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# Dynamic Media

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- Creative Ideas

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• March 24, 2015

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# Triggering Ads – RSS Jackpot



Default Ad



Triggered Ad (Jackpot > or = 30)



# Twitter-Using Keywords



Keyword – “Tuna”



Keyword – “Steak”



Default Ad



Keyword – “Scallops”



Keyword – “Steak & Lobster”

# RSS Populated & Driven Conditionally



RSS Feed "Sting" – Conditional Keyword "Sting"



RSS Feed "John Mayer" – Conditional Keyword "John Mayer"

# Dynamic Counters



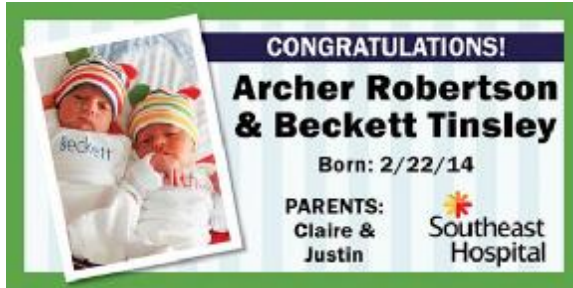
Software Counters – Countdown, Up or Periodic Down

# Web Photos



Automatic photo insertion from web content

# Web Photos



Endless possibilities for

- Auto Dealers
- Photographers
- Contests





# Dynamic Ads – Twitter Populated



Tweeting Information to your ad



# Weather Driven



"Sunny"



"Rain, Showers"



Default



"Rain"



"Cold"



"Snow"

# Weather Driven Ads – RSS Keywords



Default



"Rain, Showers"

# Well timed Creative



Breakfast



Lunch



Dinner



Friday's



Hot Weather > 80 F