



PUBLISHER SOLUTIONS PRESENTS

# **REV UP REVENUE**

Make Yourself Hard to Cancel: Q3, 2021

# AGENDA

- The Discovery
- The Pitch
- The Report
- Questions?

MAKE YOURSELF HARD TO CANCEL

# THE DISCOVERY





# **RESEARCH & SHINY OBJECTS**

# VALUABLE RESEARCH & INSIGHTS ARE HARD TO CANCEL



# WHEN TO USE RESEARCH

## CLIENT REACH OUTS

### Digital Statistic

- According to eMarketer, we saw a 34% increase in time spent with CTV in 2020.

### Shiny Object

- I would love to hear more about your CTV strategy and see how we could partner.

## DIFFERENTIATING THE PLAN

### Research

- Trends, Audience/Market Profiles, Insight

### Competitive Intel

- Market share and ad spend

### Media Strategy

- Budget Allocation, Market Identification

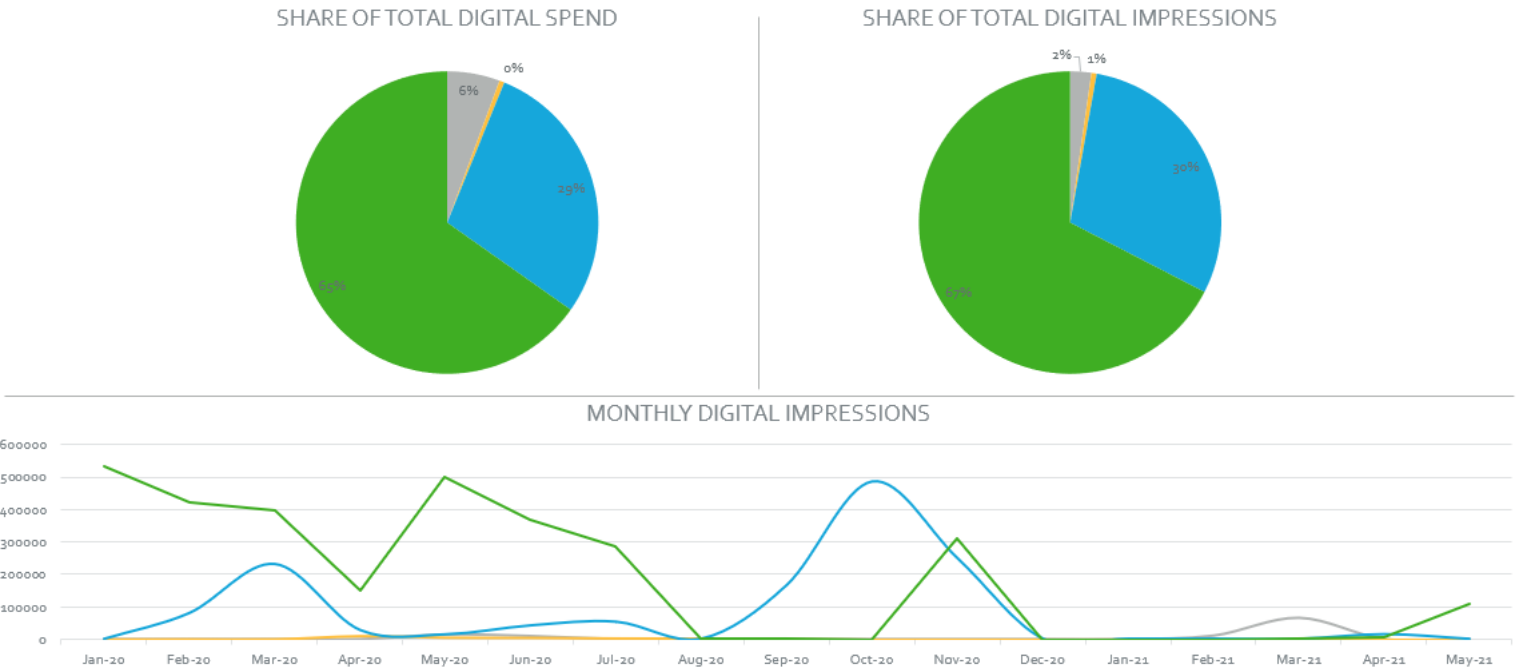
# LEAN ON US TO HELP WITH YOUR RESEARCH

Access to industry  
knowledge, metrics,  
and data performance  
insights.

