



REV UP REVENUE

Q1, 2022



Alyssa Hamm
Director



Mike Dean
Sr. Account Lead



Will Bolles
Account Lead



Carson Bodnarek
Account Lead



Justin Amundson
Account Lead

LISTEN, TALK, SHARE

TODAY'S AGENDA

Streaming Audio

Vertical Spotlight: Political

Story Telling with Reporting

Questions?

Rev Up Revenue

Streaming Audio



Streaming Audio is on the Rise

Consumers are Engaged

- Audio is the #1 form of mobile media consumption.
- Audio reaches the average listener 4X per day.
- Hearing a message lasts 4 to 5X longer than a visual image.
- The brain processes spoken word 22% faster than written text.

Increased Engagement

AUDIO CONTINUES TO DRIVE ENGAGEMENT WITH AUDIENCES

30% MORE MUSIC

Americans are listening to more music since the onset of COVID-19

79% OF CONSUMPTION

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

24% HIGHER RECALL

rate than display ads.

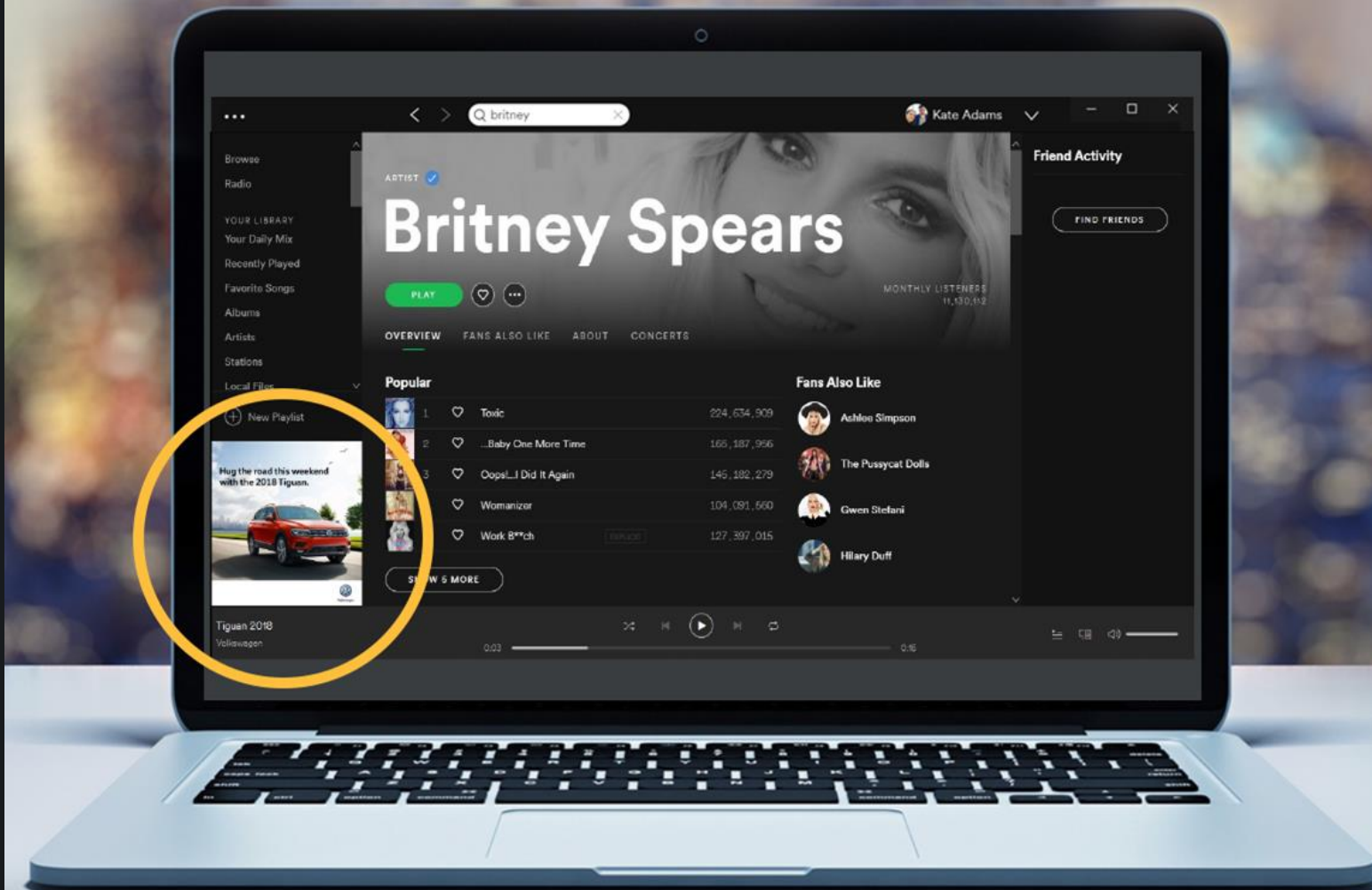
Streaming Audio Advertising

- 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

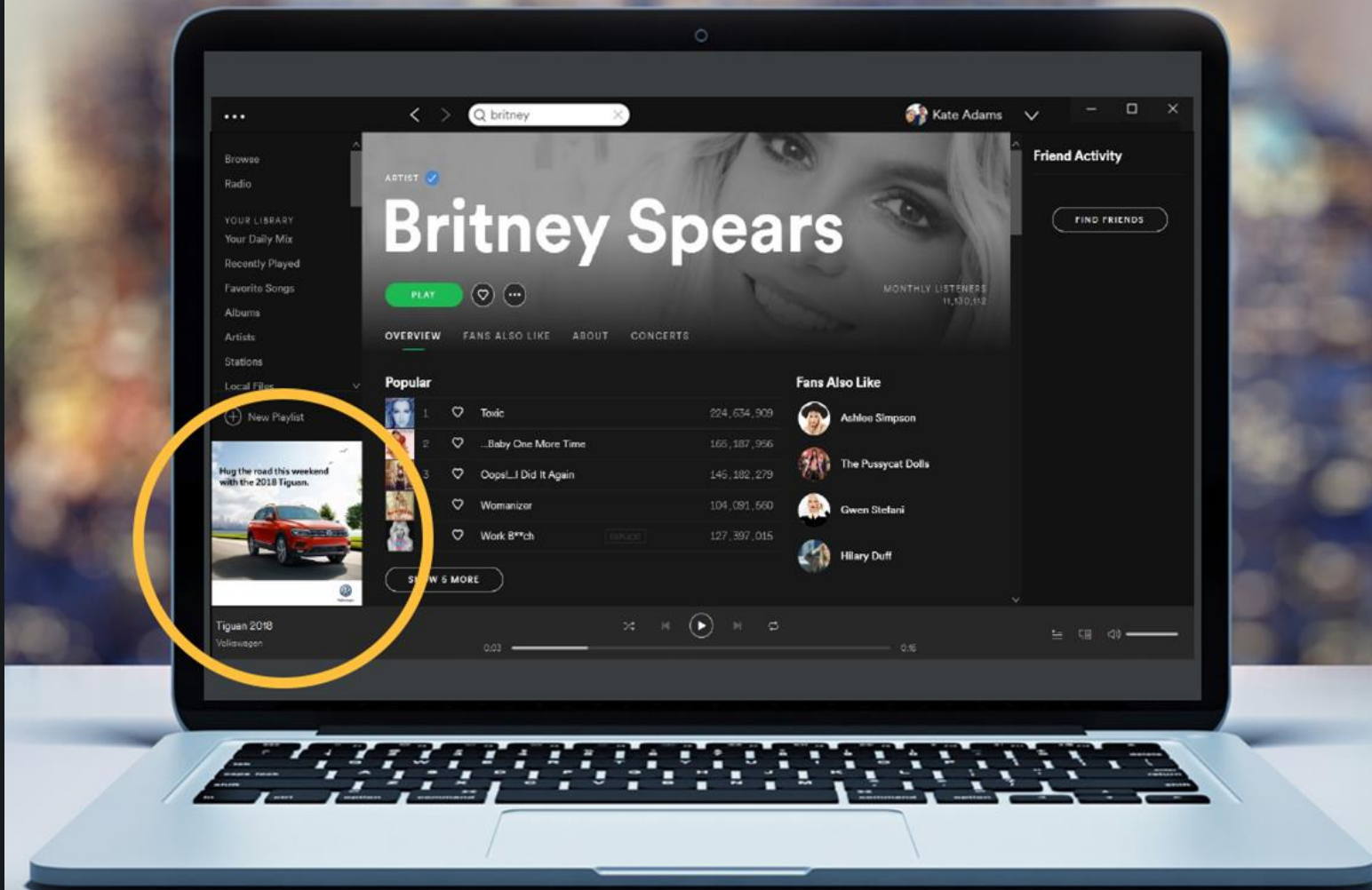
Say you are listening to Britney Spears...



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.)



