

# Programmatic Makes History



WIDEORBIT



WORLD'S FIRST SUPER  
BOWL AD BOUGHT  
PROGRAMMATICALLY



FROM CAMPAIGN  
IDEATION TO DELIVERY  
IN JUST **ONE WEEK**



**145,000** ERIE, PA  
RESIDENTS **TARGETED**  
THROUGH SOFTWARE



**ADWEEK** FEATURE WITH COVERAGE  
IN **19 SOURCES** INCLUDING B&C,  
THE DRUM AND MEDIAPOST



EARNED OVER **4,000** SHARES  
ACROSS FACEBOOK, TWITTER  
AND LINKEDIN