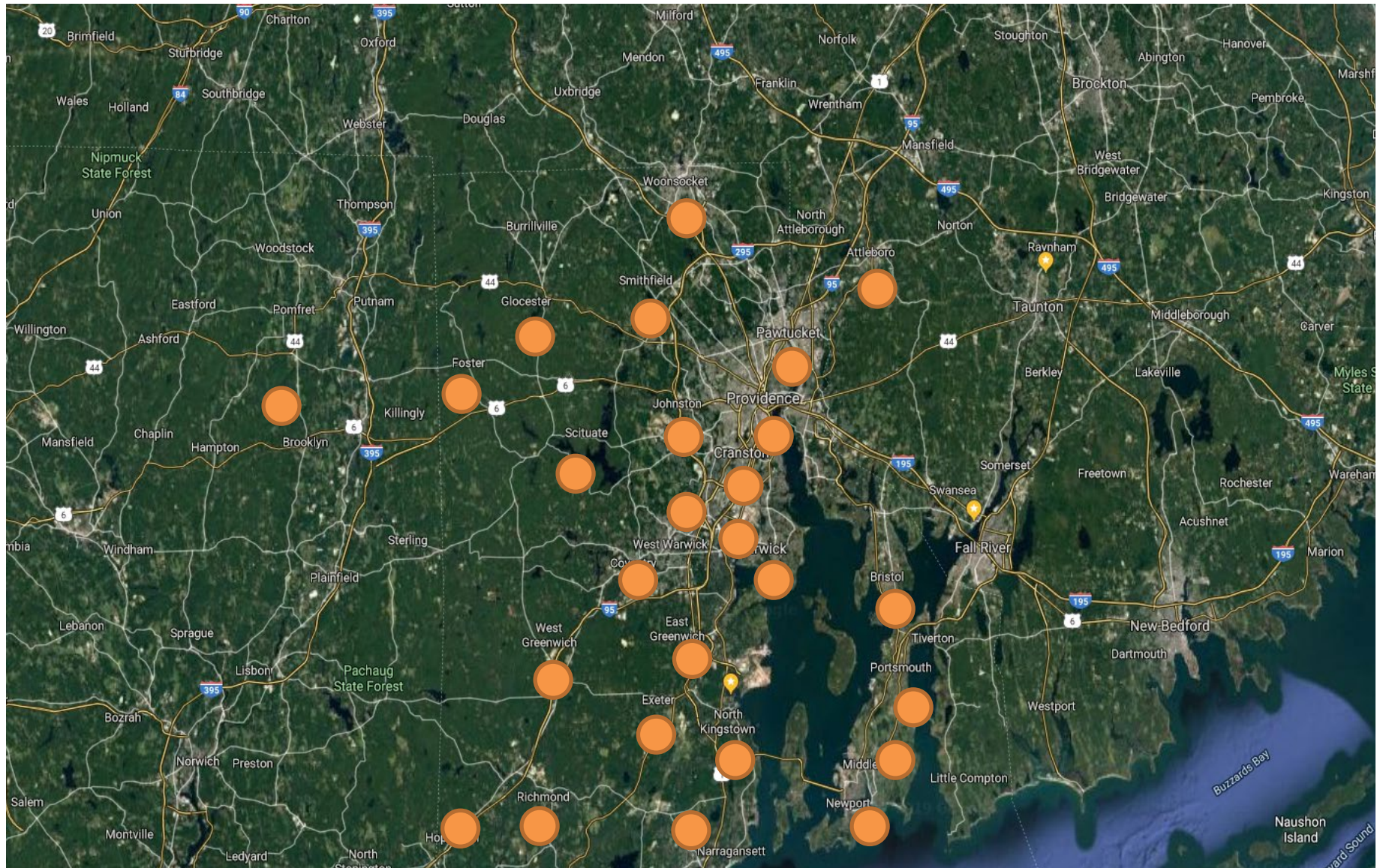


...Or Wherever They Go Off Campus.



