NBCUniversal

Building a Framework for Testing Advanced Targeting

B2B TELECOMMUNICATIONS
Why is NBCU the optimal partner to test new targeting products?

✓ Unrivaled reach and scale against almost all audiences

✓ Advanced tech stack and industry-leading targeting products that can precisely reach & impact niche audiences

✓ Custom products designed to complement your existing linear campaigns, sponsorships, etc.

✓ A truly agnostic video ecosystem where brands can leverage any data source (1P, 2P, 3P), across any or all screens, either through self or managed service investment

✓ Custom measurement solutions to prove full funnel impact and ROI
BLINDED CASE STUDY

How NBCU worked with a B2B Telco brand to test data-driven linear for the first time
How [CLIENT] leverages NBCU today

2019 Spend Summary by NBCU Network

100% [CLIENT’S] investment with NBCU is within two networks, focused solely on News and Golf (Sports).
The limitations with this strategy are the Business Decision Makers [CLIENT] is not reaching...

Q4 2019 Monthly Average Reach
(BDMs + C-Suites)

NBCU Reaches **43M**
of [CLIENT'S] Target Audience

CNBC + GOLF reach **7%** of target
(only 500K are unique viewers)

Overall, the NBCU portfolio reaches **70%** of B2B decision makers EVERY MONTH

**KEY TAKEAWAY:**
The NBCU portfolio reaches an additional **39M** B2B Decision Makers outside of CNBC + GOLF
Our Hypothesis

Complementing [CLIENT’s] existing Sports/News buy with an AdSmart advanced TV buy will increase their strategic target reach at a more efficient tCPM, which in turn will add incremental site visitation at a lower cost-per-site-visit
Our Hypothesis
WHAT TO EXPECT

Total buy will deliver higher BDM unduplicated reach

Existing Mix

Existing + Optimized Mix
Our Hypothesis
WHAT TO EXPECT

1. Total buy will deliver higher BDM unduplicated reach

2. Total buy will become more efficient on the target CPM
Our Hypothesis
WHAT TO EXPECT

1. Total buy will deliver higher BDM unduplicated reach.

2. Total buy will become more efficient on the target CPM.

3. The volume of qualified site visits will rise as reach/frequency of the buy increases. This will also lower the CPSV.
Our Solution
AdSmart
Data-Driven Linear

INTRO

Our proprietary advanced audience optimizer combines second-by-second TV viewing data and rich consumer data with the breadth of our premium broadcast and cable programming (all inventory except the Olympics, Super Bowl, and World Cup) to generate data-driven national linear TV buys targeted to reach your high-value consumer audiences at unequaled scale.
Data-driven linear your way
ANY DATA SOURCE, ANY SEGMENT, AT SCALE

Agency data platforms
Advertiser 1st-party data
NBCU 1st-party data
NBCU-licensed 3rd-party data
OpenAP-licensed 3rd-party data

Securely matched to safely connect your brand with consumers across NBCU’s linear portfolio

Safe haven
Double blind match partner (e.g., Experian, LiveRamp)

Matched segment

Viewership data

Comcast (set-top box viewing data)
Vizio/Inscape (glass-level ACR data)
Fourthwall Media (set-top box viewing data)
Comscore (aggregated viewing data via OpenAP)
Nielsen AMRLD (aggregated viewing data via OpenAP)
Sample Plan: Adding $1M to an existing NFL buy
STRATEGIC AUDIENCES: SMB Owners, C-Suite Execs, & Tech Decision Makers

Strategic Target Reach

CPM

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General Market Plan
($6.8MM Total Budget)

+$1MM Fully Optimized
($7.8MM Total Budget)
Test Proposal & Methodology
Measurement design

**Test Framework**

**NBCU Only**

- **NBCU Any**
  - (New OR Existing) Exposed HHs & Visited [CLIENT'S] website

- **Existing Buy**
  - Exposed HHs & Visited [CLIENT'S] website

- **New Buy (AdSmart)**
  - Exposed HHs & Visited [CLIENT'S] website

- **Synthetic Control**
  - Unexposed HHs & Visited [CLIENT'S] website

**NBCU Contextual**

- ExposedHHs visiting [CLIENT’S] website

**NBCU AdSmart**

- Exposed

**Synthetic Control**

- Unexposed
Timeline of when things will be on air

- **New Buy (AdSmart)**
  - Exposed HHs & Visited [CLIENT’S] website

- **Existing Buy**
  - Exposed HHs & Visited [CLIENT’S] website

- **Synthetic Control**
  - Unexposed HHs & Visited [CLIENT’S] website

• All campaign test groups will run for quarter in parallel as depicted above

• NBCU & [CLIENT] to coordinate on what media outside of NBCU may be running, and it’s implications on the test’s results
Insights you’ll get from D+M and NBCU*

✓ Exposure Groups
  o AdSmart vs. NBCU Contextual
  o NBCU vs. non-NBCU

✓ Reach & Frequency Analysis
  o Incremental Reach
  o Optimal Frequency

✓ Performance by NBCU Exposure (Network / Daypart/ Platform / Marketing Element)

✓ Performance by Site Conversion Point (Homepage / Product Pages / Quote Request etc.)

✓ Performance by Referral Segment (Direct / Organic / Paid etc.)

✓ Performance by Audience segment (SMB / Enterprise / C-Suite etc.)

✓ Creative Performance Analysis

*Data cuts available subject to sample size and feasibility
Timelines & Next Steps
Step by step process to activation

1. **45 Days from Launch:** Completed kickoff questionnaire due to NBCU as well as agreement on the 3rd party data source and segment(s)

2. **30 Days from Launch:** 1st plan revision due to [CLIENT]/[AGENCY] as well as confirmation of D+M’s site pixel implemented on the [CLIENT’S] website

3. **14 Days from Launch:** Plan Ordered

4. **Launch**

5. **NBCU to deliver campaign performance results** 4-6 weeks after completion of new media buy
Thank you!

Please reach out with any questions or to learn more about NBCU’s advanced targeting capabilities.

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