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Who is Centriply?



We offer an “Audience First” approach to the Advanced TV (Linear, CTV, OTT, Streaming) universe of platforms and services that accelerate in-market planning well beyond programming.

Contact:
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Why Centriply?

If contextually aligning around TV programming only is the baseline for your buy strategy, then this is the level of *clarity* you often have about the buying preferences for the consumer you are reaching.

We.fix.the.optics.



The Truth: Not everyone is your audience. Stop assuming today's reach will equate to tomorrow's attention.

Traditional TV buying is "potential" reach at best; whereas Centriply focuses on who is most likely to have real intent for the brand.

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Are You Really Consumer Planning?

Our console can configure campaigns in a series of ways:

location, audience targeting, networks and valuable dayparts
demographic, physiographic, behavioral, hyperlocal, regional, national
DMAs, zones, ZIP Codes, radius, households, drive time areas, counties,
states, etc.



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Planning Based on Proximity

Consumers live “hyper-locally” because retail points of interest (or POS) are based on proximity to where people sleep at night.

Since POS is where the brand makes its money, our planning starts with the orientation of where a consumer is willing to *spend their time and their money.*

Target pockets of audiences across the country.

Discovery of High Value Prospects.



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Our View of the Marketplace

We organize the in-market opportunity by starting at the census block level.



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Our View of Your Next Consumer