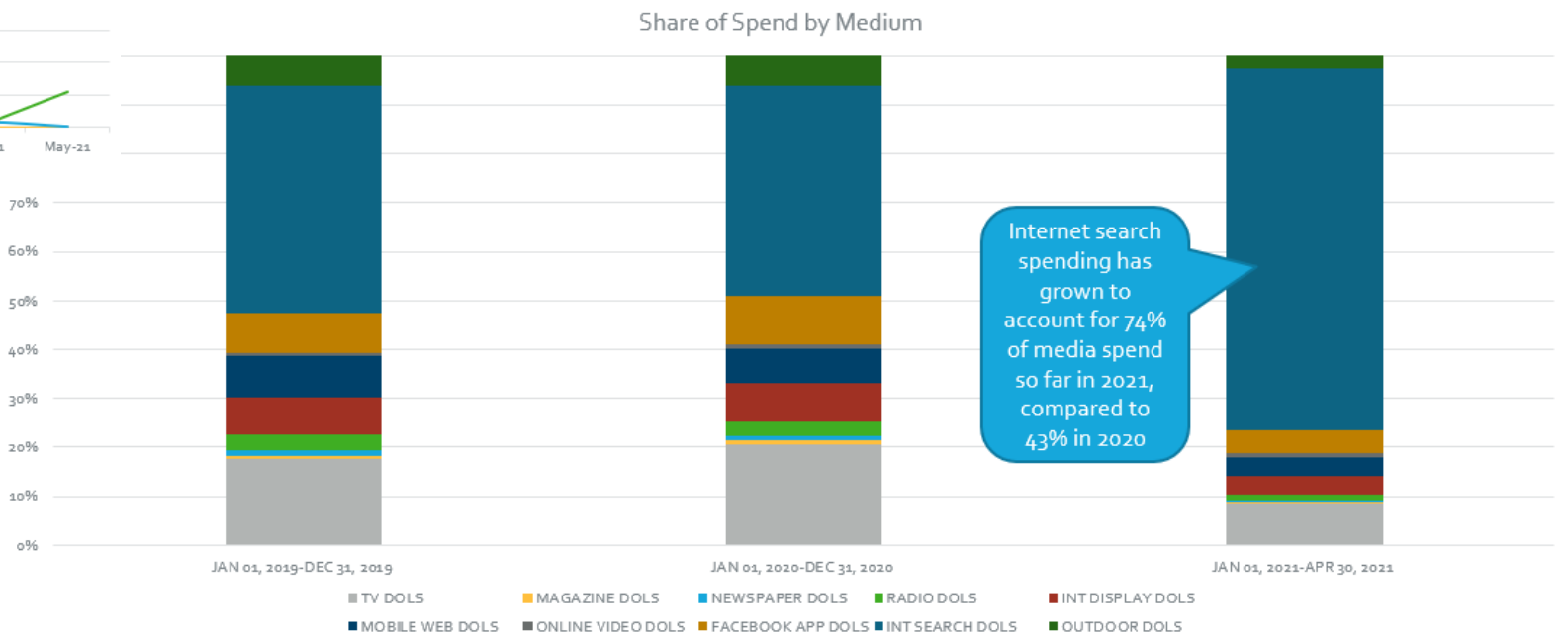


# SAMPLE RESEARCH SLIDES

## COMPETITOR DIGITAL SHARE OF VOICE JANUARY 2020 – MAY 2021



## CATEGORY SPEND BY MEDIUM JANUARY 2019 – APRIL 2021





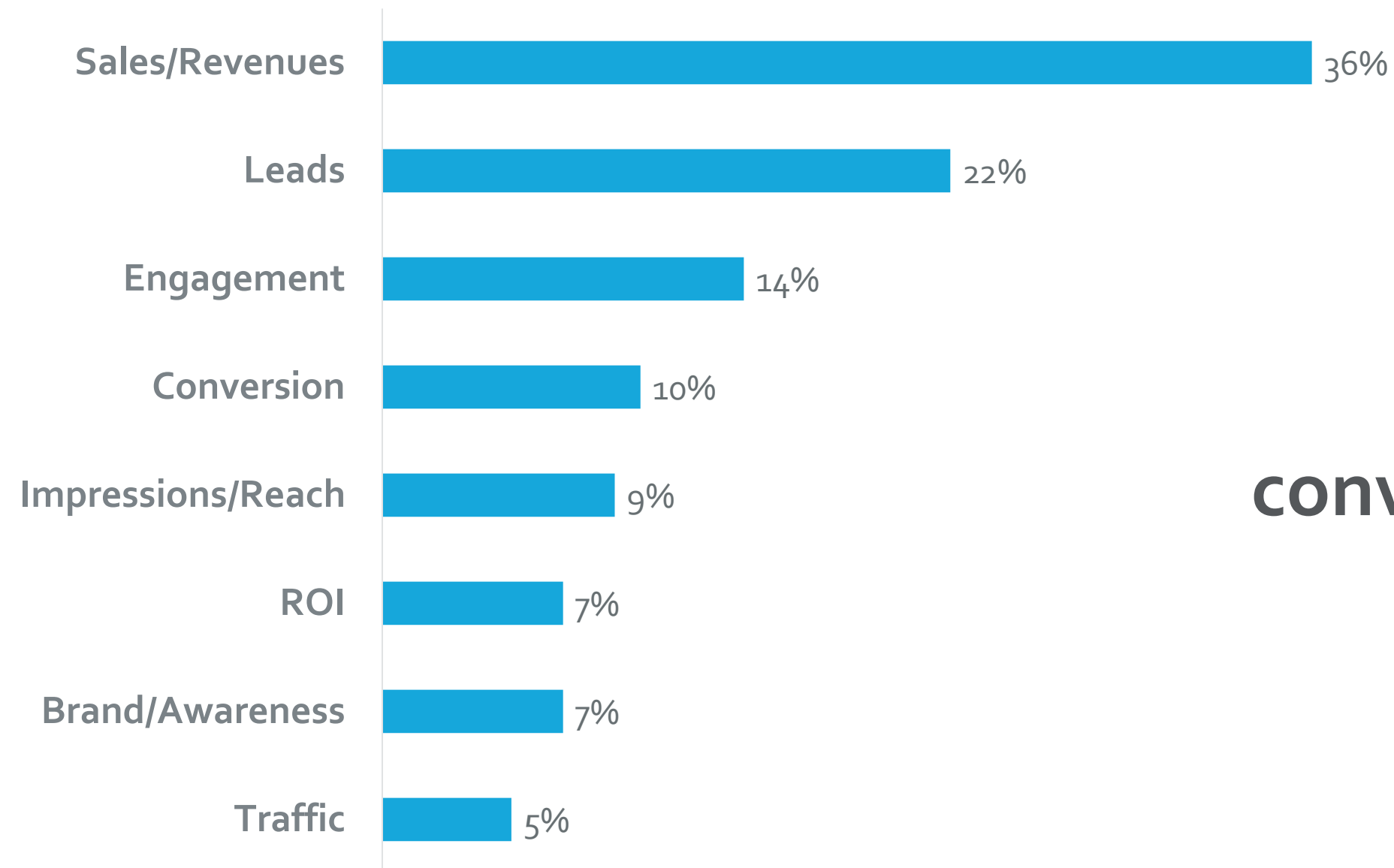
**DETERMINE SUCCESS**

**UNLIKE PRODUCTS,  
IT'S HARD TO CANCEL  
SUCCESS & STRATEGY.**



# LEADING KEY PERFORMANCE INDICATORS

ACCORDING TO US BRAND MARKETERS (eMarketer 2021)



