



"Back, back to school again!"

Using real-life movement & ad exposure data
to build essential audiences



67,000+
Learning
Locations

- Schools
- Daycares
- Colleges/Universities
- Tutoring Centers

30,000+
Shopping
Spots

- Clothing & Shoes
- Grocery Stores
- School Supplies
- Tech Shops

1,900+
Leisure
Locales

- Amusement Parks
- Zoos & Botanicals
- Movie Theaters
- Arcades

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CHAMELEON
DIGITAL MEDIA

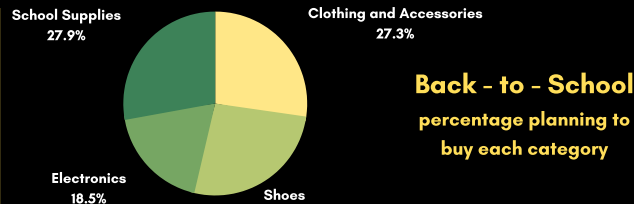


Its time to start Back to School Shopping. .

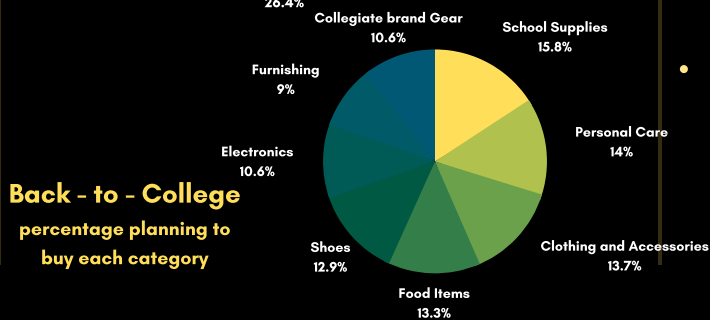
2021 is a year that is looking at opening up most of the country. With a rollout of the vaccine and most schools reopening and students heading back to school, Chameleon Digital Media can help you help students plan their Back to school journey.

- The primary shopper for a elementary school student are the parents or the guardians. The main back to school journey starts with backpacks, treats, tech tools clothing and stationary. Chameleon Digital media can help you map out this journey or locations of interests this target audience frequent

\$789.49 Is how much parents with children in elementary school and high school plan to spend per family



- The majority of college and university students prefer to leave their nest and to live alone on and off campus meaning their dorm room is where they will spend most of their time.



- Bedding, storage, organization tools, bathroom supplies, decor, tech and appliances or cleaning supplies are part of their new dorm life essentials.

Chameleon Digital Media provides you the flexibility you desire to reach each one of the customers on their back to school journey which includes, parents, teachers, students. Chameleon Digital media can reach any audience in any time frame and no limitation to number of locations. You choose your window.

YOU CAN SELL TO ANYONE, BUT YOU CAN'T TARGET ANYONE . . .

Chameleon is a digital media company that uses location-based data to determine its key audiences. This data allows us to understand the journey of the Back to School consumer by mapping out their real-life movement using people primary evening (Home), daytime (Work) location data, or shopping patterns as the anchor to understanding this journey of mobile devices; location-specific or having been exposed to an ad.

Data collection from Schools, Colleges, University and back to school stores and audience include seeing future customers inside stores that provide School and University Supplies and Students going back to school.

SOLUTIONS THAT WILL DRIVE ROI

Accuracy makes the difference, eliminating wasted ad impressions by targeting ads truly where your customers are.

Chameleon is the exclusive provider of UberMedia, marketing leader DSP & participates in ad exchanges, collecting data in the process by displaying banner/video ads in over 100,000+ apps via ad exchange SDK.

19 + MIL.
Monthly Active
Devices in Canada

3 + BIL.
Data Points Per
Month in Canada

180 + MIL.
Monthly Active
Devices in Canada

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