Simpli.fi CTV

Executive Summary & Capabilities Overview

Simpli.fi

Agenda

Simpli.fi Overview

Challenges with Linear Buying

Simpli.fi CTV Benefits

Workflow Solutions

Case Study

330
Employees

450+
Clients

30K+
Active Advertisers

130K+
Monthly Campaigns

26K
CTV Campaigns
2019

160%
CTV YOY Growth
2020

The Industry-Leading CTV Platform

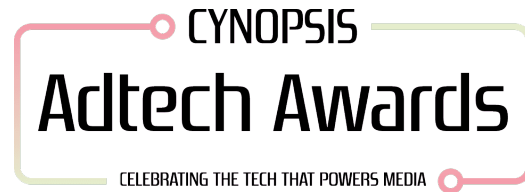Managed-Service | Self-Service | Hybrid-Service | API

2020 AdExchanger Awards

Best TV Advertising Technology
Category: Tech Provider

Simpli.fi's OTT/CTV Advertising Solution:
The Most Advanced Solution in the Market

2020 Cynopsis AdTech Awards

CYNOPSIS
Adtech Awards
CELEBRATING THE TECH THAT POWERS MEDIA

**Most Innovative Implementation
of Addressable**

Simpli.fi's Addressable OTT/CTV Advertising Solution Drives In-Store
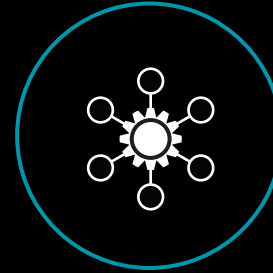Foot Traffic to 788 Convenience Store Locations
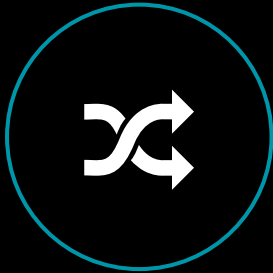
Common Challenges When Planning Linear

Linear Ratings in Decline

Growth Of Cord Cutters / Nevers

Emergence of Multiple Device Viewing

Flexibility / Agility Limitations

Attribution Limitations

Limitations with Designated TV Market or Sub Market Planning at Scale

How Simpli.fi CTV Can Help

Massive Reach
(90%+ of All AVOD Homes)

Deduplicated Incremental
Reach to the Linear Buy

Access to Premium Inventory

Advanced Targeting &
Measurement

Household Level Frequency
Control across All Suppliers

24-48 Hour Campaign Go Live from
When Creative is Received

Immediate Daily Delivery and
Attribution Reporting Available

CTV Inventory Available On a
Designated TV Market or Sub TV
Market Basis – 100% in Demo

Household Targeting
Available in All Designated
TV Market Nationwide
regardless of MVPD

100% In-Market Delivery Guarantee

Simpli.fi Delivers Scale and Targeting In All 210 TV Market Across the US

Simpli.fi reaches 90% of US households using Advertising Supported Video On Demand (AVOD)

