

NBCU Drives Business

NBCUniversal

What we are seeing and hearing from B2B technology marketers



COVID acted as an accelerator

The pandemic and shifts to remote working have increased the digitization of businesses



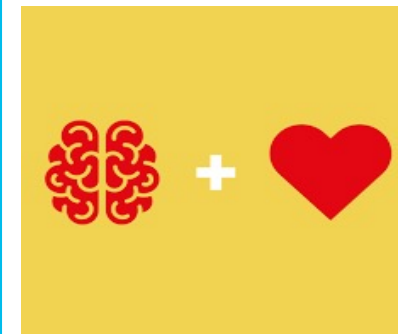
Democratized decision making

The decision makers has extended well beyond the C-suite as companies need to ensure their investments in tech are best for productivity



Customers are central to strategy

B2B is facing an 'experience revolution' as today's consumer increasingly expects superior customer service and DTC like experiences



Brand purpose no longer an option

In today's political and social climate, consumers expect companies to have a stance on important issues, causing brands to stand for something beyond their solutions

How B2B Tech brands are evolving their partnerships with NBCU



It's time to build the brand

As their customer prospects and sales strategies expand, market leaders AND challengers are realizing the benefits of investing in broader brand marketing



Showcase the product use case

Cloud and tech providers are increasingly seeking ways to showcase their latest product or service and differentiate themselves from the competition



Activate across all touchpoints

Advertisers are reacting to evolving consumption habits and modernizing their mix to include all screens, platforms, and devices where their target consumes media



Content marketing remains vital

When prospects are ready to buy, they rely on detailed information via sales collateral to help guide their final decision, making branded content a key differentiator

NBCU has proven solutions for the modern B2B brand

1

Trusted News Sources

CNBC is the number one business & financial news brand in the world

2

Advanced Cross-Platform Targeting

The NBCU portfolio reaches 233MM adults every month, and we have the tools to target any audience

3

Passion Points Outside of the Office

Engage your B2B target outside of the workplace and within their favorite entertainment content

4

Measurement Against Business Outcomes

We are focused on delivering business outcomes, for any client KPI, across all layers of the purchase funnel



TRUSTED NEWS SOURCES

The world's #1 source of business and financial news provides the content your consumers LEAN ON daily



THE WORLD'S #1 SOURCE OF BUSINESS AND FINANCIAL NEWS



ENGAGED AUDIENCES



UNRIVALED ACCESS



EDITORIAL EXCELLENCE



CNBC: THE HOME OF AFFLUENCE AND INFLUENCE



7.4M - 21% Reach
B2B purchase
Decision makers

Business Decision Makers defined as Involved in Procurement of products/services in course of work (NET).



4.2M - 25% Reach
C-Level Executives
1-in-4 Viewers

C-Level Executives defined as: Any Chief Officer (Chief Officer Function (NET)).



1.6M - 26% Reach
Affluent Small
Business Owners

Small Business Owners defined as Owner/Partner in own Business and LT 100 employees.



4.3M - 24% Reach
Tech Decision
Makers

Involved in Procurement in course of work: Computer Hardware/Software/IT Services.



**ENGAGE BDMs
WITH ENGAGING,
UNIQUE
BRANDED
CONTENT**

**WE MAKE BRANDS
NEWSWORTHY**



Branded content works:

