

Data-Fueled Digital Advertising

Stronger data. Smarter decisions.
Greater impact.

2026

FUSABLE

Contents

1. Who We Are
2. Our Approach
3. Paid Media Activations
4. Intelligence

1. Who We Are

Who We Are

Intelligence That Informs

Delivered through an unparalleled fusion of scored and structured data, trusted media engagement, and expert professional services

	Agriculture	Construction	Transportation
Content Core Media Brands	EQUIPMENT WORLD	EQUIPMENT WORLD TOTAL LANDSCAPE CARE	OVERDRIVE CLEAN TRUCKING CSJ TPS TRUCKS • PARTS • SERVICE
Market & Company Intelligence	EDA	EDA	RigDig CAB
Pricing & Asset Intelligence Taxonomy & Specs	Iron Solutions	Equipment Watch	Price Digests
Digital Services	FUSABLE	FUSABLE	FUSABLE



Who We Are

Drive Tangible Results with Our Expert Digital Activation Services

What sets Fusable apart is our powerful first party data, which enables us to build custom audiences and provides targeted reach. This distinct advantage, coupled with our smart strategy and careful execution, delivers tangible results for your business.



Digital
Strategy



Fusable Media



Organic
Growth



Paid
Advertising



Intelligence



Creative
Suite

The Fusable Reach

Fusable's product offerings and market reach are deep and unmatched in our industries.

4.4K+

Clients included in Fusable's portfolio

10M+

Audience reach including owner-operators, executives, buyers, and more

Our Clients



Our Partners

Working with the Best in the Industries We Serve

Whether that's for strategizing and deployment with digital platforms; industry insights with leading organizations; or data-providers in-house and beyond, we're in the know.

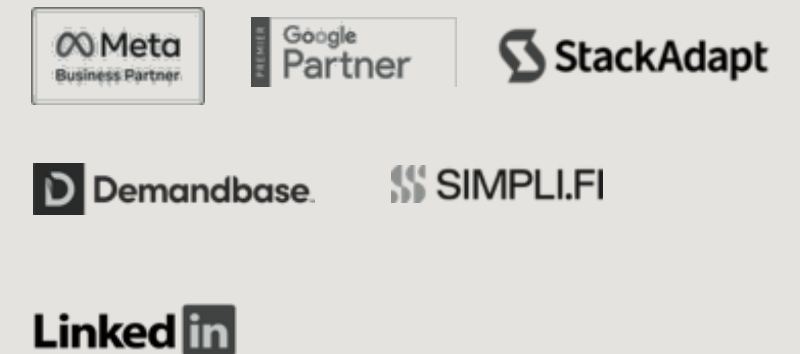
Industry Partners



Data Sources




























Digital Platforms



The Fusable Team

Fusable, backed by a diverse team of over 30 digital advertising specialists, is dedicated to delivering tangible results. Our certified professionals in platforms such as Google, Meta, and various DSPs meticulously track the performance of your campaigns using advanced analytics and tracking tools.

	Chris McNaught Senior Director of Digital Services		Kaleb Phillips Digital Sales Engineer		Dylann Schneider Senior Digital Account Manager		Rob Nowe Senior Digital Marketing Specialist		Yolanda Madarasz Digital Account Manager
	Ashley Wier Digital Account Director		Ramon Yslas Digital Sales Engineer		Helen Ahlquist Senior Digital Media Specialist		Rich Muckerman Senior Digital Marketing Specialist		Audrey McFarland Digital Account Coordinator
	Austin Hallman Digital Account Director		Aron Vasha Senior Digital Marketing Specialist		Jannexy Reyes Senior Digital Marketing Specialist		Tricia Donaldson Senior Digital Marketing Specialist		Cooper Harrington Digital Account Coordinator
	Ethan Garrison Director of Digital, Content Strategy		Chris Morris Senior Digital Account Manager		John Roberts Senior Digital Account Manager		Kali Johnson Digital Account Manager		Natasha Dacey Digital Account Coordinator
	Joshua Huizinga Digital Solutions Product Leader		Don Ross Senior Digital Marketing Specialist		Kalynn Young Senior Digital Account Manager		Mariah Green Digital Marketing Specialist		Nichole Lozitsky Digital Account Coordinator

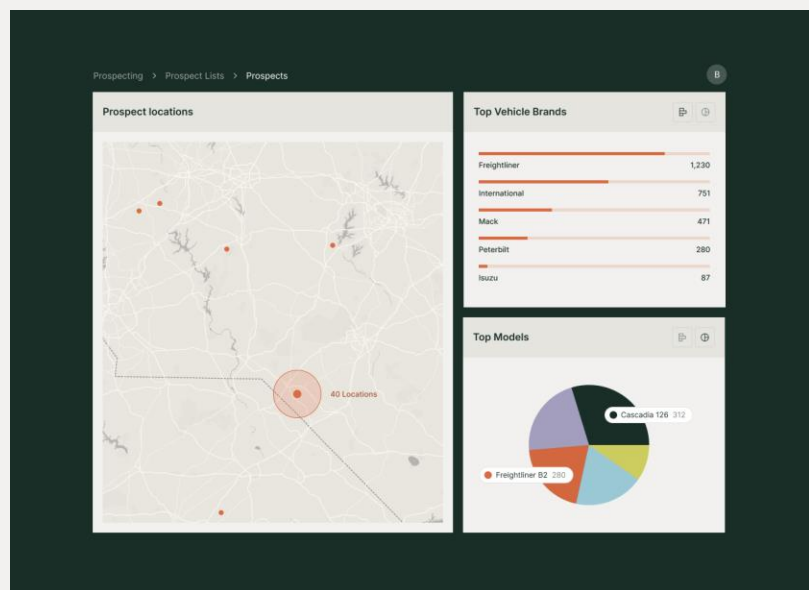
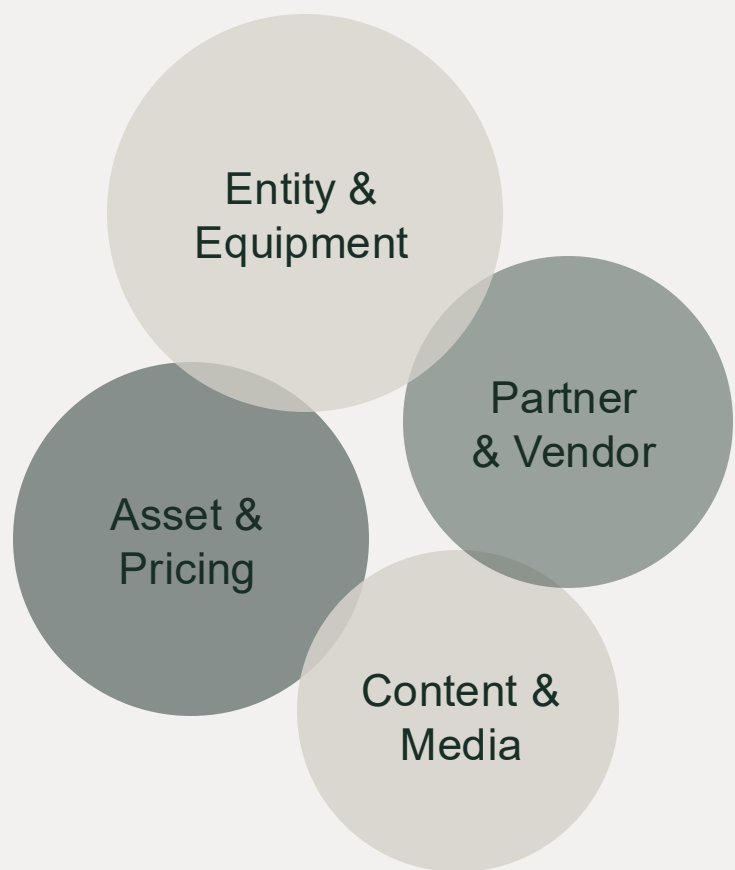
2. Our Approach

