fliphound.com

What's your online strategy?

fliphound

145 N Mosley St.
Wichita, KS, 67202
WEST FACING

TRAFFIC
41,000

FLIPS
700

2015 Case Study

Fliphound.com
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216 N. Mosley, Suite 200, Wichita, Kansas 67202

There can be no assurance that partnering with Fliphound will achieve comparable results similar to the results of Atomic's business. Past performance is not necessarily indicative of future results and there can be no assurance that Fliphound will achieve comparable results in a partnership with a billboard operator. In particular, previous results were achieved under different market, economic and supply-demand conditions than those in which Fliphound and its operator partner will operate and which may not be replicated.

ANDROID APP ON
Google play

Download on the
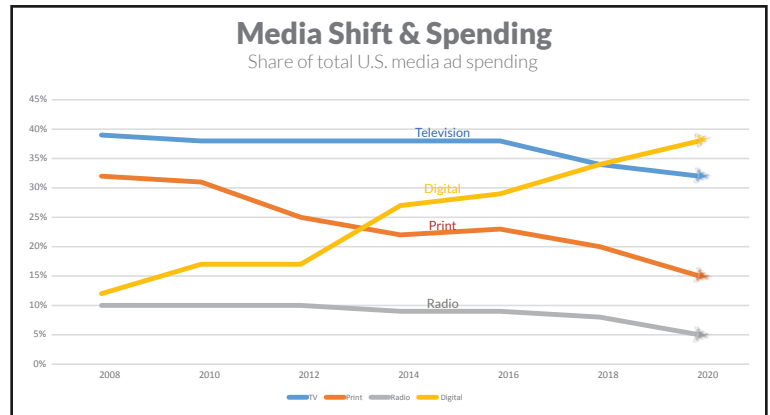**App Store**

CASE STUDY: 14 Atomic digital billboards

THE CHALLENGE: Atomic needed an online presence and turned to Fliphound to sell available inventory in real-time.

LOCATION: Wichita, Kansas #66 DMA

LAUNCH DATE: Summer 2013

GOAL: Sell more ads, attract new customers, increase billboard equity and build more digital billboards.

THE SOLUTION: Enabling online buying with Fliphound will be a key part of every operator's tool kit going forward as more TV, radio, print ad dollars shift to digital, online and social media.
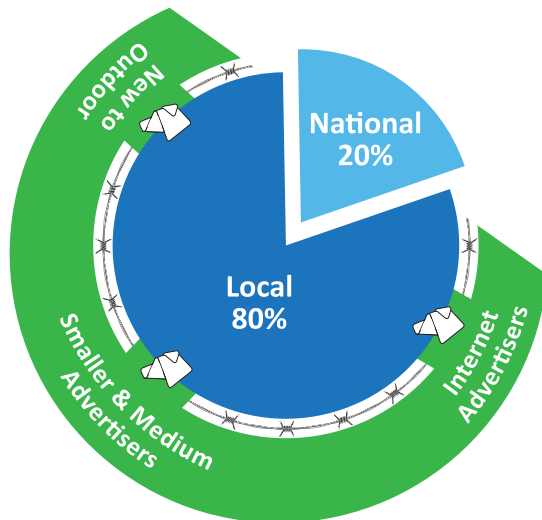
Media Shift & Spending
Share of total U.S. media ad spending

Television

Digital

Print

Radio

TV — Print — Radio — Digital

Source: eMarketer, Inc. & Fliphound, LLC

EXTEND YOUR LOCAL REACH AND ATTRACT ONLINE BUYERS

Fliphound's Focus
*80% of ~$7B Outdoor Market (CAGR 3-4%)**
(Digital Market ~$1B - CAGR 16%)
Source: eMarketer, Inc. 2014 & Fliphound, LLC

