

Audience-driven TV for:

- ✓ Dummies
- ✓ Newbies
- ✓ Strategists
- ✓ Planners
- ✓ Buyers
- ✓ CFOs
- ✓ The Uninitiated
- ✓ Experts
- ✓ Media-types
- ✓ Channel-istas
- ✓ Digerati
- ✓ Media-gente
- ✓ TV-gencia
- ✓ TV Shy
- ✓ TV-Curious

All of Us!

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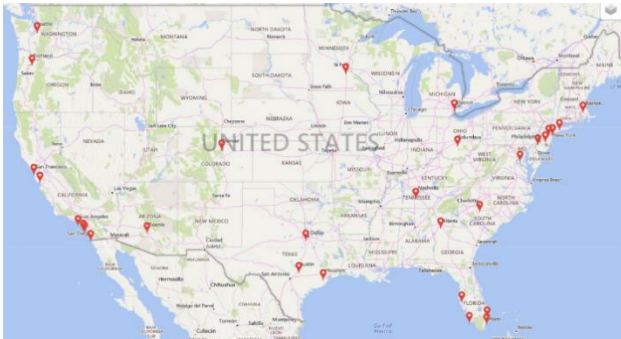
THE SEARCH ENGINE FOR TV AUDIENCES®

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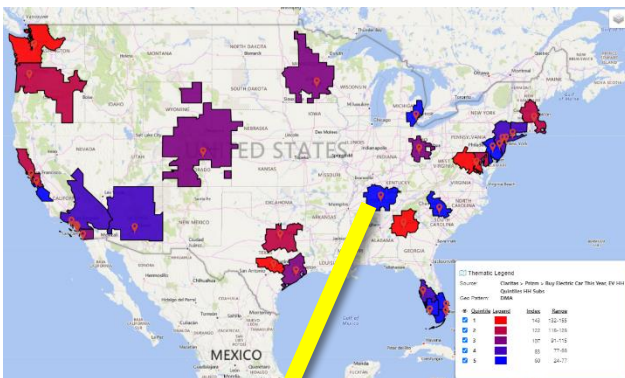
Strategies & data applied to audience-driven TV campaigns



1. Start with Strategy

First, we identify every location you want to target with your campaign (shown here as pins). This could be physical locations of your business.

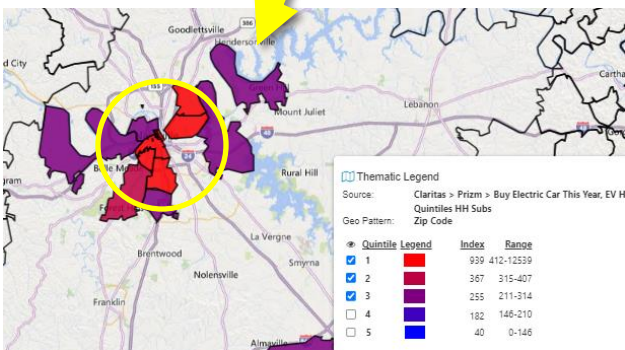
Or, choose locations based on audience segment qualities, such as “women from [location] more likely to book [travel] from [place] to [place].”



2. The 30,000 Ft View

Next, combining the priority audience segment data and location, relevant DMAs are identified; data analysis by our ad tech of audience concentrations generates color-coded ‘heat mapping.’

From this “30,000’ view,” it looks like the Nashville DMA indexes low (blue) for the audience, but looking closer, a better story emerges...



3. The “Centriply View”

A local level look at the *actual* concentration of prospects in a trading radius (LEFT: yellow circle) from location vs full DMA, shows a very different story.

ZIP Code level data offers buyers the highest indexing areas to reach the best prospects. The right people in the right place—maximizing your media dollars by finding concentrated areas and minimizing waste. No need for a full DMA purchase, hyper-targeted reduces waste.

By finding concentrations of desirable audiences, the value in local system campaigns increases the impact of media budgets. Higher frequency can be achieved with the same budget and effective reach is measurable.

Then we refine the plan, leveraging data like networks, dayparts & ratings. We also look at CTV + broadcast layering. Finally, our experts lean into established local system relationships to create the most effective custom plan to serve your business goals.

For every client, every campaign, every time.



READY, SET GO!

7 Steps for Planners to be successful with audience-driven TV:

1. WHICH BRANDS WORK LOCALLY

Does the product/service have a priority audience? An audience-driven TV campaign can drive results.*

2. LOCATIONS/GEOGRAPHY

Choose from 1,000s of Lat/Lon, ZIP Codes, counties, states and markets—or the entire country.

3. AUDIENCE SEGMENT

Whether it's a digital audience segment, loyalty card list, Claritas file, Device IDs, or standard Nielsen demo, we can match that to TV audiences.

4. DECIDE TIMING

When do you want to be "On the Air"? Q1, H2, or one year—these flexible and optimized strategic plans lead to effective tactical solutions.

5. HOW MUCH BUDGET

Need to explore media budget allocation? We'll give you an unbiased view of what can work, for each brand.