100% of Chicago TV Market HH's
3,251,370

100% of New York TV Market HH's
7,100,300

100% of Philadelphia Nielsen HH's
2,816,850

100% of Los Angeles TV Market HH's
5,145,350

100% of DFW TV Market HH's
2,622,070
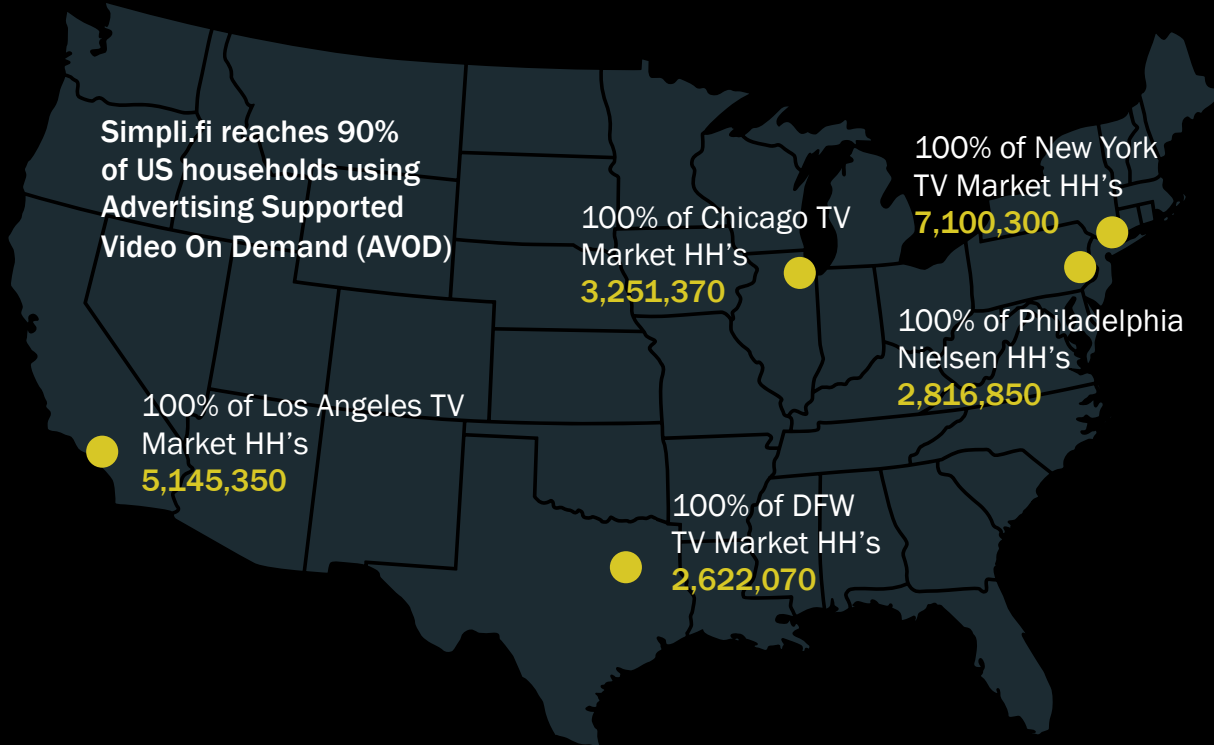
Simpli.fi allows you to refine your audience using 500+ variables to find the household you want.

- Purchase History
- Education
- Locations Visited
- Life Events
- Gender
- Age
- Intent / Interest
- Household Composition
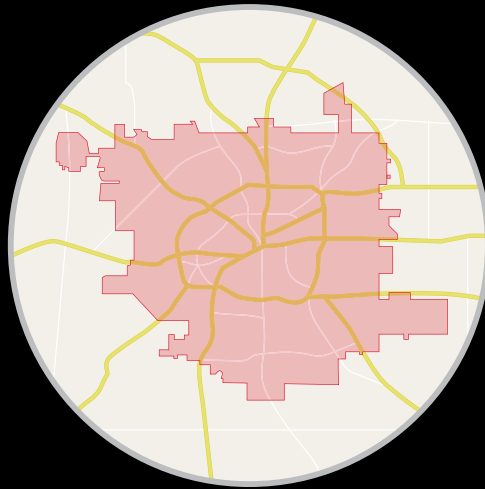- Credit Tiers
- Income / Finance

Simpli.fi see's more than 120 million households in all 210 Designated TV Markets at 100% in demo delivery.