BASIS AUDIO OPPORTUNITIES

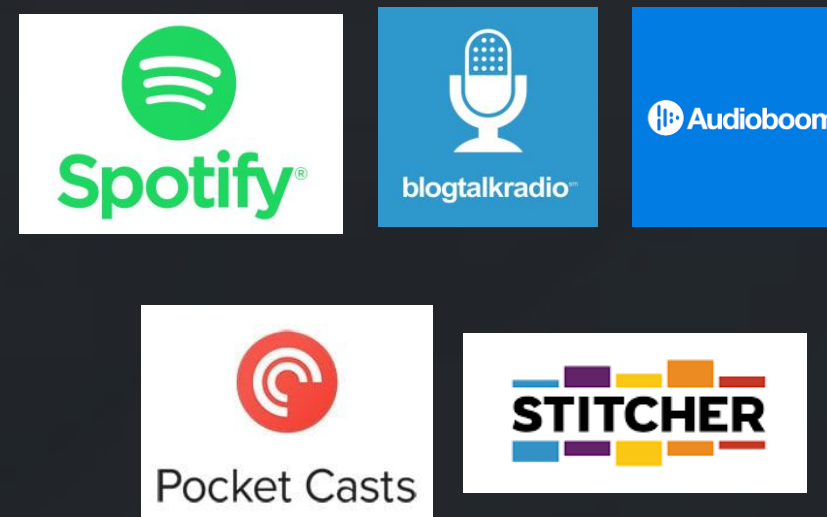
STREAMING AUDIO

BROADCAST



Reach live digital listeners across thousands of stations and channels from news, to sports, to lifestyle, music, and more!

PODCASTS



With podcast listeners growing at a rapid rate, 1 in 3 US adults are expected to listen to podcasts weekly by the year 2025.

STREAMING/ON DEMAND



Reach on demand listeners queuing their favorite jams, talk shows, etc. while they're at work, on the go, or at the gym.

Spotlight: Audio PMPs



- Cross device targeting to engage with Spotify users wherever they're listening.
- 1st party data and genre deals 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

Audiology

- Large inventory source of broadcast, podcast and pure play music streams.
- Inventory includes more than music such as Business, Sports, News, Entertainment, etc.
- Scale allows for the ability to include various data targeting segments such as Geo, Demo, and Behaviors.
- Ability to ingest 1st party data segments
- Over 120 connected devices
- Large scale targeting Spanish Speakers and AA
- Easy to set up Strategic Deal IDs within Basis



audiology
BY KATZ



Questions?

Basis[®]
Technologies

Rev Up Revenue

Vertical Focus: Political

UNCOVERING POLITICAL OPPORTUNITIES

Political Advertisers

CANDIDATES

- Local, State and National campaigns run every 2, 4 or 6 years depending on the election cycle.



CAUSES

- Advertising dollars available with associations, collations, unions, legislative issues, regulatory affairs etc. available every year!



Ever-Evolving Landscape

WE KEEP TABS ON THE CHANGES SO YOU DON'T HAVE TO!



2018

State-by-state nuances emerge in regulation of digital political ad transparency, Facebook begins political ad buyer verification



October 2019

Twitter bans political advertising with heavy restrictions on advocacy; Facebook adds new disclaimer requirements



December 2019

Spotify bans political and advocacy advertising



January 2020

Google removes the ability to audience target for election ads. Only age, gender, geographic and contextual targeting are allowed to reach voters



