

# KL Media Partners with Ai Media Technology Have the Most Advanced Platform for Online Advertising Available Today

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## Superior Data

**Data well beyond Google Analytics** - Our proprietary 'IP Capture Technology' enables us to track the complete path that a person takes to perform a desired action beginning with capturing the actual keystroke a user types into any search site. We then can follow a user across all platforms of search, display, mobile, social, and across all devices, pinpointing the location of the user down to the street level.

## Advanced Analytics - Beyond last click Attribution

**This sophisticated set of data enables our platform to know not just the last keyword that caused a conversion but all the keywords that were used along the way** and the search engines, pages within content sites, and pages on your website that were visited.

## Conversion (ROI) Based Optimization -

The primary goal of every online advertiser is results, ROI, not just clicks, impressions, CTR's. **Our unique platform tracks sales, leads, phone calls, emails, form submissions, live chats, etc.**, down to the zip code level, **and in real time optimizes against those data points**. This complete attribution of keywords and intent, across all devices and platforms is what enables us to improve your ROI within 90 days.

## Cutting-Edge Technology (Patent Pending)

**Cookies v/s IP Capture?** Our 'IP Capture Technology' is not limited to a 30-day window as cookies normally allow. **Our IP Address tracking continues for the lifetime of a campaign**

## Data Driven Decisions - Real Time Adjustments

Once armed and optimized with this powerful data, the **KL Media / Ai technology platform makes bid adjustments in real time, and changes creative in real time to match keywords** (with client approval).

## Google Recognition / Partnership

- In 2007 Google recognized Ai's unique IP Capture Technology, they were 1 of 3 U.S. technology agencies invited into Google's Agency Edge
- Today, we are 1 of 7 technology companies in the US authorized by Google to execute proxy redirect technology in Google's exclusive Google Partners.

We do not require code on site or additional work from the client.

*For more information or an in person presentation contact*

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