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**NEWS RELEASE
FOR IMMEDIATE RELEASE**

**SILVERCREST LAUNCHES AUTOMATED HYPER-LOCALIZED DIGITAL CAPABILITIES WITH
PROGRAMMATIC ADVERTISING PARTNER CENTRO**
*Proprietary Technology & DSP Integration Enables Unprecedented Control & Insight Over Digital
Campaigns*

LOS ANGELES, CA (January 13, 2021) --

Silvercrest's robust proprietary marketing technology software, Local Marketing Automation Platform (LMap), is the only solution that allows brands to manage and access all of their marketing and media needs from one portal. With a new partnership with Centro, which provides an industry-leading Demand Side Platform (DSP), together they are uniquely suited for programmatic, hyperlocal digital ad campaigns for large multi-unit brands, and especially franchise organizations.

Using LMap, individual locations can logon and opt-in to available brand digital campaigns, select the run dates and budget levels, and submit their order. LMap then automatically localizes the creative to not only call out their specific location, but also to have a customized geofence to their location and a unique location tracking link. The campaign instruction and creative are managed in Centro's technology platform, which pulls in the local business' campaign information from LMap to serve ads to audiences found through the ad exchanges, according to the targeting and timing parameters created.

"Local businesses value the speed at which Silvercrest creates customized and targeted campaigns that reach customers at monumental scale with massive efficiency and precise tracking down to the individual store level," says Steve Dagg, Regional Manager, Client Development at Centro.

Liberty Tax Service, one of Silvercrest's clients, has approximately 2,500 locations nationwide, has placed their digital media budget with Silvercrest. LMap programmatically divided the budget up amongst the offices using a performance algorithm, split it into two campaigns using geo-spatial targeting, created individual tracking links for each campaign per location, and deployed more than 5,000 local campaigns in one hour.

"I have been on both the agency and client side of digital marketing for more than 20 years," says Juliet Diiorio, Chief Marketing Officer at Liberty Tax Service, "I can say that this level of granular tracking and optimization, combined with the speed at which campaigns are created, is revolutionary. As a large multi-location brand with a broad geographic footprint, we face a unique challenge with spinning up and



optimizing thousands of local digital campaigns. What Silvercrest has created is without question a game-changer. With the speed at which they can create thousands of campaigns, we are able to focus on what matters most – execution, optimization and conversion. These are not “cookie cutter” campaigns, duplicated by location, these are specific, custom, individual campaigns with the most granular level of analytics and visibility.”

With an unprecedented level of data aggregation, optimization, and granular tracking and reporting; digital transparency and programmatic customization are no longer unattainable.

“Using technology to solve what other companies consider too difficult, time-consuming, or even impossible, is at the very core of our brand. We are driven to create solutions that saves people time, money, and mistakes, and to put performance down to the local level as an essential and attributable outcome,” says William Rodriguez, Co-Founder & President of Silvercrest. “Our next step is to create AI-generated optimization rules to evaluate performance and programmatically make changes to the media plan; all the while learning along the way.”

With the latest development to LMap and partnership with Centro, Silvercrest has the only SaaS martech platform that combines all aspects of brand’s marketing technology stack and the most advanced digital media planning and buying platform, with granular tracking down to a single store level.

About Silvercrest:

Silvercrest is a technology company dedicated to delivering sophisticated marketing and media solutions. Silvercrest was founded in 2011 by William Rodriguez and Ryan Gesler who realized a growing need for franchises to access marketing and media efficiently, teaming up to create Silvercrest, an agency dedicated to delivering brand solutions for franchise and multi-unit organizations with the combination of proprietary technology, customer data, marketing needs, and media buying, harnessed in one sophisticated yet simple platform: LMap.

Silvercrest’s technological innovation and custom-built tools can simplify franchise brand’s national and local marketing needs. LMap is the only platform that allows brands to manage and access all of these needs from one portal: Territory & Data Analysis, Media Planning & Buying, National Ad Budget Tools, Automated Creative Versioning & Customization, Print-On-Demand, Coupon Bar Code Scanning & Analysis, Grand Opening Media & Kit Automation, Specialty Products & Apparel, Local Store Marketing Tracking, Email Marketing, Social Media Management, Franchise Development, and now Digital Tracking with Cookie Monster. Powering this is their Local Marketing Automation Platform (LMap) which is a user-friendly, cutting-edge cloud-based system.

www.silvercrestadvertising.com

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About Centro:

Centro (<https://www.centro.net>) is a provider of enterprise-class software for digital advertising organizations. Its technology platform, Basis, is the first of its kind SaaS advertising solution unifying programmatic and direct media buying, along with workflow automation, cross-channel campaign planning, universal reporting and business intelligence. It boosts media, team and business performance by enabling advertisers to plan, buy and analyze real-time bidding (RTB), direct, advanced TV, search and social campaigns in a single platform. Headquartered in Chicago with 44 offices covering North America, South America and Europe, Centro has received numerous accolades for its commitment to employees and workplace culture.

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