

C3 Metrics

Attribution Data Cloud

Cross-Platform Advertising Attribution

CONFIDENTIAL

February 26, 2020



C3 Metrics

C3 Metrics makes marketing work better.

Accredited by the Media Rating Council for desktop and mobile web viewability, our Attribution Data Cloud and enterprise MTA, MMM & UMM solutions transform outdated reporting into real-time cross-platform insights.

On average, companies using C3 Metrics report 15%+ increase in advertising ROI and a 6X return on their attribution investment.



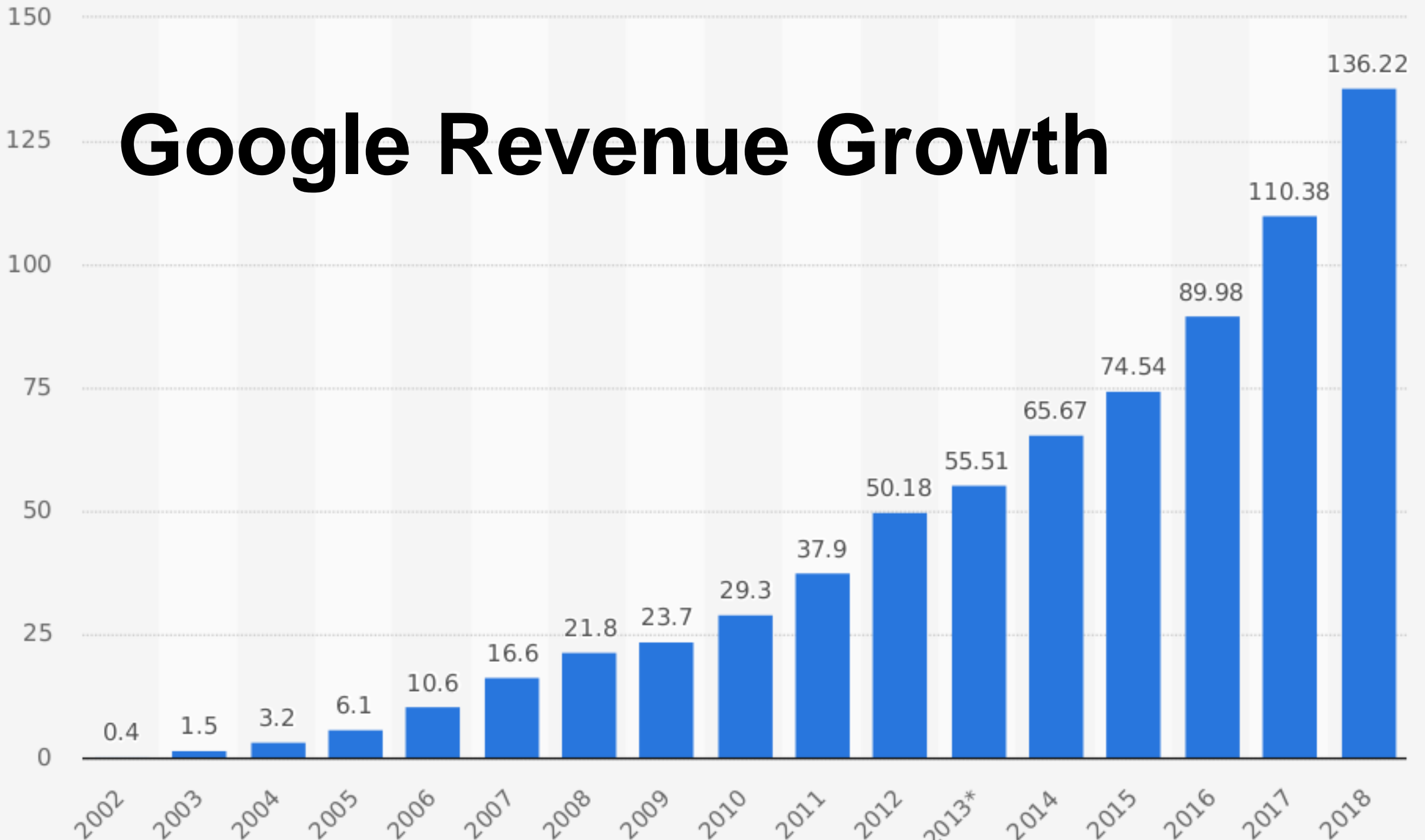