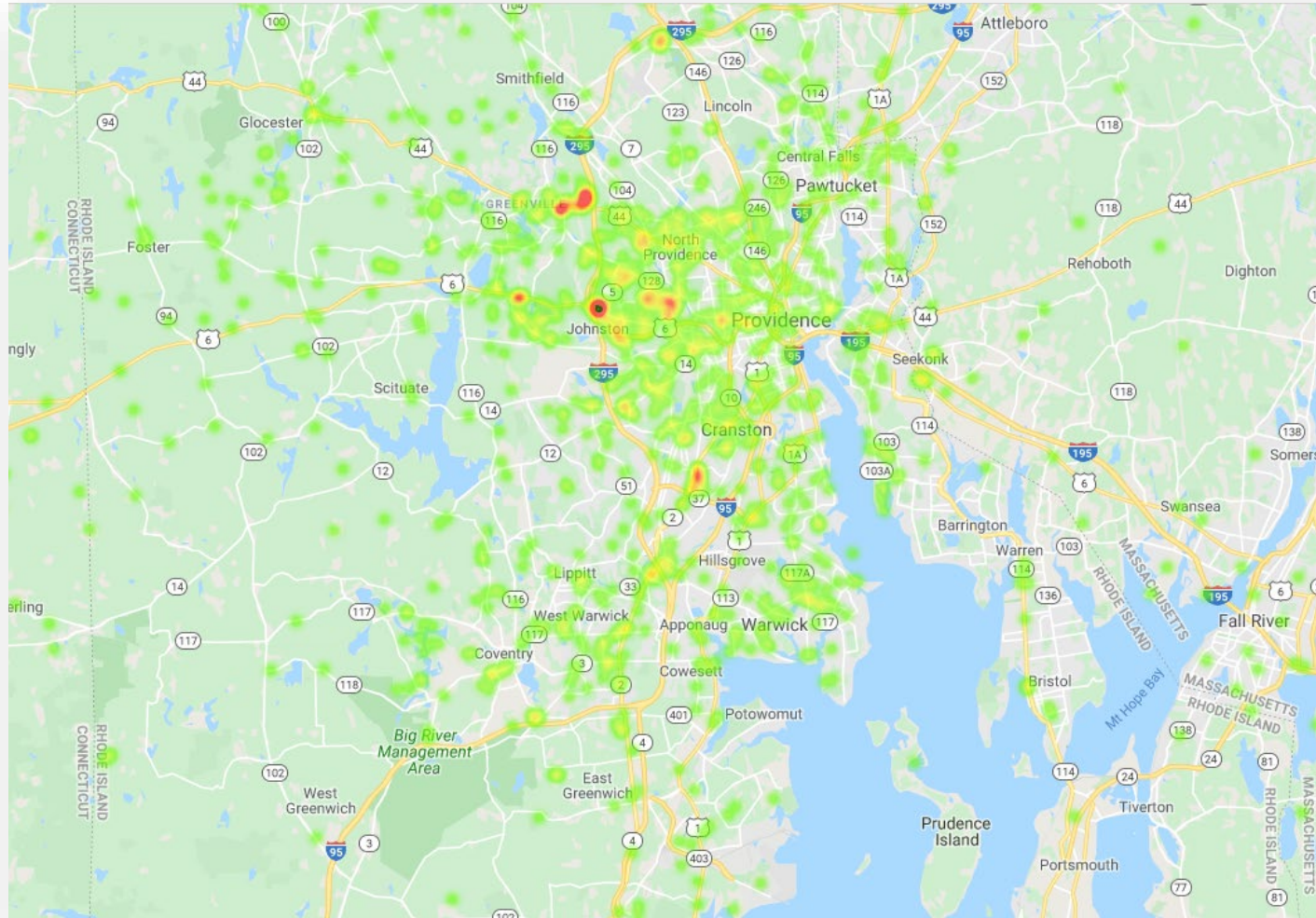


# Target at Scale Across as Many Schools You Want.





# Heat Maps Help See Where Students Go.



Device ID Location 2pm to 4pm

Multiple High Schools

# Current Examples of *High School Select* Vertical Audiences

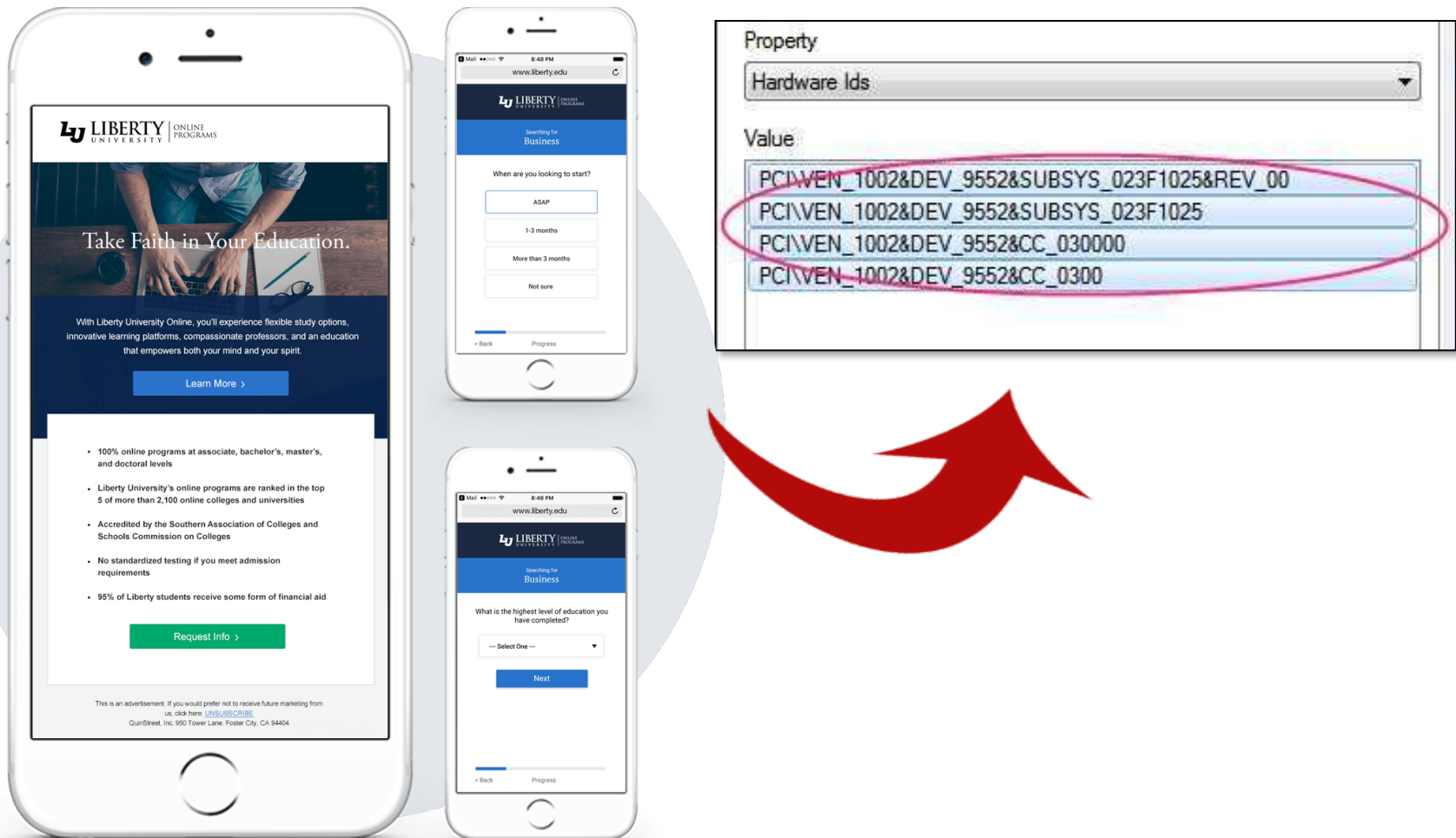
Public High Schools.....	26,400
Private High Schools.....	7,945
All Girls Schools.....	499
Army JROTC.....	1,738
Navy JROTC.....	616
Marines JROTC.....	260
Air Force JROTC.....	843
Pre-College Summer Programs..	500
4-Year Colleges.....	3,059
Community Colleges.....	2,128
Tech/Trade/Voc. Schools.....	2,075
Maritime Technical Schools.....	32
US Military Bases.....	196





# Device ID's Allow Us To Build New Audience Extensions. . .

- Database all device ID's and export into \*CSV file for transport.



