

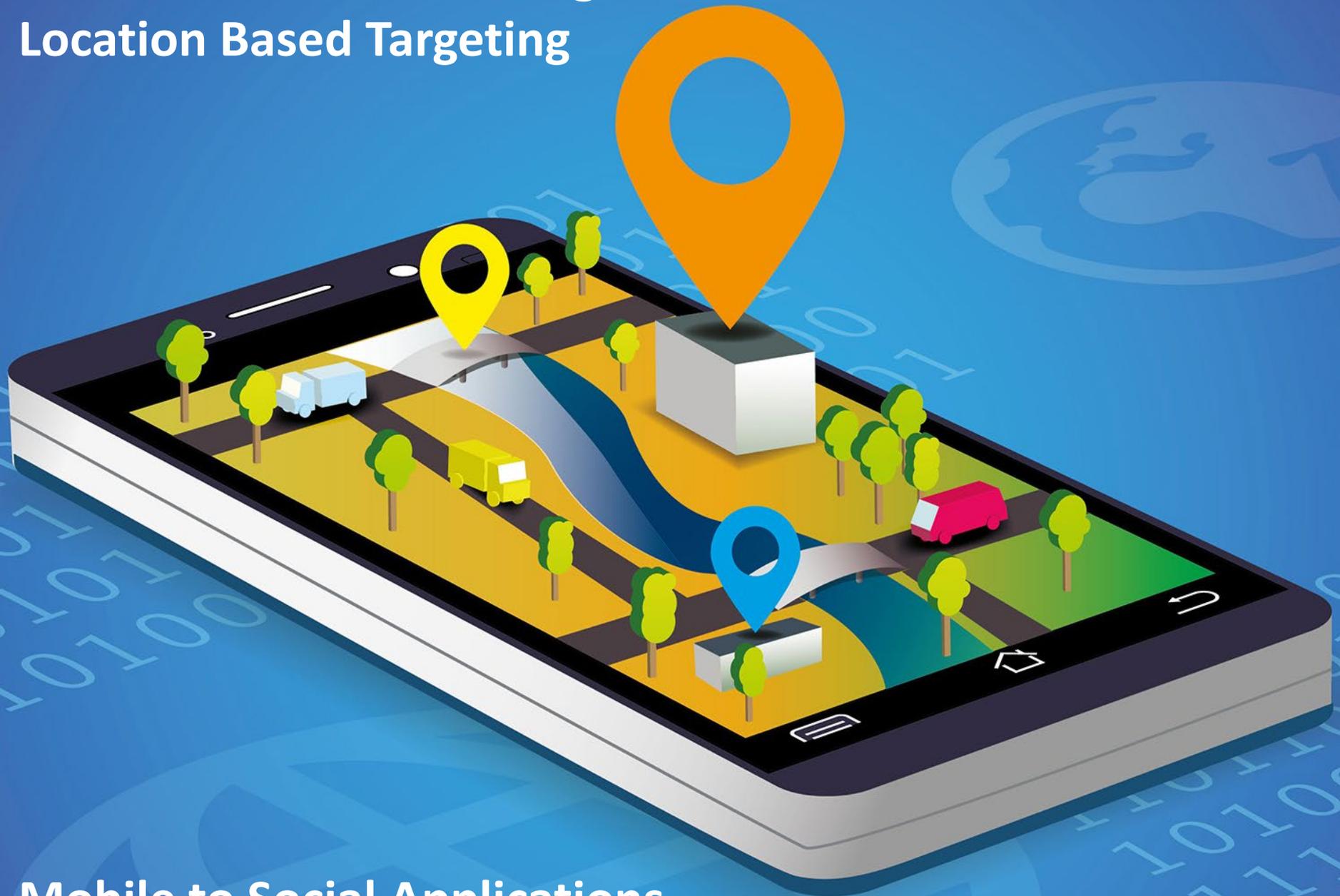


Technical Capabilities of CBSS High School Select



January 15, 2020

Audience Creation Through Location Based Targeting



Mobile to Social Applications



The College and University Audience...



