specificity
identify. engage. convert.

(OTCID: SPTY)

Founded on the idea that identifying the right person is more powerful than reaching everyone.

Jason A. Wood | Founder & CEO

- Built and sold multiple agencies
- Among first to blend data propensity modeling with acquisition
- Early resistors of geofencing due to waste

The Rebuild:
From Partnerships to Ownership

We stopped renting tools.
We started building them.

- Shifted from relying on exclusive data partnerships
- Built our own proprietary AI workflow automations
- Built systems that are scalable, owned, and designed for future-proof performance
- Began the process of building proprietary data asset, aggregating only organic mobile ad IDs

Building Our Own Machine Learning Model

Audience AI, Trained by Us, for You

- Ongoing process of training machine learning for real audience identification
- Not just behavior-based — it's purpose-built for buyer intent, not vanity metrics
- Early outputs: tighter accuracy, better conversion insights, and less bot traffic
- Only focused on human traffic. Our AI is not assessing bot traffic behavior which leads to misinforming the AI model

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Our Most Valuable Asset
A First-of-Its-Kind Human Data Graph

- Building proprietary database of organic mobile ad IDs
- Parsed by behavior, not categories
- Enables true audience forecasting and accurate lookbacks

Our Audience:

Device ID Extraction through Bitos and MAIDs

The power of device ID targeting provides the unique capability to pinpoint and engage only the specific audience you aim to reach products/services.

Intent Data

With clean, bot-free data that updates daily, we START with the people LOOKING for your products/services.

Creative that Converts:
Built Backwards on Purpose

TRADITIONAL

- Create message, find audience

- Over-produced creative for all

- Personas based on assumptions

specificity

- **Identify audience, craft message**

- **Aesthetic varies by audience**

- **Real people with real behaviors**

CTV Advertising

Reach Smarter, Not Broader

Laser-Focused Targeting:
Traditional TV targets age groups and regions. We target individuals based on their demographics, layered with real-time behaviors, purchase intent, and interests.

Zero Waste, Maximum Impact:
Stop paying for people who aren't your audience. Every impression is to your target audience, ensuring your budget works smarter.

Track-able and Measurable Results:
Unlike traditional TV, CTV provides actionable data—track performance, optimize in real-time, and see what's driving ROI.

Premium Content, Seamless Integration:
Your ads can appear on the top streaming platforms—Hulu, ESPN+, Discovery+, and more—right where your audience is watching. All content is served based on the end user's viewing behavior

+ MANY OTHER CHANNELS

Agency Services

- Graphic Design & Ad Creation

- Website Development & Management

- Campaign Management & Optimization

- Detailed Reporting & Analytics

- Access to Account Management & Digital Strategy Team

- Market Research and Insights

- End-to-End Video Strategy: Expert Creation, Precise Audience Targeting, and High-Impact Media Placement via Connected TV/OTT

We Solve What Others Ignore

Problem	Our Advantage
56% of ad traffic is bots	We target verified humans only
Platforms inflate metrics	We deliver organic-only analytics
Creative disconnected from audience	We begin with data, not storyboards
AdTech models reward waste	We reward precision

Our Solutions are Different:
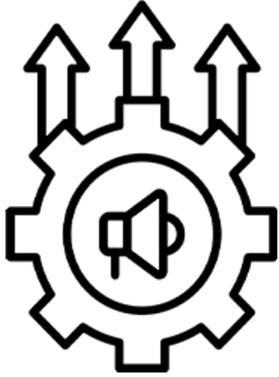
Campaign Optimization Strategy

The campaign will be driven by a campaign of saturation through display with click through funnels for conversion, as well as lead driven ads on social. Reviewing analytics on a daily basis allows our team to make recommendations in real time, this will include your website behavior data to help determine what is converting and not. We have no need to allow a struggling ad/video to be deployed in perpetuity. Instead we can pull under performing elements quickly. Other elements that will be put in place are specific saturation levels, message sequencing, creative performance, conversion behaviors, and ad delivery channels and placements. This is vital to ensure no ad waste with multipage placements or placements on ad only served sites. When adding the traffic resolution option, we can also garner additional insights from the audience behaviors and trends within audience segment

Traffic Resolution and First Party Data Set Build:

With our resolution software, while marketing we will also be building a first party data set of those who are engaged in the campaign, down to profile information. This will create you a first party data set of the people who not only meet your criteria (such as homeowner) but will also be a high intent audience.

Platform Free Targeting

How We Work Without Wasting Ad Spend

- We don't rely on Facebook/Google targeting tools
- Our pixeling tech allows us to target off-platform audiences
- Control over who sees the ad, not the platform's best guess

Our Tech is Different:

Device ID Extraction

This device level targeting offers a level of understanding no other digital strategy can deliver. We will pull levers on the campaign that encompass not only narrowly defining the audience, but also saturation levels, messaging cadence, specific ad placements, and conversion funneling. Using the Bitos and MAIDs for placements also ensures no bot traffic, and wasted ad spend with specious placements.

Granular Data Layering

We will build out granular selects for your audience, catered to the services you want to market. This will include targeting such as being a homeowner, own a home of a certain value or age. The audience will only be targeted to the specified market correlating to your service area. These audience selects are completely customizable based on your campaign targeting needs

Layered & Contextual Search Targeting

On top of the specific demographics, we will layer criteria that makes for the most likely to convert audience. This will include search behavior online for your specific services, and those with a high intent for HVAC services

Transparent, Organic, Honest Analytics

Only measure what humans are actually doing

AI doesn't learn from bad data (i.e., bots)

All analytics reflect only real engagement

Enables truer A/B tests and true campaign optimization

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You don't need more impressions. You need the right ones.

Let's Talk.

Get On Our Calendar →

Get in touch at: specificityinc.com/contact

info@specificityinc.com | **specificityinc.com**