**About AffinityX**

AffinityX delivers exceptional digital marketing solutions to SMB-focused companies, including sales enablement, creative services, digital products, production services, and custom solutions.

A global leader in creative design and execution at scale for print and digital solutions, AffinityX has also established itself as a digital revenue enabler for our customers. We are the white label solutions provider of choice among SMB aggregators, local media, and agencies that cater to SMBs.
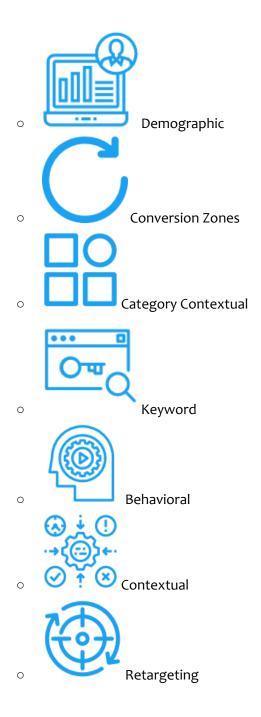
AffinityX is fully committed to delivering unparalleled efficiency, operational savings, and revenue growth for our clients. Our innovative mindset allows us to stay ahead of the curve as we constantly introduce new digital products that reflect the highest standards of the industry.  Also, our dynamic and experienced team enables us to be highly flexible in adapting to our partners' needs.
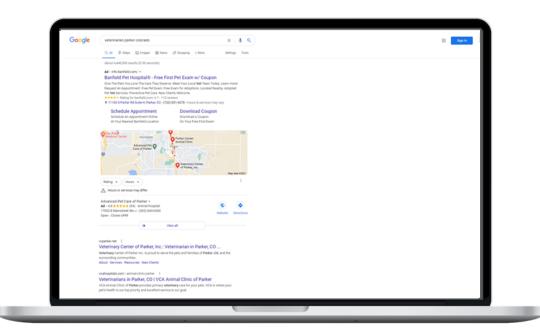
**Digital Products & Services**

AffinityX brings KBA a wide variety of digital solutions including:

- **Programmatic display** - AffinityX has the ability to deliver highly-targeted display ad campaigns, both programmatic and O&O.  Our skilled ad operations team manages all aspects of the campaigns, translating goals and target audiences into specific tactics across multiple channels. Advertisers reach the prospective customers they are looking for, regardless of the devices they use.  Audience targeting options include:
  -  Mobile
  -  Desktop
  -  Geographic
  -  Geofencing

- ○  Demographic

- ○  Conversion Zones

- ○  Category Contextual

- ○  Keyword

- ○  Behavioral

- ○  Contextual

- ○  Retargeting

- **PPC / search campaigns** - AffinityX offers a robust PPC solution to help advertisers increase their visibility by tapping into the most common way people find products, services and information today. Our PPC functionality includes a call-tracking feature, enabling you to track where telephone leads originated.
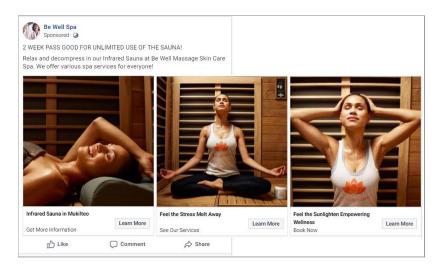
- **Landing Page Development** - Help your customers extend their web presence and increase the ROI of their ad campaigns with a responsive, professionally-designed landing page. This page can be created in 24 hours, and is designed specifically to match your client's ad campaign. Landing pages can be used to drive customers to pick up the phone, contact your advertiser online for more information or walk in the front door. Alternatively, landing pages can feature a special coupon or promotion code so that customers can redeem discounts, free gifts or services, or even enter to win a contest.
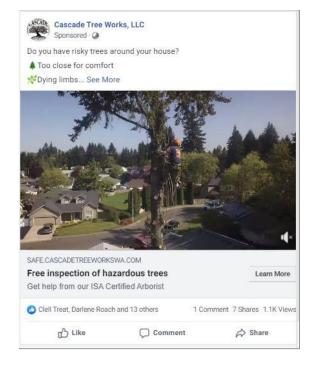


- **Social Media Solutions** - Help your advertisers to connect with customers (and potential customers!) on Facebook, Instagram and more social media platforms. Your clients can use social to build their brand, increase sales, and drive website traffic. Advertising on social is a hyper-direct way to reach the audience they want to reach. Your clients can target brand new customers or returning ones, in a variety of means including:
    - Display | Carousel | Video Ads

- ○ FB/IG Dynamic Ads
- ○ Retargeting
- ○ Audience Network
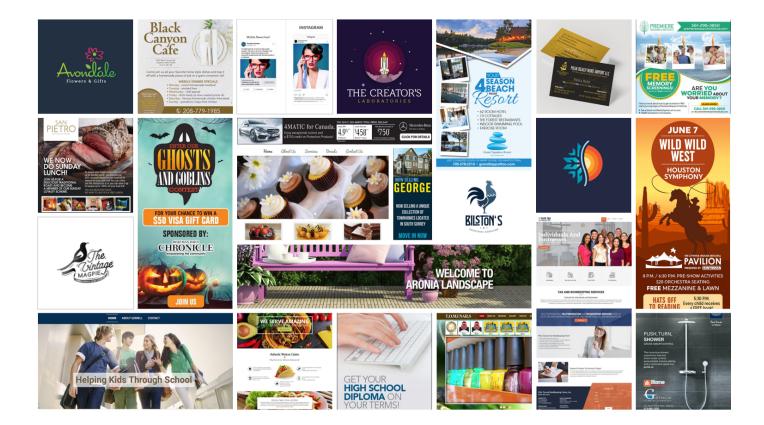- ○ Messenger Ads





- **Email Marketing** - AffinityX offers a robust email marketing solution, enabling you to target audiences by demographics, interests and geography.  Our email database includes 140+ million B2C and 40+ million B2B addresses.  Your clients provide the subject line and body copy, and we'll  develop the graphic design of your emails.  Campaign reporting details the opens and clicks, with a guaranteed click-through rate of 2% of more!

- **Creative Design -** Drive compelling results with creative that attracts! All creative is produced in HTML5, ensuring that your ads will display as intended, regardless of the device or browser used by your target audience. Backed by a team of artistic and innovative minds, we offer you award-winning creative design and copywriting. We consider great creative to be both an art and a science, and it can make all the difference in campaign performance, conversions, and recurring revenue. We utilize a unique blend of people-plus-technology to produce creative that drives results. Let us help you create engaging campaigns that deliver the right message, to the right audience, at the right time.

**Need Help?**

For questions on AffinityX products and services, please Sara Droke at stroke@affinityx.com or schedule a time to connect: https://calendly.com/sdroke/30min