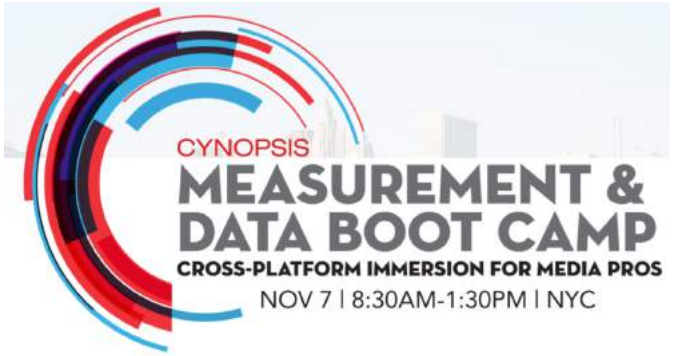
November 7, 2018

Audience-Based Selling & Planning Strategy

Putting Fragmented Pieces Together



PROHASKA CONSULTING

Three Ways We Are Unique

ALL BENEFITING OUR CLIENTS

- 6 Distinct Client Vertical Teams
  - Publishers, Brands, Agencies, Tech, Trade Groups, Investors
  - Focus in Marketing/Advertising, Content, & eCommerce
  - Independent, conflict-free since day 1
  - 276 clients signed in 243 weeks
- 40+ products and services for our clients
  - Strategy and execution: hands-on-keyboard, feet-on-street
  - Helping with your Tech, Targets, and/or Talent
  - 75% focused on programmatic
- The Most-Experienced Global Programmatic Consulting Practice
  - 10 Full-Time, 70+ Part-Time active in 20+ cities

A Selection of Clients – Past and Present

AGENCIES/BRANDS

TOYOTA
Bank of America
HERSHEY'S THE HERSHEY COMPANY
MERKLE A Customer Relationship Marketing Agency
citi
ICON
Mediasmith
SUMMIT MEDIA
underscore marketing LLC
Beam SUNTORY
Wiland DELIVERING THE FUTURE
THE JOHNSON GROUP
MercuryMedia

TECH

Google
TubeMogul
theTradeDesk
adform
OPERA MEDIAWORKS
INDEX by Casale Media
TAPAD
criteo
Türk Telekom
salesforce DMP
meredith
PULSEPOINT
Marketron
OpenX

PUBLISHERS

at&t
NBCUniversal
theguardian
UNDER ARMOUR
twitch
IDG INTERNATIONAL DATA GROUP
hulu
The Pangaea Alliance
WebMD
iasa comunicación
UNIVISION
PGA TOUR
PGATOUR.COM
Kelley Blue Book KBB.COM
Charter Spectrum
TRUSTED MEDIA BRANDS
ebay
Nasdaq

INVESTORS

Information Available Upon Request

TRADE GROUPS

iab.
ANA
dpaa
lighthouse INDEPENDENT MEDIA
BPA WORLDWIDE
TVB
RAB RADIO ADVERTISING BUREAU
inma
iab.ar
iab.canada

PROHASKA CONSULTING

Our Experience Specific to TV

STRATEGY, SALES, & OPERATIONS – SAMPLE CLIENTS & PAST TEAMMATE EMPLOYERS

AMC
CBS
Charter Spectrum
eyeSight
FOX
FURIOUS
hulu
LEAP
MERKLE
A Customer Relationship Marketing Agency
NATIONAL GEOGRAPHIC CHANNEL
NBCUniversal
Owned Television Stations
OmnicomMediaGroup
Outdoor CHANNEL
OOYALA
PUBLICIS GROUPE
TiVO
TOYOTA