1st Party Powered Digital Audience Activations

Fusing Data Sources

Fusing Data Platform

Data Audience Activation



Intent & Predictability
Industry - Digital Behavior
Finance Activity



API



Ad Servers
& DSPs





Construction

OPPORTUNITIES

Fusable's EDA Data

- Deep coverage on skid steers, loader backhoes, excavators, wheel loaders, crawler dozers, and compact loaders
- UCC filing data linked to actual equipment transactions
- Additional contacts and D&B® firmographic data tied to each purchase
- Identify active buyers by equipment type, transaction date, and company size

Engaged Audiences

- *Equipment World* → Highway and heavy contractors (infrastructure & commercial construction)

EXAMPLE

Target Audience Build

EDA Segments

- ⑩ Buyers of skid steers, compact loaders, and mini-excavators
- ⑩ Transaction history in past 24 months (purchase or finance activity)
- ⑩ Company size: \$5M–\$50M annual revenue (D&B firmographics)

Publication Overlay

- ⑩ *Equipment World* → Highway & heavy contractors with proven content engagement

Delivery

- Programmatic video + display, retargeting from engaged content

Agriculture

OPPORTUNITIES

Fusable's EDA Data

- Coverage across tractors, combines, balers, planters, tillage equipment, and more
- UCC filing data linked to machinery transactions
- Additional contacts and D&B® firmographic data tied to each piece of equipment
- Segment by farm size (250+ to 500+ acres), operation type, and crop/livestock profile

Engaged Audiences

- *Total Landscape Care* → Professional landscapers, grounds maintenance contractors (bridging agriculture + light construction)

EXAMPLE

Target Audience Build

EDA Segments

- ⑩ Farms with 500+ acres
- ⑩ Operators who own or recently purchased tractors and combines
- ⑩ Verified contacts via UCC filings + firmographic enrichment

Publication Overlay

- ⑩ *Total Landscape Care* → Professional landscapers & grounds contractors (adjacent segment for upsell)

Delivery

- Social (Meta/LinkedIn lead gen), display banners, contextual targeting within ag content

Transportation

OPPORTUNITIES

Fusable's RigDig Data

- 3.5M+ trucking entities, 15M+ pieces of equipment, 1.4M+ owner-operators
- Intelligence on fleet size, vehicle age, VIN history, inspections, violations, CSA scores
- Identify truck owners, operators, and decision-makers by name and contact info
- Financing activity, purchase history, and operational profiles

Engaged Audiences

- *Overdrive* → Owner-operators managing small fleets
- *CCJ* → Fleet executives at mid-large carriers
- *Truck, Parts & Service* → Dealers, distributors, independent repair centers



EXAMPLE

Target Audience Build

RigDig BI Segments

- Fleets with Class 7–8 trucks
- Fleet size: 6–50 vehicles
- Vehicles > 5 years old (repair/replacement likely)

Publication Overlay

- *Overdrive* (owner-operators)
- *CCJ* (fleet executives)
- *Truck, Parts & Service* (dealers, distributors, service centers)

Delivery

- Programmatic display, LinkedIn ABM, custom audience expansion

1st Party Powered



Account Based

- Account-based marketing



Audio and Out-of-Home

- Digital Audio
- DOOH



Display Advertising

- Google
- Programmatic
- Native
- Rich Media



Commerce & Location Based

- Geofencing
- E-Commerce



Search & Demand Gen

- SEM
- Google Performance Max
- Google Demand Generation



Social Media Advertising

- Facebook
- LinkedIn



Video & Streaming Media

- CTV / OTT
- YouTube

1st Party Powered



Data-Driven Insights for Targeted Campaigns

Fusable turns powerful data into action—using EDA, RigDig BI, and industry pricing tools to pinpoint the right buyers, reveal market shifts, and deliver campaigns that hit with precision.



Curated Media Audiences

Through trusted media brands such as Equipment World and CCJ, Fusable layers in contextually engaged audiences. Editorial content, industry news, and thought leadership attract decision-makers already active in your space—ensuring campaigns run in credible, high-relevance environments.



Comprehensive Digital Marketing Services

From Account-Based Marketing and CTV/OTT to digital audio, DOOH, display, e-commerce, geofencing, search, and social, Fusable delivers an integrated ecosystem of digital solutions that connect, resonate, and perform.

3. Paid Media Activations

CTV | OTT

Connecting first party data to streaming devices, we're able to programmatically target individuals across a wide variety of platforms and channels.

Viewers retain 95% of a message when they watch a video, compared to 10% when reading it in text.

Video represented 82% of IP traffic in 2023.

People spend 5x more time with video content than static content.



Location Targeting

Behavioral & Purchasing Data

Demographic Information



HGTV

dish

CNBC

ESPN

COMCAST

FXNOW

DIRECTV NOW

E!

