

RESOLUTION NO. 15-104

**A RESOLUTION AUTHORIZING THE PAYMENT OF AN INVOICE BY THE CITY OF PORT ARTHUR SECTION 4A ECONOMIC DEVELOPMENT CORPORATION IN THE AMOUNT OF \$11,760.00 TO MULTIVIEW, INC., OF DALLAS, TEXAS, FOR A BEHAVIORAL TARGETED CAMPAIGN, IN AN AMOUNT NOT TO EXCEED \$11,760.00. FUNDS ARE AVAILABLE IN PAEDC ACCOUNT NO. 120-1429-582.59-06.**

**WHEREAS**, the City of Port Arthur Section 4A Economic Development Corporation ("PAEDC") requests to market and advertise Port Arthur as a place to do business on a global market level highlighting Port Arthur's economic incentives and promoting these incentives nationwide so that companies build and/or relocate to the Port Arthur area; and

**WHEREAS**, MultiView is a behavioral advertising company offering PAEDC 700,000 impressions plus 300,000 bonus impressions based on manual and algorithmic campaign optimization, competitive analysis for market share regarding targeted advertising, custom agency IAB compliant creative advertising design, reflecting brand initiatives; and

**WHEREAS**, at a special Board meeting on February 23, 2015, the PAEDC Board of Directors voted to enter into a service agreement with MultiView for a targeted campaign for 2015 at a cost not to exceed \$11,760, as set forth in the executed agreement attached hereto as **Exhibit "A"**; and

**WHEREAS**, after 180 days, if MultiView has not delivered fifty (50%) percent of the stated impressions, PAEDC can terminate this agreement without penalty; and

**WHEREAS**, this targeted campaign will carry 700,000 impressions plus 300,000 bonus impressions, which will allow PAEDC the opportunity to keep up with manual and algorithmic campaign optimization; and

**WHEREAS**, the cost for this targeted campaign with MultiView is \$11,760, and based on Port Arthur's geographic location as well as our ability to move product faster and more cost effectively, we need to be able to capture and retrieve data more efficiently and effectively to continuously identify our return on investment.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PORT ARTHUR, TEXAS:**

**Section 1.** That the facts and opinions in the preamble are true and correct.

**Section 2.** That the City Council authorizes PAEDC to pay the invoice to MultiView, Inc., in the not to exceed amount of \$11,760, for a targeted campaign, in substantially the same form as attached hereto as Exhibit "A".

**Section 3.** That a copy of the caption of this Resolution be spread upon the Minutes of the City Council.

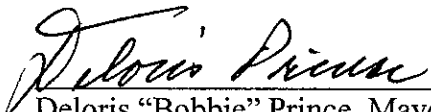
**READ, ADOPTED AND APPROVED** on this 17<sup>th</sup> day of March A.D., 2015,  
at a Meeting of the City Council of the City of Port Arthur, Texas, by the following vote:

AYES:

Mayor: Prince; Mayor As Jim Freeman;

Councilmembers: Scott, Hamilton, Albright, Mosely,  
Lewis, Hellebranson and Frank.

NOES: \_\_\_\_\_

  
Deloris "Bobbie" Prince, Mayor

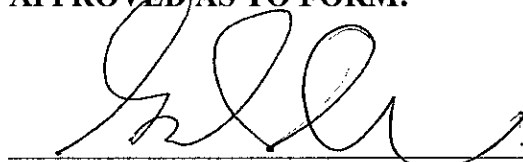
**ATTEST:**

  
Sherri Bellard, City Secretary

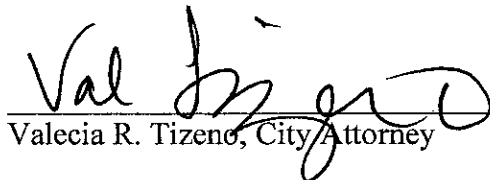
**APPROVED:**

  
Floyd Batiste, PAEDC CEO

**APPROVED AS TO FORM:**

  
Guy N. Goodson, PAEDC Attorney

**APPROVED AS TO FORM:**

  
Valecia R. Tizeno, City Attorney

**APPROVED AS TO AVAILABILITY OF FUNDS:**

  
Deborah Echols, Director of Finance

# **EXHIBIT “A”**



THE NATION'S LEADING BUSINESS-TO-BUSINESS  
DIGITAL PUBLISHER OF BUYERS GUIDES AND NEWS BRIEFS

# MULTIVIEW INVOICE

[www.MultiView.com](http://www.MultiView.com)

