

CIDEWALK

INSTANT. LOCAL. MOBILE. ADS

Empowering Businesses

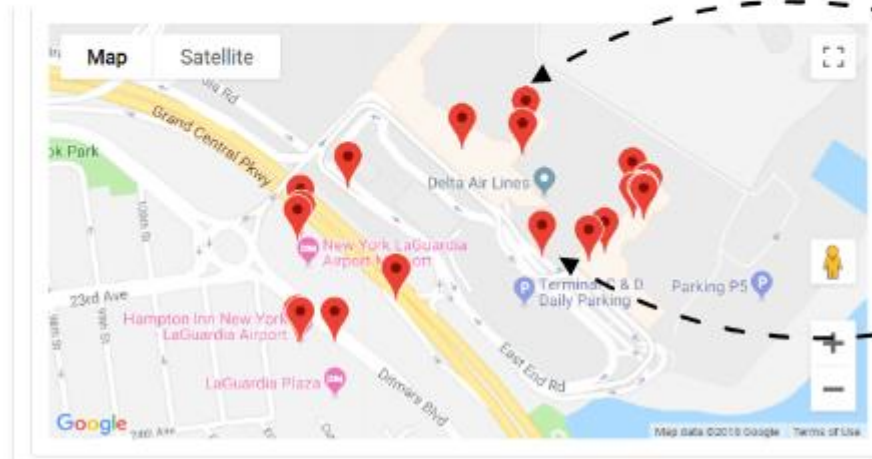
Since 2003



MISSION

WE BELIEVE ALL BUSINESSES, NO MATTER THE SIZE, SHOULD HAVE THE SAME ABILITY TO REACH CUSTOMERS AS POWERFUL FORTUNE 500 COMPANIES

Geo-fenced.Local.Mobile. Ads



Let people in your town know you exist

Cidewalk Geofenced Mobile Ads are the #1 way to brand your business locally and bring local residents and consumers to your website. 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 website traffic to boost brand awareness and sales.

Your Customers Are All Around Your Business

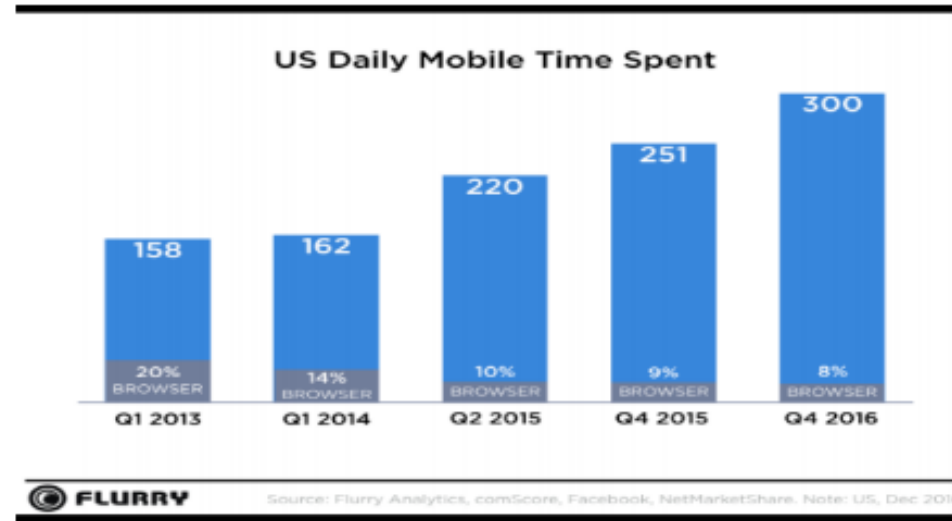


Reach them
where it matters
most, **on their
Smartphones.**



"Sidewalk is ideal for use in various industries like retail, distribution and wholesale, manufacturing, financial services, education, construction and more. Any size of a company seeking for a location-based marketing platform can use Sidewalk Ads" 4.8 Stars Rating, [ITQlick](https://www.itqlick.com)

Mobile Apps Usage in on the Rise



U.S. consumers now spend 5+ hours per day on mobile devices
Mobile browser usage is dropping while Apps usage is increasing



MOBILE EVERYWHERE

80%

Of internet users own a smart phone

5hrs

A day the avg American spends on their mobile device

52%

Of online searches conducted on a mobile device

72%

Of US digital ad spend will be on mobile by 2019

50%

Of ecommerce website traffic comes through a mobile device

78%

Of mobile searches for local business result in a purchase

Geo-fenced Local Mobile Ads by Sidewalk



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.