Attribution 1.0

We're Living In A Different Era



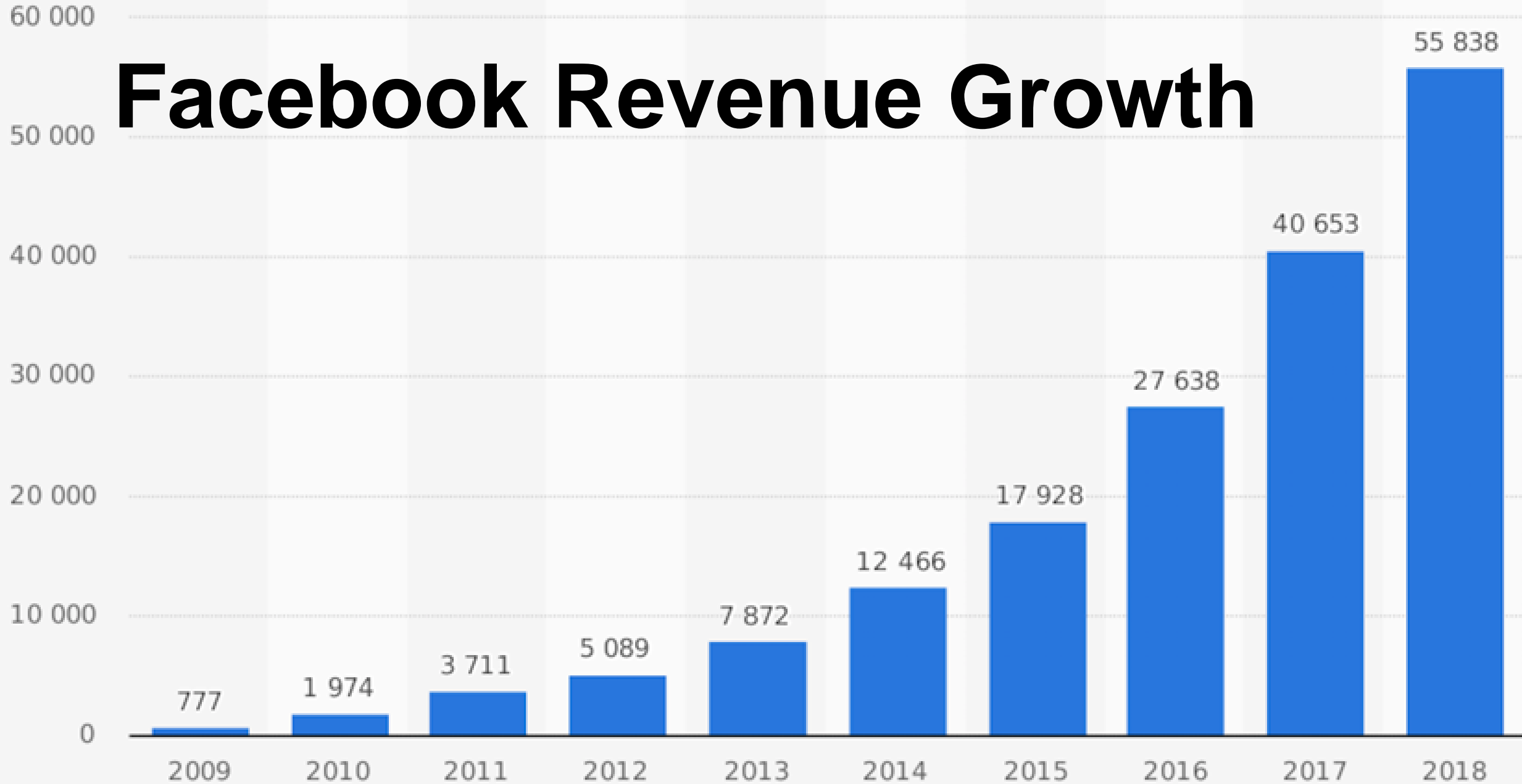
Google Revenue Growth

Revenue in billion U.S. dollars



Facebook Revenue Growth

Revenue in million U.S. dollars

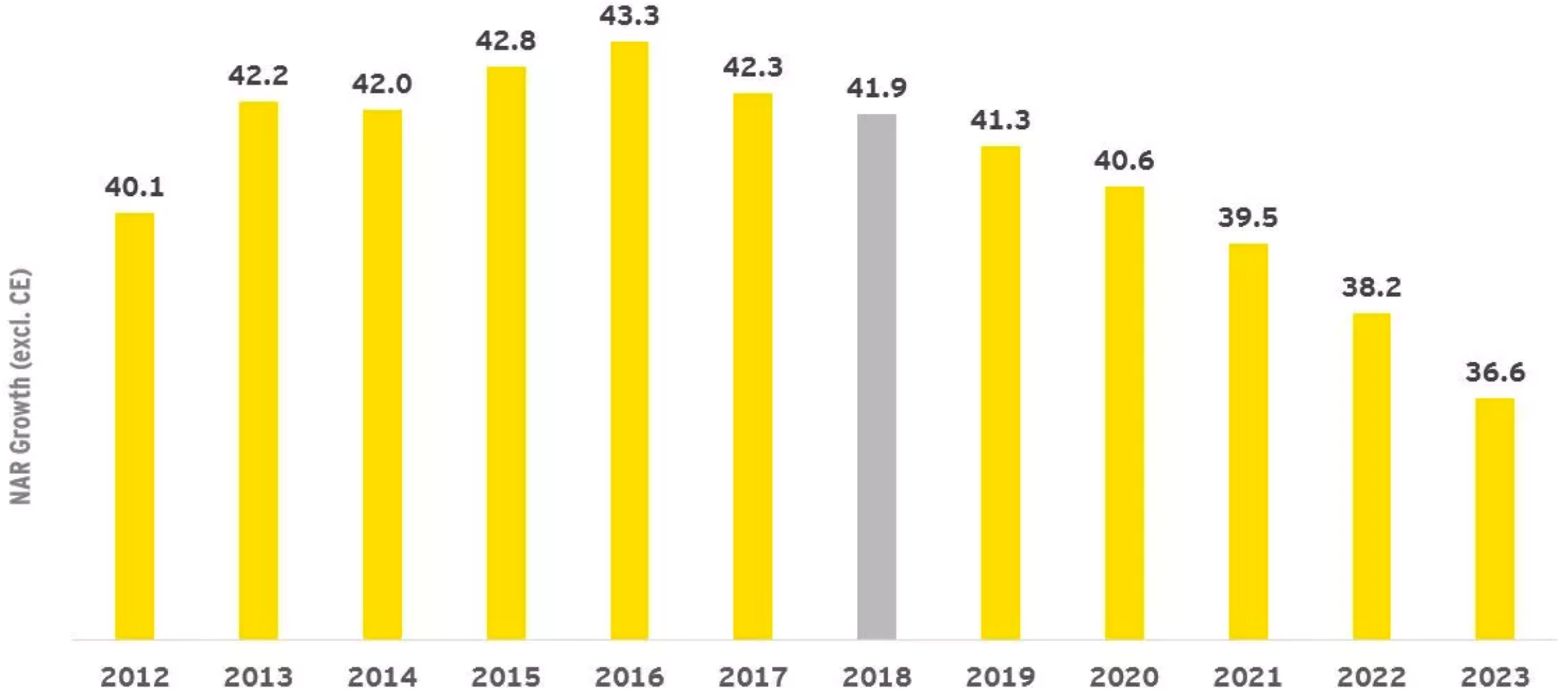




AD REVENUES

LONG TERM DOLLAR FORECAST

Long-term forecast for U.S. national TV ad revenues.
Source: Magna.



Last Click Lovers





#1

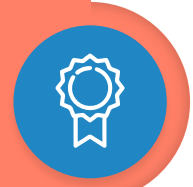
Ad Fraud



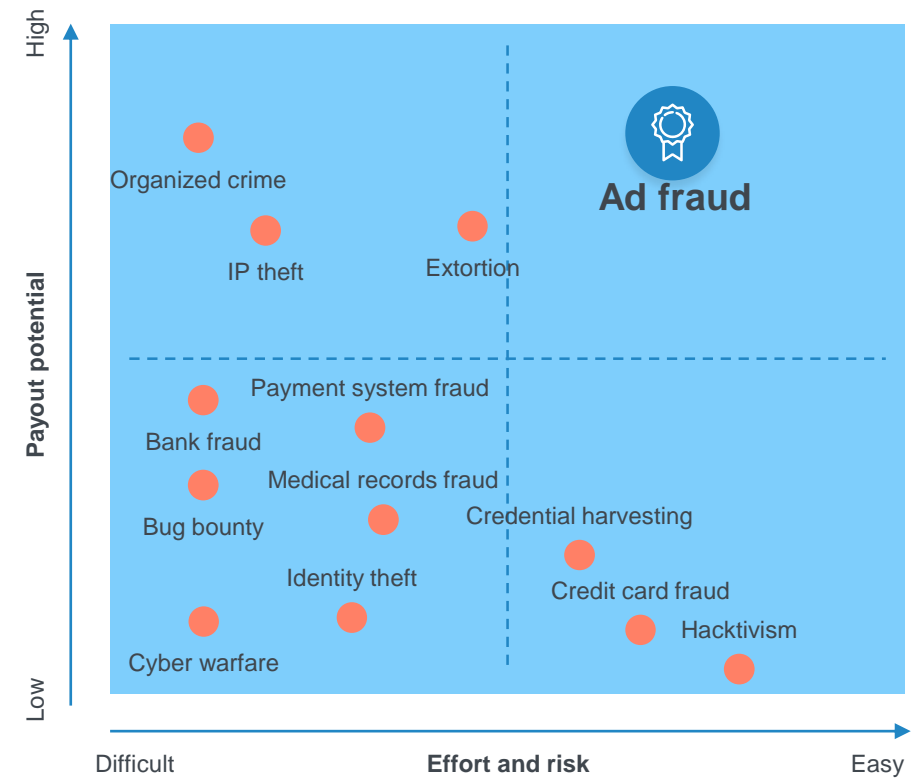
Bigger than
Organized Crime.



