

PUBLISHER SOLUTIONS PRESENTS

# REV UP REVENUE

Focus on Branding: Q2, 2021

# AGENDA

- Benefits of Branding
- Branding with Video
- Branding with Audio
- Questions?



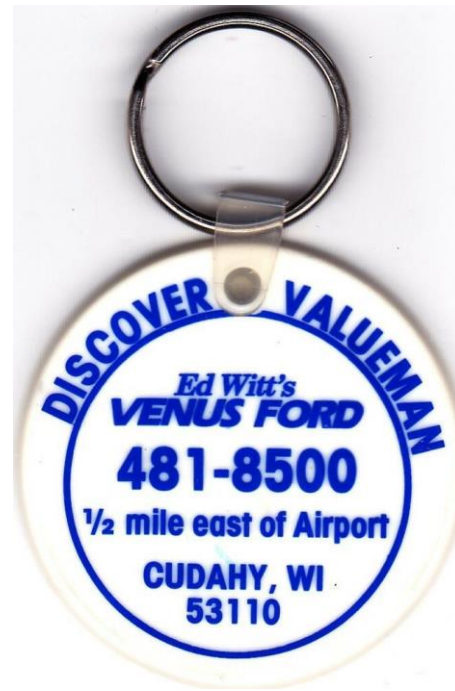
# **BENEFITS OF BRANDING**







# BRANDING STAYS WITH YOU



DONATE YOUR CAR TODAY

**K**ars 4 **K**ids

BECAUSE KIDS ARE OUR FUTURE  
Learn how you can make a difference in the life of a child  
[Kars4kids.org/howtohelp](http://Kars4kids.org/howtohelp)





**DID DIGITAL DESTROY  
BRANDING?**



# **NO!** **IT ADDS THE GRAVY**

- Strong brand recognition encourages lower funnel actions
- No matter the overall goal, branding will help support the mission
- The most successful brands have an ever-green branding strategy







# VALUE OF BRANDING

- Presenting a brand consistently across all platforms can increase revenue by up to **23%**
- On average, it takes **5 to 7** impressions for consumers to remember a brand.
- **94%** of marketers say using video has helped increase user understanding of a product or service.



# BRANDING STRATEGY TIPS

KEEP THESE IN MIND WHEN BUILDING YOUR MEDIA PLAN

## BROAD TARGETING

No need to over-target  
Cast a wide net to capture

## MULTI-CHANNEL

Test a variety of platforms

## INCLUDE VIDEO & AUDIO

Break through the clutter with sight, sound, and motion

## CONSIDER CREATIVE

Have a cohesive message across all channels and formats

# MEASURING BRANDING CAMPAIGNS



## DISPLAY

Total Impressions

eCPM

Viewability



## VIDEO / AUDIO

Completed Views / Listens

Completion Rate

Cost Per Complete View/Listen  
(eCPCV/eCPCL)

Quartile Percentages





# BRAND LIFT STUDY

DISQO: CENTRO'S PREFERRED PARTNER

Brand Lift Study measures the direct impact your ads are having on perceptions and behaviors through the consumer journey.

It measures the difference in responses between those exposed to a campaign and those who are not.

Benefits of Disqo: Measures cross-channel in a cookieless environment.

# VERTICALS THAT EXCEL WITH BRANDING



**AUTO**



**EDUCATION**



**REAL ESTATE**



**HOME  
IMPROVEMENT**



**LEGAL**



**JEWELRY**



**GROCERY**



# KEY TAKEAWAYS

- Memorable branding can influence a customer
- Branding can impact all KPIs
- Don't forget to define how you'll measure success
- Certain verticals pop with an always-on strategy



**QUESTIONS?**





# **BRANDING WITH VIDEO**





## VIDEO VIEWERSHIP IN THE US

**133**

minutes per day in 2020 was spent with digital video.

**53%**

Tune into their bigger screens via SmartTV.

**65%**

of video views on Facebook are through mobile devices.

**74%**

of U.S. adults use YouTube.



