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Overview: Basis DSP

2021 Update

LISTEN, TALK, SHARE

TODAY'S AGENDA

Strategic Media Planning

Tactic Overview

Additional Resources

Questions?

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Strategic Media Planning

Identify Campaign Goals

Agreed Upon

Specific

Measurable

Determined Before Launch

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Campaign Goals & Metrics
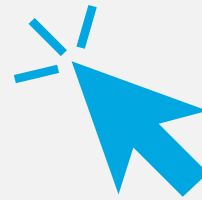
AWARENESS

Impressions

eCPM

Completed Views

eCPCV

Viewability

Brand Lift

SITE TRAFFIC

Clicks

eCPC

CTR

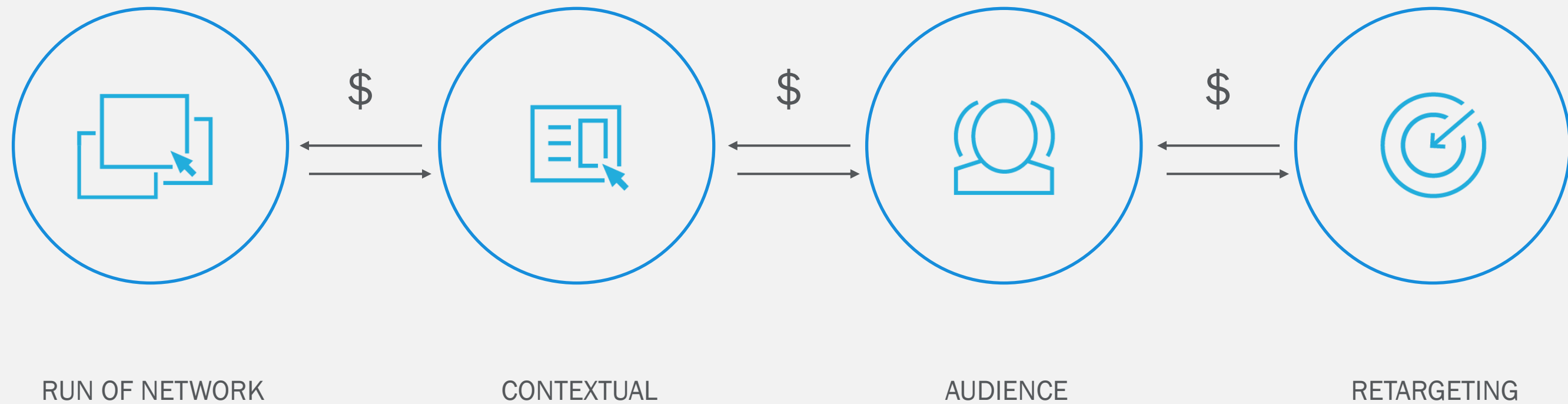## USER ACTION

Conversions

eCPA

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Performance Driven Media Planning

RUN OF NETWORK   CONTEXTUAL   AUDIENCE   RETARGETING

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Keys to Strategic Media Planning

SPECIFIC GOALS

Goals are determined and agreed upon prior to the campaign launch.

CUSTOM PLANS

Tactics are selected based on campaign goals.

PERFORMANCE DRIVEN

Budget is spent on tactics driving results.

EFFICIENT BUDGETS

Budget is not wasted on tactics that are not driving results.

Focus on results not products

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Tactic Overview

Devices & Formats

Ad Formats & Devices

AD FORMATS

NATIVE

Ads that dynamically match the look, feel of the media format in which they appear.

DISPLAY

Standard banners and rich media.

VIDEO

Traditional and CTV placements. Pre, mid, or post roll plus in-banner, in-feed, and interstitial.

AUDIO

Placements include satellite radio, streaming music services, and podcasts.

