



CIC BEHAVIORAL TARGETING CHURCHGOERS

The Solution To Reaching Your #1 Constituency - Frequent Churchgoers



WHO WE ARE



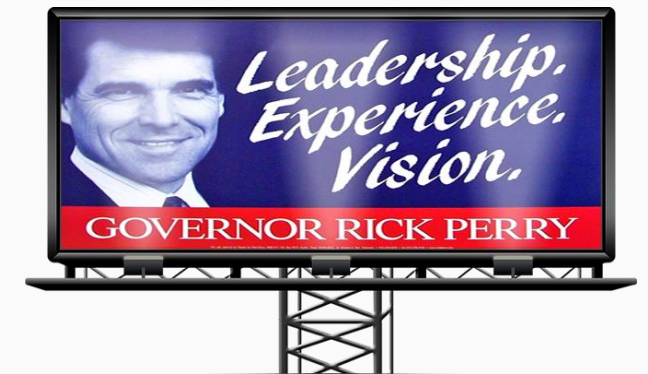
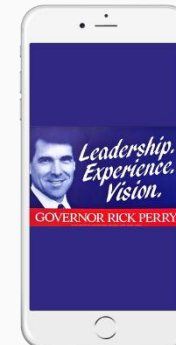
WHAT IS CIC?

CIC is a location-based technology that uses real world behavior for mobile and digital out-of-home advertising (DOOH).

CIC owns the exclusive rights to Verizon and Sprint's "direct from device" data, which is then used to create precise audiences. Specifically, we create audiences by their physical behavior. Once identified, we then serve this audience with ads in apps and digital out-of-home.

CIC's PROPRIETARY PROCESS

- 1 GATHER SPRINT & VERIZON DATA
- 2 IDENTIFY CHURCHGOERS by Device location
- 3 Serve ads on Mobile Devices and Digital Billboards



WHO IS OUR AUDIENCE?

“
71% of
ChurchGoers
Voted
Republican in
2017”

- PEW RESEARCH



CHURCH ATTENDANCE DATA...



300,000 churches
in the US



43% of America
is in church on
Sunday



1 Mobile ad
solution able
to reach  | C1C
this audience

Who ELSE Is Our Audience?

ONLY Identified Republican Voters
living in a candidate's district.



Bypass the Mailbox



Go directly in the home



Message
Republicans on
their phone



Message Identified
Republican Voters
where it counts...



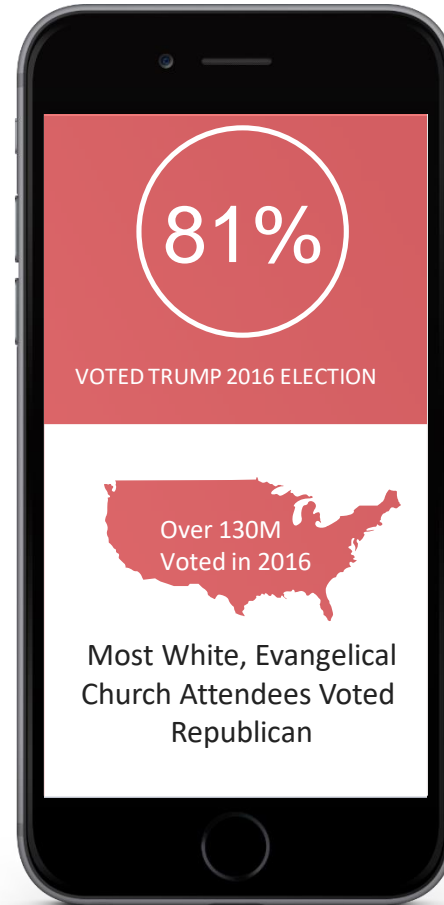
On their SMARTPHONE.

Exclusive Verizon + Sprint Partnership



COMPETITIVE ADVANTAGE

CIC's exclusive partnership with Verizon and Sprint gives us a serious advantage in reference to the amount of data that we're able to acquire on specific audiences. Using this valuable carrier data, we're able to identify church goers based on where they've *been*.



BEHAVIORAL INSIGHTS

Many individuals in the United States *claim* that they go to church. However, our technology allows us to pinpoint those that actually *do* attend church on a regular basis, while giving us direct access to them. Once we determine your church going constituents, we're able to message them from the sanctuary all the way up to the polls.

What creates data?

CIC

Texts



Email



Calls



Apps

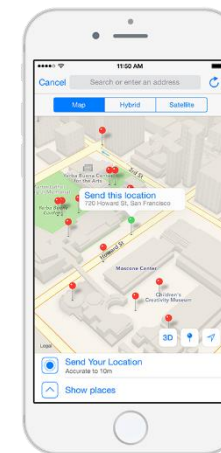


Location based impressions



***CIC is 120x more accurate than our nearest platform based competitor.**

Location based impressions



Competitors

OUR PRODUCT

— TARGET AUDIENCES...

