



2020 ANA VIRTUAL NONPROFIT CONFERENCE

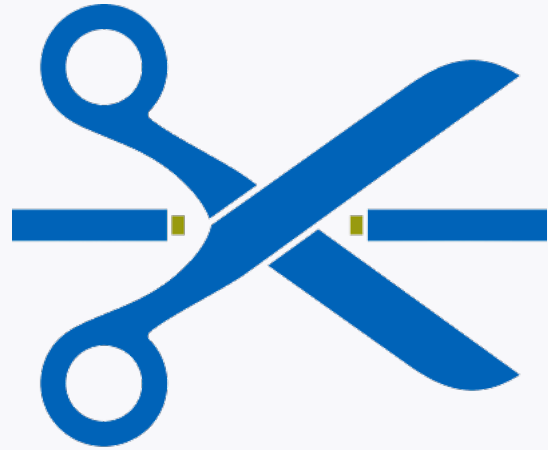
AUGUST 5-6



#ANAnonprofit

EXPANDING REACH & SCALING IMPACT THROUGH CONNECTED TV

WHY CONNECTED TV NOW?



Cord Cutting

Nearly two-thirds of U.S. households don't have cable or plan to cut the cord to linear TV this year.



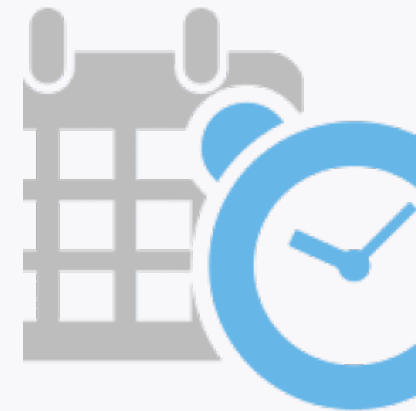
Live Sports

Suspension of live sports are leaving a hole in potential reach through traditional linear TV channels.



Increased Inventory

Consumer streaming trends resulting in part from COVID-19 have led to a 54% increase in available inventory from April 2019 to April 2020.

