PROGRAMMATIC MEDIA

TODAY'S AGENDA

- What is CTV and How it Works

- Why Now

- Targeting Strategies

- Results & Reporting

- Getting Started & Case Studies

YOUR SPEAKERS

Janet Tonner
President
Moore Media Division

Jess McKean
Vice President of Product
SimioCloud

What is CTV and How Does it Work?

WHAT IS CONNECTED TV (CTV)?

- CTV Advertising is the practice of running video ads on a television designed to connect to the internet while a viewer is streaming television content.

- Programmatic Advertising is the broader practice of placing display, video or audio ads on any device connected to the internet.
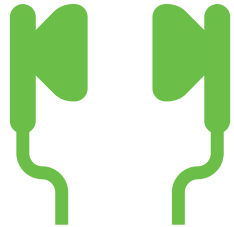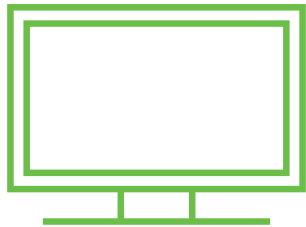
THE CTV LANDSCAPE

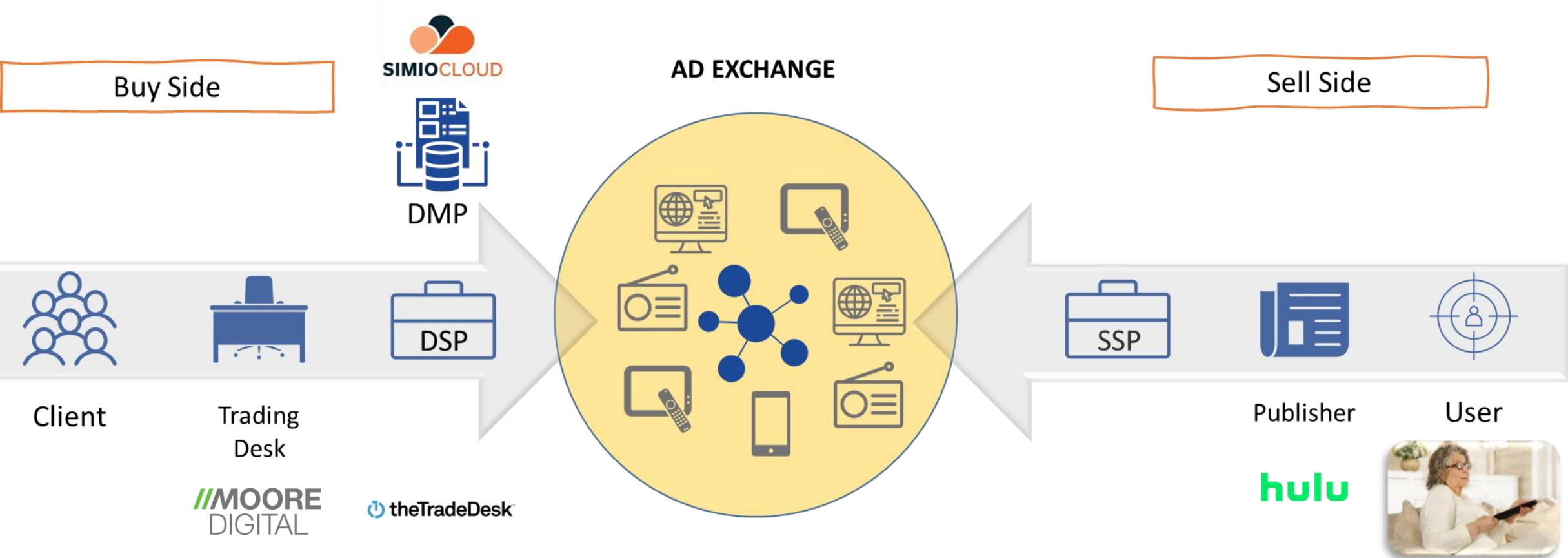| Live Streaming Content	Video On Demand	Free TV
• Virtual cable providers • Live Sports • Live News	• Bingeable Content • Original Series • Cable Apps	• Movies and TV Shows • Bingeable Content • Live Stream & On Demand

ONE-TO-ONE TELEVISION BUYING

Buy Side

Sell Side

SIMIOCLOUD

AD EXCHANGE

DMP

Client

Trading Desk

DSP

//MOORE DIGITAL

theTradeDesk

SSP

Publisher

User

hulu

//MOOREDIGITAL

AD EXCHANGE PROCESS IN REAL TIME

Why Now?