More money than any of
the UN's listed organized
crime activities, besides
the drug trade and human
trafficking.



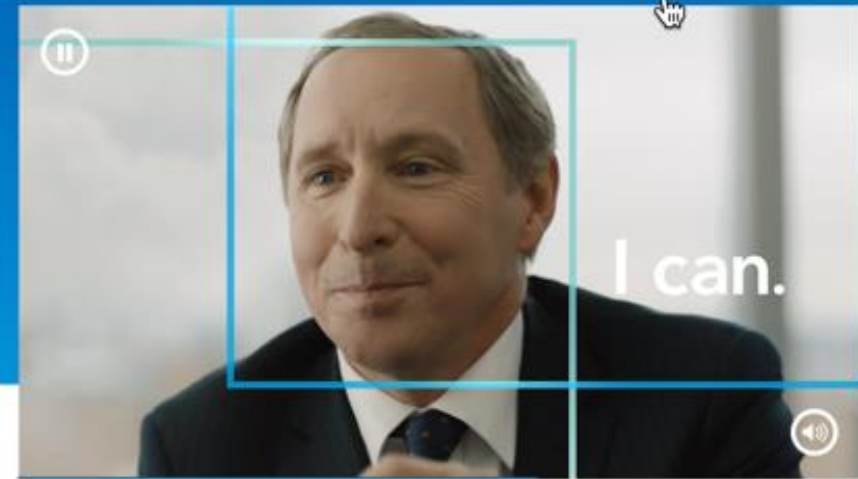
“Fabio Gasperini”



88% of the best-performing "core" bond funds may not behave like core.

Can I find the courage to resist these high-flying crowd pleasers? I can.

LEARN MORE



CAPITAL GROUP | AMERICAN FUNDS



ENGLISH ESPAÑOL 中文

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Your Thursday Briefing
Here's what you need to know.



New York Today
Fur helped build the city. Now selling it may be banned.



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Caught in the middle of the trade war.

S&P 500 +0.58% ↑
Dow +0.45% ↑
Nasdaq +1.13% ↑

53°F
72° 54°
New York, NY

TENSIONS WITH IRAN

Missile Photographs Fuel Divisions Over Iran Threat

The intelligence that caused the White House to escalate its warnings about Iran came from photographs of missiles on small boats, American officials said.



Opinion >

Stacey Abrams

We Cannot Resign Ourselves to Disenfranchisement and Dismay

As more people of color claim



The Lemonheads frontman was the poster boy — and prettiest boy — of Gen X. At 52, he's still enjoying a life of drugs and rock 'n' roll, on Martha's Vineyard of all places.

Style 45m ago

pretty intense viral marketing for the new season of 'The Handmaid's Tale,'" Stephen Colbert said.

Television 4h ago


was ejected from Madison Square Garden, a reminder of how difficult it will be for the Knicks to return to the center of the N.B.A. universe.

Sports May 15

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Get started

Discovery



Zephyr/Science Source



Emily Berl for The New York Times

Alone, They Stink. Together They Create Dark Chocolate's Aroma.

With the help of a trained panel of sniffers, chemists uncovered the molecules that give a rich treat its scents.

Science May 15



Why Play a CD? 'No Ads, No Privacy Terrors, No Algorithms'

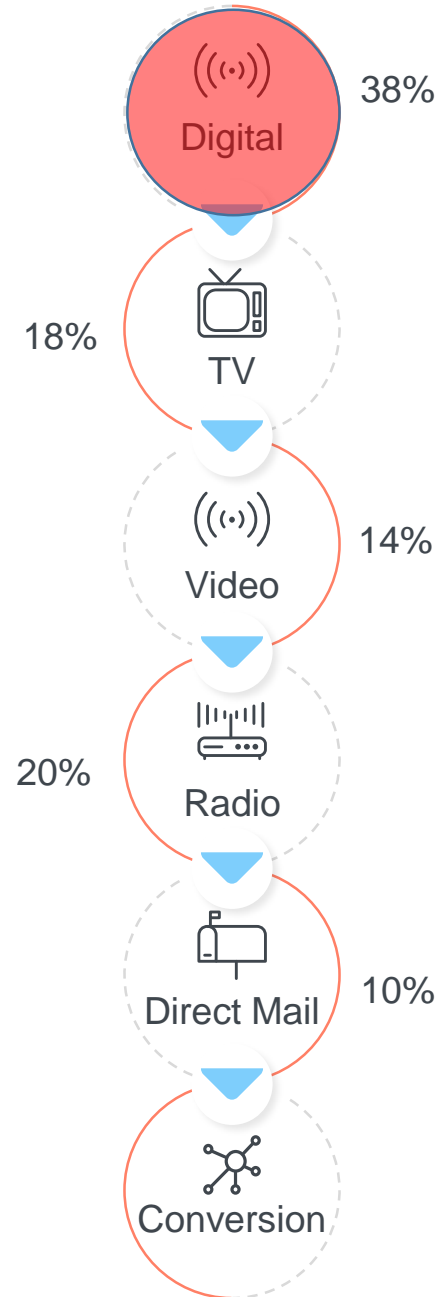
Streaming services have revolutionized the discovery of



Viewability

(ads never seen)