HISTORY

food network

A&E

hulu

Ad Views



Brand Awareness, High Level of Memory Retention, Inform & Influence Prospects, Increase Conversion Rate

Better & more efficient targeting with in-stream audio

Instead of advertising on terrestrial radio with loosely defined audience data, we can expose your unskippable ad on audio streaming services and target based on our proprietary data, including buyer behavior, geography, online interests, and more using programmatic radio advertising. Unlike terrestrial radio, you can track the impact of your campaigns, including cost-per-completed listen, listen through rate, and more

Location Targeting

Behavioral & Purchasing Data

Demographic Information



Automated buying and inserting of audio ads



Ad Listens

95% average listen through rate

Digital Out-of-Home (DOOH)

Amplify Your Brand With Digital Out-of-Home Advertising

Combines the proven success of out-of-home advertising with the capabilities of a digital channel to reach your audience in the right moment.

Variety of formats, like digital billboards, digital screens at gas stations, in elevators, on mall directory screens, or on taxi cabs.

98% of consumers have visited at least one DOOH venue in the past 30 days.

One of the fastest-growing advertising channels with global expenditures projected at \$45 billion USD by 2024.

Deliver ads to the most relevant audience. Target based on location, time of day or of the week, type of venue, and weather in your geotargeted area.

Ideal tactic for brand awareness: 84% of consumers recall seeing DOOH ads, compared to ~50% for social media ads.



Available Inventory

We are able to purchase inventory in 200 DMAs nationwide and can drill-down to a 1-mile radius from a chosen location. Below is a list of location types where we have the availability to purchase inventory.

- Airports
- ATMs
- Bars
- Billboards
- Casual Dining
- Convenience Stores
- Doctor's Offices
- Family Entertainment
- Gas Stations
- Grocery Stores
- Gyms
- Hotels
- Liquor Stores
- Malls
- Movie Theatres
- Offices
- QSR
- Retail
- Saloons
- Schools
- Sports
- Street Furniture
- Taxis
- Transit



YouTube

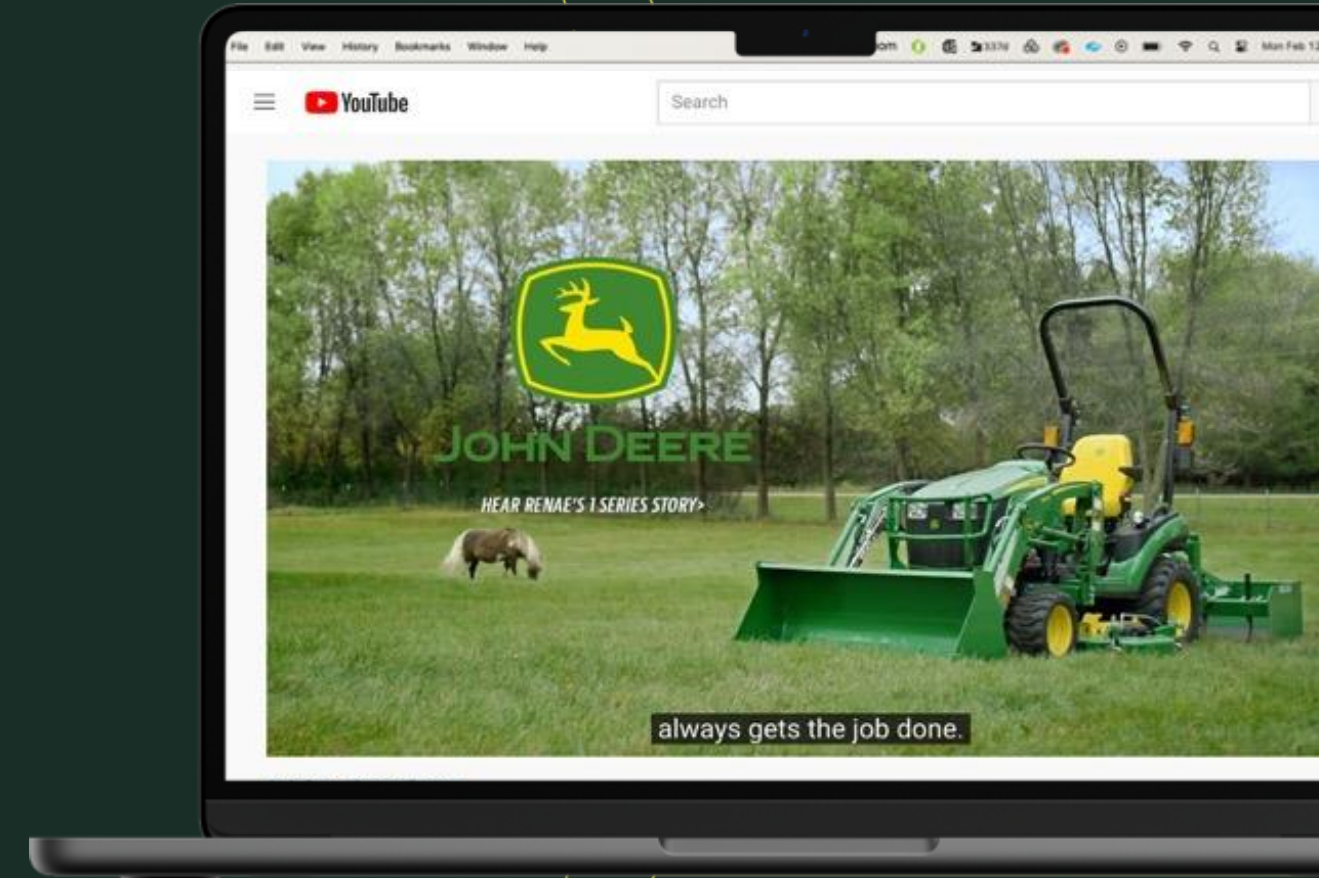
Utilizing YouTube allows you to drive home a visually-impactful message where users are in the mindset to consume video content

First-party data allows for a highly specific audience segment. This approach ensures your ads are shown to the most relevant audience.

Optimized for various devices and platforms, ensuring a seamless user experience across desktop and mobile maximizing reach and accessibility.

Utilizing first-party data in your Youtube marketing enhances the quality of clicks into your ads

Using Fusable data in your campaign, you gain better insights into the customer journey and attribution. Improving clarity of how users move through the sales funnel.



Account-Based Marketing

Whether your goal is new revenue or revenue from existing clients, ABM is a powerful strategy that enables marketers to efficiently reach and engage high-value accounts.

To deliver a targeted, effective, media plan we'll utilize several media channels, namely:

- **Demandbase** – Display and CTV
- **Facebook & Instagram** – Engagement & Lead Generation
- **LinkedIn** – Engagement & Lead Generation/Meeting Requests



Digital buying experiences have created **new expectations** for responsiveness and personalization.

Account-Based marketing is now an expected part of the marketing mix.

87% of marketers say that ABM delivers a higher ROI than other marketing strategies.

