

**Basis**<sup>®</sup>  
Technologies

**Rev Up Revenue**

*Your Partnership with Basis*

LISTEN, TALK, SHARE

# TODAY'S AGENDA

Basis DSP Overview

Publisher Solutions Resources

Interview: Adam Saylor, CoxNext

Questions?

# Basis DSP Overview

A woman with long dark hair, wearing glasses and a red top, is looking at a laptop screen. The background is dark and out of focus.

# Identify Campaign Goals

Agreed Upon

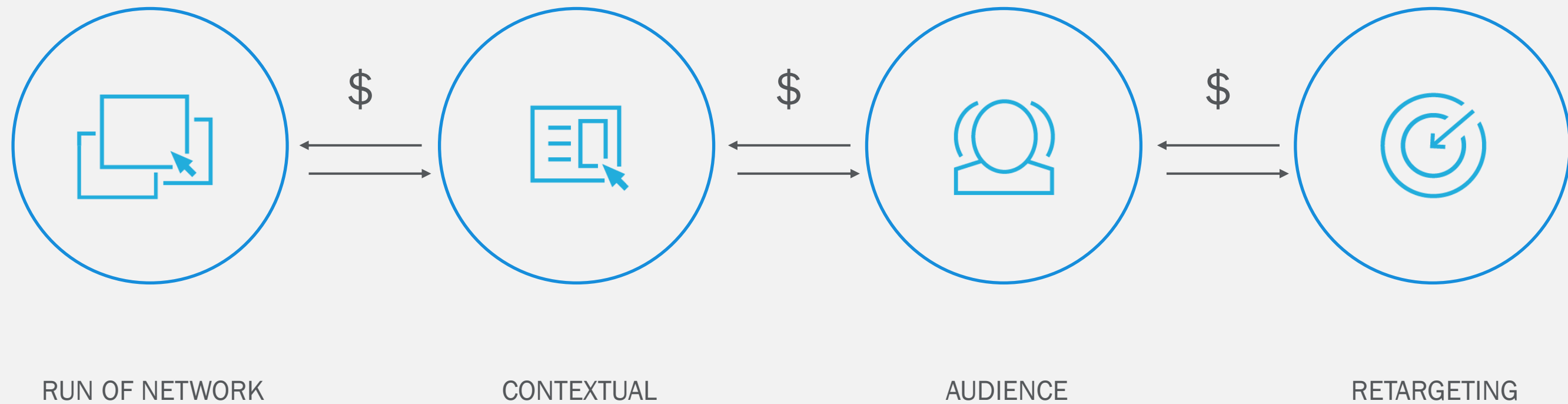
Specific

Measurable

Determined Before Launch

Flexibility Leads to Results

# Performance Driven Media Planning



A close-up, low-angle shot of hands typing on a laptop keyboard. The lighting is warm and focused on the hands and keys, 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

# Ad Formats & Devices

## AD FORMATS

### NATIVE



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

### VIDEO



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

### DISPLAY



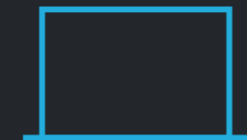
Standard banners and rich media.

### AUDIO



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

## DEVICES



# Targeting

## CONTEXTUAL

Reach an audience based on the context of the webpage being consumed

Devices:



Formats:



## HYPERLOCAL

Use lat/long coordinates to target physical locations and reach audiences based on location.

Devices:



Formats:



## RUN OF NETWORK

Find performance at scale with optimization tools and KPI benchmarks.

## AUDIENCE

Target demographics or demonstrated behaviors such as intent or interest.

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

## 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.

All 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 (applied) Search by deal name, id, publisher, or exchange... Refresh

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

## ACCESS

Inventory that you cannot find in the open marketplace

## CURATED

Packages for seasons and special events

Stand Out From the Competition

# Trending in Digital

## CANNABIS

Location 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.

# Publisher Solutions Resources

# Program Level Support

Resources available to any partner in our program



## Research

Vertical or industry research available upon request.

## 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

# Interview: Adam Saylor



Adam Saylor

General Sales Manager, CoxNext

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