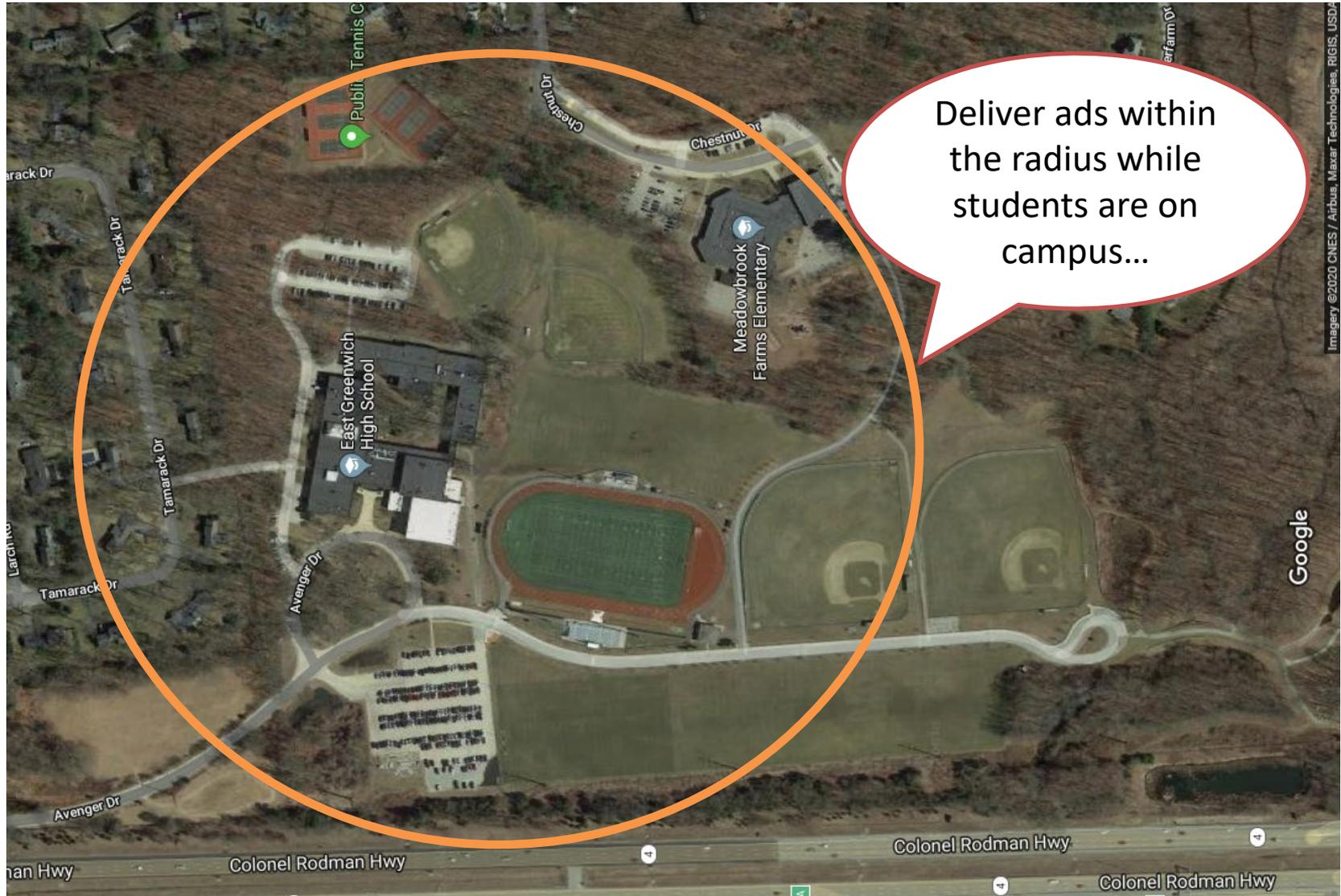
Where to Reach Them? At Their School!



East Greenwich HS, East Greenwich, R.I.