# Load ID's into Facebook to re-engage. . .

Match facebook ads to user's whose devices we've captured.

The image is a composite illustrating the process of matching Facebook ads to user devices. It consists of three main parts:

- Facebook News Feed (Left):** A screenshot of a Facebook news feed. The top navigation bar shows the user's name "Steven Bogue" and the "Home" tab. The news feed includes a post from "Maxwell Carter" about an Alaskan survival derring, a post from "The Texan" about legislative rankings, and a post from "Robert Oravec" about boat restoration.
- Hardware IDs List (Center):** A table titled "Property" and "Value" showing a list of hardware IDs. The first ID, "PCI\VEN\_1002&DEV\_9552&SUBSYS\_023F1025&REV\_00", is circled in pink. A red arrow points from this circled ID towards the Facebook logo on the right.
- Facebook Logo (Right):** A large, blue Facebook logo.

Property	Value
Hardware Ids	PCI\VEN_1002&DEV_9552&SUBSYS_023F1025&REV_00
	PCI\VEN_1002&DEV_9552&SUBSYS_023F1025
	PCI\VEN_1002&DEV_9552&CC_030000
	PCI\VEN_1002&DEV_9552&CC_0300



# Load ID's into Facebook to re-engage. . .

Deliver relevant Facebook ads to those individuals at your target locations.

The image is a composite illustrating a Facebook targeting strategy. It includes a screenshot of a Facebook news feed, a table of hardware IDs, a red arrow pointing from the table to the feed, and a large Facebook logo.

**Facebook News Feed Screenshot:**

- Search bar at the top.
- Navigation tabs: Steven, Home, Find Friends, Create.
- Left sidebar: News Feed, Messenger, Watch, Marketplace, Shortcuts (Vintage Boats For..., Boston Whaler Out..., Classic Boston Wh..., Vintage Mercury O..., Boston Whaler Boa...), Explore (Events, Pages, Oculus, Groups, Fundraisers).
- Feed content:
  - Post by Maxwell Carter: "now you need the alaskan survival derringier to with it If top barrel is 45 long colt, bottom is 45-70 !!!!"
  - Post by Liberty University: "The Liberty Flames are at it again this week! Today, they play the NJIT Highlanders. You can catch the game on ESPN+ at 4 p.m. EST. #GoFlames"
  - Post by Robert Oravec: "Classic offshore boat restoration"

**Hardware IDs Table:**

Property	Value
Hardware Ids	PCI\VEN_1002&DEV_9552&SUBSYS_023F1025&REV_00
	PCI\VEN_1002&DEV_9552&SUBSYS_023F1025
	PCI\VEN_1002&DEV_9552&CC_030000
	PCI\VEN_1002&DEV_9552&CC_0300

A red arrow points from the table to the Facebook news feed, indicating the application of these IDs for targeting.

**Facebook Logo:** A large blue square with a white 'f' logo.

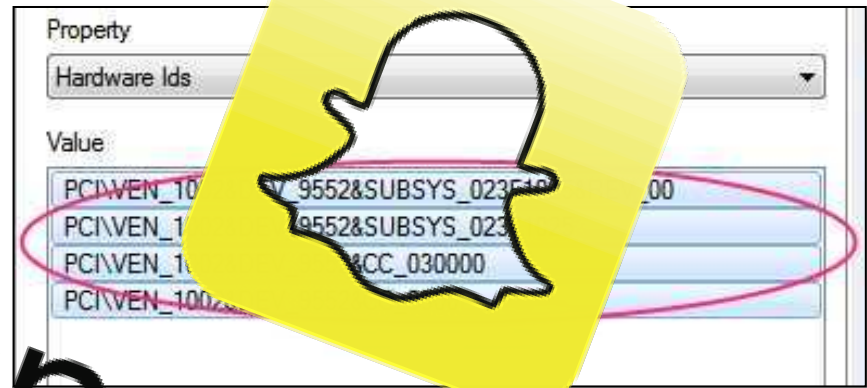
## Also into Instagram. . .

Match Instagram ads to user's whose devices we've captured.





Load ID's into Snapchat to reach new audiences. . .



snapchat



# Load ID's into cross platform providers. . .



U.S.

