REACH PEOPLE ON MOBILE

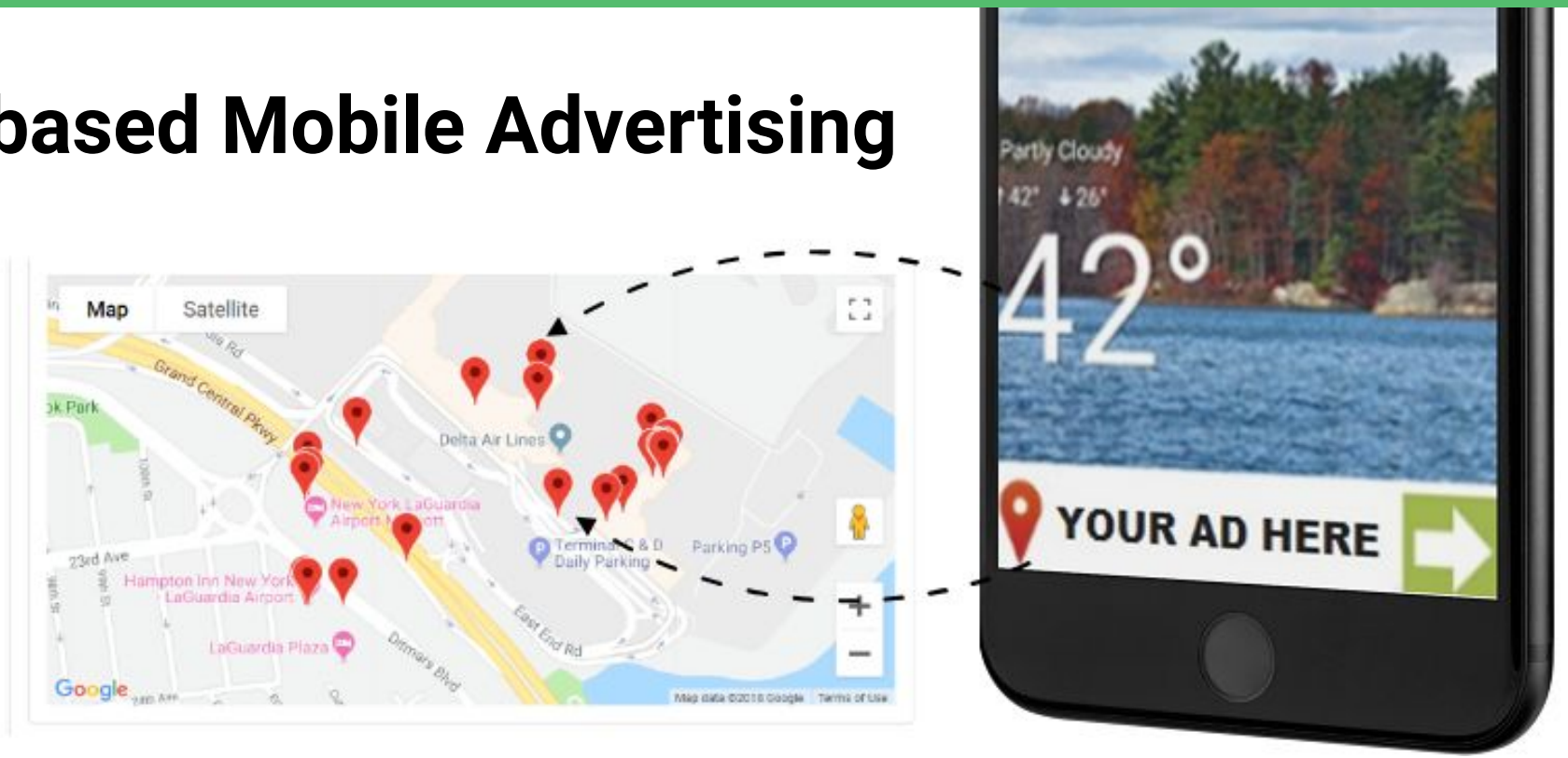
ANYWHERE

Mobile Ads - by Cidewalk

Cidewalk has unique access to smartphone advertising. As soon as you launch your campaign, your ad will start showing up as a banner across the bottom of the most popular apps in your town - everything from news, radio, weather, sports to gaming, social, video, and communication apps.

Mobile Everywhere

Location-based Mobile Advertising



Cidewalk Geofenced Mobile Ads are the #1 way to brand your business reaching mobile users all across the world. Whether you're a small business or a national chain, advertising on Cidewalk enables you to target a relevant audience, build community trust in your business, and increase brand awareness and sales.

