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PII Data for *Precise Targeting*

Ethically and intelligently target REAL PEOPLE with your programmatic media. No Cookies. No Bots.

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PII Data for *Complete Attribution*

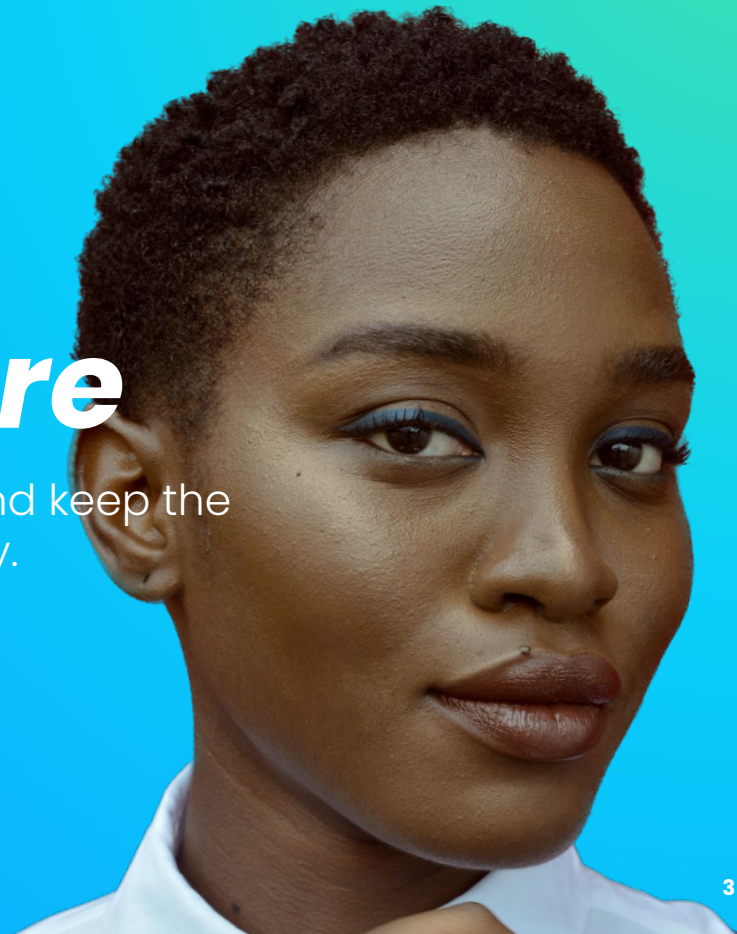
Understand precisely how every customer is influenced by media – across channels, devices and locations.

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PII Data to *Take Market Share*

Fill the top of the funnel with the right audience...and keep the conversation going until your target prospects buy.

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PII Data at *Massive Scale*

Our database has over **160M** Real People who have opted in to receive communications. And we connect each person to all the devices they use (Over **700M** devices)

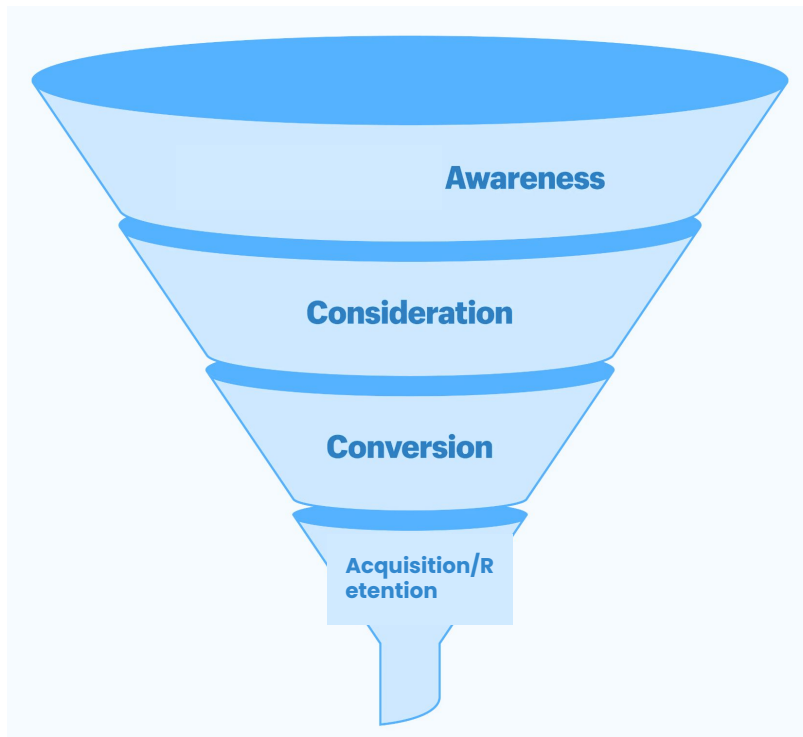
[Learn More](#)

