



GODclick

TARGETING

CHURCHGOERS


The Solution To Reaching Your #1 Constituency - Frequent Churchgoers

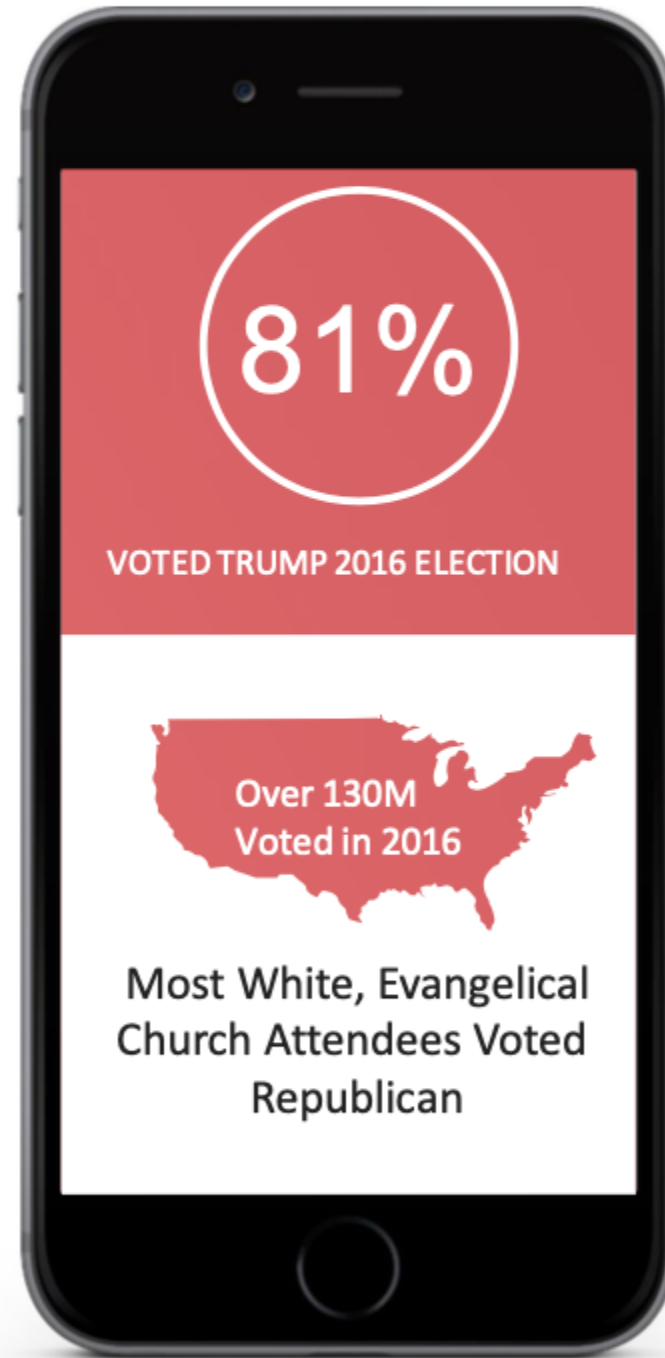
LOVE The United States LOVES church! 317,221 total churches.
63,444,200 regular Churchgoers.
Godclick reaches 98% of them.

Exclusive Verizon + Sprint Partnership



COMPETITIVE ADVANTAGE

 GODclick'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.

WHO
WE
ARE



WHAT IS GODclick

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

 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.

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?

CHURCH ATTENDANCE DATA...

“

71% of
ChurchGoers
Voted
Republican in
2017 ”