#2

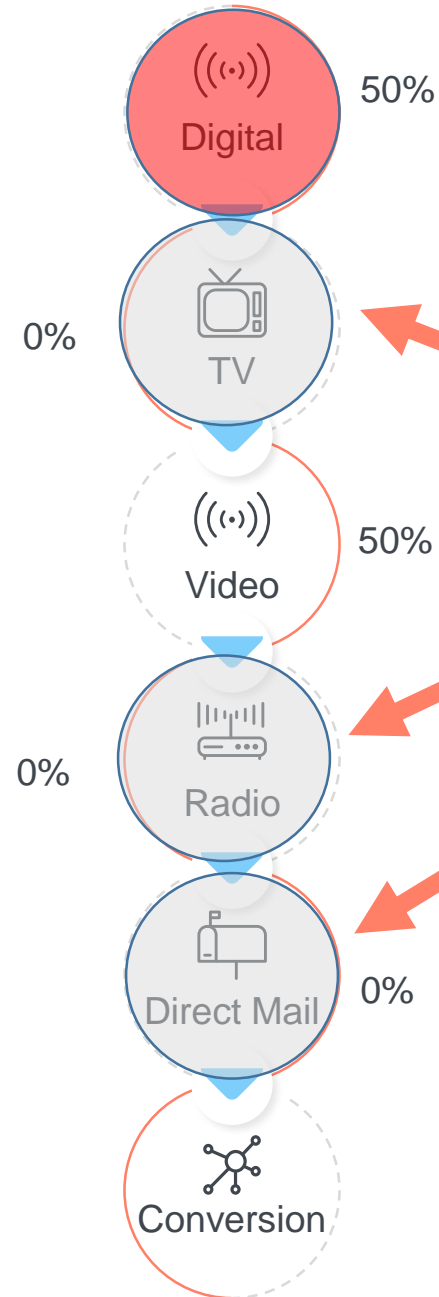


- Ad at bottom of page
- Ad NOT seen
- Ad still gets credit
- **False Attribution**

Cross-Platform

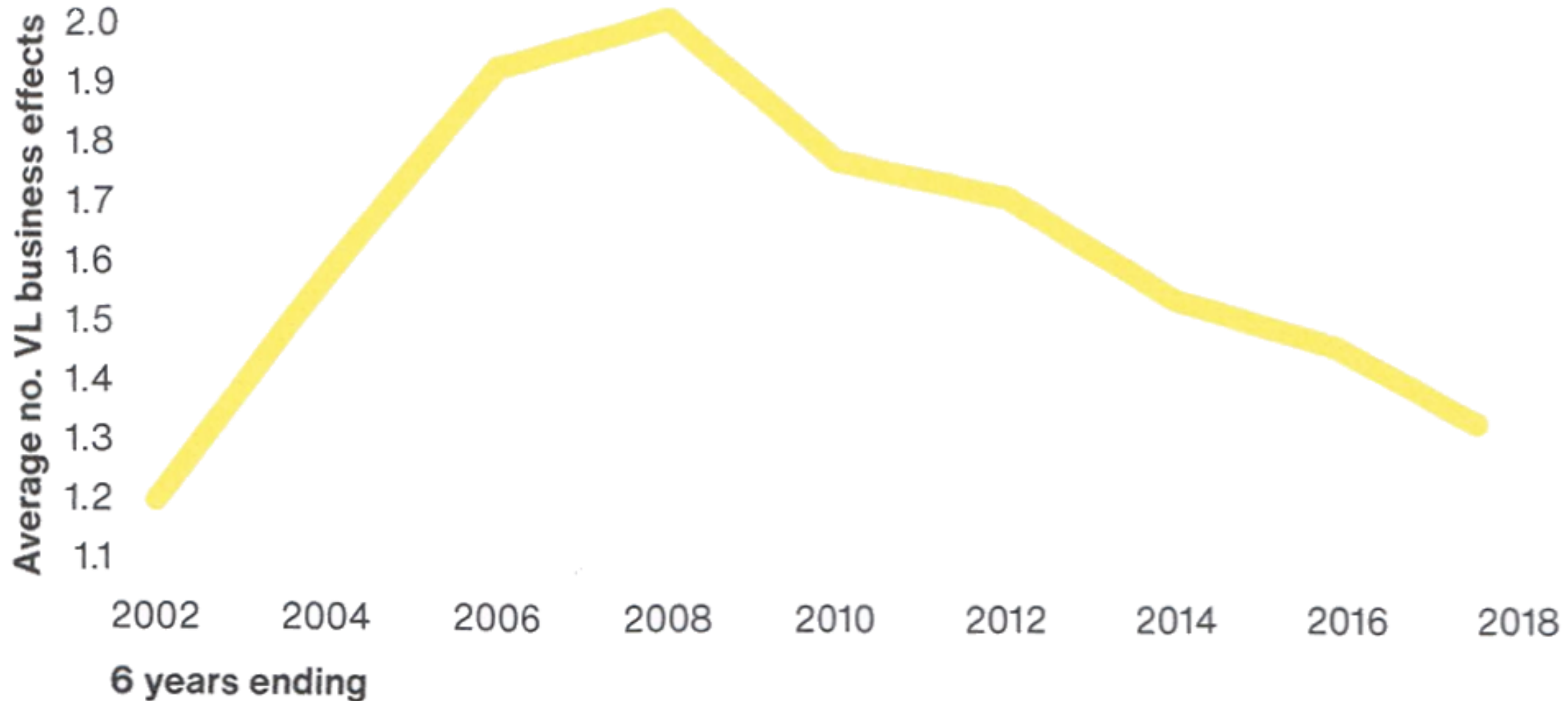
(different channels)

