

The Right Signal. The Right Customer. The Right Return.

Advertising spend shouldn't feel like a gamble.
AIM Data gives you the visibility to make it count.



The Marketing Challenge

Marketers are drowning in data — but still missing their best customers.



Wasted Ad Spend

Campaigns reach broad, unqualified audiences — burning budget on people who will never convert.



Invisible Visitors

Up to 97% of website visitors leave without converting, with no way to identify or re-engage them.



Missed Timing

Without real-time intent signals, brands reach prospects too early, too late, or not at all.



Lost ROI

Fighting for the same audience in a limited environment, significantly increases the cost per acquisition.

Driving 14x ROI: From Attribution Blind Spot to Full-Funnel Clarity

THE CHALLENGE

Sole reliance on Facebook Lead Forms, no way to tie in-store sales back to digital ads, and an average \$6–7K ticket requiring multiple touchpoints before purchase.

THE SOLUTION

Replaced native Meta targeting with AIM Pulse, Lookalike, and Global audience lists. Layered in Amazon OTT and SEM. Implemented a CRM matchback model to connect digital exposure to in-person dealer sales for the first time.

AIM Data

Meta

Amazon OTT

SEM

SEO

THE RESULTS

14xROI in
90 Days**31%**Audience
Match Rate**5**Integrated
Channels

How AIM Data is Collected in Real Time




**Home Purchase Intender
(Ideal Customer Profile)**



Browsed Homes.com



Used The Zillow App



Visited A Realty Office



Clicked On A Redfin Ad



Read An Article On
"Being A First Time Home Buyer"

From Signal to Sale — How AIM Data Works



DATA SIGNALS INGESTED:



Pixel & Web Activity



App Engagement



Location & Geo



Device & IP Data



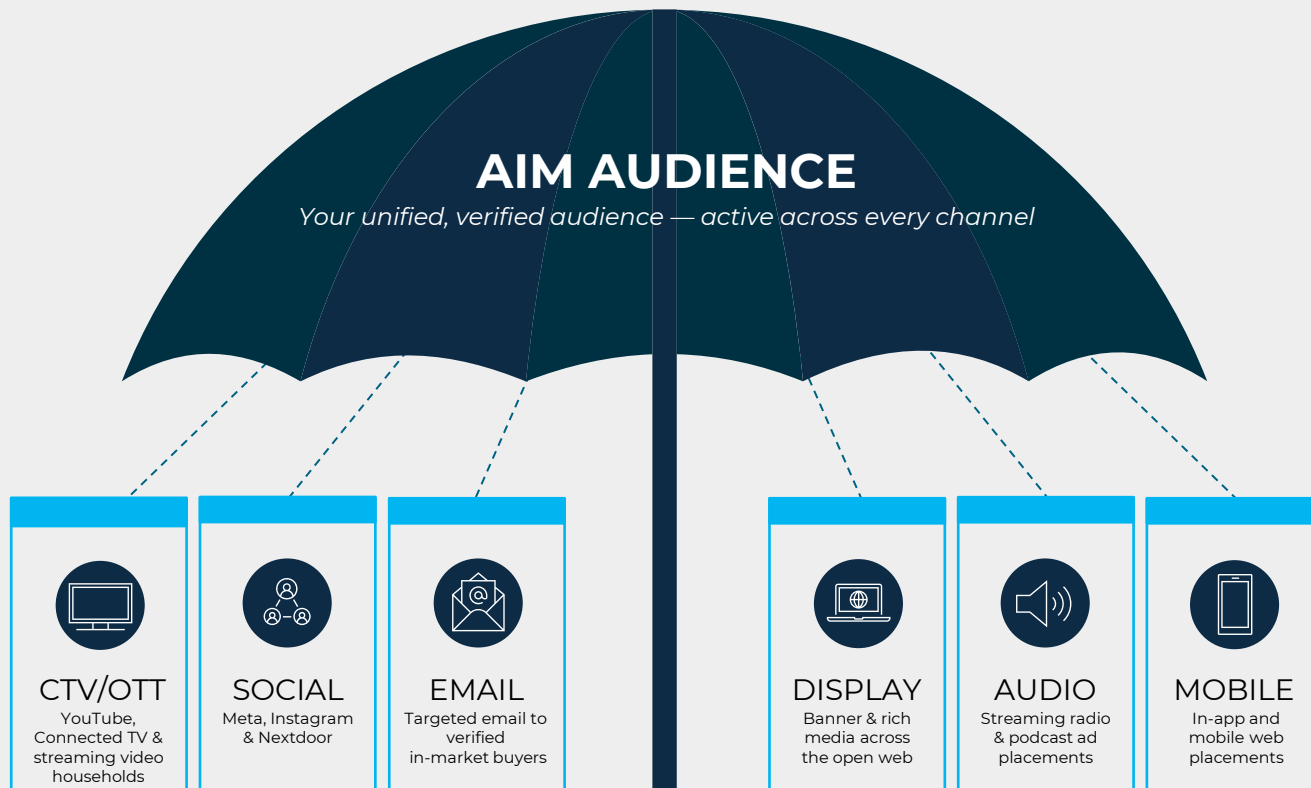
Content Signals



In-Market Buyers

ACTIVATION CHANNELS: CTV/OTT · Social · Email · Display · Audio · Mobile · Programmatic

The AIM Audience Umbrella



WITHOUT AIM

- X** Each channel targets its own audience
- X** No shared data between platforms
- X** Duplicated spend across tactics
- X** Attribution is fragmented & unclear

WITH AIM

- ✓** One audience across every channel
- ✓** Built-in continuity & frequency control

What Customers Gain



Reduce Wasted Spend

Stop paying to reach the wrong people. AIM Data precision-targets audiences who are already in-market and ready to buy.



Grow Your Customer Base

Find thousands of lookalike prospects that mirror your best customers — automatically identified by AI, no agency needed.



Act on Real-Time Intent

Know who's searching for your product right now. Reach buyers at peak intent before your competitors even notice them.



Prove & Improve ROI

Full campaign attribution shows exactly which ads are driving results, so you can double down on what works.



Simplify Activation

Target audiences directly to any platform — CTV, social, display, mobile, audio — from a single, seamless workflow.



Own Your Data Strategy

Move beyond reliance on data monopolies. AIM Data gives brands full control of their audience intelligence.

Matchback Data: Closing the Attribution Gap

Most advertising platforms only track what happens online. AIM Data's matchback model connects your digital ads to real-world purchases — even when the sale happens in a store.



STEP 1

Ad Is Served

Consumer sees your ad across digital channels



STEP 2

Purchase Happens

Customer visits dealer & buys in person



STEP 3

CRM Record Captured

Dealer logs the sale in their CRM system



STEP 4

Match Is Made

AIM links the CRM record back to the original ad exposure



WHY IT MATTERS:

The portable building case study achieved a 31% match rate — proving that AIM's audience lists were directly aligned with real buyers, and allowing continuous campaign optimization based on actual sales data.

Website Traffic Summary (From AIM Pixel Data)

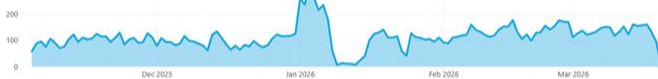
(Users who visited the website and matched a profile in the AIM Database)

9/18/2025 3/20/2026

Total Unique Users

12,385

Unique Users by Day



utmSource/Medium

utmCampaign

All

All

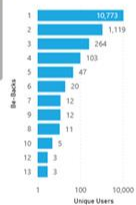
Webpage Contains

Contains any

Example: "Thank"

Year	Month	Unique Users	utmSource/Medium	utmCampaign	Unique Users
			fb / paid		5,238
			google / cpc		5,021
2025	November	2,191	google / cpc	cmg-a-jan2026	2,682
2025	December	2,360	facebook / paid	2025 brand awareness video ad	952
2026	January	3,183	facebook / cpc	cmg-f-traffic-evergreen	665
2026	February	3,207	facebook / paid	top 10 all dealers	575
2026	March	2,192	fb / paid	120234668227550645	519
			google / cpc	[campaignname]	311
			facebook / cpc	cmg-f-adoxy-bannmade	270
			facebook-site/link / paid	2025 brand awareness video ad	209
			facebook / cpc	cmg-f-adoxy-newbuild	168
			whet / video	digital2025	106
			google / organic	gho	103
			facebook / cpc	cmg-f-traffic-custombuild	61
			whet / display	digital2025	55
			fb / paid	120235407947160645	52

Be-Backs by User



CMG Local Solutions

AIM Data: Better Together

AIM Data doesn't replace your existing ad platforms — it makes every one of them dramatically more effective.



AIM +

Social

Replace Meta's native audiences with AIM-verified prospects. Same ad budget, far less wasted spend, and dramatically better lead quality.



AIM +

OTT / CTV

Reach in-market households on connected TV with audiences built from real buyer data — not broad demographic guesses.



AIM +

Display + OLV

Layer in AIM data to maximize frequency and ensure customers take action, helping increase conversions from this qualified audience.

