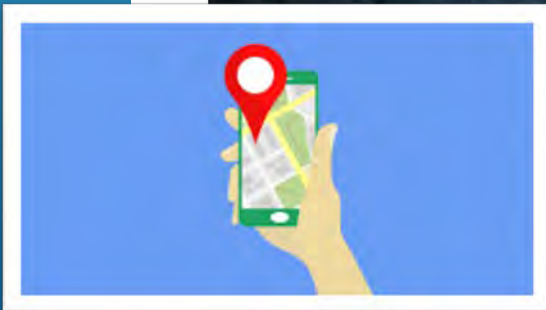




TC-05

KOOL PAK | BEST PRACTICES

GEO-FENCING



Mobile Screenshots:

Kool Pak Trucking – Recruiting 2017

KOOL PAK
LEADERS IN WORRY-FREE LTL SHIPPING

WHY GEO-FENCING?



Geo-fencing is a variation on the more commonly known geo-targeting – that is, restricting the placement of digital ads so that they only show up to users within a predefined set based around the location of the user's IP address.

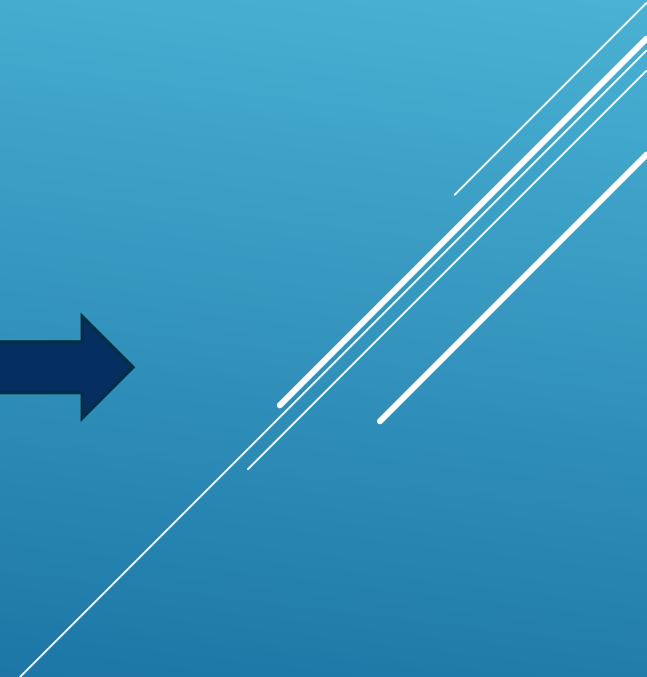
With the increasing movement of consumers from traditional web browsing (i.e. laptop and desktop computers) to mobile browsing on tablets or smartphones, advertisers are now using a new mobile marketing technique called geo-fencing when trying to target potential employees or customers.

For example:

Tired drivers who are waiting at distributions centers for hours get on their phone to make the time go by.

We dropped the pin at locations we pick up and deliver to because we want to attract the same type of drivers we currently staff.

Costco, Hengingson Cold Storage, Safeway Distribution, Winco, Ralphs, Vons, C & S Cold Storage. You get the hint!





Vision Mobile: Screenshots

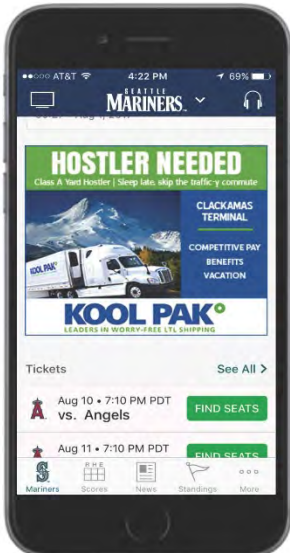
Recruiting - 2017



768x1024



320x50



300x250



320x480



728x90



Results for KOOL PAK
30 day campaign

Total Impressions Ordered: 350,000

Total Impressions Delivered: 424,921

Impressions Delivered as Added Value: 74,921

Engagement by Posting:

Regional Driver – .41

Seattle Local Driver - .21

Warehouse Associate - .43

Class A Holster (Campaign stopped once job was filled) - .20

Per vision during the 30 day campaign:

Hyper Local targeting continues to be our best deliverable. Continue to push max impressions to the people at competitor trucking companies. Retargeting engagement is also higher than most campaigns. This means people who have clicked on the ad a first time, are continuing to resonate with messaging after it is being served to them.

* Our marketing team is in process of evaluating the results & screen shots used during this campaign. Next TC-05 meeting we will have more results.