Bill To:  
Port Arthur Economic Development  
Attn: Accounts Payable  
4173 39th Street  
Port Arthur, TX 77642  
USA

For questions regarding your advertisement,  
please contact customer service at  
(800) 816-6710  
For billing questions,  
please contact accounts receivable at  
t : (972) 402-7070  
f : (972) 402-7035  
[ar@multiview.com](mailto:ar@multiview.com)

Invoice #	Authorized By	Sales Rep	Account #	Invoice Date
STD111560 B	Ranoda McClain	Austin Stitt	40672728	12/17/2014

Description	Run Dates	Qty	Total
<b>MULTITARGETED (MultiView) MultiTargeted</b>			
Targeted Campaign - 1,000,000 Impressions	12/17/2014 - 12/17/2015	1	\$ 11,760.00
<b>Total for MULTITARGETED</b>			<b>\$ 11,760.00</b>

**Total Amount \$ 11,760.00**  
**Total Due \$ 980.00**

See terms of usage at [www.multiview.com](http://www.multiview.com). Advertiser indemnifies Multiview against losses or liabilities arising from this advertising.  
Multiview assumes no liability.

**Due: 3/15/2015**  
Invoice #: STD111560 B  
Amount Paid: \$ 980.00

**MultiView Inc.**  
**P.O. Box 202696**  
**Dallas, TX 75320-2696**

# TARGETED CAMPAIGN

BEHAVIORAL ADVERTISING



## TARGETED CAMPAIGN CONTRACT

DATE: 12/17/2014

PREPARED BY: Austin Stitt

PREPARED FOR: Ranoda McClain  
Port Arthur Economic Development Corp

TARGETED CAMPAIGNS	SERVICE ELEMENTS
Creative Design	Creative and data in-house agency consultation
Manually Configured Data	Competitive analysis for industry niche targeting
Premium Service	Advertising unit design with unlimited revisions
Inbound Leads Summary	Dedicated account manager and service package 365
ILS Portal Access	Search and site retargeting
	Reports and analytics suite with insights
	Advertising distribution
	700,000 + 300,000 bonus impressions
<b>TOTAL</b>	
<b>\$11,760</b>	

### STANDARD TERMS AND CONDITIONS:

- 12 monthly payments of \$980 each
- First payment is due upon receipt
- The remaining 11 consecutive monthly payments will be due on the 15<sup>th</sup> day of each month starting on 3/15/15
- This will be paid in the form of: check
- Dates of term: 2/15/15 – 2/14/16

### SERVICE GUARANTEE:

- Initial discovery call and consultation
- Custom agency IAB compliant creative advertising design, reflecting brand initiatives
- Unlimited revisions to creative advertising units
- Reporting and analytic insights to communicate campaign performance and opportunities for optimization
- Relevant context/data analysis for Targeted distribution of creative
- Manual and algorithmic campaign optimization
- Competitive analysis for market share Targeted Advertising

After 180 days, if Multiview has not delivered 50% of the stated impressions, client can opt out of this agreement without penalty.

Thank you for your business, all sales are final. We look forward to working with you to help meet your advertising objectives. For questions regarding billing, please contact the MultiView finance department, available at [ar@multiview.com](mailto:ar@multiview.com).

This Contract and the terms herein are collectively referred to as the "Agreement".