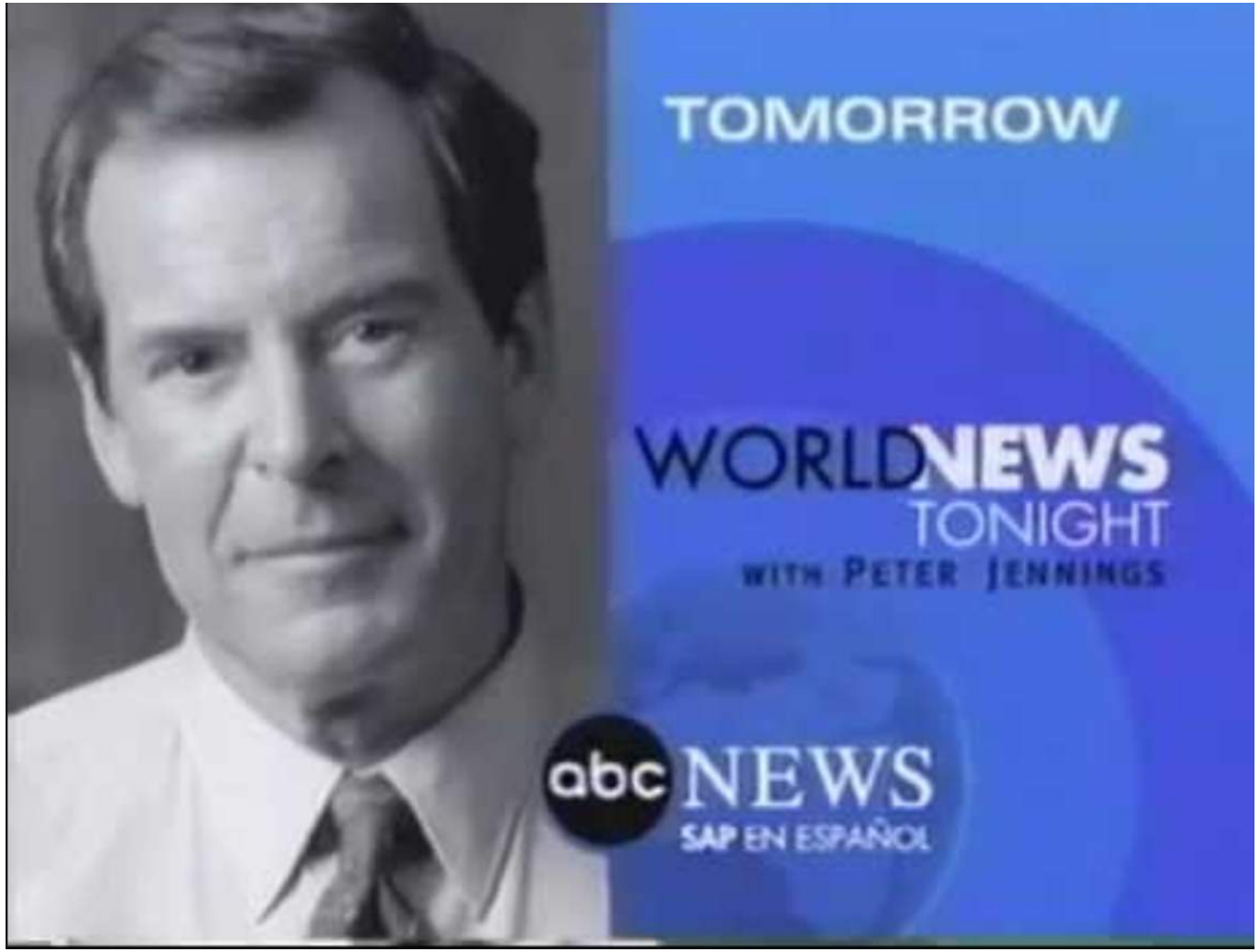
TubeMogul
Turner
TVB
UNIVISION
Video Nūze℠

