



NBCUniversal



Building a Framework for Testing
Advanced Targeting

B2B TELECOMMUNICATIONS

Why is NBCU the optimal partner to test new targeting products?

- ✓ Unrivaled reach and scale against almost all audiences
- ✓ Advanced tech stack and industry-leading targeting products that can precisely reach & impact niche audiences
- ✓ Custom products designed to complement your existing linear campaigns, sponsorships, etc.
- ✓ A truly agnostic video ecosystem where brands can leverage any data source (1P, 2P, 3P), across any or all screens, either through self or managed service investment
- ✓ Custom measurement solutions to prove full funnel impact and ROI





WATCH WHAT HAPPENS
BLINDED CASE STUDY

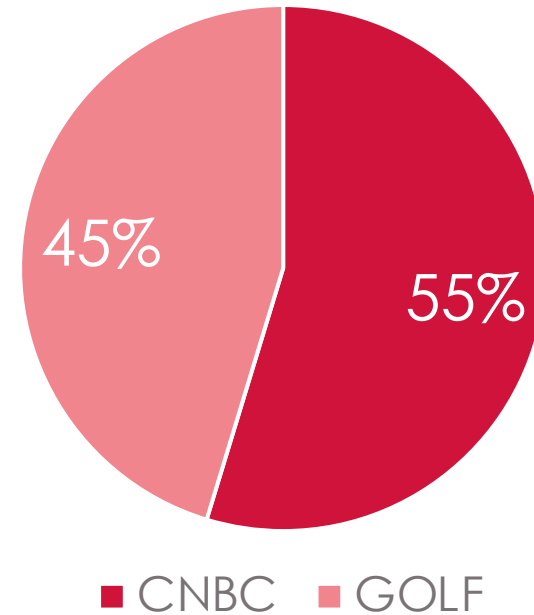
How NBCU worked with a B2B Telco brand to test data-driven linear for the first time