Execute with Scale

Execute 100% In Demo

Execute with Ease

Designated TV Market - Custom Audience Example

Target	XYZ Total Users/Households
Inventory Recommendation	XYZ Total Users/Households
Spend Recommendation	XYZ Total Users/Households
Frequency	XYZ Total Users/Households
Unique Users	XYZ Total Users/Households
Audience	XYZ Total Users/Households
Reach	XYZ Total Users/Households
GRP	XYZ Total Users/Households
CPRP	XYZ Total Users/Households
CPP	XYZ Total Users/Households
CPM Recommendation	XYZ Total Users/Households

Connected TV Inventory

Simpli.fi is actively curating the highest quality AVOD CTV inventory available via comprehensive multi-faceted approach for single source activation

Broadcaster Direct / Thousands of PMPs / The Most Trusted SSPs

Access to Premium Publishers

HISTORY · A&E · Lifetime · Trvl CHANNEL · newsy · pluto tv

TLC · CBS Interactive · Discovery · HGTV HOME & GARDEN · popcornflix

Access to Trusted CTV SSP Integrations
Full Frequency Controls Across All Suppliers

BEACHFRONT · FREEWHEEL · Google · INDEX EXCHANGE · INMOBI

Magnite · Nexstar DIGITAL · OpenX · PILOT · PubMatic

smaato · SPOTX · sovrn · verizon media · xandr

Vertical Packages

Network/Premium
Lifetime, HGTV, A&E, Discovery, Bravo!, Fox, TNT, VH1, ABC, Fox Sports, FX, TBS, Food Network

Sports
ESPN, Fox Sports, NFL, NHL, Sling Sports, Roku Sports, ESPN Deportes, Golf Channel, Tennis Channel, NBA, MLB, Fubo TV

News: National and Local
NBC News, Fox, CNBC, CNN, Bloomberg, ABC News, Fox Business, Newsy, BBC, USA Today

Food/Recipes
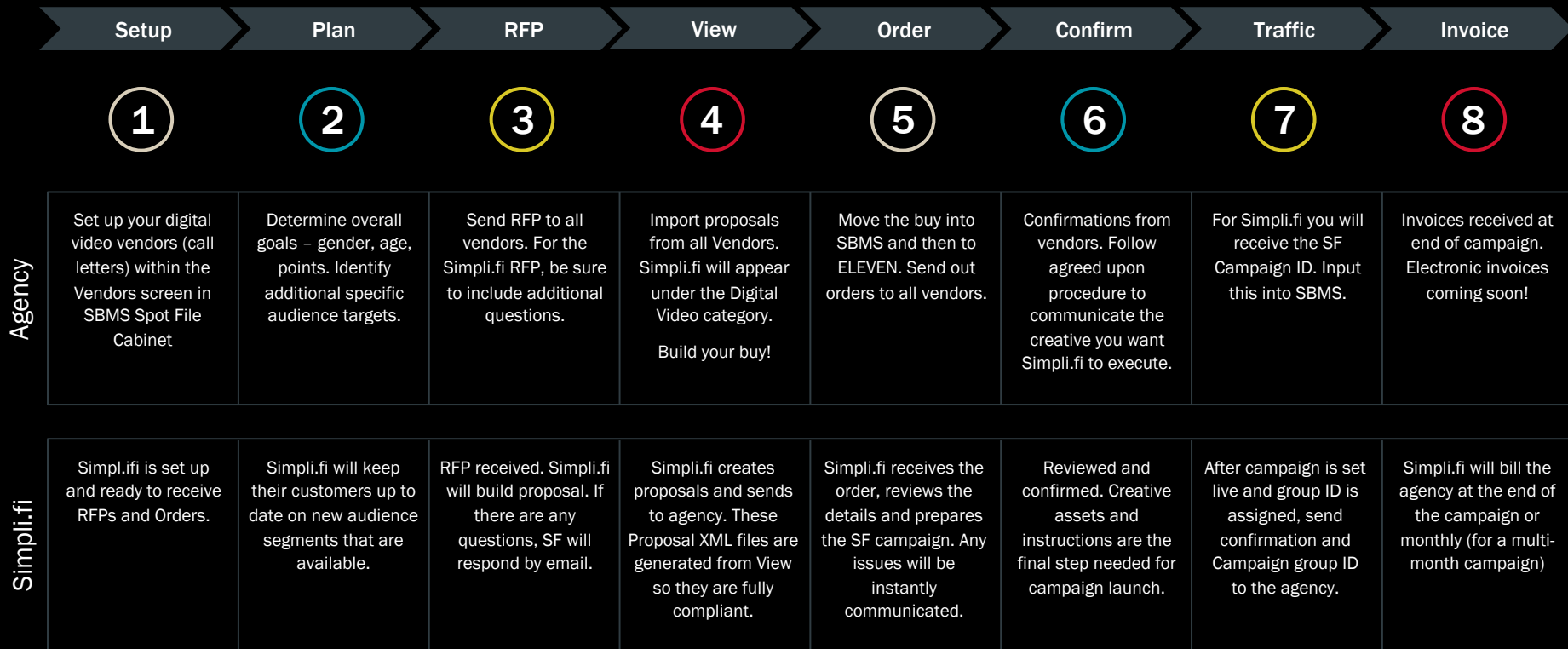Food Network, Cooking Channel, Science of Grilling, TasteMade, iFood, Better Home Recipes