Traditional Geo-Fencing, or Radius



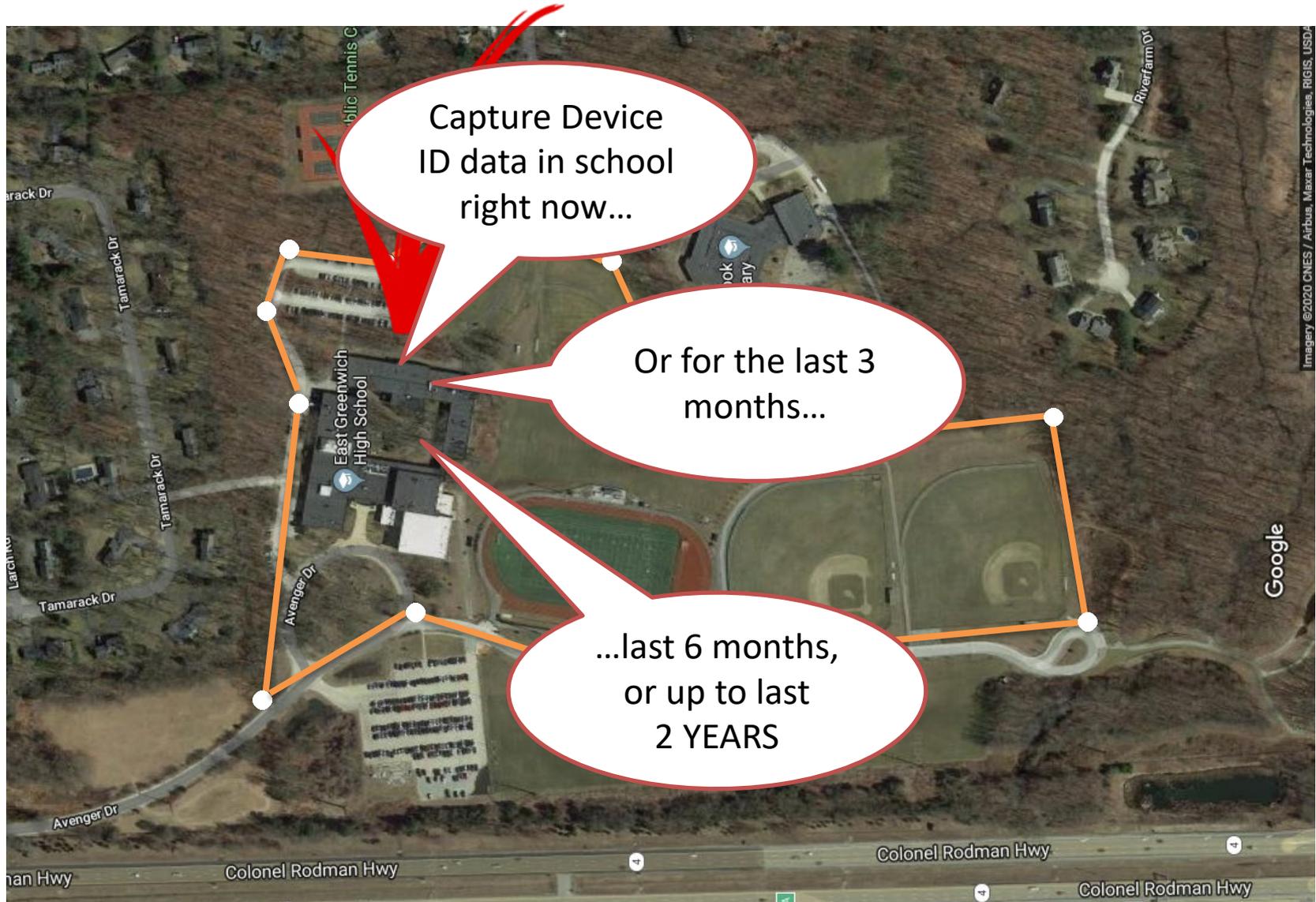
You Polygon Actual Property Boundaries.