Identify the Right Audience and Fill the Top of The Funnel

Dragonfly Targeting allows you to identify the consumers who are just starting their journey...

And because we start with the names of Real People...

Dragonfly Targeting allows you to track and manage your communication and messaging throughout the entire journey.



Precise People-Based Targeting Starts with Our Data



- ✓ Cookie-Free PII Data on 160M Real People Connected to 700M+ Devices
- ✓ Precise Targeting to Real People (not inferred personas)
- ✓ Individualized Media Plans for Each Target Customer based on their Media Habits
- ✓ Complete Attribution Across Channels
- ✓ 100% permission-based, opt-in and CCPA, GDPR & CAN-SPAM compliant

[More About Our Data →](#)



Serve Ads Only on Channels/Devices Your Target is Actually Using...

Use Dragonfly's Data on these channels:

Email
Display
Mobile
Audio
Video
TV
Social
Direct Mail



Use Dragonfly Targeting with just about any DSP you choose



Attribution



As a PII company Dragonfly can provide POINT OF SALE MATCHBACK.

Providing a precise picture of the impact of your media.

Regardless of how and where the target becomes your customer.

**RESPONSE
ANALYSIS**

**CROSS-DEVICE
PIXEL TRACKING**

**POINT OF SALE
MATCHBACK**

(In Store/Retail, Web, Mobile)

We identify:

Winning combination of channels and strategies drive conversions.

What kind of improvements are possible. We scale down less effective tactics and serve up new tests.

Campaigns get smarter, more effective and more efficiently over time.

[Schedule a Demo →](#)



Today's Digital Landscape

Today's Digital Landscape is challenging

Brand's Need a Solution... to Reach Customers at SCALE

Cookies are Fading Away

The audience you can reach with cookie-based targeting is shrinking fast...

Already 50% of consumers are blocking cookies.

Plus...

Google has announced that 3rd Party Cookies will be eliminated by 2024

As cookies become less effective, your returns are going to shrink rapidly as well.

50%

Consumers already blocking cookies.³

Persona Based/Cookie Targeting is Inaccurate

Academic studies have shown that the current cookie-based persona targeting isn't all that accurate to begin with.

In some studies only impressions reach the stated target only 42% of the time!

42%
Accuracy of Persona Based
Targeting¹

¹Neumann, et al. 2019: *How Effective Is Third-Party Consumer Profiling and Audience Delivery?*. Evidence from Field Studies

²According to Jupiter Research

³<https://www.quantcast.com/blog/the-cookie-is-crumbling-what-weve-learned-so-far/>

⁴Google to Delay Third-Party Cookie Out Until 2024

Current Targeting Technology Encourages Waste and Fraud

Not to mention...

- Needless Technology
- Duplicated Traffic
- Endless Bots

\$68B

Wasted on ad fraud²

Is this making a difference to your marketing results?


