

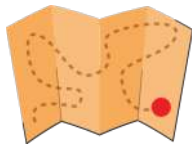
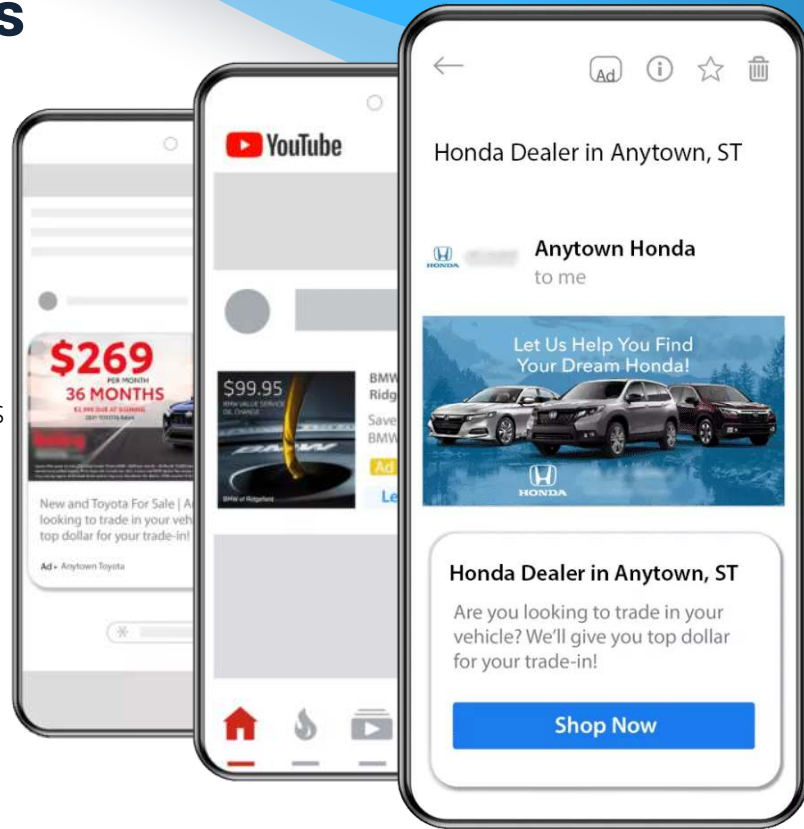
# See What Discovery Ads Can Do For You

LocalDigital's omni-channel approach guarantees your ads reach a variety of customer types, including new in-market customers. We get you **new business**, secure your **existing business** and reclaim **lost business**.

Discovery ads are visually engaging, personalized ads that appear in Google's feeds on the YouTube, Google, and Gmail apps. They are meant to reach audiences in the moments when they're ready to discover new products and services.

Using customer intent signals, we'll determine when users are most likely to engage with a brand. We recommend brands use it to:

- Scale their conversions
- Reach new customers
- Reconnect with previous customers



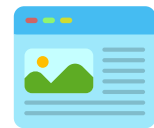
## Designed For Discovery

Your ads will be present as consumers browse their favorite content and feed-based experiences on google owned content.



## Google Properties

With the ability to reach up to 3 billion people monthly on YouTube Home, Watch Next feeds, Discover and the Gmail Promotions and Social tabs..



## Native Ads

A huge advantage in the advertising world because they are much less intrusive than typical ads.

**Ready to Supercharge Your Business?**



# Why We Choose Discovery As A Marketing Channel

## STRENGTHS

- ✓ **Audience Targeting**  
Now we can target customers with certain interests and in-market audiences for specific services and products.
- ✓ **Not Casual Observers**  
Discovery ads are said to reach people ready to discover and engage. At the same time, Display ads are great for general awareness, which is only sometimes the main objective of businesses.

## STRATEGIES

- + **Find New Customers**  
Placement is pre-determined to ensure they appear as much like native content as possible, enabling you to reach more new customers who aren't actively looking for your products.
- + **Identify New Target Markets**  
Limited control over bid strategy. The content is a key driver in ad appearance, not cost or bid price, so consumers are likelier to see it as organic content.

## Discovery Advertising Pricing

One Time Setup Fee of \$499

### STARTER PLAN

**\$999 / month**

Cost Per View (CPV)

Google App Homepage  
YouTube Homepage  
Gmail Social & Promotions Tabs  
Full Campaign Reporting

### GROWTH PLAN

**\$1,499 / month**

Cost Per View (CPV)

Google App Homepage  
YouTube Homepage  
Gmail Social & Promotions Tabs  
Full Campaign Reporting

### SCALE PLAN

**\$1,999 / month**

Cost Per View (CPV)

Google App Homepage  
YouTube Homepage  
Gmail Social & Promotions Tabs  
Full Campaign Reporting

Ready to Supercharge  
Your Business?

**LOCAL DIGITAL**

