

# Revolutionizing Capital Markets Marketing with Specificity

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Precision Marketing for Stock Awareness, Building Liquidity  
and Driving Investment

Presented by



(OTCQB: SPTY)

# WHO WE ARE:

At Specificity, we forge partnerships to secure the most granular data available and combine data aggregation with cutting-edge and emerging technology. Specificity is one of the very few companies in the U.S. that can identify audiences and deliver marketing on a granular level and in real-time. Our tool eliminates bot traffic by verifying our audiences with signal data, guaranteeing the presence of an actual person. Our device graph utilizes signal data to suppress mechanical or bot MAIDs (mobile ad ID and is the identifier of the device; smartphones, tablets, laptops, connected TVs or any device that can be served an ad on any platform). A bot is detected by its behavior such as a bounce within milliseconds or being connected to a bot farm IP address.



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# OUR SOLUTION:

Our solutions address several marketing challenges like the spend waste due to bot traffic and inaccurate audiences in capital markets, while protecting consumer privacy and maintaining full legal compliance.

## Here's how:

- Proprietary process that never requires the possession or use of personally identifiable information.
- Repurposed widely adopted technology to incorporate smarter data insights in real time.
- A network of data sources delivering in total access to over 5 billion data points.
- An ecosystem allowing for contextual data layering in audience buildout.
- Hybrid strategy that ensures perfect engagement and engagement attribution.



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# OUR TECH STACK INCLUDES:

- **Meta**
- **Facebook**
- **Instagram**
- **Threads**
- **TikTok**
- **LinkedIn**
- **DSP**
- **Display ads**
- **Connected TV**
- **Retargeting**
- **Programmatic**
- **Text Messaging**
- **Ringless Voicemail Drops**
- **Email Marketing**
- **Automated Marketing**
- **Landing Page Conversion**
- **Web Traffic Aggregation**
- **Search**
- **Google**
- **Bing**
- **Yahoo**
- **Social Search**
- **Social Listening**
- **Domain Targeting**
- **GEO Fencing**

# STRATEGY OVERVIEW

Locate & serve ads to the specified transactional retail investor audience to drive awareness and investment.

The data segments are built through our data partner Deliver, that can arrive at targeted audiences based on transactional retail investments, online visit behavior on sites like OTC, NYSE, NASDAQ, broker app behavior like etrade and schwab, and capital investment events attended. We do not receive personally identifiable data in the audience creation, it is built out using their bitos and MAIDs -- these are unique IDs that identify the devices connected to the person.

**Bito:** the identifier of the person and is different depending on the platform.

**MAID:** mobile ad ID and is the identifier of the device; smartphones, tablets, laptops, connected TVs or any device that can be served an ad on any platform.

## Strategy 1

The initial phase will be done to drive awareness to investors for liquidity. With the segmented audiences we will split the budget to deliver testing within each segment. We will be testing things like the content versions, the best performing platforms for each segment, the top performing placements and device types served. These will be measured in each segment to further refine the saturation and performance of those segments and determine which audiences are the best.

## Strategy 2

We can also target specific segments to drive private purchases for capital raises. This can be done using some of the same intent and audience segments with different messaging outside of strictly awareness messaging. We can launch a more directed effort within the audience segments for specific offerings to produce the highest results.

# UNDERSTANDING CAPITAL MARKETS

Everyone is forced back into the same old stale data built through broker connections since the iOS 14.5 update. This audience is saturated and hit hard for investment opportunities repeatedly. Specificity does not need to rely on this relationship built data and can get fresh, real intent data based on actual behaviors. What makes us valuable in this area is the fact that we have done it ourselves. We have wasted money and time pitching groups of “investors” brought to our table that had no interest or understanding in our industry.

## Target Audience:

- Transactional retail investors, Institutional investors, private equity, investment banks, financial advisors, health sector investors, etc.

## Market Trends:

- Identifying the trends and behaviors that correlate to renewed interest for investment. Tracking trends of past interest who are now ready for investment. For example, those looking at company financials in your sector.

# SPECIFICITY'S APPROACH

## PRECISION MARKETING

- We are experts at designing campaigns to fit our clients' needs, and messaging for each segment.
- All devices reached are 100% human
- Only targeting the people most likely to convert into an investor.
- Rely on the campaign data and analytics to make optimization decisions.