STREAMING REACHED CRITICAL MASS

Time spent with television increased by 74% during COVID with the largest growth coming from viewers 55 or older

STREAMING VIDEO SHARE OF TIME SPENT BY AGE

Q2 2020
16% | 5% | 8% | 18% | 27% | 26%

142.5

Q2 2019
16% | 8% | 8% | 19% | 30% | 19%

81.7 — Average Weekly Streaming Minutes (Billion)

■ P2-11 ■ P12-17 ■ P18-24 ■ P25-34 ■ P35-54 ■ P55+

//MOOREDIGITAL
A MOORE COMPANY
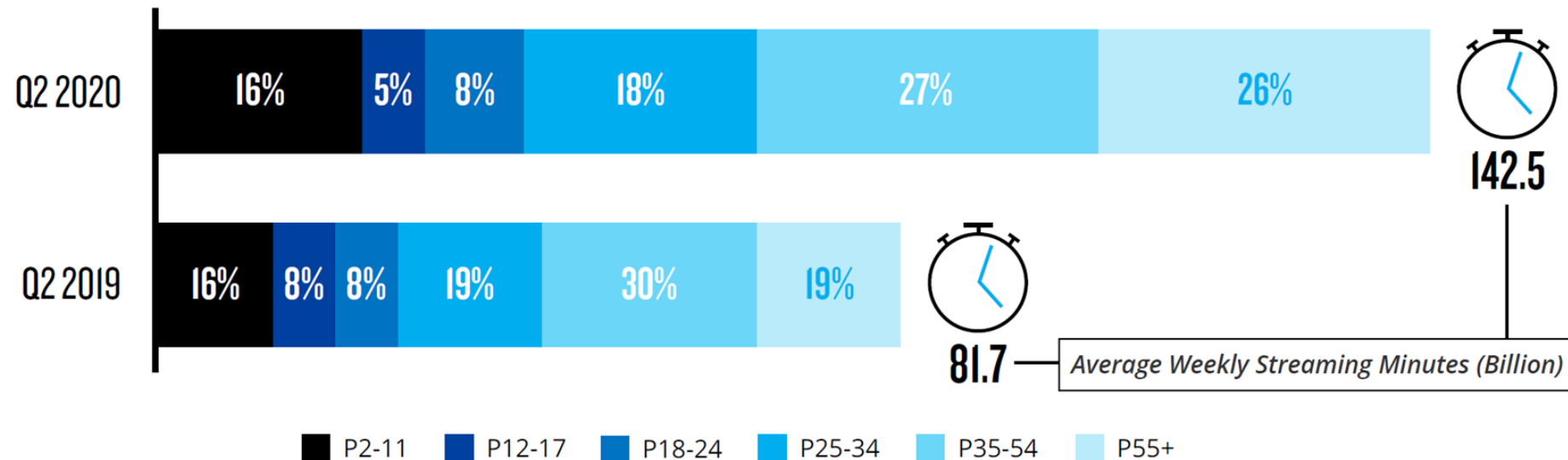
SHIFT TO STREAMING TV

- Streaming overtakes broadcast and cable for the first time in July 2022

- US households subscribe to an average of 9 streaming services

- 80% of streamers watch ad-supported content each week

Total TV Time