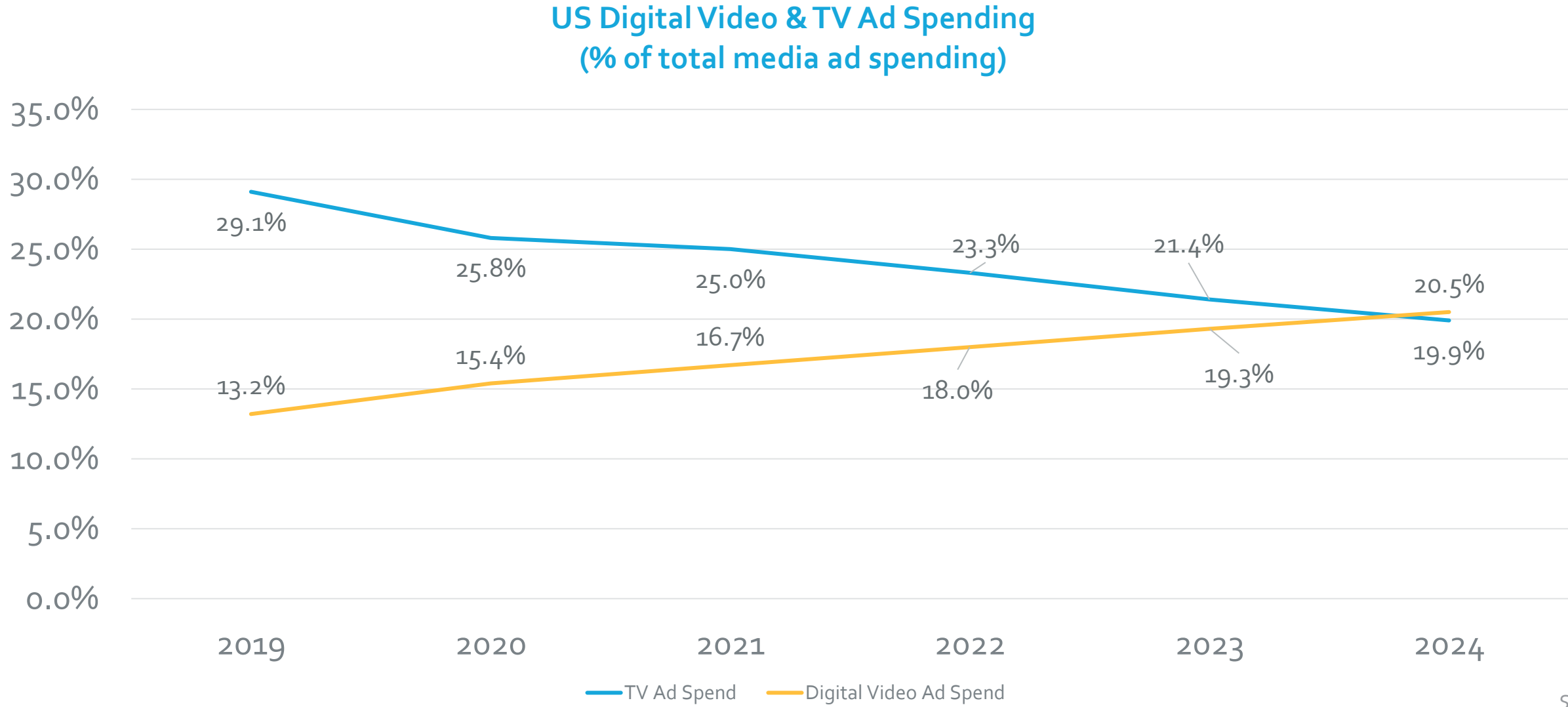


**Digital video ad spend is expected to grow by 25.7% in 2021 to a record-breaking \$44.91 billion.**

**88%**

of marketers say video provides a positive ROI.

# DIGITAL VIDEO & TV AD SPEND IS CONVERGING



By 2024, digital video ad spend will exceed TV ad spend.



# 212.5 MILLION

Americans are predicted to watch CTV in 2021.



In 2020, **44%** of digital video ad spend in Basis was on **CTV devices**.

# DIGITAL VIDEO

VIDEO STRATEGIES CAN BE TESTED ACROSS CHANNEL



## SOCIAL VIDEO

Video placements across a variety of platforms like Instagram, TikTok, and Facebook.



## SEARCH: YOUTUBE

Ads that play on or run next to YouTube videos.



## DISPLAY VIDEO

Video assets are used to connect with audiences across multiple devices – desktop, laptops, mobile, and tablets



## CONNECTED TV

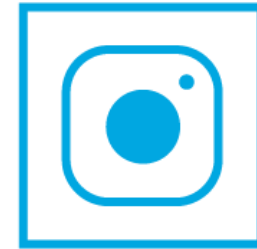
Video assets delivered on a TV that is connected to the internet.



# SOCIAL VIDEO



VARIETY OF OPPORTUNITIES



BUILD VERTICAL VIDEOS



FOCUS ON OPTIMIZATIONS



ADVANCED TARGETING



THINK LIKE A SILENT FILM DIRECTOR

**85%**  
of Facebook users  
watch with the  
sound off

# SEARCH: YOUTUBE

**2<sup>nd</sup>**

largest search engine in the world.