Home and Garden
HGTV, Home Channel, Gardening Tips, DIY, Gardening TV, The Home Source, Vegetable Garden

Hispanic
Univision, Telemundo, Pongalo, El Comerico, Telecinco, ABC.es, Latin Times, El Universal, Futbol, Acento, El Observador, CDN Sports MAX

Strata Integrated Video Workflow – TV & OTT

Setup	Plan	RFP	View	Order	Confirm	Traffic	Invoice
1	**2**	**3**	**4**	**5**	**6**	**7**	**8**

Agency

Setup	Plan	RFP	View	Order	Confirm	Traffic	Invoice
Set up your digital video vendors (call letters) within the Vendors screen in SBMS Spot File Cabinet	Determine overall goals – gender, age, points. Identify additional specific audience targets.	Send RFP to all vendors. For the Simpli.fi RFP, be sure to include additional questions.	Import proposals from all Vendors. Simpli.fi will appear under the Digital Video category. Build your buy!	Move the buy into SBMS and then to ELEVEN. Send out orders to all vendors.	Confirmations from vendors. Follow agreed upon procedure to communicate the creative you want Simpli.fi to execute.	For Simpli.fi you will receive the SF Campaign ID. Input this into SBMS.	Invoices received at end of campaign. Electronic invoices coming soon!

Simpli.fi

Setup	Plan	RFP	View	Order	Confirm	Traffic	Invoice
Simpl.ifi is set up and ready to receive RFPs and Orders.	Simpli.fi will keep their customers up to date on new audience segments that are available.	RFP received. Simpli.fi will build proposal. If there are any questions, SF will respond by email.	Simpli.fi creates proposals and sends to agency. These Proposal XML files are generated from View so they are fully compliant.	Simpli.fi receives the order, reviews the details and prepares the SF campaign. Any issues will be instantly communicated.	Reviewed and confirmed. Creative assets and instructions are the final step needed for campaign launch.	After campaign is set live and group ID is assigned, send confirmation and Campaign group ID to the agency.	Simpli.fi will bill the agency at the end of the campaign or monthly (for a multi-month campaign)

