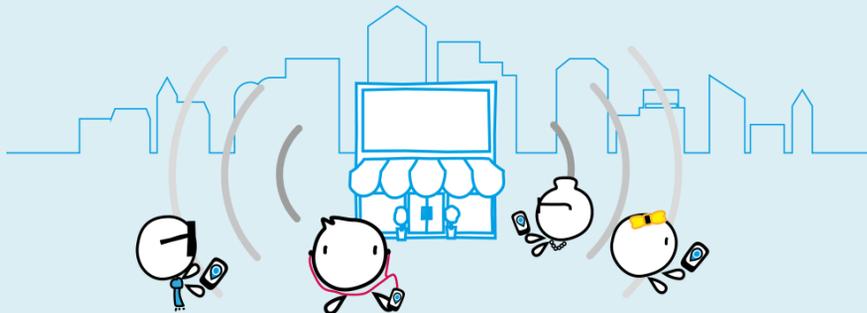
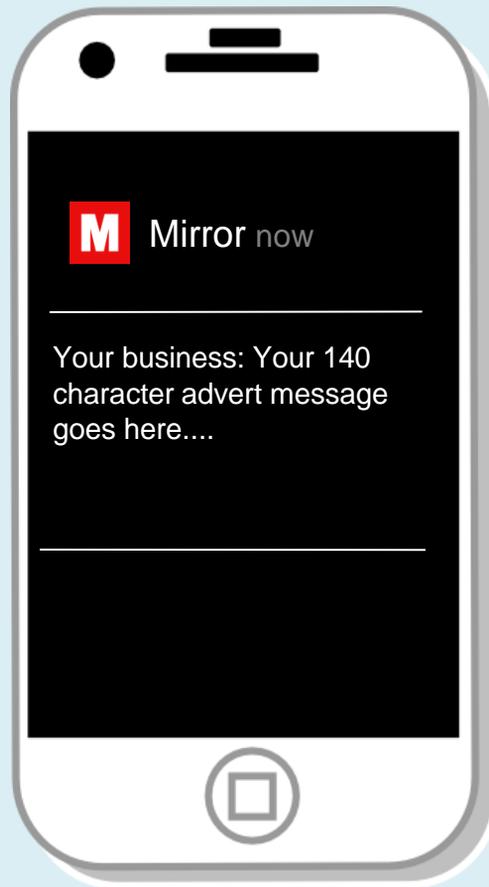


# Welcome to

smarter local advertising



# INTRODUCTION TO PINPOINT

## ABOUT PINPOINT

Welcome to pinpoint, the new smarter way to do local advertising.

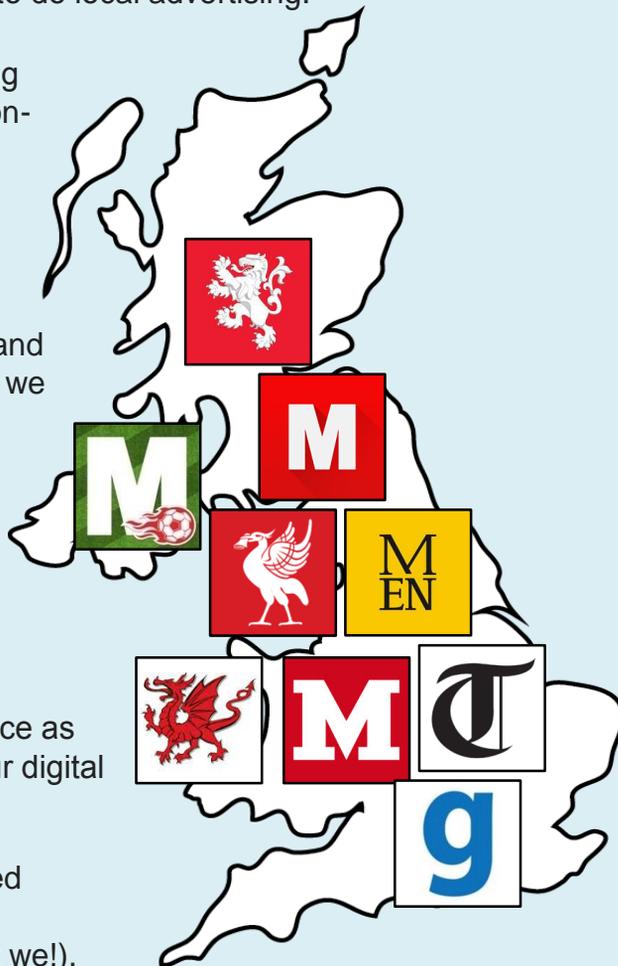
We're on a mission to make local advertising smarter by unlocking the potential of location-based mobile targeting for our advertisers, large or small.

