



# WHY WORK WITH NIAGARA MEDIA MACHINE?

**THE ANSWER,  
IN A NUTSHELL,  
IS ACCOUNTABILITY  
AND RESULTS!**



The digital marketing landscape is confusing, expensive and riddled with low quality solutions. Business owners need guidance from a trusted source that is armed with the expertise and access to the best technology and the best implementation teams.

Clients need to understand what to buy, how much to buy, how it works, and how to understand if it is working. You need a customized solution based on your goals and objectives.

## COMPETENCE

With a dedicated staff and associates of over 75 experienced professionals, NMM provides quality solutions for all your media needs. We are a one-stop media shop, delivering top-flight solutions which produce maximum return on your advertising investment. It is critical to the success of your campaign to have experts running it.

## GOOGLE PREMIER PARTNER

NMM is a **Google Premier Partner**, a level that only 3% of Google Partners qualify for. This provides NMM with unique access to Google's resources, providing our clients with many advantages we can implement on your behalf to optimize your ROI.

## CONSULTATIVE APPROACH

Our first focus is to understand your business from your perspective to properly identify which solutions will work best to solve your unique problems and concerns.

## TRANSPARENCY

Guesswork makes for bad decisions! Our clients can view, 24/7, every detail about their campaigns on NMM's proprietary dashboard. You can see progress and results for your entire campaign. Our dashboard also provides digital magazine advertisers with complete data confirming that distribution is proceeding as promised.

## SCOPE

We can reach your exact target market anywhere and everywhere customers are consuming digital content. We have all the tools to ensure your message reaches an audience that makes sense for your business.

## ACCOUNTABILITY

The NMM Operations Team is compensated based on achievement of your campaign goals. Your success is also their success.



### **GUARANTEED PERFORMANCE**

NMM provides our clients with several key performance indicators, such as CTR (click-thru rate - guaranteed); View-thru rate; and Conversion rate for all campaigns.

### **QUALITY OF ADVERTISING INVENTORY**

NMM delivers human traffic (not bots) on quality websites delivering optimal results. We reach 92% of the online population and 86% of mobile users. All our ad inventory displays 'above the fold'.

### **COMPLIANCE**

NMM complies with all established advertising standards.

### **NORTH AMERICAN VIEWPOINT & EXECUTION**

Nothing is done offshore, to ensure maximum clarity and effectiveness of your unique message.

### **COMPLIMENTARY LANDING PAGE EVALUATION**

Provided on request to all clients. An effective landing page is key to driving ROI from your ad. There are several 'must haves' for a good landing page, and we can make certain that your landing page has all the key factors for success.

### **CAMPAIGN OPTIMIZATION**

Your campaigns are optimized for peak performance 2-3 times a week to provide extensive audience engagement. (Industry average is only 2-3 times a month). This ensures that your messaging effectively targets your desired audience through continued improvement of the process.

### **GOOGLE ANALYTICS TRACKING**

Integrated with your campaign to show you how you're doing vs your competitors.

### **DAY PARTING**

Controls when your audience can view your message to ensure your message is only delivered at a time when it will be seen by your desired audience.

### **FREQUENCY CAPS**

Placed on the number of ads served to individual recipients ensures that ads won't be wasted by bombarding the same people too many times, which could be counterproductive and annoying, as well as wasteful. Our dashboard tracks this dynamically and adjusts ads sent accordingly.

### **STATIC IMAGE PIXEL**

Our static image pixel tracks your results individually to see which parts of your business are being most effectively targeted.

### **MESSAGE SCALABILITY**

NMM delivers all ads in appropriate sizes, depending on the device they are being viewed on, ensuring that they are easy and pleasant to view. With a majority of content now viewed on mobile devices, this is an extremely important component of every successful campaign.

**FOR FURTHER INFORMATION  
PLEASE CONTACT**

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