



2021 MARKETING SERVICES

EXECUTIVE SUMMARY

Every month we access over 30 billion individual consumer research events, 1.5 billion unique devices across the US, and 50 petabytes of AI-processed data. This real-time data feed spans over 3,400 niche segments, observing, capturing, and delivering individuals with multiple research events aligned to each topic. These capabilities bring next-level cookieless targeting, allowing us to address specific users across the largest digital channels available. By targeting users instead of specific sites we can obtain aggressively low CPM rates to highly targeted interested buyers.



DIGITAL CAPABILITIES

We offer the following:

- Programmatic Display Advertising
- Behavioral Digital Prospecting
- Digital Email Marketing
- Managed Email Leasing
- Email List Building
- Cookieless Retargeting

Our recently engaged user lists allow us to deliver a rotating base of users who have engaged with your niche in the last 30 days. Combined with our wide reach of inventory we can engage these users in display and email wherever they are on the internet.



PROGRAMMATIC+

We serve media across thousands of mainstream and local websites every day. As consumers engage less and less with stale ads on echo chamber sites, we see higher rates of engagement and conversion when ads appear in unexpected sites.

01

Niche consumer identified by 5 unique web interactions



02

(Optional) User data overlaid to build micro target market



03

User data uploaded to a programmatic+ network based on a user match



04

Programmatic+ serves ad to consumer.



05

The user clicks on the ad and converts!

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PROGRAMMATIC+

We offer inventory for the most common, highest performing display ad units, and more flexibility on creatives than other providers.



AUDIENCE

Great marketing starts with knowing who to talk to. We capture die-hard enthusiasts, new entrants, and everything in between.

- 1.5 Billion accessible devices in the US every month
- 100 Million impressions delivered to our clients monthly
- 10 Billion banner impressions available across networks per month
- 230 Million active shoppers in niche markets
- 50+ Thousand domains available for banner placement
- Over 100 million unique email users



AUDIENCE INSIGHT

We capture the keyword research you need to identify active shoppers in the consideration phase of the purchase process. Using this hyper-focused behavioral analysis, we craft zero-waste campaigns to the right people at the right time.



MARKET ANALYTICS

Get insights on how your market and customer base engage online, and where targeting gaps may exist.

What we do:

- Informative Creative
- Identify Brand Affinities
- Product Direction
- Budget Allocation
- Lead Generation
- Email Acquisition



OUR SOLUTION

Black Rifle Co. will deliver a strong, positive ROI, zero-waste marketing strategy, to deliver a direct-to-consumer campaign.

Connect with us today to change the way you find and engage with potential consumers.