We belong to Trinity Mirror Plc, one of the largest multimedia newspaper publishers in the UK and Ireland, with 5 national papers and over 100 regional titles – so we like to think we know a thing or two about local advertising!

The pinpoint platform helps advertisers target our combined smartphone app audience with location-based, mobile messages served via sponsored brand notifications.

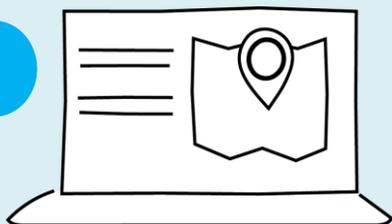
It's likely there's a good fit with your audience as over half the UK's online population visit our digital titles every month!

Typically, we recommend our location-based approach as an 'always on' channel on a marketing plan (we would say that wouldn't we!), hence the logic behind our bundled pricing plans...



# HOW IT WORKS

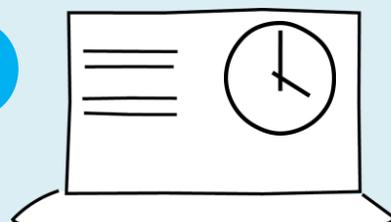
1



Creating a pinpoint campaign is a simple, 3 step process. Simply select your location area of interest on our easy-to-use interface and we'll tell you the available audience who've either been in or are currently in your chosen radius.

Decide whether you want to send your messages to go immediately or schedule them to arrive on a specific day of the week down to the exact minute. We find the timeliness of pinpoint is really powerful so its well worth taking a second to think when will be a likely time for your customers to choose your product or service.

2



3



Your pinpoint messages arrive first on the chosen mobile devices as sponsored push notifications from the host app and can click direct either to a URL or a bespoke 'voucher' page of your choosing.

# FLEXIBLE PACKAGES

We realise that different businesses have different marketing budgets so we offer a range of packages to suit your needs, starting with our Starter pack from 20p per message.



Once you've set your pricing plan you're free to top-up and add messages to your account at any time. So long as you top-up within a year of first signing-up you'll always access the price per message stated on your package.

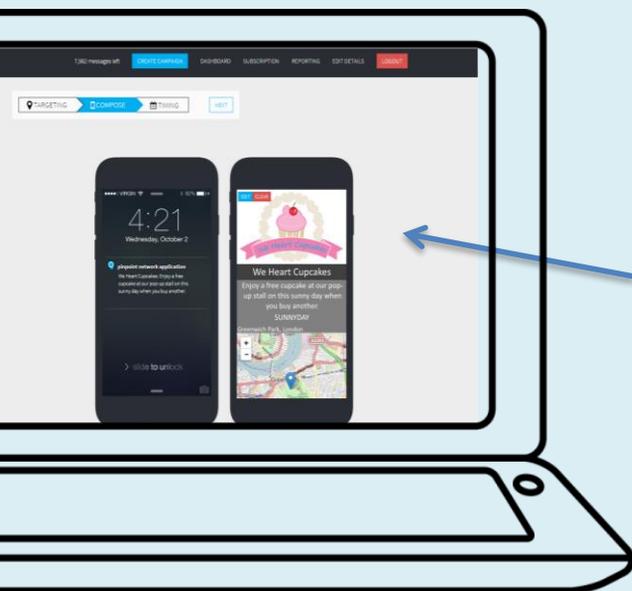
Of course if you want to upgrade to a higher pack and benefit from a lower cost per message you're welcome to do so at any time.

Any questions? Just email [support@pinpoint.tm](mailto:support@pinpoint.tm) to review your pricing plan with a member of the customer support team.

# SENDING YOUR FIRST MESSAGES

Our simple drag-and-drop controls for setting a geo-radius make it easy and fun to target your campaigns.