How [CLIENT] leverages NBCU today

2019 Spend Summary by NBCU Network

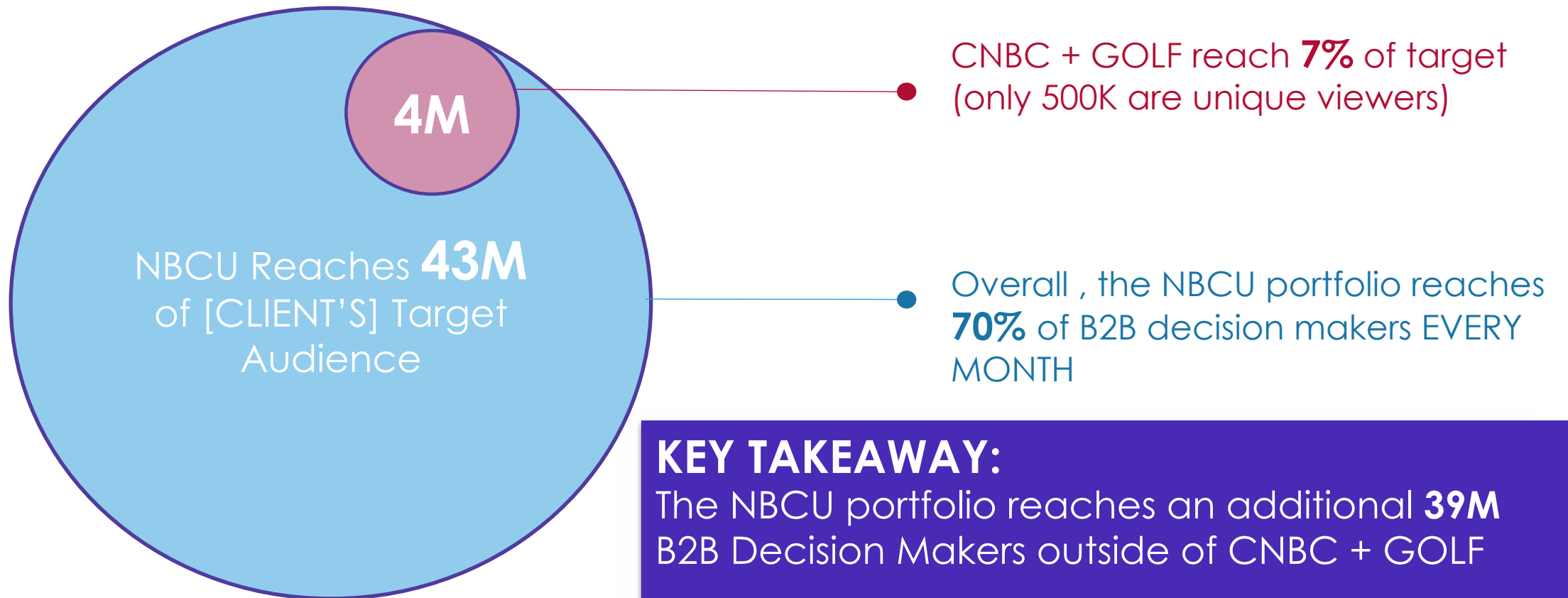


100% [CLIENT'S] investment with NBCU is within two networks, focused solely on News and Golf (Sports).



The limitations with this strategy are the Business Decision Makers [CLIENT] is not reaching...

Q4 2019 Monthly Average Reach (BDMs + C-Suites)



Our Hypothesis

Complementing [CLIENT's] existing Sports/News buy with an AdSmart advanced TV buy will increase their strategic target reach at a more efficient tCPM, which in turn will add incremental site visitation at a lower cost-per-site-visit