Integrated into the Strata Workflow for Ease of Use

Simpli.fi Inventory | **Cross-Media Campaign Totals** | **Simpli.fi Totals**

All-Wks Avrg

	Notes	Unit $	Clt Net Rate $	DP Code	Unit/Wk	Start Date	End Date	Wk 1 Mon 4/6 '20	Wk 2 Mon 4/13 '20	Wk 3 Mon 4/20 '20	Wk 4 Mon 4/27 '20	Wk 5 Mon 5/4 '20	Wk 6 Mon 5/11 '20	Wk 7 Mon 5/18 '20	Wk 8 Mon 5/25 '20	Prog Name	Rtg	Imp (000)	Net CPM Imp	GIMP (000)	GRP	CPM (000)	Unit Tot	Rch %	Freq	Unit Tot	Tot $	Pop
																Wk 1 - Wk 8 — Adults 18-49												
Total		1674	127255					9	9	10	12	9	9	9	9		1.4	7647	14.14	7647	104.9	16.58	76	29.8%	3.5	76	127255	7298159
New York Nov19 DMA Digital Video Live Only		347	11097					4	4	4	4	4	4	4	4		0.2	400	23.58	400	4.8	26.67	32	2.8%	2.0	32	11097	7298159
SFNY-DV		347	11097														0.2	400	23.58	400	4.8	26.67	32	2.8%	2.0	32	11097	7298159
M-Su 3a-2:59a	HHI $75k	300	300	RT	1	4/6/20	5/31/20	1	1	1	1	1	1	1	1	»CTV	»0.1	»10	25.50	80	0.8	30.00	8	0.9%	1.2	8	2400	7298159
M-Su 3a-2:59a	registered voters	300	300	RT	1	4/6/20	5/31/20	1	1	1	1	1	1	1	1	»CTV	»0.1	»10	25.50	80	0.8	30.00	8	0.9%	1.2	8	2400	7298159
M-Su 3a-2:59a		540	540	RT	1	4/6/20	5/31/20	1	1	1	1	1	1	1	1	»Mobile in app	»0.3	»20	22.95	160	2.4	27.00	8	1.8%	1.2	8	4320	7298159
M-Su 3a-2:59a		247	247	RT	1	4/6/20	5/31/20	1	1	1	1	1	1	1	1	»Desktop/Mobile	»0.1	»10	21.00	80	0.8	24.71	8	0.9%	1.2	8	1977	7298159
New York Nov19 DMA Custom Live+1		2640	116158					5	5	6	8	5	5	5	5		2.3	7247	13.62	7247	100.1	16.00	44	27.7%	3.6	44	116158	7298159
WNBC-TV		2374	42725					2	2	2	2	2	2	2	2	NBC	1.9	2457	14.78	2457	34.2	17.45	18	9.6%	3.5	18	42725	7298159
M-F 11p-11:30p		2047	2047	RT	1	4/6/20	5/31/20	1	1	1	2	1	1	1	1	»News	»1.9	»136	12.75	1228	17.1	15.05	9	8.2%	2.0	9	18425	7298159
W 8p-9p		2700	2700	RT	1	4/6/20	5/31/20	1	1	1	2	1	1	1	1	»News	»1.9	»136	16.82	1228	17.1	19.85	9	6.6%	2.5	9	24300	7298159
WABC-TV		3778	64221					2	2	3	2	2	2	2	2	ABC	3.4	4176	13.07	4176	57.8	15.36	17	16.7%	3.4	17	64221	7298159
M-F 11p-11:30p		4913	4913	RT	1	4/6/20	5/31/20	1	1	1	2	1	1	1	1	»News	»3.4	»246	17.00	2211	30.6	19.97	9	13.1%	2.3	9	44221	7298159
Tu 8p-10p		2500	2500	RT	1	4/6/20	5/31/20	1	1	2	1	1	1	1	1	»News	»3.4	»246	8.65	1965	27.2	10.16	8	12.0%	2.2	8	20000	7298159
WCBS-TV		1024	9212					1	1	1	1	1	1	1	1	CBS	0.9	614	12.75	614	8.1	15.05	9	4.1%	2.1	9	9212	7298159
M-F 11p-11:30p		1024	1024	RT	1	4/6/20	5/31/20	1	1	1	2	1	1	1	1	»News	»0.9	»68	12.75	614	8.1	15.05	9	4.1%	2.1	9	9212	7298159