**Top 4 are  
conversion focused**



# CAMPAIGN GOALS

Agreed Upon  
Determined Before Launch  
Specific  
Measurable

# CAMPAIGN GOAL & METRICS

1

## AWARENESS

- Impressions
- eCPM
- Completed Views
- eCPCV
- Viewability
- Brand Lift

2

## SITE TRAFFIC

- Clicks
- eCPC
- CTR

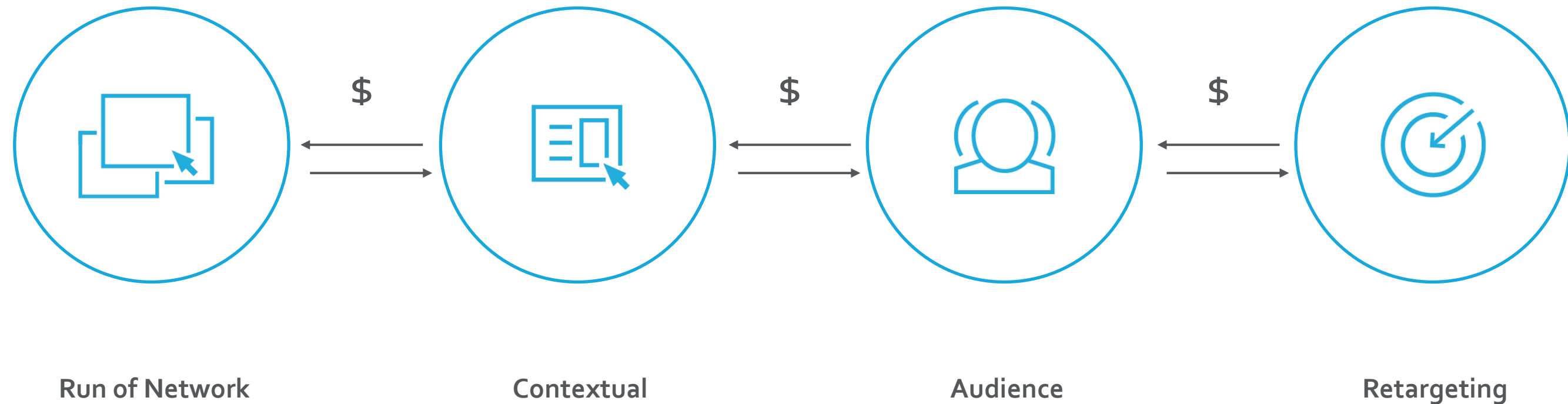
3

## USER ACTION

- Conversions
- eCPA

# SUCCESS THROUGH FLEXIBILITY

CHOICE IN TARGETING LEADS TO GREATER RESULTS



**QUESTIONS?**



MAKE YOURSELF HARD TO CANCEL

# THE PITCH



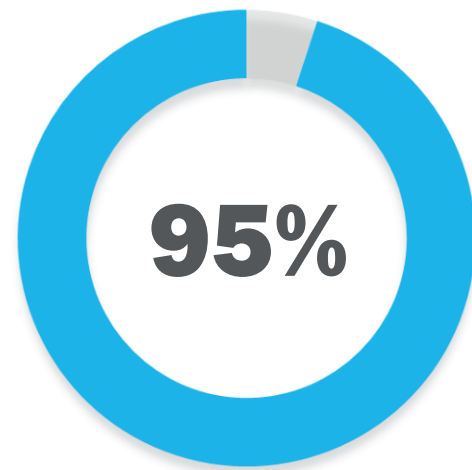
# **MULTI CHANNEL APPROACH**



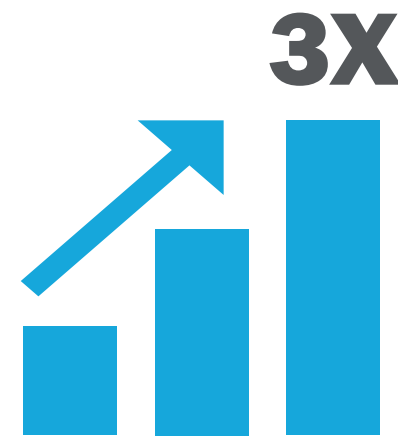
**FIND THE  
AUDIENCE IN  
MULTIPLE WAYS.**

**IT'S HARD TO  
CANCEL AN  
AUDIENCE.**

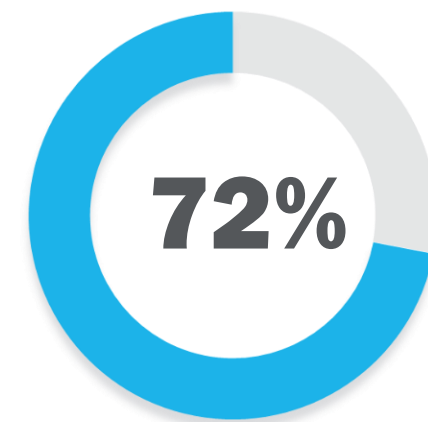
# MULTI CHANNEL STRATEGIES LEAD TO RESULTS



95% of marketers agree that a multi-channel strategy that allows them to target customers is important to their business. *Brand Pipe, 2020*