#3

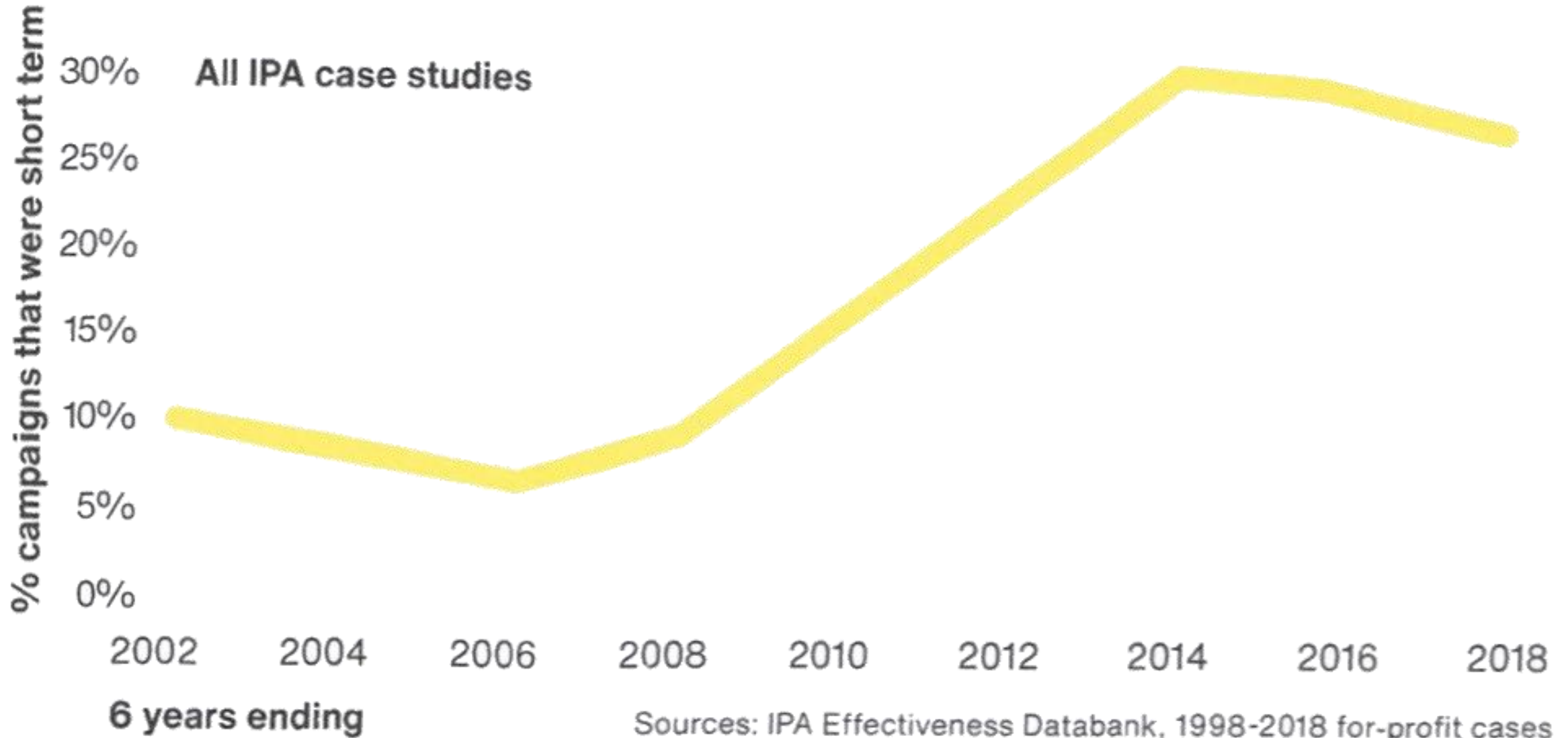


- Traditional NOT measured
- Digital overvalued
- **False Attribution**

Advertising Effectiveness is Falling



The Rise In Short-Termism





**Attribution
needed a
bigger boat**



**“Marketing
Desired”**

ATTRIBUTION 2.0

MRC Steps In: Attribution Accreditation

Internet Services Under Review (Applied for MRC Accreditation and are at Varying Stages within the Process, and are Not Accredited)

C3 Metrics

- Conversion and Attribution Metrics (Desktop & Mobile Web)



A man with tattoos is performing a handstand on a wooden platform with a red border. The platform is part of a complex blue metal structure, possibly a climbing wall or a stage set. The scene is lit with blue light, and the background is dark. The word "STANDARDS" is overlaid in large white letters.

STANDARDS

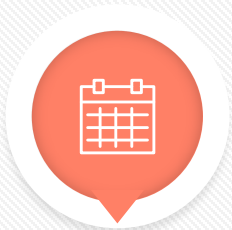


ACCREDITATION

CONSISTENCY

A woman with dark hair, wearing a black tank top, is running on a treadmill in a gym. The scene is dimly lit with blue and purple ambient lighting. The word "CONSISTENCY" is written in large, bold, white capital letters across the center of the image.

Attribution 2.0



**Ad Fraud
Removal**



**False Positive Controls
(Viewability +)**



**Cross-Platform
(Digital +
Traditional)**



**Data Transparency
(No 'black box')**



1

Unique ID to capture digital actions

Anonymous ID



Device



Browser



Geo



Activity



Login

2

**Data Cloud for all
non-digital,
survey & 'Walled
Garden' data**



**All
Media Cost**



**Non-Digital
Media
(TV/Radio/Print/
Direct Mail)**



**Walled
Gardens**

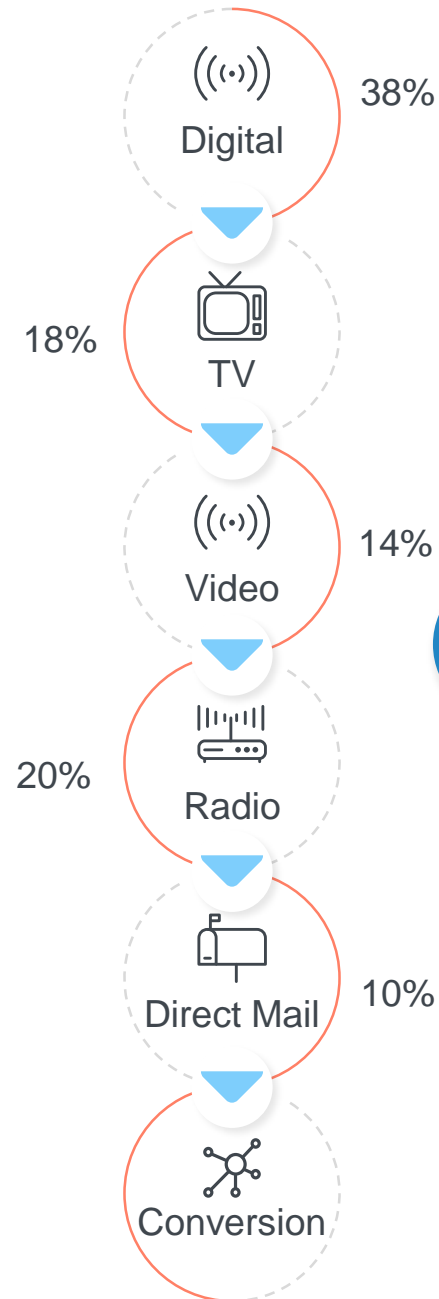


**Survey/MMM/
CRM Data**

3

Create date and time-stamped order of actions

(user journey)