Simpli.fi Designated TV Market Call Letters

Market	Code	Market	Code	Market	Code	Market	Code	Market	Code	Market	Code
Abilene-Sweetwater	SFAB	Chattanooga	SFCN	Hartford & New Haven	SFHC	Minneapolis-St. Paul	SFMS	Sioux City	SFSI
Albany, GA	SFAL	Colorado Springs-Pueblo	SFCO	Helena	SFHE	Missoula	SFMT	St. Joseph	SFSJ
Amarillo	SFAM	Champaign&Sprngfld-Decatur	SFCQ	Harrisonburg	SFHL	Milwaukee	SFMW	Salisbury	SFSL
Anchorage	SFAN	Chico-Redding	SFCR	Honolulu	SFHO	Monroe-El Dorado	SFMX	Springfield-Holyoke	SFSM
Johnstown-Altoona-St Colge	SFAO	Columbia, SC	SFCS	Huntsville-Decatur (Flor)	SFHU	Nashville	SFNA	South Bend-Elkhart	SFSN
Alpena	SFAP	Charleston-Huntington	SFCU	Harlingen-Wslco-Brnsvl-Mca	SFHW	Norfolk-Portsmth-Newpt Nws	SFNF	Springfield, MO	SFSO
Albuquerque-Santa Fe	SFAQ	Charlottesville	SFCV	Houston	SFHX	New Orleans	SFNO	St. Louis	SFSR
Albany-Schenectady-Troy	SFAS	Cheyenne-Scottsbluf	SFCW	Idaho Fals-Pocatllo(Jcksn)	SFIF	North Platte	SFNP	Monterey-Salinas	SFSS
Atlanta	SFAT	Corpus Christi	SFCX	Indianapolis	SFIN	New York	SFNY	San Antonio	SFST
Augusta-Aiken	SFAU	Dallas-Ft. Worth	SFDA	Jackson, MS	SFJA	Odessa-Midland	SFOD	Sioux Falls(Mitchell)	SFSU
Alexandria, LA	SFAX	Detroit	SFDE	Jackson, TN	SFJC	Oklahoma City	SFOK	Savannah	SFSV
Austin	SFAZ	Des Moines-Ames	SFDM	Jacksonville	SFJK	Omaha	SFOM	Spokane	SFSW
Bakersfield	SFBA	Meridian	SFDN	Jonesboro	SFJN	Orlando-Daytona Bch-Melbrn	SFOR	San Angelo	SFSX
Bend, OR	SFBD	Dayton	SFDO	Joplin-Pittsburg	SFJP	Ottumwa-Kirksville	SFOT	Syracuse	SFSY
Beaumont-Port Arthur	SFBE	Davenport-R.Island-Moline	SFDR	Juneau	SFJU	Paducah-Cape Girard-Harsbg	SFPD	Shreveport	SFSZ
Bangor	SFBG	Dothan	SFDT	Kansas City	SFKC	Peoria-Bloomington	SFPE	Tallahassee-Thomasville	SFTA
Binghamton	SFBH	Duluth-Superior	SFDU	Knoxville	SFKX	Panama City	SFPF	Tri-Cities, TN-VA	SFTC
Billings	SFBI	Denver	SFDV	Los Angeles	SFLA	Philadelphia	SFPH	Toledo	SFTD
Bluefield-Beckley-Oak Hill	SFBL	Eureka	SFEK	Lubbock	SFLB	Pittsburgh	SFPI	Terre Haute	SFTE
Birmingham (Ann and Tusc)	SFBM	El Paso (Las Cruces)	SFEL	Lake Charles	SFLC	Parkersburg	SFPK	Tulsa	SFTK
Minot-Bsmrck-Dcknsn(Wlstn)	SFBN	Elmira (Corning)	SFEN	Lexington	SFLE	Portland-Auburn	SFPM	Topeka	SFTP
Boston (Manchester)	SFBO	Erie	SFER	Lafayette, IN	SFLF	Portland, OR	SFPO	Traverse City-Cadillac	SFTR