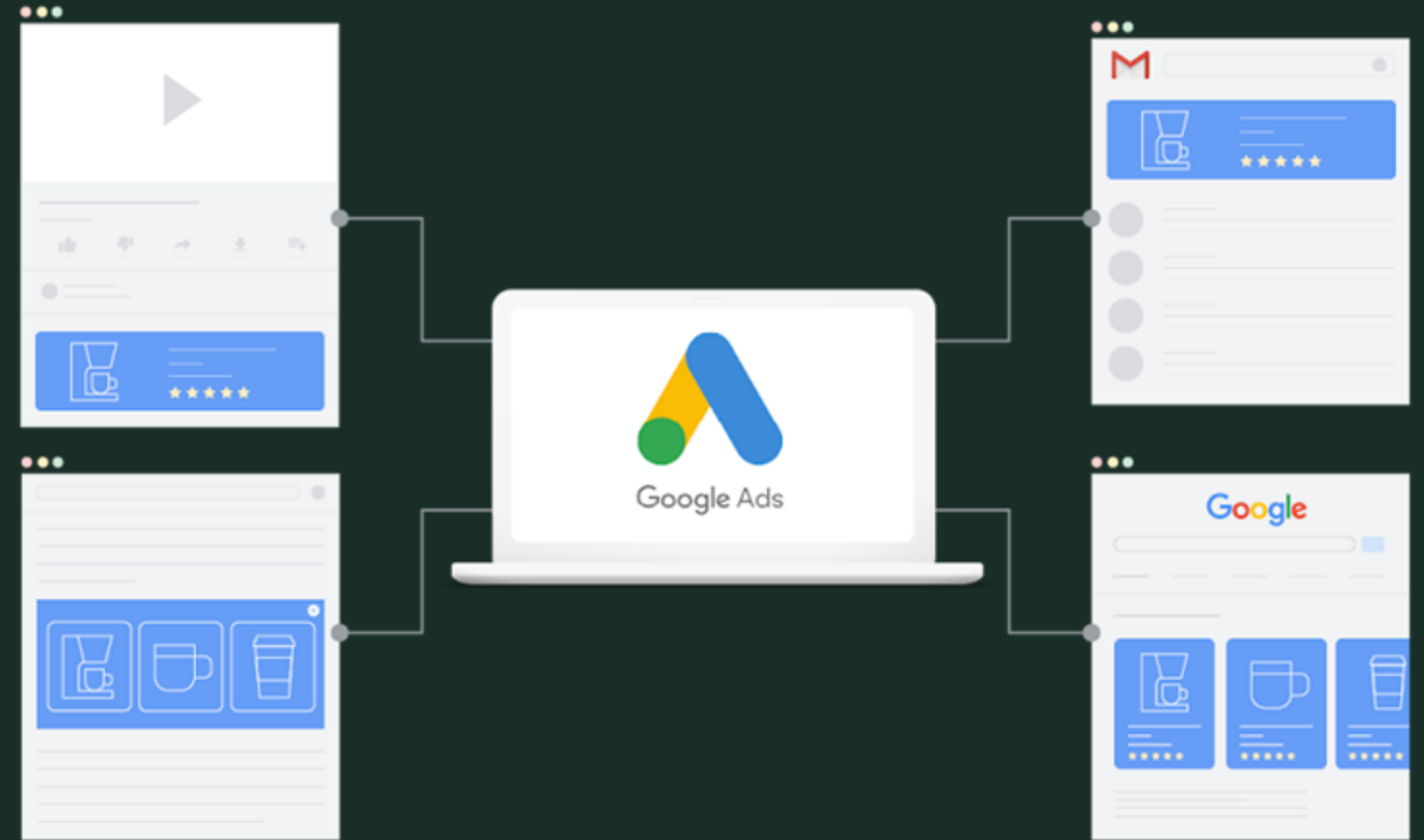
Move contacts within your **target account list** from Qualified and Aware to Engaged, and finally, Opportunities and New Clients.

Google Display

Google provides access to more than 2.5 million websites, through their display networks. When target prospects from our first party data are visiting sites through this network, their browsers are tagged. This allows your ads to appear on any of the display network websites tagged prospects visit.

Use Google display to:

- Build brand awareness through targeted impressions
- Drive traffic to your landing pages and website
- Support conversion-based campaigns
- Promote special product offerings



Programmatic Display

Leveraging our proprietary database and behavioral data, your custom audience can be targeted with pinpoint accuracy across targeted display. Display advertising offers expansive reach and since studies have shown that this method impacts the entire buying process, your brand will be top-of-mind when it comes to purchase decisions.



Use targeted display to:

- Build brand awareness through targeted impressions
- Drive traffic to your landing pages and website
- Support conversion-based campaigns
- Promote special product offerings

Native Display

Native digital advertising is a powerful tool that seamlessly integrates with the platform or website it appears on, providing a unique and enjoyable browsing experience for users.

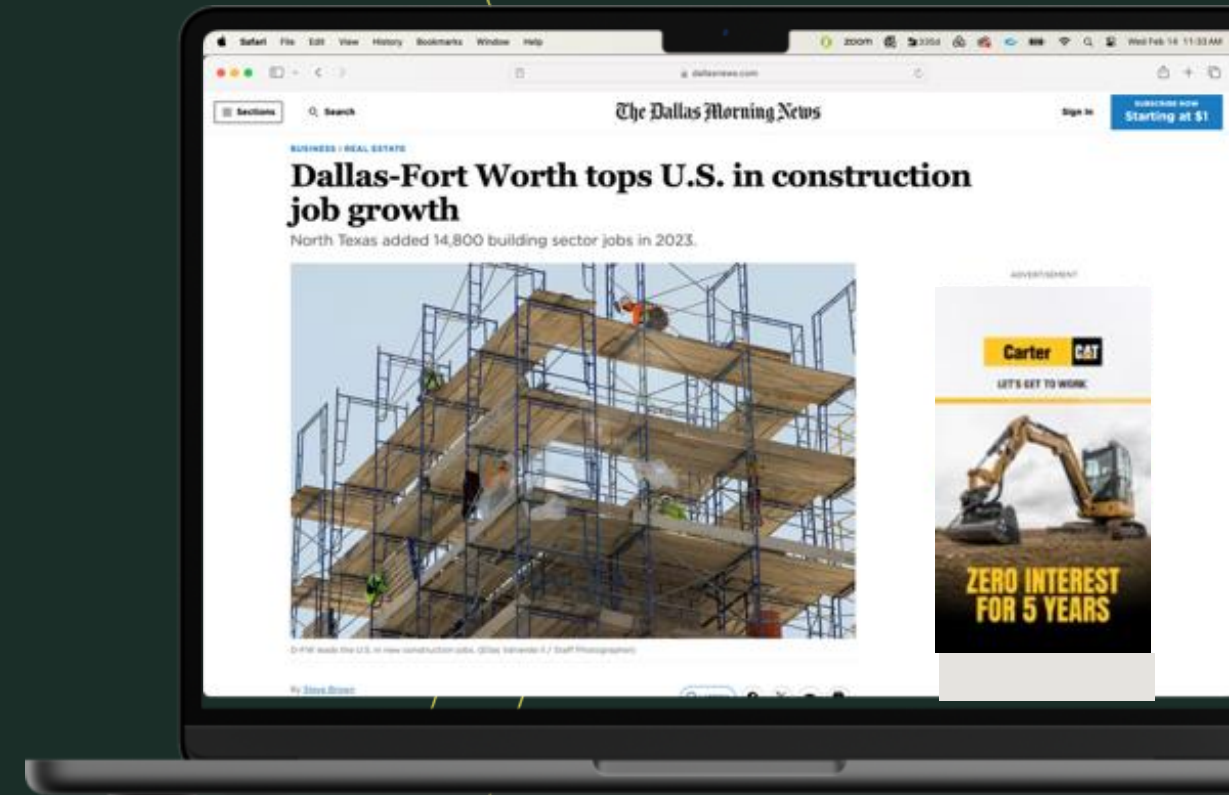
Non-intrusive Engagement: Native ads provide a natural way for audiences to engage with brands without interrupting their online experience.