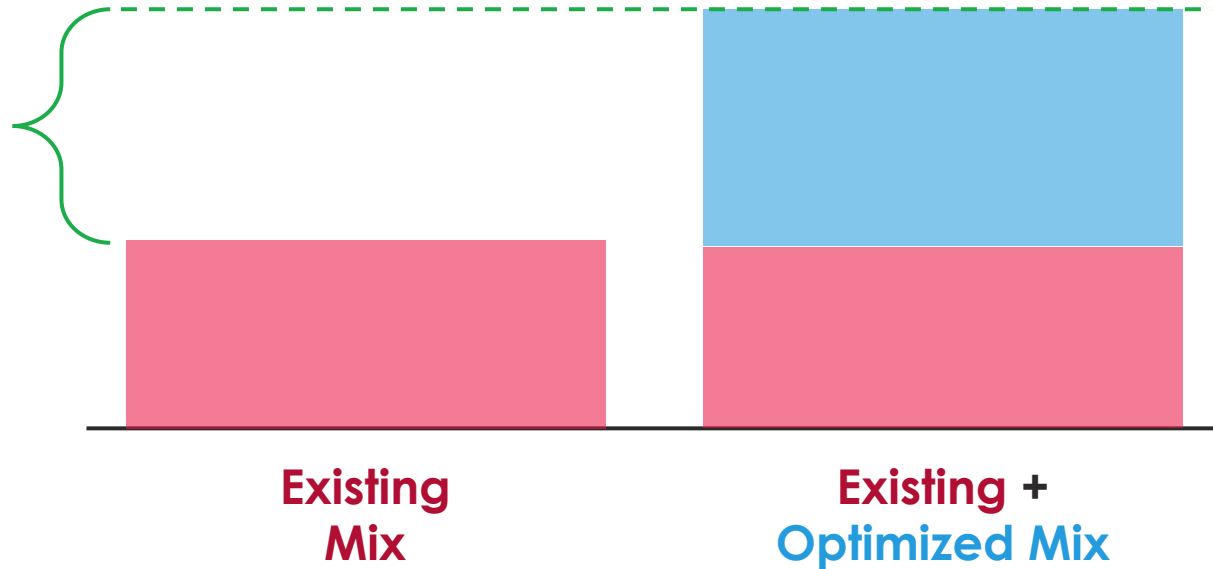


Our Hypothesis

WHAT TO EXPECT

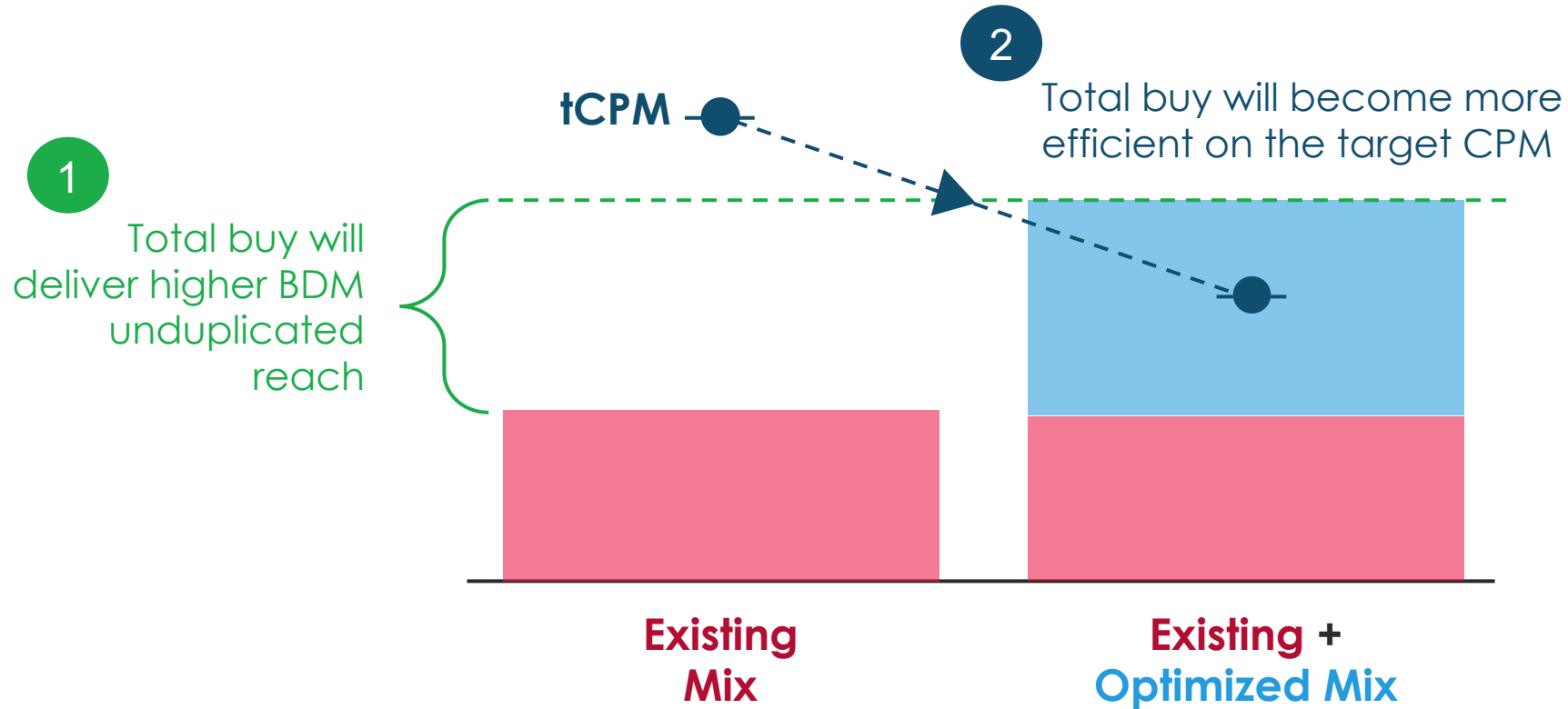
1

Total buy will deliver higher BDM unduplicated reach



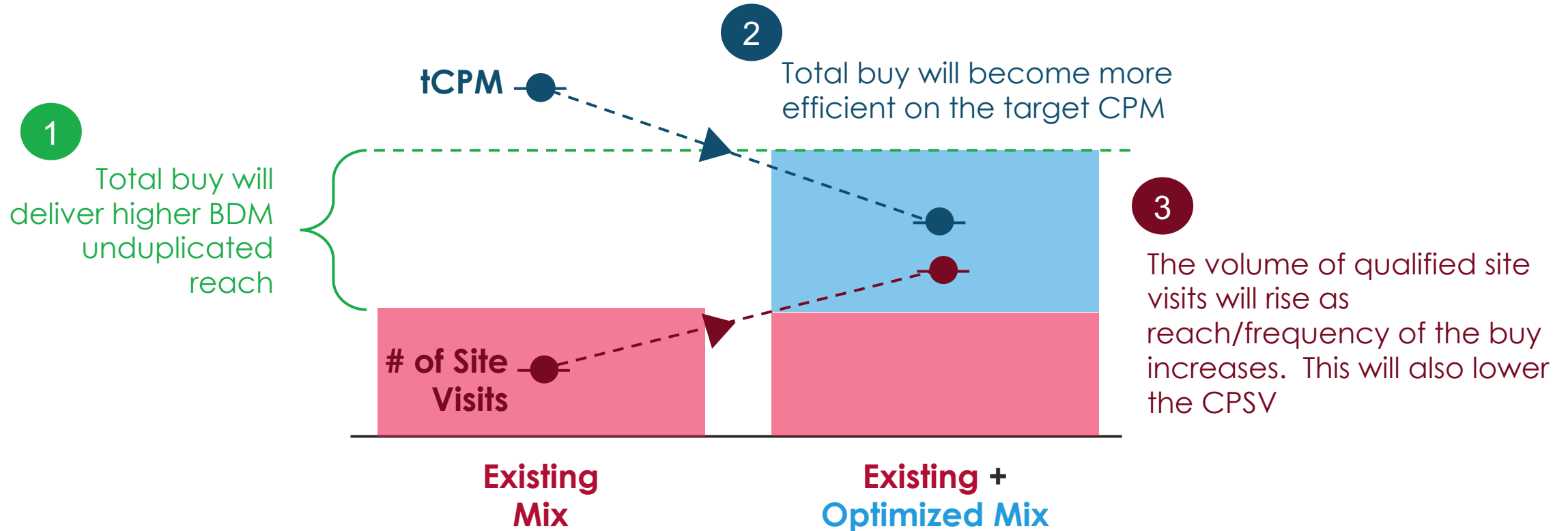
Our Hypothesis

WHAT TO EXPECT



Our Hypothesis

WHAT TO EXPECT



Our Solution

AdSmart Data-Driven Linear

INTRO

Our **proprietary advanced audience optimizer** combines **second-by-second TV viewing data** and **rich consumer data** with the **breadth of our premium broadcast and cable programming** (all inventory except the Olympics, Super Bowl, and World Cup) to generate data-driven national linear TV buys targeted to **reach your high-value consumer audiences at unequaled scale**.