**CBS**

**California crews dismantle 3-story 'treehouse' homeless shelter as final phase of cleanup initiative begins**

Officials in Los Angeles County tore down a massive three-story makeshift shelter built in the Sepulveda Basin on Thursday as cleanup crews entered the final phase of a four-part operation to rid the area of the many homeless encampments.

**Property**

Hardware Ids

**Value**

PCI\VEN_1002&DEV_9552&SUBSYS_023F1025&REV_00
PCI\VEN_1002&DEV_9552&SUBSYS_023F1025
PCI\VEN_1002&DEV_9552&CC_030000
PCI\VEN_1002&DEV_9552&CC_0300

**theTradeDesk**

**1** by AOL

**videoamp**

**DC/GDN by Google**

**GroundTruth**



# Easy-to-Use Proposal Development Database.

## Device ID and Impression Counts Itemized Across All 50 States

School District			School Name			School County			City			State			Zip			Total Students			Device ID 90 Day Look-Back			30 Day Impression Delivery			60 Day Impression Delivery			90 Day Impression Delivery		
Autauga County School District			Autaugaville School			Autauga County			Autaugaville			AL			36003			333			266			3,197			6,394			9,590		
Autauga County School District			Billingsley High School			Autauga County			Billingsley			AL			36006			651			521			6,250			12,499			18,749		
Autauga County School District			Marbury School			Autauga County			Deatsville			AL			36022			591			473			5,674			11,347			17,021		
Autauga County School District			Prattville High School			Autauga County			Prattville			AL			36067			2,066			1,653			19,834			39,667			59,501		
Baldwin County School District			Baldwin County High School			Baldwin County			Bay Minette			AL			36507			1,183			946			11,357			22,714			34,070		
Baldwin County School District			Daphne High School			Baldwin County			Daphne			AL			36526			1,259			1,007			12,086			24,173			36,259		
Baldwin County School District			Fairhope High School			Baldwin County			Fairhope			AL			36532			1,604			1,283			15,398			30,797			46,195		
Baldwin County School District			Foley High School			Baldwin County			Foley			AL			36535			1,851			1,481			17,770			35,539			53,309		
Baldwin County School District			Gulf Shores High School			Baldwin County			Gulf Shores			AL			36542			846			677			8,122			16,243			24,365		
Baldwin County School District			Robertsdale High School			Baldwin County			Robertsdale			AL			36567			1,369			1,095			13,142			26,285			39,427		
Baldwin County School District			Spanish Fort High School			Baldwin County			Spanish Fort			AL			36527			1,109			887			10,646			21,293			31,939		
Barbour County School District			Barbour County High School			Barbour County			Clayton			AL			36016			392			314			3,763			7,526			11,290		
Eufaula City School District			Eufaula High School			Barbour County			Eufaula			AL			36027			791			633			7,594			15,187			22,781		
Bibb County School District			Bibb County High School			Bibb County			Centreville			AL			35042			516			413			4,954			9,907			14,861		
Bibb County School District			West Blocton High School			Bibb County			West Blocton			AL			35184			484			387			4,646			9,293			13,939		
Blount County School District			Jb Pennington High School			Blount County			Blountsville			AL			35031			585			468			5,616			11,232			16,848		
Blount County School District			Susan Moore High School			Blount County			Blountsville			AL			35031			585			468			5,616			11,232			16,848		
Blount County School District			Cleveland High School			Blount County			Cleveland			AL			35049			409			327			3,926			7,853			11,779		
Blount County School District			Hayden High School			Blount County			Hayden			AL			35079			889			711			8,534			17,069			25,603		
Blount County School District			Locust Fork High School			Blount County			Locust Fork			AL			35097			509			407			4,886			9,773			14,659		
Blount County School District			Appalachian School			Blount County			Oneonta			AL			35121			582			466			5,587			11,174			16,762		
Oneonta City School District			Oneonta High School			Blount County			Oneonta			AL			35121			434			347			4,166			8,333			12,499		
Bullock County School District			Bullock County High School			Bullock County			Union Springs			AL			36089			430			344			4,128			8,256			12,384		
Butler County School District			Georgiana School			Butler County			Georgiana			AL			36033			455			364			4,368			8,736			13,104		
Butler County School District			Greenville High School			Butler County			Greenville			AL			36037			649			519			6,230			12,461			18,691		
Butler County School District			Mckenzie High School			Butler County			Mckenzie			AL			36456			428			342			4,109			8,218			12,326		
Calhoun County School District			Alexandria High School			Calhoun County			Alexandria			AL			36250			1,071			857			10,282			20,563			30,845		
Anniston City School District			Anniston High School			Calhoun County			Anniston			AL			36207			517			414			4,963			9,926			14,890		
	Alabama	Alaska	Arizona	Arkansas	California	Colorado	Connecticut	DC	Delaware	Florida	Georgia	Hawaii	Idaho	Illinois	Indiana	Iowa	Kar															