CYNOPSIS MEASUREMENT & DATA BOOT CAMP
CROSS-PLATFORM IMMERSION FOR MEDIA PROS
NOV 7 | 8:30AM-1:30PM | NYC

PROHASKA CONSULTING

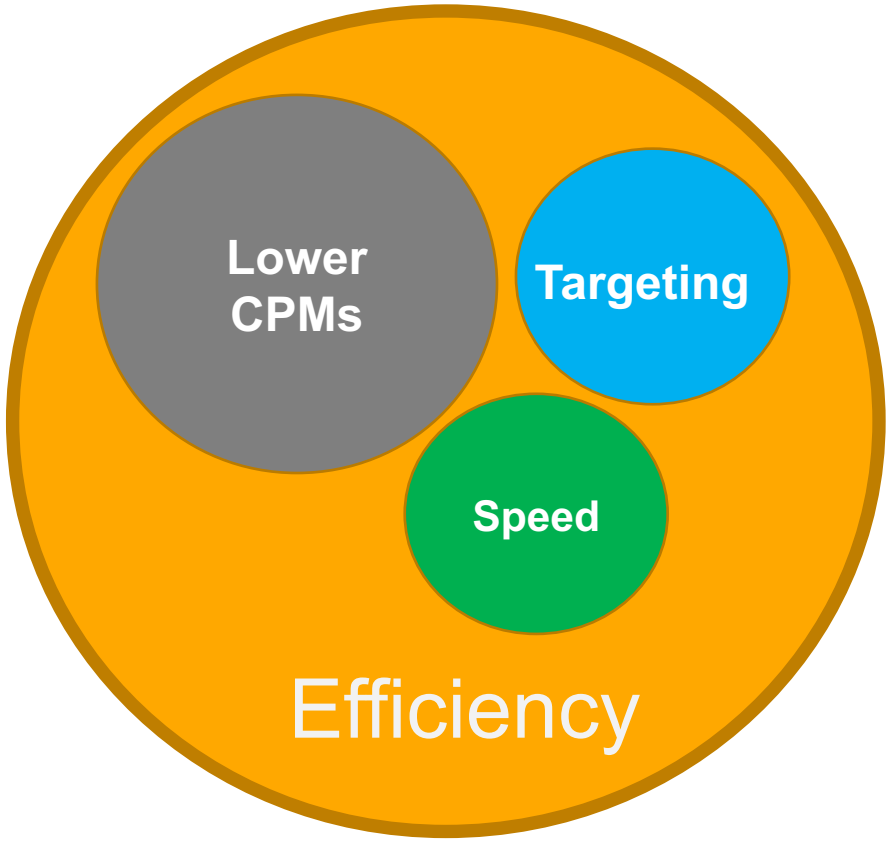
A Personal Story

WHY I LEFT BBDO FOR CNET IN 1996

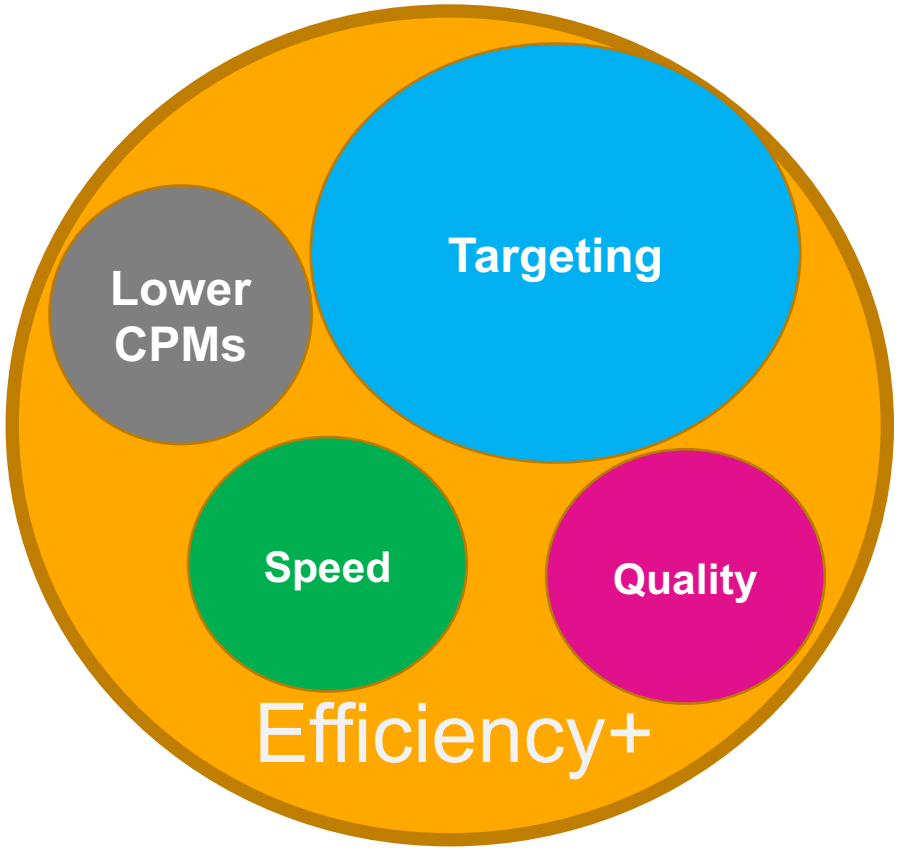


A Shift In Focus . . .