Increased Click-through Rates: The seamless integration of native ads often results in higher click-through rates compared to traditional advertising formats.

Greater Brand Awareness: Native ads help to raise brand awareness by blending seamlessly with the surrounding content, thereby enhancing brand visibility.

Improved Campaign Performance: With their ability to capture audience attention and foster engagement, native ads contribute to improved overall campaign performance.

Innovative and Positive Approach: Native advertising represents an innovative and positive approach to online advertising that benefits both advertisers and users by delivering relevant and engaging content.



Enhancing User Engagement With Rich Media Advertising

Capture users' attention with interactive elements and immersive experiences, resulting in increased user engagement and longer interaction times.

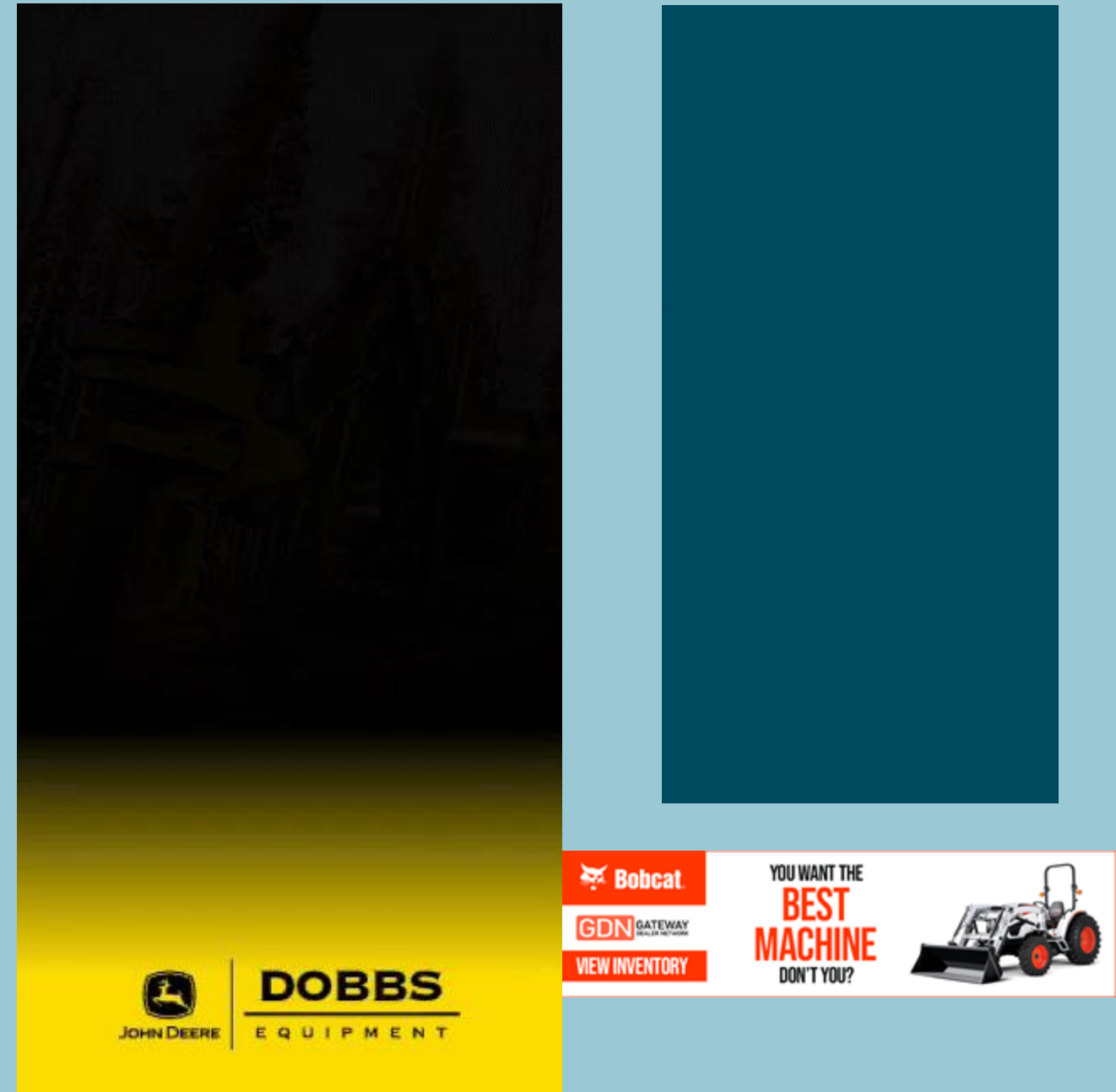
Leads to higher conversion rates as they can tailor content and calls to action to user preferences and behaviors

Allows advertisers to tell engaging stories and narratives, creating a deeper emotional connection with users and fostering brand loyalty.

Rich media ads can achieve click-through rates that are up to 10x higher than traditional static banner ads.

Optimized for various devices and platforms, ensuring a seamless user experience across desktop and mobile maximizing reach and accessibility.

