



# ADS THAT EMPOWER

You need high-impact **creative**, premium **inventory**, smart **targeting** and advanced **measurement**. We do it ALL.



# OUR STORY

What started as a random act of kindness...

...turned into a national charity and movement.



**Pay Away**



ABOUT ADLUGO

# ADLUGO ON A MISSION

At ADLUGO, we are an advertising technology company **dedicated to empowering brands through innovative and effective digital marketing solutions.** As a minority and woman-owned business, we bring a unique perspective to the advertising industry, emphasizing diversity, equity and inclusion in all that we do.

**m.a.v.e.n**  
diversity



**WOMEN**  
OWNED



OUR MISSION

# NON-PROFIT COLLECTIVE

At ADLUGO, we believe advertising can drive meaningful change. Through our **Non-Profit Collective**, we support carefully chosen charities that uplift marginalized and underbanked communities.

With every campaign, a portion of our profits is donated, **empowering our clients** to join us in creating opportunities and fostering brighter futures. We also encourage brands to champion the causes closest to their hearts by integrating their preferred charities into our campaigns.

**Together, we can make a lasting impact—one campaign at a time.**





# OUR VALUE TO BRANDS

## ADVANCED TARGETING

Reach your target audience with precision using data and content to align your message with the right people.

## MEMORABLE CREATIVE

We create high impact, multi-language ad experiences spanning rich media, audio, video, CTV and more, all built as an added value service.

## OPTIMIZED FOR IMPACT

We measure and optimize your campaign for your key media engagement metrics, plus ADLUGO donates a portion of the proceeds to support non-profit organizations helping underserved communities.



# REACHING YOUR AUDIENCE



ADLUGO uses **ID-Less** and **cookieless signals** at the household level to segment the entire US population into targetable audiences, called **HOUSEHOLD IQ+**. This includes up to **7,000 data attributes for 127M US households**.



HOUSEHOLD IQ



HOUSEHOLD IQ

HOUSEHOLD IQ



HOUSEHOLD IQ

# MULTICULTURAL & DIVERSE AUDIENCES

*Purchasing power of diverse audiences in the US was \$4.2 trillion in 2020 and is expected to reach \$7 trillion by 2025.*

– eMarketer

BILINGUAL  
MILLENNIAL  
FAMILIES

AFRICAN AMERICAN  
ENTREPRENEURS

DIVERSE BEAUTY  
ENTHUSIASTS

LGBTQ+ FREQUENT TRAVELERS

DIVERSE HEALTH - FITNESS  
ENTHUSIASTS

ASIAN  
AMERICAN  
CAREGIVERS

HISPANIC  
CULTURAL  
GUARDIANS

DIVERSE AFFLUENT  
PROFESSIONALS

MULTICULTURAL  
ENVIRONMENTALISTS

HISPANIC CULINARY  
ENTHUSIASTS



# ENGAGING YOUR AUDIENCE ACROSS QUALITY SUPPLY

ADLUGO partners with the leading SSPs to give you access to the highest quality, premium inventory to find and engage your audiences.

We can apply any contextual targeting or inclusion/exclusion lists to make sure we are aligned with your definitions of brand safety and quality.

## OUR SSP PARTNERS:

Magnite

OpenX

Index<sup>1</sup>  
Exchange

PubMatic

AccuWeather

BET★

zynga

yahoo!

babycenter

WebMD

ESPN

allrecipes

PCWorld

NATURALLYCurly

TRAVEL+  
LEISURE

CarGurus

BuzzFeed

Parents

NFL NFL.COM



# MINORITY OWNED MEDIA

ADLUGO is a minority and woman owned company, and we are dedicated to diversity, inclusion and empowerment, supporting underrepresented voices.

Working with us we can deliver a portion of your campaign creative on sites majority owned by those in underrepresented communities.

## Targeted deals across:

- AFRICAN AMERICAN
- HISPANIC
- ASIAN AMERICAN/PACIFIC ISLANDER
- INDIGENOUS/NATIVE AMERICAN
- LGBTQ+
- WOMEN
- VETERANS



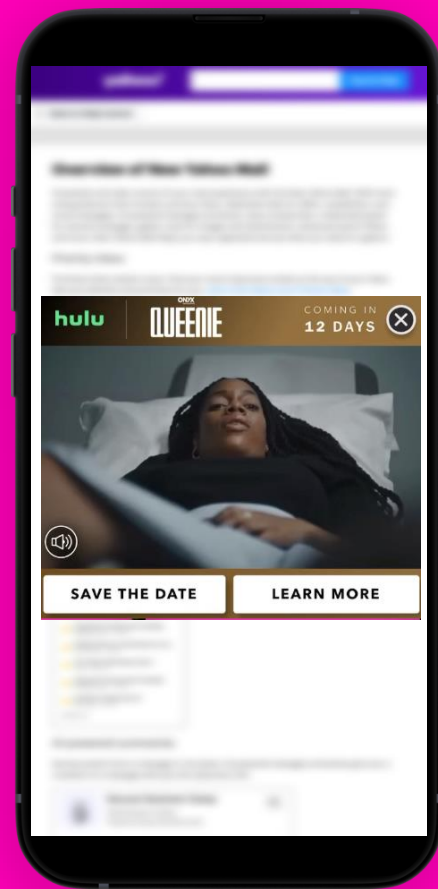
# ADLUGO CREATIVE STUDIO

ADLUGO-built creative spans all digital screens including **MOBILE, DESKTOP, TABLET, CTV** and more.

Our in-house design team creates memorable experiences spanning rich media, video, native, audio and everything we build can be created in multiple languages.

## Features include:

- **TAP TO MAP – STORE LOCATOR**
- **ADD TO CART - SHOPPABLE**
- **MULTI-LANGUAGE**
- **VIDEO**
- **GAMES**
- **CAROUSEL**
- **WEATHER**
- **CALENDAR – SAVE THE DATE**
- **SOCIAL MEDIA**



# ADLUGO Measurement Partner Ecosystem

ADLUGO is integrated with the most trusted solutions for full funnel accountability and brand safety. In partnership with our measurement partners, we can optimize your campaigns for a wide range of **performance outcomes spanning:**

- AWARENESS
- CONSIDERATION
- CONVERSION
- MEDIA ENGAGEMENT
- SALES LIFT
- FOOT TRAFFIC
- APP DOWNLOAD
- VIEWABILITY
- ATTENTION
- BRAND SAFETY
- IVT
- INCREMENTAL REACH
- PRESCRIPTION LIFT
- AUDIENCE REACH



Adelaide



LUMEN®



IN|MARKET

Placed  
powered by **FOURSQUARE**



Pathformance

# ACTIVATE YOUR WAY



## CURATED DEALS

- Quick & Seamless Activation
- Custom Audience & Creative Services
- No Spend Minimums
- DSP Set-Up & Bid Guidance
- Daily Performance-Based Optimizations

## MANAGED SERVICE

- White Glove Service
- Custom Audience Creation
- In-House Creative Capabilities
- Dedicated Optimization Team
- Robust Campaign Reporting

All major DSPs available, including:





**By supporting and investing  
in those around us, we create  
a ripple effect of positive change,  
fostering a brighter, more  
inclusive future for everyone.**

*Lydia Lugo, Founder and CEO of ADLUGO*



# THANK YOU

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