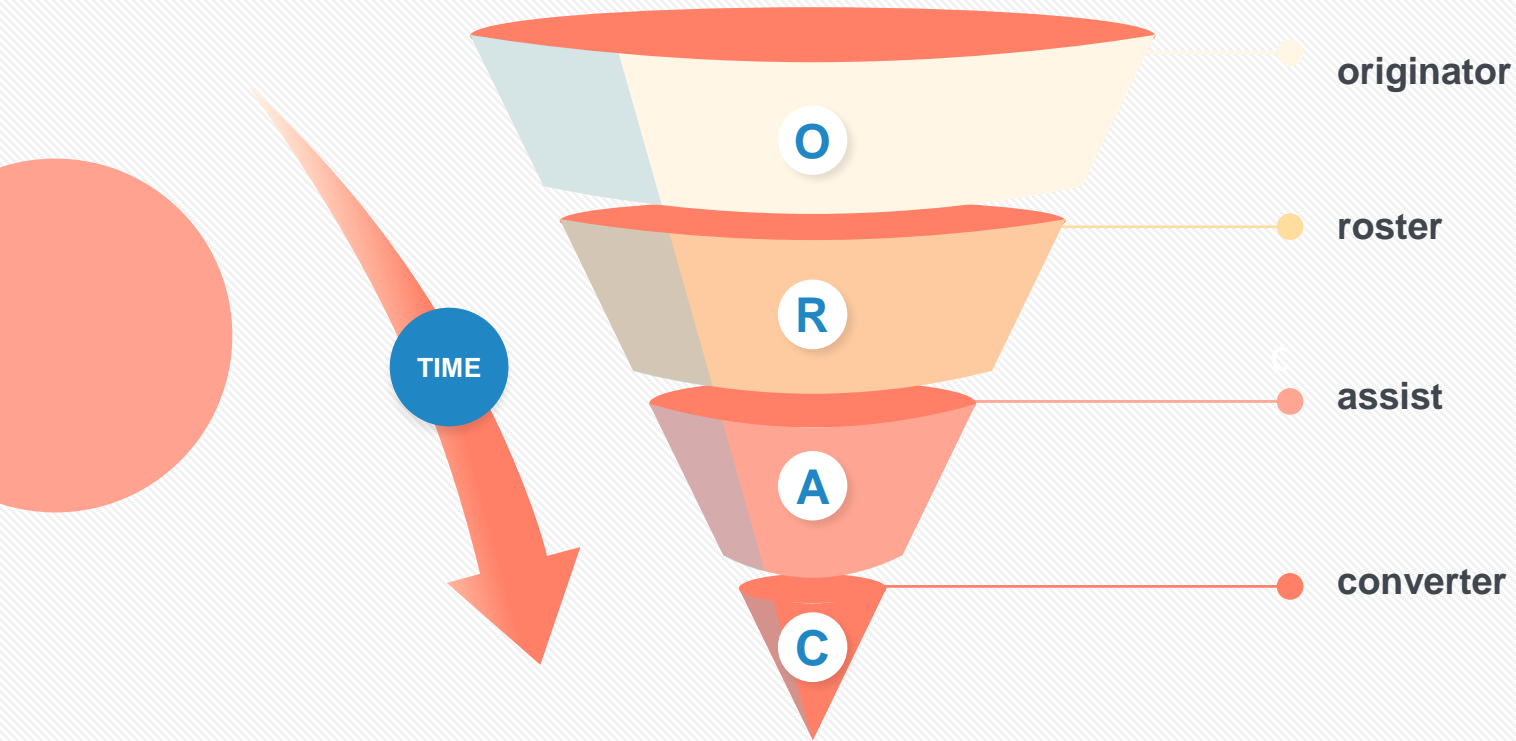


4

Assign value to each action algorithmically & pivot with spend for ROI

(AI / machine learning)