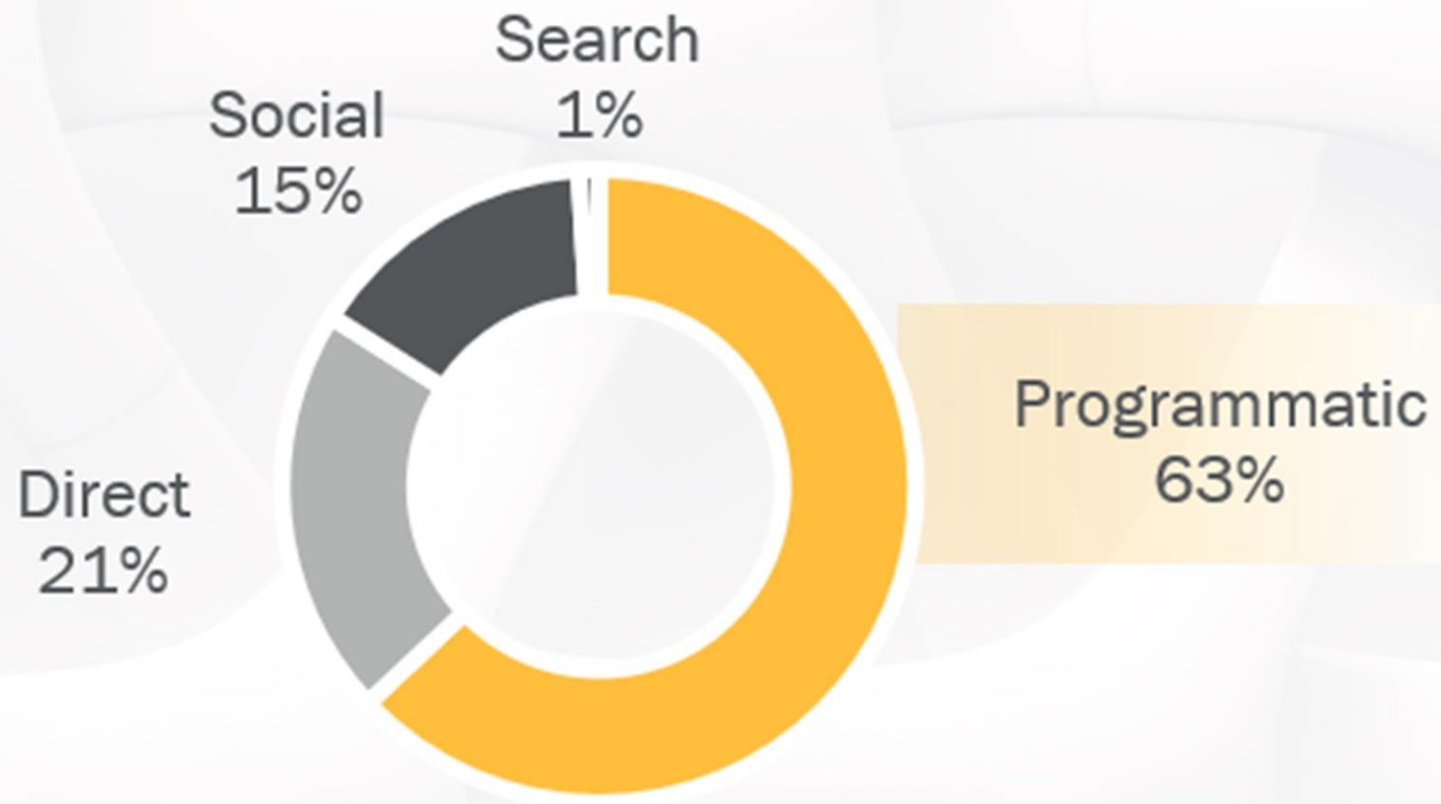
January 2022

Facebook, now Meta, announces that advertisers will no longer be allowed to target users by race, ethnicity, political affiliation, religion, or sexual orientation

Political Bans/Limitations: LinkedIn, TikTok, Pinterest, Twitch, Hulu PMPs, SpotX, Reddit (state or local), Roku (MD), Google (MD, NJ, WA, NV)
Also Notable: Snapchat has changed its position and now allows Government advertisers

Programmatic Wins

Buying Tactic Mix



Programmatic was the most popular buying tactic for 2020 U.S. elections campaigns.

Both programmatic & site direct buying grew share by small percentages from 2018.

Social media lost share from 2018, due to ad restrictions & bans by major platforms.

2/3 of digital ad inventory was sold programmatically in 2H 2020

eMarketer, 2021

25%
of digital ad budgets spent in last 10 days prior to election day

650MM
programmatic ad impressions served in Basis the 10 days before election day

Continuously Innovating for The Category

A Platform Built for Politics



Voter File Integrations

L2, DeepRoot, TargetSmart, i360, DataTrust and more



Political Specific PMP Deals

Pre-negotiated for Basis clients to include major media outlets such as Viacom, Xandr and SpotX



Congressional District Targeting

Currently updating for '22 with revised district lines coming out of latest US Census



Political Insights & Research

With an entire division within Basis dedicated to candidates and causes, top data insights and strategies are more accessible than ever.



Detailed Reporting and Delivery

With complete access to delivery metrics and reporting, candidates can rest assured campaigns are delivered for optimal campaign effectiveness.

Campaign Trends

FAST

- 53% of spend occurred in the last 5 weeks before an election and 21% in the last 10 days.

VIDEO ADS

- Make up 58% of digital media political spend.