You Can Even Target Individual Buildings

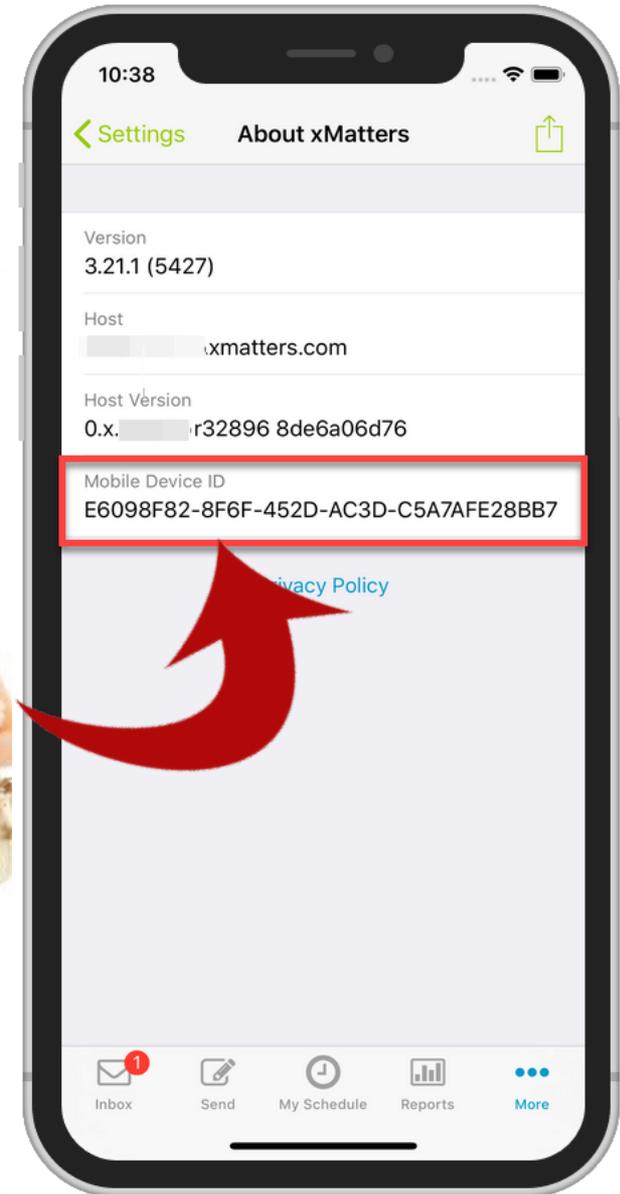


Capture All Device ID's Over Desired Time.



Exactly What is a Device ID?

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



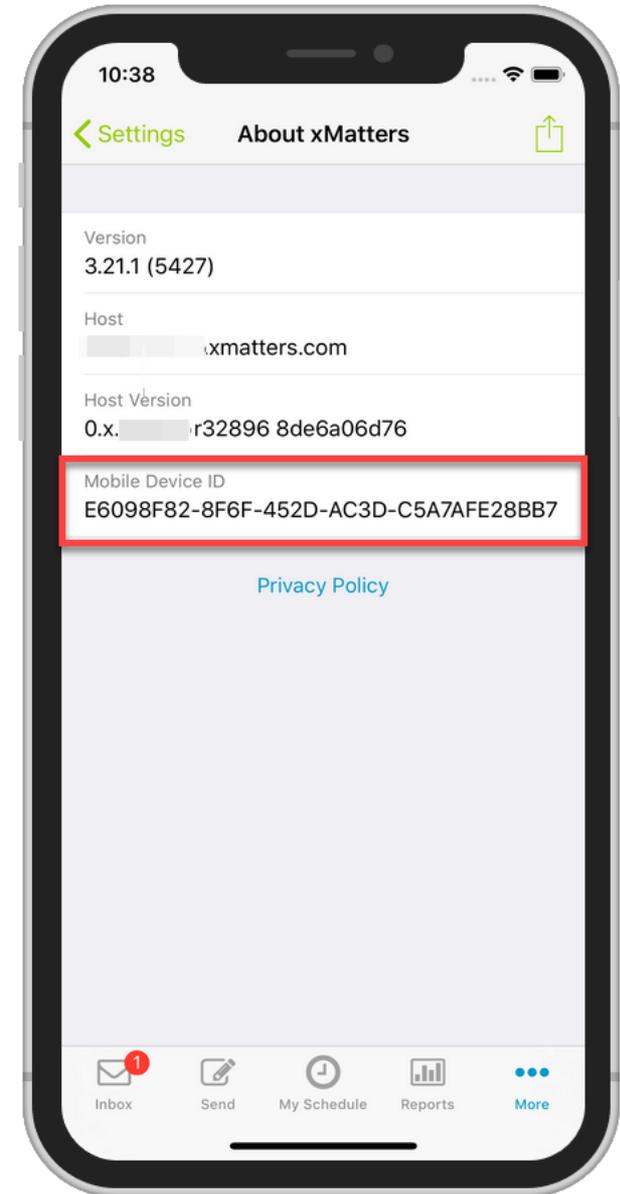
Where is Your Device ID #?

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...