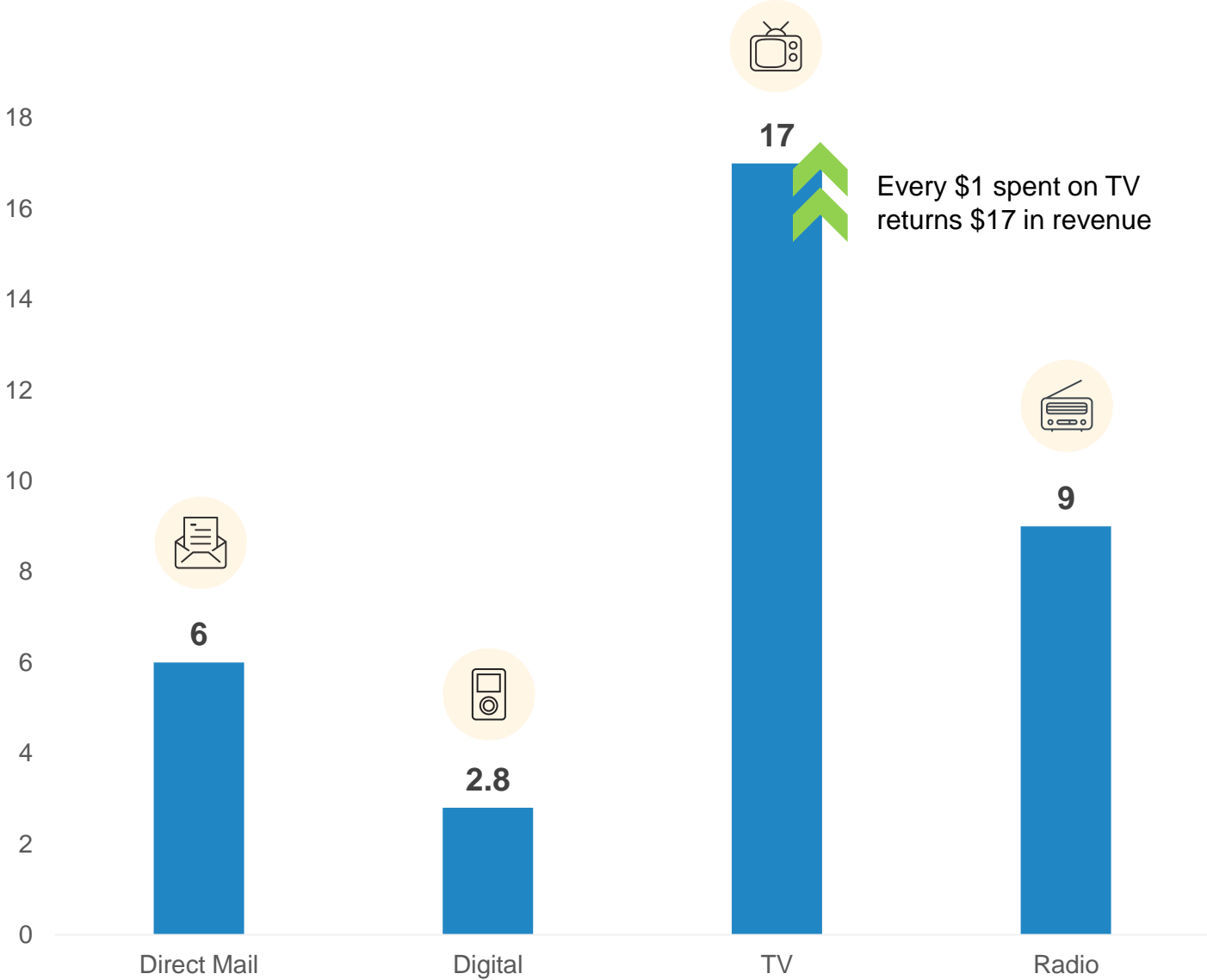
Time To Financial Impact



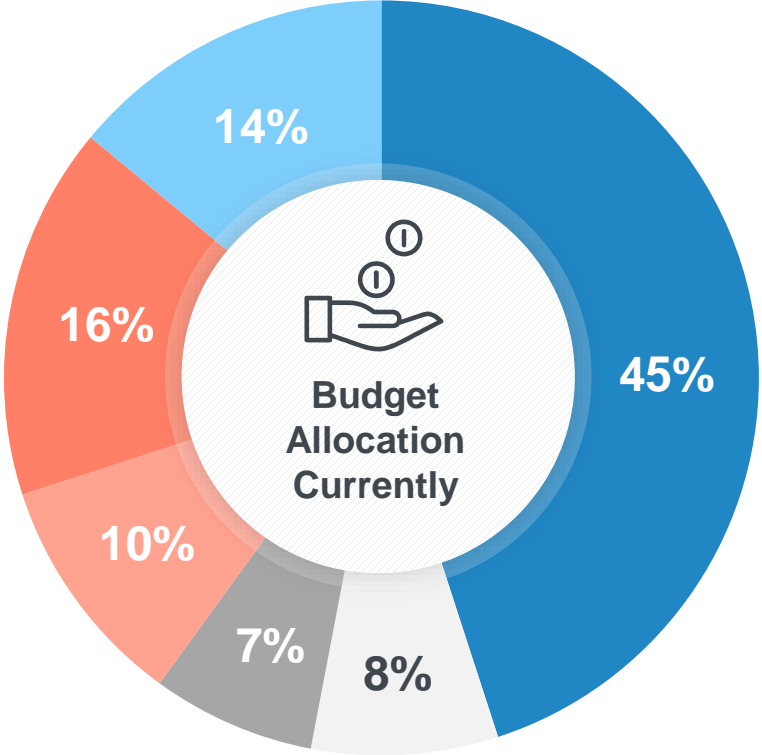
How long will it take until marketing impacts sales?

Buy, Hold or Sell Current Investments

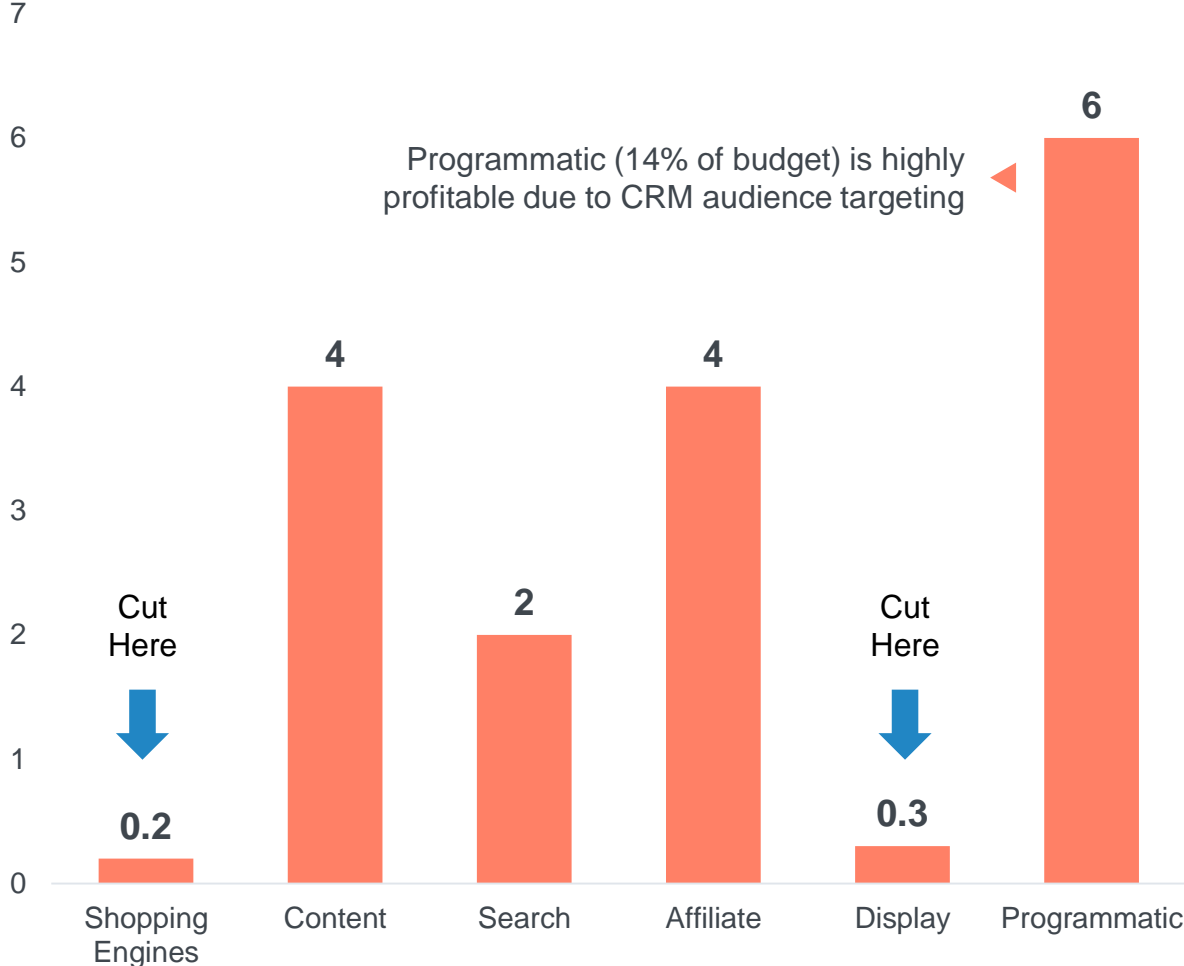
Is there more room for growth or have we overshot?



Granular Buy, Hold or Sell (Digital)