# Robust *High School Select* Targeting Capabilities.

## Data Targeting Segmentation Options

- School Category: Public or Private
- School Type: Regular, Alternative, Vocational, etc.
- School Name, District Name
- School Address...City, County, State
- Target City, Suburbs, Rural Locations
- Lat/Long Locations
- Total Number of Students
- All Girls Schools, All Boys
- Ethnic/Race: White, AA, Hispanic, Asian
- Army JROTC
- Navy JROTC
- Marine JROTC
- Air Force JROTC
- Community Colleges
- Tech/Trade/Voc. Schools
- Maritime Trade Schools
- Military Bases



**High School Select**  
PRODUCT GUIDE

**Offering Precise Polygon Targeting!**

**How it Works**  
Polygonning is a technology allowing us to draw a precise electronic border around high school campuses to capture device ID's from students smartphones.



**What's a Device ID?**  
They are basically a serial number associated with each and every smartphone. Device ID's are unique, just like an IP address or street number to your home. Each ID allows us to engage the user at any time, where ever they go.

**Collecting Mobile Data**  
Once a school property has been polygonned we can perform a device ID "look-back" allowing us to capture ID's over a variety of date increments.

Device ID's Available at : Last 30 days, 60, 90, 180 and up to the last 2 years.

**Significant Results**

	90 Days	2 Years
High schools per state.	316,584	1,780,784
	262,421	1,476,117
	179,316	1,008,654

Segment your audience by:

- Enrollment by Race:
  - White, Black, Hispanic, Asian, Indian, etc.
- JROTC by branch
  - U.S. Army
  - U.S. Navy
  - U.S. Marine Corps
  - U.S. Air Force

Over **30,000** high schools have already been polygonned. What does this mean for you? We can start targeting your desired audience, **today**.

**NJROTC** **U.S. ARMY JUNIOR ROTC** **U.S. NAVY JUNIOR ROTC** **U.S. MARINE CORPS JUNIOR ROTC** **U.S. AIR FORCE JUNIOR ROTC**



# CBSS High School Select Sales and Support Materials.



**High School Select**  
PRODUCT GUIDE

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high schools per state.

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ment your audience by:

rollment by Race:

- White, Black, Hispanic, Asian, Indian, etc.
- JROTC by branch

by Grade

Male & Female Population

**NJROTC**  
NJROTC

**U.S. ARMY JUNIOR ROTC**  
U.S. ARMY JUNIOR ROTC

**Marine Corps Junior ROTC**  
Marine Corps Junior ROTC


**U.S. AIR FORCE JUNIOR ROTC**  
U.S. AIR FORCE JUNIOR ROTC

Over **30,000** high schools have already been polygonned. What does this mean for you? We can start targeting your desired audience, **today**.



