



Overview: Basis DSP

2022 Update

LISTEN, TALK, SHARE

TODAY'S AGENDA

Strategic Media Planning

Tactic Overview

Additional Resources

Questions?

Strategic Media Planning



Identify Campaign Goals

Agreed Upon

Specific

Measurable

Determined Before Launch

Campaign Goals & Metrics



AWARENESS

Impressions

eCPM

Completed Views

eCPCV

Viewability

Brand Lift



SITE TRAFFIC

Clicks

eCPC

CTR



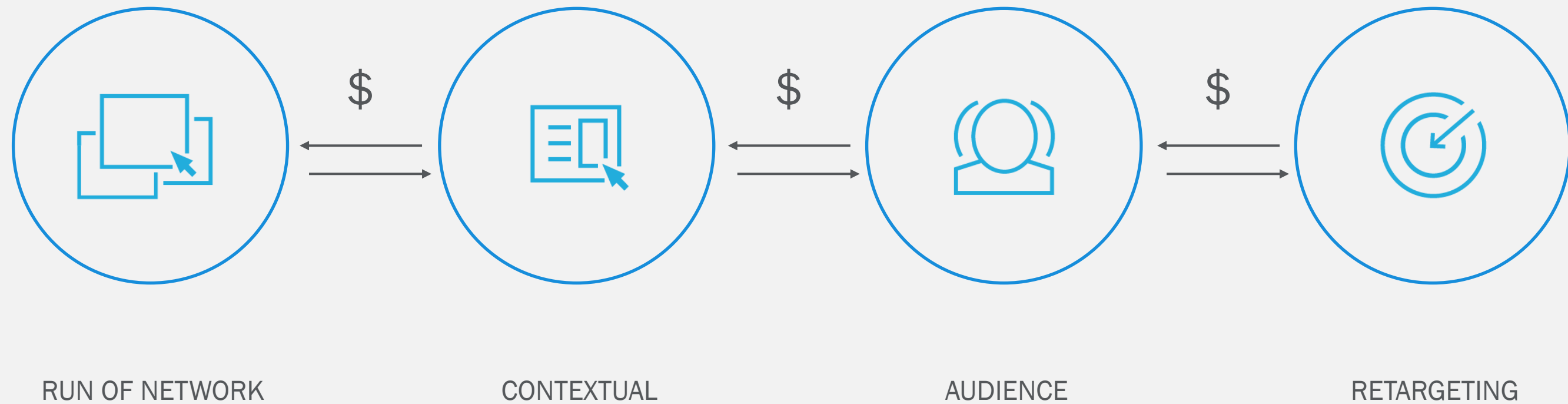
USER ACTION

Conversions

eCPA