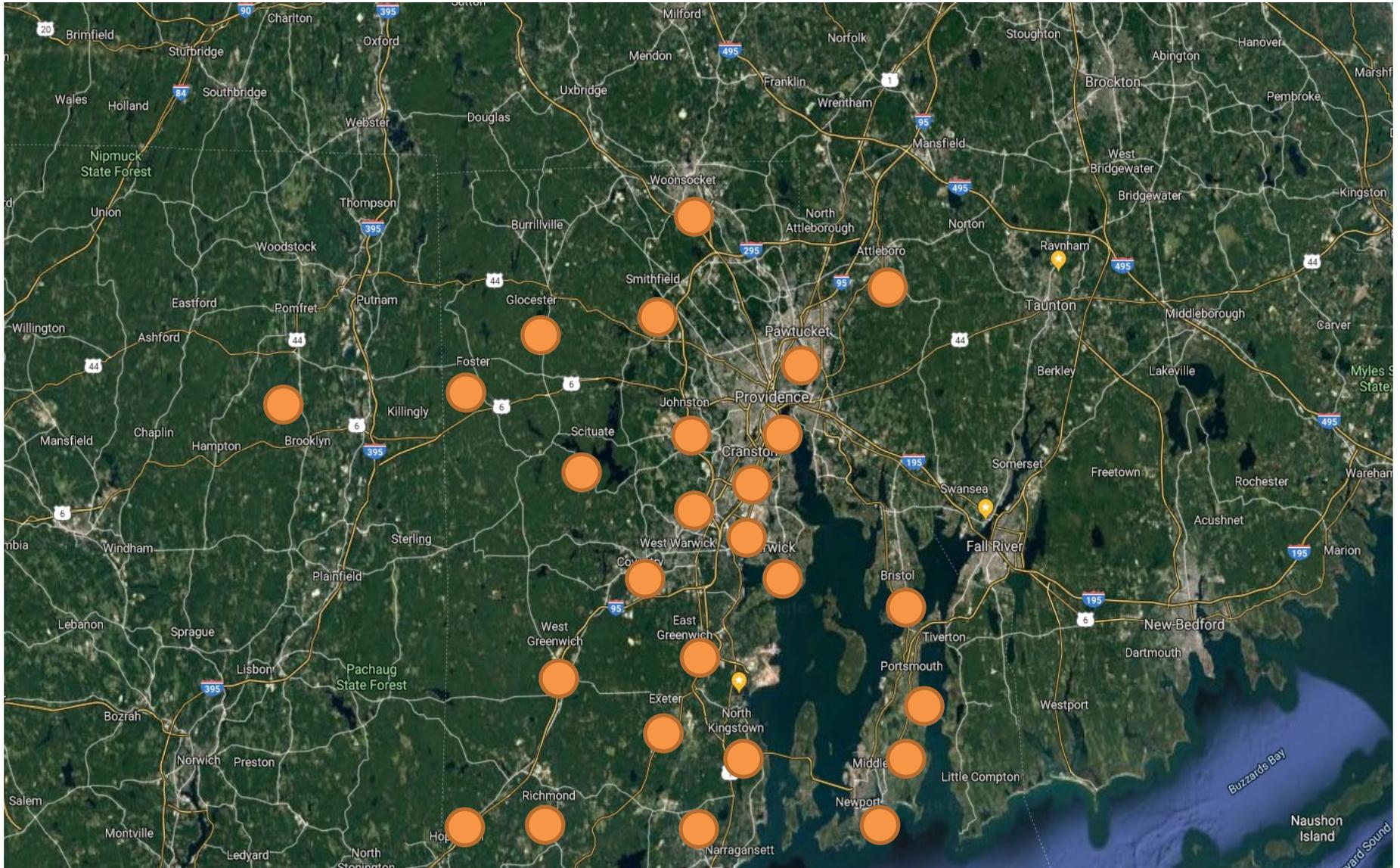
...Or Wherever They Go Off Campus.