New to Outdoor

Smaller & Medium Advertisers
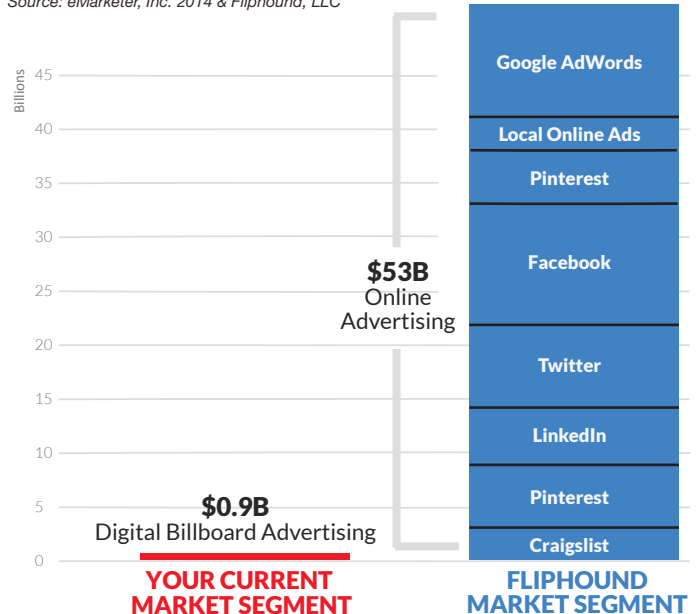
Internet Advertisers

National 20%

Local 80%

USERS WANT TO BUY ONLINE: Buying of outdoor billboards is changing, like the rest of the advertising industry — especially with the advent of digital billboards.

Decades-old practices of committing ad budgets months in advance are increasingly being discarded in favor of new automated ad-buying technologies. Most advertisers are wanting to purchase ads shortly before they are set to go live.

Access New Online Advertisers
(7x size of outdoor industry)
Source: eMarketer, Inc. 2014 & Fliphound, LLC

Billions

Google AdWords

Local Online Ads

Pinterest

Facebook

Twitter

LinkedIn

Pinterest

Craigslist

$53B
Online Advertising

$0.9B
Digital Billboard Advertising

YOUR CURRENT MARKET SEGMENT

FLIPHOUND MARKET SEGMENT

"Everywhere we turn there is a new place to spend money in a real-time way."

-Bill McOwen, Palisades MediaGroup

EXTEND ONLINE PRESENCE TO THE STREETS

Advertisers are already placing Google AdWords, Facebook and web banner buys. It is a no-brainer to take digital ads to the streets! Board owners name their minimum price per flip based on their market and rate card. Additionally, board owners can turn Fliphound ads on and off in real-time depending on the amount of available open inventory.

Fliphound is a great addition to an advertiser's current digital media mix. Digital billboard campaigns can be created easily and run within minutes. Fliphound is a pre-paid platform that involves no contracts.

Make your digital inventory part of advertisers' online and daily media mix.

MEDIA BUYING IS CHANGING

Fliphound appeals to local advertisers who can get online and start advertising immediately and is a **FREE sales tool** that helps operators cost-effectively sell and manage small- and medium-sized advertisers.

THE FLIPHOUND ADVERTISER:

- Advertisers are spending approximately **$300-700** per month.
- **85+%** of advertisers are new to outdoor advertising and represent a wide variety of businesses.
- **90+%** of advertisers are local direct clients who are tech savvy and use other forms of digital advertising.
- Advertisers purchase **2-6** billboards on average for each campaign.
- Social media and marketing professionals can now include digital billboards as part of their **online advertising programs**.
- **92%** of users would recommend Fliphound to a friend or colleague.
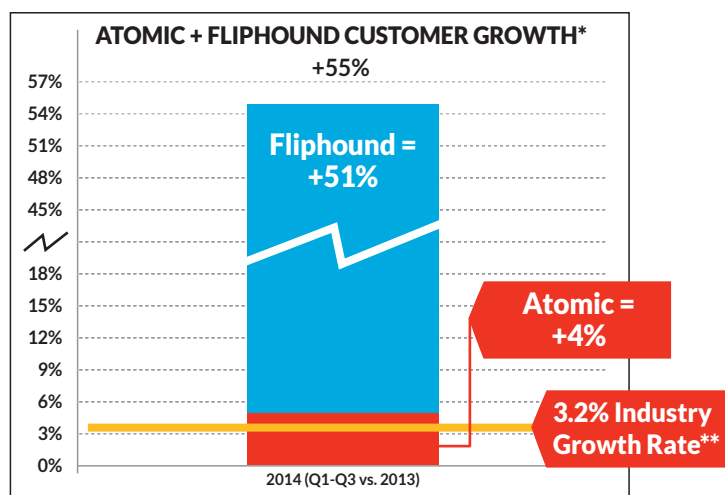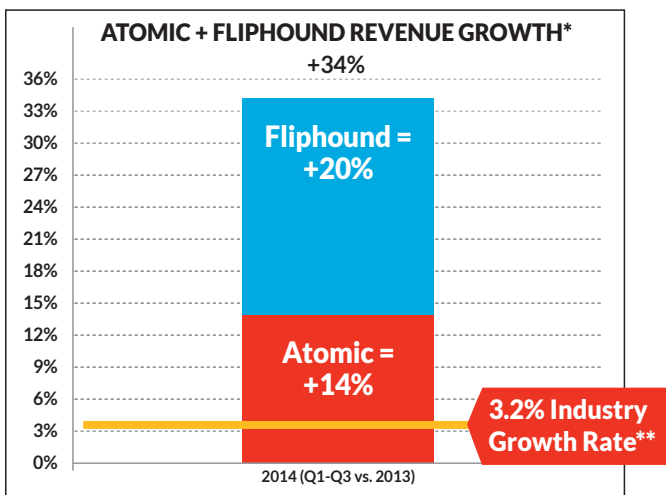- **500+** users are building digital billboard campaigns online.

