

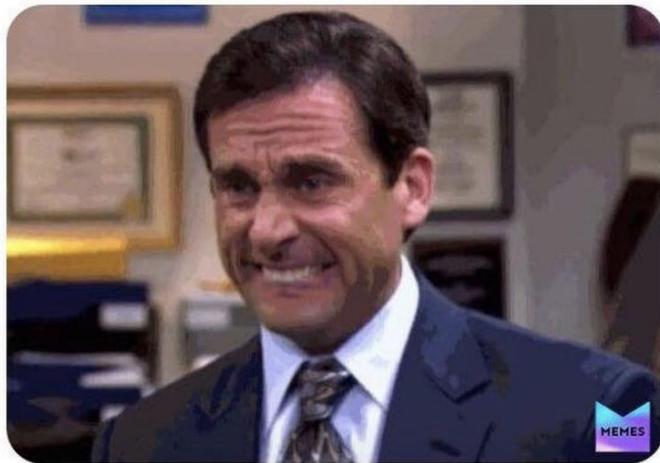
EMBRACING DISRUPTION FROM THE INSIDE OUT



Time traveler: What year is it?

Me: 2020

Time traveler:



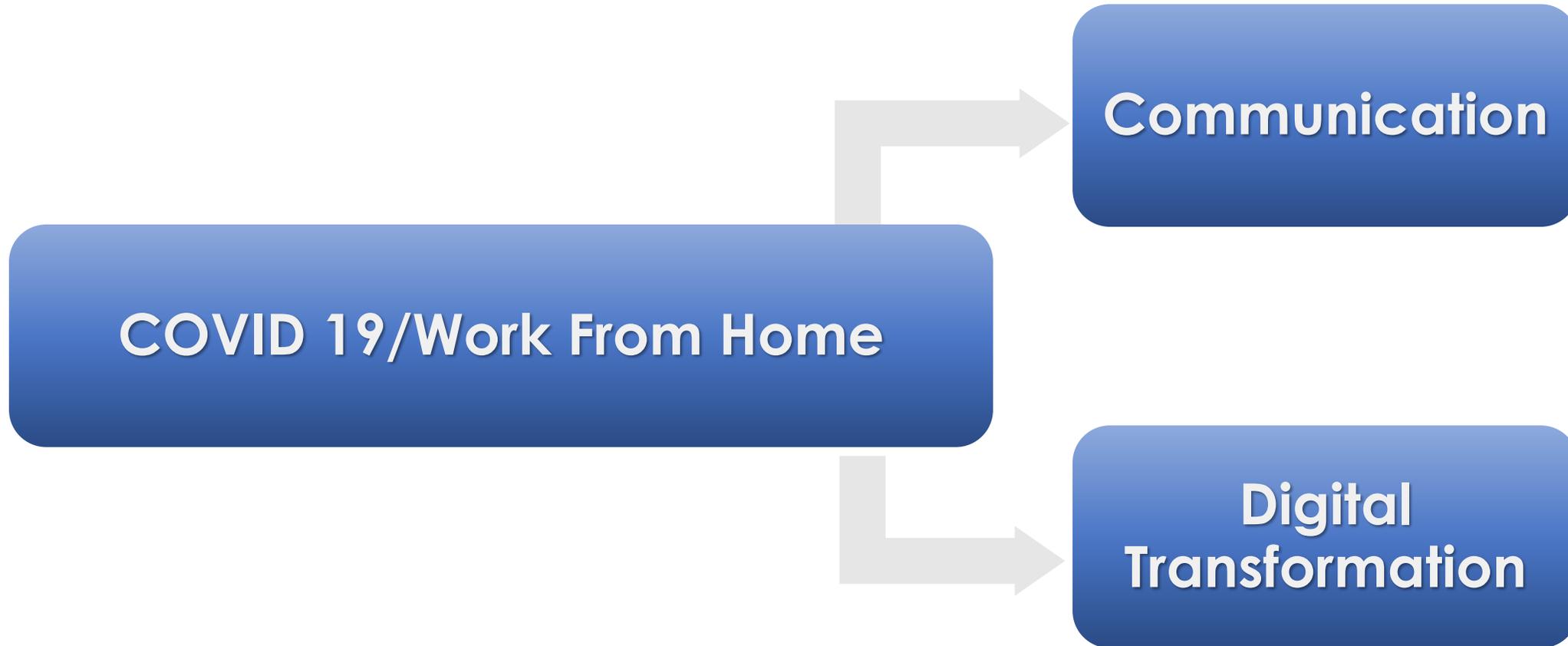
MY PLANS 2020



2020 every second



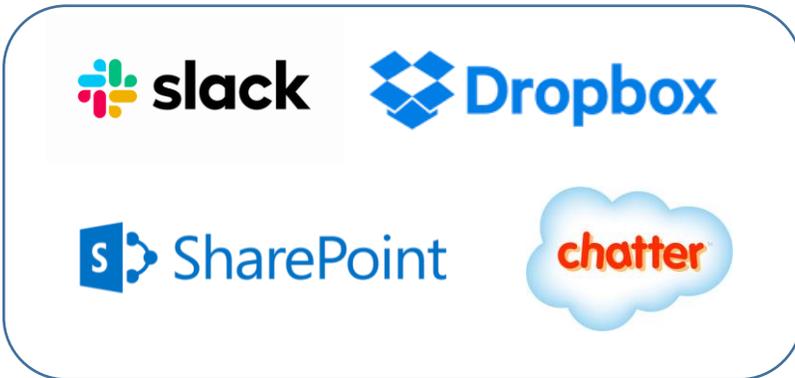
Corporate Disruption



Enterprise Solutions

Communication

- Migration to Office 365 – Teams
- Slack, SharePoint, Dropbox, Chatter
- Daily & Weekly Corporate Newsletter



Digital Transformation

- Optics – Proprietary UI For Campaign Performance
- Datorama Data Visualization.



Campaign Optimizer

Client - Product: **G2G - Good2Go Auto Insurance (NATL)**

Week of: **09-07-2020** | Buying Demo: **Persons 18+** | Quality Target: **⊕**

SPEND V LW -10.6% \$68,015 v \$76,089	CLEARANCE WTD 45.7%	CPM V LW -1.5% \$1.89 v \$1.92	CPM VS ESTIMATE WTD -31.3% \$1.89 v \$2.76	AUDIENCE V LW +1.8% 4W +3.7%	POTENTIAL V LW +16.3% +78.3% v 67.3%	QUALITY V LW +2.1% 109 v 106
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Chart settings

Campaigns

Competitors

Average audience: **4 W**

Estimated Imp.

LEGEND

- Audience
- Cleared Airings
- Estimated Impressions
- Avg. Audience
- Avg. Audience Range
- Other Campaigns Airings
- Competitor Airings