REACH THE RIGHT AUDIENCE



BUILD A FUNNEL WITH SEARCH CAMPAIGN



CONNECT WITH ENGAGED CUSTOMERS

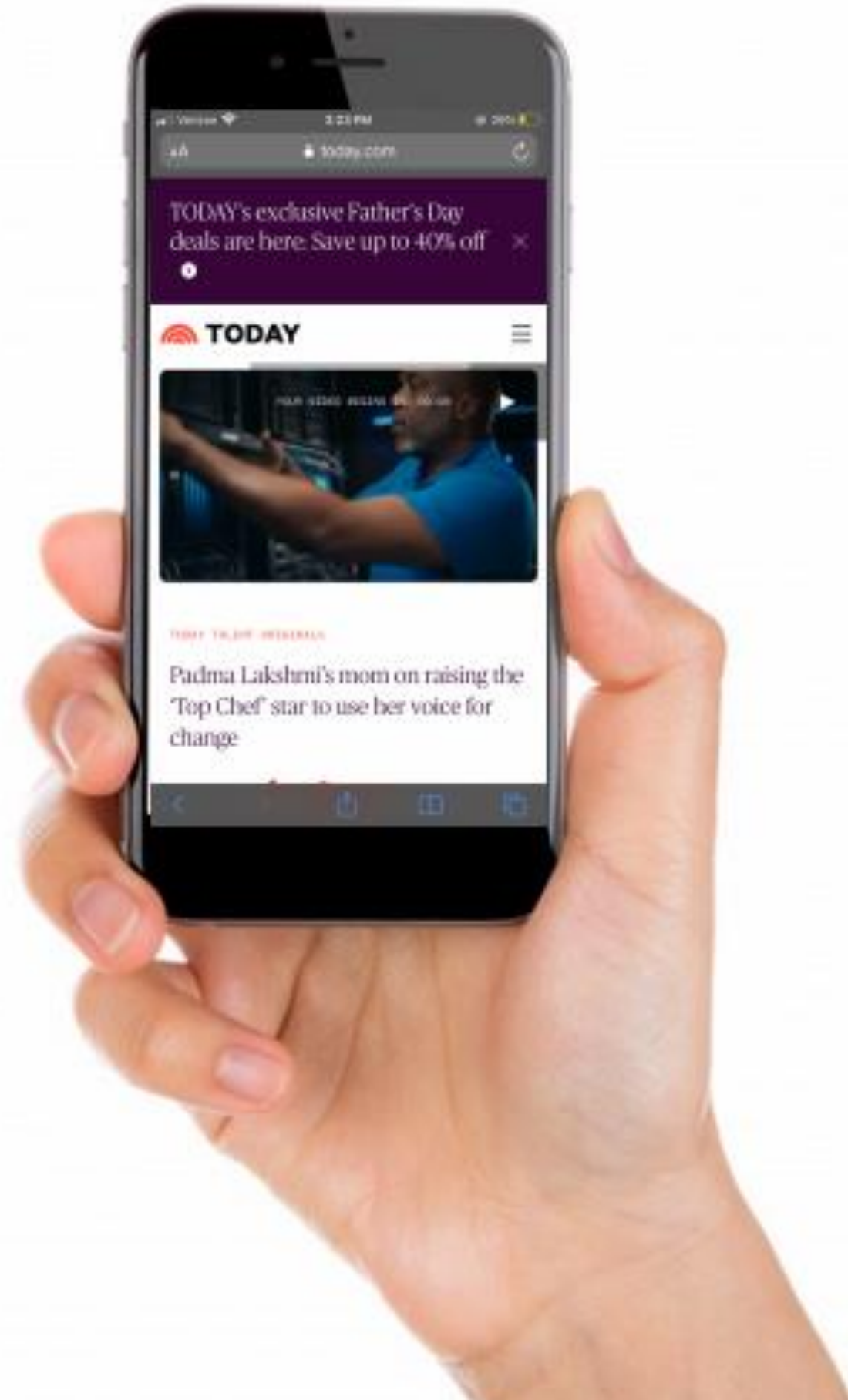
**41.9**

minutes are spent on YouTube daily, on average by viewer 18+.

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# DISPLAY VIDEO



TARGETING AND SCALE



INFINITE PLACEMENTS



ADVANCED TARGETING

**7.7B**

video impressions we served on mobile devices in 2020 on Basis DSP.