Multiview, Inc

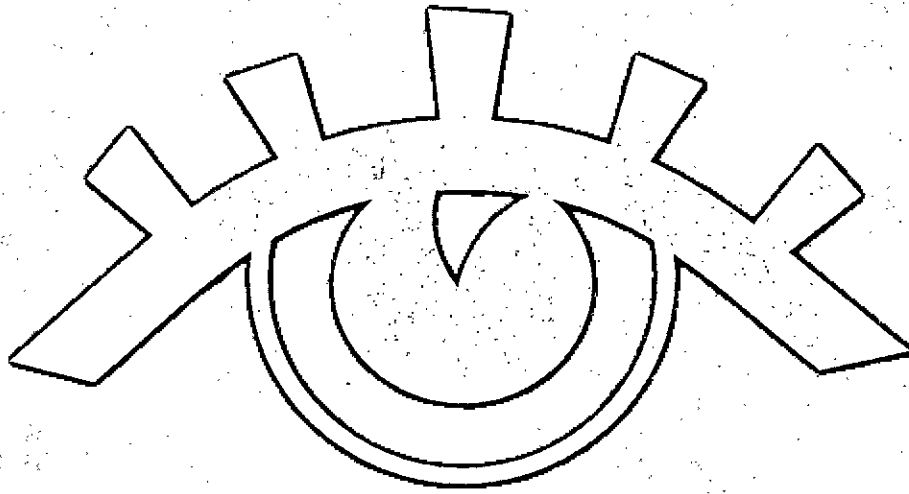
Port Arthur Economic Development Corp

Signature: Sean Clayton  
Sean Clayton (Dec 17, 2014)

Email: [sclayton@multiview.com](mailto:sclayton@multiview.com)

Signature: Ranoda McClain-Lee  
Ranoda M/CLain-Lee (Dec 17, 2014)

Email: [rmccain-lee@paedc.org](mailto:rmccain-lee@paedc.org)



**Full-Service, Targeted B2B Advertising Campaigns**  
**Right Person - Right Message - Right Time**

# BEHAVIORAL MARKETING

Remember when your mother would tell you, "Don't judge a book by it's cover." So why is stereotyping the first thing we learn in marketing?



MULTIVIEW

Behavioral Marketing is the next generation of online advertising. It's a new way of thinking that breaks digital marketing through the old limits of traditional marketing.

Until now, digital marketing meant buying ad space on a site where you hoped your audience would be. It was the online equivalent of buying a roadside billboard and crossing your fingers your target audience would drive by. It was both broad and limited.

With Behavioral Marketing, your campaign is free of those constraints. Paired with real-time bidding, you can track individual users and present your ads on a case-by-case basis. You're no longer wasting billboard views, you're delivering your message to your buyers individually.

Segments break audiences into demographic pools based on primitive data; location, business size, perceived industry and others. None of these are predictors of buying behavior and may not be up-to-date. Behavior-based tracking, however, reflects real-time user interest. A user searching for "office chairs" and "desks in bulk" and visiting websites like OfficeDepot.com is more

likely to be ready to purchase office furniture than a lead that simply belongs in the "Facility Managers" segment.

Data has evolved to the point that it can tell us what businesses want. Search retargeting uses queries and user search data to measure buyer behavior and intent and uses this data to present them with the products and companies that answer the questions they're asking.

Harvard Business School professor Clay Christensen calls this process "Integrating around the job to be done." The user "hires" a product to a "job". Understanding this helps companies develop their marketing plan around what causes a business to buy a product and not by their identity within a particular demographic segment.

Behavioral targeting and real-time bidding offer incredible granularity and nuance in campaigns. Combined, they allow businesses to display their messaging in front of buyers looking for companies like them - while they're looking for them.

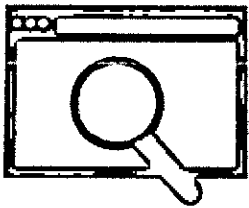
MultiView Inc  
7701 Las Colinas Ridge  
Suite 800  
Irving TX 75063  
p: 972.402.7070

RIGHT PERSON  
RIGHT MESSAGE  
RIGHT TIME



# TARGETED CAMPAIGN

Programmatic - Behavior based display advertising.  
Specializing in B2B marketing.



## **SITE RETARGETING:**

An invisible pixel coded into your website that allows MultiView to track your visitors even after they leave your page. We then present the visitor who has abandoned your website with your ad as they browse the internet, enticing them back and helping you recover those previously lost customers.



## **SEARCH RETARGETING:**

Here, we qualify potential buyers by their keyword and long-tail search queries in order to later target them with your company's ad. Your ad presence is no longer limited to the search results page as it is with ad platforms such as Google's AdWords. Our ad exchange program offers your company exposure across the internet.



## **COMPETITOR CONQUEST**

Our technologies allow us to target audiences that are either looking for your competitors or have already found them. We hone in on their website URLs, key-brand terms, and their existing SEM strategy to help you to expand your company's market share.

