

## Full-Funnel Programmatic Advertising Services

### Efficiently target your audience on any device

There's no need to call every TV channel, website, podcast, and radio station to negotiate one-off ad buys.

ATF can help you negotiate with every single publisher, TV channel, app, podcast, and website with one ad budget. Keep things simple, and let us help you find your target audience where they are consuming content on the internet, TV, radio, and podcasts.

### Empowering marketers with data-driven solutions that engage and influence

Whether your objectives are to acquire new customers, deliver more relevant and personalized ad experiences or increase the lifetime value of existing customers, you can leverage the expertise and dedicated service of Above the Fold to exceed your marketing goals.

*"Above the Fold has been a great asset to our organization as we have fine-tuned our marketing operations over the last year.*

*From digital media consulting to integrating new CRMs, ATF has a broad skillset and knowledge base. ATF constantly shows initiative for their clients, bringing new ideas and feedback to the table on a continual basis.*

*I highly recommend ATF to anyone pursuing marketing help.*

Talmage Call  
VP of Marketing

### What makes Above the Fold **unique and effective**?



#### Proven Experience

Above The Fold has combined 51 years of data-focused marketing experience and managing marketing responsible for \$600M annual/revenue.



#### Vast Network

As "Best In Class" professionals. Not only are you getting a premier digital strategist, you are getting access to a trusted, proven network.



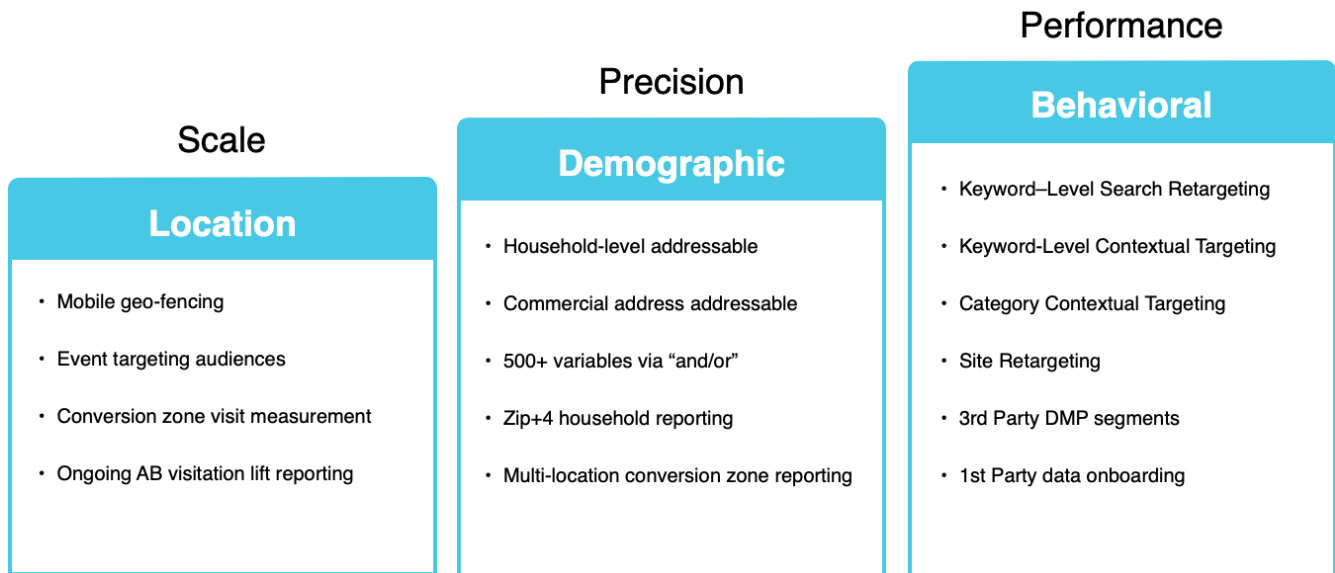
#### Complete Vision

With ATF, you'll have a strategy developed with a true, in-depth understanding of the full digital landscape in mind.

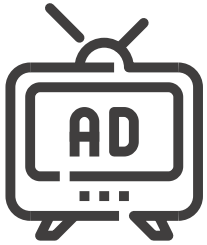
# Key Audience Targeting by Behavior, Geography, Device

Our audience targeting solutions are uniquely architected to enable highly localized planning, execution and attribution. There's no need to target everyone on the web (which leads to wasted ad impressions).

We help clients target key consumers where they are shopping, living, and commuting.



## Advertising Formats



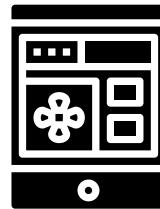
Connected TV



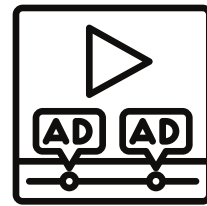
Podcast/Radio



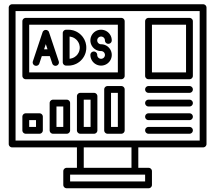
Mobile



Native



Video



Display

## About Above The Fold and Our Founders



**Jessica Chase**  
Co-Founder & CEO

Jessica has many years of experience helping advertisers efficiently navigate the programmatic landscape and see success across the marketing funnel.



**Julianne Martin**  
Partner, CMO

Julianne has worked for 6 years in Programmatic and 10 years managing integrated campaigns across PPC, SEO, and Social. She brings an integrative approach to strategy.



**Josh Aston**  
Co-Founder, Partner

Josh has a proven track record of helping companies create strategic digital plans. He helps companies build upon their foundations and aggressively manage.

Discover more of what the Above the Fold team can do for your business at [getabovethefold.com](https://getabovethefold.com)