

EXHIBIT A - STATEMENT OF WORK

January 30, 2026

Digital Advertising Server

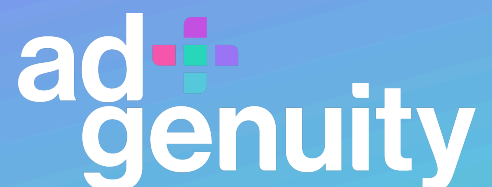
Proposal for the City of Flagstaff

Solicitation No.: 2026-114

Solicitation Name: Digital Advertising Server

Closing Date and Time: Friday, January 30, 2026, at 5:00pm

Company Name: Ad+genuity



Cover Letter

Dear Members of the Selection Committee,

Thank you for the opportunity to submit Ad+genuity's proposal in response to the City of Flagstaff's Digital Advertising Server RFP. We appreciate the City's thoughtful approach to selecting a partner that prioritizes accountability and transparency.

Ad+genuity is purpose-built to support destination organizations through the strategic serving, management and optimization of digital advertising. We are excited to help the City and Discover Flagstaff build a high-performing digital advertising program that advances strategic goals while ensuring media investments are efficient, transparent and brand-safe. Our approach recognizes that tourism marketing requires responsible media placement, data-driven decision-making and clear measurement of outcomes aligned with community values and sustainable destination growth.

Why Ad+genuity is well qualified to serve the City of Flagstaff:

- **Destination-Focused Digital Media Expertise.** Ad+genuity works exclusively in travel and tourism, with a deep understanding of destination promotion and the balance between visitor demand and community priorities.
- **Smarter Media Investments.** Our relationships with premium media, data and technology partners enable efficient execution, first-to-market opportunities and measurable economic impact—maximizing value for every dollar invested.
- **Operational Excellence and Accountability.** We deliver disciplined, data-driven execution with ongoing optimization, third-party verification and clear reporting to ensure campaigns perform as intended.

We appreciate your consideration and welcome the opportunity to further discuss how Ad+genuity can support your goals.

Sincerely,

Zeek Coleman

President, Ad+genuity

Mina Robertson

Vice President, Client Strategy & Activation

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Contractor Experience and Proven Results with DMOs

Ad+genuity is a strategic, digital media buying agency specializing in the development and execution of programmatic media, paid social and content creator campaigns on behalf of DMOs.

Our value proposition is built on delivering transparent, insight-driven media strategies executed within brand-safe, high-quality premium publisher environments. With access to global media outlets, Ad+genuity has cultivated direct relationships with leading media, data and reporting partners across the travel and tourism industry, allowing us to connect brands with the audiences that matter most.

We have 10 years of experience programmatically serving and optimizing digital advertising campaigns across display, native, online video (OLV), video, audio, Connected TV (CTV) and digital out of home (DOOH). We maintain extensive direct marketplace relationships with premium digital publishers, data providers and measurement partners to ensure quality media placement, efficient delivery and full transparency.

Ad+genuity operates as an independent LLC that is focused exclusively on programmatic and paid social digital advertising. It is one of several independently operated companies under the common ownership of Miles Partnership, LLLP, one of the tourism industry's most established marketing agencies.

Headquarters: 404 S. Upham Street, Lakewood, CO 80226

Service Locations: Global Reach

Primary Contact: Mina Robertson, CDME, Vice President, Client Strategy & Activation,
mina@adgenuity.io, 916.792.0187

Management Approach and Staffing Structure

Ad+genuity’s management approach is built on clear accountability, senior oversight and disciplined execution. This program is supported by a dedicated team with deep expertise in destination marketing and programmatic media, working closely with City and FCVB teams and stakeholders. This integrated structure fosters open communication, close collaboration across strategy, buying and operations, and consistent execution guided by experienced Ad+genuity leadership.

Mina Robertson, CDME, *Vice President, Client Strategy & Activation*

Mina will serve as your primary point of contact and lead for the account, providing overall strategic oversight and ensuring alignment between FCVB objectives, media strategy and performance outcomes. She will coordinate directly with your teams and partners, lead discovery and campaign planning and is accountable for communication, deliverables and reporting. With over 25 years in Client Services and 20 of them specifically on DMO accounts, Mina had led client teams on accounts such as the San Francisco Travel Association, Discover Puerto Rico and Explore Branson.