**TOP TIP:** Experiment with our time filters to broaden or narrow your targeting.

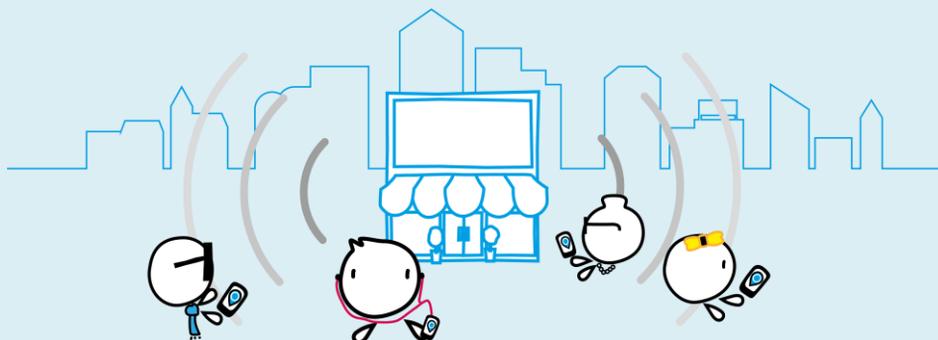


Our message preview let's you experiment and polish your campaigns before scheduling to send.

**TOP TIP:** The maximum text entry is tweet-length at 140 characters long, but we recommend front loading key info.

# GEOTARGET OR GEOFENCE?

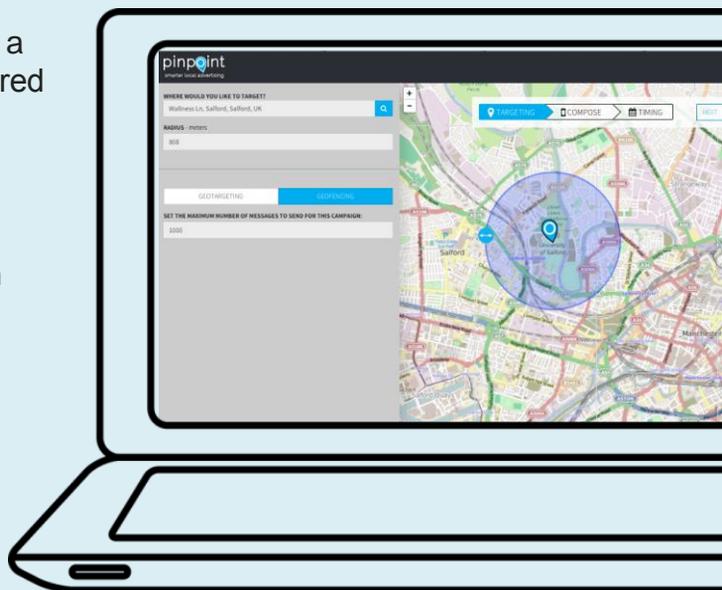
The typical pinpoint campaign targets users whose location patterns show they've *recently been* in a given area. Targeting potential customers based on their frequency and recency within the set locations is what we call 'geotargeting'.



At pinpoint we also offer the option to create a 'geofence' campaign that pro-actively targets handset users as they enter a defined perimeter *in real time*. A geofence campaign can be brilliant when used in combination with a voucher ad format to get a sales promotion into the hands of your passing traffic.

Simply toggle to the geofence option and set a maximum number of messages you're prepared to send by campaign.

**TOP TIP:** To ensure you allow a geofence campaign time to capture handsets, set it running in advance of the time you expect an audience to arrive!



# HAPPY TARGETING

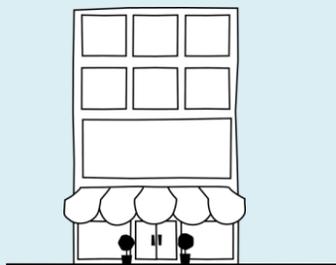
Targeting with pinpoint is where the fun really begins!

## 1 At home...



Target users who have repeatedly been in your chosen catchment area several times in the past week or month to identify a residential audience, e.g. 5 times in past 28 days. Then reach people where they are most likely to have time to regularly sit and browse apps, e.g. Sunday evening.

## 2 Have visited...



To target recipients who regularly travel into the vicinity of your store or business, get a 'snapshot' of people who have been within a certain area once within the last week or even up to three months..

## 3 In attendance...



With our geofence feature you can even find only people as they enter or exit a defined area in real time.

# IDEAS TO GROW YOUR BUSINESS

Hundreds of local brands across the UK are growing their businesses by using pinpoint to deliver against a range of tactics and strategies .