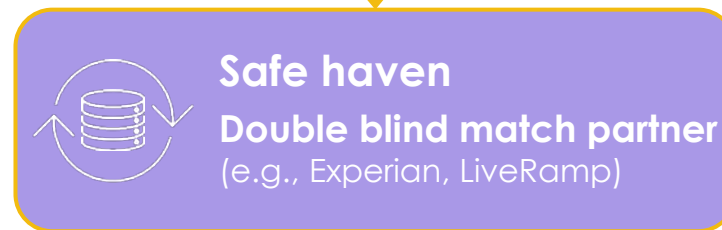
Data-driven linear your way

ANY DATA SOURCE, ANY SEGMENT, AT SCALE

Consumer data

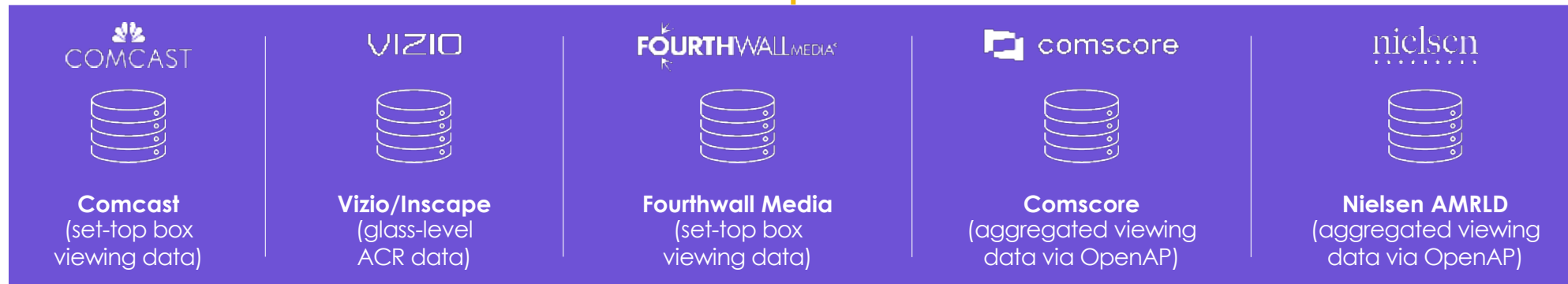


Securely matched to safely connect your brand with consumers across NBCU's linear portfolio