6. AUDIENCE CPM TARGET

Blended TV and digital CPMs can produce solutions that win a proposal.

7. KPIs

Closing the loop on performance based metrics—i.e. foot traffic, sales lift, web site searches, overall brand awareness—can be measure to support TV campaign ROI.

* See last page for category recommendations.

TOTAL VIDEO OPTIONS	DMA	TV/Video Options	Demo UE	HH UE	TV HHs	Video Coverage	Adaptive Segment Coverage	Blended TCPM	Audience Delivery Cost	Frequency	Audience Reach	Total Blended Cost
NETWORK	Atlanta, Tampa, Phoenix	12	665,909	665,909	2,412,730	27.60%	300,599	\$13.58	\$31.69	54.8	57%	\$4,957
SPOT B'CAST	Tampa, Phoenix	1	68,279	68,279	1,908,590	3.58%	15,467	\$11.67	\$32.30	49.4	54%	\$394
OTT TV	Knoxville	2	62,134	62,134	1,890,100	3.29%	17,819	\$16.72	\$29.84	43.7	51%	\$454
SYSTEM ADDRESS.	Raleigh, Nashville, Norfolk	5	565,125	565,125	1,153,580	48.99%	239,339	\$10.88	\$27.93	54.8	52%	\$3,372
HH ADDRESS.	Atlanta	7	338,204	338,204	1,011,570	33.43%	143,757	\$13.11	\$27.19	50	54%	\$2,215
MOBILE VIDEO	Tampa, Phoenix	2	345,090	345,090	717,170	48.12%	123,818	\$20.66	\$43.18	46.9	68%	\$3,342
DIGITAL VIDEO	Atlanta, Tampa, Phoenix	6	179,863	179,863	514,610	34.95%	46,198	\$3.78	\$16.23	61.9	42%	\$420
Totals	7	35	2,224,604	2,224,604	9,608,350	23.15%	886,997	\$12.86	\$30.97	53	55%	\$15,154

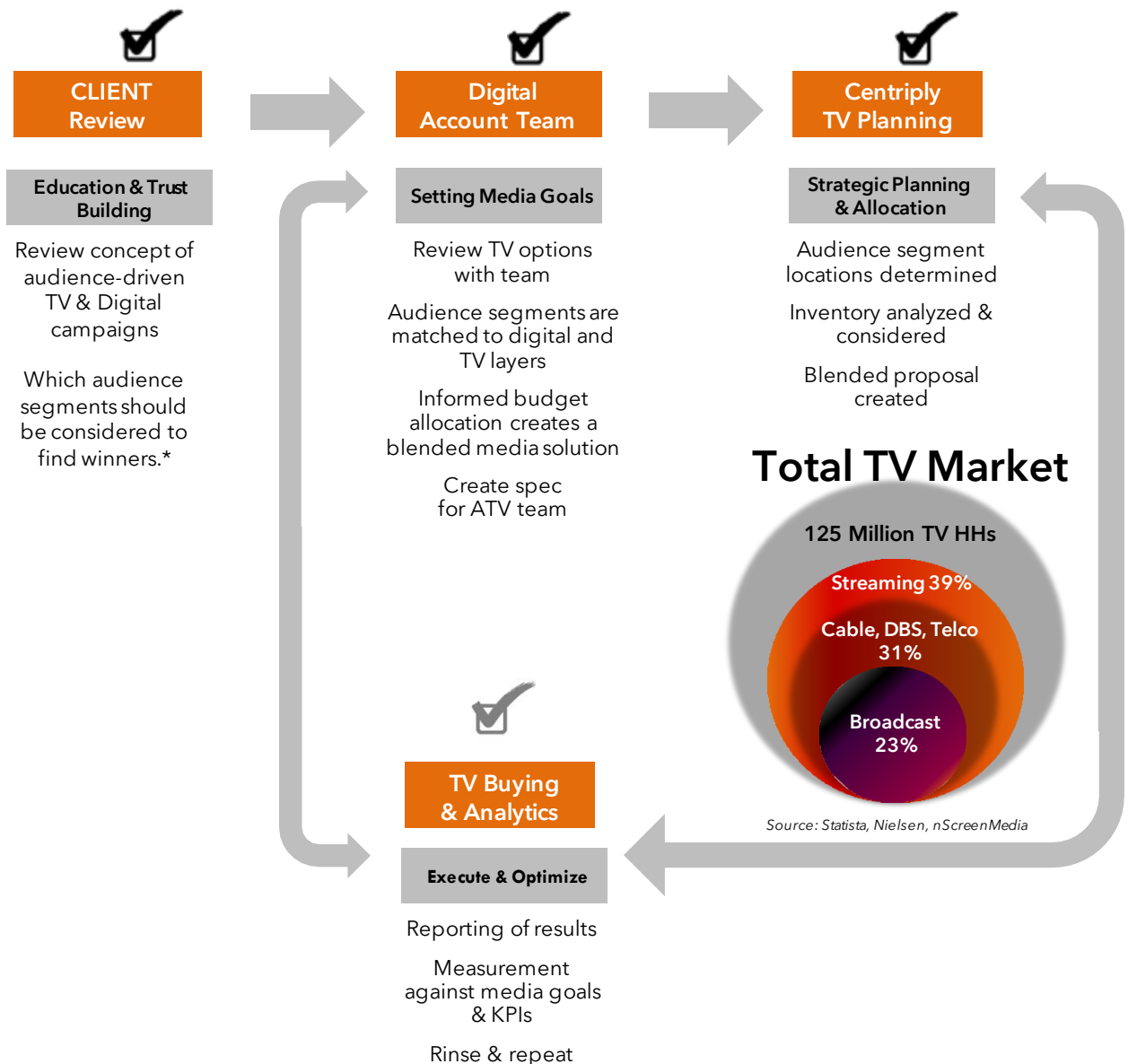
Shown above: An example of a layered approach to media comparing audience sizes and blended TCPM, to achieve extended reach across many markets.