Broadcast 21.6%
Streaming 34.8%
Cable 34.4%
Other 9.2%

10.2% Other Streaming
8.0% NETFLIX
7.3% YouTube including YouTubeTV
3.6% hulu including Hulu Live
3.0% prime video
1.8% Disney+
1.0% HBO max
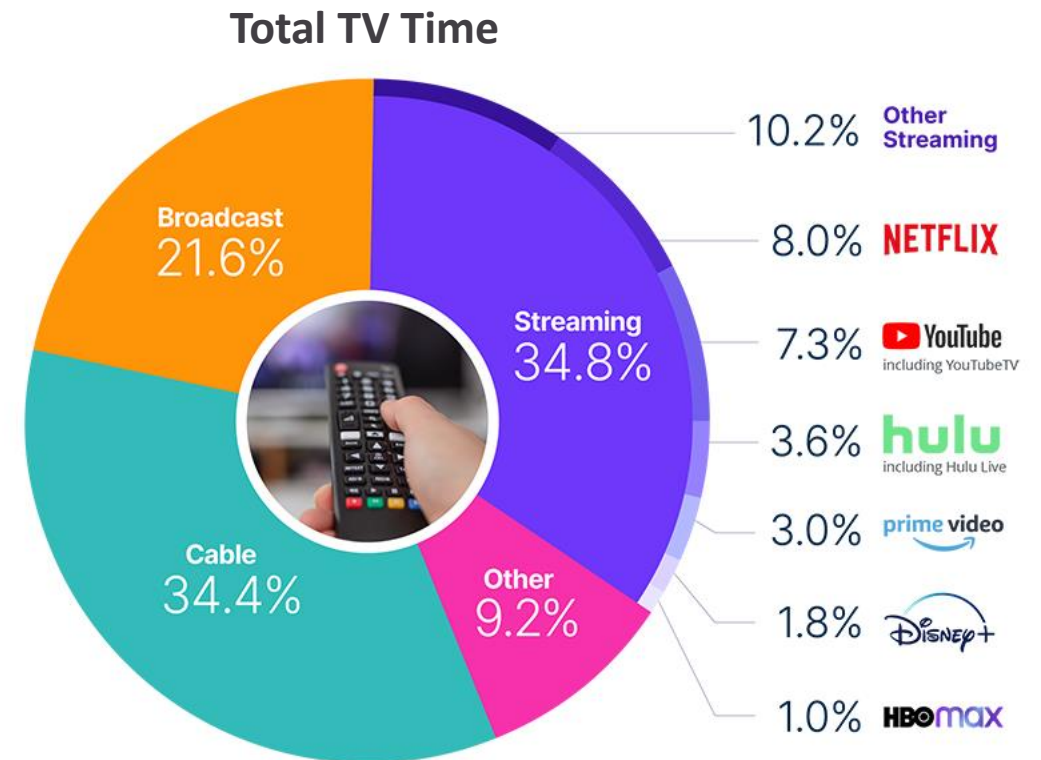
Nielsen Total Audience Report July 2022 – P2+ Total Day

//MOOREDIGITAL

STREAMING REACHING A MORE DIVERSE AUDIENCE

- Ad Supported Video Platforms are engaging diverse audiences

Chart: Audience Diversity by Platform

Platform	Hispanic	White	Black	Asian	Other (Non-Asian)
Linear TV	12%	66%	17%		
Pluto TV	15%	44%	36%		
The Roku Channel	9%	60%	22%	7%	
Tubi	13%	45%	39%		
YouTube	21%	48%	22%	7%	

Legend: ● HISPANIC ● WHITE ● BLACK ● ASIAN ● OTHER (NON-ASIAN)