YOU?

Reach your
Audience
when they are
looking
down and
around

—
Slide / 7



REACH



100 Million Mobile Users
90% of All Digital Billboards in the Country

Presidential Vote by Religious Affiliation and Ethnic Affinity



	2008		2012		2016		
	Obama	McCain	Obama	Romney	Clinton	Trump	Republican Change '12- '16
Protestant/Other Christian	45%	54%	42%	57%	39%	58%	+3
Catholic	54%	45%	50%	48%	45%	52%	+5
White Catholic	47%	52%	40%	59%	37%	60%	+3
Hispanic Catholic	72%	26%	75%	21%	67%	26%	+8
Jewish	78%	21%	69%	30%	71%	24%	-2
Other Faiths	73%	22%	74%	23%	62%	29%	+12
Religiously Unaffiliated	75%	23%	70%	26%	68%	26%	+2
White, Born-Again/Evangelical Christians	24%	74%	21%	78%	16%	81%	+5
Mormon	N/A	N/A	21%	78%	25%	61%	-4

Note: "Protestant" refers to people who described themselves as "Protestant." "Mormon" or "Other Christian" in exit polls; this categorization most closely approximates the exit poll data reported after the election by media sources. The "white, born-again/evangelical Christian" row includes both Protestants and non-Protestants (e.g. Catholics, Mormons, etc.) who self identify as born again or evangelical Christians.

Source: Pew Research Center analysis of exit poll data. Hispanic Catholics estimates come from aggregated State exit polls conducted by the National Election Pool. Other estimates comes from Voter News Service/National Election Pool national exit polls. 2012 data comes from reports at NBCnews.com and National Public Radio. 2016 data come from reports at NBCnews.com and CNN.com.



Targeting Options

Refine targeting by **gender**, **age**, **church denomination**, and **location**. Each group can be served a customized message.



Man, 56
2nd
Amendment
NRA Member



Man, 42
Business
Owner
Wants to save
on taxes



Woman, 30
Conservative
Pro-Lifer



Hyper-Targeting Options



CiC

Further refine targeting by **NRA, Pro-Life, Taxes, Small Business, Minority Issues**. Customize creative for contextual relevancy.

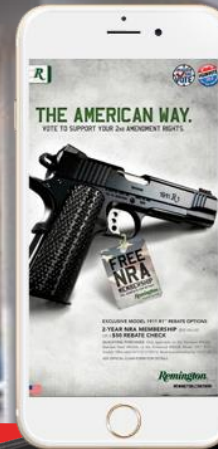
Man, 41
Moderate
Sensitive about
equality and
issues
affecting
minorities

Man, 57
2nd Amendment
NRA Member

Man,
Business
owner 49,
Wants to
provide
Health
Coverage

Man, 43
Business
Owner
Wants to save
on taxes

Woman, 30
Conservative
Pro-Lifer



Who We Are



Kristine Bonds: 2018 Congressional Candidate for Michigan's 11th District. Ran CiC digital campaign on the Opioid Issue.

Results: Success ranging from **.43% CTR** due to our contextual relevance all the way up to **.81%**. We won the poll for "Best Known". Bonds produced [Heroes of Detroit](#) (Password: HeroesOfDetroit) with famous father Bill Bonds - winner of 19 Emmys – an anchorman record. Co-founded Detroit Digital and realized the value of direct carrier data as the best tech Detroit Digital has ever brought to the region. **CiC** is "The Republican game changer". Kristine@DetDig.com c| 917 340 0632.



Greg Swan: Published 31M CD ROM Bibles; Built GODclick.com into 50M+ Unique Visitors; Founded Detroit Digital in 2009 launching 35 permanent digital companies in resurging Detroit. Greg@DetDig.com c| 248 667 2722



Ted Gartner: Pioneered the faith based advertising channel for Hollywood in 90's and is a leading marketer for family/faith based movies online digitally and billboards (OOH). Ted@GraceHillMedia.com 818 762 0000



Saul Anuzis: Chairman of the Michigan Republican Party - 2005-2009; candidate Chairman of the Republican National Committee in 2009 and 2011. Previously served: Newt Gingrich at American Solutions, Jack Kemp's 1988 Presidential campaign, Chief of Staff to Senate Majority Leader Dick Posthumus, Chairman of the MI Senate Republican Campaign Committee; MI House Republican Campaign Committee. c | 517- 974-8242 sanuzis@coasttocoaststrategies.com

OTHER BRANDS

we have worked with...



and other top 100 brands...

Kristine@DetDig.com

to learn more...

917 340 0632

For a detailed excel of all 10,000 churches in your state – schedule a meeting with us how to influence identified Republican Voters and Churchgoers in your district and it's yours- free.

Greg Swan

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West Bloomfield, MI 48323



Subject: Candidate's Name

CONTACT US

for

Registered, Republican