Rich media ads often bypass ad blockers, as they are seen as more user-friendly and less disruptive, ensuring that the message reaches your audience.



E-Commerce

Increasing brand awareness, driving traffic, and generating engagement and sales. One of the huge benefits of online advertising for ecommerce is that you can reach specific groups of people who would like your products and stay connected with them through multiple platforms.

Increased visibility and reach: Expand your brand's reach with ecommerce ads using platforms like Google and Meta, leveraging Fusable's 1FP data for precise targeting to potential customers actively seeking your products.

Increased sales and revenue: Dynamic ecommerce ads drive sales by targeting the right audience, showcasing products effectively, and creating urgency through limited-time offers, ultimately boosting revenue through increased conversions.



Why E-Commerce?

- Online stores that have a social media presence generate 32% more sales
- Facebook represents 85% of social media sales.
- Google Shopping Ads deliver a 600% increase in click-through rates compared to standard text ads.
- Aftermarket e-Commerce revenue up 19% vs. 3% for brick and mortar

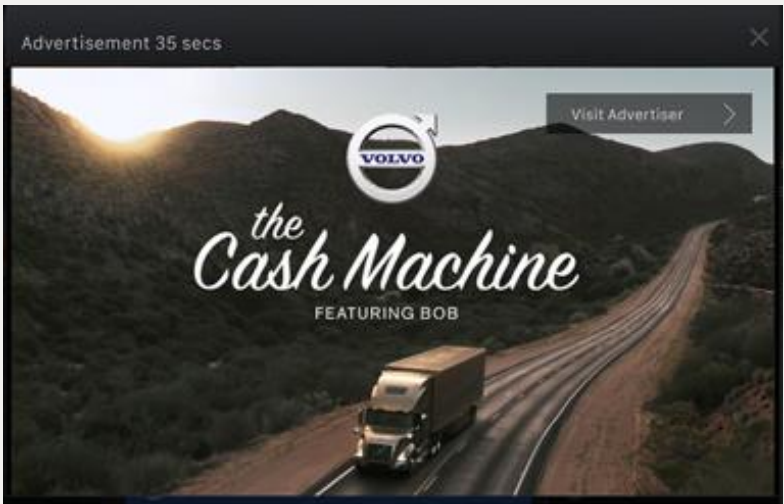
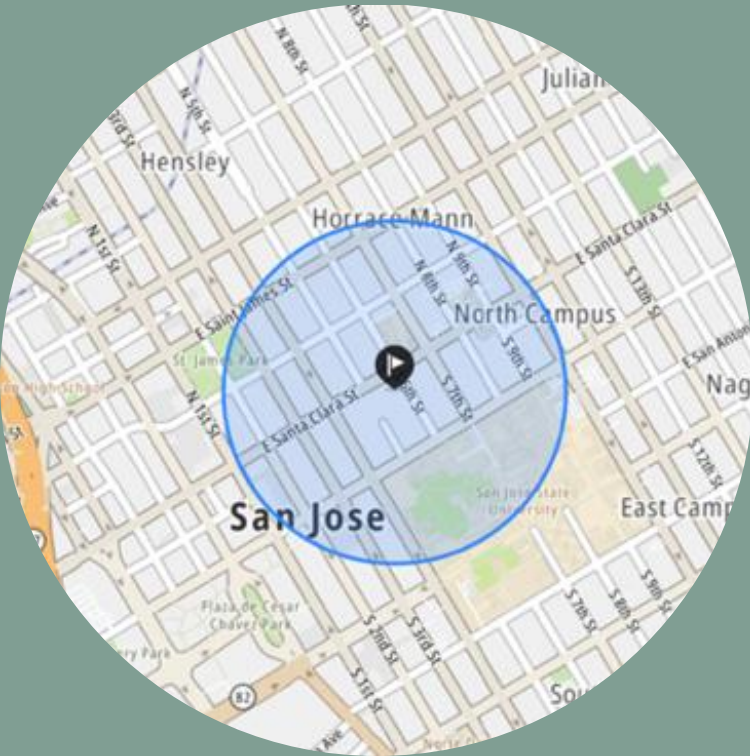
Geofencing

Target your prospects, wherever they are using Advanced Media Technologies

How do you reach prospects and clients during the consideration phase?

We can develop a custom audience designed to your specifications and use your physical locations (or competitor locations) to create "conversion zones" for serving up ads to your custom audiences.

The business intelligence that feeds into our programmatic yields more highly actionable campaign reporting and the ability to report back on store visits.



Case Study

5 months
Campaign Length

34K
Audience Targeted

34K
Impressions Served

Campaign Results

6K
Total Prospects

18K
Units Sold

1.5K
In-store Visits

How Geofencing Works

- Your custom audience + EDA verified data
- Prospects enter one of the predetermined geofenced areas
- Prospects view ad on their mobile phones
- Live ad drives prospects to the desired location

Google Performance Max

Google Performance Max is a campaign type in Google Ads designed to automate and optimize ad placements across various Google networks, including Search, Display, YouTube, and Discover.

Optimization of Bids and Placements: The most relevant audiences in the best possible placements across the Google Suite, maximizing the potential for conversions or conversion value.

Driving Conversions or Conversion Value: Data-driven insights and machine learning delivering optimized ad experiences, maximizing the value achieved from your marketing goals.

Enhanced Ad Creatives: Performance Max optimizes your ad visuals and copy to captivate users, making your brand stand out in a crowded digital landscape and driving higher click-through rates.

Utilization of Audience Signals and Customer Data: Performance Max combined first party data and customer demographic data to fine-tune targeting to reach relevant audiences at the right moments with compelling ads.



Meeting Your Customers Where They Are At

Target a custom audience of known decision makers where they are most active across Facebook, Instagram and LinkedIn.