DEVICES

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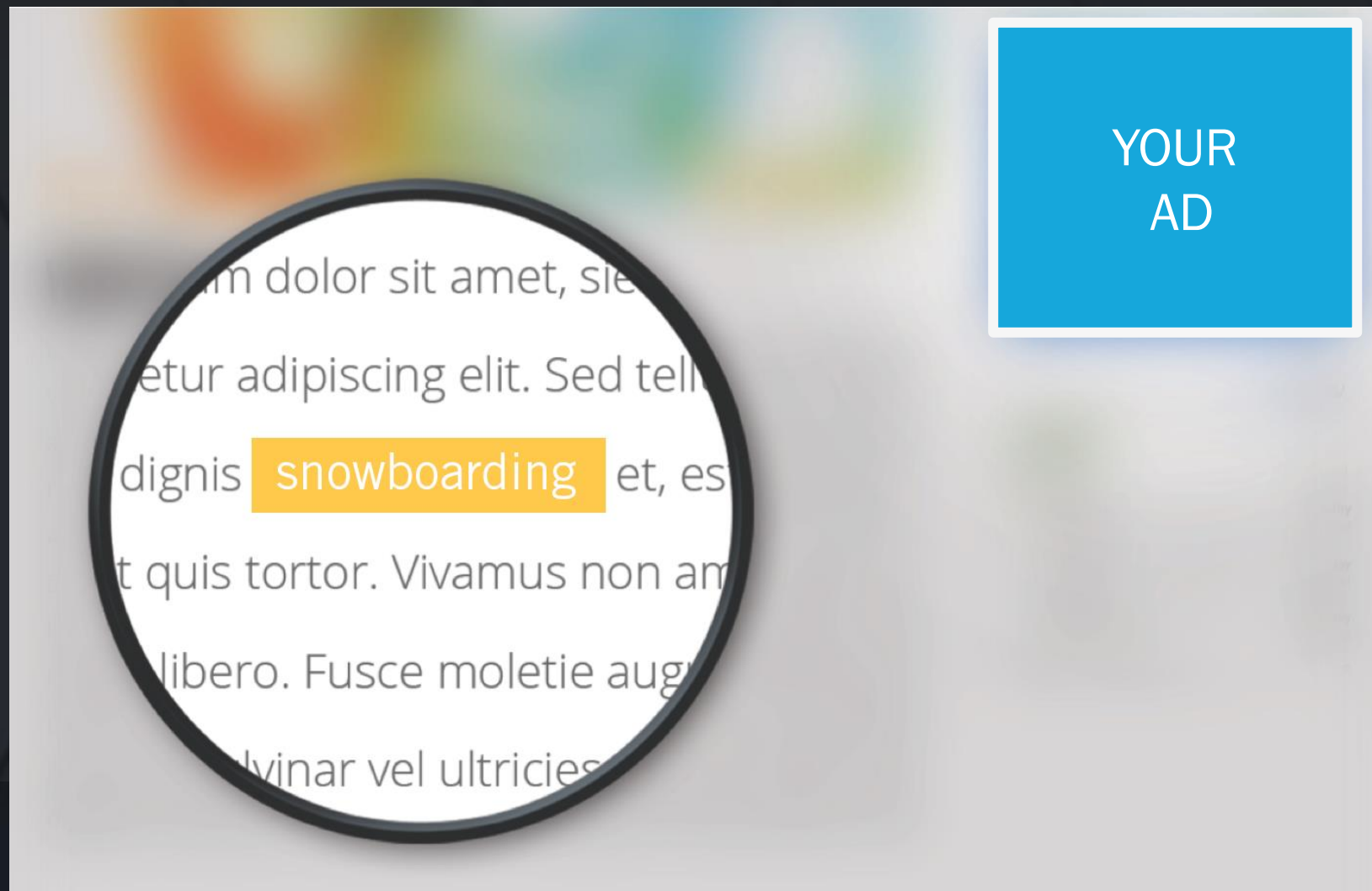Technologies

Targeting

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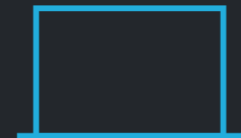
Run of Network

- Reach different audiences than ones specifically targeted on the plan.

