



**SEVEN
MOUNTAINS**
MEDIA



**SEVEN
MOUNTAINS
CREATIVE**
INFINITE POSSIBILITIES

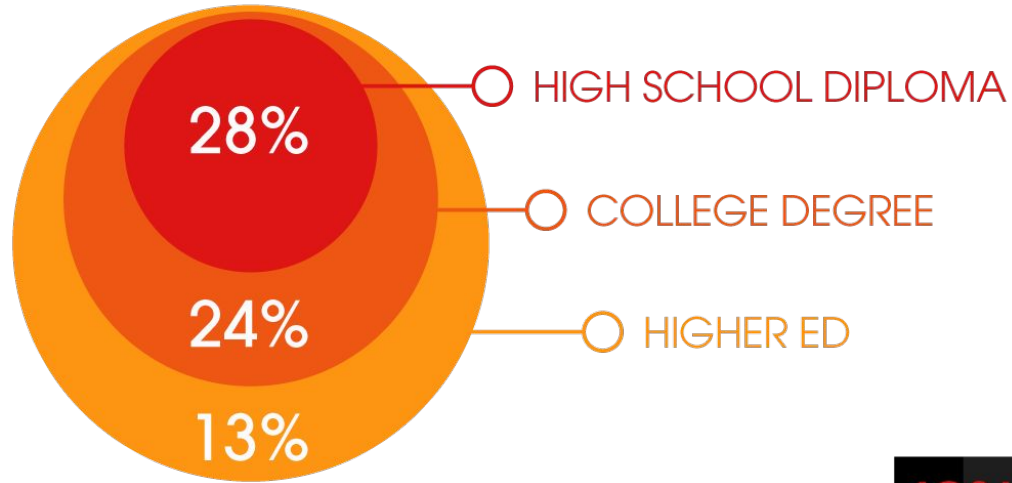


Mobile Conquesting

*Presented By: Christy Shoemaker
Tourism Specialist*

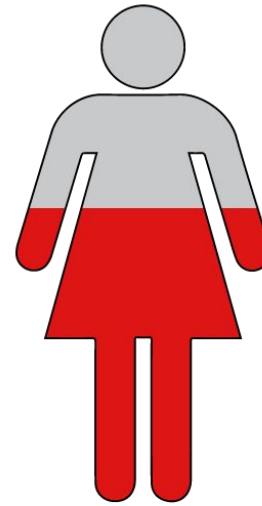


EDUCATION

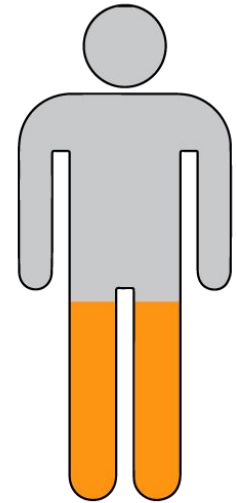


\$83,000

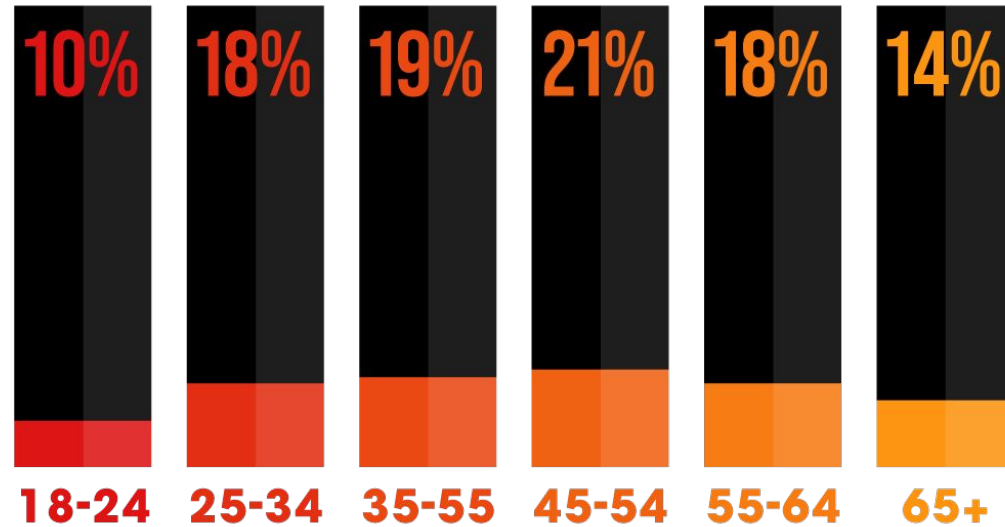
MEDIAN HOUSEHOLD INCOME



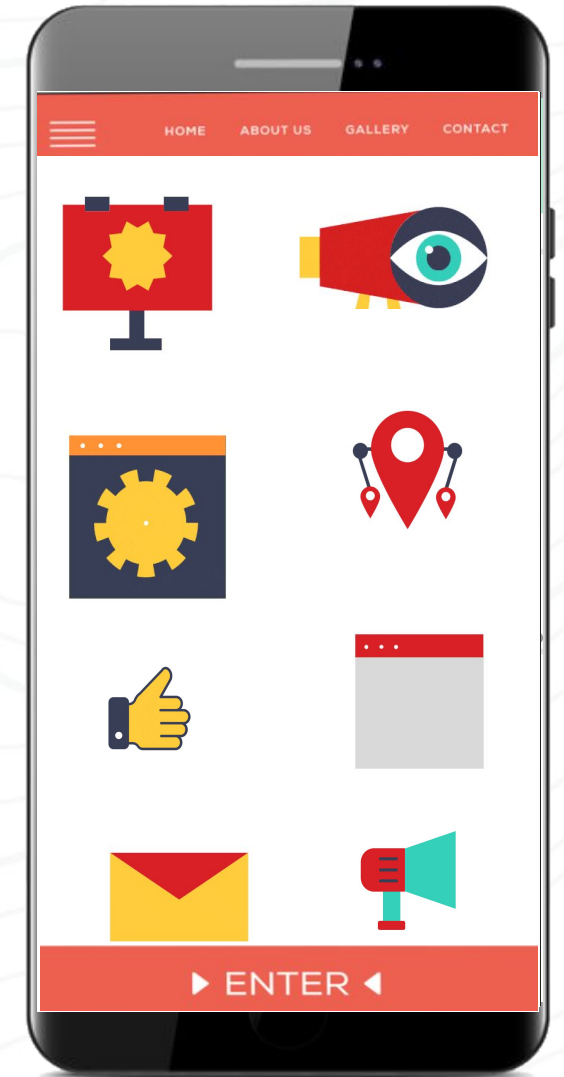
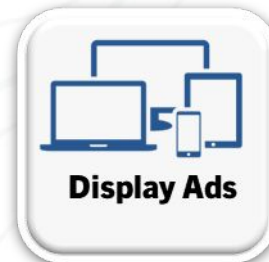
60%
FEMALE
40%
MALE



AGES



DIGITAL AT YOUR FINGERTIPS!



#1 Facebook is the worlds most active social media platform

#1 Instagram is the most used social platform for following brands

62% of users research brands & products on Instagram

32 is the median age of a Facebook user