- PEW RESEARCH



300,000 churches
in the US



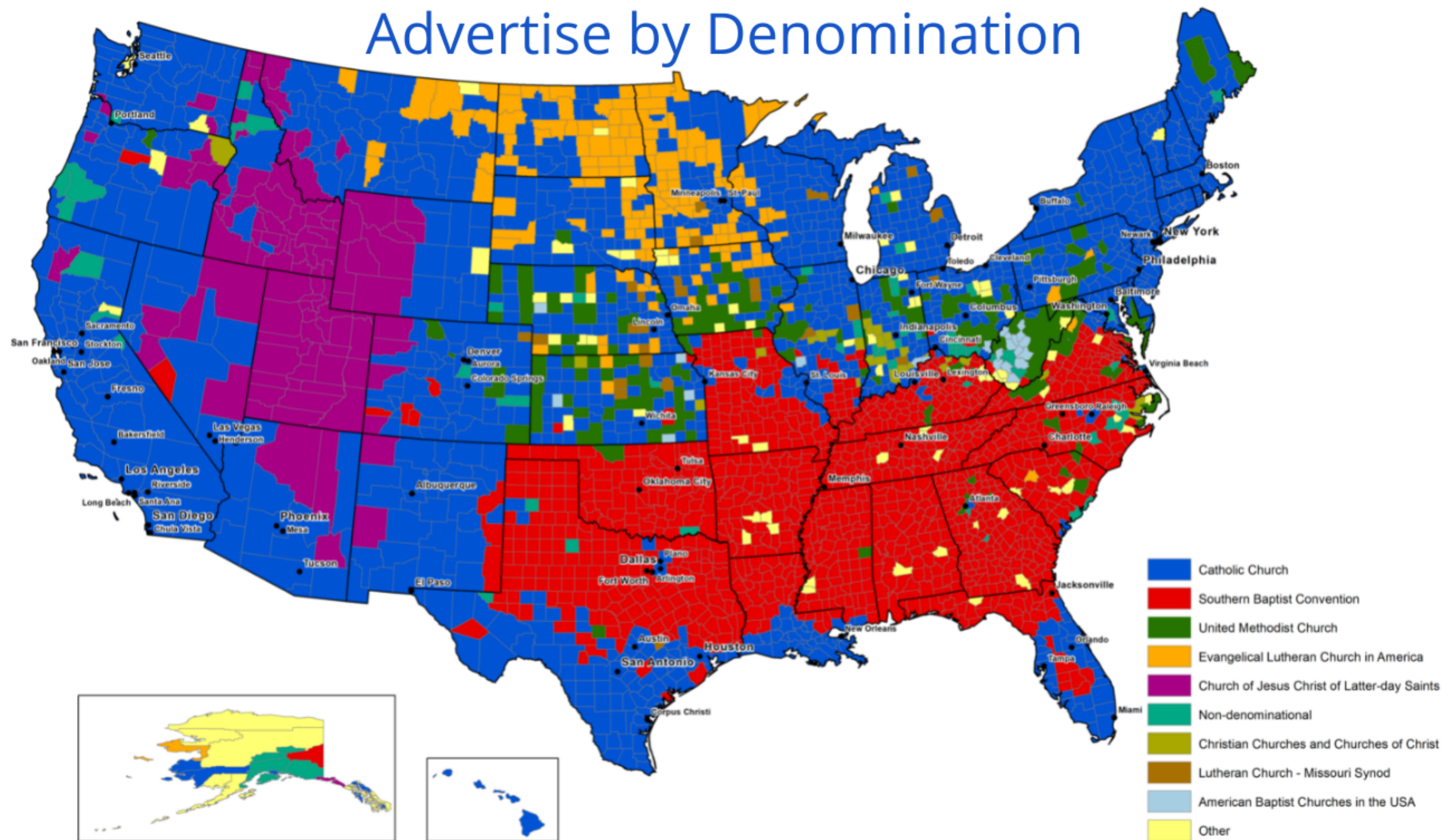
43% of America
is in church on
Sunday



1 Mobile ad
solution able
to reach
this audience



Advertise by Denomination



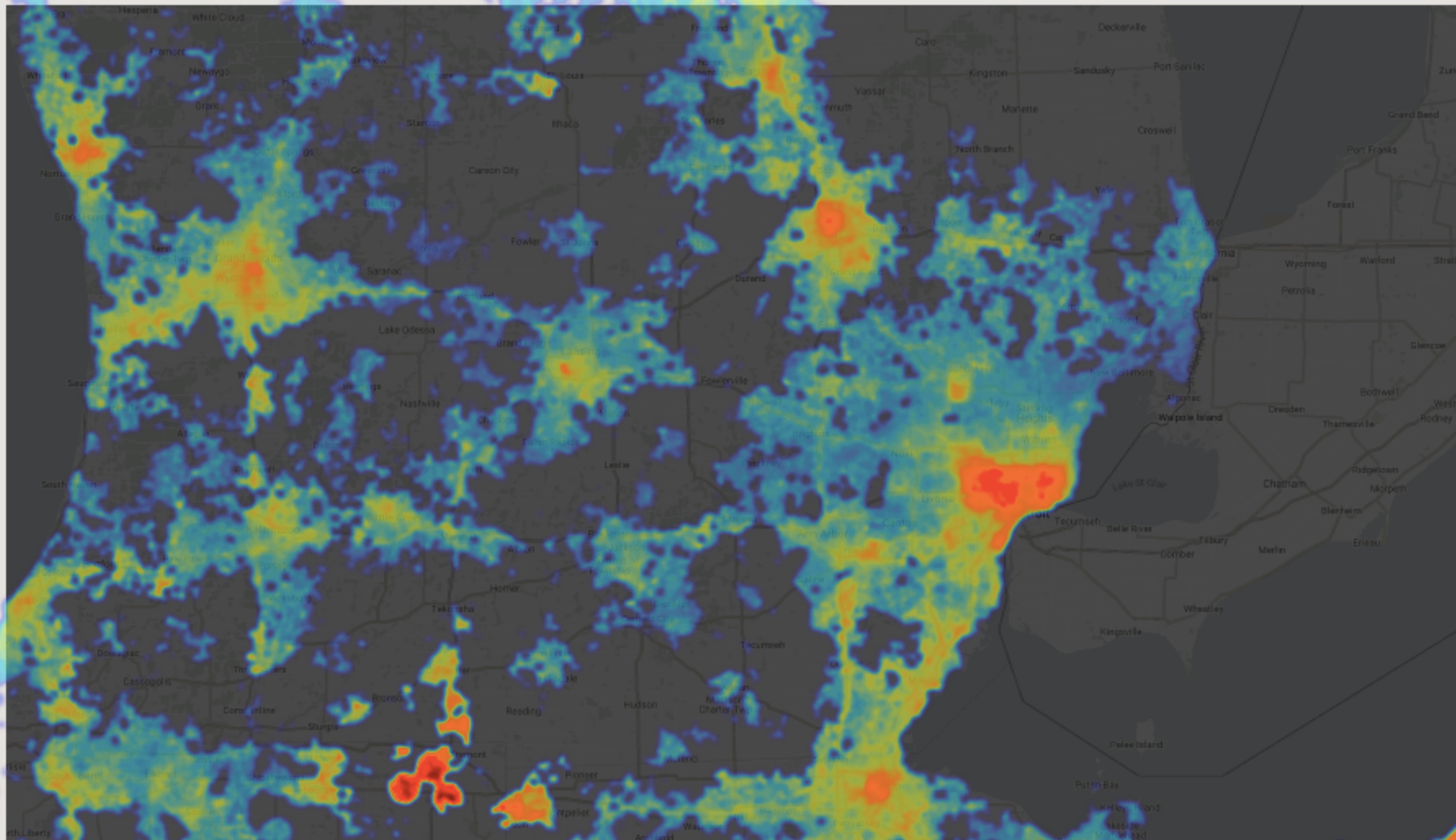
OUR PRODUCT

— TARGET AUDIENCES...



Reach your
Audience
when they are
looking
down and
around





Affinity

Time of Day

Home vs. Work

Brightness Scale



Regular Christian
Church Attenders
VISTAR MEDIA

Show POI's

Show GeoJSON Overlay

Download GeoJSON



Heat Maps



Senate Candidates NEED Church Goers!

GODclick advertises to them.



ChurchGOERS
Volunteer,
Donate &
VOTE!



PA Statewide: \$14.95 CPM

Ads – Video, Cell,
Billboards: ALL
State ChurchGOERS

Ron DeSantis Edge: Church GOERS

ONLY GODclick advertises to them.