Rachael Root, *Senior Vice President, Operations*

Rachael leads Ad+genuity’s programmatic buying and operations teams, overseeing campaign execution, pacing, optimization and compliance across platforms. She ensures operational efficiency, transparency and consistent performance for destination marketing programs. With over 16 years of related experience, Rachael has overseen the operations of many clients such as the Kentucky Department of Tourism, Tahiti Tourisme and Visit Anaheim.

Kayla Coe, *Director of Digital Media & Strategy*

Kayla oversees media planning strategy, audience development, supplier partnerships, and data and measurement integrations. She brings a destination-focused perspective to channel strategy and emerging media opportunities, ensuring media plans are both strategic and measurable. With over 13 years of media and advertising experience, Kayla has led media teams on destination accounts such as the San Francisco Travel Association, Visit St. Pete-Clearwater, Visit Virginia Beach, Memphis Tourism and Visit SLO CAL.

Emily Scheu, Senior Programmatic Buyer

Emily executes day-to-day programmatic media buying across demand-side platforms, managing campaign setup, delivery and optimization. She brings extensive experience across display, video, connected TV, audio and digital out-of-home advertising, with a strong focus on brand safety and KPI performance. With over 20 years of experience executing performance-driven programmatic campaigns, Emily leads buying for tourism clients such as VISIT FLORIDA, the Kentucky Department of Tourism and the Maine Office of Tourism.

Daniel Jeon, Media Planner

Daniel brings more than five years of media planning and strategy experience, supporting the development, execution and ad operations of data-driven programmatic campaigns. He collaborates closely with internal teams and media partners to plan, traffic and optimize campaigns across platforms, drawing on experience across industries including tourism, entertainment, financial services, education, nonprofit and B2B. With two years of tourism experience, Daniel has already supported and strategized campaigns for Visit Space Coast, the San Francisco Travel Association, Visit Savannah/Tybee, Visit Anaheim and VISIT FLORIDA.

Tourism and Destination Marketing Expertise

Ad+geniuity's exclusive focus on the travel and tourism industry ensures familiarity with destination-specific KPIs, brand safety considerations and stakeholder requirements important to DMO organizations. We currently purchase digital media for more than 40 DMOs and have done so consistently for more than a decade, meeting and exceeding the stated requirements for tourism expertise and DMO experience. Below we provide the required number of current and past client references.

Current DMO Clients

1. **Visit Anaheim:** Scott Oklin, Chief Marketing Officer, soklin@visitanaheim.org, 714.765.2830

2. **San Francisco Travel Association:** Lynn Bruni, EVP Chief Marketing Officer, lbruni@sftravel.com, 415.227.2637

Past DMO Clients

1. **Chattanooga Tourism Co.:** David Blair, Chief Marketing Officer, david@chattanoogatourism.com, 800.322.3344
2. **Memphis Tourism:** Regena Bearden, Chief Marketing Officer, regenabearden@memphistravel.com, 901.545.2677
3. **Visit St. Pete-Clearwater:** Eddie Kirsch, Director of Digital & Data, eddie@visitspc.com, 727.464.7200
4. **Discover Vail:** Mia Vlaar, Tourism and Economic Development Director, MVlaar@vail.gov, 970-479-2100
5. **Visit Savannah:** Lauren Cleland, VP Strategic Marketing, lcleland@visitsavannah.com, 912.644.6412

We are happy to provide additional client details upon request.

Suitability of the Contractor and FCVB Goals and Objectives

In today's fragmented and rapidly evolving media and travel-planning landscape, paid media strategies must be agile, innovative and insight-driven to maximize value. Ad+genuity leads in connecting destinations like the City of Flagstaff with right-fit, high-value travelers who stay longer and spend more.

We bring deep expertise in enhancing DMO visibility within an increasingly AI-influenced search environment. Our programmatic strategies complement paid and organic search

through strategic retargeting, contextual placements within travel research environments and geo-targeted awareness campaigns that drive incremental search demand. The result is a unified paid media approach that amplifies visibility and conversion.

