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**NEWS RELEASE
FOR IMMEDIATE RELEASE**

**SILVERCREST LAUNCHES REVOLUTIONARY NATIONAL AD FUND PLANNING TOOL
AND NEW BRAND IDENTITY**

With Proprietary and Programmatic Media Inventory, Market Hierarchy, and Geo-Target Creative Versioning, All Available in One Sophisticated Yet Simple Platform.

LOS ANGELES, CA (June 2019) --

Silvercrest launches new technology that allows brands to systematically plan and place media across multiple media tactics, inclusive of print, digital, OOH, TV, radio, from both a local and a national brand perspective.

This is especially noteworthy for brands, particularly those that are franchise-based with diverse location footprints, which are looking for an efficient and equitable way to distribute effective and trackable media in a variety of markets.

“What we have been able to create with an automated platform, can transform how national marketing funds and local franchisees can place media, making the buying process the most efficient and reducing the amount time and effort dedicated to planning and trafficking. This new product represents Silvercrest’s dedication to the media buying space and re-enforcing our technology capabilities. All the while remaining committed to delivering sophisticated marketing and media solutions for brands. And it can all be accomplished within our LMap product, making it the only platform that can provide a single marketing and media solution for brands,” says Jennifer Moore, Chief Marketing Officer at Silvercrest.

The details of Silvercrest’s Ad Fund Planning Tool are threefold: Programmatic Media Inventory, Market Hierarchy, and Geo-Targeted Creative Versioning.

Enabling of Programmatic Media Inventory, ensures that all media partners from print to digital and all franchise locations and territories in a particular market have media coverage and assigns a specific geography to those locations within a network.

Then there is the ability to target regionally and also list locations regionally, enabling brands to version and drill down to the local the footprint level, with more flexibility to prioritize if there are too many locations within a certain area. Thereby creating maximum control, accountability, and placement for National Marketing Funds.



And finally, Silvercrest's platform allows for geo-targeted creative versioning, to facilitate the local media placement. Franchisees can select different promotions, the number of offers, expiration date, primary vehicle, and date selection, all from Brand-created and approved options.

Brands and franchisees now have an instant assessment of market opportunities, based on saturation and cost, and a myriad of options to creatively advertise their businesses.

What it takes Silvercrest to create and localize in an hour, would take a traditional agency a week and a half to collect information, massage the data, and lose the inventory, much less execute the creative.

"This represents the ideal algorithm for Silvercrest to become a single source solution for all marketing and media needs for brands. We are able to facilitate the aggregation of all media vehicle distribution; premier data sources delivering psychographic, demographic, and syndicated research; and media distribution and delivery all through LMap. We have transformed how brands handle complex networks. The future is now," says William Rodriguez, President and Co-Founder of Silvercrest.

About Silvercrest:

Silvercrest is a technology company dedicated to delivering sophisticated 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 organizations with the combination of proprietary technology, customer data, marketing needs, and media buying, harnessed in one sophisticated yet simple platform.

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

Silvercrest has grown to a \$50+ million dollar organization with over 30 clients in just under 8 years, and they are poised to grow another 30% at least in 2019.