Previous Focus



Current Focus



The definition of efficiency changes from **lower cost** to **eliminating waste** by paying the right price for each impression

For Both Buyers & Sellers

Perception vs. Reality on Programmatic: Retail Analogy

Open

Private

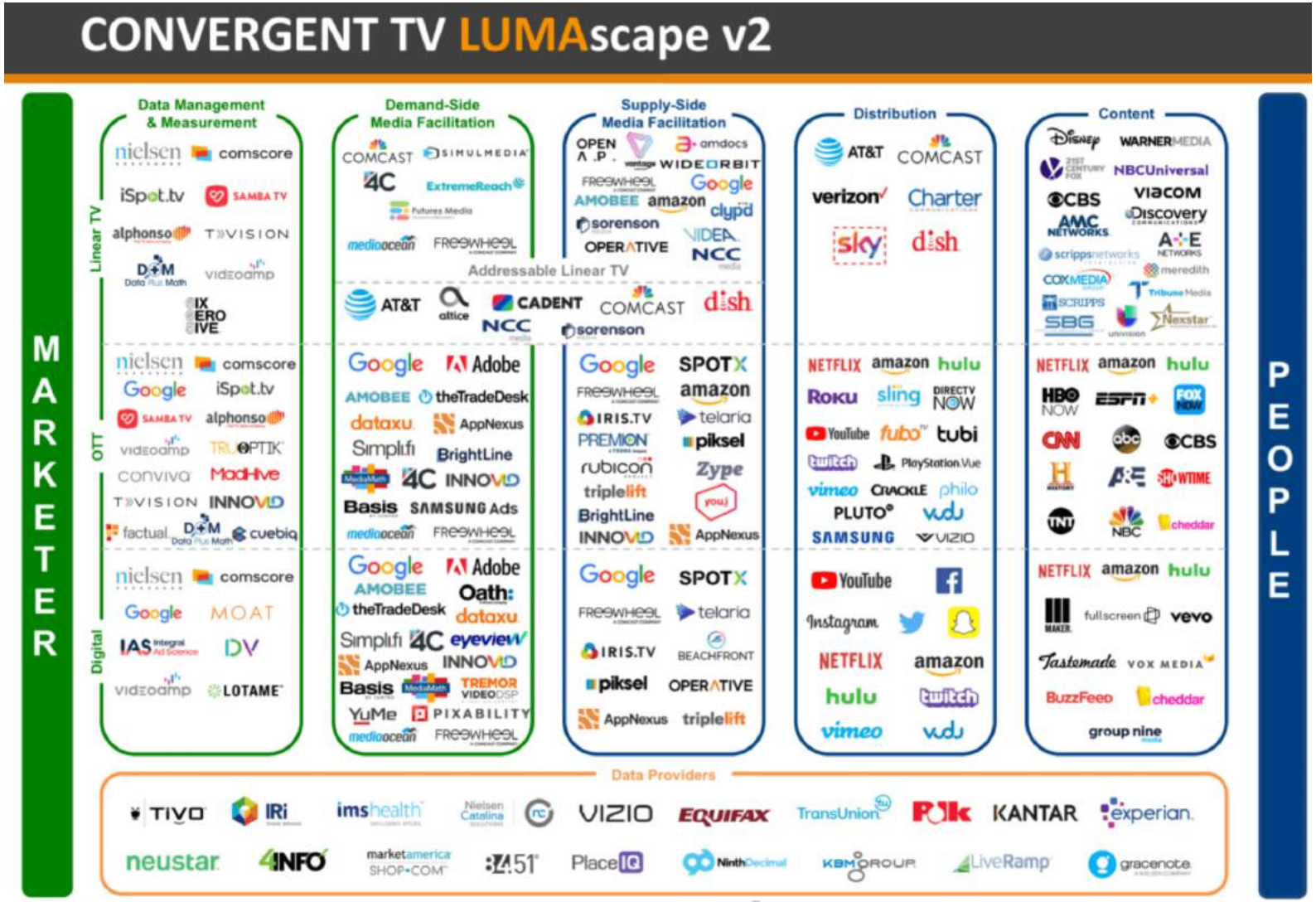
TECH

TARGETS

TALENT