Nielsen State of Play – April 2022
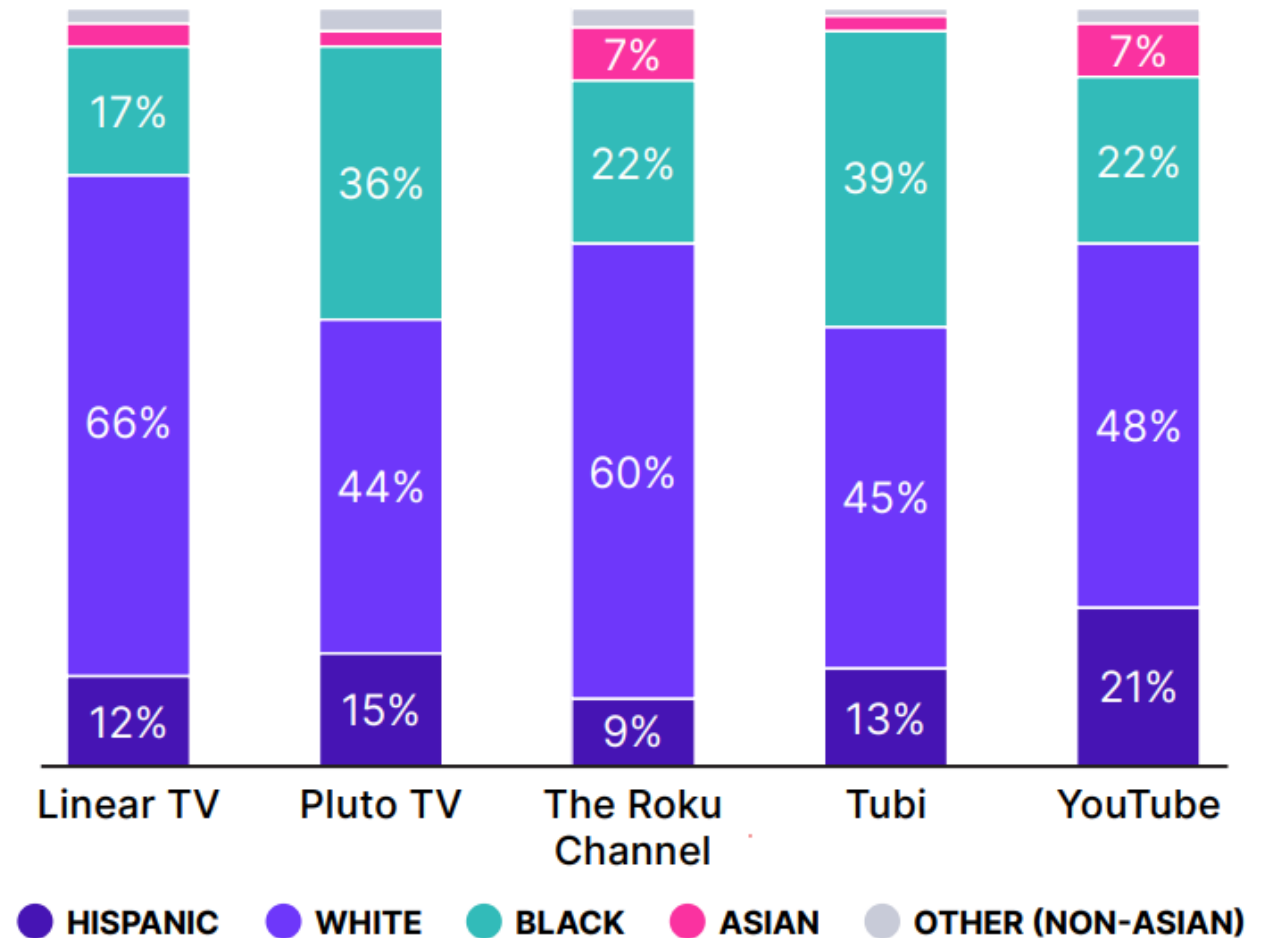
//MOOREDIGITAL

Targeting Strategies

MANY OPPORTUNITIES

Combine the power of video storytelling with the targeting precision of digital media

- Fundraising

- Emergency Response

- Lead Generation

- Brandraising

- Advocacy

- Event Participation

BETTER TARGETING

GOOD TARGETING

VS.

BEST TARGETING

- Audiences selected from 3rd Party Data, usually Demographic Profiles

- DSP Platform Built Look-A-Like Audiences

- Models built from your 1st Party Data using Compiled Resources

- Scored 1st Party Records using Compiled Resources

- DSP Platform Built Look-A-Like Audiences

- Models built from your 1st Party Data & Co-op Data

- Scored 1st Party Records using Co-op Data

//MOOREDIGITAL

4 KEY TARGETING STRATEGIES

Can be used individually or combined

1 **Acquisition Model**

Target prospective donors based on the key characteristics of your current donors & your campaign objectives

2 **Reactivation**

Reactive lapsed donors by identifying those most likely to reengage by analyzing their other donation activity and ability to give

3 **Renew/Upgrade**

Engage your current donors for improved retention and upgrade opportunities

4 **Co-Targeting**

Combine with other acquisition efforts such as email, direct mail, or telemarketing to increase response rates

WHAT ARE CO-TARGETING CAMPAIGNS?