300M+

U.S. Consumer Profiles

350+

Real-Time Data Sources

2

Core Components
(AMP + In-Market)

1

Unified Platform
to Activate Them All

Stop Guessing. Start Knowing.

AIM Data gives your marketing team the intelligence, audiences, and activation tools to reach the right customers at the right moment — every time.



The AIM Customer Journey

From raw buyer signals to measurable results — in four steps.

AIM Collects Buyer Intent Signals

- Pixel & web activity
- Location & geo data
- In-market behavior
- Content signals

Build an Audience

- ICP definition
- Lookalike modeling
- 7-day intent refresh
- Global suppression

Upload Audience into Platforms

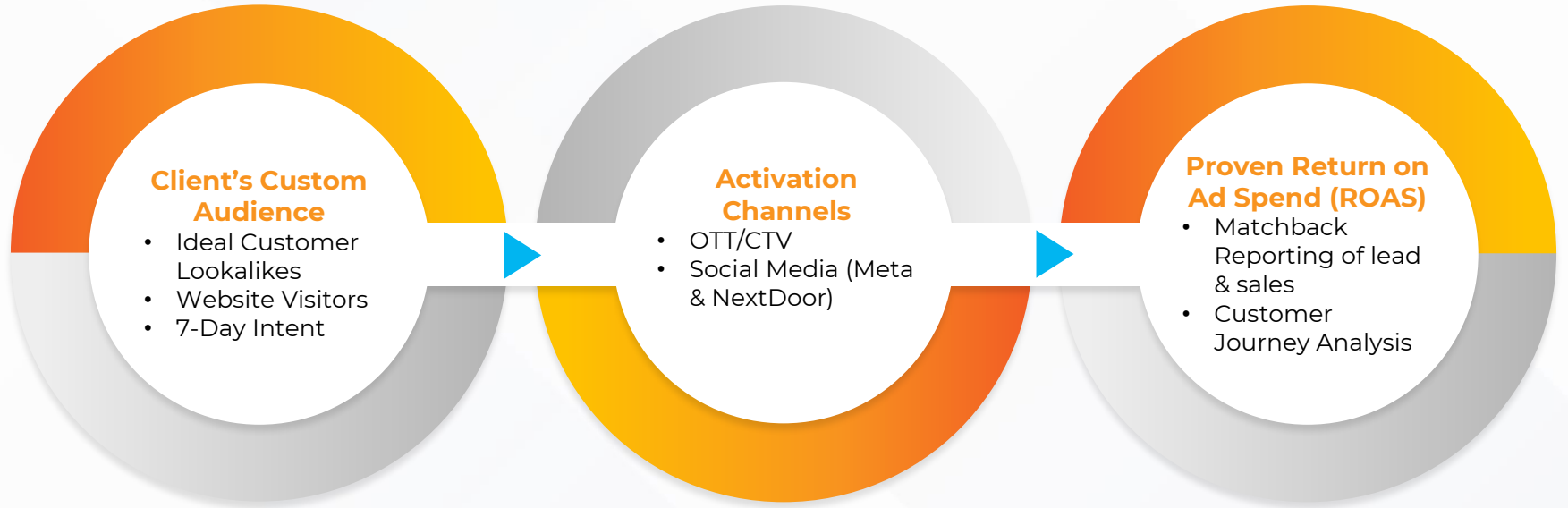
- Social
- OTT/CTV
- Display + OLV

Get Better Performance

- Higher match rates
- Lower cost-per-lead
- Full attribution

Campaign Strategy: The CMG Way






Custom Audiences Fueling our Campaigns & Driving Proven Results



From Billions of Daily Signals to Precision Targeting

The right signal. The right customer. The right moment. That's AIM Data.

BILLIONS OF DAILY SIGNALS

-  Pixel & Web Activity
-  App Engagement
-  Location & Geo
-  Device & IP Data
-  Content Signals

350+ DATA SOURCES

-  Customer Data
-  Demographic Data
-  Intent & Behavioral Data

AUDIENCE DATA PLATFORM



300M+

U.S. Consumer Profiles Updated Monthly

TARGET AUDIENCES

-  In-Market Buyers
-  Luxury Homes
-  Health & Wellness
-  Travelers
-  Local Shoppers

ACTIVATION CHANNELS

-  CTV/OTT
-  Social
-  Display
-  Audio
-  OLV


How AIM Data is Collected



**The Customer
(Ideal Customer Profile)**



Website Visits




App Engagement



Mobile Location



Ad Interaction



Content Interaction
(Reading a Blog or Article)