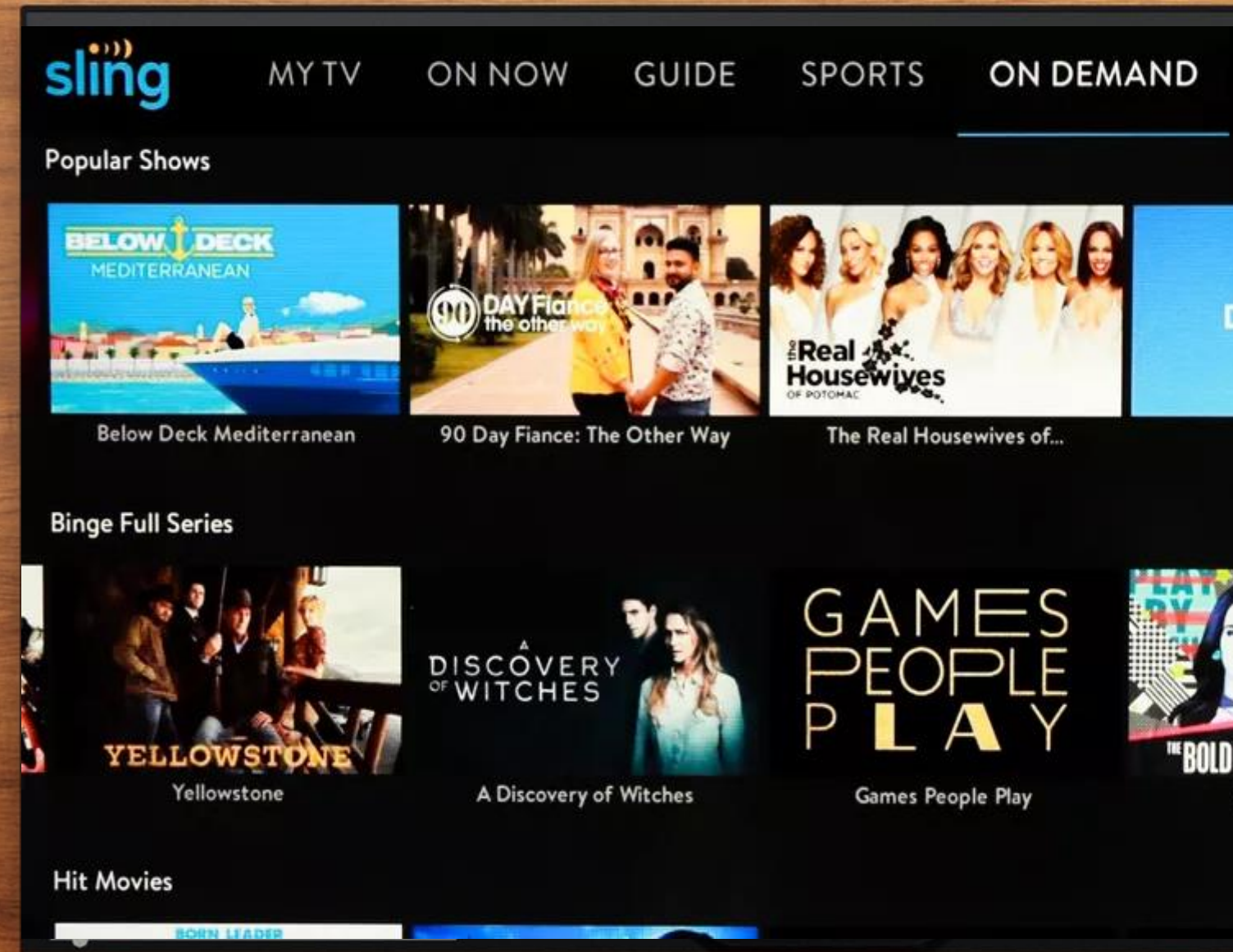
# CONNECTED TV

PREMIUM, BRAND SAFE, LONG FORM

FULL SCREEN VIEWABILITY

REAL-TIME REPORTING

INVENTORY FLEXIBILITY



**41%**

of time spent with  
digital video is on CTV



# TARGETING PROGRAMMATIC VIDEO



## AUDIENCE

3<sup>rd</sup> party audience data: demographic and behavioral.

CTV will require cross device.



## CONTEXTUAL

Contextually relevant content as well as demos and behaviors based on content.



## PMP

Find 1<sup>st</sup> party data and inventory not available in the general RTB with video PMPs



## DEVICE

Target all devices or focus on specific devices.