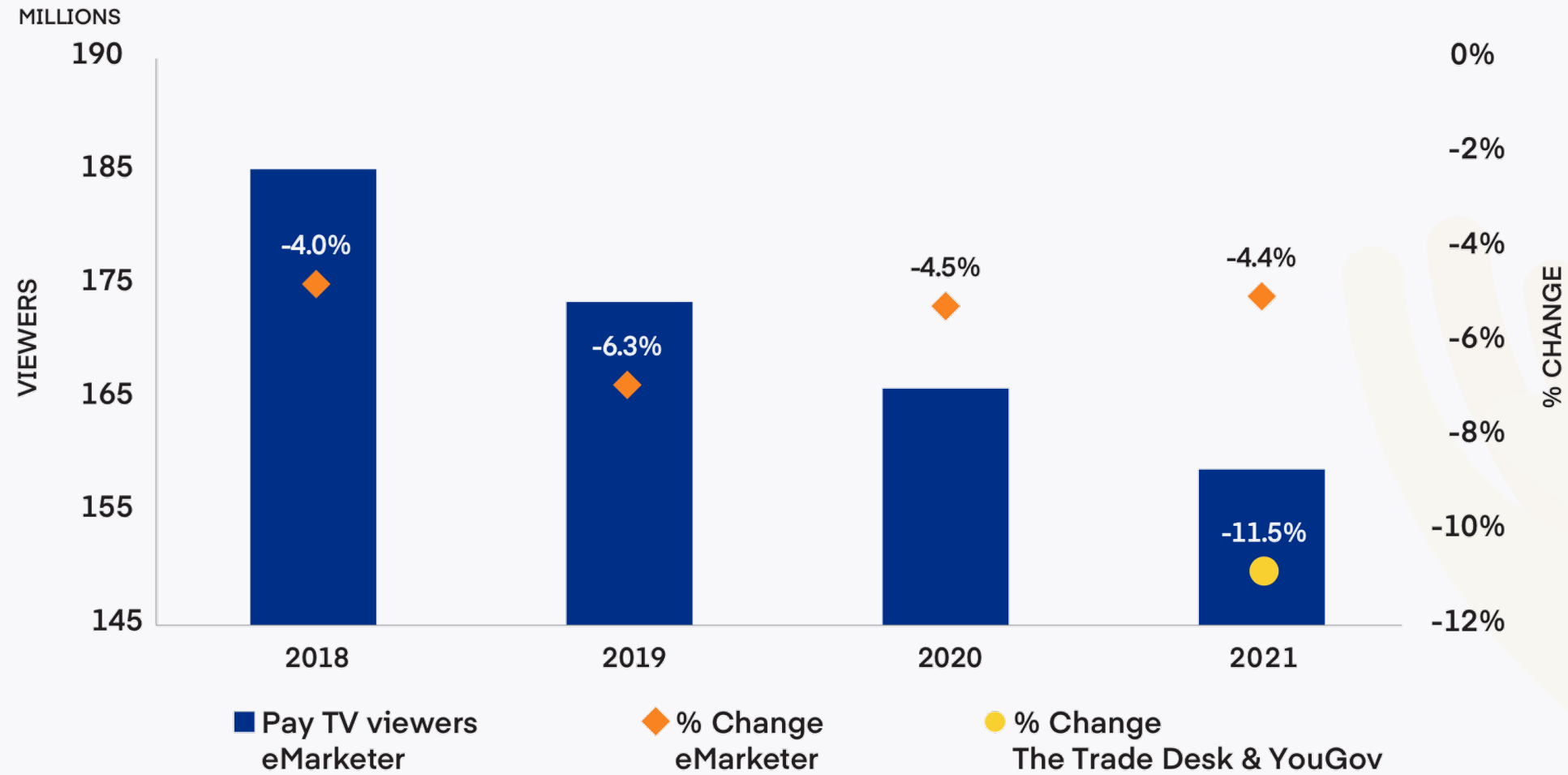


Frequency

Data-driven Connected TV allows advertisers a new level of precision in TV buying with audience level frequency capping and household geographic targeting now possible.