Businesses that use multichannel marketing experience a 3x higher effectiveness rate than those that don't *MSP, 2019*



72% of consumers prefer getting connected with brands and businesses through integrated marketing. *Lead Forensics, 2019*

# MEDIA COMPANIES: ALL DIGITAL CHANNELS



PROGRAMMATIC

**Basis**  
DSP

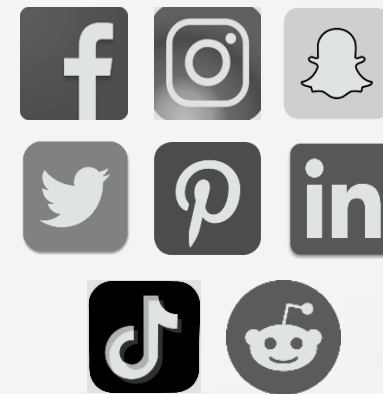


PAID SEARCH

Google  
Bing  
YAHOO!  
a Apple



PAID SOCIAL



SITE DIRECT

CNN  
hulu  
FAST COMPANY  
ESPN

# FIND AUDIENCE THROUGH SOCIAL

## THE PLATFORM DEPENDS ON THE DESIRED AUDIENCE



### LARGE REACH

Facebook: 43% of adults use it for news 51% of teens use it.



Instagram: 71% of the monthly active users are under 35.



### COLLEGE & HIGH SCHOOL

Snapchat: 90% of 13–34-year-olds and nearly 100% of people on campus.



TikTok: Majority of users are 13-34.



### OLDER MALE

Reddit: 58% of users are Male and 51% are between the ages of 18-34.



Twitter: 66% are Male. 63% of users are 34-64 years old.