¹Neumann, et al. 2019: *How Effective Is Third-Party Consumer Profiling and Audience Delivery?*: Evidence from Field Studies

²According to Jupiter Research

³<https://www.quantcast.com/blog/the-cookie-is-crumbling-what-weve-learned-so-far/>

⁴Google to Delay Third-Party Cookie Out Until 2024

Competitive Set

	Live Ramp	Lotame	Data Axle	
Look a Like	✓	✓	✓	✓
Custom Segments	✓	✓	✓	✓
Pre-Built	✓	✓	✓	✓
PII Data	✗	✗	✗	✓
Output:	Personas	Personas	Personas	Real People



Dragonfly links Consumer Attributes at the Human Level



The rest of the market identifies individuals at the persona level. Some studies show that Personas/Cookies are only 42% accurate!

Dragonfly Targeting unites both email and physical addresses with actual digital, mobile and offline behavior...all tied back to Real People.

Leverage our audience data to maintain the integrity of yours.

Our PII data is 100% secure, permissioned-based, opt-in, and CCPA, GDPR & CAN-SPAM compliant. In addition, we have complete ownership of our data.



Our Data is Certified



Our data outpaced its competitors in a study by Truth{set}, an independent firm that measures the quality of consumer audience data.

The Truthset Data Collective



Dragonfly Data is Precise, Relevant & Thorough



Mason Jones



62 Years Old



2501 Leon
Austin, TX 78705



masonluvsu@gmail.com



\$124,000/Year



Engineer



Has 3 Mobile Devices
(an iPhone, iPad and a SmartWatch)



Has an 85in Smart TV and
40in TV in the bedroom



Drives a 2020 BMW 3 Series - Lease is
up in 6 months



Registered Democrat



Investor in Index Funds



Likes to Listen to Business Audio Books



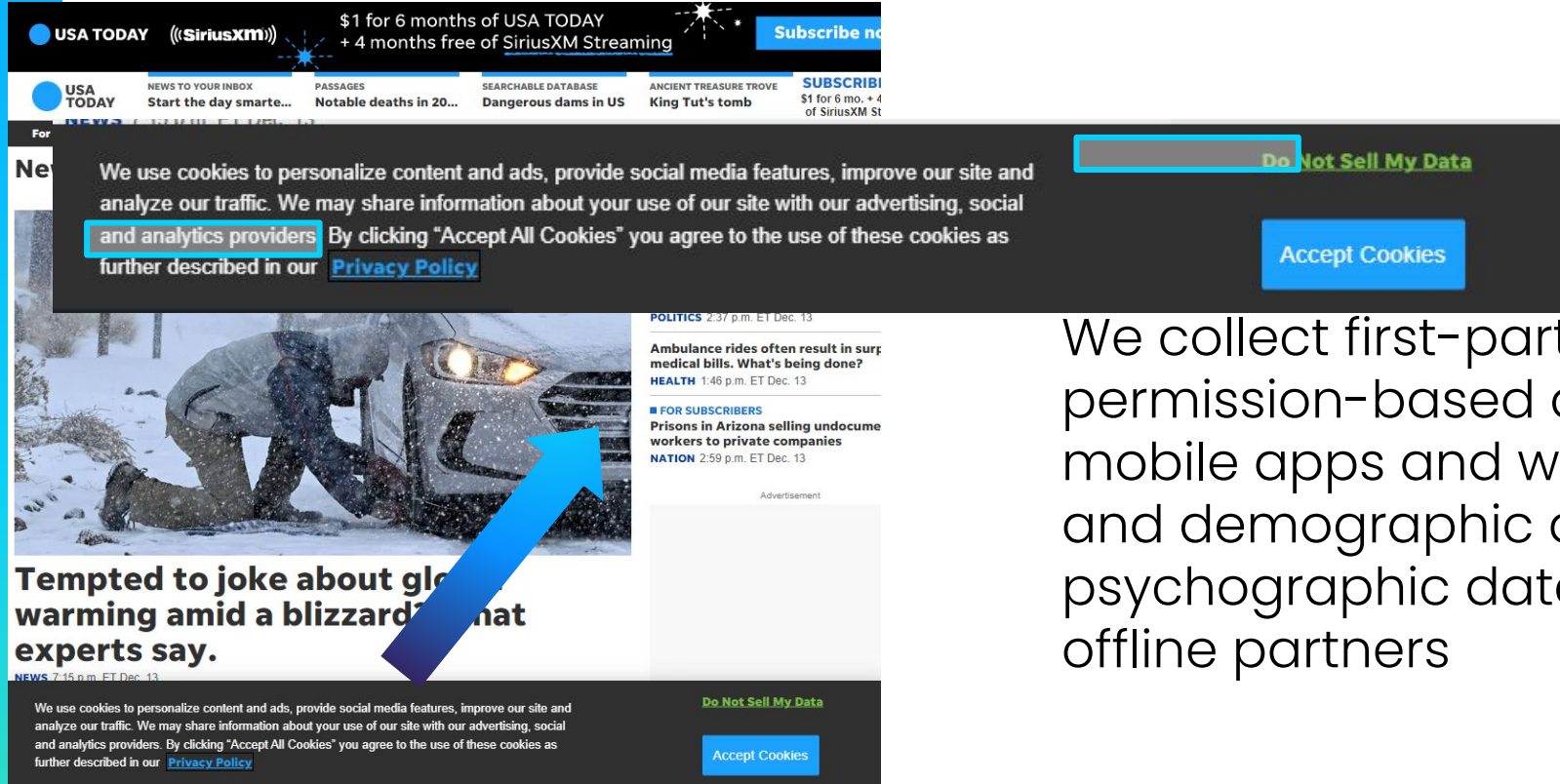
Likely To Spend \$10,000 on a
vacation to the Bahamas this year