## TAILORED STRATEGIES

- Customized marketing strategies designed specifically for capital markets.
- Messaging for each segment and goal.
- Funnels built for each segment and goal.
- Nothing in our strategy is static and evolves based on performance and analytics.

## CROSS-CHANNEL INTEGRATION

- We deliver ads to literally any connected device your potential investor uses, including smart phones, desktop, mobile devices, connected TVs and streaming devices.
- We focus on high-quality impressions that drive real interest.
- Device IDs target potential investors directly through their mobile devices without relying on specific apps or website usage.
- Specificity integrates different marketing channels (digital, social, email, etc.) for maximum impact per segment.

# CORE SERVICES



## Intent Data Utilization

Leveraging intent data to drive highly targeted campaigns.



## Lead Generation

Specificity's approach to generating high-quality leads in the capital markets space.



## Account-Based Marketing (ABM)

Custom ABM strategies to target key accounts.



## Content Marketing

Crafting content that resonates with capital market audiences, from white papers to webinars.



## Performance Analytics

How we measure success and optimize campaigns in real-time.

# Traffic Resolution

**As a by product of your marketing spend you will built out a first party data set that you will own.**

We resolve and gather data on the audience we are targeting and driving to your website, solidifying that targeting and data is spot on.

Our Audience ID Tech and Data capabilities resolve over 80% of traffic driven from our campaigns, along with a portion of traffic from your other website sources, compared to the 20% industry average.

Seizing control of your data means a linear path to understanding everything you need to know about your market to meet potential investors exactly where they are and exactly when they are there.



# WHY SPECIFICITY?

IR firms have been hit hard by the data volatility in the marketing world. They have been forced to rely on the old email lists they've accrued over the years. If you can't get your company and all that it offers investors in front of the right people, you will forever struggle to raise capital and build the liquidity that is so vital to the health of any company seeking growth.

## **PROVEN TRACK RECORD**

We have worked with many companies in the financial sector and shown growth, but most importantly we executed and tested in-house for Specificity's growth and liquidity.



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# CLIENT TESTIMONIALS



Specificity does a great job working with their clients. They are very helpful and respond to posting things on the website very quickly. I am very happy with their service and would recommend anyone to use them.

Jeff Shirley, Managing Partner,  
Brand Positioning Doctors



Specificity has the ability to target consumers in ways that digital marketers have dreamed of for years. And because their focus is audience ID and segmentation technology, Specificity can run campaigns for virtually any business and drive trackable results that also generate business intelligence every company needs. In a market where everyone is doing the same exact thing, Specificity offers new a approach to digital marketing.

Kevin Harrington,  
Original Shark from Shark Tank



When we spoke and you explained how you all operate, it really was a situation where you could sit there and show me how much business was coming in the door due to your ads and to your service. That made a huge difference for me.

Mark Letteleir  
Owner & CEO Woodhouse St Pete



I thoroughly trust Jason and his team when it comes to my marketing needs. We have been working together for over a decade and during that time Jason has always done well for my business. He has been a significant voice in helping guide me down the right road.

Will Oddis  
Burnett Pools, Spas & Hot Tubs

# Tools & Tactics

We are partnered with some of the best tools on the market, but our allegiance is always to YOUR business which is why the choice is ultimately yours.



# What's Included:

## Managed Capital Marketing Services

Comprehensive marketing strategy including device ID extraction, search targeting, paid social media advertising, retargeting, creative and monthly managed services to boost engagement and investment.

**\$Chosen  
spend/  
month**

**Creative Design** - Our design team creates all campaign assets—static, GIF, and video—aligned with your branding. We optimize creatives based on performance, with all designs approved by the client before launch.

**Included**

**CDP Resolution** - Utilize our pixel and data asset to resolve traffic into identifiable details like email addresses. (Note: \$500/month for campaigns under \$10k)

**Included**

**Dedicated Account Management Team** - Dedicated account manager and strategist, weekly or bi-weekly calls, monthly reporting.

**Included**

**CRM Integration** - Leverage a dedicated HubSpot CRM seat to track activity and leads, or let us connect to your existing CRM for seamless reporting and marketing

**Included**

**Website Management** - Our team will optimize your conversion funnel and update content as needed, with all changes approved by the client.

**Included**



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## CONTACT US

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[specificityinc.com](https://specificityinc.com) | [813.364.4744](tel:813.364.4744) | [info@specificityinc.com](mailto:info@specificityinc.com)