Burlington-Plattsburgh	SFBP	Eugene	SFEU	Lincoln & Hastings-Krny	SFLH	Presque Isle	SFPQ	Tampa-St. Pete (Sarasota)	SFTS
Baton Rouge	SFBR	Evansville	SFEV	Lima	SFLI	Palm Springs	SFPS	Tucson (Sierra Vista)	SFTU
Boise	SFBS	Fairbanks	SFFB	Lansing	SFLM	Providence-New Bedford	SFPV	Twin Falls	SFTW
Baltimore	SFBT	Flint-Saginaw-Bay City	SFFL	La Crosse-Eau Claire	SFLO	Phoenix (Prescott)	SFPX	Tyler-Longview(Lfkn&Ncgd)	SFTY
Buffalo	SFBU	Fargo-Valley City	SFFM	Little Rock-Pine Bluff	SFLP	Quincy-Hannibal-Keokuk	SFQH	Utica	SFUT
Bowling Green	SFBW	Fresno-Visalia	SFFR	Laredo	SFLR	Rapid City	SFRC	Victoria	SFVI
Biloxi-Gulfport	SFBX	Ft. Smith-Fay-Sprngdl-Rgrs	SFFS	Hattiesburg-Laurel	SFLT	Raleigh-Durham (Fayetvlle)	SFRD	Waco-Temple-Bryan	SFWA
Butte-Bozeman	SFBZ	Ft. Myers-Naples	SFFT	Louisville	SFLU	Reno	SFRE	Wilkes Barre-Scranton-Hztn	SFWB
Casper-Riverton	SFCA	Ft. Wayne	SFSF	Las Vegas	SFLV	Richmond-Petersburg	SFRI	Wichita-Hutchinson Plus	SFWC
Columbus, OH	SFCB	Gainesville	SFGA	Lafayette, LA	SFLY	Rockford	SFRK	Washington, DC (Hagrstwn)	SFWD
Charleston, SC	SFCC	Green Bay-Appleton	SFGB	Macon	SFMA	Rochestr-Mason City-Austin	SFRM	West Palm Beach-Ft. Pierce	SFWE
Cedar Rapids-Wtrlo-IWC&Dub	SFCE	Glendive	SFGD	Madison	SFMD	Rochester, NY	SFRN	Wheeling-Steubenville	SFWH
Columbus-Tupelo-W Pnt-Hstn	SFCF	Greenwood-Greenville	SFGG	Medford-Klamath Falls	SFME	Roanoke-Lynchburg	SFRO	Wichita Falls & Lawton	SFWI
Columbus, GA (Opelika, AL)	SFCG	Greensboro-H.Point-W.Salem	SFGH	Montgomery-Selma	SFMG	Sacramnto-Stkton-Modesto	SFSA	Wilmington	SFWN
Chicago	SFCH	Grand Rapids-Kalmzoo-B.Crk	SFGK	Miami-Ft. Lauderdale	SFMI	Santabarbra-Sanmar-Sanluob	SFSB	Wausau-Rhinelander	SFWR
Cincinnati	SFCI	Great Falls	SFGL	Mankato	SFMN	Salt Lake City	SFSC	Watertown	SFWT
Columbia-Jefferson City	SFCJ	Greenville-N.Bern-Washngtn	SFGN	Mobile-Pensacola (Ft Walt)	SFMO	San Diego	SFSD	Yakima-Pasco-Rchlnd-Knnwck	SFYA
Charlotte	SFCK	Grand Junction-Montrose	SFGR	Memphis	SFMP	Seattle-Tacoma	SFSE	Yuma-El Centro	SFYE
Clarksburg-Weston	SFCL	Greenvll-Spart-Ashevll-And	SFGS	Marquette	SFMQ	San Francisco-Oak-San Jose	SFSF	Youngstown	SFYU
Cleveland-Akron (Canton)	SFCM	Harrisburg-Lncstr-Leb-York	SFHB	Myrtle Beach-Florence	SFMR	Sherman-Ada	SFSH	Zanesville	SFZA