### OLDER FEMALE

Pinterest: 64% are female, 38% of users are 25-44 years old

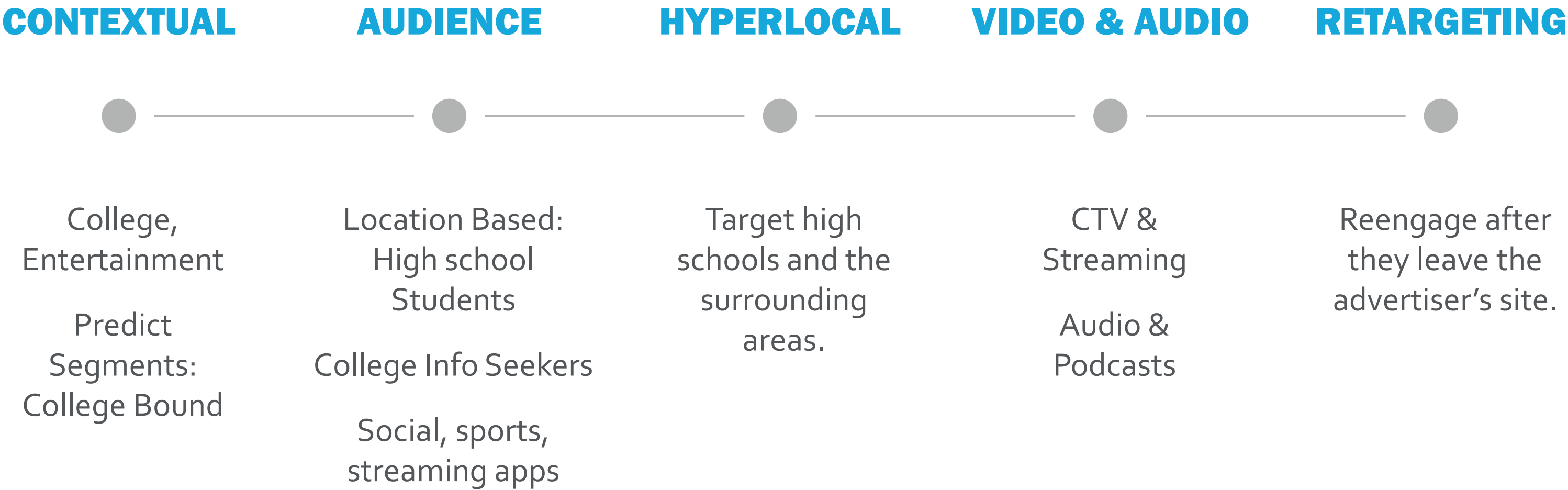


### PROFESSIONALS

LinkedIn is the world's largest professional network.

# FIND AUDIENCE WITH PROGRAMMATIC

## MULTITACTIC PLANS - EXAMPLE: EDUCATION SEEKERS





**UPSELL**

**OPTIONS & CHOICE  
MAKE IT HARD TO  
CANCEL**



# UPSELLING MEDIA



**BUILD THE PLAN  
THEY ASKED FOR**



**UPSELL WITH  
ADDITIONAL  
CHANNELS THAT  
WOULD REACH THE  
AUDIENCE AND  
ACHIEVE THEIR GOALS.**



# BENEFITS TO MULTIPLE CHANNELS, ONE PARTNER



## BIGGER IMPACT

Channels work together to build on another's success.

*"2 of 3 shoppers use more than one channel to make purchases. (econsultancy)"*



## EASY & EFFICIENT

Shifting budget and making changes to the campaign is done seamlessly.

*"Platforms like Basis make media planning 29% faster and 26% less time is spent on optimizations. (Forrester)"*



## VISION & HISTORICALS

Opportunities for new offerings as well as historical information on performance.