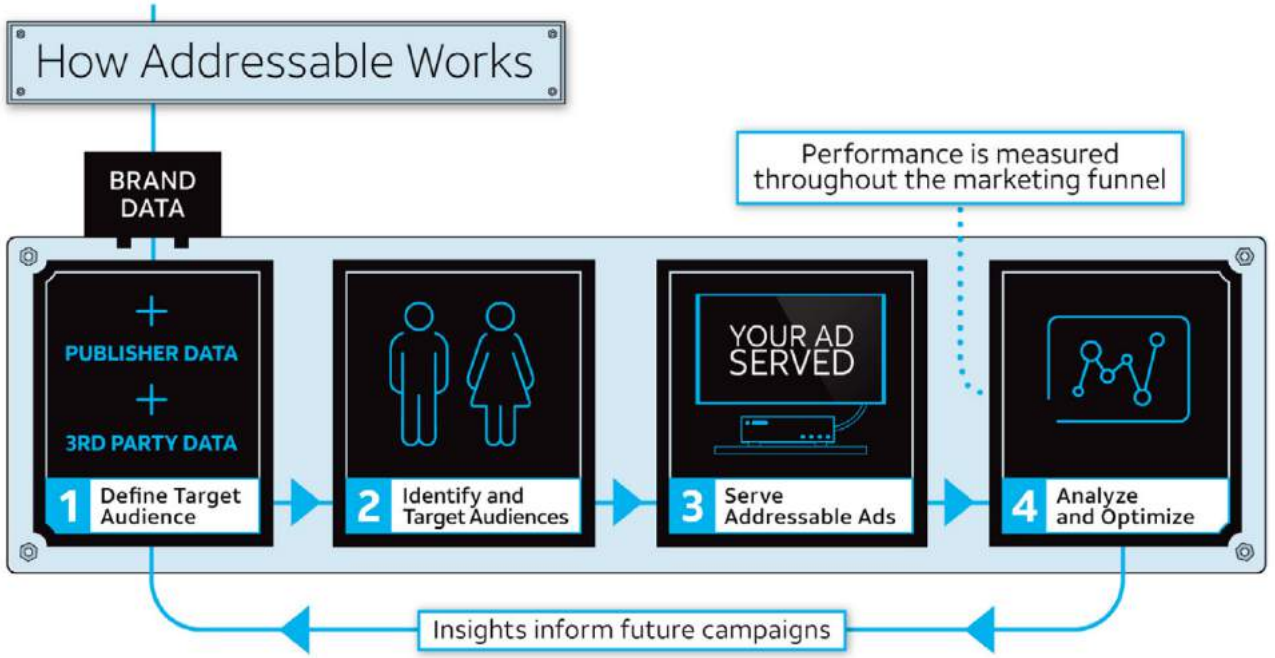
Aligning Your Tech

MOVING TO SELF-SERVICE – EMPOWERING BUYERS & SELLERS BETTER



Aligning Your Tech

MOVING TO SELF-SERVICE – EMPOWERING BUYERS & SELLERS BETTER



Source: IAB/xandr

- Leverage frequency capping
- Partner with data onboarder mapping segment to ad/device ID
- Start pushing DCOs to expand offerings to TV