We're excited to showcase our media expertise and strategic thinking for the City of Flagstaff. Here's what sets Ad+genuity apart in media planning and buying:

- **Global Media Expertise & Partnerships:** Our in-house team manages over \$75M in annual paid media across five major DSPs. This platform-agnostic approach provides flexibility and premium inventory at lower entry minimums than direct publisher rates. Operating on a true CPM model, we ensure all funds remain "working media" and return any optimization savings directly to your budget, maximizing reach and economic impact. This centralized strategy provides the City of Flagstaff with cohesive reporting, deeper insights and a transparent view of how every tactic drives incremental visitation.
- **In-House Programmatic & Social Buying:** Our buyers sit directly on our team, which eliminates third-party intermediaries and reduces costs to our clients. We are able to leverage our substantial buying power to negotiate better rates and secure top-tier inventory to precisely target audiences, all via curated partnerships with major media exchanges.
- **Premium Data Access:** We work closely with partners like Tourism Economics, Dstillery, United Airlines and ShareThis to lead in developing opportunities for testing different advanced audience data sets and targeting capabilities. Our multi-DSP approach ensures precise, effective targeting across every campaign.
- **Full Media Landscape Access:** Ad+genuity executes end-to-end media strategies across both paid social channels—Meta, Reddit, LinkedIn, Pinterest, TikTok—and the full programmatic ecosystem, including display, native, audio, OLV, CTV and DOOH. This comprehensive access enables us to streamline efficiencies, repurpose creative assets across platforms and minimize the lift required from your creative team while maintaining consistency and quality across placements.

- **Industry-Leading Technology:** We leverage AI marketing platforms to optimize the management and performance of your digital and programmatic campaigns. We're constantly exploring new ways to implement AI and other emerging technologies into our media planning, buying and reporting processes.

Targeting Solutions That Work

A key part of our global media performance success is our ability to develop and target best-fit audiences for the City of Flagstaff.

Ad+genuity takes a deliberately selective, insight-driven approach to audience and targeting strategy—prioritizing traveler intent, responsible media environments and efficiency over broad, unfocused reach. We develop custom targeting solutions for every client, rooted in a deep understanding of the complexities of reaching potential travelers globally. Our approach is built to navigate GDPR, evolving data privacy standards and platform-specific limitations, ensuring compliant, effective and scalable audience delivery. Our capabilities allow us to implement the following:



Behavioral & Demographic	Contextual	Geographic	Prospecting	Look-A-Like	Retargeting
Focuses on audiences who have been identified and segmented by interests and intent	Aligns ads with relative content based on website keywords	Delivers ads within a defined boundary, like your target markets	Deploys ads to raise awareness of your destination with a wide audience	Zeroes in on users who share key attributes with your engaged visitors	Focuses on users who have previously shown interest but may or may not have converted

Typically, we layer these approaches on top of each other, creating a detailed, comprehensive view of a consumer. Here's an example of our unified approach:



At Ad+genuity, we don't limit ourselves to travel personas. Instead, we incorporate a wide range of characteristics for your target audience, ensuring your media spend goes toward connecting with the best-fit audiences for your destination.

Above all, we focus on travel intenders—people actively considering travel—using SITs (signals of intent to travel) to keep the City of Flagstaff top-of-mind for these high-value consumers in your target markets and to guide them through the conversion process.

Reaching Travel Intenders at Every Phase of Their Journey

We know that today's path to conversion is more complicated than a linear movement from awareness to conversion; today's consumers often bounce between the stages before finally making their decision. Ad+genuity embraces this fluidity within our omnichannel media approach, crafting content and targeting strategies that connect

with your target audiences, no matter where they are in their journey, and guiding them toward conversion through both traditional and digital media.

Our experience and research show that your brand advertising will have the most impact if the marketing tactics, messaging and media buys are closely tied to the travel lifecycle—***Awareness, Consideration, Activation***—and are customized to reach your target audiences. In addition to this overarching approach for conversion, we focus on delivering your impressions on quality publishers.

We understand that our clients expect their ads to appear in environments that reflect and reinforce their brand identity. To ensure this alignment, Ad+genuity prioritizes building direct, one-to-one partnerships with premium media brands and top Supply Path Partners (SSPs). This approach delivers meaningful advantages for you as the client:

- **Strategic Control:** We intentionally select where your ads run, ensuring placements align with your brand from day one.
- **Efficiency from the Start:** Campaigns launch in the right environments—avoiding wasted impressions on underperforming or irrelevant publishers.
- **Cost Savings:** Through negotiated floor rates with our partners, we secure premium inventory at the most competitive prices.
- **Access to First-Party Data:** Our direct relationships unlock publisher first-party data and targeting capabilities, reducing your data costs while improving precision and performance.