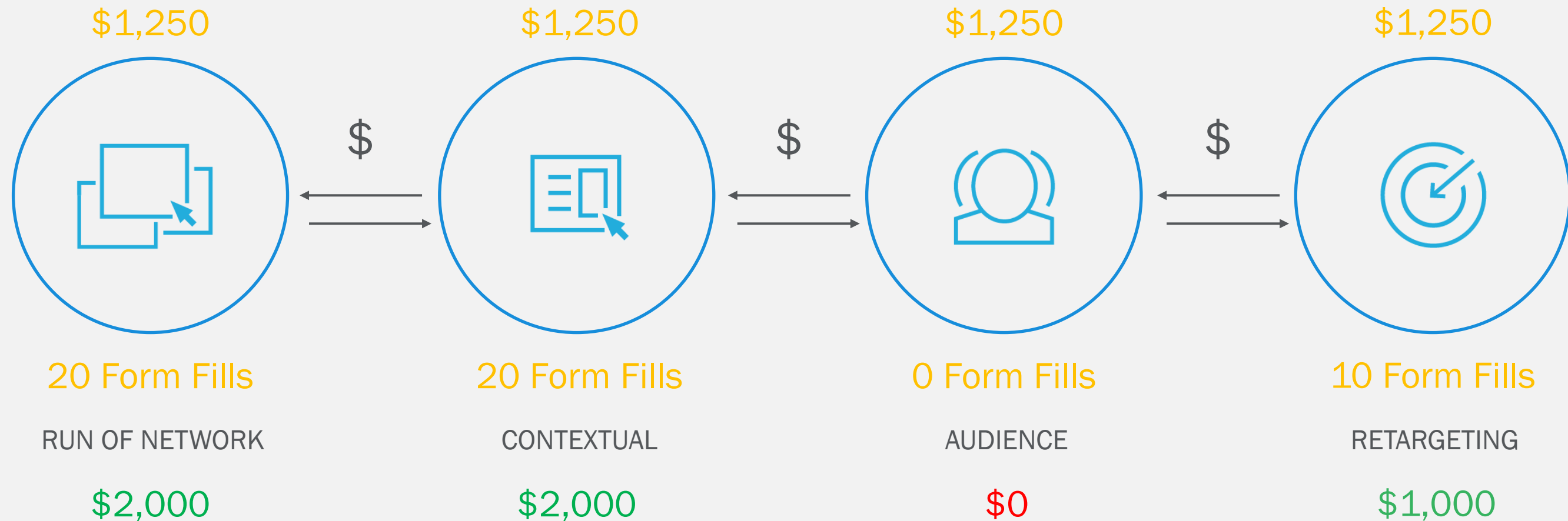
Flexibility Leads to Results

Performance Driven Media Planning



Conversions Needed: 50

Campaign Budget: \$5,000



Keys to Strategic Media Planning

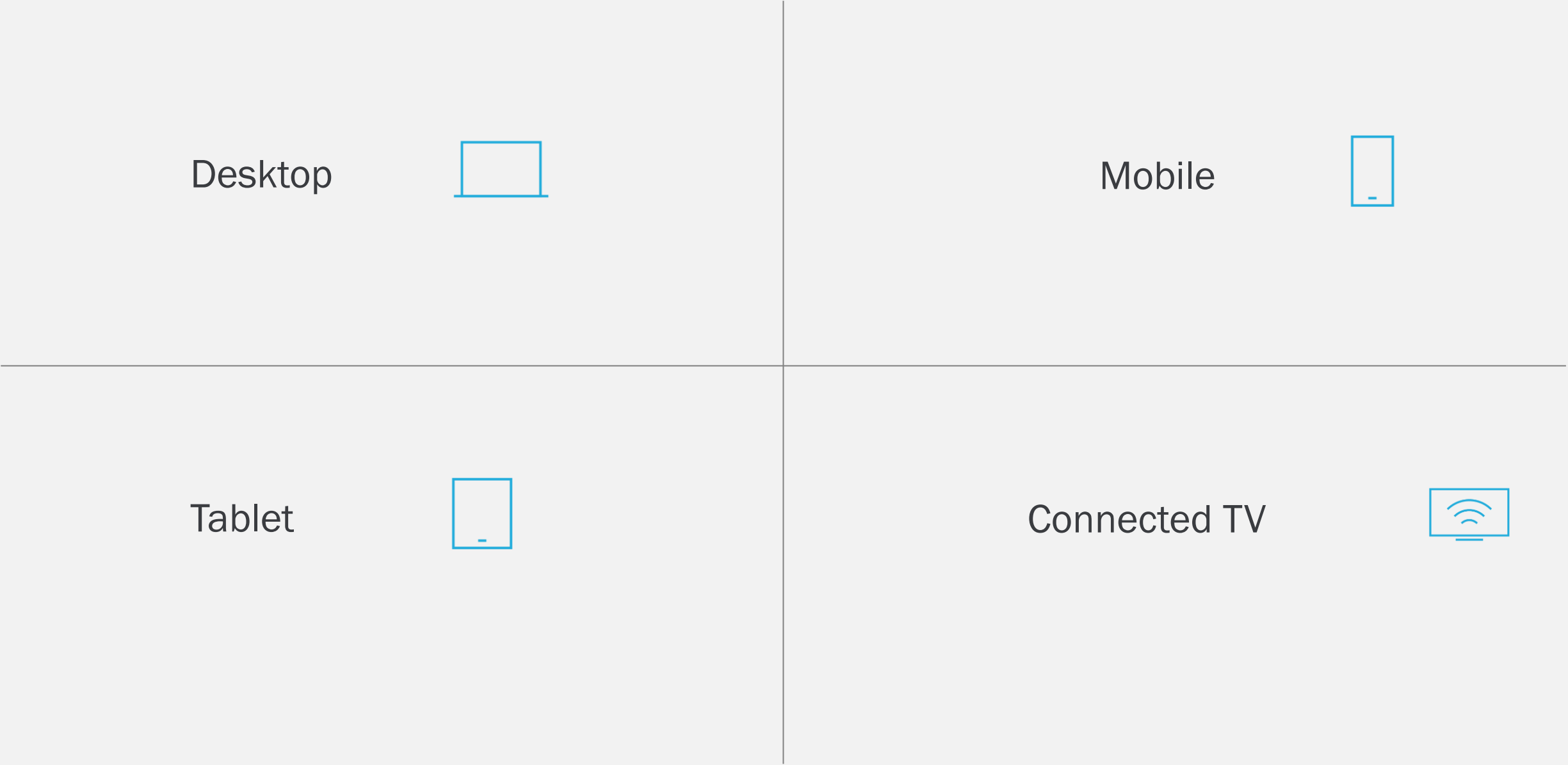


Tactic Overview

A close-up, low-angle shot of a person's hands typing on a laptop keyboard. The lighting is warm and focused on the hands, with the background being dark and out of focus. The text 'Devices & Formats' is overlaid in white on the left side of the image.

