



# DATUM

DATA FOR GOOD

REGISTRATION AND RECRUITMENT FOR  
THE MOBILE DEVICE GENERATION

OCTOBER 21, 2021

## WHO WE ARE

DATUM IS A FULL-SERVICE DATA AND MARKETING COMPANY.

## WHAT DOES THAT MEAN?

WE USE DATA TO CREATE AWESOME AUDIENCES OF HIGHLY INTERESTED PEOPLE AND WE SERVE THEM ADS ON THEIR MOBILE DEVICE.



**DATUM**

# What we do

We apply data to communities to solve real world problems.



**We spatially sort geo-location data at scale.**

Our proprietary algorithms organize billions of nodes on a daily basis.



**We use this data to serve advertising to mobile devices:**

- Advertising
- Public Outreach
- Polling

# DISTRICT CHALLENGES

- RECOVERING STUDENT ENROLLMENT
- SHIFTING EXPECTATIONS IN THE LABOR MARKET
- INSUFFICIENT EMPLOYEES IN HARD-TO-FILL POSITIONS
- ENGAGEMENT WITH PARENTS AND OTHER COMMUNITY STAKEHOLDERS

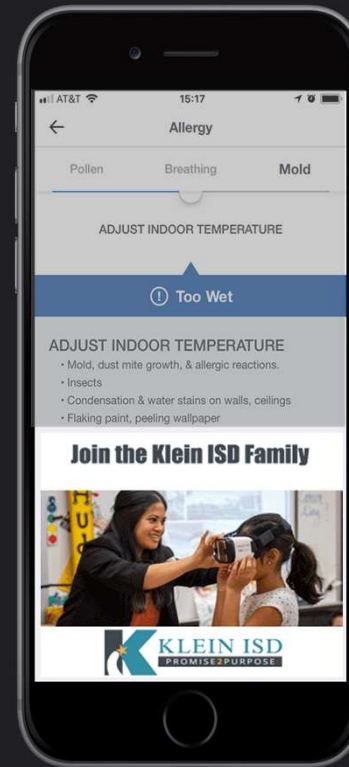


# NEXT-GENERATION MARKETING AND COMMUNICATION

- LEADING WITH A MOBILE-FIRST STRATEGY
  - JUST-IN-TIME MESSAGING
  - CONNECTING WITH AN ACTIVE, IN-TRANSITION AUDIENCE
- BE PROACTIVE AND TELL YOUR STORY



# AD EXAMPLES BANNERS / VIDEO



# DATA PRIVACY STANDARDS

- IMPORTANCE OF ANONYMIZED DATA
  - NO PERSONALLY IDENTIFIABLE INFORMATION (PII)
- COOKIE FREE/OPT-IN DATA
- GDPR/CCPA COMPLIANCE

# Data Dashboard for Real-Time Analytics

Reports

Reporting & Analytics

REPORTING

Dashboards

Search

Help

User



Reporting & Analytics

REPORTING

Dashboards

GPIISD Dashboard



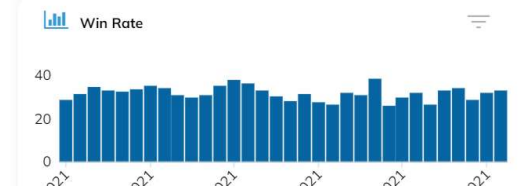
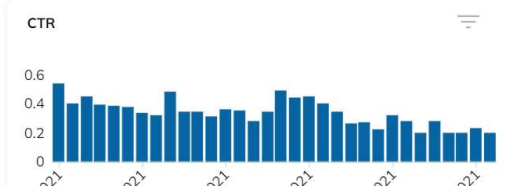
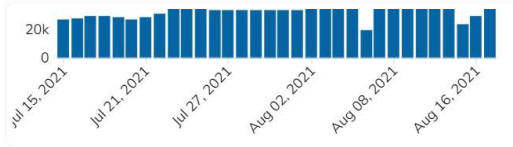
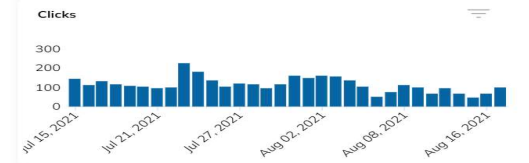
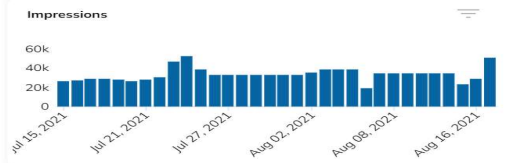
Jul 05, 2021 - Aug 23, 2021

Compare data to prior period?

1.07M  
IMPRESSIONS

3.62K  
CLICKS

0.34%  
CTR







THANK YOU FOR YOUR INTEREST!

FOR ADDITIONAL QUESTIONS OR INFORMATION, PLEASE CONTACT:

**DATUM**

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