GUARANTEE OUTCOMES FOR BRANDS BY COMBINING MEDIA, DATA AND TECHNOLOGY AT SCALE.
IN THE FUTURE, ALL DIGITAL MARKETING WILL BE CLASSIFIED AS “PERFORMANCE”

IAB, Defining Performance Marketing in Today’s Digital Landscape
The prerequisite = ability to measure outcomes

**TWO TYPES OF PERFORMANCE MARKETING**

**PERFORMANCE OPTIMIZATION**

The ability to adjust the buy in real time, based on the effectiveness of the campaign in driving consumer action that makes it a performance campaign.

**PAY-FOR-PERFORMANCE**

The ability to measure and optimize with the option to pay only when that performance action occurs.
PROGRAMMATIC & PERFORMANCE MARKETING WERE BORN FOR EACH OTHER

WHY?

ALGORITHMIC OPTIMIZATION

SCALE

IMPRESSSION-LEVEL VALIDATION

LOOKALIKE & RETARGETING

AUDIENCE & CLOSED LOOP DATA ENHANCEMENT

OUTCOME HISTORICAL DATA

ATTRIBUTION & MEASUREMENT

PROGRAMMATIC
“Not all performance actions are considered equal. The closer the performance action is to the transaction, the more accountable the outcome”
PWC and IAB UK, The value of Online Performance Marketing Study
A FULL - FUNNEL JOURNEY

AWARENESS (Impress)

INTENT (Attract)

ACTION (Conquer)

INTEREST and INTENT
2\text{nd} PARTY DATA (Xaxis)

2\text{nd} PARTY DATA (Xaxis)
3\text{rd} PARTY DATA

1\text{st}, 2\text{nd}, 3\text{rd} PARTY DATA
positive/negative retargeting
Our society is leaving behind a digital footprint.
People are living online and we all are expressing our attitudes, likes and dislikes, our opinions and perspectives.
We are generating huge amounts of data.
Data with a lot of information.
... and a lot of noise.
The ability to hear the signal from the noise is the key...
BEHIND THE SCENES
THE INDUSTRY’S FIRST DMP IS NOW THE NEXT GENERATION AUDIENCE ACTIVATION PLATFORM

2016 XAXIS TURBINE CAPABILITIES

AUDIENCE PLANNING & CREATION
BRIDGING PHYSICAL AND DIGITAL WORLDS AND CUSTOMIZED PLANNING FOR YOUR BRAND

PERSONALIZATION
MAKING ADVERTISING WELCOME

MEDIA ACTIVATION
BORDERLESS AND ADDRESSABLE MEDIA BUYING AT PROGRAMMATIC SPEED

INSIGHT CONTINUM
A CLOSED LOOP MEASUREMENT TO IMPROVE AUDIENCE & CAMPAIGN PERFORMANCE

TURBINE’S MISSION: DEVELOPING THE PROPRIETARY AUDIENCES FOR OUR CUSTOMERS THAT OUTFORM OTHER AUDIENCES IN THE MARKET
With the release of Turbine Cross-Device, marketers can activate Xaxis suite proprietary audiences across digital devices, unlocking audience intelligence tied to millions of anonymous unique user globally.
User ID: XPiD1234A3
Age: 26
Gender: Male
Income: $75,000

Universal ID | XPiD

DEVICES
- IOT
- TV
- TABLET
- MOBILE
- COMPUTER

PLACES
- Home
- Office
- Public

TRAITS
- Socio Economic
- Age/Gender
- Behavioral
- Predictive Interest
- Predictive Intent
- Geospatial
- Purchase History
- Attitudinal
FROM SILO TO CROSS-VIEW
FROM LINEAR CONVERSIONS TO CROSS-VIEWING

CROSS-VIEWING:
Leveraging Xaxis propriety audiences across addressable, programmatic channels for cross-device targeting, measurement and attribution. Offers deep insight into true audience journeys and optimal media allocation.