FL Churches ARE
the DESANTIS
VOTERS



VIDEO



MOBILE

All Florida's Churches:
GODclick.com/FL



GODclick

FL Statewide \$14.95 CPM

Ads: Video, Cell &
Billboards to EVERY
Florida Church Goer



Carla Sands Reaches PA's Church Goers Everywhere



Video

Church Goers
Donate, Volunteer
& VOTE!



Mobile



District: \$1,500 | State: \$12,500

Ads & Video on Cell,
Billboards & DOOH to
ONLY Church Goers



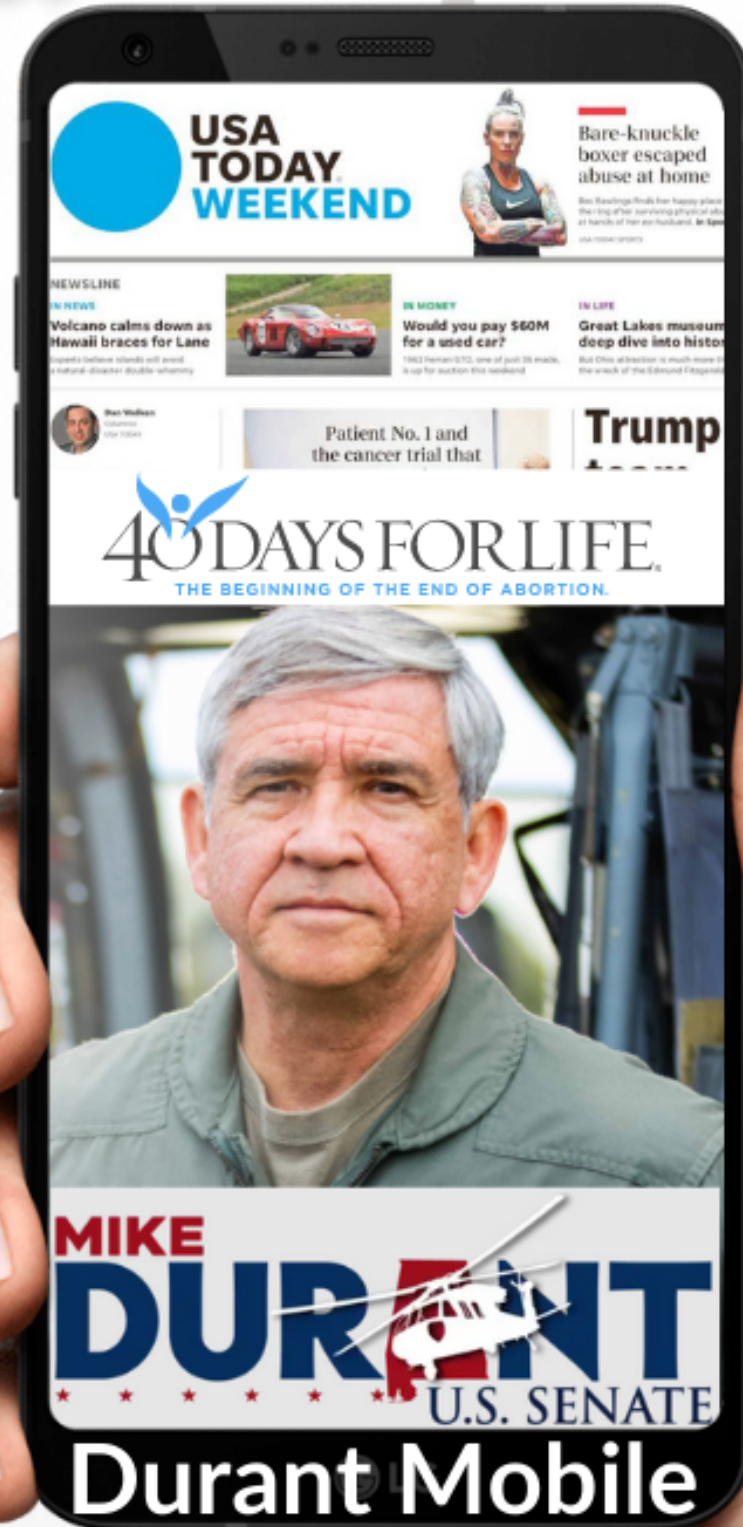
Durant WINS with AL's Church Goers!