50% of the eligible (13+) US pop. uses Instagram

12 is the number of ads an average Facebook user clicks on in 30 days



audience network

by Facebook



Where are some of the streaming places my OTT ads will run?



US adults average time spent daily with digital audio is 1 hour and 45 minutes

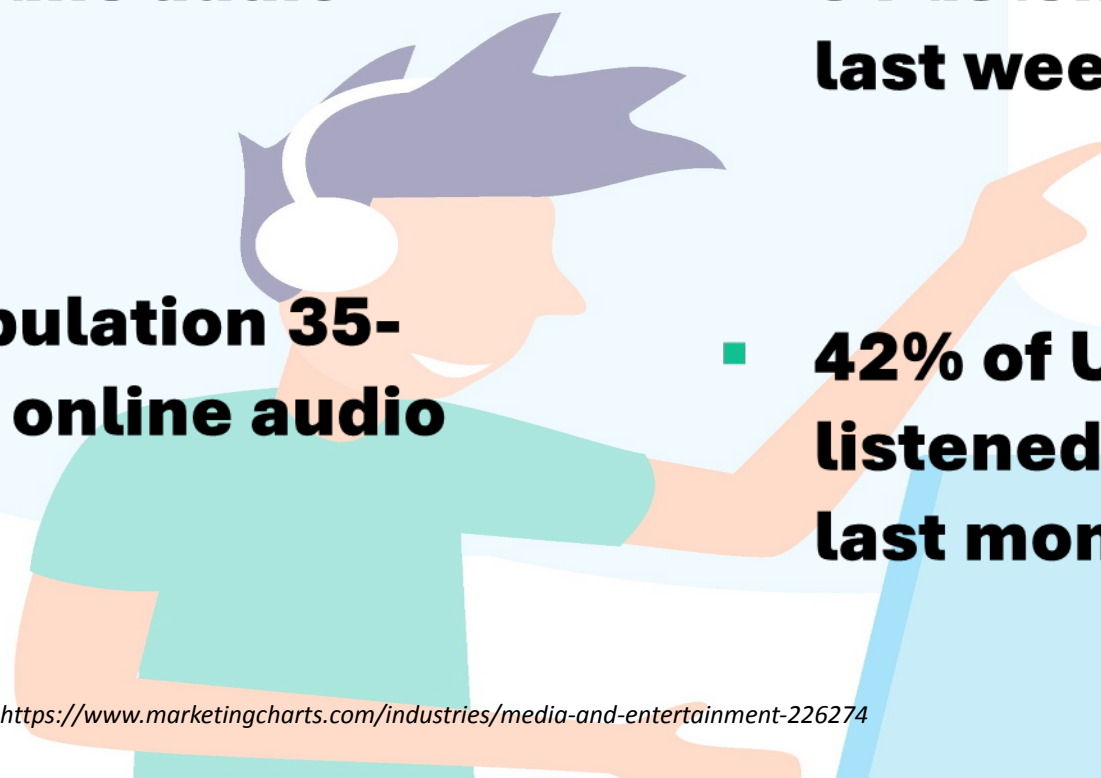


- **75% of US population 12+ listened to online audio last week**

- **89% of US population 12-34 listened to online audio last week**

- **85% of US population 35-54 listened to online audio last week**

- **42% of US population listened to a podcast in the last month**






Display Ads

Display Ads

Display ads go across all devices, appearing on websites or apps, using our targeting strategies.