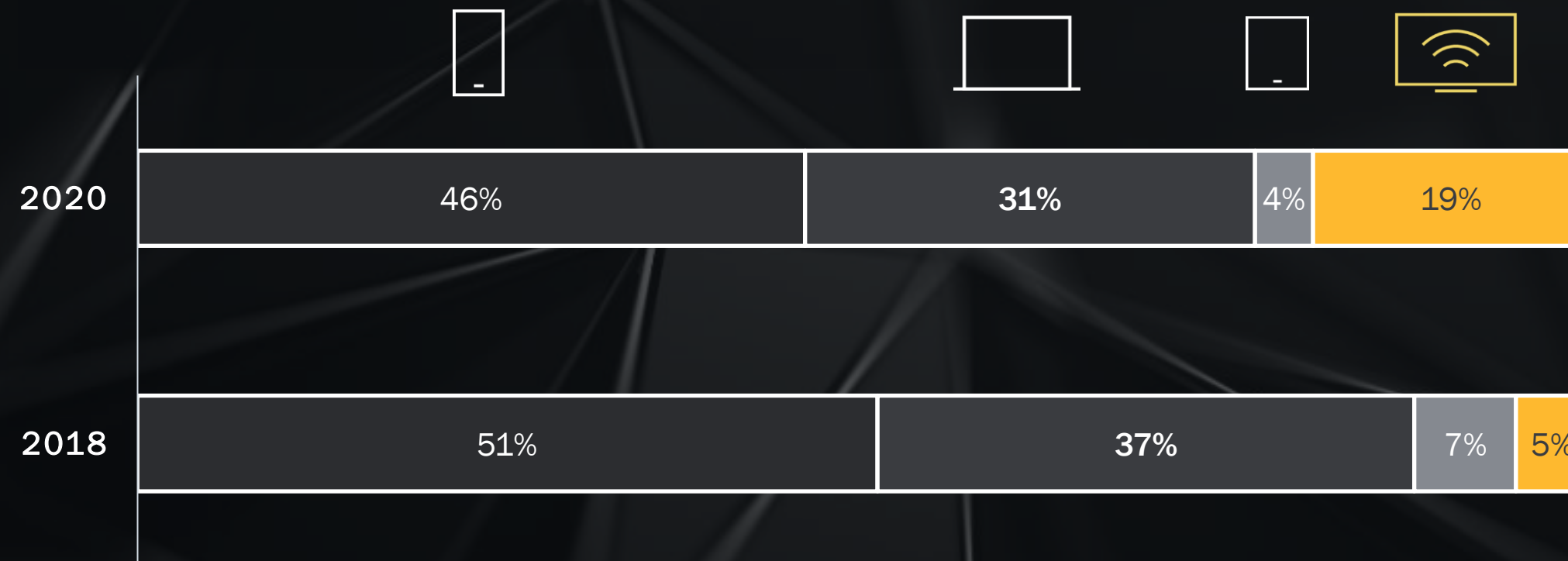
HYPERLOCAL

- Targeting was used by 55% of candidates.

INSIGHTS FROM BASIS 2020 U.S. ELECTIONS

CONNECTED TV SURGES

PROGRAMMATIC AD SPEND BY DEVICE



+280%
CTV Share in programmatic advertising over 2018

+3%
CTV only increased from 3% to 6% of impression share. Premium pricing is worth the investment to buyers

DECLINES
In mobile, desktop and tablet advertising share

225 Million
CTV impressions served 4 weeks before election day

DIGITAL VIDEO: CONNECTED TV

BENEFITS OF CONNECTED TV & POLITICAL CAMPAIGNS

- Reach Millennial generations not on traditional linear TV
- Target by political geographies and not TV networks
- Seamlessly add to media mix and optimize your ad dollars and avoid ad fatigue and waste by delivering your message to the right voters
- Of the \$2.9 billion spent on digital ads in 2020 elections, \$720 million was spent on CTV.

THE 2022 MIDTERM
ELECTIONS

\$8.8B

estimated spend on
video advertising

\$1.2B

estimated CTV/OTT
ad spend

Hyperlocal Targeting

Understand voter behaviors

- Target existing resident audiences for congressional districts in every state or build highly customizable scalable audiences based on real-world behaviors.

Precisely target campaign messages

- Customize geo-fencing to reach a well-defined communities or by city, zip, Congressional District, all powered by GPS coordinates exceedingly more accurate than IP address targeting.

Issue Segments

- Affordable Care Act/Obamacare
- Affordable Housing
- Pro-Choice vs. Pro-Life
- Church Attendance
- Civil Liberties vs. Terrorism Prevention
- Climate Change
- COVID-19
- Ridesharing Regulation
- School Choice
- Union Support
- Death Penalty
- Environmental Regulation
- Fiscal Philosophy
- Fracking
- Gay Marriage
- Government Bailouts
- Gun Laws
- Social Security
- Ticket Splitter
- International Humanitarian Interventions
- Marijuana
- Minimum Wage
- Pathway to Citizenship
- Police Excessive Force
- Renewable Energy vs. Develop More Fossil Fuels
- Social Philosophy (Liberal vs. Conservative)

Some segments only available via an allow list process

Political PMPs

TARGETING VOTERS WITH 1ST PARTY AUDIENCES



ASSOCIATED PRESS

ROS: Political News



FOX NEWS

Political Section



SPOTX

Undecided, Democratic, and
Republican Video and CTV

Programmatic Case Study

OVERVIEW

- Congressional campaign and the candidate was running for reelection and wanted to boost awareness prior to voting day. Used a combination of display and audio ads.
- Interested in utilizing the political data as well as political PMPs to reach the right audience. PMPs with high floors were able to be used with general tactics to ensure the still efficient for the campaign.