Mobile Apps Usage is on the Rise

ADVANCED BIDDING SYSTEM TO DISPLAY MOBILE ADS ON THOUSANDS OF TOP APPS.

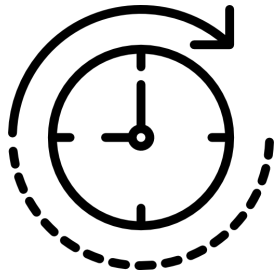
Scale with Programmatic RTB

- **SCALABLE BUT ALSO NIMBLE:**
  Cidewalk's geofenced local mobile ads are powered by proprietary scalable **programmatic** ad engine based on **Real Time Bidding** supported by **cloud infrastructure**.

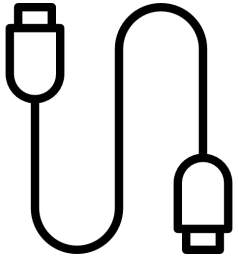
- **EXTENSIVE REACH:**
  Access to extensive mobile inventory, over 100,000+ popular mobile apps, from major exchanges.

Advanced Ad Targeting

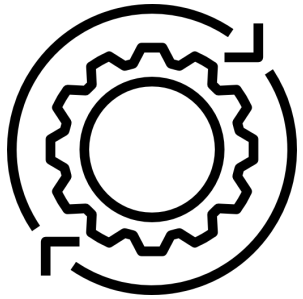
GEOFENCING



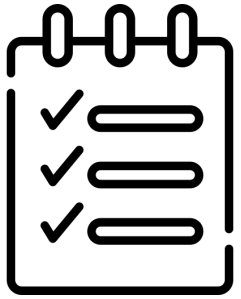
DAY PARTING



MOBILE DEVICE

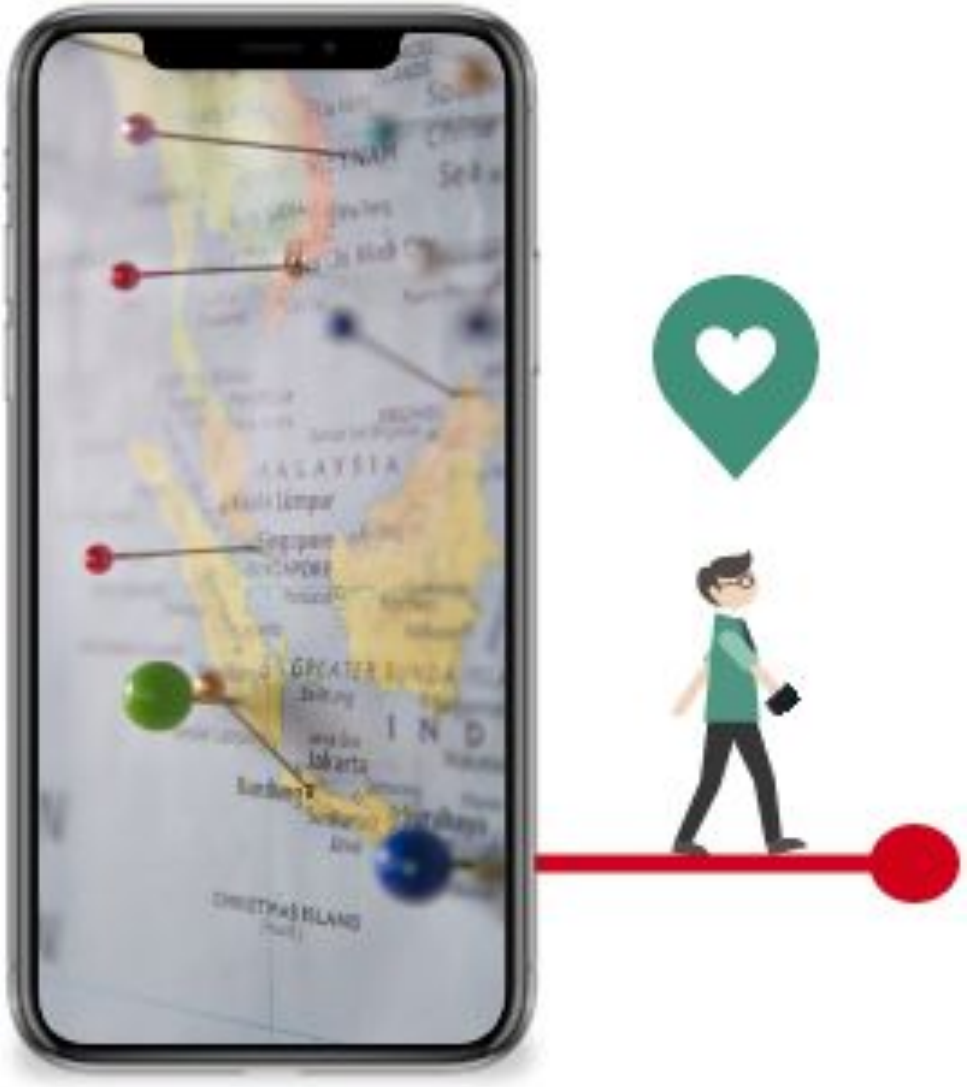


O/S & NETWORK CARRIER



APP & APP CATEGORY

Retargeting to Build Awareness



- Extend your reach with **retargeting** and continue to reach users.
- Studies show that it can take **up to 7 times** of seeing an ad for a person to *actually pay attention to it*.
- Retargeting builds up your business **brand visibility** to your target audience

Mobile Friendly Ad Creatives

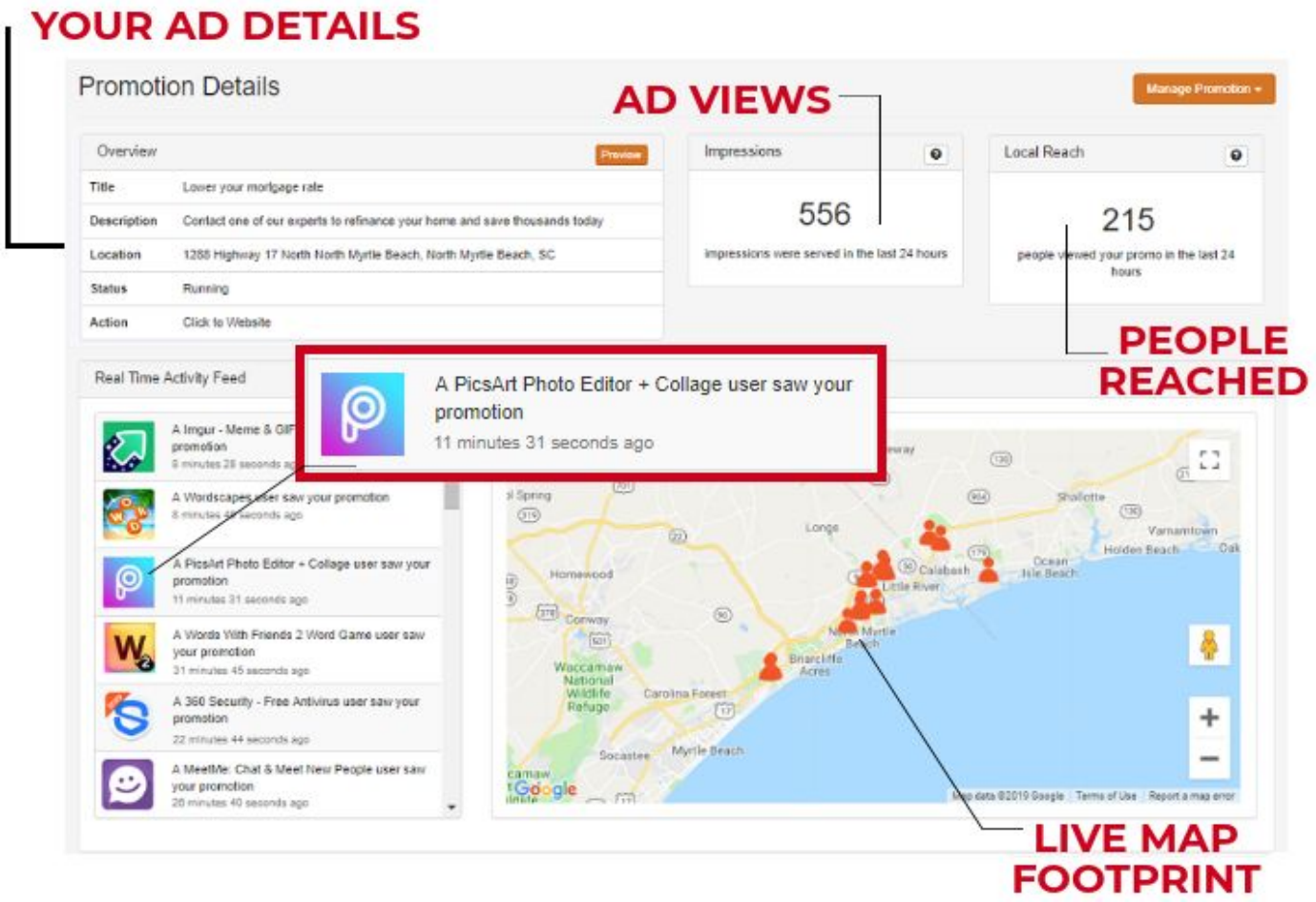
GRAPHIC BANNERS:

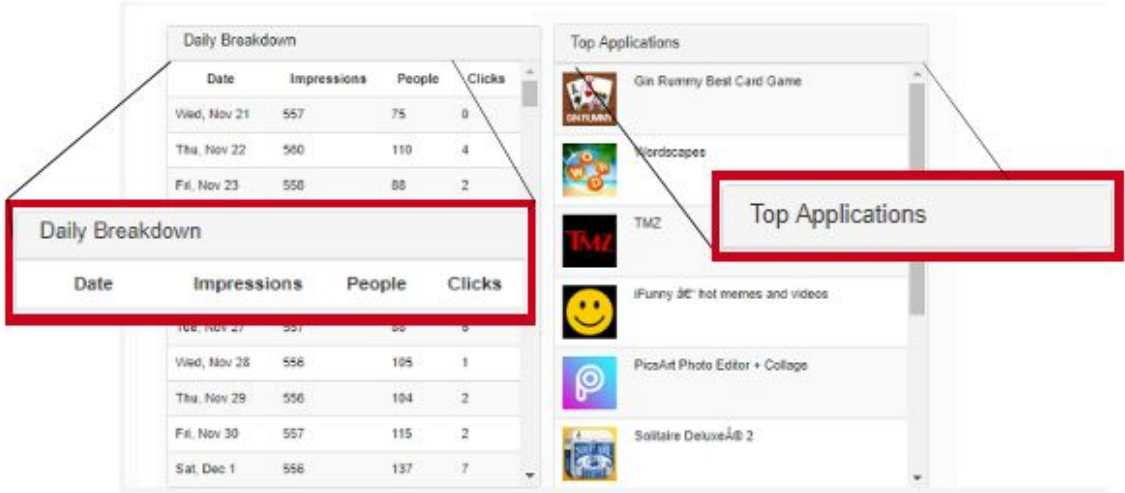
- 320x50 Mobile Leaderboard
- 300x250 MObile Medium Rectangle
- 728x90 Mobile Web/Tablet Leaderboard

VIDEO ADS:

- 300x250 In Banner, Video Ad

Campaign Footprint Analytics





- STATS UPDATED IN REAL TIME
- DOWNLOADABLE CUSTOM REPORTS

In the News

Cidewalk Helps Business Owners & Retailers Market Brands to **Local Audiences**

6 Ways SMBs Can Use **Mobile** to Reach Targeted Audiences

For **Lead Generation**, Cleaning Firm Prefers Emails to Website Clicks

Southborough firm **Cidewalk** links up with **Constant Contact** for SMB clients

Cidewalk Hooks Up With Yahoo Small Business To Reach More Mom And Pops

MetroWest495 Biz: **10 to Watch** in 2015

Ten of the **fastest-growing tech companies** based on social media & Web presence

Could **Main Street Go Mobile**? One Company Says It's Not Just for the Big Boys

Marketing Stats Toolbox: **Mobile Activity By City** To Keep You Ahead

Chitika to **spin off** mobile segment

SUNY COMMUNITY COLLEGE

A CIDEWALK SUCCESS STORY

Local Mobile Advertising SUNY

SUNY Corning Community College encompasses a 550-acre main campus on Spencer Hill with a complex of eight buildings plus an observatory and planetarium. They've also expanded our vision to provide services at a variety of off-campus sites, including the Academic Workforce & Development Center and the Health Education Center.

THE MISSION

Eager to grow, SUNY CCC was looking for a way to reach people in multiple locations as well as locally to promote their variety of classes, tuition discounts and student benefits.

CAMPAIGN RESULTS

- 2500 WEBSITE VISITS
- 100+ locations
- 1.6M imps

DON'T GET LEFT BEHIND
START REACHING PEOPLE NOW
START
CIDEWALK
INSTANT. LOCAL. MOBILE. ADS
www.cidewalk.com
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