GODclick advertises to them.

ChurchGOERS
Volunteer &
VOTE



Durant Video



Durant Mobile



Durant Billboards



AL Statewide: \$12,500

Ads – Cell, Video
Billboards: ALL
AL ChurchGOERS



AL: 9,118 Churches; 1,823,600 GOERS

Bentz WINS with OR-02's Church Goers!

GODclick advertises to them.

ChurchGOERS
Volunteer &
VOTE

40 DAYS FOR LIFE
THE BEGINNING OF THE END OF ABORTION.

Cliff for LIFE!
Hey, my brother
is a Priest!

CLIFF BENTZ
FOR CONGRESS

Bentz Billboards

OR-02: Pop. 706,209

ChurchGOERS: 137,640

Churches: 688

State Churches: 3,441



OR 2: \$1,500 | Every GOER

Ads – Cell, Video &
Billboards: ALL OR-
02 ChurchGOERS



Bentz Video



USA TODAY WEEKEND

Bare-knuckle boxer escaped abuse at home

Volcano calms down as Hawaii braces for Lane

Would you pay \$60M for a used car?

Great Lakes museum deep dive into history

Ohio State drops the ball on Meyer

Patient No. 1 and the cancer trial that may mean hope

Trump team in high anxiety

Mums still processing week's revelations

Cliff Bentz for Congress

Help Cliff

Bentz Mobile

OR-02: 688 Churches; 137,640 GOERS

Bishop WINS with NC-09 Church Goers!

GODclick advertises to them.

ChurchGOERS
Volunteer &
VOTE

Dan
BISHOP
CONGRESS
Dan for LIFE!

40 DAYS FOR LIFE
THE BEGINNING OF THE END OF ABORTION

Bishop Billboards



Bishop Video

USA TODAY WEEKEND

NEWSLINE

Volcano calms down as Hawaii braces for Lane

Would you pay \$60M for a used car?

Great Lakes museum deep dive into history

Ohio State drops the ball on Meyer

Patient No. 1 and the cancer trial that may mean hope

Trump team in high anxiety

Mums still processing week's revelations

Double infections

Help Dan March for LIFE! www.prolifeflag.com

Bishop Mobile



NC-09: Pop. **796,413**
ChurchGOERS: **248,138**
Churches: **1,240**
NC State Churches: **16,129**
NC State GOERS: **3,225,800**

NC 09: \$14.95 CPM ONLY ChurchGOERS

**Ads – Cell, Video &
Billboards: ALL NC-09 ChurchGOERS**



NC-09: 1,240 Churches; 248,138 GOERS

Kay Ivey Reaches AL's Church Goers Everywhere

GODclick.com/AL
All AL Churches

Video

AL's Church Goers
Donate, Volunteer &
VOTE! GODclick.com/AL
- ALL AL Churches



GODclick

\$12,500 Every Churchgoer in AL

Ads & Video on Cell,
Billboards & DOOH to AL's
ONLY Church Goers



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.

What creates data?