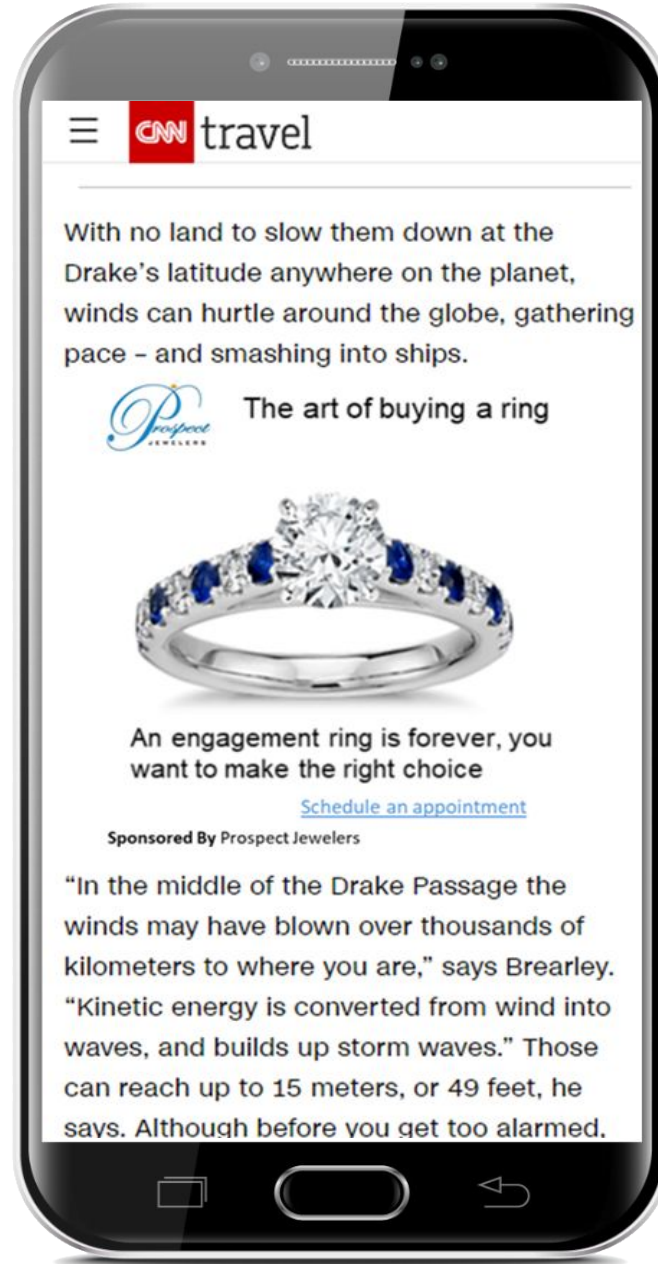


The art of buying a ring

An engagement ring is forever, you want to make the right choice


[Schedule an appointment](#)


Prospect Jewelers



☰ **CNN** travel

With no land to slow them down at the Drake's latitude anywhere on the planet, winds can hurtle around the globe, gathering pace - and smashing into ships.

 The art of buying a ring



An engagement ring is forever, you want to make the right choice

[Schedule an appointment](#)

Sponsored By Prospect Jewelers

"In the middle of the Drake Passage the winds may have blown over thousands of kilometers to where you are," says Brearley. "Kinetic energy is converted from wind into waves, and builds up storm waves." Those can reach up to 15 meters, or 49 feet, he says. Although before you get too alarmed.

NATIVE ADS

When the Native ad appears on another website it changes to match the look of it. Colors change, fonts change, the format can change – that's what makes it a Native ad.



How Can We Target Your Mobile Conquering Ads?



BEHAVIORAL
TARGETING



GEO-FENCING &
GEO-RETARGETING



GEO-RETARGETING
LOOKALIKE



RETARGETING



WEATHER TRIGGER



ADDRESS TARGETING &
ADDRESS RETARGETING

First, you tell us what geographic area you are interested in showing your ads to, then we layer in targeting strategies...



KEYWORD TARGETING

Showing your ads on webpages and apps that contain keywords related to your business, across all devices.



KEYWORD
TARGETING



You're NOT serving the ad on Google's search page.

You are reaching people who are on webpages and apps that feature your keywords, and serving them your ad.

We can target up to 500 of your keywords.

