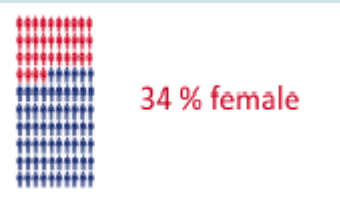


Lightstone Research

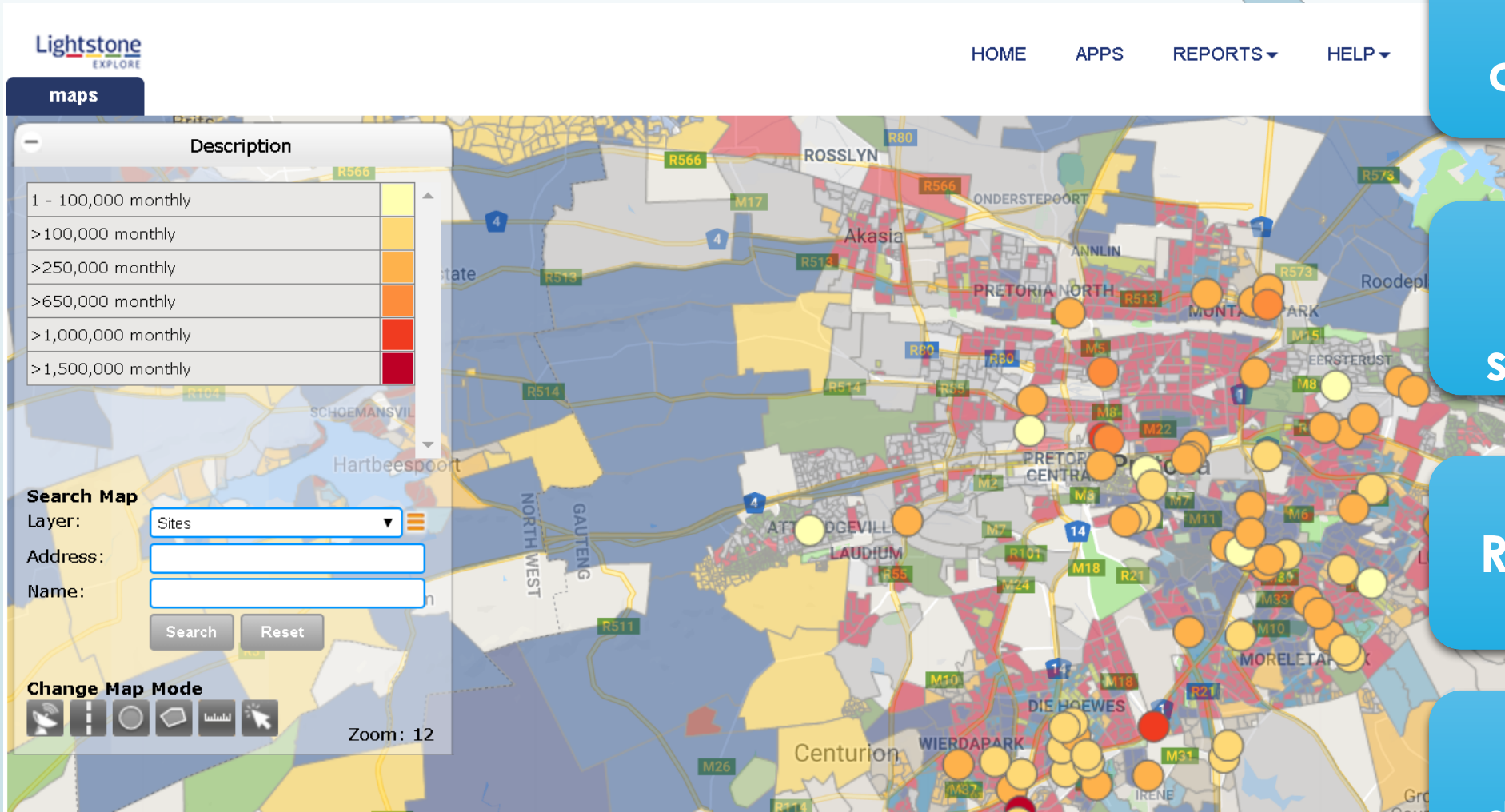
Lightstone
EXPLORE



- Partnership with Lightstone Explore
- Reliably Report on REACH, FREQUENCY and IMPACT
- We can delve deeper into post campaign reporting and specific questions such as: What type of person sees this ad? Where do they live? shop? work?
- This allows us to accurately measure your ROI



BIG DATA



Accurately
calculate CPM's

Tailor make
creative for
specific markets

Reduce wastage

Tactical driven
decision making