The Programmatic Inflection Point

Anne Coghlan
Senior Product Line Manager, Xandr
Supply Advantage

Power and Performance

Audience Access Across Screens
Supply Advantage
# Trying To Buy Outcomes Usually Works Like This

<table>
<thead>
<tr>
<th>Marketer / Agency</th>
<th>Trader</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sets CPM and view-rate targets on media plan:</td>
<td>Optimizes to clients goals on inventory that hits a 70% view-rate:</td>
<td>Sells impressions on a CPM basis</td>
</tr>
<tr>
<td>• $7 CPM</td>
<td>• Applies View-rate targeting or IAS/Moat segment</td>
<td>• Often makes highly viewable inventory available via deals</td>
</tr>
<tr>
<td>• 70% viewability</td>
<td>• Pays per impression</td>
<td></td>
</tr>
</tbody>
</table>

© 2019 AT&T Intellectual Property, Xandr™, the Xandr logo, AT&T, the Globe logo and other marks are trademarks and service marks of AT&T Intellectual Property and/or AT&T affiliated companies. All other marks contained herein are the property of their respective owners.
Challenge: Targeting By Viewability Rate Limits Reach And Increases Competition For Inventory

- Viewable Impressions (MM)
- Non-Viewable Impressions (MM)

at 70% viewability rate
75% of inventory is eliminated
including 42% of available viewable inventory
How Guaranteed Views Works
Buyer Pays for Viewed Ads; Publishers Gets Paid for Impressions

Buyer

uses a $3.00 vCPM for 1,000 viewed ads

Xandr Exchange

provides 1,000 viewed ads for $3.00

Publisher

sells impressions on a CPM basis
Increase Reach
Solution: Buyers See Improvement in Cost per View and Unique Audience Reach

Buyer-1
Optimising To Outcomes

$1.85 vCPM without Guaranteed Views

$1.17 vCPM with Guaranteed Views

Buyer-2
Compared To Standard CPM Buying

Guaranteed Views
unique viewable audience reach

+68%
Improved CPCV performance

Client-A
(Leading Agency Trade Desk)

Optimising to outcomes

$0.016 CPCV without GuaranteedCompletes

$0.013 CPCV with GuaranteedCompletes

19% CPCV Performance Uplift

When comparing multiple campaign results, Client-A found that Guaranteed Completes improved CPCV performance by 19%.
Power and Performance
Thermostat circa. 1990s

VS

Thermostat circa. 2017
Pacing Within The Context Of The Market
Ensuring you Pay the Optimal Price

**Friday** CPM by Hour of Day

**Saturday** CPM by Hour of Day
Marketplace Dynamics

Every Market is Different

Results On The First Case Study

36% Cumulative CPM Reduction

18% Cumulative CPC Reduction
Marketplace Dynamics
Solution 2: Custom Spend Curves
The Results

Advertiser dollars are stretched farther.

2-3 Hours Saved Per Day

Line item spends more when it matters.
Audience Access Across Screens
Valuable Consumer Insights

Reach valued audiences and gain deeper consumer insights using 1st-party or partners’ data.

Leverage and retain ownership of your data

Ensure access to 3rd-party data

More ways to find and buy your audiences