



CTV, OTT, OLV & YOU!

ABOUT BE THE MATCH...



Be The Match is a global leader working every day to save lives through cellular therapy.

For people with life threatening blood cancers, a cure exists! Be The Match connects patients with a matching donor for a live-saving blood stem cell transplant.



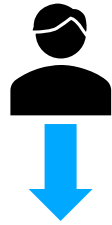
The Be The Match registry is the most diverse registry in the world and includes both adult donors willing to donate to a patient in need and stored cord blood units.



DIGITAL VIDEO TARGETING

CTV

Target individuals based on data on a household device with a household subscription



Reaching individuals on a household device & subscription.



Deliver Messages on TVs



OVER THE TOP (OTT)

Target individual based on data (ex: Demo, Interest, Audience Attribute)



Find the individual wherever they are streaming or watching on demand (w/o cable or satellite).



Deliver messaging across their small & portable devices.



DIGITAL VIDEO

Target individual based on data (ex: Modeled Audiences, Customers, etc.)



Find the individual wherever they are browsing.



Deliver messaging across their devices.



HOW TO...



Know Why...

CTV/OTT/OLV starts with a commitment to brand education and awareness and taking the user on a digital journey to create an emotional connection with your organization



Goals & KPIs...

Know and have understanding from leadership and media teams on what goals are and how to create a measurable experience while setting the right expectations internally



Budget...

Start small and focus on specific geo-areas to increase frequency and awareness that can be tracked and measured so learnings can be gathered



Measurement...

Take time between campaigns to understand how performance increased, new audiences for targeting, and creating a memorable experience for users that create an ROI for the organization

1ST CTV/OTT CAMPAIGN

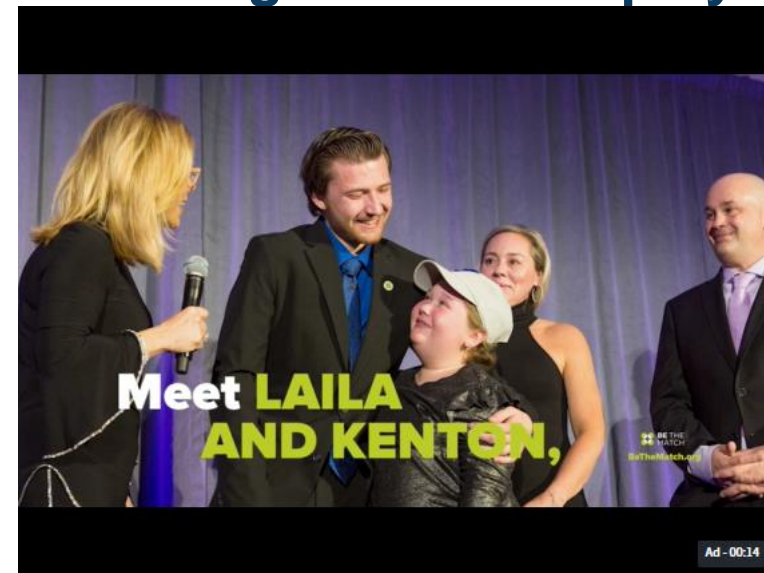
- Campaign ran for a full 30 days nationally
- Creative was the same creative running across OLV
- Completion rate was 96.2%
- There was no corresponding Laila & Kenton branding on the home page but was added through out the flight of this creative
- Registration correlation was highly inferred
- Audience targeting was consistent across other running media – display and OLV



Learn how you can help at
BeTheMatch.org



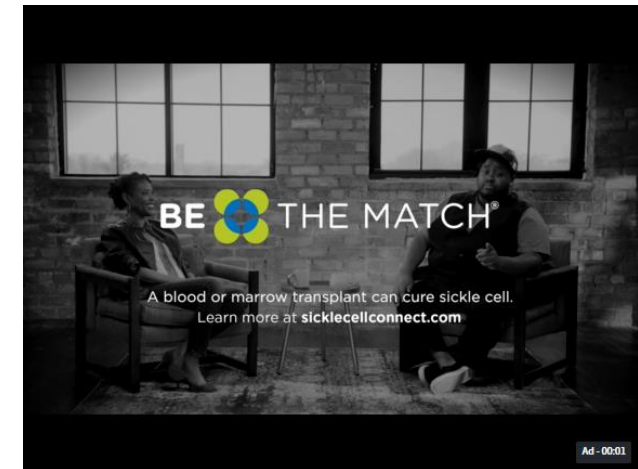
Ad - 00:01



Ad - 00:14

2ND CTV/OTT CAMPAIGN

- Campaign ran for 5 days nationally
- Smaller budget, shorter flight and tighter audience
- Unique creative only running for this campaign
- Audience targeting was focused on African Americans & Hispanics
- Original plan was to target acquisition file but based on timing, audience targeting was used to approximate the file make up
- Completion rate was 97.57%
- Campaign was focused on audience awareness and education
- Call to action was driven to a specific landing page to more highly correlate user interaction



3RD CTV/OTT/OLV CAMPAIGN

- Campaign ran for 30 days nationally over the end of the college football season
- CTV/OTT consisted of 1/4th of the campaign with OLV being
- Homepage carousel connected to Nick Saban drove significant conversions
- OTT/OLV tracked conversions via pixel while driving to a landing page specific to this campaign
- CTV completion was 98.7%, OTT completion was 96.6%, OLV was 79.1%
- Clear goals and expectations were set with internal stakeholders
- CTV/OTT creative was PSA Awareness driven while OLV had a specific call to action



MEASUREMENT

CTV:

- Impressions
- Video completes
- Starts

OTT/OLV (small device: desktop and mobile):

- Uniques, reach, frequency
- Video completes
- Clicks
- Starts and skips
- Quartiles





QUESTIONS?
WE HAVE ANSWERS...