62%

**More positive
reaction**

67%

**Found branded content
more influential**

17%

**Lift in “very likely” to
buy featured brand**



1-to-1 MARKETING

CNBC EVENTS

**CREATING HIGH
TOUCH EXPERIENCES
FOR B2B TARGETS
&
OPPORTUNITIES TO
SHOWCASE THOUGHT
LEADERSHIP**





APPLE NEWS APPLE STOCKS

EVERYTHING BDM's WANT TO READ IN ONE PLACE

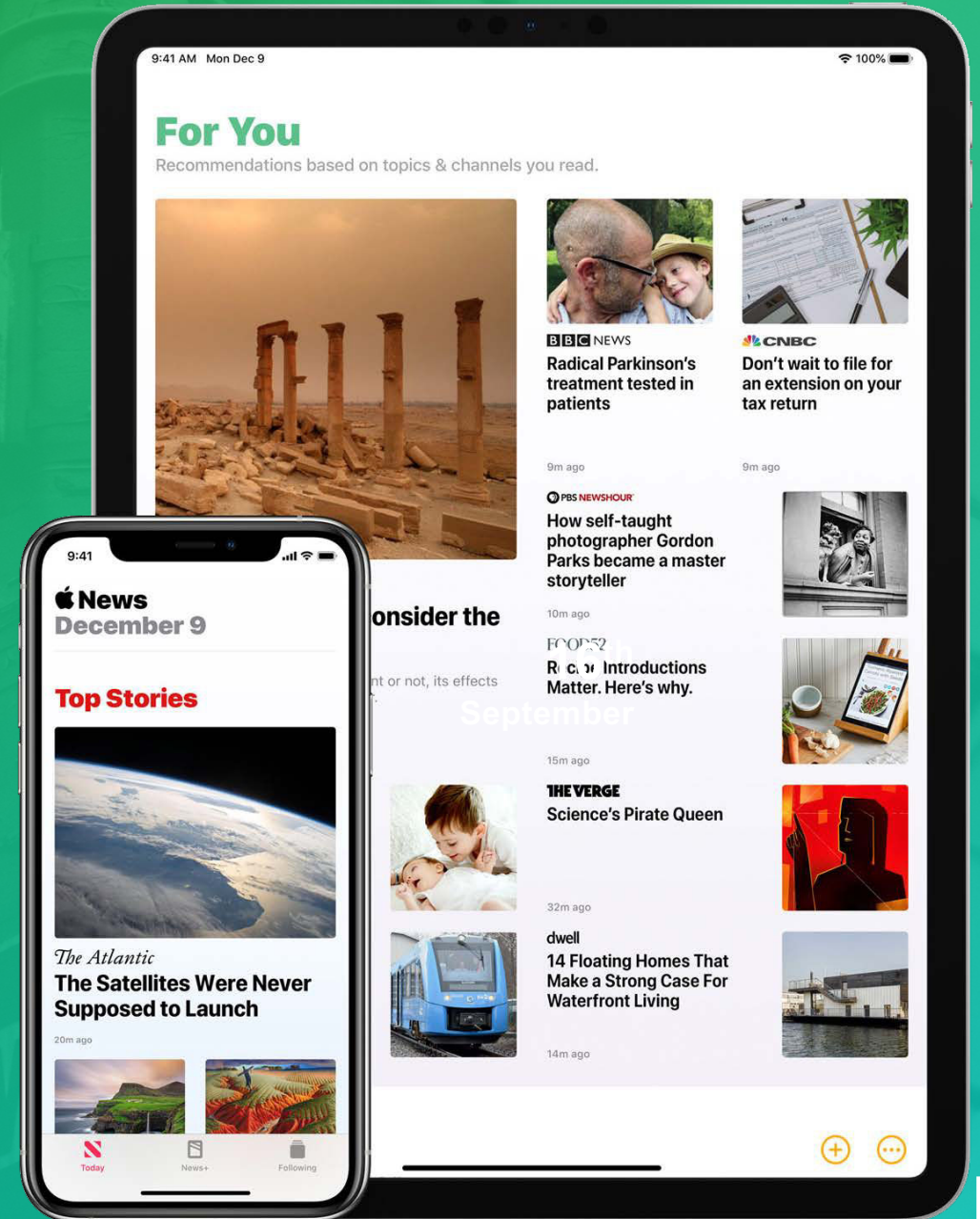
BDM's turn to Apple News because everything is here. We collaborate with premium Business News publishers on their channels to create a simple yet dynamic environment that's more than just an aggregation tool.

100+

PUBLISHERS

86MM

MONTHLY UNIQUES



ACTIVATING AUDIENCES

NBCU's portfolio reaches 233MM adults monthly, and we have the tools to target any consumer and business audience



NBCUniversal

EACH MONTH, NBCU
PROPERTIES REACH
MORE THAN

75%

OF ALL BUSINESS
DECISION MAKERS IN
THE UNITED STATES

31.3M

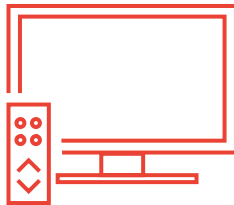
We have advanced targeting solutions to maximize efficiency and scale

Strategic audience targeting to connect with the right consumers through the best premium content on every screen

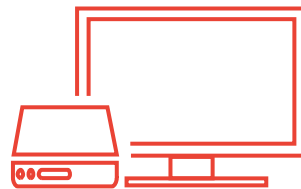


Your Strategic Audience

Guaranteed across all screens and platforms:



National
Linear TV



STB VOD



CTV
OTT



Desktop

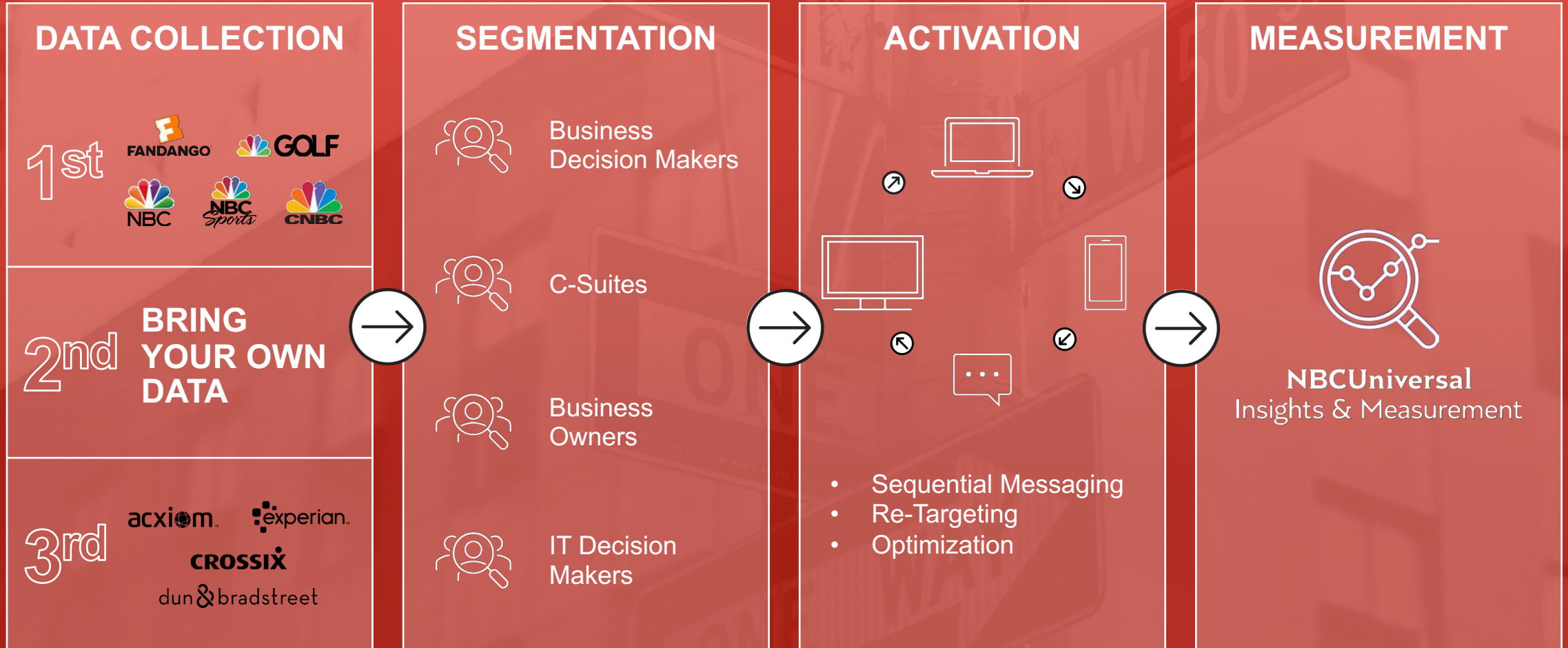


Mobile

TARGETING BDM'S AT SCALE

We Construct a Data-Fueled Plan that Delivers
Any Target and KPI and Proves Effectiveness

adsmart
from NBCUniversal



LEVERAGING PASSIONS

Engage your B2B target outside of the workplace and within their favorite entertainment content





AFFLUENT
\$150K+ HHI

134

P18-49 Index



Premier League



PROFESSIONALS
Top Management

230

P18-34 Index



**BUSINESS
PROFESSIONALS:**
CEO

116

P18-49 Index



PROFESSIONALS
Top Management

138

P18-34 Index

A male golfer with a beard, wearing a light blue polo shirt and a dark blue TaylorMade cap, is captured in the middle of a golf swing. He is holding a golf club with both hands, and his gaze is directed towards the camera. The background is a blurred green field.