**cbss**  
College Board Selection Service

**Creative Specs and Requirements for Mobile and Social Applications**



**Mobile Ad Specs**

Best Practices for Creative Development

**MOBILE TARGETING SPECS**

Screen Size: 320x50 (portrait), 480x320 (landscape), 640x480 (landscape), 768x1024 (landscape), 1024x768 (landscape), 1440x2560 (landscape), 2560x1440 (landscape), 2880x1620 (landscape), 3840x2160 (landscape), 4096x2160 (landscape), 5120x2880 (landscape), 6016x3384 (landscape), 6912x3840 (landscape), 7680x4320 (landscape), 8192x4608 (landscape), 8448x4752 (landscape), 9216x5120 (landscape), 10000x5625 (landscape), 10800x6080 (landscape), 11520x6528 (landscape), 12288x6912 (landscape), 13100x7290 (landscape), 13824x7680 (landscape), 14600x8000 (landscape), 15360x8448 (landscape), 16128x8896 (landscape), 16900x9344 (landscape), 17712x9792 (landscape), 18500x10240 (landscape), 19296x10688 (landscape), 20100x11136 (landscape), 20928x11584 (landscape), 21760x12032 (landscape), 22600x12480 (landscape), 23456x12928 (landscape), 24320x13376 (landscape), 25200x13824 (landscape), 26096x14272 (landscape), 27000x14720 (landscape), 27912x15168 (landscape), 28832x15616 (landscape), 29760x16064 (landscape), 30704x16512 (landscape), 31664x16960 (landscape), 32640x17408 (landscape), 33632x17856 (landscape), 34632x18304 (landscape), 35648x18752 (landscape), 36680x19200 (landscape), 37728x19648 (landscape), 38792x20096 (landscape), 39872x20544 (landscape), 40960x21000 (landscape), 42064x21456 (landscape), 43176x21912 (landscape), 44304x22368 (landscape), 45448x22824 (landscape), 46608x23280 (landscape), 47784x23736 (landscape), 48976x24192 (landscape), 50176x24648 (landscape), 51392x25104 (landscape), 52624x25560 (landscape), 53872x26016 (landscape), 55136x26472 (landscape), 56416x26928 (landscape), 57712x27384 (landscape), 59024x27840 (landscape), 60352x28296 (landscape), 61800x28752 (landscape), 63296x29208 (landscape), 64816x29664 (landscape), 66352x30120 (landscape), 67912x30576 (landscape), 69496x31032 (landscape), 71104x31488 (landscape), 72736x31944 (landscape), 74392x32400 (landscape), 76064x32856 (landscape), 77760x33312 (landscape), 79488x33768 (landscape), 81248x34224 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164672x52056 (landscape), 167680x52512 (landscape), 170712x52968 (landscape), 173776x53424 (landscape), 176864x53880 (landscape), 179984x54336 (landscape), 183128x54792 (landscape), 186304x55248 (landscape), 189512x55704 (landscape), 192752x56160 (landscape), 196224x56616 (landscape), 199728x57072 (landscape), 203264x57528 (landscape), 206832x57984 (landscape), 210432x58440 (landscape), 214072x58896 (landscape), 217744x59352 (landscape), 221448x59808 (landscape), 225184x60264 (landscape), 228952x60720 (landscape), 232736x61176 (landscape), 236544x61632 (landscape), 240384x62088 (landscape), 244264x62544 (landscape), 248176x63000 (landscape), 252112x63456 (landscape), 256080x63912 (landscape), 260080x64368 (landscape), 264096x64824 (landscape), 268144x65280 (landscape), 272224x65736 (landscape), 276336x66192 (landscape), 280432x66648 (landscape), 284512x67104 (landscape), 288576x67560 (landscape), 292712x68016 (landscape), 296832x68472 (landscape), 300928x68928 (landscape), 305016x69384 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464800x87168 (landscape), 468992x87624 (landscape), 473200x88080 (landscape), 477424x88536 (landscape), 481664x88992 (landscape), 485936x89448 (landscape), 490224x89904 (landscape), 494536x90360 (landscape), 498864x90816 (landscape), 503216x91272 (landscape), 507584x91728 (landscape), 511976x92184 (landscape), 516392x92640 (landscape), 520832x93096 (landscape), 525296x93552 (landscape), 529776x94008 (landscape), 534272x94464 (landscape), 538792x94920 (landscape), 543328x95376 (landscape), 547888x95832 (landscape), 552464x96288 (landscape), 557056x96744 (landscape), 561664x97200 (landscape), 566288x97656 (landscape), 570928x98112 (landscape), 575592x98568 (landscape), 580272x99024 (landscape), 584968x99480 (landscape), 589680x99936 (landscape), 594408x100392 (landscape), 599152x100848 (landscape), 603912x101304 (landscape), 608688x101760 (landscape), 613480x102216 (landscape), 618296x102672 (landscape), 623128x103128 (landscape), 627976x103584 (landscape), 632840x104040 (landscape), 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# Complete College and University Targeting.