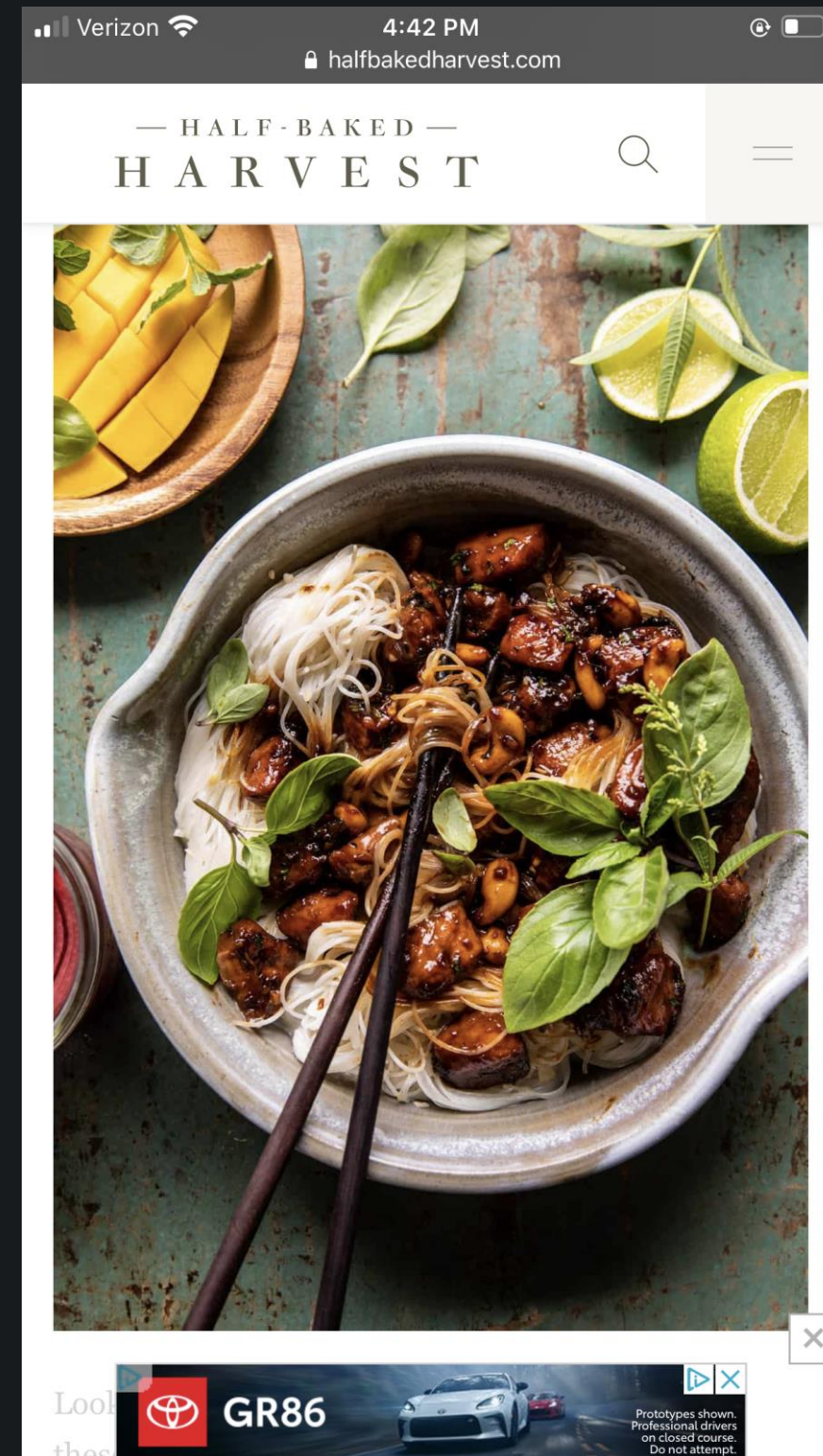
Devices & Formats

Devices



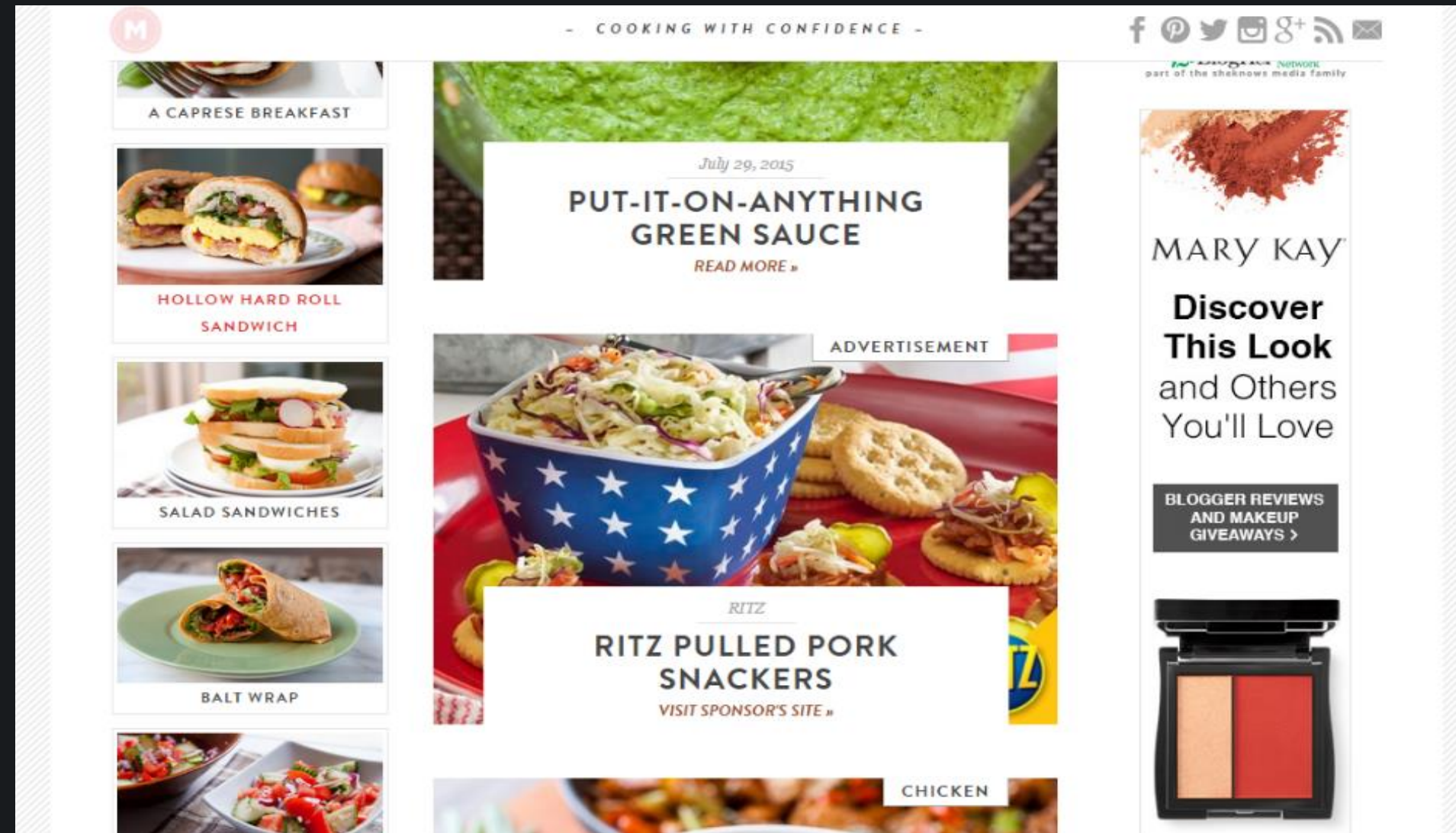
Display

- Traditional and easy to get from advertisers.
- Scale is achieved best when we are given traditional ad sizes: 300X250, 728X90, 160X600, 320X50.



