

CHURCHES 317,221
BELIEVERS 63,444,200

BAPTIST | BLACK | CATHOLIC | EPISCOPAL | EVANGELICAL
LUTHERAN | METHODIST | PRESBYTERIAN | SYNAGOGUES

UNITED STATES

CHURCH GOERS

GODclick
MULTISCREEN ADS

Break free from the limitations of paid search and online behavior targeted advertising

Quorum tracks more than 280 million Opt-In
mobile devices nationwide, across hundreds of
thousands of physical business locations

Using Quorum Data, marketers can target
consumers based on recent physical behavior,
across all major digital media platforms

Location Based Audience Solutions – Problems that needed to be solved

Mobile location data can be very helpful when captured and processed correctly. Here are some of the problems that lead to poor performance when using legacy mobile location solutions:

- **Lack of Precision** – Business locations mapped along with everything else in a 50-100 meter radius.
- **Competitor list too broad** – Typical competitors were mapped without regard to what's happening at the store level.
- **Walled Garden** – Making you spend money with them and grading their own work - worse...
- **Pricing** – Minimum spend levels in place.
- **Reporting** – Additional fees for what should be included.
- **Flexibility** – Hard to use data across media channels or seamlessly with social media

Quorum Data - Solving the problem of mobile location data

Here at Quorum, we put the power of mobile location data in the hands of the brand and agency:

- **Precise Mapping** – The footprint of the business location is mapped.
- **Specific Competitor List** – Data is processed at the store level, offering a transparent view of where consumers cross-shop.
- **No Walled Garden** – Our data is your data.
- **Favorable Pricing** – Flat \$1.15 CPM based on paid media impressions across a variety of media channels.
- **Powerful Reporting** – All of our data includes reporting that goes beyond standard views.
- **Incredible Flexibility** – Not only can our data be used across any DSP via our LiveRamp connection, but we're also a Meta and TikTok Business Partner.

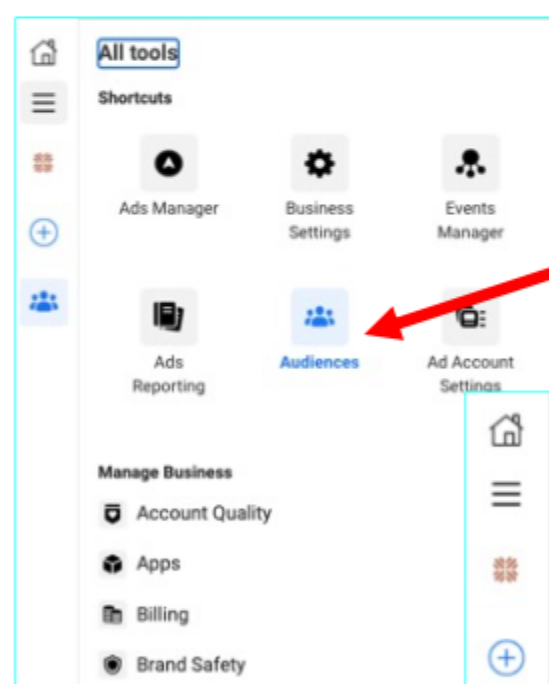
Quorum Data – Partner Highlights

- Alcohol brand sold 14% more product over a 3-week period leveraging consumer segments from Costco and BevMo!
- Major QSR saw a 50% increase in store visits by retargeting consumers using Quorum Data.
- Home improvement product drove 40% more web site visits using Home Improvement shopper consumer segments.
- CPG brand sold 12% more products by retargeting consumers who shop at Walmart.
- National Auto Parts retailer saw an increase of 9% in ROAS and 12.5% savings in Cost/Conversion.
- National Home Improvement brand used custom consumer segments to drive store visits - #2 out of 20 in performance.
- Sporting Goods retailer shared that Quorum audiences are the #1 performing 3rd partner in sales and ROAS.

