

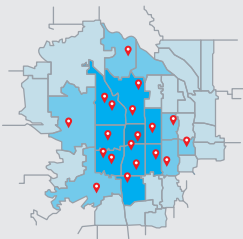
# NOVUS NEXT

We are an independent media planning and buying agency that specializes in highly customized, locally targeted media of all types. No one is better at driving traffic where you need it—be it to physical locations or online.



## OUR DIFFERENCE IS YOUR COMPETITIVE ADVANTAGE

### WE PLAN WITH LOCAL GRANULARITY



Minimize waste while zeroing in on your best prospects.

### BUILT FOR RESULTS, CUSTOMIZED TO YOUR KPIs



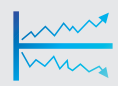
**+19% ROAS**

Optimized market-level strategy for retail furniture client.



**-11% CPMs**

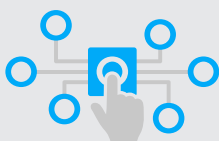
for TV/radio buys for major fast food restaurant client.



**-60% CPL**

and lead volume grew +358% for retirement living client.

### UNIFIED DIGITAL FOR HOLISTIC, REAL-TIME OPTIMIZATION



### PROXIMITY

NOVUS

One powerful trading desk that reaches all biddable channels.

- DESKTOP DISPLAY
- MOBILE DISPLAY
- ONLINE VIDEO
- CONNECTED TV
- DIGITAL OOH
- STREAMING AUDIO
- PAID SEARCH
- SOCIAL MEDIA
- NATIVE + AFFILIATE

### FASTER, DEEPER INSIGHTS

# 50k

store- and trade area-level datapoints automated for rapid decisioning.



### DEPTHFINDER

NOVUS

### THE NOVUS PHILOSOPHY

Geography is destiny; where people live, work and play is inextricably linked to every aspect of life—from the teams they cheer, to how much money they make, to how they are motivated by media.

### FEATURED CLIENTS