Matched segment

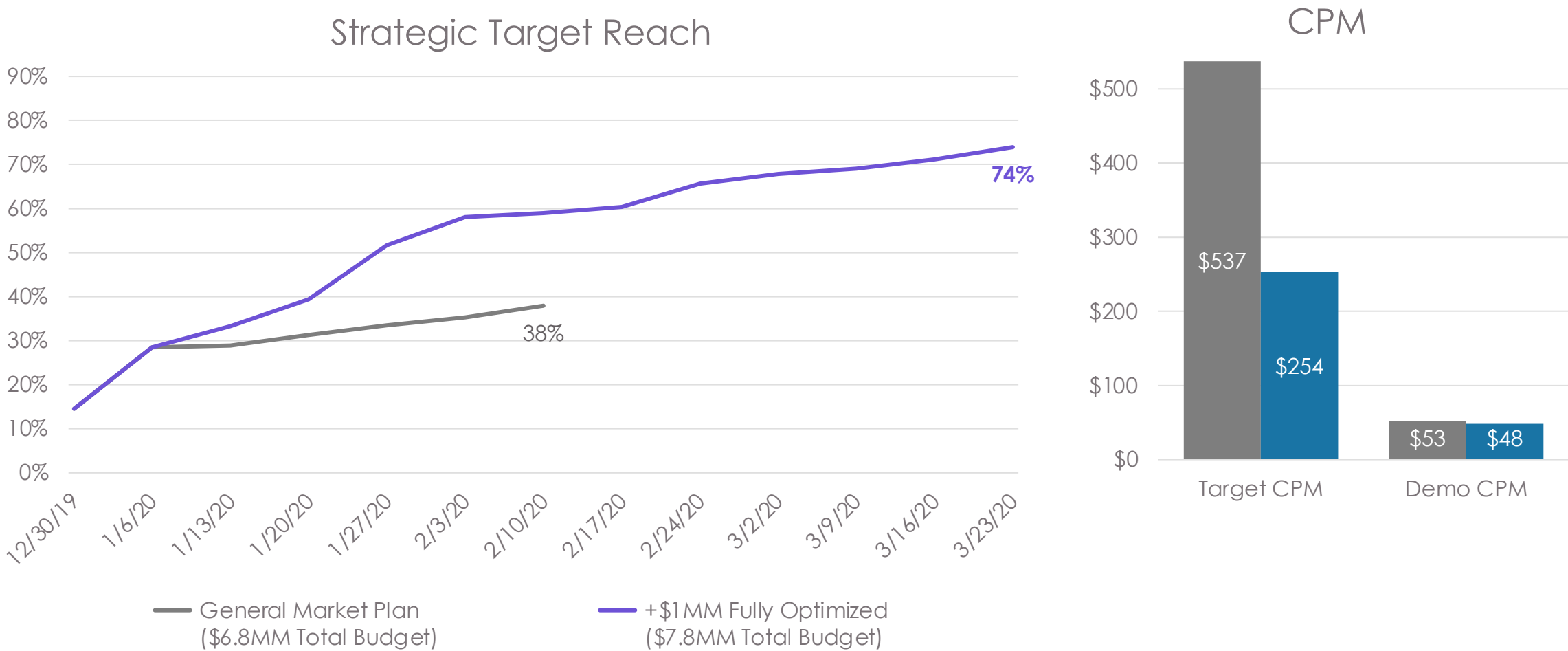
Viewership data



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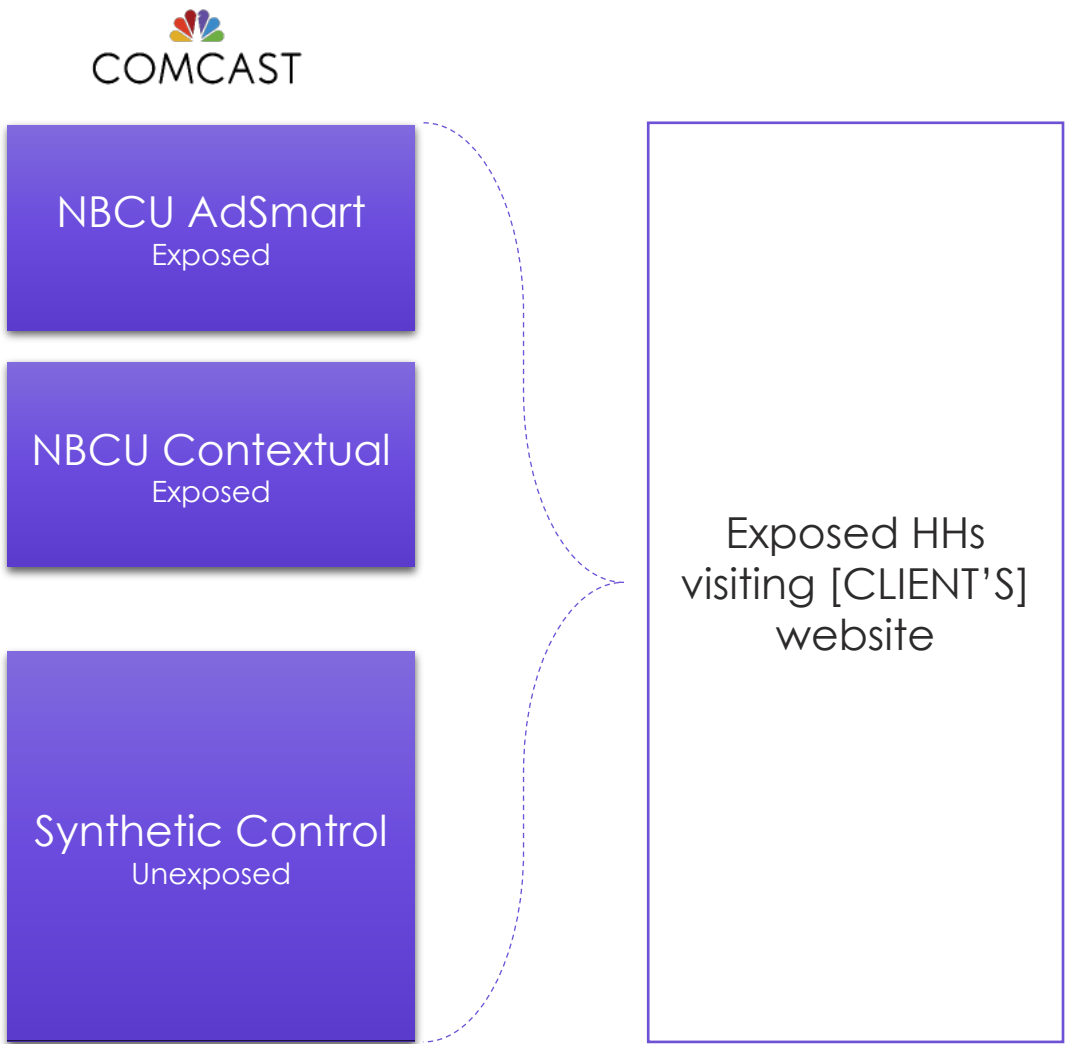
Sample Plan: Adding \$1M to an existing NFL buy

