

Follow the signal.
Not the noise.



DIGITAL ADVERTISING
for mining, energy, natural resources industries



46.2
NORTH
DIGITAL ADVERTISING

46.2 North is a digital advertising company.

We work with businesses across:

- mining
- energy
- and natural resources

To reach the audiences that unlock investment, growth, and long-term value.

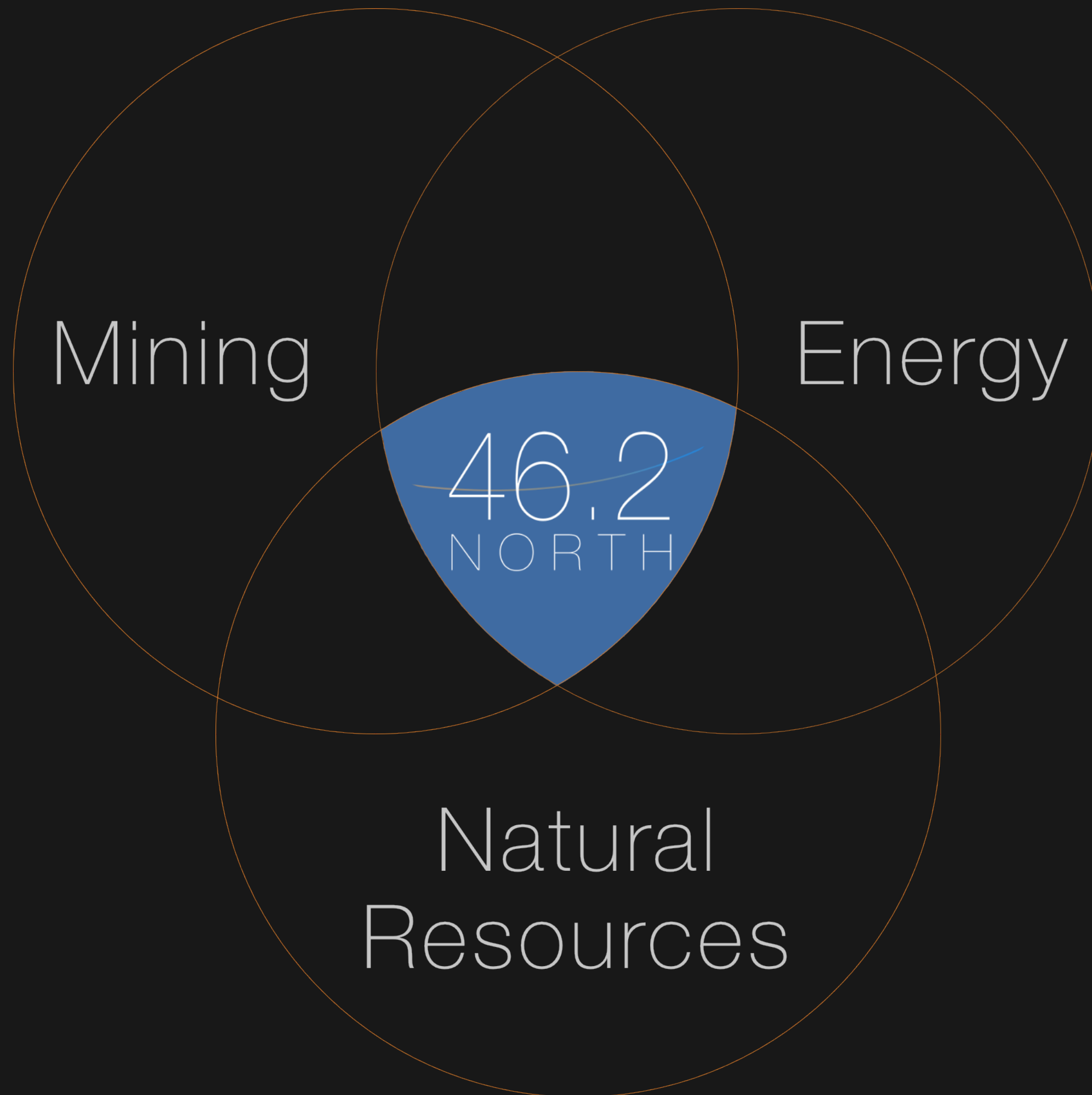
We understand companies operating in these industries face a distinct set of communication challenges, from building credibility with investors and institutional stakeholders, to maintaining visibility during project development cycles.



46.2
NORTH
DIGITAL ADVERTISING

Digital advertising built for your sector

Mining • Energy • Natural Resources



46.2 North understands mining and energy.

We help clients:

- **Unlock Investment**
reach audiences to drive investment, growth, and value
- **Build Credibility**
with retail investors and institutional stakeholders
- **Communicate**
clearly and consistently to build market presence and accelerate growth

Why companies choose 46.2 North

Clear Strategy • Manage Complexity • Improved Conversion

Global digital ad spend* in
2026 is set to surpass:

\$1 TRILLION

Daily, the average
person sees up to:

10,000 ads

In a market this crowded,
visibility is the
competitive advantage.