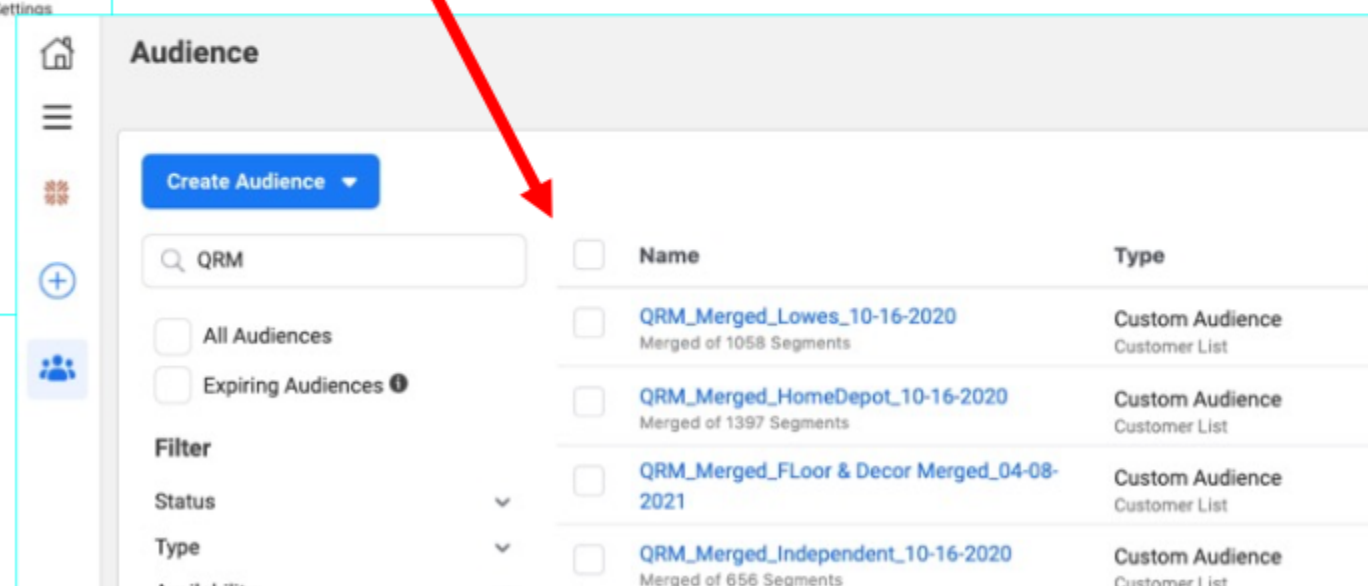
Quorum Data – What's next?

We've done a lot of the work already and might have audience segments for retargeting immediately. If not, we will take the time to map the desired locations and have them ready ASAP.

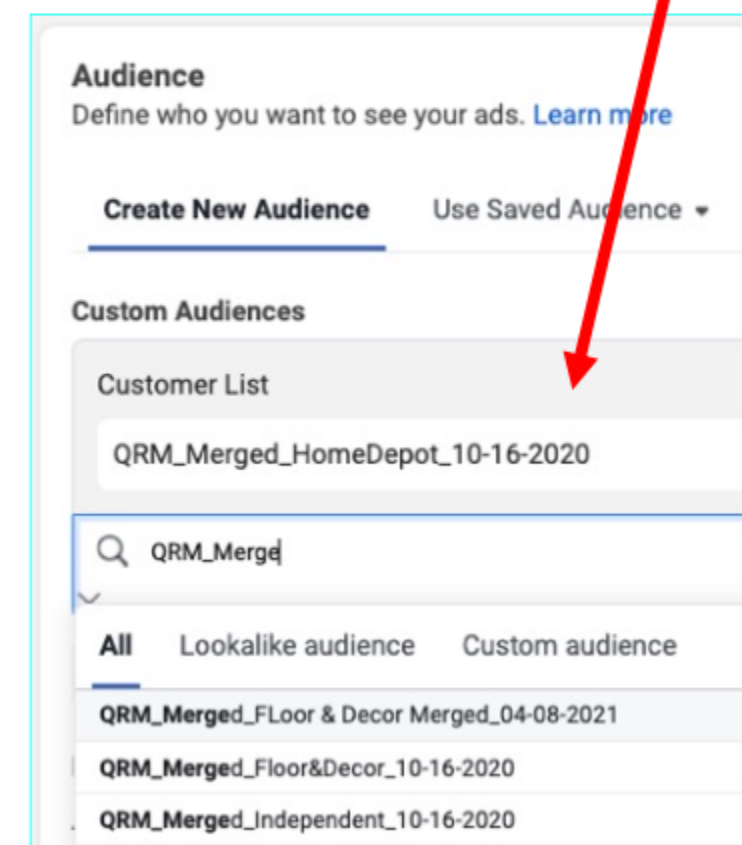
Once synced to your media partner of choice, audiences will be available for targeting. Simply add the audiences to a Line Item (DSP), Ad Set (Meta or TikTok), or equivalent in another system, and your ads will be targeted to consumers who visited all the individual polygon locations defined in the Quorum platform.