STRATEGIC AUDIENCES: SMB Owners, C-Suite Execs, & Tech Decision Makers



Test Proposal & Methodology

Measurement design

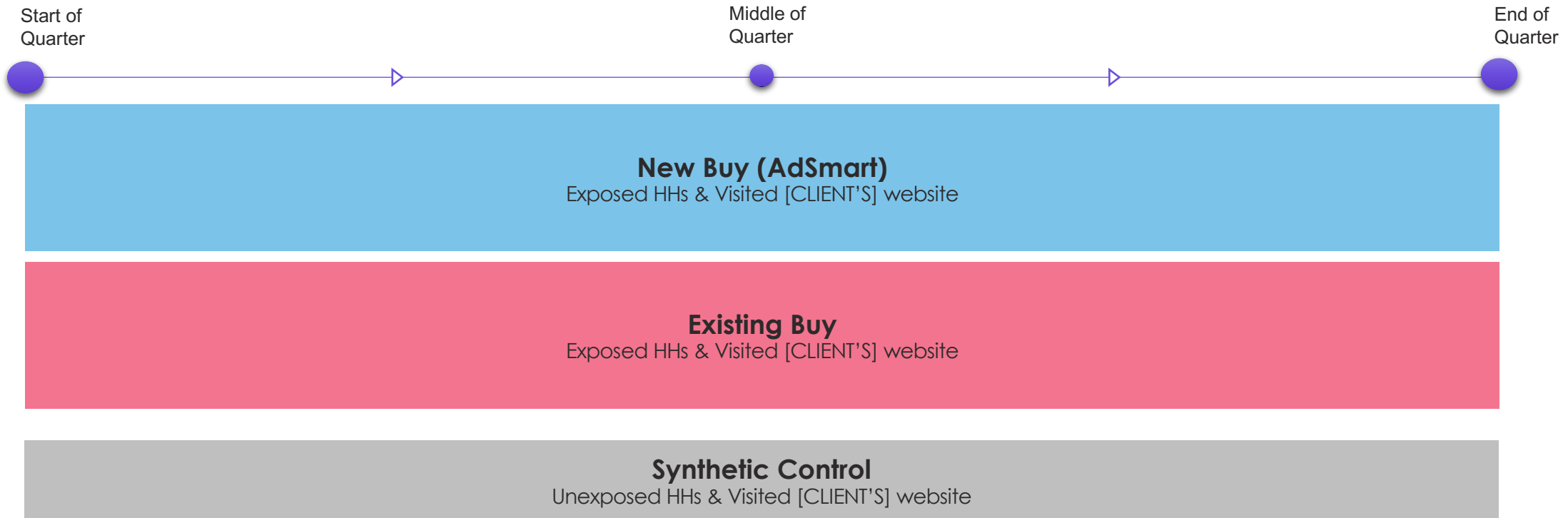


Test Framework

NBCU Only



Timeline of when things will be on air



- All campaign test groups will run for quarter in parallel as depicted above
- NBCU & [CLIENT] to coordinate on what media outside of NBCU may be running, and it's implications on the test's results

Insights you'll get from D+M and NBCU*

- ✓ Exposure Groups
 - AdSmart vs. NBCU Contextual
 - NBCU vs. non-NBCU
- ✓ Reach & Frequency Analysis
 - Incremental Reach
 - Optimal Frequency
- ✓ Performance by NBCU Exposure (Network / Daypart/ Platform / Marketing Element)
- ✓ Performance by Site Conversion Point (Homepage / Product Pages / Quote Request etc.)
- ✓ Performance by Referral Segment (Direct / Organic / Paid etc.)
- ✓ Performance by Audience segment (SMB / Enterprise / C-Suite etc.)
- ✓ Creative Performance Analysis



Timelines & Next Steps

Step by step process to activation

1. **45 Days from Launch:** Completed kickoff questionnaire due to NBCU as well as agreement on the 3rd party data source and segment(s)
2. **30 Days from Launch:** 1st plan revision due to [CLIENT]/[AGENCY] as well as confirmation of D+M's site pixel implemented on the [CLIENT'S] website
3. **14 Days from Launch:** Plan Ordered
4. **Launch**
5. **NBCU to deliver campaign performance results** 4-6 weeks after completion of new media buy

Thank you!

Please reach out with
any questions or to
learn more about
**NBCU's advanced
targeting capabilities**

Telecommunications

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