Buyline filters

Network: **BABY**

Buyline: **[Empty]**

Daypart: **[Empty]**

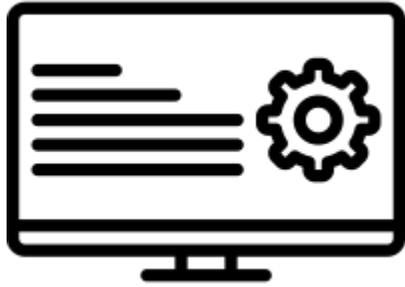
Length: **[Empty]**

Booked

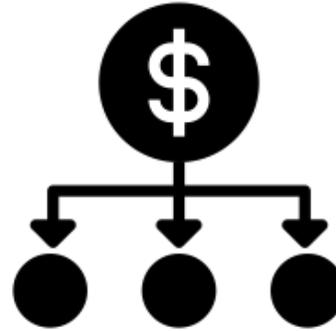
Clear filters

							CLEARANCE			BUYING CPM			RESPONSE		TARGET CPM		AUDIENCE		
Network	Rotator	Day Part	Length	Rate	Spend	Booked	Cleared	%	CPM	vs EST	vs LW	CPR index	tCPM	vs. LW	Velocity	Quality	Potential	tRate	vs. Actual
BABY	T-Su 12a-3a	Late Fringe	015	\$10.00	\$50	5	5	100.0%	\$3.85	169.2%	-	98	\$2.09	-	19.6% ^	184	65.0%	\$10.44	4.4%
BABY	T-Su 12a-3a	Late Fringe	030	\$20.00	\$200	10	10	100.0%	\$3.70	29.6%	-	85	\$2.01	-	19.6% ^	184	135.0%	\$21.31	6.5%
BABY	M-Su 6a-5:59a	Run of Schedule	015	\$0.00	\$0	10	0	0.0%	\$0	-	-	-	\$0	-	4.3% ^	-	0.0%	\$0.00	-
BABY	M-Su 6a-5:59a	Run of Schedule	030	\$0.00	\$0	23	23	100.0%	\$0.00	-	-	100	\$0.00	-	4.3% ^	184	27.5%	\$0.00	-
BABY	T-Su 8a-8p	Daytime	015	\$25.00	\$450	18	18	100.0%	\$0.91	-1.8%	-	88	\$0.49	-	-5.7% v	184	83.3%	\$27.06	8.2%
BABY	T-Su 8a-8p	Daytime	030	\$50.00	\$1,800	36	36	100.0%	\$1.75	-5.6%	-	78	\$0.95	-	-5.7% v	184	86.7%	\$53.04	6.1%
BABY	T-Su 8p-12a	Prime Time	030	\$50.00	\$1,800	36	36	100.0%	\$3.07	-1.7%	-	69	\$1.67	-	47.2% ^	184	77.5%	\$51.29	2.6%
BABY	T-Su 8p-12a	Prime Time	015	\$25.00	\$175	18	7	38.9%	\$1.11	-28.7%	-	89	\$0.61	-	47.2% ^	184	106.8%	\$28.13	12.5%

Marketplace Trends



Accelerated Shift To
Programmatic Buying



Media Plan
Diversification



Push For Transparency & Real
Time Access to Data



Active's Private Marketplace



Premium Inventory



Easy Implementation



Media Savings



On Your Terms

Platform Innovation



#1 platform for grocery, dry goods, & food & beverage delivery as 2020 has shifted customers shopping behaviors



Optimal social platform to #Launch Something New, #Connect with What's Happening Now, or #Engage in a conversation

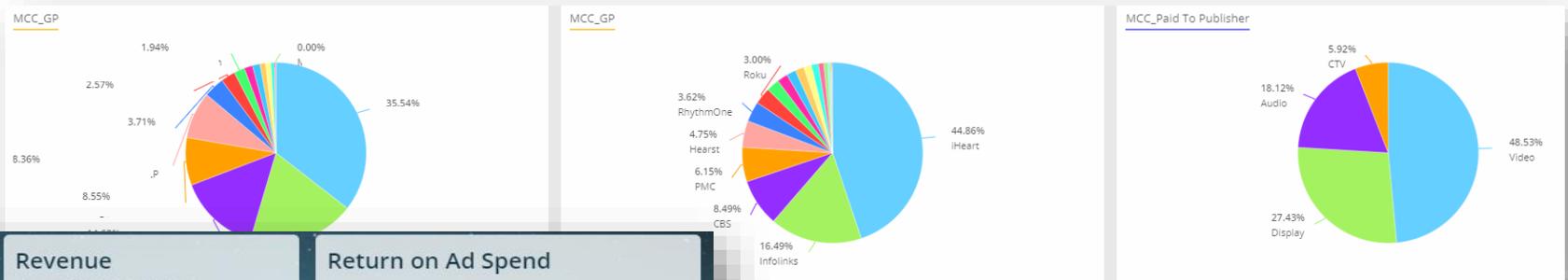


Flexible Self-Serve Buying Models & Savings Opportunities



Innovation Through Gen Z & Millennial Reach

Make a connection; a new trend; the news; someone's day. Make TikToks.