CONVERSIONS TODAY ARE CROSS-PATH AND MULTI-PLATFORM.
ISOLATED MEDIA CHANNEL VIEW PROVIDES ONE DIMENSIONAL RESULTS
LINEAR PERFORMANCE IS COMMODITIZED

THE LACK OF CROSS-MEDIA ATtribution TRADITIONALLY HANDICAPS DIGITAL MARKETERS TO PLAN BASED ON DEVICE AND NOT USER BEHAVIOR (OR THE ONE TASK, MULTI-DEVICES) NORM

48.4%
IMPRESSION (DESKTOP)

84%
CONVERSATION (DESKTOP)

DESKTOP CHANNEL SEEMS VERY STRONG FROM A LINEAR ATTRIBUTION VIEW

51.6%
IMPRESSION (MOBILE)

16%
CONVERSATION (MOBILE)

MOBILE CHANNEL IS LIKELY TO GET CUT OR REALLOCATED TO DESKTOP

IAB, DEFINING PERFORMANCE MARKETING IN TODAY’S DIGITAL LANDSCAPE
CROSS-VIEWING REVEALS HIDDEN PERFORMANCE
SINGLE DEVICE VIEW IS “BLINDING”

ALMOST 60% OF CONVERSIONS FROM MOBILE IMPRESSIONS ACTUALLY OCCURRED ON DESKTOP. WITHOUT CROSS-VIEW, THIS ATTRIBUTION WOULD BE LOST!

<table>
<thead>
<tr>
<th>Mobile Impression</th>
<th>Mobile Conversion</th>
<th>Desktop Impression</th>
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</thead>
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ACTUAL CAMPAIGN

SOURCE: TURBINE CROSS-VIEW, ACTUAL CAMPAIGN DATA, SEPTEMBER 2015
HOW WE DO IT
FROM ONE PRODUCT UP TO DYNAMIC MIX

DISPLAY PERFORMANCE
The classic display performance product optimized to downstream outcomes

MOBILE PERFORMANCE AND RE-ENGAGEMENT
Mobile performance product. Users back to clients apps using data and dynamic creative

EMAIL MARKETING
Direct connection, and an efficient way to reach mobile users, target messages and drive performance.

DCO - DOC
Deliver compelling rich media units with powerful audience data, optimized to performance outcomes

GEO OUTCOMES
Geo Mobile Targeting to push a notification in order to add the promotion on calendar or apple wallet
Driving outcomes at scale requires:

CLIENT’S DISPLAY CAMPAIGN STRATEGY:

PROSPECTING
IDENTIFYING AND FINDING CONSUMERS WITH INTEREST AND INTENT

ENGAGEMENT
ENGAGING CONSUMERS BASED ON THAT INTENT

CONVERSION
DRIVING CONVERSION, PURCHASE AND REVENUE
Retargeters play only at the bottom of the funnel and **lack the data assets** to combine prospecting with retargeting.
TURBINE

• Turbine uniquely positions Light Reaction to combine Prospecting and Retargeting into one offering

• Rather than compete head to head in a crowded field, define our own performance category

• Light Reaction IDENTIFIES prospects, ATTRACT them with specific creatives of the brand and products and CONVERTS users to real customers

Light Reaction Strategy: Combine Prospecting and Retargeting
Driving outcomes at scale requires:

- Prospecting
- Retargeting

Prospecting + Retargeting = PROTARGETING

“More New Customers”

ENGAGED CONSUMERS

CLIENT CONVERSIONS
ATTRACT NEW CLIENTS

INCREASE CONVERSION
PROSPECTING

RETARGETING
FIRST SITE VISIT

Prospecting brings qualified and incremental leads to your site

RETURNING VISIT

Retargeting pushes site visitors to the conversion event
FIRST SITE VISIT
Drive new users who have not yet visited the client’s site

Prospecting

Attract users with an interesting topic
RETARGETING VISIT

Retargeting pushes site visitors to the conversion event

Once the user has been informed, push user’s purchase
RELEVANCE IS KEY TO A CUSTOMER-CENTRIC JOURNEY

Retention

A new CTA in order to increase Cross-Sell, Upsell and Loyalty.