Geo-Targeted Mobile Inventory across 10,000+ Apps via Major RTB Mobile Ad Exchanges

WE USE AN ADVANCED BIDDING SYSTEM TO DISPLAY YOUR MOBILE ADS ON THOUSANDS OF TOP APPS.

Simply choose a location in the US or Canada where you want your ads to be seen.

These are just a handful of the apps we bid on.



Local Mobile Ads Benefits

Reach local customers with affordable and easy to manage, GEOFENCED mobile advertising. Your Ads appear as a banner across the bottom of most popular apps in your local region

- **Large-Scale Exposure.** Each advertisement you place will receive hundreds to thousands of views daily
- **Local Targeting.** Choose any town or city or address in order to reach people at that location, and set your custom geofence in radius miles
- **Advanced Marketing.** Mobile marketing is more modern, more unique, and provides more benefits than traditional forms
- **Cost-Effective Ads.** Our easy to use, self service packages are purposely priced to fit into the budget of any typical small business

REAL CUSTOMERS REAL RESULTS



Massimo Maviglia
The Bread Artisans
St. Petersburg, FL

16,000+
SMBs served

130,000+
campaigns launched

25+ million
users reached



Melissa Roiter
Yummy Mummy Bakery
Westboro, MA

DIY Self Service Platform

Select your
target
location,
geofence and
ad views

Step 1: Select the location you'd like your ad to be seen

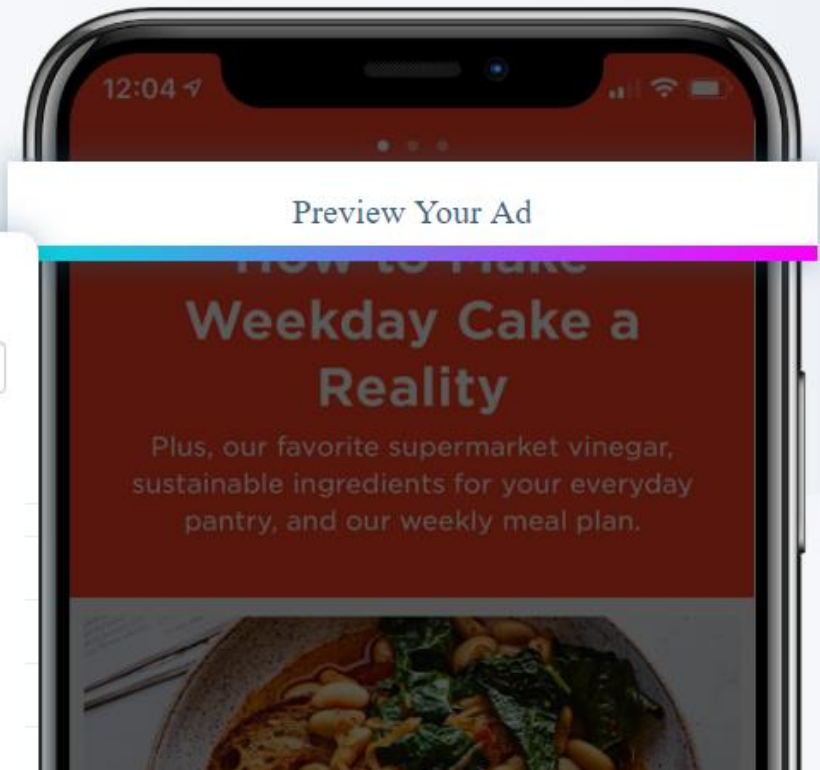
Enter a city name, or a specific address

Set your Geofence. How large or small of an area we should market to.