Media Cost
\$85,420.63
(Previous Day: \$85,960.03)
▼ -0.63% (\$-539.40)

Purchases
28,426
(Previous Week: 28,057)
▲ 1.32% (369)

Revenue
\$3,295,299.93
(\$3,263,991.01)
▲ 0.96% (\$31,308.92)

Return on Ad Spend
38.6
(Previous Week: 39.6)
▼ -2.51% (-1.0)

Vendor Comparison

Vendors	#	% Share of Total Media Cost	#	% Share of Total Total Revenue
Search		29.41 %		15.71 %
Social		27.84 %		28.87 %
Programmatic		22.75 %		27.13 %
Amazon		19.99 %		28.29 %
Total		100 %		100 %

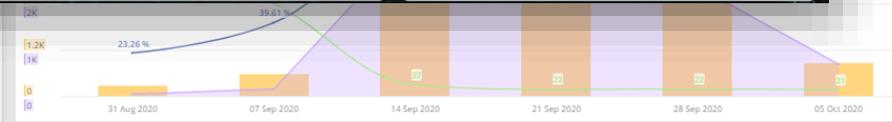
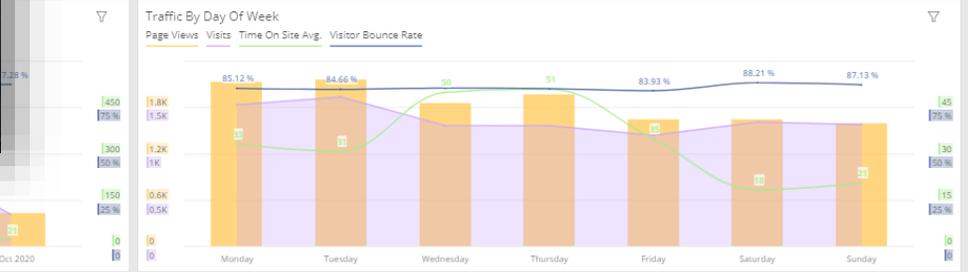
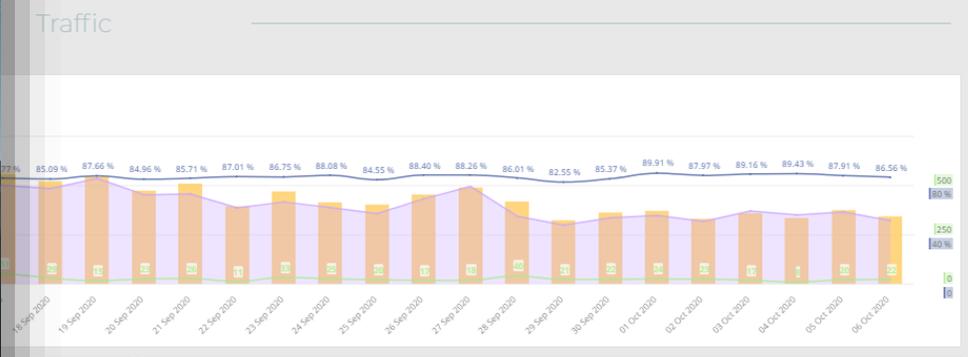


Google Analytics

Time On Site Avg. (sec)
34
(Previous Month: 497)
▼ -93.20%

Visitor Bounce Rate
85.62 %
(Previous Month: 23.26 %)
▲ 268.15%

Daily Visitors
9K
(Previous Month: 24)
▲ 38,433.33%



Where Do People Consume My Site?

THANK YOU



Contact Information



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