- Find performance using scale with optimization tools and KPI benchmarks.

Devices:

Formats:

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Contextual Targeting

YOUR AD

...m dolor sit amet, sie
...etur adipiscing elit. Sed tell
dignis snowboarding et, es
t quis tortor. Vivamus non am
...ibero. Fusce moletie aug
...vinar vel ultricies

Reaches an audience based on the content on a webpage.

Content signals are recognized in real time, and fuel categorization of predictive.

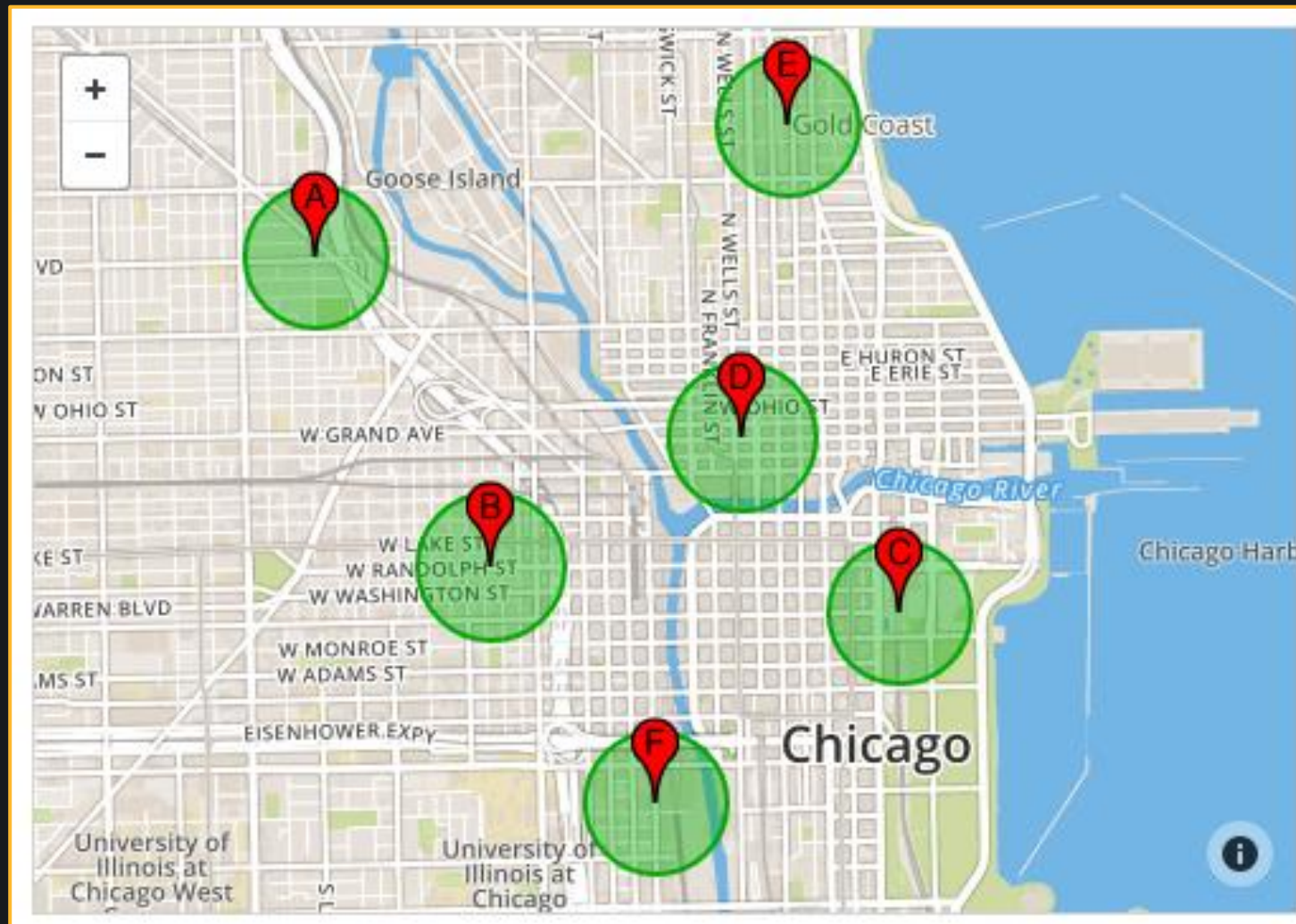**Devices:**

Formats:

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Audience Targeting

- Target demographics or demonstrated behaviors such as intent or interest.

- Access to over 40 third party data providers (offline, location based, online, etc).