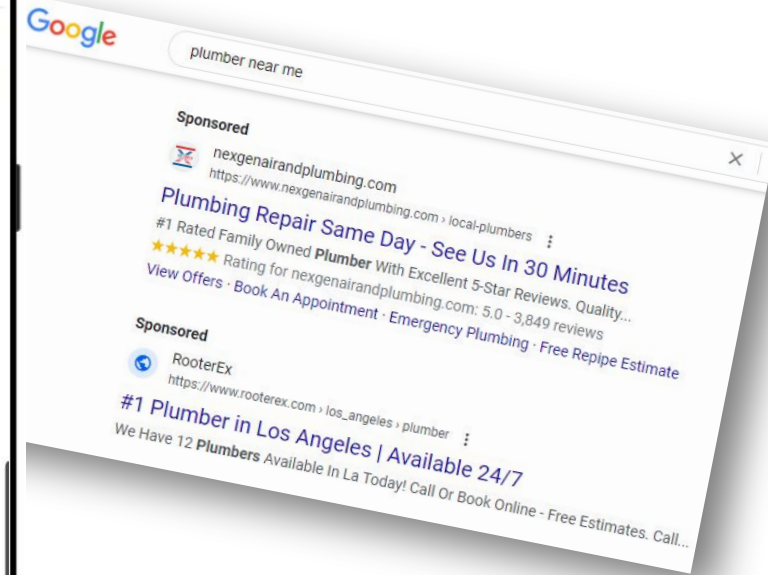
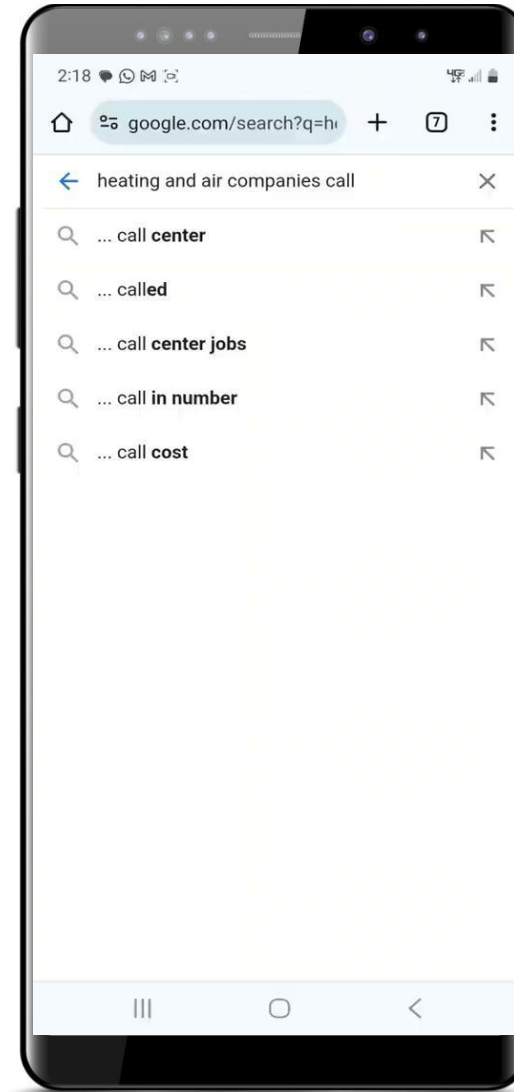
**Not available for OTT ads*





Pay-Per-Click Ads

Showing your text ads on the Google Search Engine Results Page when a user searches keywords related to your business, across all devices.



BEHAVIORAL TARGETING:

Showing your ads to specific consumers based on their previous online OR offline behaviors and what they've shown interest in and where they've been, with their phones.



As consumers we leave breadcrumbs of data about our behaviors.

That data includes our online actions (what we research, browse and buy) and offline actions like where we've been with our phones, as well as apps we use, forms we fill out, things we sign up for, and more!

All of this info is compiled and puts us into Behavioral Categories of people we can target with your ads. Such as...



Behavioral Targeting Category Examples:

Affluent Household	Concert Goers	Gambling	Job Seekers	New Parents	Retail / Fashion Shoppers
Age	Conservative/Leaning Republican	Garden Equipment & Supplies	Legal Services	Newly Engaged	Retirement Planning
Agriculture Professionals	Construction Professionals	Golf Fans	Level of Education	Newlyweds	Rock Music fans
Alcoholic Beverages by type	Credit Level by type	Gourmet & Specialty Foods	Liberal/Leaning Democrat	NFL Enthusiasts	Sales/Marketing Decision Makers
Animal Lovers	Dads	Grandparents	Life Insurance	Office Supplies	Samsung mobile devices users
Arts & Culture	Department Store Visitors	Green Living	Likely to List Home	Oral Care	Seniors
Auto Insurance	Diet & Weight Loss Products	Gym Goers	LinkedIn Influencer	Organic & Natural Foods	Shoes and Footwear
Auto Loan	Discount Shoppers	HHI 100K+	LinkedIn User	Outdoor Enthusiasts	Skiing
Adventure Vacations	Dog Park Visitors	Heating, Ventilation & AC	Live Event Attendees	Parents by age of kids	Skin Care Products
Bar Enthusiasts	Eco-Friendly Shoppers	High School	Loans	Parents of Young Children	Small Appliances
Bargain Hunters	Estate Planning	Hispanics or Spanish Speakers	Luxury Goods Shopping	Parties & Celebrations	Small Business Decision Makers
Basketball Enthusiasts	Ethnicity by type	Holiday Travel	Major Appliance Shoppers	Pet Owners	Small Business Professionals
Beer	Events & Tickets	Home Audio & Video	Men's Clothing	Pharmacy Shoppers	Snapchat User
Beverages - by type	Executive Decision Makers	Home Décor & Improv. Shoppers	Men's Lifestyle	Pinterest Influencer	Soccer Enthusiasts
Big Box Shoppers	Exercise Enthusiasts	Home Improvement	Millennials	Pinterest User	Social Media Users
Boating Enthusiasts	Eye Care Products	Home Insurance	Mobile Phone Shoppers	Political Decision Makers	Spanish Speakers
Business Decision Makers	Facebook Influencers	Home Loans	Moms	Primary Residence - Owns	Spirits/Liquor – by type
Business Loans	Facebook Sharer	Home Security	Mortgage Loan	Primary Residence - Rents	Sports Apparel & Active Wear
Business Professionals	Facebook User	Home Value by \$	Motorcycles	Recent Auto Repair Customers	Sports Enthusiast
Campers & RVs	Family Entertainment	Homeowners	Moved Within Last 6 Months	Recent Grads	Stocks
Candy & Sweets	Farming and Agriculture	Homeowners Insurance	Movers	Relationship Status - Divorced	Student Loans
Car & Motorcycle Insurance	Fashion & Beauty	Homeschooling	Movie Theater Visitors	Relationship Status - Engaged	Summer Travel
Careers & Employment	Fast Food Enthusiasts	Household Income by \$	Moving & Relocation	Relationship Status - In Relationship	Superstore Visitors
Charitable Donors by type	Financial Bus. Decision Makers	In-Market Accommodations	Museum and Art Enthusiasts	Relationship Status - Married	Tax Services
Christian	Financial Services	In-Market Wedding Planners	Music Festivals	Relationship Status - Single	Tech Enthusiasts
Clubbers	Fishing, Hunting	Instagram Influencer	Music Lovers	Relationship Status - Widowed	Teenage Females
Coffee Shop Visitors	Foodies/Cooking Enthusiasts	Instagram User	Nail Salon Regulars	Religious or Spiritual	Teenage Males
Cold and Flu Shoppers	Frequent Haircut Lovers	Investments, Stocks, Bonds	NASCAR Fans	Religious Products	Tennis Fans
College Sports by type	Frequent Travel	Investor	Net Worth by \$	Republican Voters	TikTok Active User
College Students	Furnishings, Houseware & Decor	Jewelry, Watches, & Accessories	New Homeowner	Restaurants & Dining	Travel



GEOFENCING:

Drawing a virtual fence around a location and showing your ad, to people inside that “fence” and continuing to follow them and show them your ads on their mobile devices.



*GEO-FENCING &
GEO-RETARGETING*



We can geofence stores, buildings, neighborhoods – any physical location and draw a radius around it and show ads to people while they are inside that geo-fence.

We then continue to target those people once they leave the geo-fenced area and show them your ads wherever they go, that’s geo-retargeting.





Mobile Conquesting

Using location based, demographic, and behavioral targeting to reach consumers with display and video ads on their mobile devices.



GO All Out
Find Your Adventure
in the Laurel Highlands

START PLANNING

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ADVENTURE
IN THE LAUREL HIGHLANDS**

GO LH
PENNSYLVANIA

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**LAUREL HIGHLANDS
POUR TOUR:
Start Sipping!**

**LAUREL HIGHLANDS
POUR TOUR**

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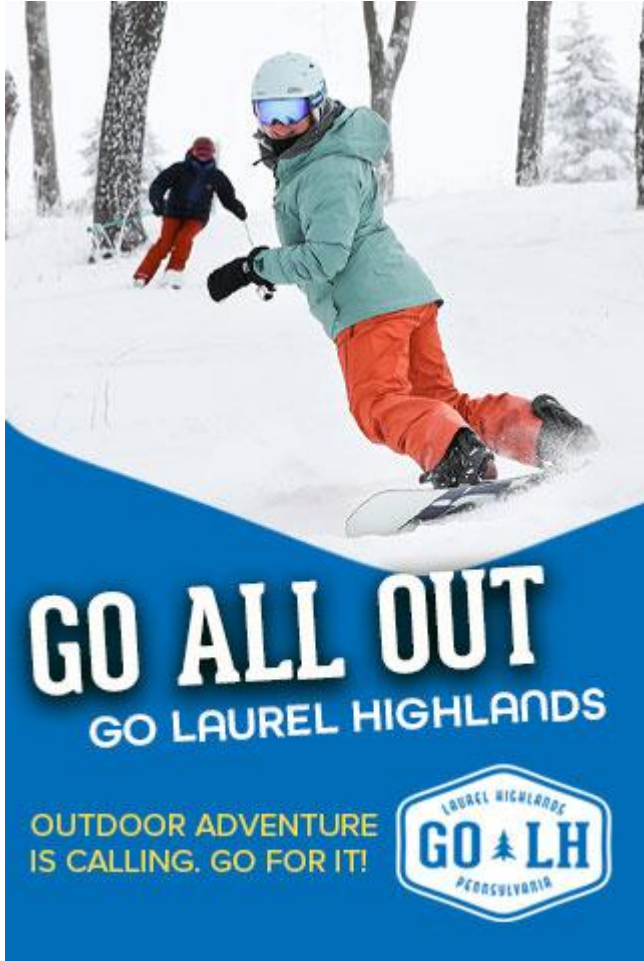
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PENNSYLVANIA