# PITCHING VIDEO CAMPAIGN



## LET ME SHOW YOU!

Advertisers can show their location, brand, and product.

It can create a deeper level of engagement.



It's

**RESUABLE**

Reuse video assets from TV, Cable, and Facebook.



## CAN I HAVE YOUR ATTENTION?

It's not possible to play more than one video ad at a time.

Digital video has grown exponentially and CTV especially gives you the feel of a TV buy with the perks of digital.



# BASIS DSP: PRIVATE DEALS

## CTV Private Deals

### PREMIUM DISTRIBUTORS



### APPS AND NETWORKS



### CTV SSP



...AND MANY MORE!



**67%**

of CTV spend  
in Basis was  
via PMPs in  
2020

# MAXIMIZE YOUR VIDEO PLAN



**Define video objectives** that determine how performance will be measured.



**Test different channels** and identify how performances changes and differs based on the placement.



**Find desired audiences** with contextual targeting and first-party data.



**Make data-driven decisions** through custom reports.

# PROGRAMMATIC CASE STUDY

## CTV/OTT: TOURISM

### OVERVIEW

Client was looking to increase tourism numbers in their Southeastern Florida county

Geo-targeted northern DMAs to reach users looking to plan winter and spring break trips

Target audience included families with kids, as well as senior citizens

The goal of the campaign was to drive a video completion rate over 90%

**98%**  
Video Completion  
Rate

### SOLUTIONS

Leveraged multiple CTV Private Marketplace deals to effectively reach our target audience as they were streaming CTV/OTT content

Targeted CTV devices in the general marketplace across a site list of the top performing domains and apps

Optimized towards video completion rate by using both human touch and machine-based algorithms

Included multiple creative assets for further insight on which messaging was driving the best performance towards KPI (Fishing, Beach, Golf)

**218,431**

Completed Views  
(\$.03 CPCV\*)