SHIFT FROM TRADITIONAL TV

U.S. Pay TV Viewers & % Change



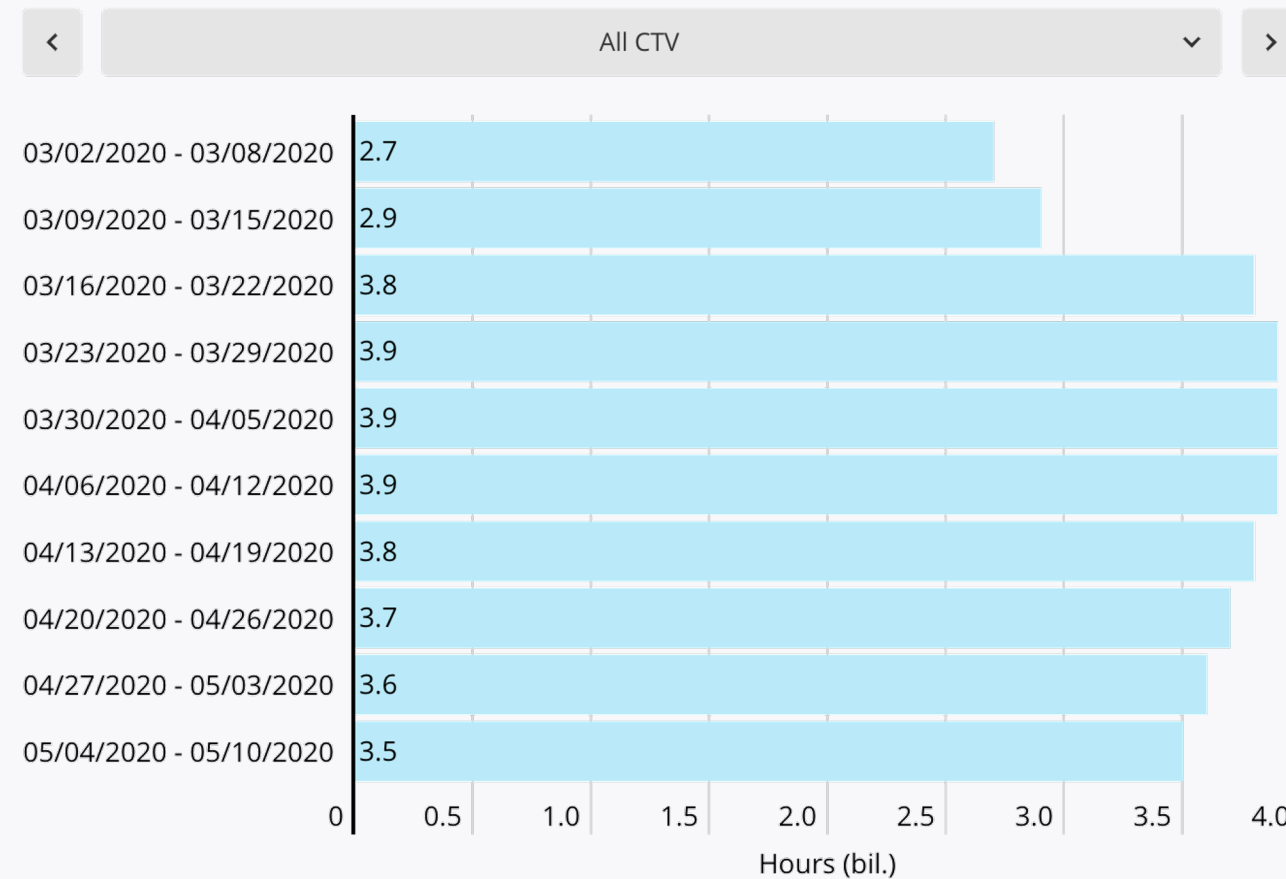
Source: eMarketer, February 2020; The Trade Desk & YouGov survey, April 2020

