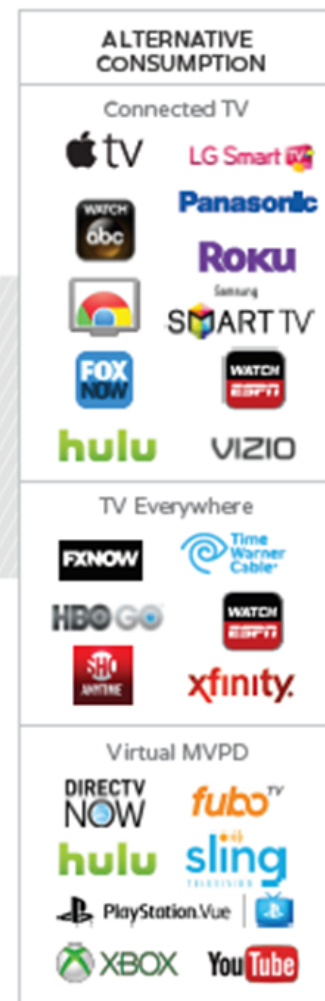
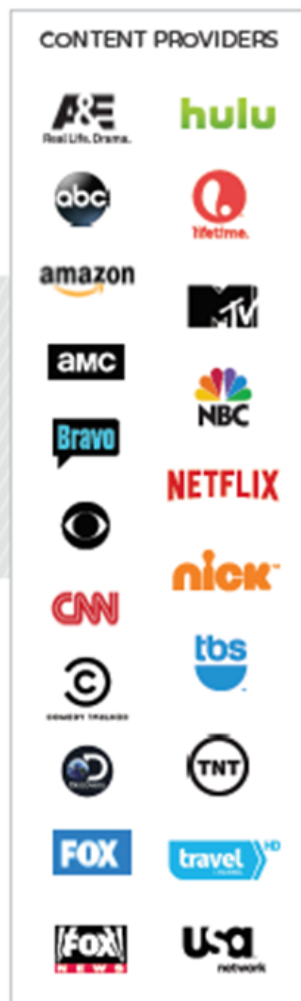


IT'S A NEW DAY FOR TV



ADVERTISERS



VIEWERS

the Addressable Video landscape continues to fragment

- 57mm Addressable HHs today (Altice, Comcast, Dish, DirecTV, Charter, Verizon)
- 70mm Addressable HHs in 2017
- 8 MVPDS and growing
- Subscriber file, device ID, IP and cookie matching
- 30+ technologies
- 100+ data partners
- National network trials (via MVPD inventory)
- 300mm devices, mapped to 100mm HHs – creating multiple cross channel extensions



lessons learned from Addressable Television



**Dell leveraged addressable to
reach high value audiences and
drive business results**



**Dell's goals vary by division
Addressable approach (targeting + measurement)
varies based on objective of campaign**



BETTER DATA >> BETTER RESULTS

Television does more than drive awareness

Attribution was customized based on Dell's KPIs

Media Delivery



Granular Impressions analysis
- Network, by hour, by day

Custom KPIs by Campaign Effectiveness



Product Sales
Web Traffic
Foot Traffic to key retailers
Lift in brand favorability

Media Effectiveness



Optimal Frequency
High value networks/dayparts

Optimized future campaign



Leverage insights from past campaigns