RIVERS CASINO	777 Casino Dr.	Pittsburgh	PA	15212
ARSENAL CIDER HOUSE & WINE CELLAR, INC.	300 39th St.	Pittsburgh	PA	15201
DAVE & BUSTER'S	180 E. Waterfront Dr.	Homestead	PA	15120
PENN BREWERY	800 Vinial St.	Pittsburgh	PA	15212
SHORTY'S PINS X PINTS	353 North Shore Dr.	Pittsburgh	PA	15212
WIGLE WHISKEY	2401 Smallman St.	Pittsburgh	PA	15222
SLY FOX TAPHOUSE AT THE POINT	300 Liberty Ave.	Pittsburgh	PA	15222
THE CHURCH BREW WORKS	3525 Liberty Ave.	Pittsburgh	PA	15201
CRAFT BEER SCHOOL	Cabaret at Theater Square, 655 Penn Ave.	Pittsburgh	PA	15222
MCLAUGHLIN DISTILLERY	3799 Blackburn Rd.	Sewickley	PA	15143
PITTSBURGH BREWING COMPANY	3340 Liberty Ave	Pittsburgh	PA	15201
R WINE CELLAR	2014 Smallman St.	Pittsburgh	PA	15222
REFUCILO WINERY	907 Western Ave.	Pittsburgh	PA	15233
HOWL AT THE MOON	125 7th St.	Pittsburgh	PA	15222
HOFBRÄUHAUS PITTSBURGH	2705 S. Water St.	Pittsburgh	PA	15203
KINGFLY SPIRITS	2613 Smallman St.	Pittsburgh	PA	15222
PITTSBURGH WINERY	2710 Penn Ave.	Pittsburgh	PA	15222





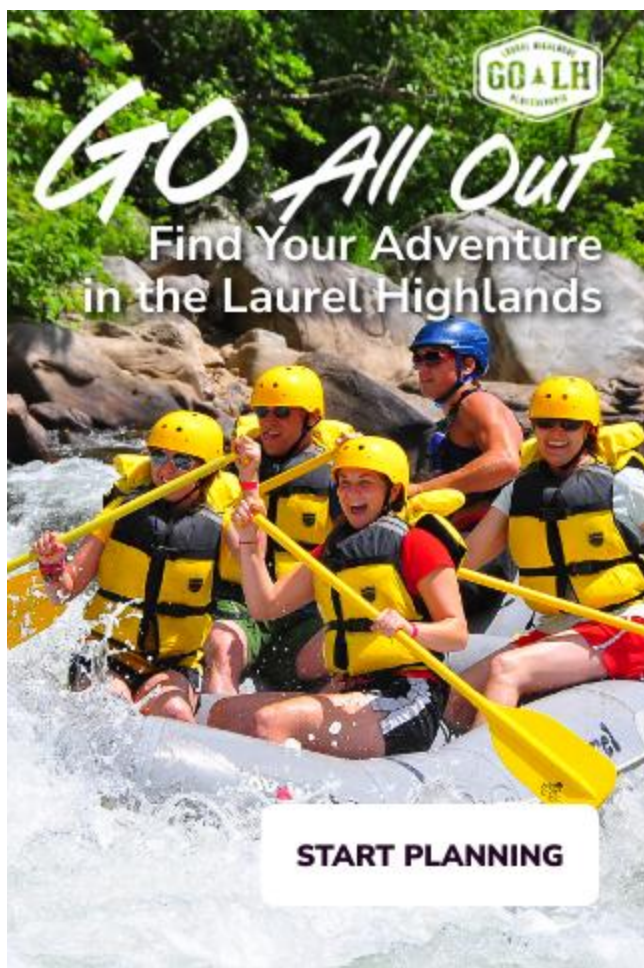
Alberta Ski Jumping and Nordic Combined	1 Liberty St	New York	NY	10006
Mountain Creek Resort	200 NJ-94	Vernon Township	NY	Zip-07462
Hunter Mountain Resort	64 Klein Ave	Hunter	NY	12442
Thunder Ridge Ski Area	137 Birch Hill Rd	Patterson	NY	12563
Windham Mountain Club	19 Resort Dr	Windham	NY	12496
Catamount Mountain Resort	78 Catamount Rd	Hillsdale	NY	12529
Victor Constant Ski Area at West Point	732 Victor Constant Rd	West Point	NY	10996
Holiday Mountain Ski & Fun Park	99 Holiday Mountain Rd	Monticello	NY	12701
Belleayre Mountain Ski Center	181 Galli Curci Rd	Highmount	NY	12441
Greek Peak Mountain Resort	2000 NY-392	Cortland	NY	13045
Mount Peter Ski Area	51 Old Mt Peter Rd	Warwick	NY	10990
Plattekill Mountain	469 Plattekill Rd	Roxbury	NY	12474
Gore Mountain	793 Peaceful Valley Rd	North Creek	NY	12853
Holiday Valley Resort	6557 Holiday Valley Rd	Ellicottville	NY	14731
Miramar Ski Club	716 6th Ave	New York	NY	10010
Thunder Ridge Ski Area	137 Birch Hill Rd	Patterson	NY	12563
Windham Mountain Club	19 Resort Dr	Windham	NY	12496
Catamount Mountain Resort	78 Catamount Rd	Hillsdale	NY	12529
Victor Constant Ski Area at West Point	732 Victor Constant Rd	West Point	NY	10996
Holiday Mountain Ski & Fun Park	99 Holiday Mountain Rd	Monticello	NY	12701
Belleayre Mountain Ski Center	181 Galli Curci Rd, Highmount	Highmount	NY	12441