**QUESTIONS?**



# **BRANDING WITH AUDIO**





# WHAT IS AN AUDIO AD?

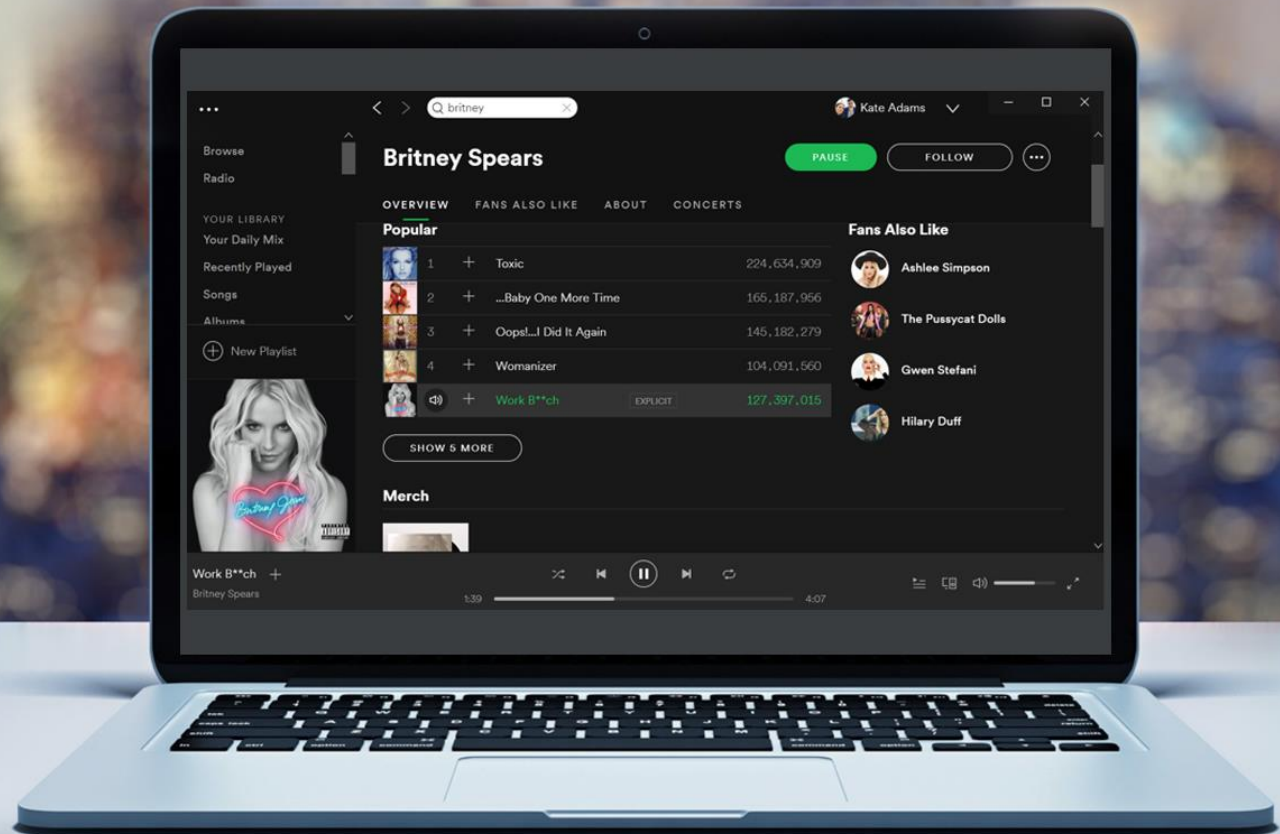


**IT'S AN AUDIBLE AD.  
SOUND IS THE  
MAIN COMPONENT.**

- + Many Audio Ads also include a Companion Ad
- + These ads are clickable and run with the Audio Ad on the same screen
- + It's the visual component of ad

# AUDIO AD EXAMPLE

So you're listening to Britney...

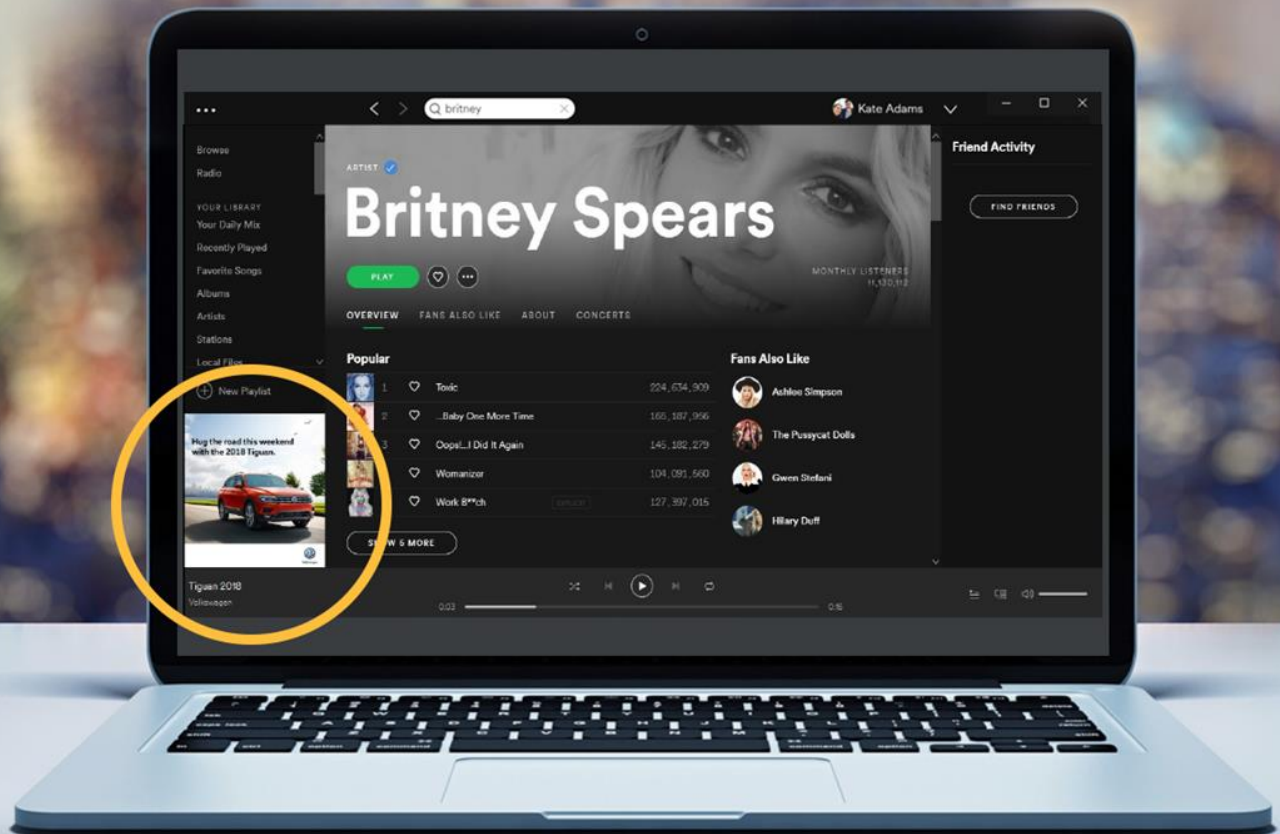




# AUDIO AD EXAMPLE

But after your third song you're fed this ad.