Media campaigns targeting & measuring the same audience(s) on a 1:1 basis across more than one media channel simultaneously, like:

- Direct Mail **+** Programmatic Display

- Acquisition Email **+** CTV

- Face to Face **+** Audio Ads

- CTV **+** P2P Texting

Rebecca and her husband Tom watch the latest episode of Blue Bloods on Hulu.

They see a television commercial.

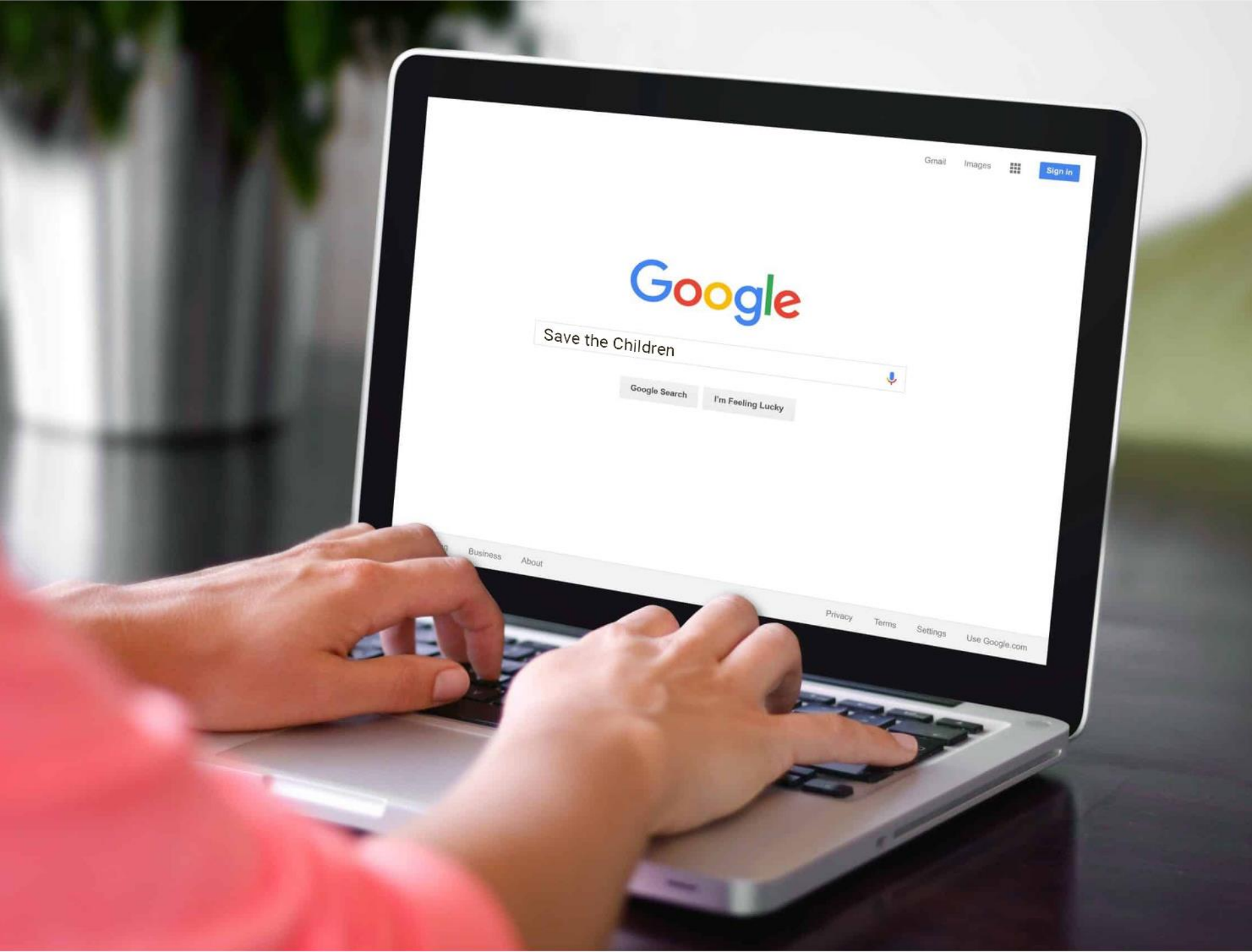Rebecca is **exposed to another video commercial** while watching the news on her tablet.