Texts



Email



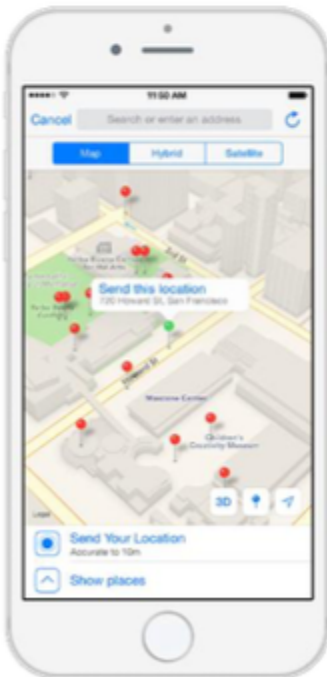
Calls



Apps

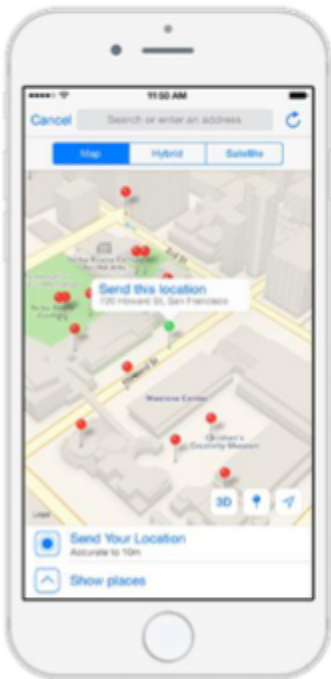


Location based impressions




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

Location based impressions



Competitors



GODclick averages 6,000 to 9,000 location pings per month, while competitors average 50 location pings per month.

REACH



100 Million Mobile Users

90% of All Digital Billboards in the Country

Hyper-Targeting Options

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



OTHER BRANDS

we have worked with...



and other top 100 brands...



DETROIT DIGITAL



ROCKET

EMINEM




STELLANTIS



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.  is "The Republican game changer".