Devices:

Formats:

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Hyperlocal Targeting

LAT/LONG

Use lat/long coordinates to target physical locations

TARGET

Target or exclude specific locations including overlapping areas.

DISTANCE

Use kilometers, meters, miles, or feet to create a radius.

MOBILE

Catch mobile users in-app or in-web.

Devices:

Formats:

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Retargeting

WEBSITE VISITOR

1 YOUR WEBSITE

2 VISITOR LEAVES

3 ANOTHER WEBSITE
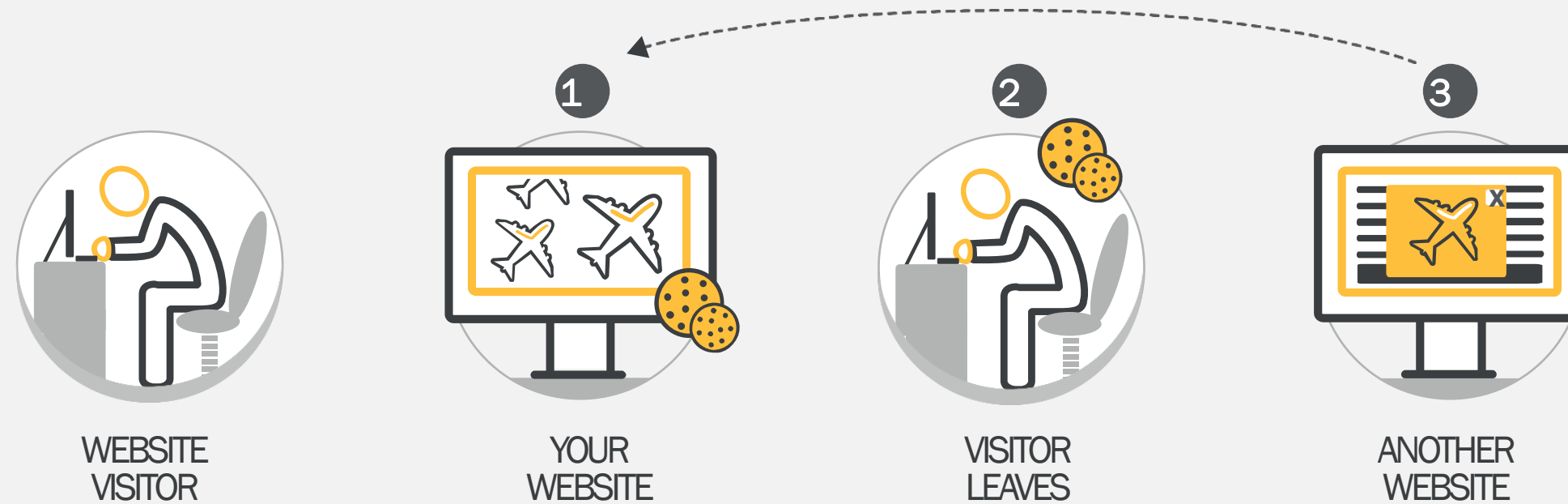
Remarket messages to users who previously visited a web property. Tap into qualified audiences, drive conversions through first party data collected by the advertiser.