SOLUTION

- Retargeting from the campaign website
- Audience: Ages 18+ (from political data provider Target Smart)
- Contextual: News & Politics
- Display PMPs: POLITICO; Advance: Political; Washington Post: Political
- Audio PMPs: Spotify; Triton iHeart Radio; Target Spot;

SOLUTION



AUDIENCE



RETARGETING



PMPs

RESULTS

\$7.27
eCPM*

\$0.01
Cost per Completed Listen



Questions?

Basis[®]
Technologies

Rev Up Revenue

Reporting as a Story

Building Your Report



Recap the Campaign

Recap the need for the campaign by highlighting audience, goals, and tactics.



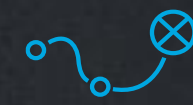
Highlight Relevant Data

Focus on relevant data, identify the trends and lay out your story.



Incorporate Visuals

Support your story with visuals that help illustrate the data.



Plan for the Future

Review what went well and what could be changed to see better performance later in the flight or on subsequent campaigns.

Recap the Campaign

- Determine what you want the “takeaways” to be and set up the meeting in a way that will get you there.
- Review tactics used to reach the advertisers audience and achieve their goals.
- Identify the specific metric being measured and optimized against throughout the campaign.



Highlight Relevant Data

Emphasize Relevant Data

Showcase the data that supports the client goal.

Avoid data overload.

Benchmarks

Use campaign benchmarks to gauge performance.

Dig Out Trends

Look at the data a variety of ways (over time, by tactic, creative, etc).

Point out the trends that emerge.

Outline Learnings

Review what affected campaign performance.

Pull out learnings that affected campaign performance and that could be adjusted on future campaigns.

Analyze Data



Identify Trends



Shape Your Story

Highlight Relevant Data



AWARENESS

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



SITE TRAFFIC

- Clicks
- eCPC
- CTR



USER ACTION

- Conversions
- eCPA

Highlight Relevant Data

Awareness

Completion Rate

- Cross Screen Video: 60%+
- Connected TV: 90%+
- Audio: 92%+

Average Cost per View (eCPCV)

- Cross Screen Video: \$0.05
- Connected TV: \$0.03
- Audio: \$0.02

Site Traffic

Click Through Rate (CTR)