Rebecca sees **corresponding display ad** while searching for a recipe on her computer.

Rebecca receives **a direct mail piece**

Or, Rebecca **searches** for the organization after an ad exposure

Or, Rebecca clicks on a **Facebook ad** and makes a donation.

Or, Rebecca clicks on an **email** and makes a donation.

Results & Reporting
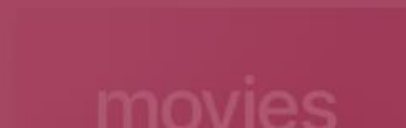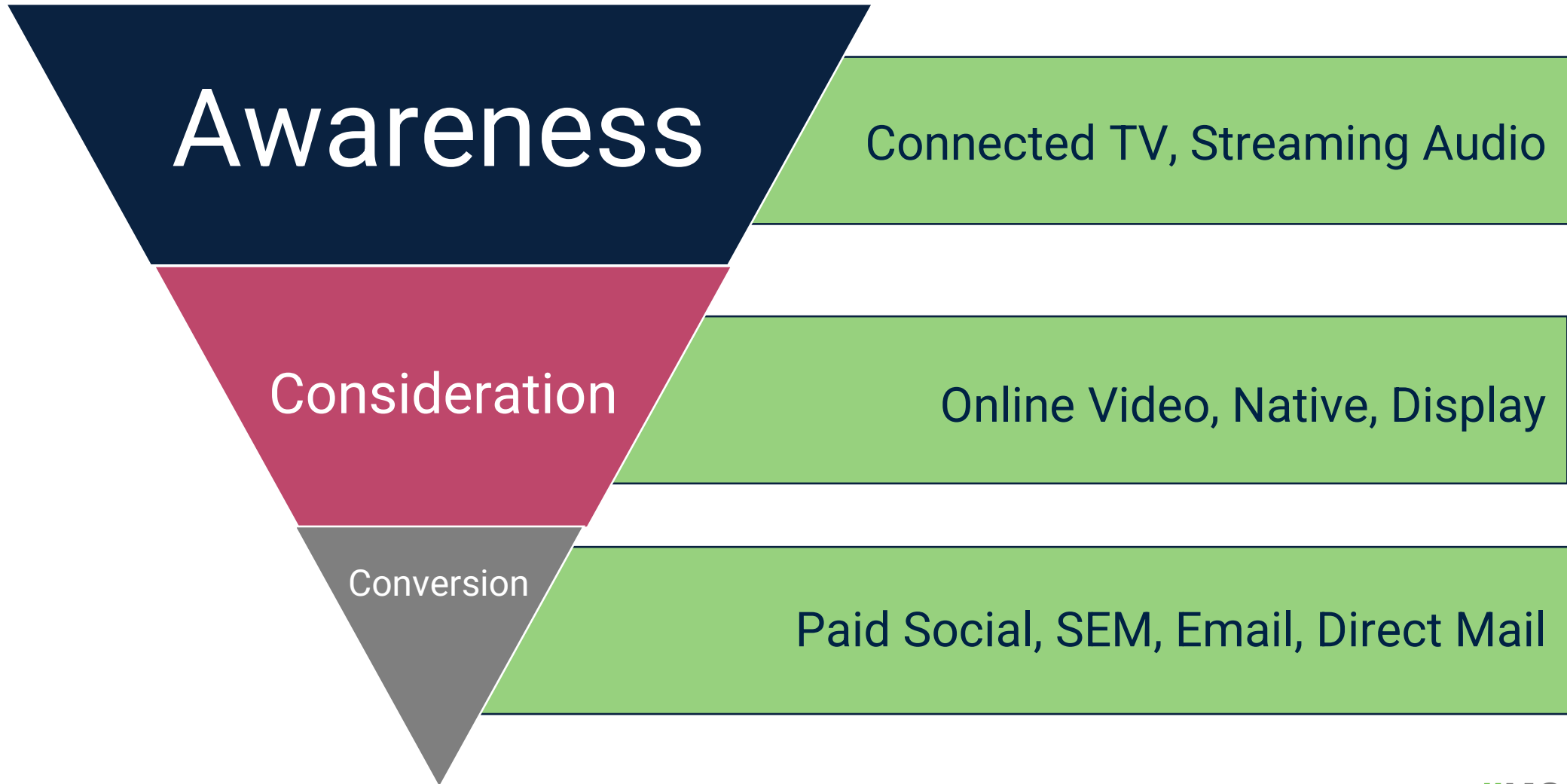
HOW IS ACTIVITY TRACKED?