An example of how we plan media around the travel lifecycle is dedicating dollars to inspirational mediums such as CTV and OLV to capture a potential visitor in the awareness stage. (You can imagine how an immersive, rich video experience can provide the ideal platform for sharing your destination’s stories in a visually impactful way.)

As we move into the consideration and purchase stages, we’ll continue the conversation with our prospect by using lower-funnel tactics. After the visitor moves out of these primary stages, then social, word-of-mouth and co-operative media play an important

role. This allows your industry partners to engage a visitor planning a trip with the ability to take action and book.

Each of our recommended media tactics is designed to help move our target audiences along the customer journey with a set of key actions that align with their needs.

Sample Media Tactics and KPIs

Ad+genuity has customized fluid, multifaceted reporting metrics to dissect and attribute user behavior as it evolves through the path to conversion. While we develop individualized tactical and measurement frameworks for every client, here are some common tactics, optimization targets and KPIs we might use in our media measurement:

TACTIC	CAMPAIGN OPTIMIZATION	KPI
CTV	Video Completion Rate	Reach
Pre-Roll Video		Cost Per View
Display Prospecting	Primary: Engagement Rate Secondary: Click-Through Rate	Landing Page Visits Site Engagement
Native Prospecting	Primary: Engagement Rate Secondary: Click-Through Rate	Time on Site Content Engagement Site Engagement
Streaming Radio/Podcasts	Audio Completion Rate	Reach
Rich Media	Primary: Engagement Rate Secondary: Click-Through Rate	Content Engagement Site Engagement
Paid Social	Primary: Engagement Rate Secondary: Click-Through Rate	Goal Conversions

Our Top-Tier Media Partnerships

We have secured and continue to develop direct, one-to-one partnerships globally for media placements and access to data. Below are some of the current partnerships we have in place with top-tier media providers:

Streaming TV Partnerships

- Amazon
- Disney+ Hulu
- Netflix
- Paramount
- NBCU
- HBO MAX
- PlutoTV
- Roku
- SKYTV

Digital Out of Home Partnerships

- JCDecaux
- Global Media
- Outfront
- Clear Channel
- Lamar
- DirectTV
- DISH

Media Partnerships

- Conde Nast
- Kayak
- People.Inc
(formerly
DotDash
Meredith)
- United Airlines
- iHeart Media
- Spotify
- SXM Media
(Pandora)
- Hearst
- Vox
- BBC Network
- The Guardian
- Tripadvisor

International Buying and Ad Serving

We support ad-serving to international audiences including the United Kingdom, Germany and Mexico. Campaigns are localized by market and language, with market-specific targeting, creative optimization and frequency management across devices and channels. Comprehensive reporting is provided at the market level, offering clear visibility into performance by country, channel and creative with insights used to inform ongoing optimization and ensure transparency and accountability.

This approach is further strengthened by Ad+genuity's data-agnostic buying strategy and publisher partnerships, allowing us to leverage local market insights, market-specific data providers and regional publisher relationships that drive performance while maintaining compliance with regional privacy standards.

Ensuring Maximum Media Impact & Brand Safety

We use a range of tactics to ensure your media delivers exactly as planned. We recommend leveraging an independent ad server, such as Google Campaign Manager, to track, verify and measure performance. If you do not currently have an ad-serving solution, Ad+genuity can host and manage all campaign tracking—providing full transparency, accountability and clear visibility into performance.

Brand safety is central to our approach. We protect all campaigns using industry-leading tools such as DoubleVerify or IAS. We will also deploy our own safeguards, including strict viewability standards, fraud prevention, publisher allowlists and customized keyword exclusions to ensure ads appear only in brand-aligned environments.

Once campaigns are live, we provide ongoing reporting and optimization insights to improve performance and ensure objectives are met. Our strategies evolve alongside changes in technology and consumer behavior, with continuous optimization tied to defined KPIs and conversions. Through independent verification and close collaboration, we ensure every impression is delivered, measured and optimized for success.

Enhanced Reporting

Ad+genuity partners with trusted third-party reporting, verification and analytics providers to ensure transparency, accountability and independent validation of media performance. These partnerships enable reporting that goes beyond basic delivery metrics to directly connect media investment with real-world visitation and economic impact.