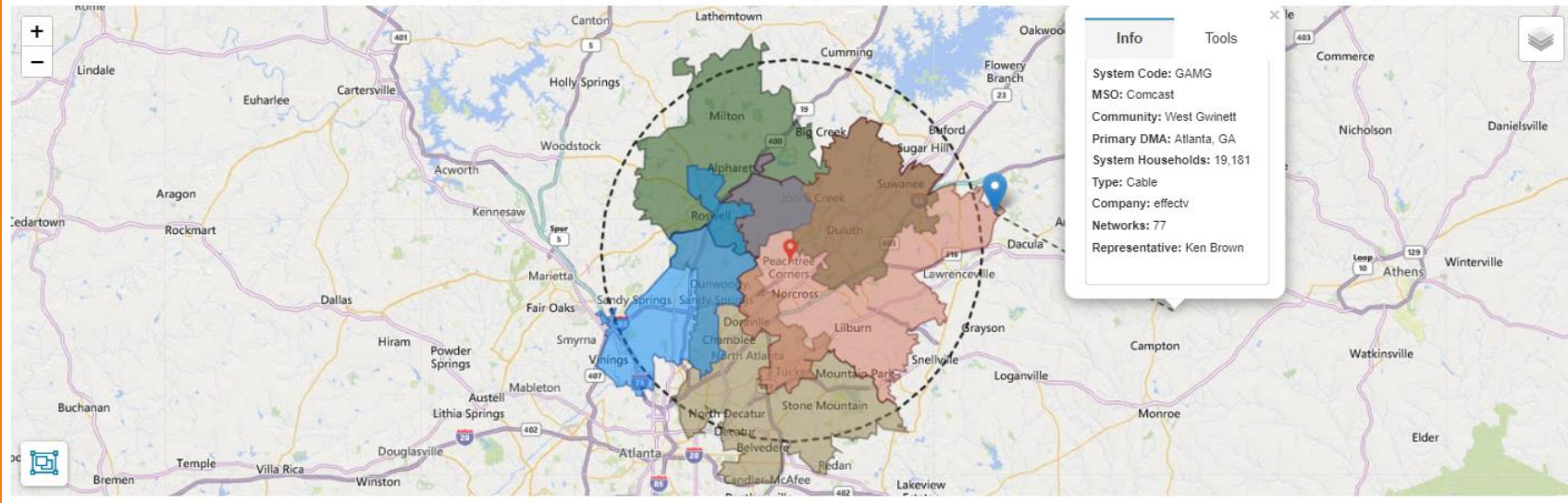
AUDIENCE:
A45+ HHI \$100K

LOCATION:
Atlanta, GA

GEOGRAPHY:
Cable, DBS Systems

PROFILE:
HHs

Target Map



Coverage Grid

Demo Households Show Totals 3D

	★	MSO	COMMUNITY	TYPE	SYSTEM CODE	TOTAL	ON TARGET	OFF TARGET	% ON TARGET	% OF TARGET	A45+&HHI100K+	% OF A45+&HHI100K+	INDEX
<input type="radio"/>	☆	Comcast	Atlanta Interconnect	I	GAMT	1,235,159	352,615	882,545	29 %	51 %	329,477	2 %	120
<input type="radio"/>	☆	DIRECTV	Atlanta	D	GADA	363,625	97,862	265,763	27 %	14 %	80,157	0 %	99
<input type="radio"/>	★	Comcast	Chamblee	L	GASA	36,492	31,251	5,241	86 %	4 %	9,364	0 %	115
<input type="radio"/>	☆	ATT U-verse	Atlanta (Combo)	I	GAUX	89,518	30,130	59,388	34 %	4 %	36,179	0 %	181
<input type="radio"/>	☆	DISH	Atlanta	D	GAIE	102,118	27,483	74,635	27 %	4 %	22,309	0 %	98
<input type="radio"/>	★	Comcast	Alpharetta	L	GAML	22,937	22,854	83	100 %	3 %	10,295	0 %	201
<input type="radio"/>	★	Comcast	Sandy Springs	L	GACJ	21,348	19,750	1,598	93 %	3 %	8,293	0 %	174
<input type="radio"/>	★	Comcast	East Gwinett	L	GAMN	29,265	19,569	9,696	67 %	3 %	8,878	0 %	136
<input type="radio"/>	★	Comcast	West Gwinett	L	GAMG	19,182	18,988	194	99 %	3 %	5,898	0 %	138
<input type="radio"/>	★	Charter	Buford	L	GARB	26,168	18,884	7,284	72 %	3 %	8,246	0 %	141
<input type="radio"/>	★	Spectrum	Central Atlanta	L	GAMH	41,961	16,927	25,034	40 %	2 %	11,638	0 %	124

INCLUDED	TYPE	TOTAL	★
<input checked="" type="checkbox"/>	Cable	61	45
<input checked="" type="checkbox"/>	Overbuilds	1	1
<input checked="" type="checkbox"/>	DBS	6	2
<input checked="" type="checkbox"/>	Telco	23	21
<input type="checkbox"/>	Interconnects	11	2
<input type="checkbox"/>	Regional Network	0	0
<input type="checkbox"/>	Broadcast Stations	29	4
<input type="checkbox"/>	Broadcast Only	4	1



Why A Consumer Approach?

The industry is full of *dumpster fires*, with untethered ad blocking, delinquent supply path optimization, lost data signals, ad blockers, and a waning love affair for upfronts.

But the only guaranteed winner is the consumer.
So, plan with us for the win!

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- Unmatched granular planning/buying/activation resource for TV ad campaigns
- Multi-market, location and audience-based TV campaigns
- Connection of Audience-level IDs to linear TV campaigns
- Unparalleled Access to TV ad Inventory
- Inventory/Supply Path Optimization
- **Fraud-free quality programming**





The consumer rendered this viewing experience to be obsolete. Don't let that happen to your planning.



Adaptive Planning as a Service

Through Centriply's software suite, Tango Media Systems[®], apps like TangoGEO[®] and TangoACT[®] power fast analysis of multiple planning and buying scenarios to confirm which option best meets your goals.

TV Ad inventory is selected to bring you the greatest value by considering:

- **Audience location and scale**
- **Audience reach**
- **Network placement**
- **Out-of-pocket cost**
- **CPM efficiency**
- **In-flight monitoring, optimization, posting and reconciliation.**



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**Direct Response TV
Campaigns**

**Retail Media
Campaigns**

**Our Modular
Approach**

**Attribution
Campaigns**

We do this across all the funnels (upper, mid, lower).

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Viewership behaviors in the 70s and 80s were far more simplistic.



Solving for HH Complexity

Households haven't been monolithic since the "boob-tube" era. We pride ourselves on keeping pace with the speed of the consumer. And TV.

- HH Consumer Profiles against linear TV campaigns



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Data as the Gateway for Advancing TV

Consumers exist in a marketplace but with nuances to their preferences and choices. You need a partner who can match audience-level IDs to TV HH location.

Centriply does this a series of ways:

- Claritas
- LiveRamp
- 1st Party data



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What We Measure

CONTACT: INFO@CENTRIPLY.COM

ATTRIBUTION STUDIES: POSITIVE IMPACT ON CUSTOMER JOURNEY



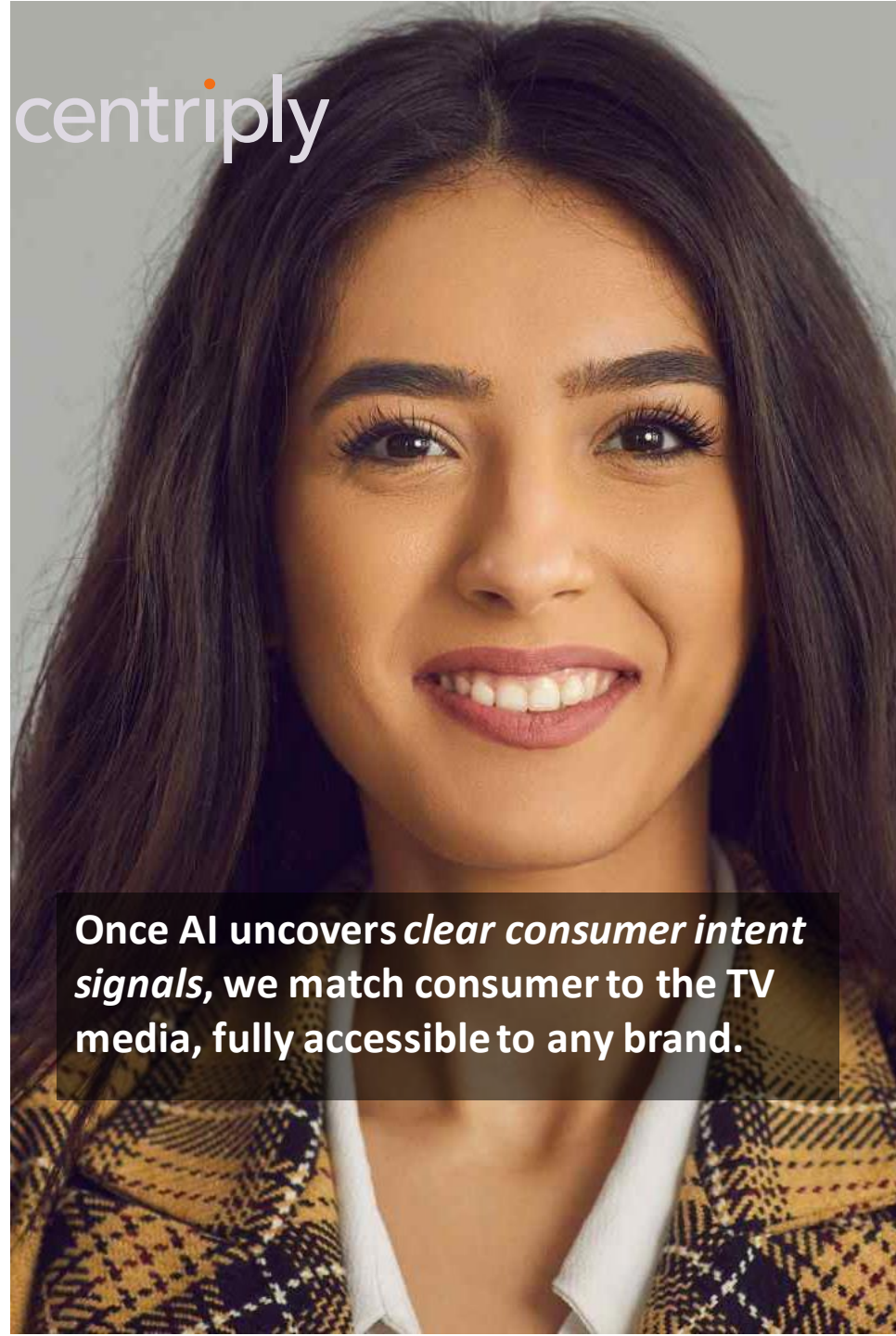
STUDIES CONDUCTED FOR CLIENTS IN DIVERSE INDUSTRIES

- HOUSEHOLD PRODUCTS
- EVENTS
- EDUCATION-ONLINE
- MUSEUMS
- GROCERY
- SPORTS/RECREATIONAL
- CASUAL DINING
- AUTOMOBILE

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Once AI uncovers *clear consumer intent signals*, we match consumer to the TV media, fully accessible to any brand.

What We Don't Prescribe To

We are not a RTB (Race-to-the-Bottom) or MFA (made-for-advertising) type of TV partner in the marketplace. None of that benefits the consumer.

We're also not: low CPM, remnant, low margin, non-premium TV media planners and buyers.



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For brands, true wealth is the *quality of consumers' attention*. That's why we're all about spreading the love in TV audience planning.

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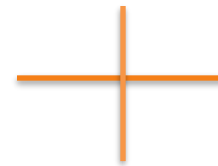
How We Do It

COMBINE
TO ACHIEVE ADVANCED TV

Tango Media Systems
SOFTWARE

Enterprise-level software that produces geographic media plans incorporating:

MAPPING, AUDIENCE DATA
INTEGRATION, RATINGS, INVENTORY
OPPORTUNITIES, STEWARDSHIP &
REPORTING



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BUYING

Combining 30+ years of experience and Tango Media Suite, a planning/buying service that has access to all means of delivery:

CABLE, INTERCONNECTS, LOCAL NEWS,
SPOT BROADCAST, REGIONAL NEWS &
SPORTS, SATELLITE, CTV, OTT, STREAMING

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