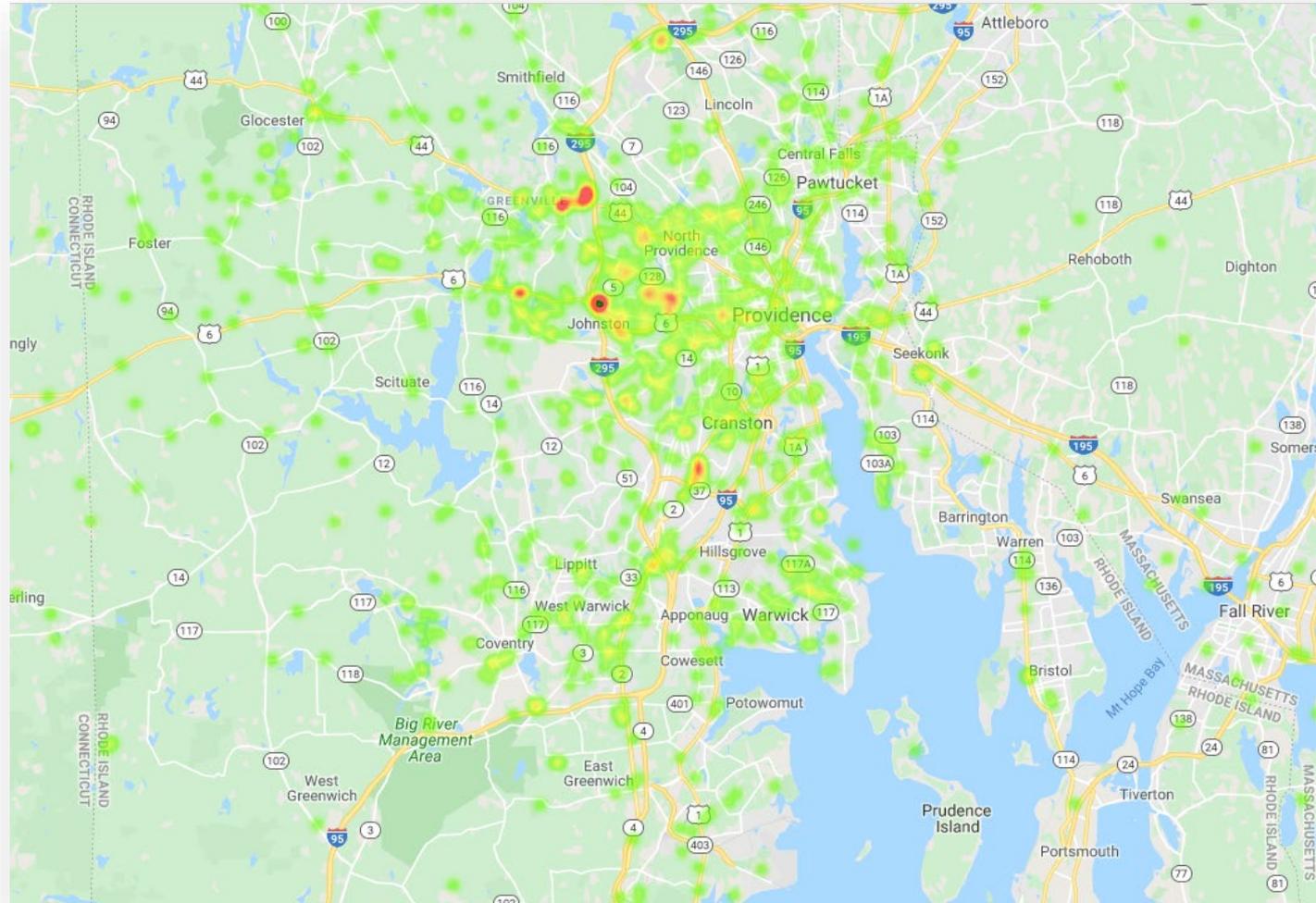
...or when they go home that afternoon!

...or at work, the beach, or even on the boat!

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

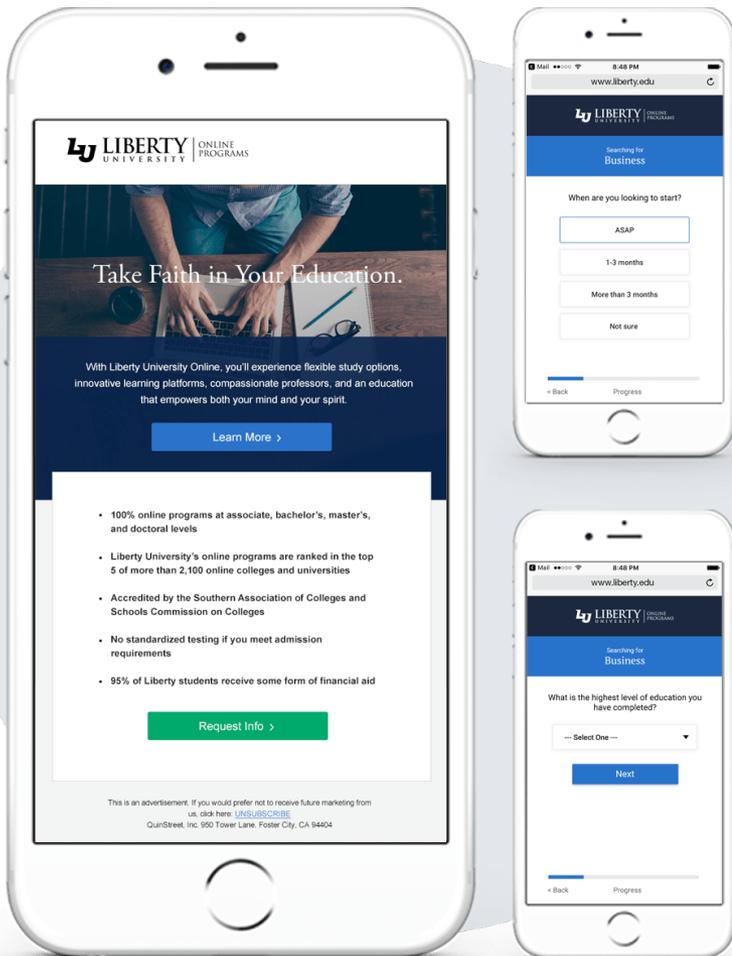
Current Examples of *High School Select* Vertical Audiences