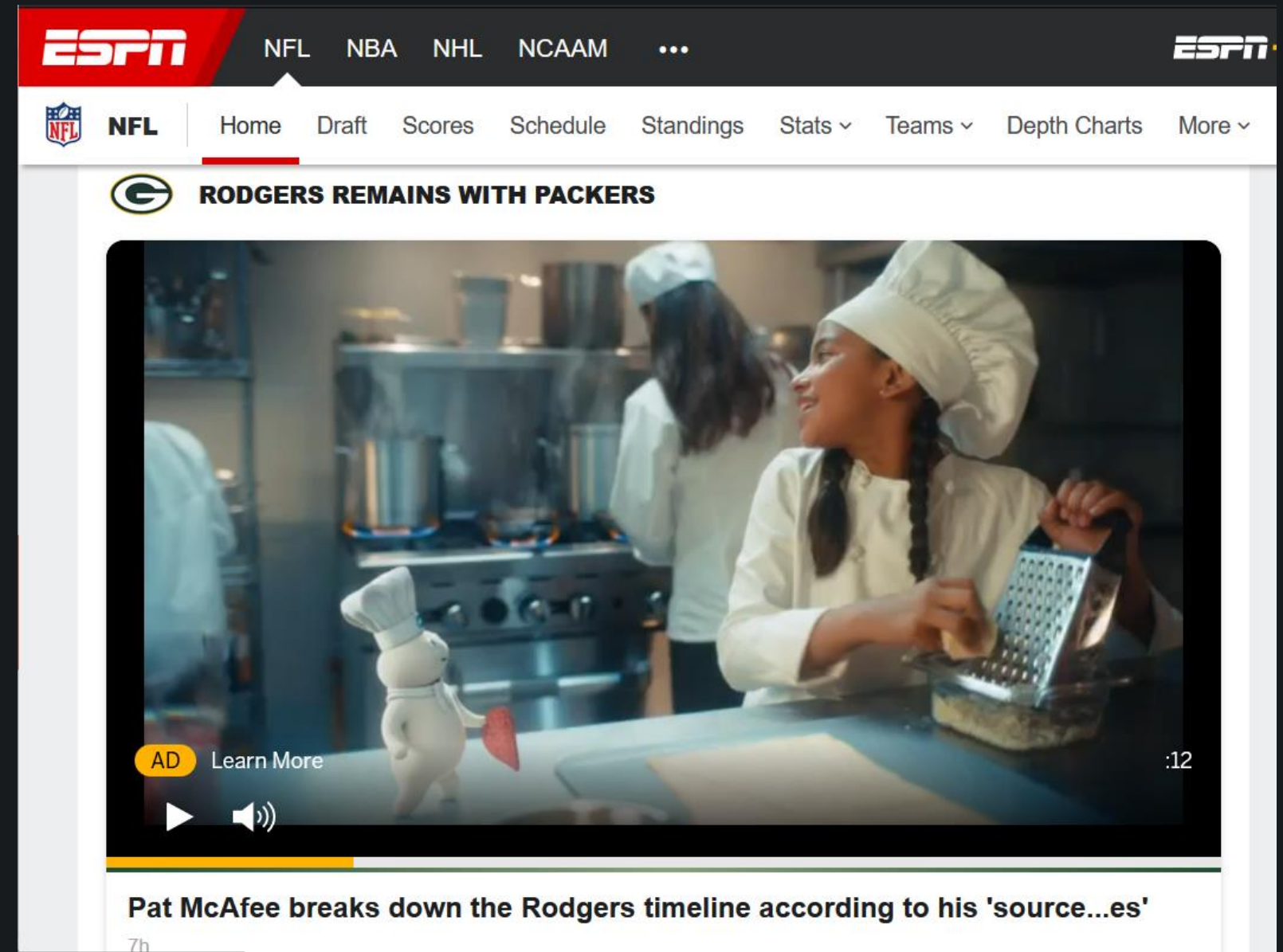
Native

- Find audiences with native assets across desktop, mobile, and tablet devices.
- Ads are made up of a headline, body text, and image and are delivered to match the look and feel of the page.
- 8.8X Higher CTR than display.



