



# pickey

PHOTOS.  
VIDEOS.

A Unique Content  
& Ad Solution.

## Overview

# PICKEY



Pickey delivers premium photo & video content while offering full service digital targeting, placement, and ad management. We leverage mobile phone data to build and activate your target audience, only creating & deploying ads that are highly relevant to the people who see them. Say goodbye to wasted ad spend.





## PROBLEM.

Brands struggle to create compelling photo & video content and don't know how to place themselves in front of a relevant audience using Facebook & Google Ads



SOLUTION.

# CONTENT CREATION.



## Inquire.

Tell us what you need - Instagram content, TikTok content, Headshots, Events, YouTube or Stock/Pre-Shot videos.



## Match.

We'll match you with one of our Creators, equipped with the industry's best equipment.



## Shot. Delivered.

Your Photographer or Videographer creates your content with quick delivery. Our image editing is powered by A.I. using Google Kubernetes Engine, so you get more premium content, faster.



SOLUTION.

# AD PLACEMENT & MANAGEMENT



## Sort Geo-Location Data

Our Data Science Team sorts through billions of digital interactions every month to amass a data graph that large and small organizations use to solve complex problems.



## Cookie-Free Targeting

Our mobile-first approach means we reach audiences with laser precision. No home internet? No problem. We use residential lot-level (land survey) data to find active mobile devices for your target audience.



## Direct Mobile Advertising

We serve ads in multiple languages. Our team of data scientists and digital marketing experts will build, manage, and optimize your campaign so you do not have to.



# THE NUMBERS

\$100,000

## Total Service Revenue In 2022

We have repeat clients like AWS Startups, BodySpec & Bitcoin++ that has resulted in over \$100,000 in revenue since our launch in Q1 of 2022.

5%

## Under-Represented Creators


We take 5 cents from of every dollar we make & spend it on Photo & Video gear we give to minority creators who don't have the means to afford their own equipment.




# Thank You

WE HOPE TO **WORK WITH YOU** SOON.

Pickey has the potential to be a globally recognized brand, and we value every partnership that moves us closer to that moment. We're opening a \$1,000,000 Pre-Seed Round with a \$1,500,000 Oversub Balance & are looking to connect with investors interested in Marketplaces & Media Startups. Thank you for your time & consideration.

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