Shadrack's Christmas Wonderland	205 Currie Rd.	16057	Slippery Rock	PA
Pittsburgh Zoo Lights	7370 Baker St	15206	Pittsburgh	PA
Clinton Christmas Light-Up	600 Clinton Park Drive	15026	Clinton	PA
Dazzling Nights at the Pittsburgh Botanic Garden	799 Pinkerton Run Rd	15071	Pittsburgh	PA
Kennywood's Holiday Lights	800 Kennywood Blvd.	15122	West Mifflin	PA
North Park's Laser Light Drive-In	S. Ridge Drive	15101	Allison Park	PA
Oglebay in West Virginia	465 Lodge Dr	26003	Wheeling	WV
<u>ELFburgh Christmas</u>	100 Acres Drive	15102	Bethel Park	PA
<u>GLOWLAND</u>	4100 Forbes Ave.	15260	Oakland	PA
<u>Holiday Lights on the Lake</u>	700 Park Ave.	16602	Altoona	PA
<u>Holiday Magic! Winter Flower Show and Light Garden</u>	1 Schenley Drive	15213	Oakland	PA
<u>Shadrack's Christmas Wonderland</u>	205 Currie Rd.	16057	Slippery Rock	PA
Peoples Gas Holiday Market	28 Market Square	15222	Pittsburgh	PA
<u>Christmas in the Village- Spruce Forest Artisan Village</u>	177 Castleman Rd.	21536	Grantsville	MD
<u>A Great Small Town Christmas- B&O Museum</u>	117 E Liberty St,	21550	Oakland	MD
<u>Holiday Open House- Deep Creek Lake Discovery Center</u>	898 State Park Rd.	21561	Swanton	MD
Holiday Lights at Broadford Park	1600 Pittsburgh Ave.		Mt. Lake Park	MD
<u>Holiday Open House at Deep Creek Pottery</u>	662 Laurel Ridge Rd	21541	McHenry	MD
Dutch's at Silver Tree	567 Glendale Rd	21550	McHenry	MD
Deep Creek Lavender Farm	625 Doerr Rd	21520	Accident	MD
Brodak's Banquet Hall	18268 Garrett Highway	21550	Oakland	MD





ACE Adventure Resort –	1 Concho road	Oak Hill	WV	25901
Adventures On The Gorge –	219 Co Rte 60/5	Lansing	WV	25862
Big Draft Brewing –	697 Main St E	White Sulphur Springs	WV	24986
Country Road Cabins – Country Road Cabins	1508 Sunday Rd	Hico	WV	25854
Greenbrier County Convention & Visitors Bureau –	905 Washington St W.	Washington St,	WV	24901
National Coal Heritage Area –	100 Kelly Ave	Oak Hill,	WV	25901
Pipestem Adventures –	3405 Pipestem Dr	Pipestem	WV	25979
Summit Bechtel Reserve –	2550 Jack Furst Dr	Glen Jean	WV	25846
The Greenbrier Resort –	101 W Main St	White Sulphur Springs	WV	24986
The Resort at Glade Springs –	255 Resort Dr	Daniels	WV	25832
The Schoolhouse Hotel –	125 Schoolhouse Way	White Sulphur Springs	WV	24986
Winterplace Ski Resort – Winterplace Ski Resort	100 Old, Flat Top Mountain Rd	Ghent	WV	25843
West Virginia Adventures River Expeditions	231 Wood Mountain Rd 900 Broadway Ave	Glen Jean Oak Hill	WV WV	25846 25901
Rifrafters Campground	448 Laurel Creek Rd	Fayetteville	WV	25840
Cantrell Ultimate Rafting	49 Cantrell Dr	Fayetteville	WV	25840
Holiday Lodge Hotel & Conference Center	340 Oyler Ave	Oak Hill	WV	25901
Berry's Campground	1211 New River Rd	Hinton	WV	25951
Comfort Inn New River	801 Mall Rd	Oak Hill	WV	25901
Country Inn & Suites by Radisson, Beckley, WV	2120 Harper Rd	Beckley	WV	25801
Comfort Inn	134 Harper Park Dr	Beckley	WV	25801