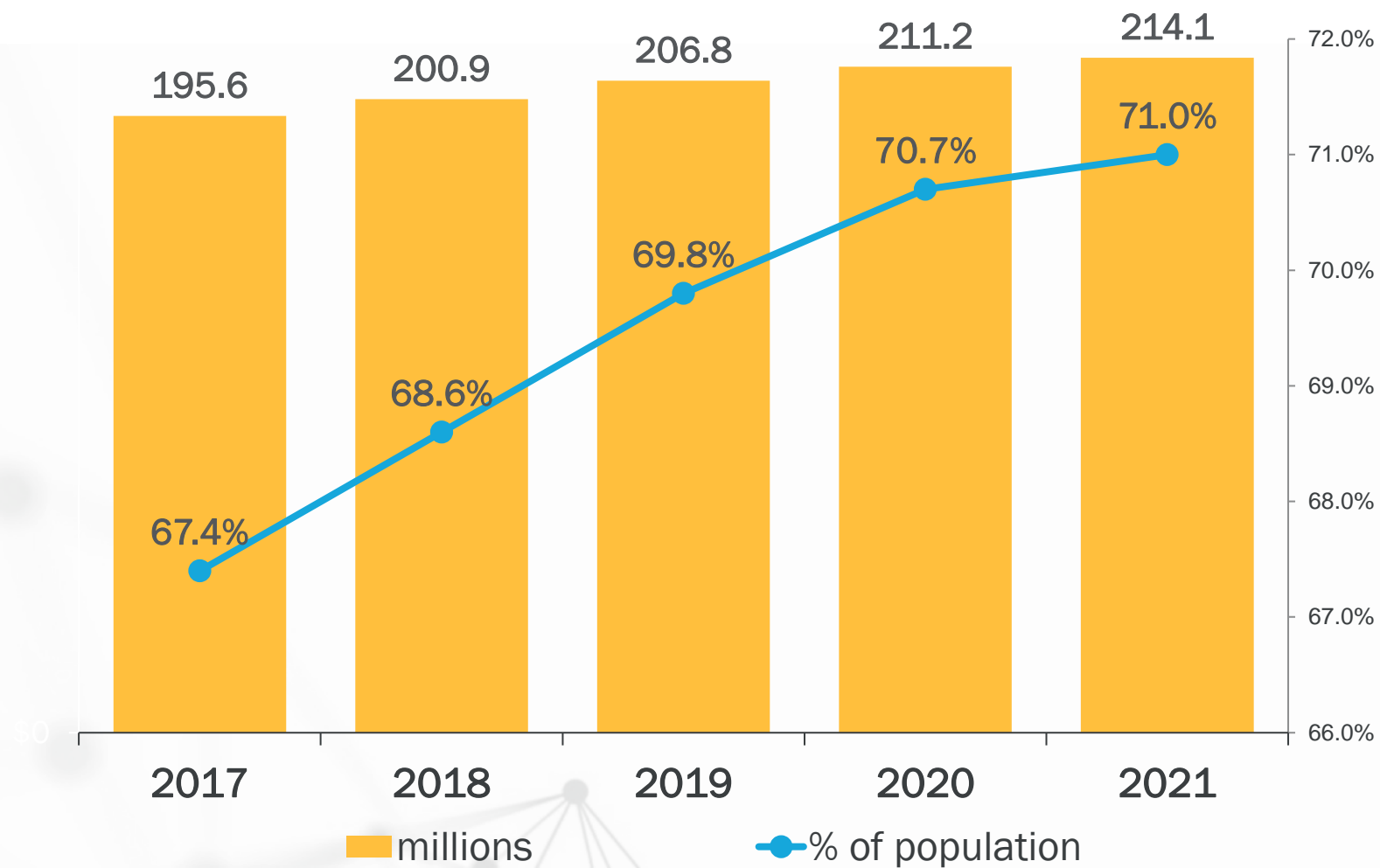
(You'll hear the voice over – that's the audio ad – and you may see the companion ad on your screen.)