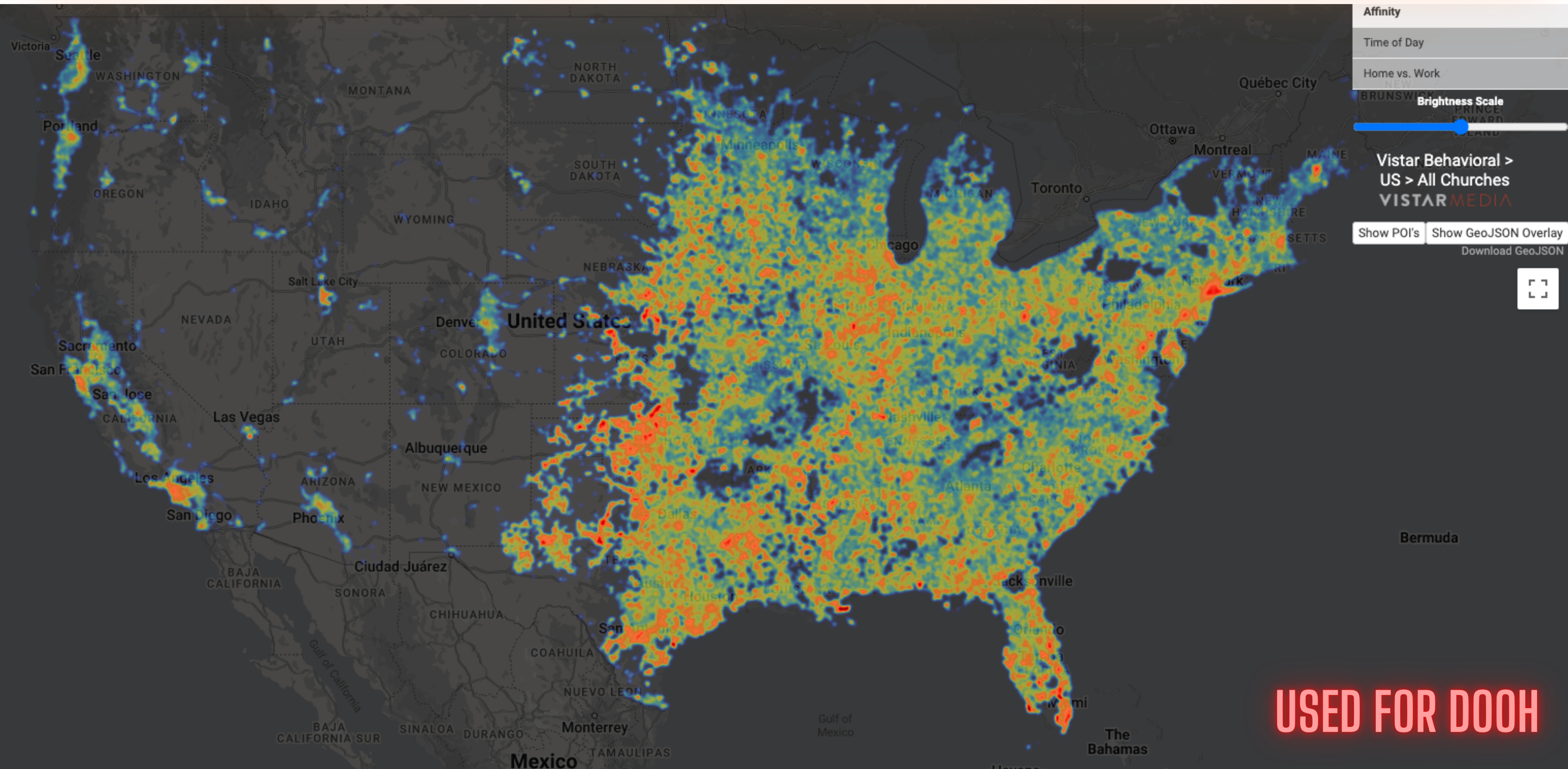
1. Navigate to 'Audiences'
To Verify Delivery



2. Attach to Desired Ad Set,
or Line Item in DSP



HEAT MAPS OF ALL U.S. CHURCH GOER AUDIENCES




GODclick
Church
goers
clicking
your
mobile
ad. 