How Does Advanced TV Get Done?

Visualizing the Advanced TV Process

Many media agencies already have the digital data and metrics in place to create an integrated TV/Video plan. Here's an easy step-by-step look at how your marketing teams can successfully enter the world of audience-driven TV.



* See last page for category recommendations.



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Data-driven, audience-first TV Ops

What to expect:

OPERATIONS, TRANSPARENCY, RECONCILIATION & ROI

Invoicing, reconciliation and closing the loop on communication and KPI goals in report formats that are easily integrated into your system.

CLIENT READY REPORTS AND MAPS

Geo-analysis, sales data indexing, weekly TRPs, on-target CPMs, transparency to the network level.

Invoice collection and import of all individual system invoices into Centriply's reconciliation system, all handled by us, for you.

Complete reconciliation delivered to you within 30 days of the end of the broadcast month, all in one consolidated invoice.

All credits and non-compliance bonus weight (if any) is secured for future flights.

Electronic invoicing is available.

TARGETED TV ACTIVATION

Understanding what can (and cannot) be achieved unlocks unused value and media opportunities.

HAVING CONTROL CREATES A WINNING CAMPAIGN

Combined complementary digital/linear capabilities with alignment of goals and a shared vision creates the foundation for a truly effective future.

Welcome
to audience-driven TV!





At-A-Glance: Sector Opportunities

Industry sectors that really benefit from audience, location and programming targeting on TV

Audience-driven TV Campaign Opportunities

CATEGORY	GEO-DELTA	PROGRAM TARGETING	CATEGORY SPEND	DATA SOURCES	1ST PARTY DATA
Automotive	Strong	Medium	\$\$\$\$	Driveline, Claritas	Days Inventory, Lease Loyalty
CPG	Mixed	Medium	\$\$	Nielsen Buyer Reach, MRI, Mobile Digital Signals	Sales, Market Segmentation
.Com Business	Strong	Medium	\$\$\$	comScore, Sprout, Talkwalker, Mobile/Digital Signals	DAU/MAU, Downloads, App Usage
Energy Utility	Strong	Medium	\$\$	Scarborough, MRI, Mobile/Digital Signals	Customer List
Entertainment	Strong	Medium	\$\$\$	SNL Kagan, MRI, SQAD, Claritas	VOD, Ratings, Subs
Financial Services	Strong	Medium	\$\$\$\$	Census, Kantar, Claritas, Mobile/Digital, SEO	Customer Net Worth
Insurance	Strong	Medium	\$\$\$	Polk, Mobile/Digital Signals, Auto Count, Weather Triggers	Loyalty, Driving Records, Change of Address
Luxury	Strong	Strong	\$	Claritas, Census	Experian, Sales Data
Multicultural**	Outstanding	Strong	\$\$	Nielsen, Claritas, Census	Brand Specific
Pharmaceutical	Strong	Medium	\$\$\$\$	Symphony, Seasonal Weather Signals, Digital Signals	Brand RX, Brand Specific
Political	Strong	Varies	\$\$\$	Catalist, Aristole, Mobile/Digital Signals	Lobbying List, Donor Lists, Party Supplied
Public Awareness	Strong	Varies	\$\$	BlitzMetric, Brandwatch	Media Delivery Goals
QSR	Strong	Varies	\$\$\$	Simmons, Mobile/Digital Signals	Sales within Radius, Loyalty Programs
Retail	Strong	Varies	\$\$\$	Nielsen Buyer Reach, MRI, Mobile Digital Signals	Sales by ZIP, Loyalty, Promotions
**Multicultural	Outstanding	Strong	\$\$	Nielsen, Census, Claritas	Brand Specific
<p>50% of African American HHs can be reached by using cable systems covering 17% of US HHs (303 index) 50% of Hispanic HHs can be reached using cable systems covering only 15% of US HHs (334 Index) 50% of Asian HHs can be reached using cable systems covering only 13% of US HHs (386 Index) DMA targeting yields a significantly lower indices.</p>					