LocalLink 360

DIGITAL
MEDIA & CHANNELS

# Every screen. Every speaker. One plan.

Activate any channel — or orchestrate them all — with BoostLayer wiring them together underneath. One impression becomes a measurable, re-engaged audience across devices, reported in a single dashboard you can put in front of a client.

## THE TACTIC MIX

### Video

**NETFLIX · HULU · DISNEY+ · ESPN+**

Placements across every major streaming provider, plus non-intrusive pause ads and fully viewable online video — brand-safe on every screen in the household.

### Audio

**SPOTIFY · PANDORA · IHEART · AUDIOMACK**

Streaming, smart-speaker and in-game audio with music-by-activity targeting and ShakeMe™ interactive ads, plus direct podcast inventory across Apple Podcasts and SoundCloud.

### DOOH

**BILLBOARDS · TRANSIT · POINT OF SALE**

Direct, exclusive inventory across billboards, transit, retail and place-based screens — 35+ venue types, reaching people where they already shop, commute and spend.

### Display & Native

**PREMIUM SITES · APPS · AI CHAT**

High-impact display and native placements across premium sites and apps, plus interactive AI chat ads that answer a customer's questions inside the unit itself.

### SocialExtend

**OWNED SOCIAL · DISPLAY · CTV**

Turns the latest Facebook, Instagram, TikTok, X and LinkedIn posts into interactive display and CTV ads — automatically and on-brand, with no new creative to brief.

### AI

**PICTURE-IN-PICTURE · AI SEARCH**

Frame-by-frame AI places the brand inside premium content — including live sports — without interrupting the viewer. Plus paid placement inside AI search results.

**POWERED BY CONNECT + ADLINK**

Every tactic above is planned, proposed and placed in **Connect**. **AdLink** turns the results into proof — custom dashboards of spend, impressions, reach, store visits and conversions you can put in front of a client.

## BoostLayer re-engages the audience you already earned.

Most audio and CTV companion banners fire while the screen is locked — served, but never seen. BoostLayer re-serves the message the moment the listener picks the device back up, one-to-one with every impression, and measures the people who returned or converted even if they never clicked.

01 **Heard** → 02 **Re-engaged** → 03 **Seen again** → 04 **Converted & measured**

Platforms and publishers shown represent a selection of our relationships, not an exhaustive list. Availability varies by market, campaign and inventory. All marks are the property of their respective owners.

## Plan a campaign.

Tell us the market and the goal — we come back with the mix, the screens and the measurement plan.

Start a conversation

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