- **Tourism Economics:** Tourism Economics is a global leader in travel and tourism analytics and Ad+genuity's preferred partner for measuring visitation and economic outcomes. Through media attribution and economic impact modeling, Tourism Economics connects ad exposure to observed travel behavior and quantifies the economic value generated by paid media. For the City of Flagstaff, this partnership enables integrated strategy and optimization, centralized reporting across platforms, and direct linkage between media performance, visitation and economic impact—supporting informed decision-making and responsible destination stewardship.
- **DoubleVerify:** DoubleVerify provides independent verification to ensure ads are viewable, fraud-free, brand-suitable and delivered within intended geographies. Ad+genuity uses DoubleVerify to protect brand safety, reduce wasted spend and validate campaign quality and delivery.
- **Fiducia Programmatic Transparency Study:** The Fiducia Programmatic Transparency Study offers independent insight into programmatic supply-chain efficiency. Ad+genuity leverages these findings to reinforce transparent buying practices, clarify how media dollars are allocated and ensure clients understand true CPMs and working media costs.

Our Proposed Timeline

While our standard setup timeline is approximately three weeks following plan approval, we understand FCVB may require a rapid transition from contract award to campaign

launch. Our team is experienced in accelerated deployments and is prepared to compress timelines when necessary—working in parallel across strategy, platform setup, tracking and creative QA to support an expedited launch when required.

Throughout the campaign, reporting cadence and optimization checkpoints are established upfront, with performance insights used to guide ongoing optimizations and ensure efficiency and impact.

Strategic Plan Established By Contractor Is Within Budget

We are able to execute on FCVB’s strategic goals and objectives within the budget you have provided and have included our proposed costs in a separate document. Below, we share more details of our approach to ensuring our plan can perform within budget.

Campaign Details for FCVB

Media Channels: Display, Native, OLV, CTV, High Impact Display

Media Flight: September 1, 2026 - August 31, 2027

Media Placements: This is Ad+genuity's initial recommendation based on information outlined within the RFP; budgets can be reallocated or shifted based on desired reach, assets available and campaign strategy.

- **Display Banners** grab attention with visually engaging ads, driving brand awareness and influencing travel decisions.
- **Native Media** blends seamlessly with its surrounding content, delivering ads that feel natural while engaging audiences effectively.
- **OLV** delivers video immersive experiences that capture attention and put your brand front and center.

- **CTV Video Commercial** delivers full screen, non-skippable storytelling on the biggest screen with scalable reach and premium attention.
- **High Impact Display** delivers personalized, visually dominant ad formats that capture attention and convert high-value audiences at scale.

Targeting Parameters: We will use a multi-layered targeting approach to reach FCVB’s target audience, leaning into both pre-built and custom data segments from trusted third-party partners designed specifically for FCVB. Initial targeting is informed by campaign objectives and traveler behavior, with examples including consumers planning trips to Arizona or national parks, previous visitors to Flagstaff, travelers researching outdoor and cultural experiences and audiences showing active interest in flights, accommodations or trip planning within the region.

Top DMO Campaign Strategy Examples

<p>Sustainable Travelers Target sustainable travelers at every stage of funnel and disperse them in the destination</p>	<p>Global, National & Youth Sports Target travelers looking for other destinations to redirect travel plans</p>	<p>Co-Ops Campaigns for all partners’ needs and aggregate insights on economic impact</p>
<p>Competitive Conquesting Target travelers interested in campaign destination or competitive destinations</p>	<p>DEI Reach LGBTQ+ and ethnic groups to promote inclusivity, diversity and equity</p>	<p>Disaster Recovery Plan Pandemic, hurricanes, fires, earthquakes, volcanoes, red tide</p>
<p>Direct Flight Routes Notify travelers of flights or deals to boost tourist travel on specific airlines</p>	<p>Events Weddings, events, festivals, restaurant weeks, sports games and training</p>	<p>Cruise Ports Get travelers to stay longer before departing/returning from nearby ports</p>
<p>MICE Meetings, incentives, conventions and events-specific targeting via audiences</p>	<p>Seasonal Sales Winter getaways, sales</p>	<p>Accessibility Showcase the destination’s accessibility for mobility, visual and hearing impaired</p>

From there, our approach for FCVB remains flexible and performance-driven. As the campaign runs, we continuously evaluate results using a blend of AI-powered insights and hands-on human analysis to understand which audiences are driving the strongest engagement and conversions. This allows us to:

- Refine audience parameters based on proven performance
- Expand into new audiences that exhibit behaviors similar to top-performing segments
- Shift budget toward high-performing audiences while strategically testing new opportunities

This iterative approach means your campaign gets smarter over time, reaching more of the right travelers as we learn what resonates. You're not locked into Day 1 assumptions—your media investment evolves with real performance insights.