- A **pixel** is essentially a tiny snippet of code that allow you to gather information about visitors on a website—how they browse, what type of ads they click on, etc.

- You should place at least 2 different pixels:
  - A **traffic pixel** that fires when someone visits a page on your website
  - A **conversion pixel** that fires when someone donates, ideally enhanced with additional parameters to capture **Transaction ID, frequency of gift, gift amount** and more.

//MOOREDIGITAL

BRINGING IT ALL TOGETHER
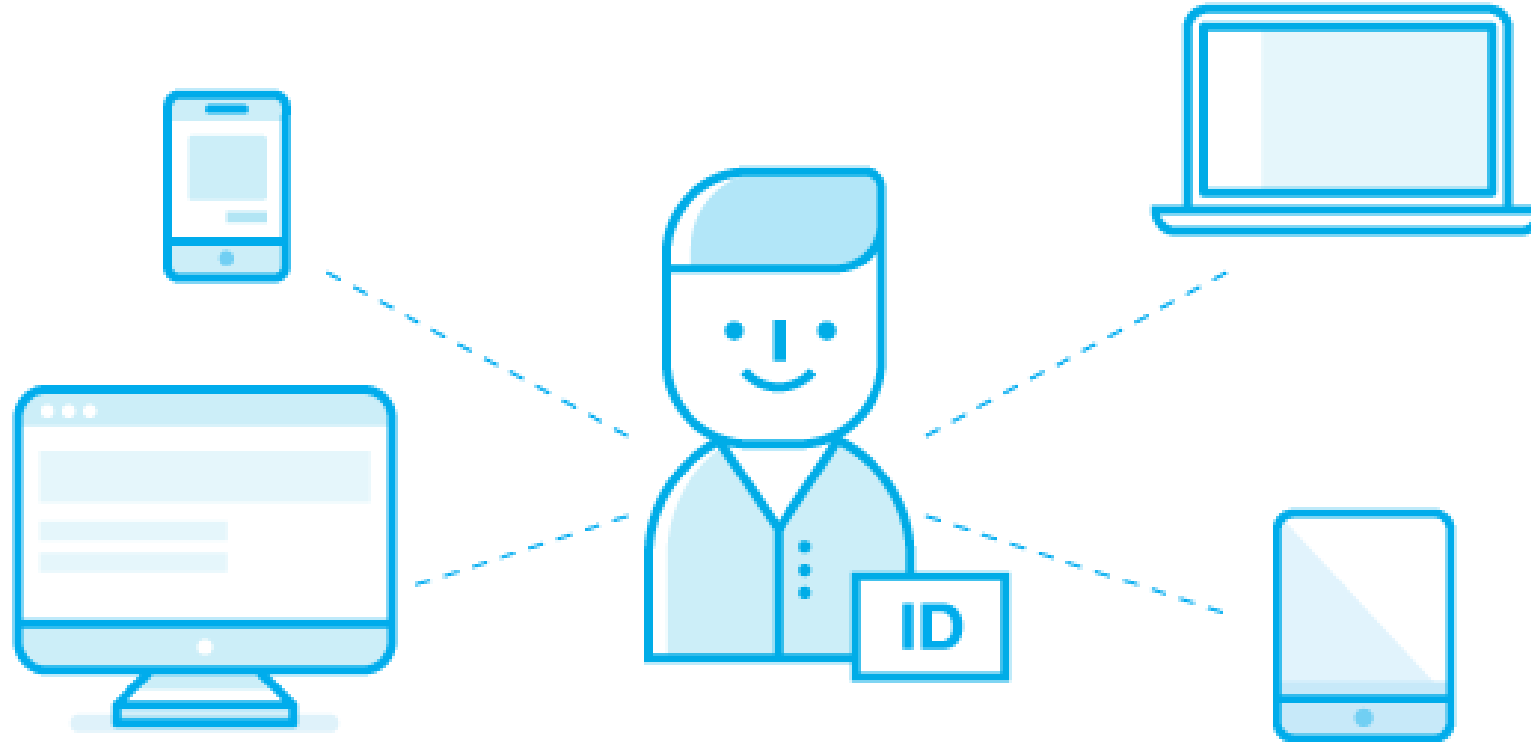
MEASURING THE IMPACT

SUCCESS METRICS & EXPECTED ROI

- Campaigns optimized for traffic, conversions, revenue
  and return on ad spend (ROAS)
  - Analyze by audience segment & creative
- Track increased revenue from conversion channels
  like SEM, paid social, and email
- Also monitor softer metrics - lift in brand favorability & ad recall

- CTV Video Completion Rate: 95%+
- Average Cost per Completed View: $0.04
- Expected Return on Ad Spend: 0.70 to 1.20

Getting Started

TYPICAL CAMPAIGN TIMELINE

6 to 8 weeks prior to launch
- Place tracking pixel
- Submit files for enhancement/modeling/scoring
- Create video and/or display assets

Month 1
- Focus on prospecting to generate awareness
- Increase retargeting pool

Month 2
- Increased focus on consideration
- Continue to refine strategy to maximize conversions

Month 3
- Increased focus on conversions
- Assess CTD lift for SEM, Social & e-mail
- Continue to refine targeting and creative to maximize performance

//MOOREDIGITAL

CTV CAMPAIGN RECOMMENDATION

- Budget: $100,000 media + creative

- Impression Delivery: 1,700,000

- Flight Dates: 3 Months (TBD)

- Projected ROAS: 0.85-1.12

- Goal: Generate revenue and lift conversion channels

First-Party Data Case Study

Challenge

Shriners Children's experienced lackluster results from their Connected TV program.

Solution