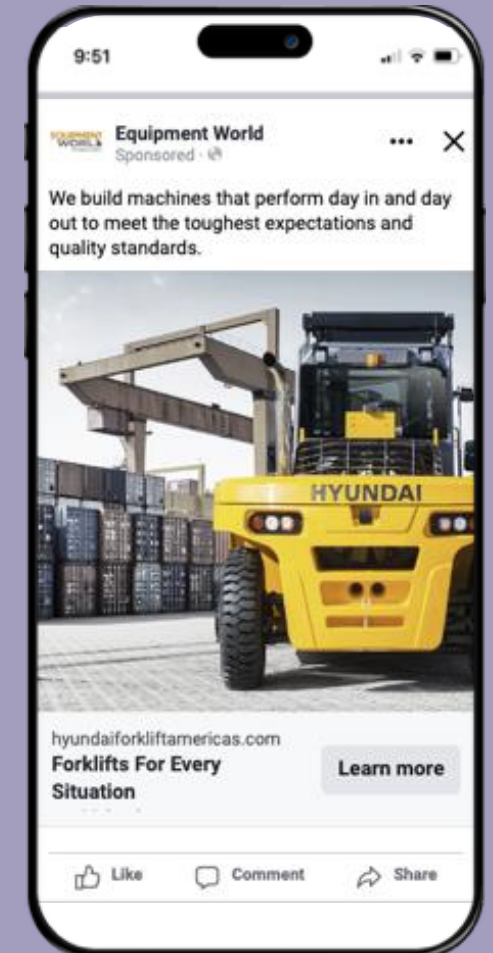
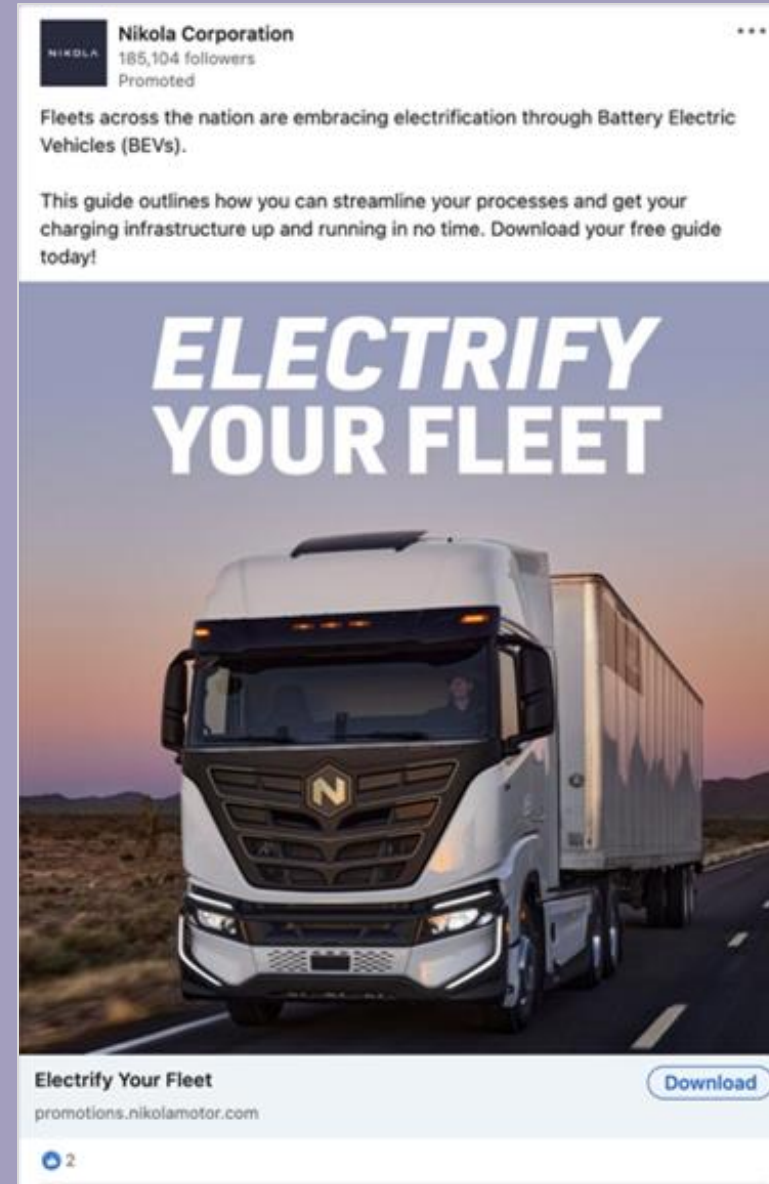
Audience modelling from first-party data adds to reach and engagement.

B2B audiences exposed to brand and acquisition messages on LinkedIn are 6x more likely to convert than any other social platform

Ads increases social media engagement organically, growing your overall brand presence online and leads to secondary SEO benefits.

87.8% of LinkedIn users are also on Facebook, meaning that the benefits of running Facebook Ads for your B2B offering are numerous.

Incorporate static imagery as well as videos for rotation and A/B split testing to optimize towards traffic quality and CTRs



4. Intelligence

Analytics Services

Analytics is a core part of Intelligence. It tells the story of what's happening beyond traffic and helps you understand website key performance metrics and user journey steps that lead to business success.

Our Analytics team focuses on two areas to setup, review and inform campaign optimizations and website decisions.

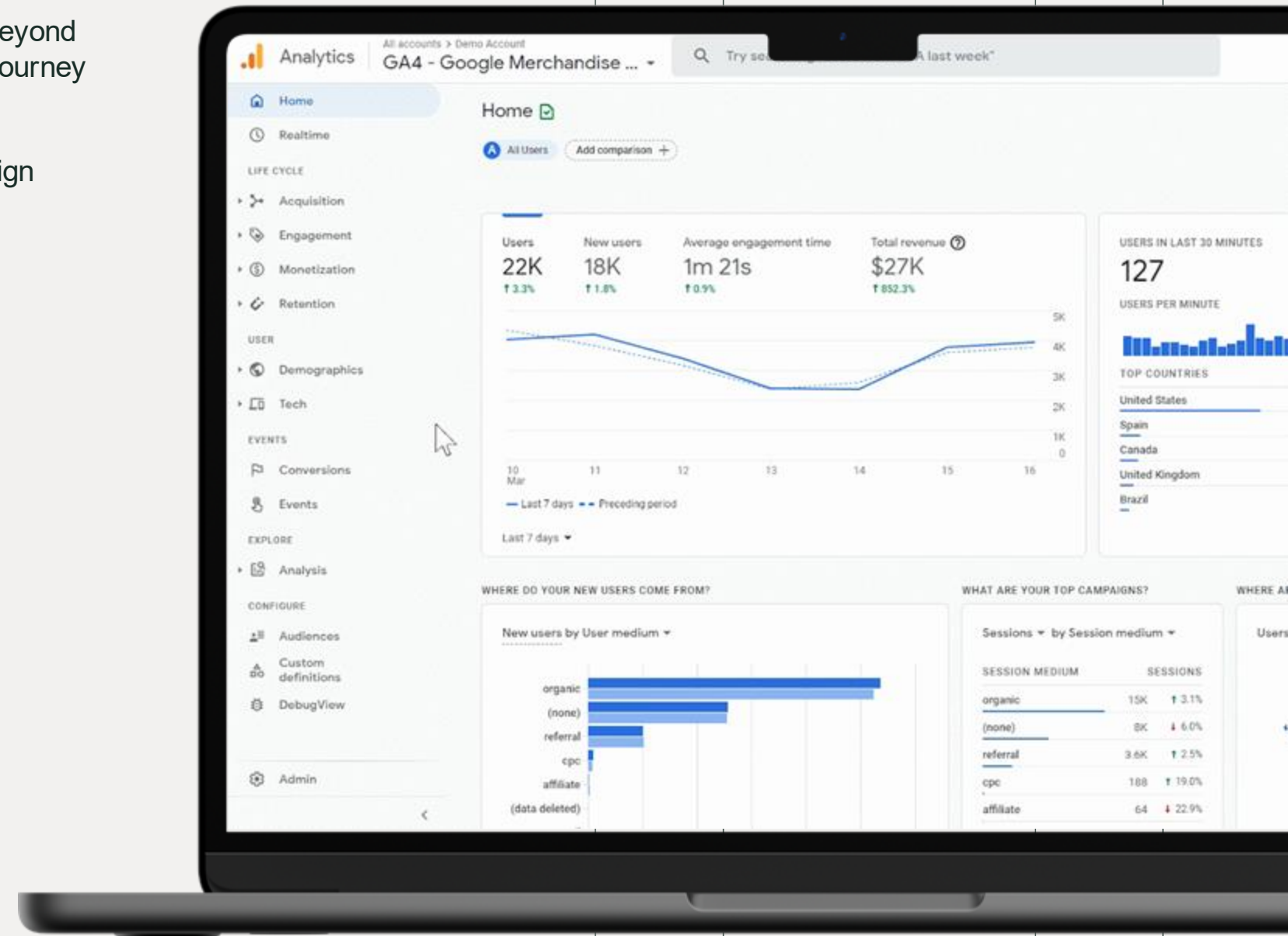
We achieve this through:

Google Tag Manager

- One set of code installed on all pages of a site instead of multiple tracking scripts that may slow down page load times.
- Allows for off-site tracking updates without help from web developers in most cases.

GA4

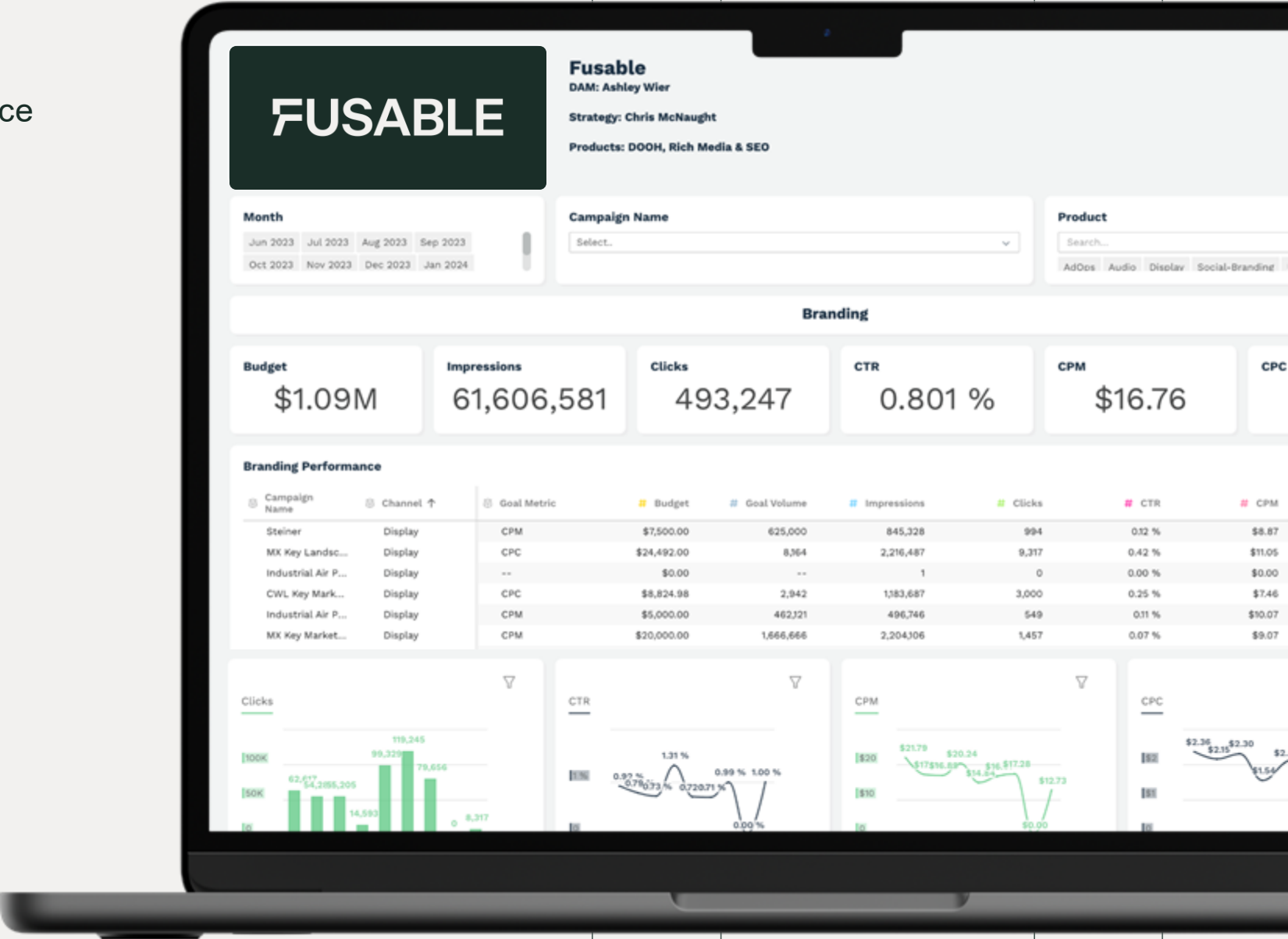
- Event-based data to provide more granular level reporting of user engagement.
- Extremely customizable reports for further insight into user journey, even across platforms and devices.
- Capable of predictive analytics with enough data while providing more privacy control.



Dashboards & Reporting

Our customized dashboards and detailed reporting help you stay informed about your marketing performance and make data-driven decisions. Access to live data helps you stay clued in on performance and monthly reporting calls uncover insights in-depth.

- ✓ Real Time Performance Overview
- ✓ Target Audience Insights
- ✓ Opportunities & Planning
- ✓ Activity & Optimization Timeline





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