Reporting Framework: Ad+genuity will provide projected performance goals and ongoing ROI insights aligned to FCVB objectives through a consistent reporting framework designed to support transparency and decision-making. Reporting will focus on overarching performance against core KPIs, with results segmented by audience and geographic market to clearly demonstrate reach, engagement and efficiency across channels.

Reports will include optimization insights and recommendations, highlighting performance drivers, in-flight adjustments and future campaign opportunities. This ensures learnings are actively applied to improve results over time rather than serving as static reporting.

Quality of Work Examples and Client Results



Visit Virginia Beach: Building Awareness In New Markets

Visit Virginia Beach set out to expand destination awareness in two emerging markets—Philadelphia and Pittsburgh—by leveraging targeted digital media executions. The objective was to capture the attention of new audiences through high-impact channels, build brand recognition and ultimately inspire increased visitation to Virginia Beach.

To achieve its goal of driving greater awareness and visitation from Philadelphia and Pittsburgh, we activated a comprehensive digital-first media strategy. The campaign deployed a diverse mix of programmatic channels—including CTV, DOOH, audio, OLV, display and native placements. By combining high-impact awareness drivers with precise audience targeting, the campaign ensured Virginia Beach was consistently top-of-mind for potential travelers across multiple touchpoints in their daily media consumption.

Results

Notably, the majority of visits occurred within 30 days of exposure, driving demand during the peak summer travel season. This short but impactful campaign contributed to the **\$7 million in visitor spending** generated since the launch of Visit Virginia Beach's broader 2025 marketing efforts—accounting for **10% of the destination's total measured visitation to date**.



Visit Savannah: Targeting High-Value Travelers With Eye-Catching, In-Show CTV Activations

Visit Savannah was looking to drive frequent travelers with a high net worth to consider visiting Savannah, Georgia, in the near future. They wanted to expand and enhance their existing CTV campaign through ad formats that would catch a viewer's attention in a new and innovative way.

Our solution included activating unique in-show ad formats through TripleLift, targeting adults aged 25-65+ who are Luxury Travel Researchers, travel at least twice a year and have a net worth of \$500K or more. We curated a list of premium publishers on Roku, including Tastemade and the Hallmark Channel, to reach audiences with a higher propensity to travel to Savannah. TripleLift created the custom, in-show creative experience, and Ad+genuity leveraged the Basis DSP for programmatic self-serve activation of this innovative in-show campaign.

Results

To measure the consumer ad experience of the in-show format, Ad+genuity worked with TripleLift to deploy an eye tracking study to a respondent pool that matched the target audience of the campaign. The study found **98% of respondents paid attention** to the in-show ad.

After exposure to the ad, the brand was **top-of-mind with 65% of respondents**, **46% gained a more positive perception** of Savannah and **80% agreed** that "Savannah, GA is a desirable destination to visit."



San Francisco Travel Association: Building Awareness In New Markets

The San Francisco Travel Association was looking to reach meeting planners and leisure travelers in key domestic markets—New York, Chicago, Boston, Houston and Washington, D.C.—with a fresh new brand campaign and multi-channel strategy to inspire San Francisco visitation and keep the city top-of-mind.

In order to help correct negative misconceptions about San Francisco in the wake of the Covid-19 pandemic, Ad+genuity executed multi-channel paid media campaigns to reach key audiences in priority fly markets. The campaign deployed a diverse mix of programmatic channels—including CTV, DOOH, OLV and display placements. With the combination of upper-funnel channels specializing in destination awareness and reach and mid/lower-funnel to drive direct response.

Results

Between May to November 2023, the campaign delivered over **225M impressions**—17% over the planned volume! Programmatic display media drove **42.3M video completions** and **61.2K site conversions**, with a **66% engagement rate**. The campaign saw **111.2K total clicks**, which outperformed the planned CTR by **0.41%**.