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.



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



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

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

The image shows a screenshot of a Facebook profile page for Steven Bogue. The main content area displays a post from 'The Texan' with a photo of a legislative chamber and the text: "Rep. Briscoe Cain ranked as the most conservative member, while Rep. Gina Hinojosa ranked as the most liberal. Rep. Sarah Davis is again listed as the most liberal Republican, while Rep. Ryan Guillen earned the title of most conservative Democrat. See where your legislator stands. https://txne.ws/2wDbLTF". Below this is a post from Robert Oravec titled "Classic offshore boat restoration".

Overlaid on the right side of the screenshot is a table with the following data:

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

A red arrow points from the table to the Facebook logo on the right side of the image.

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

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

The image shows a screenshot of a Facebook feed. The feed includes a post from Maxwell Carter about an Alaskan survival derring, a post from Liberty University about a basketball game, and a post from Robert Oravec about boat restoration. A data table is overlaid on the right side of the feed, showing a list of hardware IDs. A red oval highlights the first four rows of the table, and a red arrow points from this oval towards the Facebook logo in the bottom right corner.

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

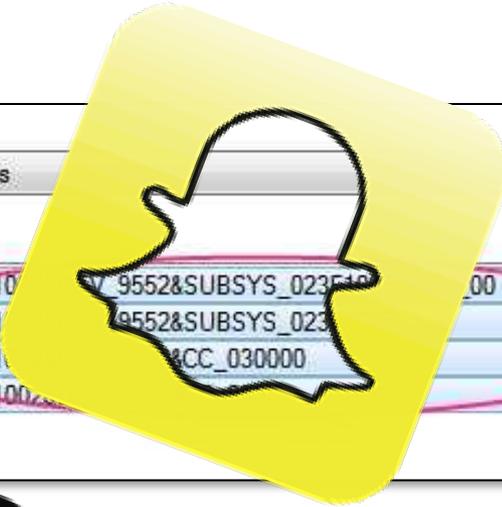


Also into Instagram. . .

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



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

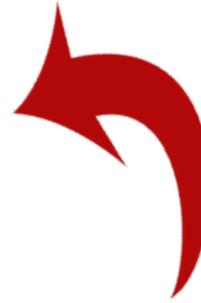


Property	Value
Hardware Ids	
PCI\VEN_10C4\DEV_9552&SUBSYS_023F1000	
PCI\VEN_10C4\DEV_9552&SUBSYS_023F1000	
PCI\VEN_10C4\DEV_030000	
PCI\VEN_10C4\DEV_030000	

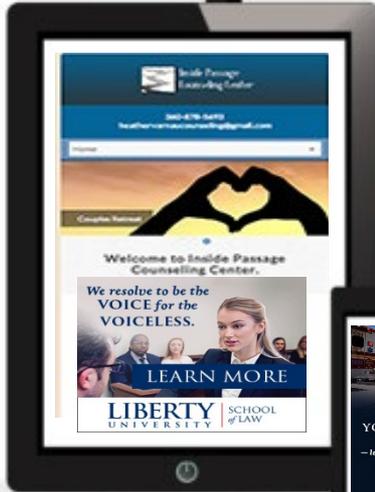
Snapchat



Load ID's into cross platform providers. . .



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



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.

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

Segment your audience by:

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

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

CBSS High School Select Sales and Support Materials.

High School Select PRODUCT GUIDE

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Significant Results

	90 Days	2 Years
316,584	1,780,784	
262,421	1,476,117	
179,316	1,008,654	

high schools per state.