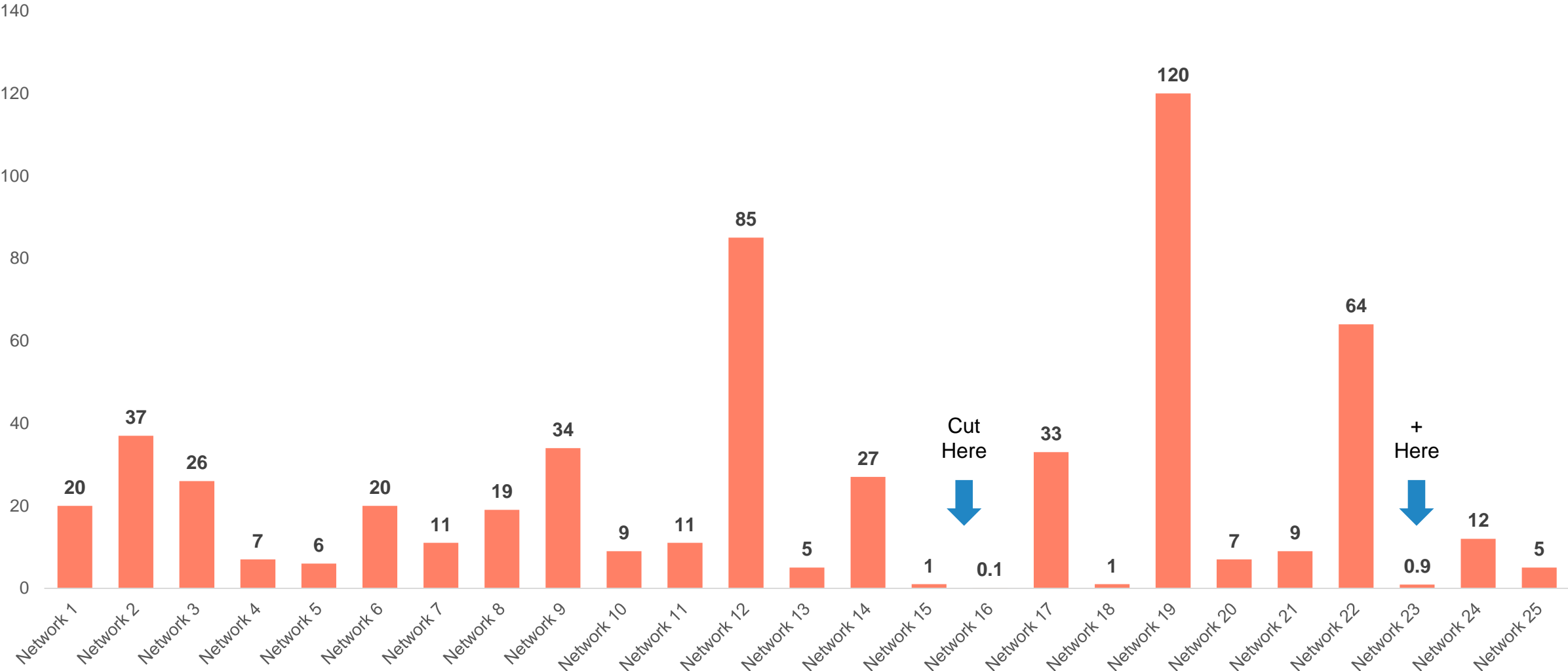


- Shopping Engines
- Display
- Search
- Programmatic
- Affiliate
- Content

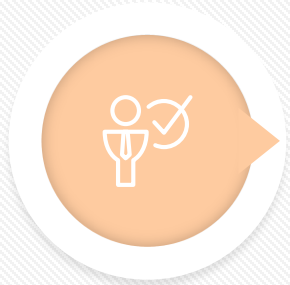


Granular Buy, Hold or Sell (TV)

Model Demonstrates Opportunity To Spend 2x More on TV with minor adjustments



Messaging & Creative



Free Retirement Planner



Sign Up In Seconds



Sign Up Now



Recommendation

- 1 Increase rotation for 'Sign Up Now'
- 2 Test 'Sign Up Now' CTA with other banners

CPI = Creative performance based on a viewable CPM.

Return on Future Investments

How much more can be spent and what will be the results?



Increase Rotation for Top Creative



Shift budget in Digital as shown



Increase budget in TV

Expected Quarterly Impact

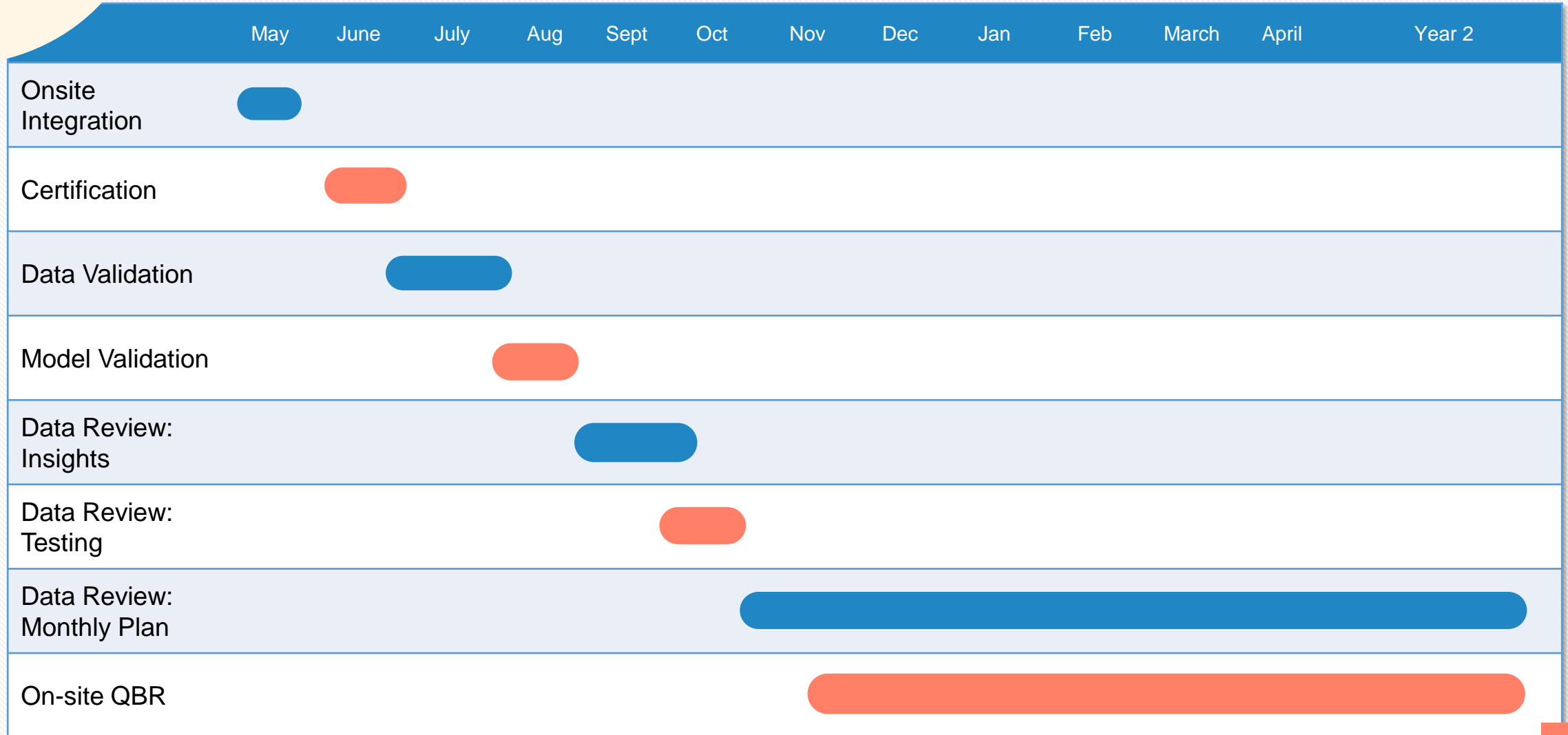
18,750

incremental KPI's

\$7M

incremental gross margin dollars

Attribution 2.0





Expectations

5%

budget towards measurement

15%

savings or incremental conversions

6 x

incremental return



Thank You

Jeff Greenfield
Chief Attribution Officer

jeff@c3metrics.com