Likely to Buy From Company
Donating to Charity

Plus 100's more attributes...

How is our data collected?



USA TODAY ((SiriusXM)) \$1 for 6 months of USA TODAY + 4 months free of SiriusXM Streaming [Subscribe now](#)

USA TODAY NEWS TO YOUR INBOX Start the day smarter... PASSAGES Notable deaths in 20... SEARCHABLE DATABASE Dangerous dams in US ANCIENT TREASURE TROVE King Tut's tomb [SUBSCRIBE](#) \$1 for 6 mo. + 4 of SiriusXM St

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Tempted to joke about global warming amid a blizzard, what experts say.

POLITICS 2:37 p.m. ET Dec. 13
Ambulance rides often result in surging medical bills. What's being done?

HEALTH 1:46 p.m. ET Dec. 13
■ **FOR SUBSCRIBERS**
Prisons in Arizona selling undocumented workers to private companies

NATION 2:59 p.m. ET Dec. 13

Advertisement

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We collect first-party, permission-based data from mobile apps and websites, and demographic and psychographic data from offline partners

Connected to the Devices They Use



Exclusive, Fully Consented and Permissioned Database:

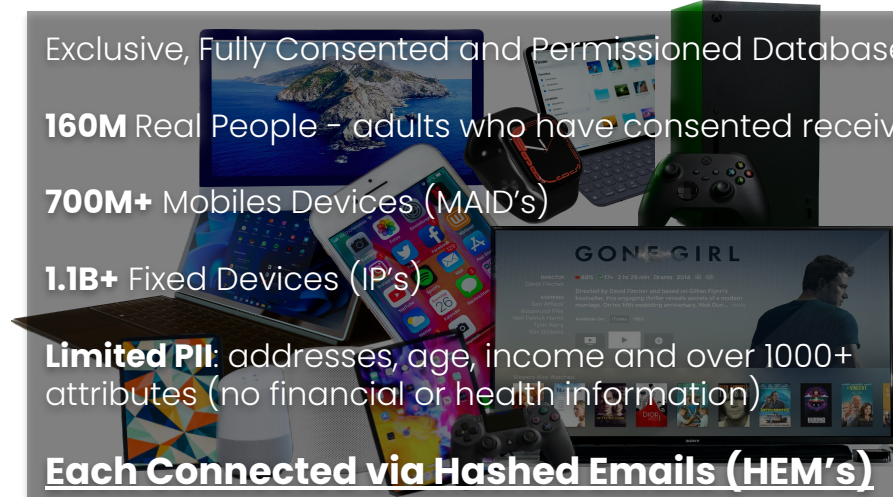
160M Real People - adults who have consented receive ads