- Display: 0.10%
- Video: 0.18%

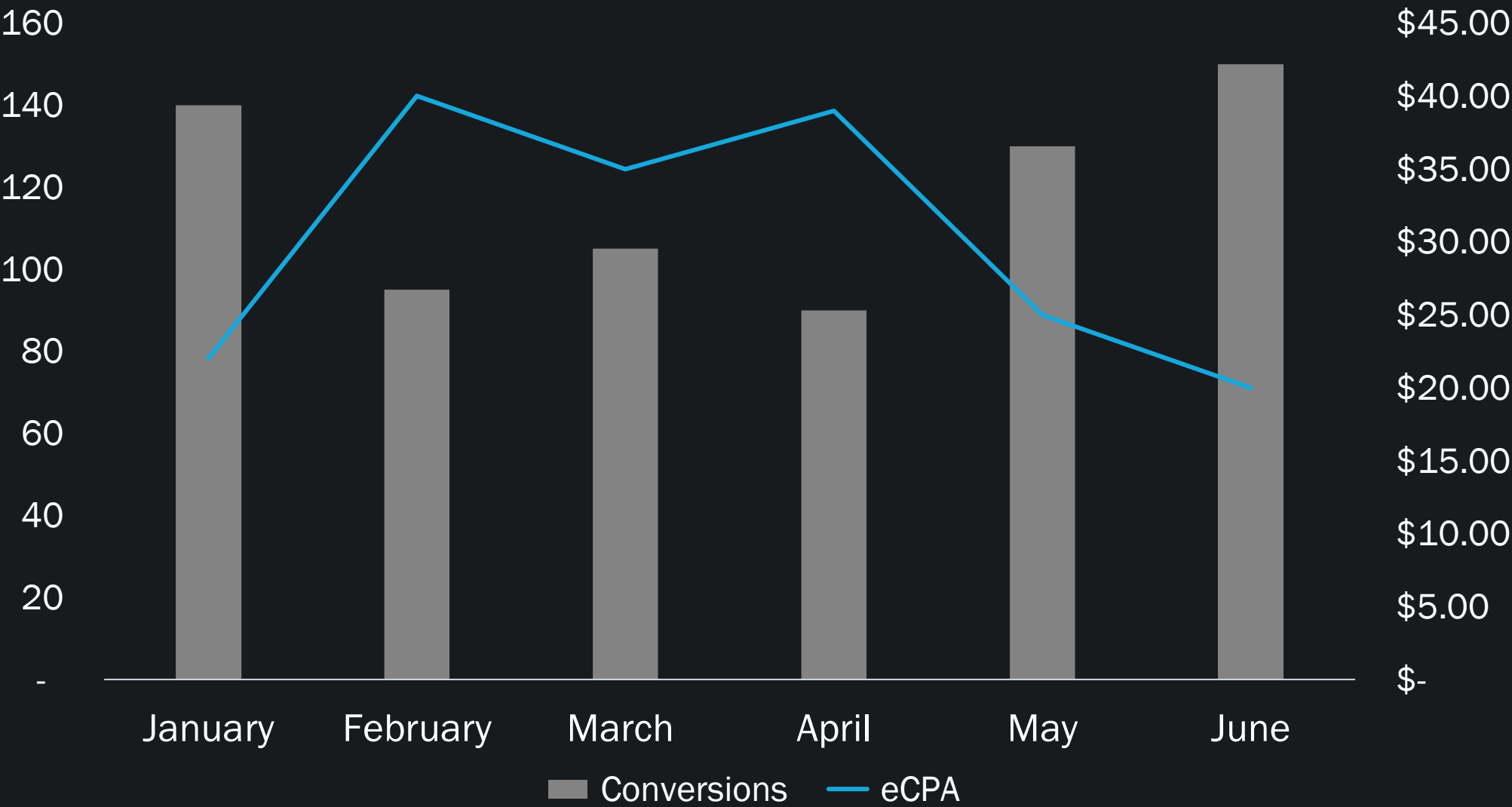
Average Cost per Click (eCPC)

- Display: \$5.00
- Video: \$10.00

User Action

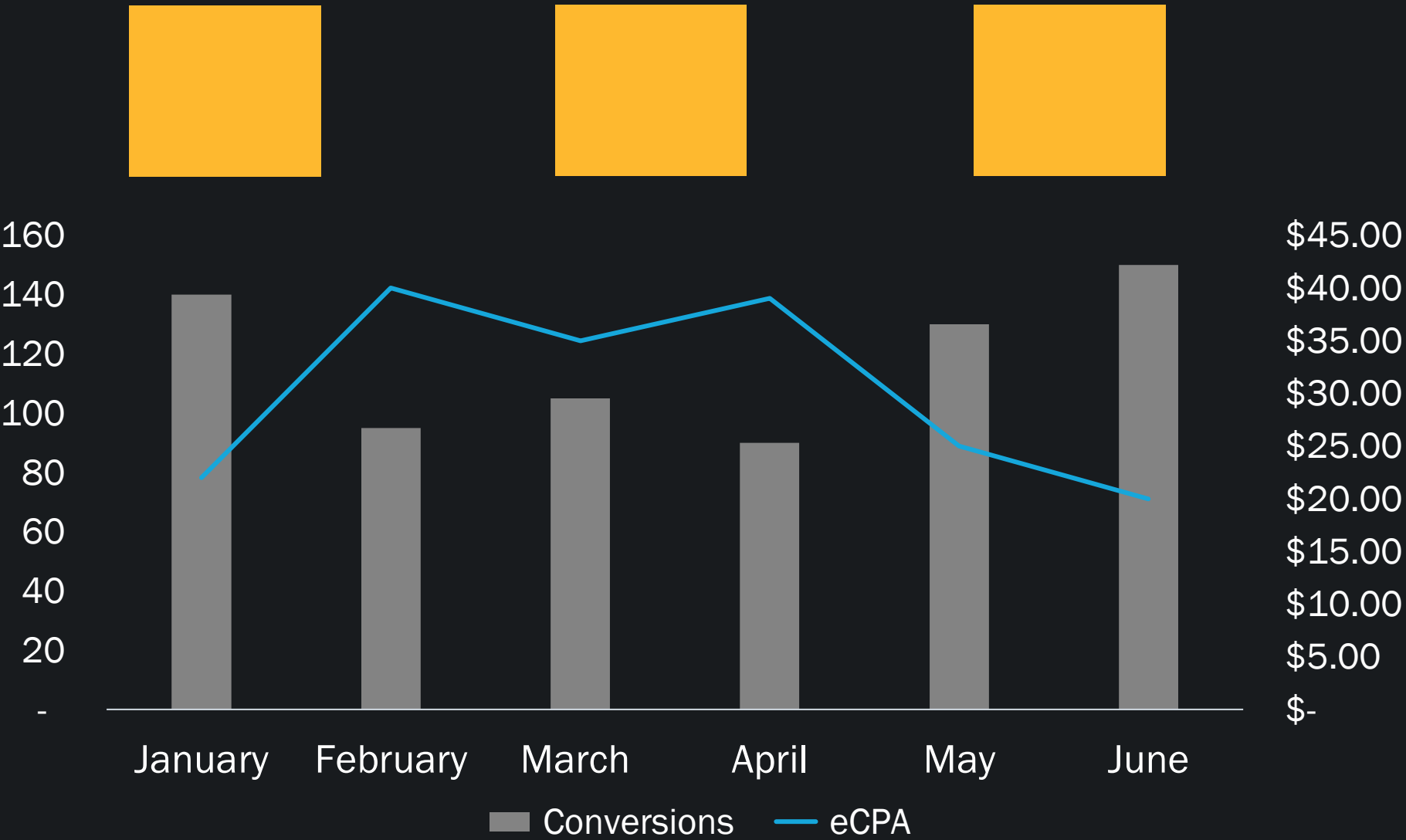
Each conversion is so unique (even within a vertical!), so campaign specific information should be used when determining benchmarks.