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# ASSOCIATION AFFINITY

Drive your behavioral campaign with industry leading knowledge,  
using proprietary data and 20 billion searches per month.



MultiView makes all the difference in B2B behavioral advertising. We understand industry verticals and what makes B2B marketing so unique. MultiView is the largest B2B digital publisher in the world.

Currently partnering with more than 2,100 trade associations across 51 different industries and serving ads for more than 60,000 advertisers. MultiView publishes buyer's guides, electronic newsletters, and website advertisements. We offer digital marketing oppor-

tunities that put businesses directly in front of your audience at the moment they are ready to buy.

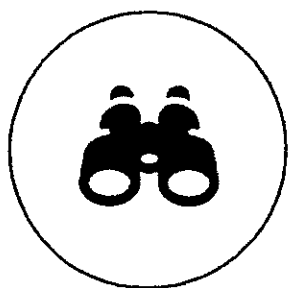
MultiView is able to use proprietary search data that has been accumulated over the years through partnering with these associations. Using this data to specifically target markets for your campaign ensures that your ads are being displayed to your relevant audience.

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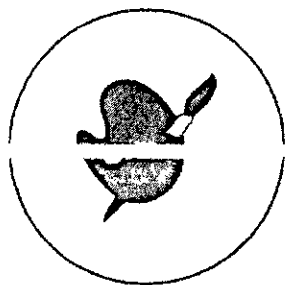
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# INDUSTRY DEFINING SERVICE

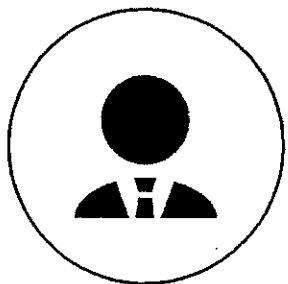
Ad-Tech and marketing agencies nickle and dime clients for services.  
MultiView stands alone in providing complete end-to-end service.



To initiate the Targeted Campaign, MultiView assigns a data analyst to each campaign. The analyst will look into 3 distinct levels of search terms (raw industry terms, competitor terms, and branded terms). On a monthly basis, the client's assigned Data analyst performs a SWOT analysis of the campaign. Under performing terms are critically looked at for relevancy or efficacy. The campaign improves over time through manual optimization. Our client's budgets are not wasted.



MultiView's Targeted Campaign includes an assigned Art Director from our in-house creative agency. Our art directors work with our clients to develop a story around their message and convey that unique story through display ads. Ownership of creative as-sets remains with our clients forever. We will make changes to creative as needed in order to perfect your message. Our experience and abilities save our clients .time and money in costly creative.



"Always on" is not set and forget. All Targeted Campaigns have an assigned account manager that will meet with each of our clients on a monthly basis to review high level data and analytics. These dedicated account managers work as an extension to our client's marketing team, acting as the internal coordinator for the campaign. This is to ensure that as the campaign progresses MultiView is meeting the goals and expectations of our clients.

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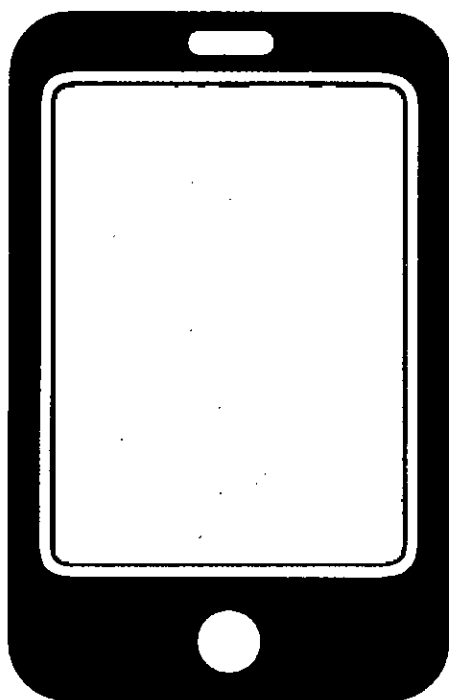
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# MOBILE OPTIMIZATION

A Targeted Campaign reaches beyond the desktop to connect with your potential customers wherever they are.



MULTIVIEW



We live in a fast-paced world and we don't want to be confined to our desks. Commercials for the next big laptop have been replaced by a need for the next new smartphone.