...ous Schools
 ...schools
 ...ation Schools
 ...hools

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 ...otal Male & Female Population
 • JROTC by branch

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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
 Best Practices for Creative Development

Facebook Ad Specs

Best Practices for Creative Development

Instagram Ad Specs

Best Practices for Creative Development

CAROUSEL Ads **Video Ads** **Image Ads**

- Single Sheet Product Guide
- Creative Spec's
- Pixel Placement Guide (Retargeting)

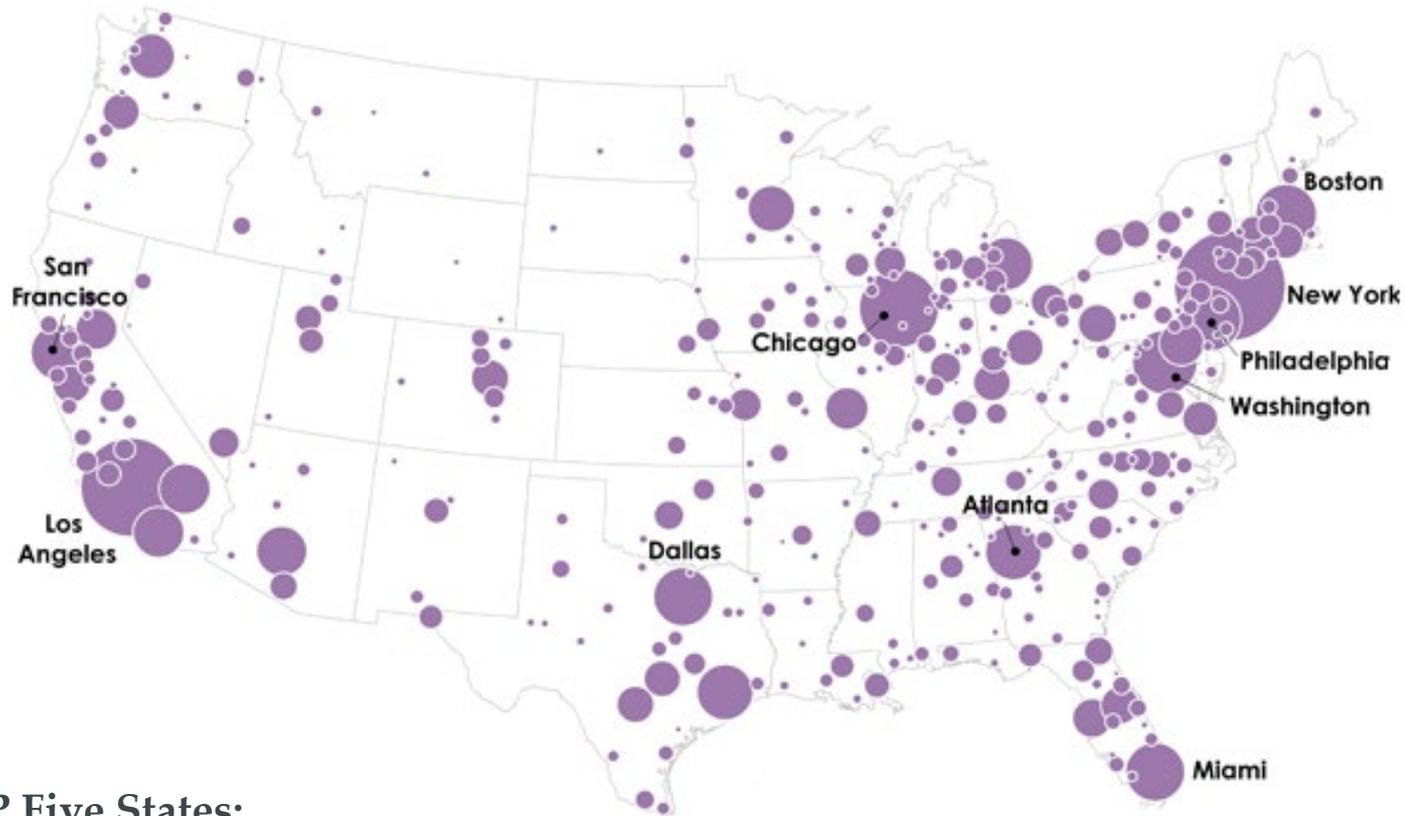
Complete College and University Targeting.

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?