Incorporate Visuals



Show how results have changed over time.

Incorporate Visuals



Overlay creative assets on your performance data.

Determine if certain ads affected performance more than others.

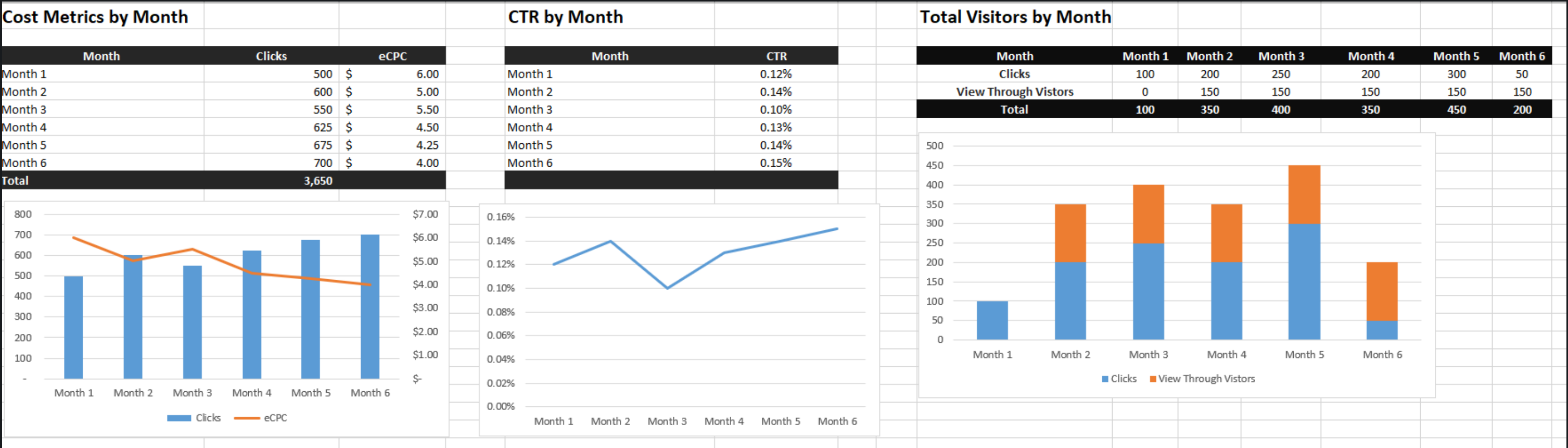
Incorporate Visuals

Showcase campaign flexibility with tactic reporting.

Tactics	eCPC	eCPA
Contextual	\$5.13	\$46.45
Native	\$3.09	\$68.94
Run of Network	\$ 2.41	\$75.38
Retargeting	\$7.16	\$21.12

Incorporate Visuals

No Dashboard?
We can help!





Reporting as a Story

Plan for the Future

Emphasize campaign growth over time.

Highlight what went well.

Acknowledge what didn't go well.

Make suggestions for improvement.



Reporting as a Story

Storytelling is designed to show off the campaign process. As a digital partner, you're offering more than numbers that come with data. You're providing insights and analysis of the data that in turn provides the performance to create lasting business growth for your advertiser.



Questions?

Basis[®]
Technologies



Thank you.