GROWTH OF CTV

CTV USAGE IS ON THE RISE AS CONSUMERS SPEND MORE TIME INSIDE



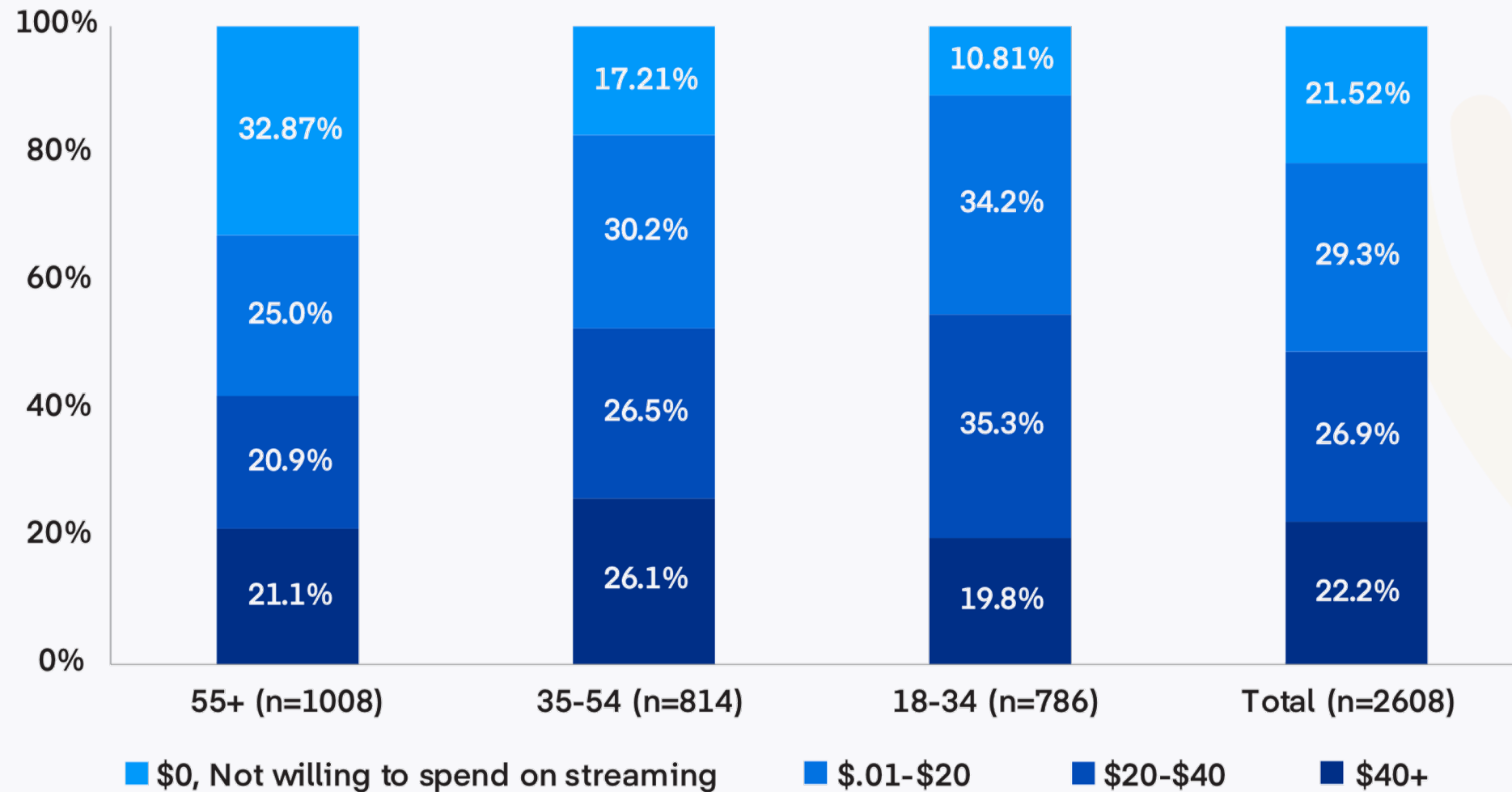
Among persons 2+



GROWTH OF CTV

Max Willing To Spend On Streaming Services — By Age

What is the maximum amount of money you or your household are willing to spend on TV streaming services, in TOTAL per month



Unweighted base: US adults with at least one screen for TV content (2608)
Source: The Trade Desk & YouGov Survey

CTV/OTT vs. Linear TV

Pros & Cons

Linear TV	Connected TV/OTT
<ul style="list-style-type: none">• High cost of entry• Call center• Creative distribution• Post log verification	<ul style="list-style-type: none">• Lower cost of entry• Drive to web• Efficient testing• Real time insights



Audience Targeting

Who They Are

- *Demographic*
- *Behavioral*



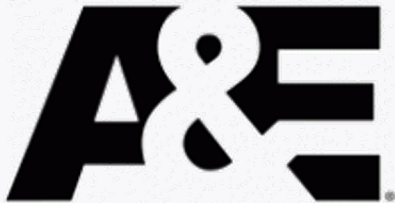
What They Are Watching

- *Genre/Language*
- *Rating*



How/When They are Watching

- *Channel/Station/Application*
- *Daypart*

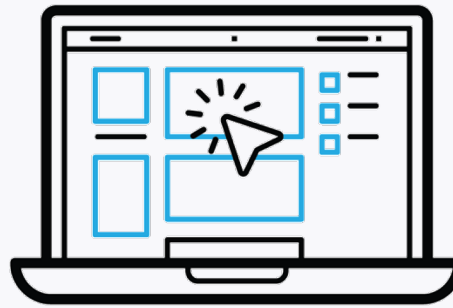


INTEGRATED EXPERIENCE

Sees Connected TV Ad



Visits Website



Gets Re-Targeted with Display & Video Ads Across Devices



Returns to Site and Converts

CREATIVE CONSIDERATIONS

Number of creative treatments

- Try to have 2 to 3 different creatives in market at any given time to weigh performance

Length of spots

- Recommend running each creative treatment in multiple lengths
- Typical lengths are :15, :30, :60
- We have found that Click-through rate typically increases as spots get longer

Response Mechanisms

- Lower third or end slate
- Phone number, vanity url, text option



As Seen On (C)TV

Performance Highlights

36-month break even goal

2-month break even campaign to date

20% increased ROI since March (Covid-19 influence)

Over 1,000 new monthly donors delivered



THE END



2020 ANA VIRTUAL NONPROFIT CONFERENCE

AUGUST 5-6



#ANAnonprofit