Video

- Find audiences with video assets across desktop, mobile, tablet, and CTV devices.
- 1st & 3rd Party Audience Targeting Options
- Curated Premium Inventory across channels not available in open exchange
- Both digital video and OTT inventory is available.

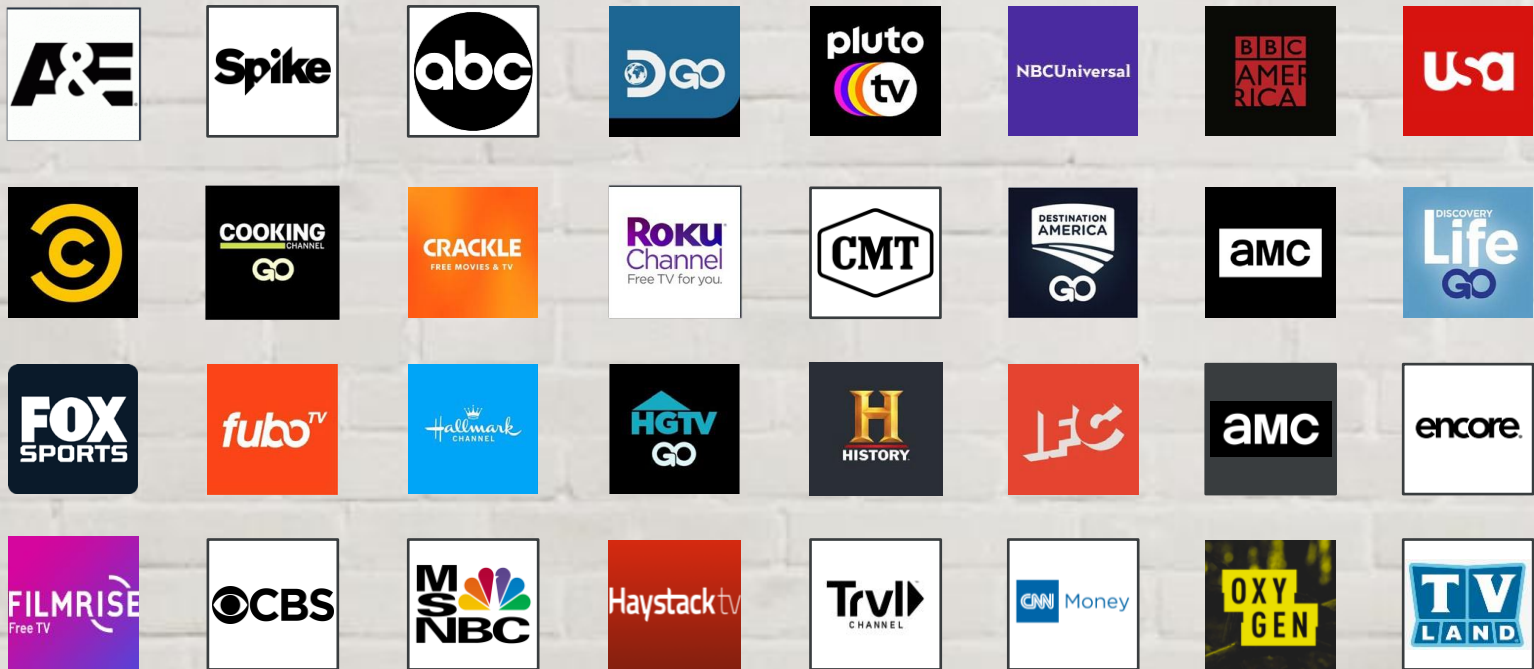


CTV & OTT VIDEO

CTV: A Connected TV (CTV) is a device that connects to the internet to support video content streaming.

OTT: Video content that is streamed via an app or website live or on demand with or without a paid digital subscription.

All CTV video inventory is OTT, but you can find OTT video across desktop, mobile, and tablet within PMPs.



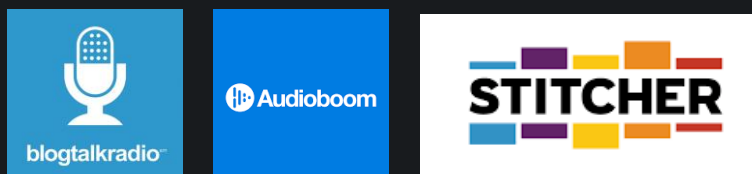
Streaming Audio

Sound is the main component. Inventory is made up of:

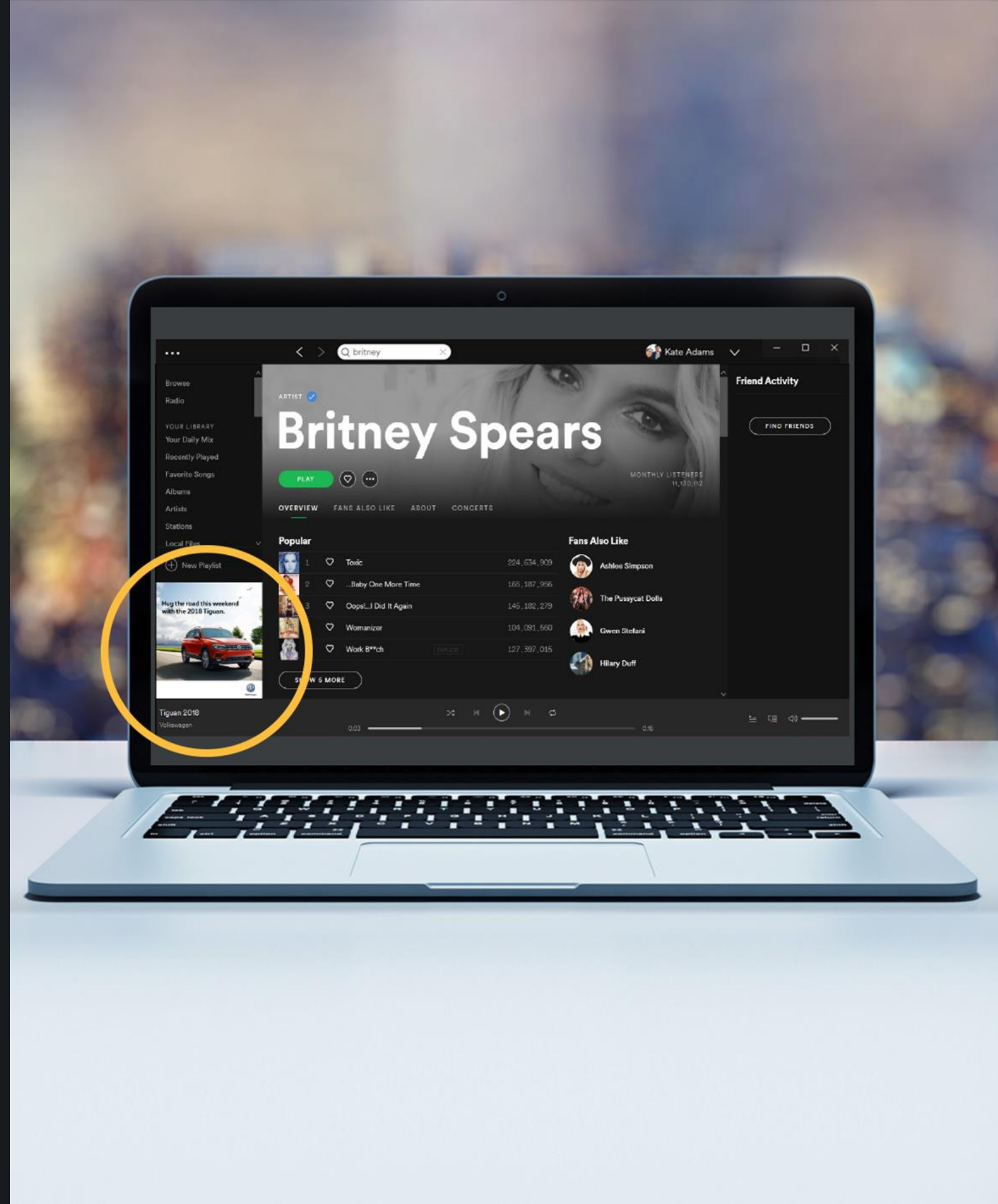
Broadcast



Podcast



Streaming/On Demand



MEASURING VIDEO & AUDIO CAMPAIGNS

AWARENESS FOCUSED CAMPAIGNS

COMPLETION RATE

The percentage of videos that were completed.

CTV: 90%+, CSV: 60%+

COMPLETED VIEWS/LISTENS

Total number of times the video was viewed to completion.

QUARTILE PERCENTAGES

The percentage of videos that were completed to the 25%, 50%, and 75% marks.

COST PER COMPLETED VIEW/LISTEN




Determines if the budget is being used efficiently.