10^{miles}
about 30,000 monthly
ad views

5^{miles}
about 10,000 monthly
ad views

1^{miles}
about 1,000 monthly
ad views



DIY Self Service Platform

CREATE
YOUR AD

Step 3: Add a catchy headline for your business 2 characters remaining

Always the Perfect Gift

Add a short tagline or description 12 characters remaining

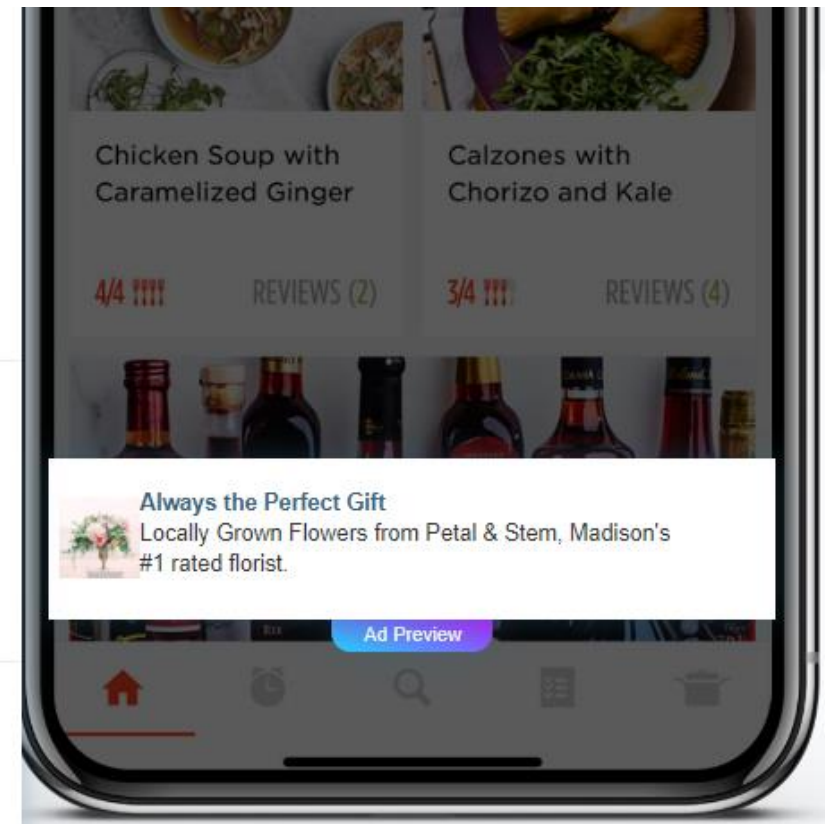
Locally Grown Flowers from Petal & Stem, Madison's #1 rated florist.

Step 4: Add website address (URL) where users should go when they click on your ad.

https://cidewalk.com

Step 5: Enter email to create an account

you@yourbusiness.com



Your ad goes live in minutes!

SIMPLE MONTHLY PRICING

AFFORDABLE FIXED MONTHLY PRICING
NO LONG TERM CONTRACTS
CANCEL ANYTIME

1-2-FREE. Every 3rd Month FREE



*"Within minutes I was able to launch an Ad campaign targeting the entire **town**, another Ad campaign targeting one **residential community** and third Ad campaign set to a hyper-local geofence targeting just **one building**" - Simple Dental*

FULL TRANSPARENCY REPORTS

YOUR AD DETAILS

Promotion Details

AD VIEWS

Overview

Title: Lower your mortgage rate

Description: Contact one of our experts to refinance your home and save thousands today

Location: 1288 Highway 17 North North Myrtle Beach, North Myrtle Beach, SC

Status: Running

Action: Click to Website

Impressions: 556
Impressions were served in the last 24 hours

Local Reach: 215
people viewed your promo in the last 24 hours

PEOPLE REACHED

Real Time Activity Feed

A PicsArt Photo Editor + Collage user saw your promotion
11 minutes 31 seconds ago

A Wordscapes user saw your promotion
8 minutes 34 seconds ago

A PicsArt Photo Editor + Collage user saw your promotion
11 minutes 31 seconds ago

A Words With Friends 2 Word Game user saw your promotion
31 minutes 45 seconds ago

A 360 Security - Free Antivirus user saw your promotion
22 minutes 44 seconds ago

A MeetMe: Chat & Meet New People user saw your promotion
20 minutes 40 seconds ago

LIVE MAP FOOTPRINT

Daily Breakdown

Date	Impressions	People	Clicks
Wed, Nov 21	557	75	0
Thu, Nov 22	560	110	4
Fri, Nov 23	556	86	2

Top Applications

- Gin Rummy Best Card Game
- Wordscapes
- TMZ
- iFunny 360 hot memes and videos
- PicsArt Photo Editor + Collage
- Solitaire Deluxe 2

Daily Breakdown

Date	Impressions	People	Clicks
Wed, Nov 21	557	75	0
Thu, Nov 22	556	105	1
Fri, Nov 23	556	104	2
Sat, Nov 24	557	115	2
Sun, Nov 25	556	137	7

Top Applications

- **STATS UPDATED DAILY**
- **DOWNLOAD CUSTOM REPORTS**

NEWS AND MEDIA COVERAGE



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



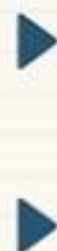
Local Mobile Advertising SUNY

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.

www.cidewalk.com

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

1.6M
imps

100+
locations

2500
WEBSITE
VISITS

DON'T GET LEFT BEHIND
START REACHING PEOPLE NOW

START

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200 Friberg Parkway, Westborough MA 01581