700M+ Mobiles Devices (MAID's)

1.1B+ Fixed Devices (IP's)

Limited PII: addresses, age, income and over 1000+ attributes (no financial or health information)

Each Connected via Hashed Emails (HEM's)





The Team



Ron Corvino
CEO



After building four successful marketing companies (Integrated Media Solutions, Media Inc, Media Direct and Western Trading) each acquired by public companies (IPG and MDC), Ron Corvino is back with a revolutionary new approach to programmatic media.



Joe Volpe
President



Dragonfly Targeting offers PII Data so marketers can target real people in an intelligent and ethical way - and respecting individuals privacy.

No more cookies or bots--this is the real deal when it comes to effective media plans for individual consumers.



Gavin Ballas
COO



Combining Dragonfly's PII Data with dynamic creative optimization techniques, marketers can develop highly effective campaigns tailored specifically for each customer that will ensure maximum engagement levels across multiple channels online.

Put simply—it's time for CMO's everywhere to take advantage of this amazing opportunity provided by Ron and his team at Dragonfly Targeting!



Three Steps to Drive Results

1. Audience

Look A Like

Use customer data to find the Real People most likely to buy.

Pre Built

Pick from over 500 pre-built audiences of Real People

Custom

Use the 1000+ attributes to build a custom segment of Real People

2. Activation

Activate your defined audience of Real People across the media they use:

- Email
- Display
- Mobile
- Native
- Audio
- Video
- Social
- Direct Mail

3. Attribution

You will know:

- Who was served your ad
- What devices they saw it on
- Who engaged
- Who bought
- Who visited your store
- ...Each **down to the person.**

Answering the most important question:

Who should we target **next?**

[Schedule a Demo →](#)

Build the Look-A-Like Model



Identify universe of prospects for online and retail locations.



Compare Match customer file to EMN database.



Regression model based on key attributes with similarity to current customer behaviors.



Score the model based on the highest comparative attribute values.



Rank the attributes by deciles to determine selection criteria for target audiences.



Pre-Built Audiences



Job Seekers



Auto Shoppers



New Parents



College Students



Sports Fanatics



Urban Renters



Cruisers



Retiree



Savvy Savers



Jewelry Buyers

500+ pre-built standard audiences



Custom Segment



In Market	Geo	Income
Life Stage	Job Industry	
Purchase Propensity		Interests
Education	Travel	Web Browsing
Leisure Activities	Buying Power	
Media Consumption		Political Outlook

Plus 1000's more attributes...