Targeting



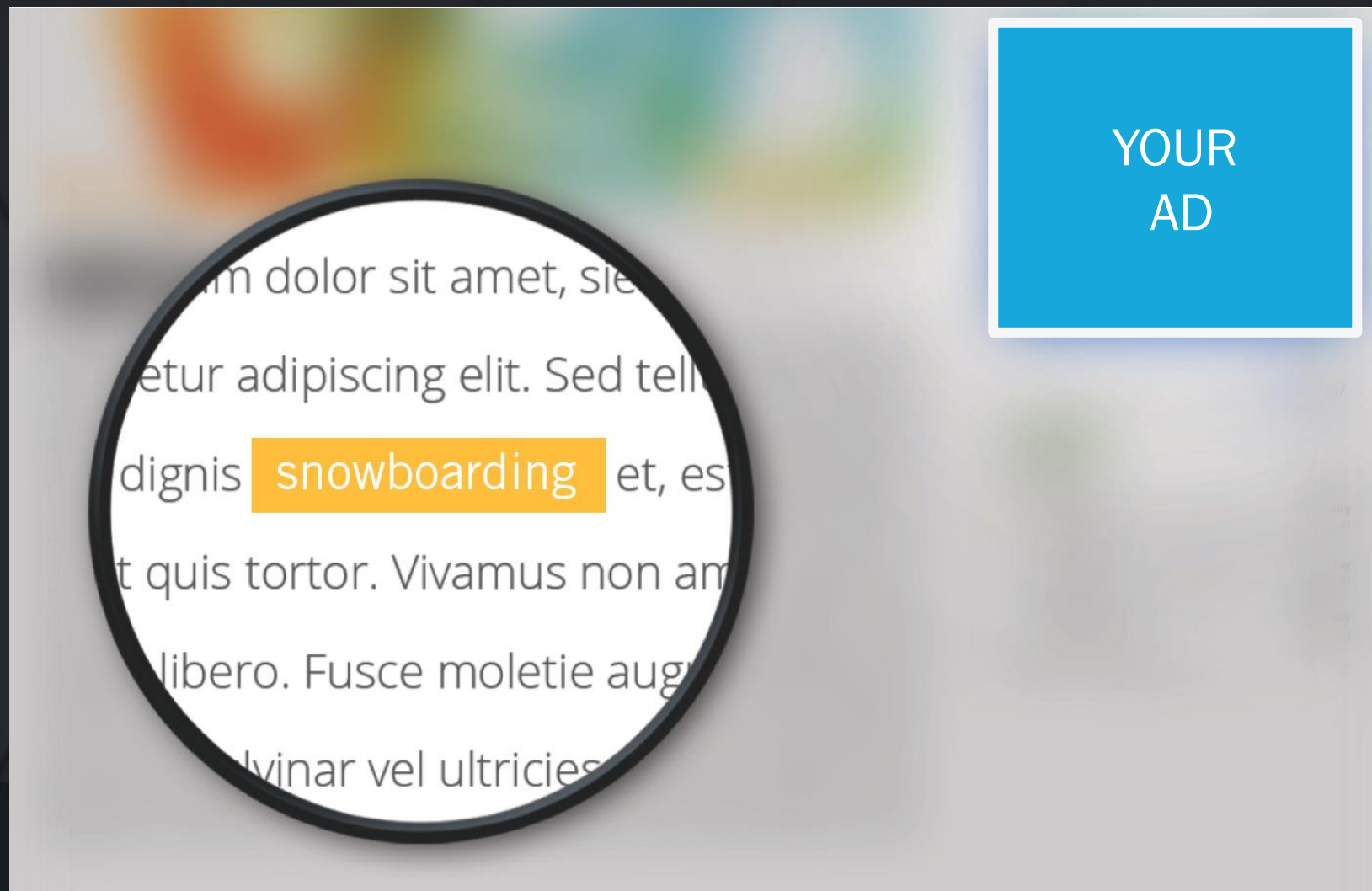
Run of Network

- Reach different audiences than ones specifically targeted on the plan.
- Find performance using scale with optimization tools and KPI benchmarks.

Devices:    

Formats:    

Contextual Targeting



Reaches an audience based on the content on a webpage.

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





Devices: 

Formats: 