The shift to mobile usage will have an effect on our marketing efforts. Advertising via mobile devices is a different process than traditional desktop ads. A mobile, responsive campaign adds a layer of creative complexity. To best serve the mobile experience, a mobile optimized targeted campaign allows us to create ad sizes compatible with all mobile devices.

To ensure that your Targeted Campaign can reach your potential customers on their mobile devices, MultiView distributes up to 20% of your campaign to smartphones and tablets.

## Mobile Optimization:

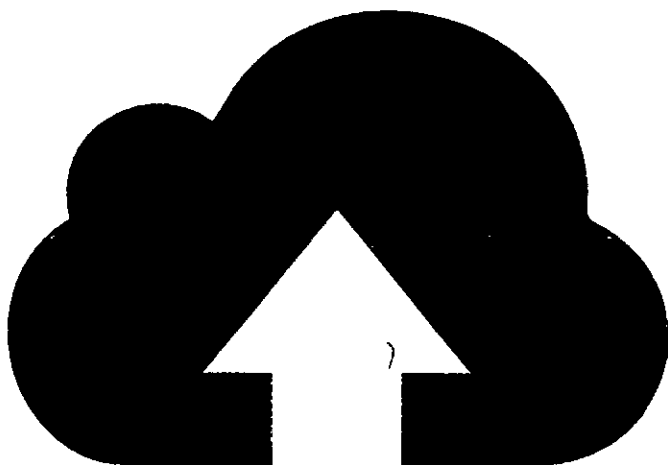
- Additional Creative
- A/B Testing
- Mobile Behavior Analysis
- Mobile Focus

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# DATA ONBOARDING

Harness your existing CRM data. MultiView can target your leads on sites they visit most outside of the retargeting profile.



In addition to targeting the B2B buyers that are exhibiting buying behavior for our clients' products, we also target their offline data by matching their buyer's Unique IDs to their first party data. To do this, the client simply provides us with an e-mail list and we scour the internet for Unique IDs that match their data. The benefit to your client is they are able to have a customized message in front of an audience they care about.

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# INBOUND LEAD SUMMARY

Don't waste your time looking for outside leads and use the ones you already have. Feed your sales team using Anonymous User Identification.



MULTIVIEW

# ILS

99% of site traffic remains anonymous without ILS. The pixel that we place on our clients' websites not only identifies buyers, but provides detailed lead information on the companies that have visited their website, uncovering the anonymous B2B leads that already exist.

The pixel uncovers each lead's company name, location, and phone number. We aggregate the list every 24 hours and send the leads to the client through an automated email.

Now the control of the sales conversation is in our client's court. They can use this data to take proactive action in contacting these buyers for potential businesses.

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# WE ARE MULTIVIEW AND WE ARE FEARLESS!



MULTIVIEW

## OFFICES

### **Scott Bedford**

Chairman & CEO

### **Dan Maitland**

President

### **Ben Maitland**

EVP of Sales and Marketing

### **John Merris**

VP of Programmatic Advertising

### **Sean Lowery**

VP of Creative Strategy

Headquarters  
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Suite 500  
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p: 385.374.6500

50 Minthorn Blvd  
Suite 800  
Thornhill, Ontario L3T 7X8  
p: 905.889.6555

163 Waterfront Street  
Suite 300  
National Harbor, MD 20745  
p: 202.684.7481

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RIGHT MESSAGE  
RIGHT TIME

# MULTIVIEW TARGETS YOUR BUYERS

We empower your business to keep your message  
in front of valuable buyers. Here's how:



## YOUR WEBSITE

We are able to engage visitors long after they abandon your site. A simple, invisible line of code identifies visitors; they are instantly added to your campaign.

## SEARCH ENGINES

MultiView indexes 22 billion search queries every month. We capture buyers searching for identified keywords and terms relevant to your business.

To maximize the effectiveness of your campaign, 30 days of search history are analyzed to ensure that multiple buyer behaviors are present.

## YOUR COMPETITORS

Buyers leaving competitors' websites and buyers searching for competitors, their products, and their services are identified and targeted. This enables your business to stay top-of-mind as prospects are evaluating the solutions they need.

## WHAT HAPPENS NEXT?

Your purpose-built creative follows buyers on a wide network of premium websites. We optimize the results in real time to drive market-leading conversions.

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