Campaign Reporting



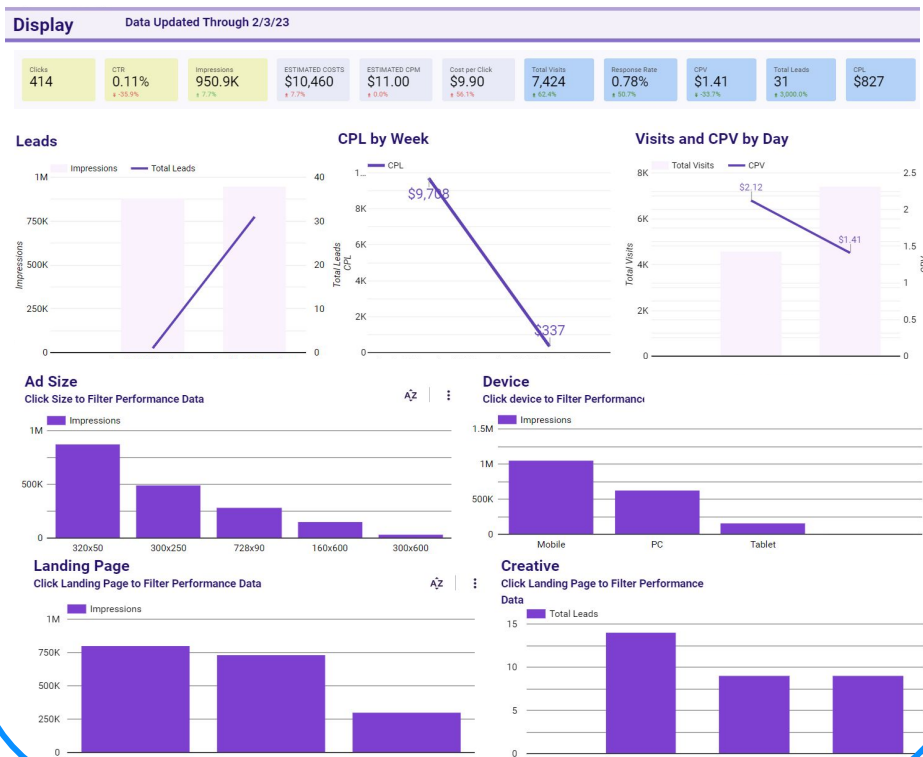
Accessible Campaign Metrics Provide Guidance on Day to Day activity.

These reports help inform mid campaign optimizations and changes.

However, they are only a snapshot of our progress.

They do not tell the complete story about the impact to the entire funnel and Lifetime Value.

Customized Dashboard



Managed Services

Audience Identification

Real People target audience and segmentation
Matching Customer file to EMN Database

Activation

Account Management
Planning and Activation

(Email, Display, Streaming Audio, Streaming Video, OTT and Social Media)

Results

Audience Insights and Recommendations
POS Matchback
Closed Loop Attribution and Reporting

Data Services

Direct access to our Real People data on the platform of your choice.

CUSTOMER SUCCESS SUPPORT

Access to Customer Success and technical support teams, who will provide guidance and best practice recommendations during the set-up and launch periods.

STRATEGIC SOLUTIONS

Weekly or bi-weekly updated audience recommendations, including Custom-Built and Pre-Built audiences.

ACTIVATION IN THE DSP OF CHOICE

Ability to activate all Dstillery audiences across multiple channels in the DSP of your choice.



Why the Dragonfly?

Why the Dragonfly?



Which animal is the most accurate and precise hunter in the animal kingdom?

The Lion, the Tiger, The Great White Shark...

Nope...It's the Dragonfly!

95% of the time the Dragonfly hunts it catches its prey!

We named our company Dragonfly Targeting because we believe with our data marketers can be just as precise and accurate!



Scheduling Page (calendly integration)



Emerging Media Network

People-Based Targeting for Acquisition Marketers

 25 min

We'll show you how to:

- Reach more potential customers
- Gain control of your reach and frequency
- Reduce wasteful spending on bad targeting
- Connect with our database of **160M+** adults
- Build your **Post Cookie Growth Plan**

[Cookie settings](#)

Select a Date & Time

February 2023



SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

Time zone



Pacific Time - US & Canada (6:13pm) ▼



Contact Us

Ready to Learn More?

Talk to our experts now.

We'll find a solution that's right for your business.

- Reach more potential customers
- Gain control of your reach and frequency
- Reduce wasteful spending on bad targeting
- Connect with our database of **160M+ Real People**
- Build your **[Post Cookie Growth Plan](#)**

We're happy to answer your questions.

Get In Touch