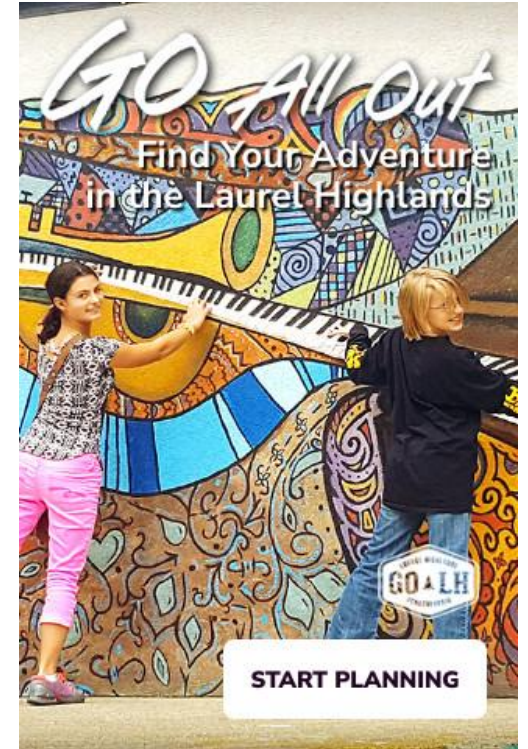


Kalahari Resorts Poconos	250 Kalahari Blvd, Pocono Manor	Pocono Manor	18349
Magnolia Streamside Resort	2518 Route 390 N	Canadensis	18325
Great Wolf Lodge Water Park	1 Great Wolf Dr	Scotrun	18355
Camelback Resort & Indoor Waterpark	193 Resort Dr	Tannersville	18372
Pocono Palace Resort	206 Fantasy Road	East Stroudsburg	18302
Cove Haven Resort	194 Lakeview Dr	Lakeville	18438
The Woodlands Inn, Ascend Hotel Collection	1073 PA-315	Wilkes-Barre	18702
Mount Airy Casino Resort	312 Woodland Rd	Mt Pocono	18344
Pocono Mountains Hotel and Spa	38 Lehigh road Gouldsboro_PA, 1	Gouldsboro	18424
Cove Haven Resort	194 Lakeview Dr	Lakeville	18438
Skytop Lodge	1 Skytop Dr	Skytop	18357
Mohegan Sun Pocono	1280 PA-315	Wilkes-Barre	18702
Lake Harmony Inn	37 N Lake Dr	Lake Harmony	18624
Courtyard by Marriott Wilkes-Barre Arena	879 Schechter Dr,	Wilkes-Barre Township	18702
Eagle Rock Resort	1 Country Club Dr,	Hazle Township	18202
Mountain Springs Lake Resort	1246 Mountain Springs Dr	Reeders	18352
Rainbow Mountain Resort	210 Mt Nebo Rd	East Stroudsburg	18301
The French Manor Inn and Spa	50 Huntingdon Dr	Newfoundland	18445
Aquatopia Indoor Waterpark	193 Resort Dr	Tannersville,	18372
Paradise Stream Resort	6208 Paradise Valley Rd	Cresco	18326
Pocono Mountain Villas by Exploria Resorts	2157 River Rd	East Stroudsburg	18302
Bushkill Inn and Conference Center	159 Pocmont Lp	Bushkill	18324





THE ARTSMITHS OF PITTSBURGH	329 E. Main St.	Carnegie	15106	PA
HEINZ HALL- Pittsburgh Symphony	600 Penn Ave.	Pittsburgh	15222	PA
CHILDREN'S MUSEUM OF PITTSBURGH AND MUSEUMLAB	10 Children's Way	Pittsburgh	15212	PA
CONTEMPORARY CRAFT	5645 Butler St.	Pittsburgh	15201	PA
MATTRESS FACTORY MUSEUM OF CONTEMPORARY ART	500 Sampsonia Way	Pittsburgh	15212	PA
THE ANDY WARHOL MUSEUM	117 Sandusky St.	Pittsburgh	15212	PA
ARCADE COMEDY THEATER	943 Liberty Ave.	Pittsburgh	15222	PA
PITTSBURGH GLASS CENTER	5472 Penn Ave.	Pittsburgh	15206	PA
PITTSBURGH IMPROV	166 East Bridge St.	Homestead	15120	PA
POINT PARK UNIVERSITY'S PITTSBURGH PLAYHOUSE	350 Forbes Ave.	Pittsburgh	15222	PA
STAGE AE	400 North Shore Dr.	Pittsburgh	15212	PA
BENEDUM CENTER FOR THE PERFORMING ARTS	7th St. at Penn Ave.	Pittsburgh	15222	PA
707 PENN GALLERY	707 Penn Ave. (near Seventh St.)	Pittsburgh	15222	PA
CITY THEATRE COMPANY	1300 Bingham St.	Pittsburgh	15203	PA
BRICOLAGE PRODUCTION COMPANY	937 Liberty Ave., 1st Fl	Pittsburgh	15222	PA
BNY MELLON PRESENTS JAZZLIVE	655 Penn Ave., Theater Square	Pittsburgh	15222	PA
JOHNNY ANGEL'S GINCHY STUFF AND MUSIC MUSEUM	1800 Preble Ave., R.J. Casey Industrial Park	Pittsburgh	15233	PA
KELLY STRAYHORN THEATER	5941 Penn Ave.	Pittsburgh	15206	PA
PITTSBURGH DANCE COUNCIL	101 Sixth St., c/o Byham Theater 803 Liberty Ave.	Pittsburgh	15222	PA
PITTSBURGH BALLET THEATRE	2900 Liberty Ave.	Pittsburgh	15201	PA
PNC BROADWAY ACROSS AMERICA - PITTSBURGH	7th St. at Liberty Ave., Benedum Center for the Perf	Pittsburgh	15222	PA
PITTSBURGH SYMPHONY ORCHESTRA	600 Penn Ave., Heinz Hall	Pittsburgh	15222	PA



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OLD FARM
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Plan your getaway today!





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Tourism Specialist

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