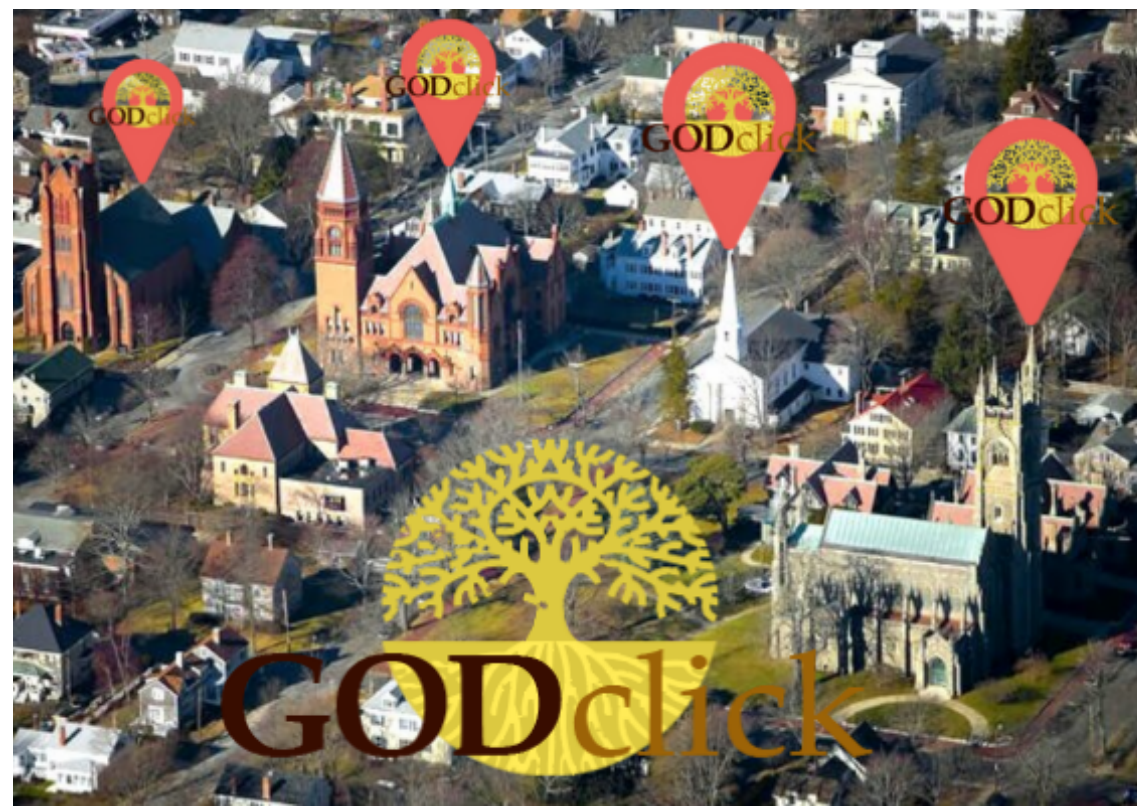
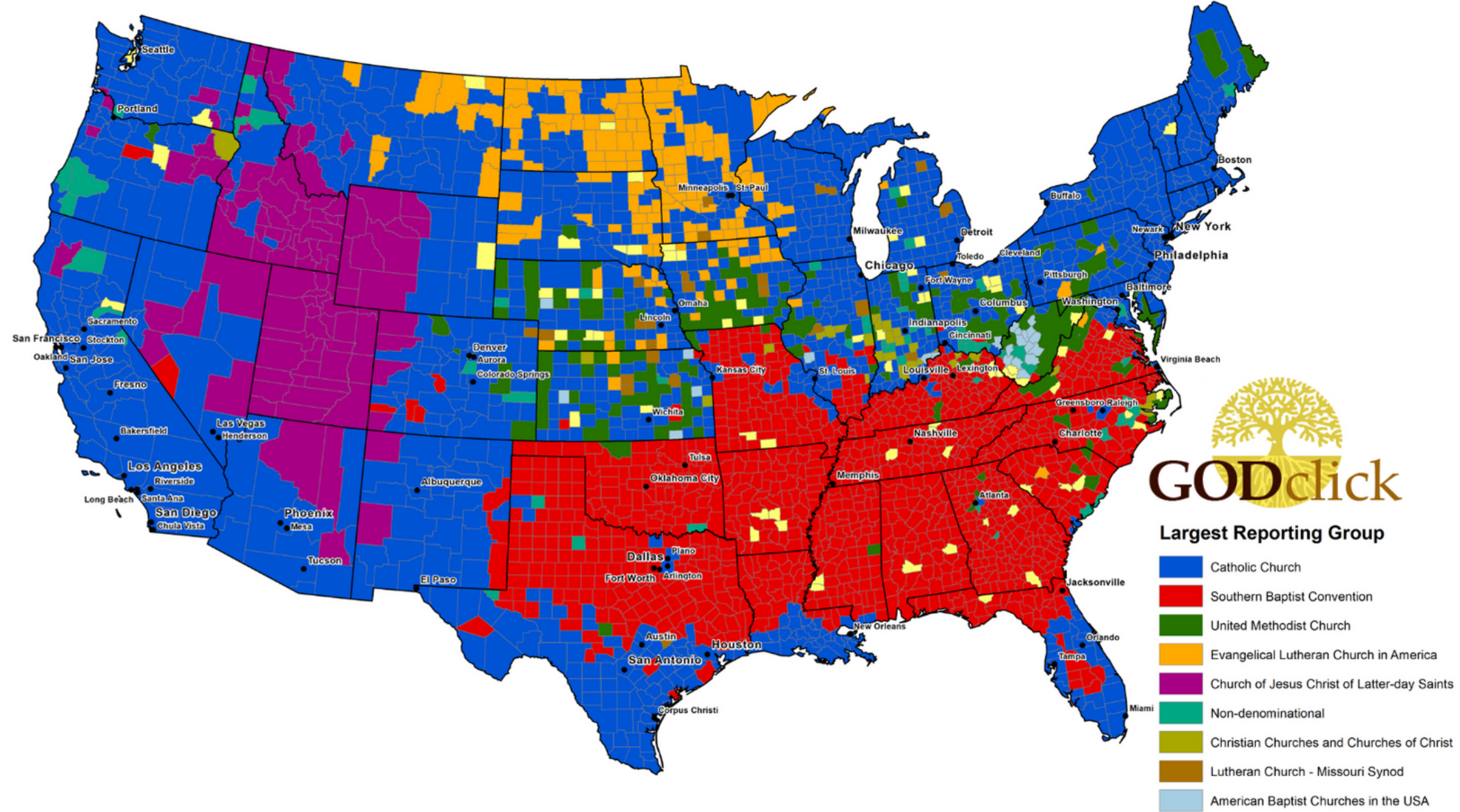
Greg Swan: Published 31M CD ROM Bibles; Built GODclick.com into 50M+ Unique Visitors; Founded Detroit Digital in 2009 launching 35 permanent digital companies in resurging Detroit.

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).

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.



GODclick's Polygon technology IDs every cell phone in church.
Pinpoint precision + Sprint & Verizon data = Churchgoers ONLY.



= 100% Pure Churchgoer



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