*"40% of U.S. markets value 'strong strategic thinking' the most from their marketing partner. (eMarketer)"*



# LET'S RECAP

1. Do your homework
2. Multi Channel sets you apart
3. Audiences are customers
4. Show flexibility
5. Upsell and give options

**QUESTIONS?**



MAKE YOURSELF HARD TO CANCEL

# THE REPORT



# A FUN EXERCISE

## OPTION 1



## OPTION 2

### FOUR SEASONS

Luxury hotel in  
Philadelphia

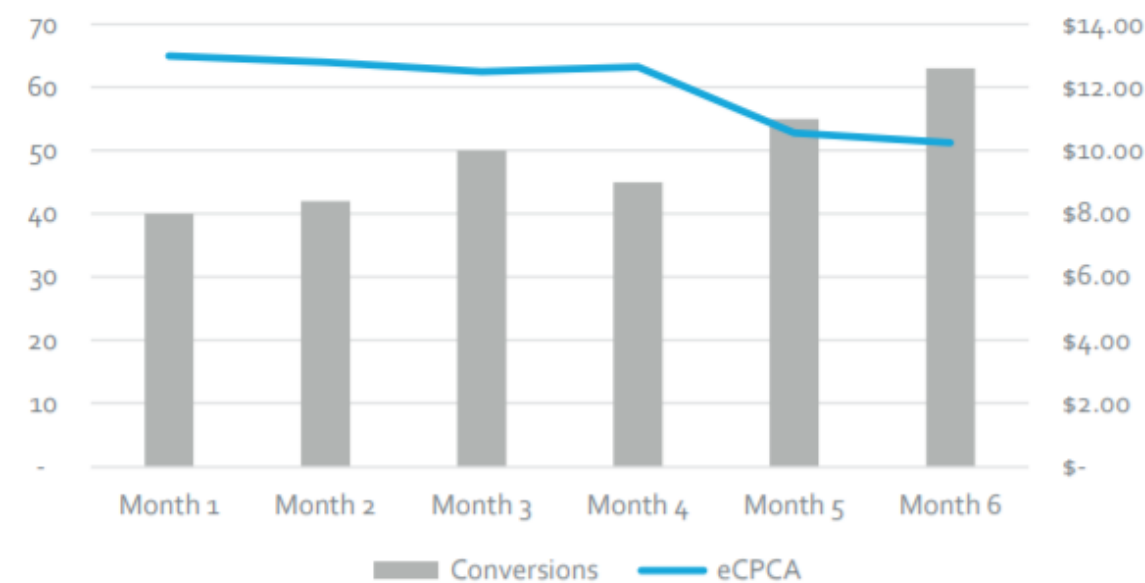
Get third night free

Click here to learn  
more

# A FUN EXERCISE

## OPTION 1

- We saw a **25% decline** in eCPA!
- We drove **20 more** conversions
- **Contextual** outperformed the other tactics, so we shifted budget towards CT



## OPTION 2

Campaigns  
06/01/2021 -  
06/30/2021

Name	Total Spend	eCPM	Imps.	Clicks	CTR	eCPC
Audience	\$561.61	\$3.41	164,869	123	0.07%	\$4.57
Hyperlocal	\$224.81	\$2.97	75,723	67	0.09%	\$3.36
Contextual	\$352.05	\$3.29	107,151	78	0.07%	\$4.51
	\$1,138.48	\$3.27	347,743	268	0.08%	\$4.25

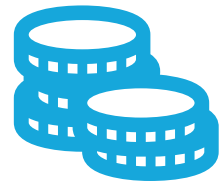


**TRUE PARTNERSHIPS  
ARE RARELY CANCELLED**

# BENEFITS TO WORKING WITH A PARTNER



**ADDITIONAL DEDICATED  
RESOURCES**



**REDUCED COSTS**



**MORE HOURS OF  
BUSINESS SUPPORT**



**SPECIALIZED SKILL SET**

Source: eMarketer 2020



# DATA & INSIGHTS

Be their guide through campaign reporting & analysis

- 1 Recommend a reporting & insights cadence
- 2 Focus on the agreed upon goal
- 3 Tell a story with the data and optimizations
- 4 Get the advertiser's perspective

# RENEWALS

Sell  
Yourself

FOCUS ON  
PREVIOUS SUCCESS

Grow the  
partnership

**QUESTIONS?**