GENERATE CONSISTENT REVENUE STREAM

Sales teams are equipped with a dual-pronged approach for selling digital billboard space: (1) traditional fixed contracts, (2) online through Fliphound ... **these options differentiate Atomic in the market!**

ATOMIC + FLIPHOUND REVENUE GROWTH*
+34%

Fliphound = +20%

Atomic = +14%

3.2% Industry Growth Rate**

2014 (Q1-Q3 vs. 2013)

ATOMIC + FLIPHOUND CUSTOMER GROWTH*
+55%

Fliphound = +51%

Atomic = +4%

3.2% Industry Growth Rate**

2014 (Q1-Q3 vs. 2013)

WITH FLIPHOUND, ATOMIC IS GROWING FASTER THAN THE INDUSTRY RATE

- Atomic revenue grew **14%** (without Fliphound) or **4+x** the industry rate.

- Fliphound propelled a **20%** increase in year-over-year revenue for Atomic and helped drive a combined increase in revenue of **34%**.

- **Clear Channel Outdoor** reported revenue +1% (-4% in Americas). **Outfront Media, Inc./CBS Outdoor** reported revenue +1%. **Lamar** reported revenue +2.7%.

- Atomic and Fliphound customer growth has increased **55%.**

- Growth rates are **4-7x** the industry growth rate and many times higher than industry leaders.

Source: Clear Channel, Outfront Media, Inc./CBS Outdoor and Lamar Q1-Q3 2014 vs. 2013 10-Q

NEW SOLUTIONS ATTRACT NEW ADVERTISERS

Fliphound expanded the number of products available to Atomic customers. These creative options would not be available through a traditional fixed contract and without hours of charting and scheduling time.

- **1st** to offer day parting to online buyers.

- **Seamless integration** with major digital billboard manufacturers and scheduling/player software vendors.

- **1st** to offer mobile applications for online buyers. *(Android and iOS Q4 14)*

ATOMIC LEVERAGES FLIPHOUND INNOVATIONS FOR DYNAMIC CONTENT

ADVERTISERS WISH fixed rates and terms could change to react dynamically with:

- Weather
- Competition
- Seasonal ads
- Events
- Fundraising
- Scoreboards for gaming events
- Breaking news
- Sales, promotions or rebates

Users can **NOW** access Fliphound to react to market changes by displaying and changing ads immediately in real-time.

USERS NOW HAVE CONTROL OF THE FOUR MAIN LEVERS IN DIGITAL OUTDOOR ADVERTISING:

- **FREQUENCY**
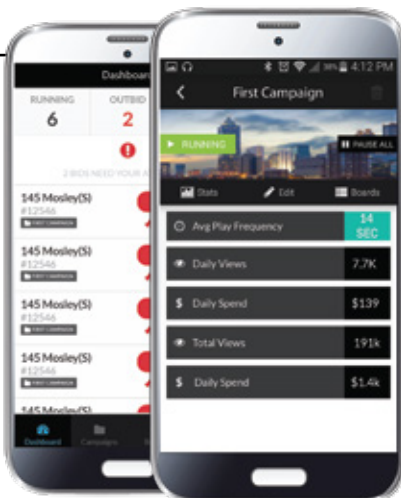- **LOCATION**
- **DURATION**
- **CONTENT**

CUSTOMIZED CAMPAIGNS

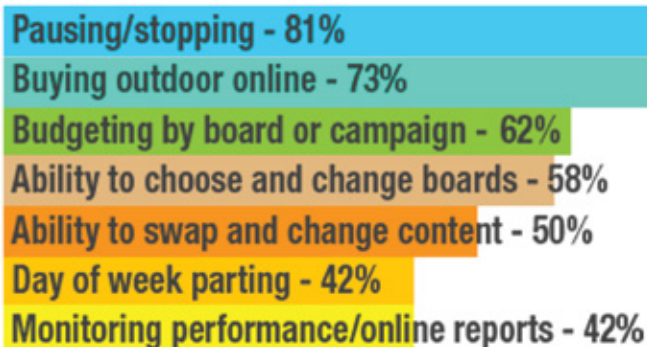**USERS CAN CHOOSE A VARIETY OF OPTIONS:**

- **Day of the week parting** allows users to choose what to display on specific days of the week.
- **Dayparting** controls let users preset what time of day to run advertising.
- **Start and stop** campaigns at any time.
- **Move ads** in real-time to different structures.
- **Set budgets** for each campaign in your account.
- **Swap approved artwork** anytime, in real-time.
- **Frequency adjustments** let users choose between a one-, two- or four-minute rotation.
- **Real-time reporting** and online stats allow users to customize reporting. View reports for specific campaigns, creative or payment history.

Stats available in real-time

FAVORITE/MOST USEFUL FLIPHOUND FEATURES

iOS & ANDROID APP available Q4 of 2014

Pausing/stopping - 81%
Buying outdoor online - 73%
Budgeting by board or campaign - 62%
Ability to choose and change boards - 58%
Ability to swap and change content - 50%
Day of week parting - 42%
Monitoring performance/online reports - 42%

Source: 2014 Fliphound User Survey

FLIPHOUND INCREASES ASSET VALUE

Fliphound sells your available billboard inventory, making you money and raising the equity value of your board. **But that's only the beginning:**

- **Access new advertisers.** Use Fliphound to tap into online advertisers — 85+% of users are new to outdoor.

- **Real results.** Many of Fliphound-enabled billboards are generating 10-25% of revenue from online buyers.

- **Payment guaranteed.** 100% of users prepay — no collection problems. Owner is paid monthly and never carries debt.

- **No scheduling hassle.** Schedule Fliphound once and let the ad-serving platform do the rest.

- **Maintain ultimate control of your network.** Add and remove slots/inventory at your discretion. Set the minimum price per flip, override artwork approval at any time.

- **BUILD MORE BILLBOARDS.** By increasing the equity of your billboard you can now build more billboards to strengthen your network.
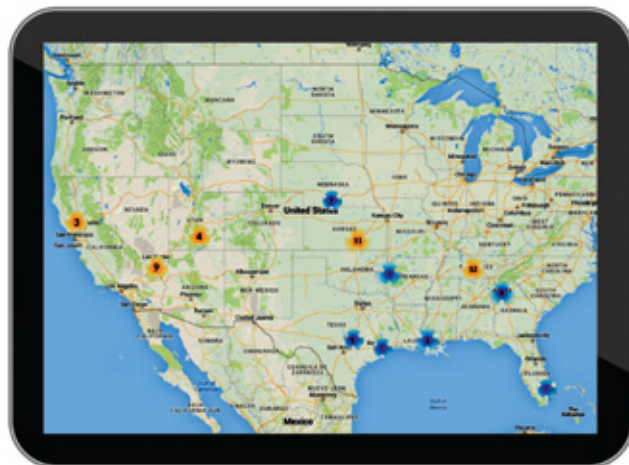
Grow your revenue and network with Fliphound.

FULL SUPPORT FROM FLIPHOUND:

- Fliphound customer service offers **FREE** demos and webinars for first-time and returning Fliphound users.

- Clients reluctant to sign long-term contracts can now **buy online**.

- Reduce the number of smaller contracts processed by **30%** — freeing up time to focus on larger accounts.

- Fliphound offers full **creative services** for billboard artwork.

- **Live customer service support** Monday through Friday 8 AM to 5 PM (CST). Chat with us online or reach a live sales representative over the phone.

  ... and MORE!

CALL TODAY TO GET PLUGGED IN:
316.854.8668