# EVOLVING LANDSCAPE

## DIGITAL AUDIO LISTENERS

US, 2017–2021

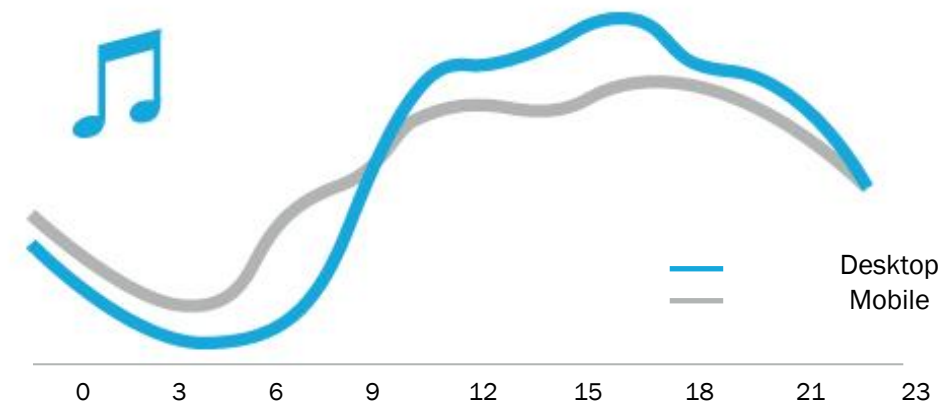


70% of US Population listens to Digital Audio

200+ million US consumers listen to digital audio at least once a month

# REACH YOUR AUDIENCE

## WHEN DO PEOPLE LISTEN?



**Always On**  
Audio listeners stream from morning to night, and the average cross-platform user spends about **2+** hours daily.

## WHERE DO PEOPLE LISTEN?

- + Desktop
- + Mobile device
- + Car
- + Smart speaker
- + Other connected devices





# 79%

of audio consumption takes place while people are engaged in activities where visual media cannot reach the users.

Source: Nielsen

**centro.**

# AUDIO ADS INCREASE ENGAGEMENT

Digital audio ads are memorable and motivational—they drove **24%** higher recall than display ads and were **2x** as likely to lift purchase intent.

Source: Nielsen Media Lab Study, 2019

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# PITCHING AN AUDIO CAMPAIGN



## CAN YOU HEAR ME?

Advertisers can share their voice with the audience.

It can create a deeper level of engagement.



## CAN I HAVE YOUR ATTENTION?

It's not possible to play more than one audio ad at a time and they're not skippable.

The audience is less distracted and focused on your ad alone.

It's  
**COST-EFFECTIVE**

Compared to Video,  
Audio ads are cheap to  
produce (or reuse)



# AUDIO BEST PRACTICES

## Geo Targeting

DMA, State, City, and Zip. We recommend targeting at the DMA level to help with scale when possible.

## File Length

Keep it short and sweet. Either :15 or :30 spots work best.

## Inventory Type

PMP (1<sup>st</sup> party audience) and/or Open Exchange

## Companion Banner

Remember that this isn't guaranteed inventory. Don't rely too heavily on this feature.

**PMPs are a MUST  
for any AUDIO  
PLAN**

# AUDIO EVERGREEN PRIVATE DEALS



- Cross device targeting to engage with Spotify users wherever they're listening.
- Site direct opportunities are also available.



- Inventory includes CBS Radio, Univision, Entravision, Slacker Radio, Audioboom, Blog talk radio, Speaker, Revolver, Radio.com and more.
- Podcast Inventory
- Cannabis-Friendly Inventory



- Premium publisher partners including Entercom, 8Tracks, SoundCloud, and the MLB.
- Podcast Inventory
- Cannabis-Friendly Inventory



- Premium publisher broadcasters like ESPN ESPN Radio, CBC/Radio-Canada, Radio One, ABC Radio, CNN, Fox News
- Cannabis-Friendly Inventory

# AUDIO DIRECT DEALS



- Includes a mix of all Adswizz publishers (iHeart Radio, Audiology, etc).
- Podcast Inventory
- RFP for Direct Deals and Evergreen Deals Available



- Provides a highly-personalized listening experience to approximately 70 MM users each month
- Podcast Inventory
- RFP for Direct Deals



# PROGRAMMATIC CASE STUDY

## HEALTHCARE - AUDIO

### OVERVIEW

Healthcare system wanted to spread message of their impact on the community

Focused their message to surrounding cities

They wanted a mix of audio and display

Key goal was to drive awareness

**\$0.02\***

eCPCL

\*platform spend

### SOLUTIONS

Utilized a mix of display, :15 and :30 spots

Contextually targeted news content

Targeted Spotify PMP for audio spots

Used Predictive targeting for mass awareness

**96%**

Audio  
Completion Rate

**QUESTIONS?**





**THANK  
YOU.**

**centro.**