Simpli.fi Ensures Brand Safe Delivery

Guaranteed In Market Delivery

95%+ Average Completion Rate

Fraud and 3rd Party Partners To Confirm Viewability, Attribution, etc.

IAS Integral Ad Science | MOAT | DV DoubleVerify | iab.

Localized Reporting & Insights

Most demand-side platforms report on performance at the Segment level. Simpli.fi is the only programmatic platform that can execute nationwide addressable campaigns while producing hyper-local conversion reporting (Zip+4) and Multi-location level visitation conversions and lift reporting

Real-time Foot Traffic Attribution And Lift Reporting For Any Size Campaign

Reporting can be deployed on all campaigns including OTT/CTV.

- Store-level reporting for campaigns that range from one location to thousands
- Will support Cuebiq & Placed 3rd Party Tags

Addressable Campaign Conversion Reporting at Zip+4 Level

Carrier route level conversion reporting across multiple metrics.

- Actionable data and insights on campaign performance as granular as one side of a street or specific floors in multi-floor buildings

CTV Device-level Delivery & Performance Reporting

Target and report on the specific CTV device consumers are accessing.

- Actionable data and insights on web enabled content consumption access points.
- Pre and mid campaign CTV device level campaign filtering

Sample Reports

Top 10 Walk-ins By Location

	Conversion Geo Fence Name	Weighted Actions ⌄
1	25 Light St, Baltimore, MD	312
2	1 N Charles St, Baltimore, MD	300
3	BWI Airport Rd, Glen Burnie, MD	217
4	645 S. Philadelphia Blvd, Aberdeen, MD	213
5	1238 Putty Hill Pkwy, Towson, MD	167
6	1515 N. Charles St, Baltimore, MD	162
7	840 Guilford Ave, Baltimore, MD	162
8	2401 Liberty Heights Ave, Baltimore, MD	157
9	1100 Light St, Baltimore, MD	142
10	8801 Pulaski Hwy, Baltimore, MD, USA	123

Top 10 CTV Domains/Apps

	Domain Name	Video Events Complete Rate	Video Events Mute Rate	Video Events Pause Rate	Performance Impressions ⌄
1	com.roku.outdoorlifestyle	100.00%	0.00%	0.00%	255
2	com.roku.amc	99.17%	0.00%	0.00%	240
3	com.xumo.tv	96.92%	0.00%	0.51%	195
4	com.sling.otto_roku_id_live	100.00%	0.00%	0.00%	181
5	com.lifetime.firetv.app	99.44%	0.00%	0.00%	179
6	com.hgtv.ctv	100.00%	0.00%	0.00%	164
7	com.discovery.firetv.ids	99.28%	0.00%	0.00%	139
8	com.aetv.firetv.app	99.27%	0.00%	0.00%	137
9	com.discovery.firetv.tlc	100.00%	0.00%	0.00%	127
10	com.roku.bravonow	99.21%	0.00%	0.00%	127

Reporting Visualization Capabilities

TABLES
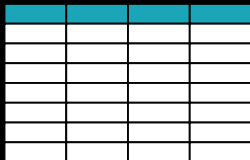
COLUMN GRAPHS
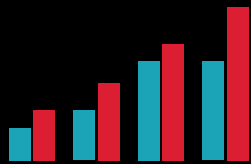
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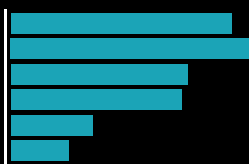
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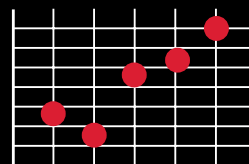
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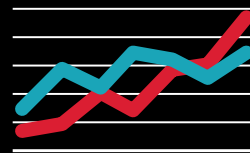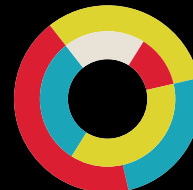
AREA GRAPHS

PIE CHARTS

HEAT MAPS

.15% Click Through Rate

SINGLE-VALUE

DONUT MULTIPLES

Create visualizations to make data easier to consume, use, interpret, analyze, find trends, etc.