Aligning Your Targets

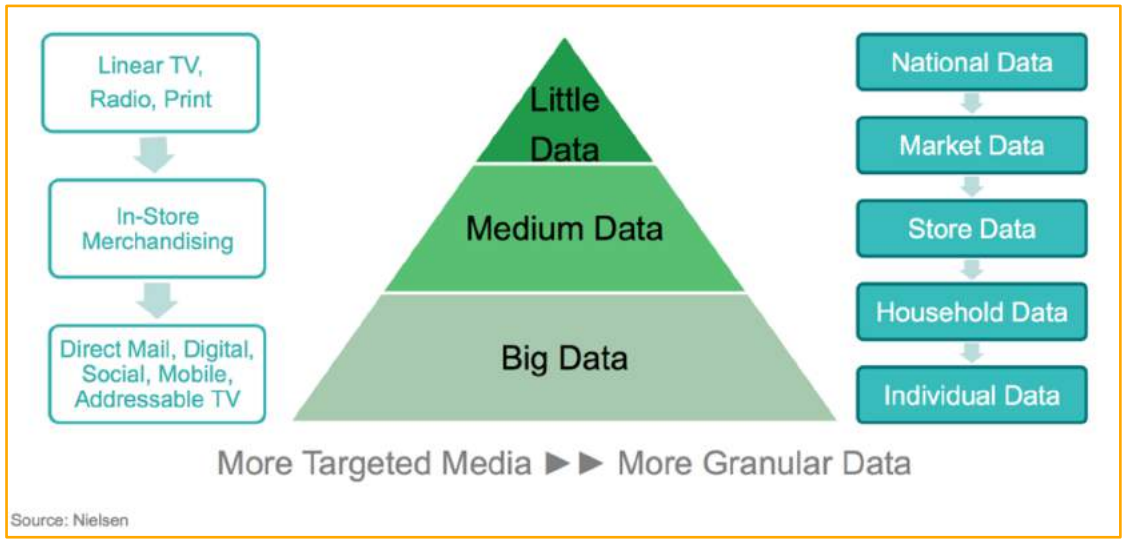
MOVING BEYOND AGE & GENDER

	Definition	Pros	Cons
1P	Advertiser's own data most valuable form	• Unique to advertiser/publisher • Collected from actual behavior • Highly responsive • "Free" (to use, not collect)	• Limited scale
2P	Owned by a known partner (Publisher, Marketer, OEM)	• Source is disclosed • Can select contextually relevant data	• Higher cost • Limited scale outside of endemic environment
3P	Data aggregated and sold without knowing exact source	• Significant scale • Many targeting options • Cheaper than 2P	• Desirable segments are competitive and often used • Unknown source

Aligning Your Targets

MOVING BEYOND AGE & GENDER

- Separating wheat from chaff
  - Nutrition labels on 2nd/3rd party data
- Location data valuable for QSR, Retail
  - Need to have vs. nice to have
- Challenge attribution models to give credit fairly



DATA NUTRITION FACTS	
1 Serving Per Line Item	
Serving size	1 Each
Amount per serving	
Uniques	160
	% Daily Value*
Total Data	
1st Party	10%
2nd Party	25%
3rd Party	65%
Deterministic	20%
Probabilistic	80%
Total	

INGREDIENTS Identify based on 1000 publishers, behavioral segments based on 2 actions in 90 days, gender based on all publishers and utilizing the greater value, device ID captured from bottom 5000 publishers, data acquired from other 3rd party resellers, unverified surveys to capture data, unverified form submittal, inferences from sites visited, household level aggregations, 3rd party pixels

*BEST IF USED BY 25 MAY 2017

DATA NUTRITION FACTS	
1 Serving Per Line Item	
Serving size	1 Each
Amount per serving	
Uniques	160
	% Daily Value*
Total Data	
1st Party	30%
2nd Party	30%
3rd Party	20%
Deterministic	80%
Probabilistic	20%
Total	

INGREDIENTS Identity based on 100 publishers from authenticated activity, behavioral activity based on 20 interactions in 10 days, gender based on social media presence, device ID captured from authenticated sessions based on high frequency, verified transaction data, user level identifications, first-party pixels.

*BEST IF USED BY 25 MAY 2017

Aligning Your Talent

INTEGRATION TO LEVERAGE EXISTING RELATIONSHIPS

30%

Stage 1:

Operations Focused

Build Internal Ops capability to offer programmatic sales

30%

Stage 2:

Developing Internal Sales Capabilities

Start to build programmatic sales capability and comp structure

35%

Stage 3:

Internal Consultants for Programmatic

Programmatic team becomes hub for all programmatic sales with multiple sales teams generating sales

5%

Stage 4:

Full sales and ops integration

Happening now with >35 publishers so far

1. **Pipes:** Programmatic born from the AdOps team, implementation & set up
2. **Education:** Separate team built to drive programmatic conversations
3. **Consultative:** Team/individual leveraged as SME to co-sell & help drive revenue

Aligning Your Talent

INTEGRATION TO LEVERAGE EXISTING RELATIONSHIPS

- Insights generated in a vacuum and not applied going forward are wasted
  - Establish new rhythm with sellers & buyers to view deliveries differently and create stories/use cases
- Teach your sellers and buyers to do this themselves
  - Rise of the Generalist vs. Specialist
- Context + Audience = The Big Win
  - Not Just One Over the Other but Both

Aligning Everything

BEST PRACTICES FOR CONNECTED TV TODAY – DELIVERING ON THE PROMISE

TRANSPARENT APP SELECTION	ALL DEVICES	PRECISION TARGETING	TRANSPARENT PRICING	SCALE
Pick & choose the apps included in a campaign vs. a non-transparent ad network	Campaigns should run across Smart TVs, all CTV devices & game consoles	HH-level targeting using widely available segments matched by a robust graph	App level pricing with opportunity for negotiation / bidding by app	Scale across all apps via major SSPs

Thank You!

Matt Prohaska

CEO & PRINCIPAL

matt@prohaskaconsulting.com

1.917.597.6568

@MattProhaska, @TeamProhaska

Jonathan Bokor

jbokor@yahoo.com

@jbokor