DELIVERING INFLUENTIAL BDMs

273

Job Title: VP

191

Top Management

143

C-Suite

180

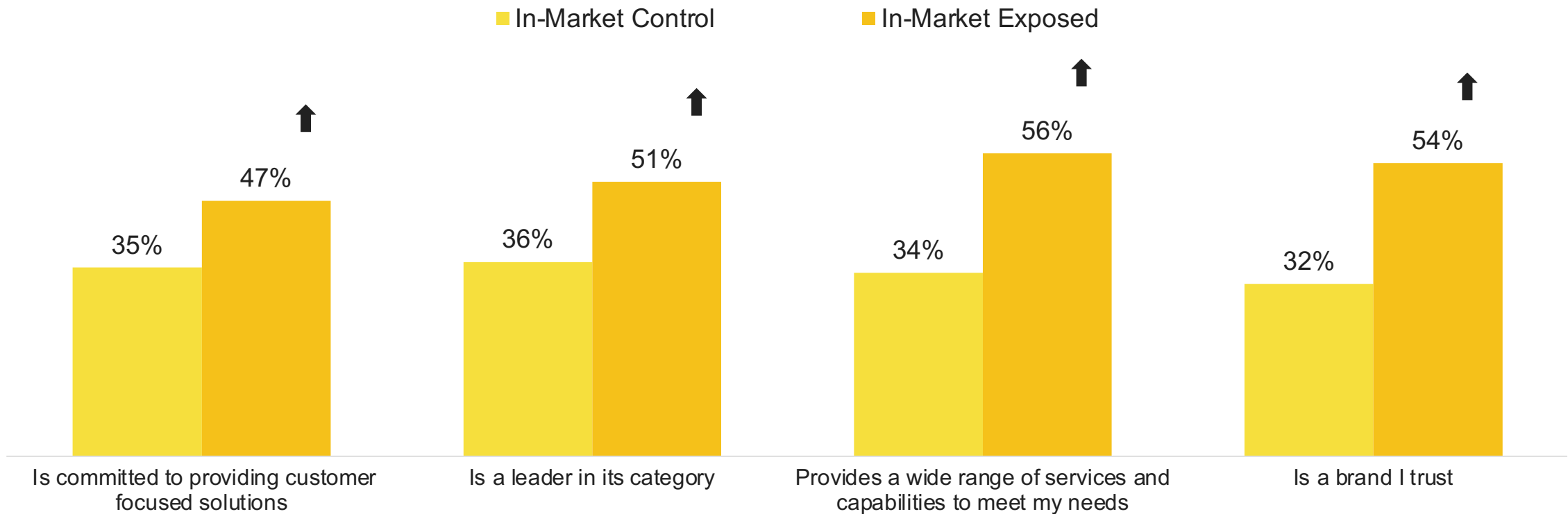
B2B Total Purchase of \$1M+



(P18+ Index)

NBC Sports Elevates Brand Sentiment among BDMs

Brand Sentiment



Not all sports deliver the same results:

Context and audience composition are key

Example: B2B Brand Ads in 2020 US Open
vs. Competitive Norm in Sports Programs

+58%

Brand
Memorability

+92%

Message
Memorability

+44%

Likeability



Over the next 24 Months NBCU owns the World's Biggest Sports Events










MEASURING OUTCOMES

We measure and deliver B2B outcomes for any client KPI, across all layers of the purchase funnel



NBCU Full Funnel Measurement Priorities

Brand impact, site traffic, & foot traffic partners the same across brands; sales impact partners selected from the best available per category

| | Auto | CPG | Finance | Insurance | Healthcare & Pharma | Movie Studios | QSR & food Services | Retail | Wireless |
|-----------------------|--|---|--|---|---|--|---|--|----------|
| Brand Impact | <div><div>YouGov</div><div> dynata</div><div>KANTAR MILLWARD BROWN</div><div>PHOENIX</div></div> | | | | | | | | |
| Site Traffic | <div><div> comscore</div><div>DOM DataPlusMath</div><div>iSpot.tv</div></div> | | | | | | | | |
| Foot Traffic | <div><div>DOM DataPlusMath</div><div> NinthDecimal</div><div> FOURSQUARE</div><div>PlaceIQ</div></div> | | | | | | | | |
| Sales Impact | <div> IHS Markit</div> | <div> IRI  Nielsen Catalina SOLUTIONS </div> | <div><div>EPSILON</div><div> Numerator Nielsen Buyer Insights</div></div> | <div><div>CROSSIX</div></div> | <div> FANDANGO</div> | <div><div>EPSILON</div><div> Numerator Nielsen Buyer Insights</div></div> | <div><div>EPSILON</div><div> LiveRamp an acxiom company</div></div> | <div><div>EPSILON</div><div> Numerator Nielsen Buyer Insights</div></div> | |
| 1 st Party | <div> 1st- PARTY</div> | | | | | | | | |

* Sample list of partners



**Want to hear more about
NBCU's solutions?
Contact Us!**

THANK YOU