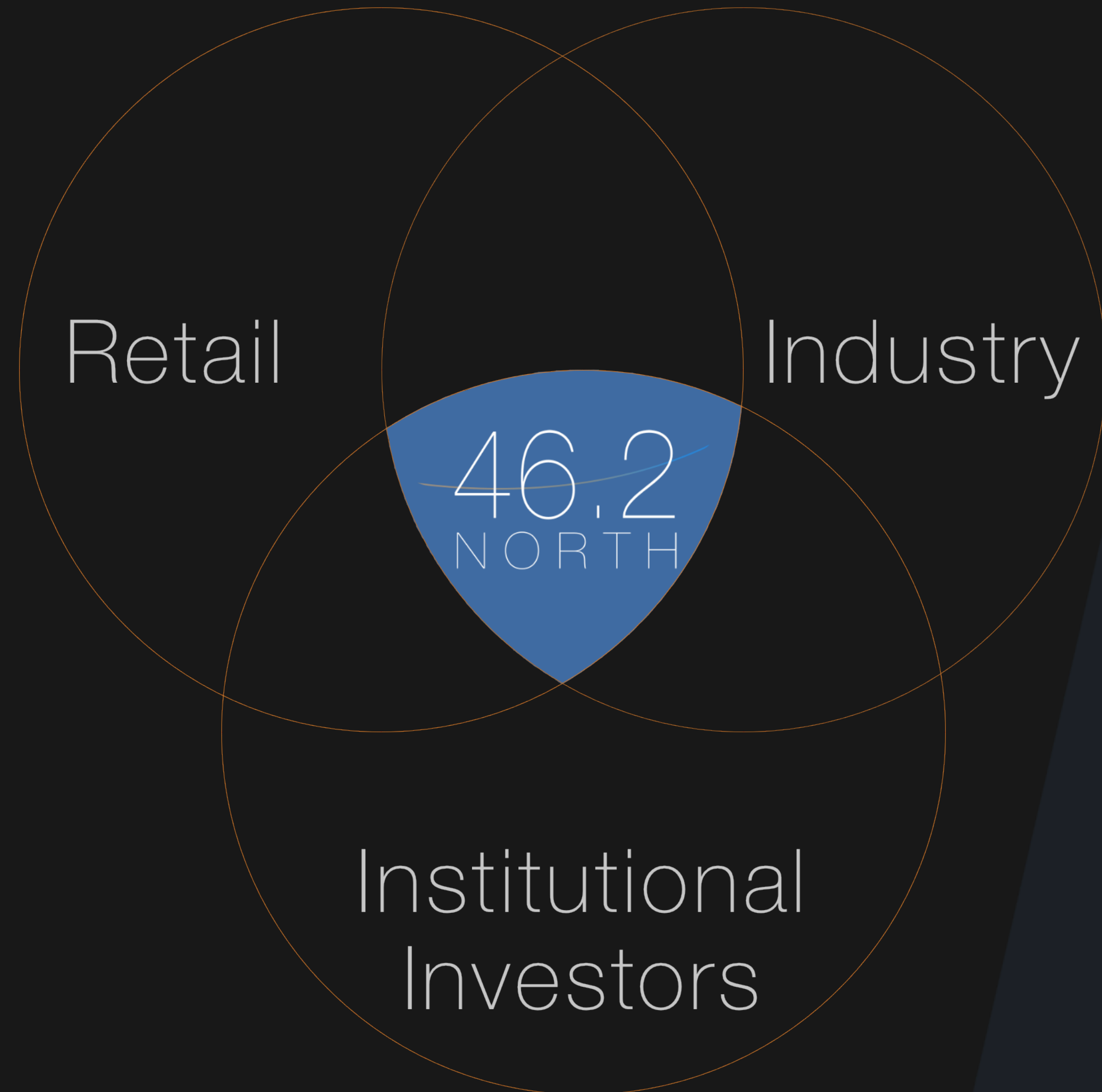
Not in the room
Not in the deal

Digital advertising built to unlock investment

Retail • Institutions • Industry

Our targeted campaigns align to your company development goals:

- **Investor awareness**
- **Institutional credibility**
- **Industry visibility**



How we work to deliver your goals

Speed • Scale • Discipline

Audit

Market context and
company targets identified

Build

Channel plan, audience design,
offer framing, asset map

Launch

Structured deployment of the 46.2 North
campaign targeting stack

Optimise

Analytics analysis, optimization for improved reach and conversion,
and aggressive reinvestment into high-performing channels

Full funnel advertising capabilities

Paid Search • Paid Social • Programmatic • Creative • Analytics

Paid search

intent-led campaigns built to capture demand across all major keywords

Paid social

audience development and conversion across all major social platforms

Programmatic and display

reach, retargeting, and high-efficiency placements beyond the obvious channels

Creatives

We manage the full creative process, including copy, visuals and campaign assets, including:

- writing ad copy, campaign messaging
- shaping headlines, calls to action and key framing
- sourcing, selecting and editing imagery
- building creative assets for different channels and formats
- refining content to improve performance

Advertising platform snapshot for mining and energy

Google Search • X • YouTube • LinkedIn • Reddit • Specialist



Google Search

discovery, due diligence, keyword targeting



X

real-time markets, policy, and influencers



YouTube

projects, interviews, and explainer content



LinkedIn

B2B, deals, and reputation



Reddit

retail sentiment, niche intel, and on-the-ground colour

Contact

Tel No • Email

46.2 North is built to help mining and energy companies attract capital, credibility and attention.

For more information or queries, please contact:

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