Top-performing CTV publishers were Pluto TV, Philo, Samsung TV Plus, DirecTV and HBO Max, with strong delivery across Roku and Amazon Fire TV devices. The DOOH effort delivered more than **55M impressions** across the five key markets, with placements spanning billboards, airport signage, urban panels, transit displays and Times Square spectacles. At the end, the campaign drove **24.5K hotel bookings** and **31.7K flight bookings** to San Francisco.

April 2, 2026

Digital Advertising Server

Best & Final Offer

Solicitation No.: 2026-114

Solicitation Name: Digital Advertising Server

Closing Date and Time: Friday, January 30, 2026, at 5:00pm

Company Name: Ad+genuity



Dear Members of the Selection Committee,

Ad+genuity submits this Best and Final Offer with full confidence in our destination-exclusive approach, transparent pricing model and proven ability to drive measurable visitation and economic impact for Discover Flagstaff. We combine DMO-exclusive expertise, multi-DSP buying power, built-in third-party verification and a working media model.

As we shared during our presentation, our model is designed to provide full transparency into how your media investment is allocated, including both working media and the operating costs required to execute and optimize campaigns.

Rather than applying layered fees, Ad+genuity operates on an all-inclusive model, where approximately 24% of the total investment supports strategy, buying, reporting, technology and optimization and the remaining budget is directed toward working media.

What differentiates our approach from traditional agency models is that this is the only cost structure. There are no additional management fees, platform fees or hidden markups. In contrast, typical agency and other general programmatic models often apply a commission on media spend while also incorporating additional, less visible costs associated with buying and delivering media.

Here is an overview of how Ad+genuity differs from other agency models:

Capability	Ad+genuity	Typical Agency	General Programmatic
DMO / tourism exclusive focus	✓ Yes – 100% tourism	✗ Mixed verticals	✗ No DMO expertise
In-house programmatic buyers	✓ On our team; no desk fees	✗ Often outsourced	Partial – no DMO context
Multi-DSP buying (5 platforms)	✓ Platform-agnostic	✗ Typically 1–2 DSPs	Partial – single DSP
True CPM / all-inclusive rate	✓ One rate, everything included	✗ 15–25% mgmt fee + tech	✗ Stacked fees common
DoubleVerify brand safety	✓ Included – not an add-on	Add-on / often skipped	✗ Not included
Tourism Economics attribution	✓ Included at no extra cost	✗ Not available	✗ Platform-only analytics
Optimization savings returned	✓ Always – dCPM model	✗ Agency keeps savings	Varies by contract
Programmatic supply-chain transparency	✓ Fiducia Study; open books	✗ Supply chain opaque	✗ Black-box typical

One budget. One rate. Everything Included. More of your investment working directly toward your goals.

Finally, outlined below is a chart you have already seen, but something that we wanted to highlight. These services are included when you work with Ad+genuity. We operate on a True CPM model, which ensures your budgets are directed to working media, the dollars that actually reach your audience. Management, strategy, optimization, reporting and brand safety tools are not add-ons billed separately; they are included in the CPM rate we charge for each impression. We also use a dynamic CPM structure (dCPM), which sets a maximum rate ceiling. When impressions clear at lower costs in real-time auctions, those savings are passed directly back to your budget as additional reach, not retained by us.

Fee Structure & Services Checklist

Service	Status
Account Setup & Onboarding	✓ Included
Media Strategy & Planning	✓ Included
Programmatic Buying (5 DSPs)	✓ Included
Paid Social Buying	✓ Included
Campaign Optimization	✓ Included
Monthly Reporting & Dashboard	✓ Included
Brand Safety (DoubleVerify)	✓ Included
Tourism Economics Attribution	✓ Included
Creative Production	✗ Client-supplied
Taxes / Pass-Through Costs	At cost (net)

If we are lucky to earn your business, we look forward to delivering results for your team. Ad+genuity is ready. Our team is experienced, our partnerships are in place, and our approach is proven across more than 40 destinations that trust us with their most important marketing investment. As reflected in our original proposal, we came to the table with our best and final offer—designed to be transparent, competitive and aligned with your goals from the start.

Discover Flagstaff deserves a partner that treats transparency as a baseline, not a selling point. One that measures success the way a DMO measures success: in visitors, in nights and in economic impact returned to the community. We are that partner, and we're ready to get to work.