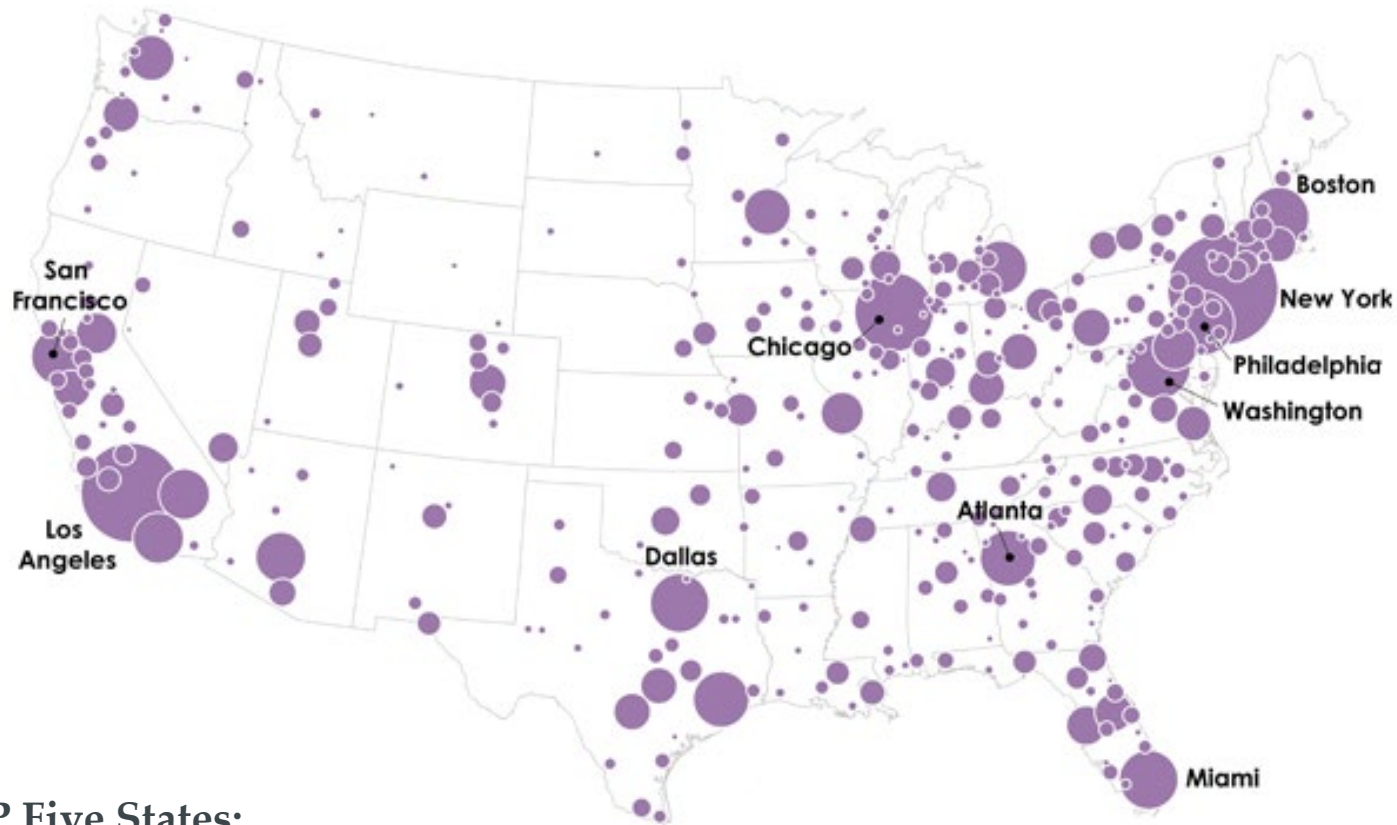
## 1,626 Public and 1,687 Private Schools at Your Fingertips





# Where are all These Institutions?

1,626 Public and 1,687 Private Schools at Your Fingertips



TOP Five States:

California...367    New York...285    Texas...212    Ohio...194    Pennsylvania...190

Thank You.



Questions?