## Hyper-local Targeting

Reach a local audience at the right time and right place, defined down to relevant postcodes



## Appointment to Action

Use the timeliness of pinpoint to deliver prompts to action on specific days, hours and minutes



## Amplify other channels

Underpin other activity with pinpoint to extend reach and drive response



## Brand Awareness

Publicise your brand on the smart phones: devices we all check 150 times a day!



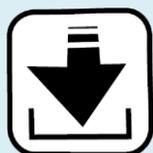
## Generate Footfall

Drive visits to your physical outlets from local residents or regular commuters



## Drive to M-site

Generate locally targeted visitors to your mobile sites and offer pages



## App Download

Drive mobile installs to your app from a locally-defined audience



## Event Promotion

Drive awareness of your event from a local catchment area



## Sales Promotion

Send sales vouchers direct to the mobiles of prospects in your area

## SOME FAQs

### **PERMISSION & PRIVACY**

All Trinity Mirror app users opt-in to receiving local deals, offer and news alerts via pinpoint when they sign-up to each app in the network. Users can opt-out at any time.

### **FREQUENCY**

We run frequency caps so that users don't receive an excessive number of messages in a given period of time, which results in users opting out. This means the pinpoint messages our audience do receive not only come from a trusted brand but are valued and opened.

### **CHANGING MY PRICING PLAN**

Whilst our pricing plan incentivises bulk purchase (as we see location-based marketing as an always on channel) we allow customers to move within packages at any time or, indeed, switch to pay as you go.

### **URL OR VOUCHER?**

URL campaigns work best if you simply want to direct recipients to a well-optimised m.site. The voucher option is perfect for directing your customers to your physical outlet or store with a bespoke promotion code or offer in the palm of their hand.

### **THE IDEAL MESSAGE TEXT**

To reduce the likelihood of cropping within the preview, reduce your message to around 70-80 characters and put any calls to action or offers at the beginning of the message.

### **THE IDEAL VOUCHER CAMPAIGN**

The best use of a voucher campaign is to direct customers to your physical store with a time sensitive offer. For voucher campaigns you'll need two images and have additional text to play with.

### **MEASURING SUCCESS**

Your campaign performance will automatically appear in the MY DASHBOARD section.

Any questions? Just email [support@pinpoint.tm](mailto:support@pinpoint.tm) and a member of the customer support team will be only too happy to walk you through any of the steps above.

# DON'T JUST TAKE IT FROM US

At pinpoint we're proud to be working with hundreds of brands and businesses across the UK. Big household names such as Paddy Power, Virgin Trains and M&S are working with us to add the magic of location-based targeting to their mobile marketing strategies.



But pinpoint isn't just for companies with nationwide presence and budgets to match... As a service, pinpoint comes into its own at a regional and local level by allowing advertisers to use location to remove wasted ad spend from their media plans.



At a regional level we work with a host of brands from five Manchester local authorities to event promoters across UK to deliver a qualified, regional audience.

At a local level we're already working with hundreds of local, small to medium enterprises across the UK and Ireland to offer a revolutionary new approach to local marketing. In days gone by pre-internet local advertising would have begun with a call to the Yellow Pages. Today pinpoint offers local businesses the chance to engage directly with prospects and customers in their defined catchment area.



pinpoint is already working at a hyper-local with mobile savvy business owners, just like you, from across a cross section of business categories: pubs, clubs, restaurants; universities, colleges and schools; car dealerships and garages; retailers; theatres and cinemas; gyms and spas.



*We used pinpoint to drive download of our app in Manchester and saw results sixteen times more effective than conventional banners. We recommend pinpoint as a new mobile advertising solution.*



## HERE TO HELP

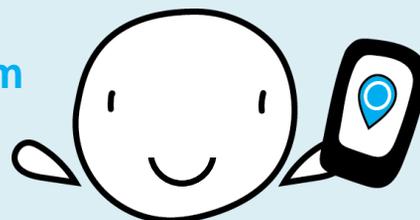
If you're looking for a way to cost-effectively target area either in the direct vicinity of your business or wider catchment area, you've found it!

pinpoint lets you get out the right message, at the right time, to promote your business to our readers on the devices they can't be without.

In this guide we've explored some of the great features and uses of location-based mobile advertising for you business, but these are by no mean definitive so please get in touch to discuss how pinpoint can work best for you.

To learn more about us, live chat with the team or request a call back, head to our website: [www.pinpoint.tm](http://www.pinpoint.tm)

Or drop us a line on [support@pinpoint.tm](mailto:support@pinpoint.tm)



We're happy to help, so get in touch!