Moore Digital recommended a transition from the current managed service platform to our programmatic buying team, where we have more oversight, make optimizations in real-time, and most importantly, utilize first-party data through SimioCloud.

First-Party Data **Case Study**

Results

When comparing the results across the same two-month period:

- The Cost Per Impression (CPM) Decreased

- The Cost To Acquire Decreased by 45%

- Both One-time and Monthly Average Gifts Increased

- Return On Ad Spend Increased 215%

Metric	Managed Service Vendor	Moore Media powered by Simio	% Diff
One-time Avg. Gift	$161.69	$213.05	32%
Monthly Avg. Gift	$22.78	$26.02	14%
CTA	$198.00	$109.55	-45%
ROAS	0.55	1.73	215%

//**MOORE**DIGITAL

CO-TARGET RECOMMENDATION

- Budget: $10/cpm for Display + Creative

- Minimum Target Quantity: 500,000

- Flight Dates: 2 weeks prior to in-home date through 4 to 6 weeks

- Goal: Lift campaign response and generate additional online gifts

DM Display Co-Targeting Case Study

Challenge

Wounded Warrior Project wanted to enhance the performance of direct mail acquisition campaigns.

Solution

Conduct a test with two co-targeting vendors.

YOUR GIFT IS LIFE-CHANGING

WOUNDED WARRIOR
ANTHONY VILLARREAL AND WIFE JESSICA

...your gift means everything.

WOUNDED WARRIOR PROJECT®

DONATE NOW

//MOOREDIGITAL

DM Display Co-Targeting Case Study

Results

Simio direct mail co-targeting results showed:

- 2.54% increase in response rate as compared to the control hold-out
- 8% increase in average gift
- 5.45% reduction in cost to acquire

	Resp %	Avg. Gift	CTA
Simio % Lift Co-Target vs. Control Holdout	2.54%	8.05%	-5.45%
Other Vendor % Lift Co-Target vs. Control Holdout	-5.62%	19.46%	4.45%

The competitor vendor did not see improvement in response or cost to acquire.

In addition to the Direct Mail results, the Simio test file generated 137 online gifts, of which 23% where sustaining, for an **online ROAS of 2.34**.

//**MOORE**DIGITAL

Thank you.