Devices:

Formats:

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Private Marketplaces

EVERGREEN
Over 1,000 pre-negotiated, always-on PMPs

CUSTOM
Assistance in negotiation of custom PMP deals

ACCESS
Inventory that you cannot find in the open marketplace

CURATED
Packages for seasons and special events

Private Marketplace - *Publisher Sales Demo*

Details	Name	Publisher	Y'day's Auctions ▼	Price	Exchange
Details	RON - Audio	Triton Digital	162,080,337	$5.00	Triton Digital
Details	RON-Podcast-Business	Triton Digital	162,080,337	$5.00	Triton Digital
Details	ROE - Audio	Rubicon Project	93,592,293	$6.50	Magnite DV+ (Rubicon)
Details	RON - Audio	TargetSpot Inc.	78,692,987	$5.00	Magnite DV+ (Rubicon)
Details	RON - Political - GM	TargetSpot Inc.	72,138,172	$9.50	Magnite DV+ (Rubicon)
Details	RON - Audiology	Audiology	56,798,290	$7.50	AdsWizz
Details	RON - Audio - Music	Triton Digital	53,673,454	$6.00	Triton Digital
Details	RON - Audio - Podcasts	Triton Digital	44,187,065	$10.00	Triton Digital
Details	RON - Podcasts - Cannabis/CBD	TargetSpot Inc.	31,670,904	$8.00	Triton Digital
Details	RON - Audio - Spanish Language Content	Triton Digital	29,917,091	$6.00	Triton Digital
Details	Podcast-RON-Business	Triton Digital	26,352,439	$5.00	Triton Digital
Details	RON - Political - Democrats	TargetSpot Inc.	22,707,629	$9.50	Magnite DV+ (Rubicon)
Details	RON - Audio - Podcasts	TargetSpot Inc.	21,028,803	$18.00	Magnite DV+ (Rubicon)
Details	RON - Audio - Hispanic	TargetSpot Inc.	19,926,908	$7.25	Magnite DV+ (Rubicon)
Details	RON - Streaming Music - Cannabis/CBD	TargetSpot Inc.	16,928,418	$8.00	Magnite DV+ (Rubicon)

FILTERS

Type
- ○ My Deals (0)
- ⦿ Platform Deals (74)

Exchanges
All Exchanges ▼

Format
- ☑ Audio
- ☐ Display
- ☐ Video

Device Types
All Device Types ▼

Inventory Type
- ☐ Desktop Web
- ☐ Mobile Web
- ☐ Mobile App

Filters (applied)   Search by deal name, id, publisher, or exchange...   ⟳ Refresh   Expo

Devices: Formats:

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Trending in Digital

CANNABIS

Audience and contextual segments.

Private Deals – Cannavu, Pubmatic, Freewheel

Accepting of a variety of advertisers.

AUDIO

Streaming and podcast inventory.

Private Deals – Spotify, Triton, TargetSpot, TuneIn, AdsWizz

Cannabis Accepted.

CONNECTED TV

In-stream video delivered exclusively on connected TV devices.

Private Deals – Premium Publishers, Distributors, Connected Device

Cannabis Accepted.

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Seller Resources

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Program Level Support

Research

Vertical or industry research sent regularly to partners

Resource Library

Comprehensive seller focused resources centered on Basis DSP

Newsletter

Industry and vertical based updates mixed with panels and success stories

Rev Up Revenue

Quarterly webinar on digital, DSP, and sales topics

Basis Certified

Essentials courses are perfect for sellers to learn the basics on digital media, social, programmatic, data, and direct buying.

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Customized Support

Support offerings are tailored based on client needs

Media Support

Media Planning

Objections

KPI

Custom Training

In-person or webinar training series, focused on product or sales strategy

Sales Support

Account Planning

4-Legged Calls

Q&A

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Questions?

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