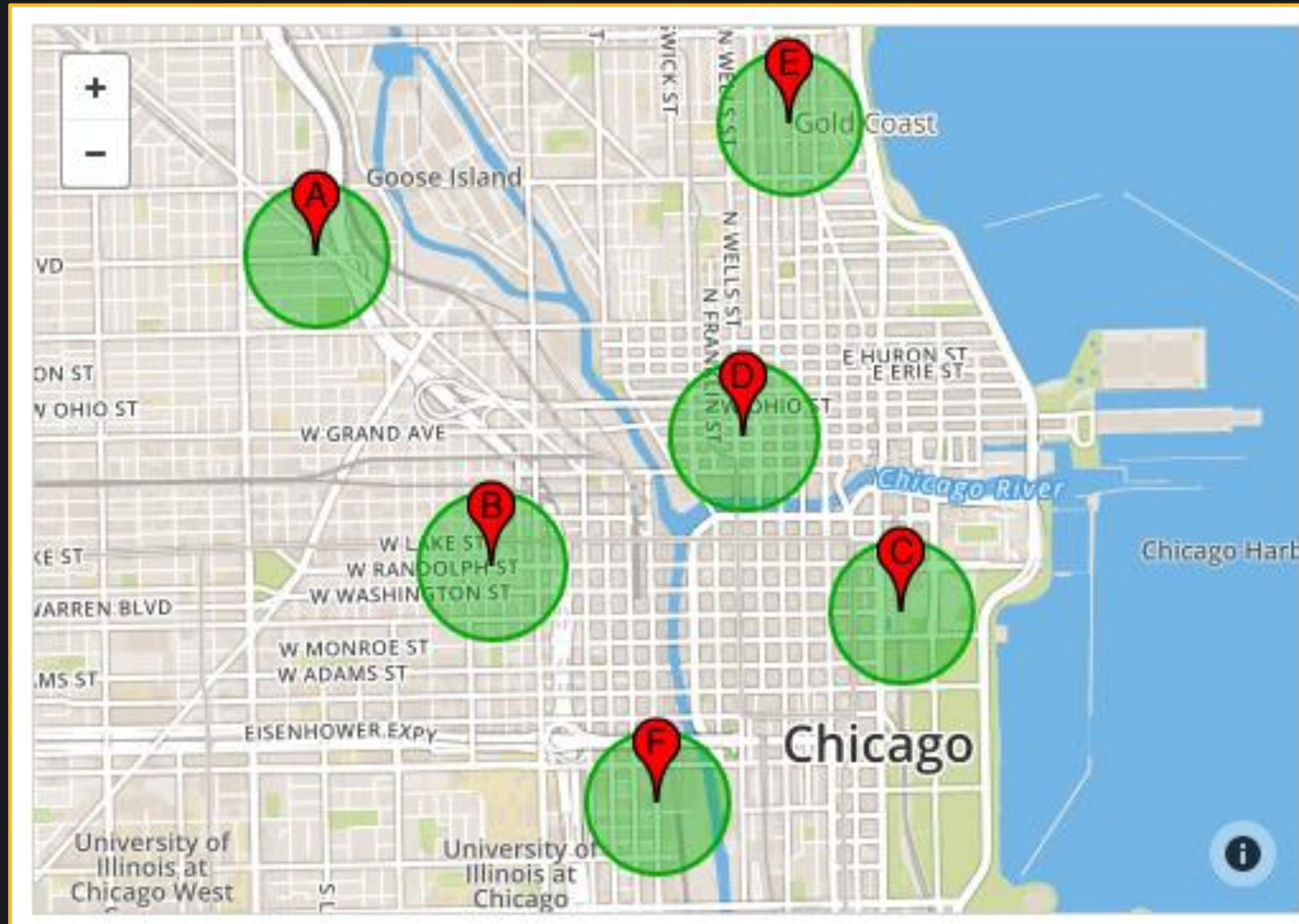
Audience Targeting

- 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:    

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.

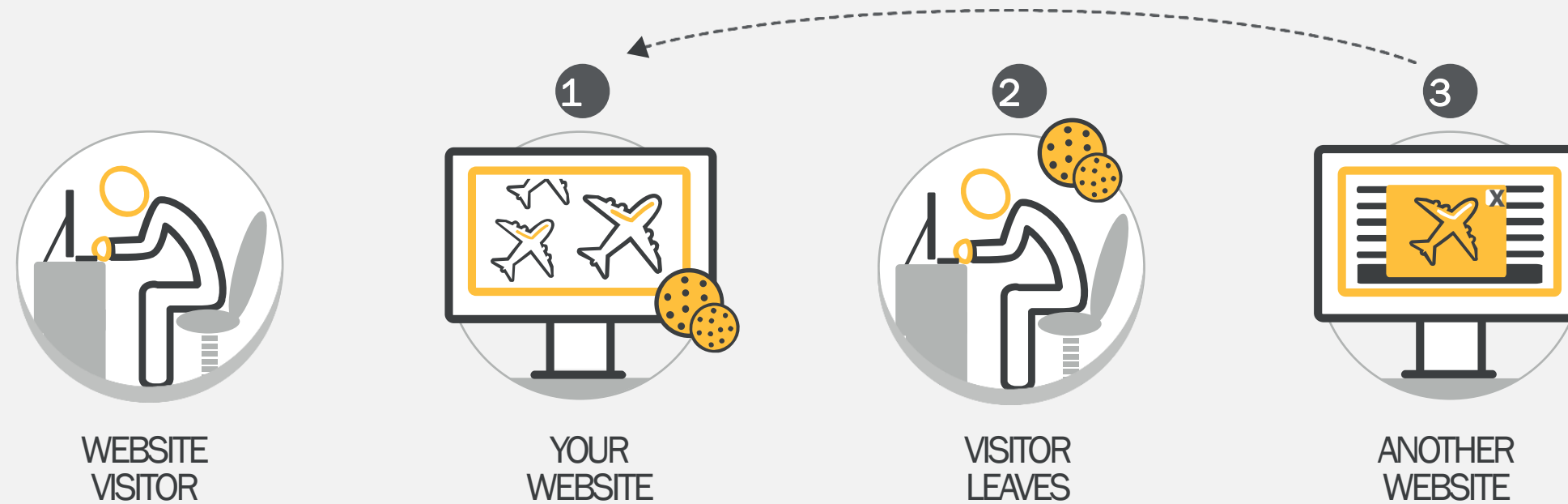
Devices:




Formats:




Retargeting



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: 

Private Marketplaces

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

CUSTOM
Assistance in
negotiation of
custom
PMP deals

Private Marketplace - Publisher Sales Demo

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

Export

| 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) |

ACCESS
Inventory that you
cannot find in
the open
marketplace

CURATED
Packages
for seasons and
special events

Devices:    

Formats:    

Trending in Digital

Basis DSP & Cannabis Campaigns

Access premium, cannabis-friendly inventory at scale



Open Marketplace

The Basis team maintains active lists of cannabis-friendly sites and exchanges.



Private Deals

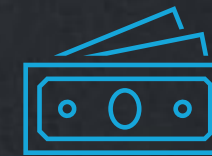
The PMP team proactively seeks out new private marketplace deals for the cannabis vertical.



3rd Party Data

Take advantage of audience and contextual segment targeted to cannabis.

Keywords include CBD, THC, edibles, medicinal weed, recreational marijuana, names of popular strains and more.



\$\$\$

In 2022, Hemp-derived sales are expected to reach nearly \$1.3 Billion. Marijuana is estimated at \$647 million and \$310 million from pharmaceutical.

Live Sports & The Digital Advertising Opportunity

Sports viewership is shifting from Traditional TV to Connected TV (CTV)



REACH 82% OF HOUSEHOLDS

82% of U.S. Households have at least one internet-connected device.
Strategy Analytics, 2021

90.7M CTV LIVE SPORTS VIEWERS

90.7M digital live sports viewers are estimated by 2025. Represents a 57.8% increase from 2021.
eMarketer, 2021

CROSS-DEVICE USAGE

46% Prefer to stream sports on a big screen. They also stream live sports on other devices: 22% smartphones, 19% desktop, 13% tablet.
Verizon, 2021

\$6 BILLION

2022 U.S. upfront CTV ad spending projected to reach \$6 billion
eMarketer, 2021

Seller Resources

Program Level Support

Resources available to any partner in our program



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.

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



Questions?

Basis[®]
Technologies

