

1 **Specialist Capabilities – Audience Management Narrative**

2 **Purpose**

3 The Specialist Capabilities – Audience Management (Section 2.4.1 of the RFP document) summarizes Omnicom’s approach to audience
4 management, outlining our end-to-end process in Omni of how we identify, segment, and enrich audiences, from insights, to planning, activation,
5 and optimization. Our audience management examples are from the US, France, and India and demonstrate the scale and flexibility of our
6 audience capabilities to address the unique requirements (e.g., consumer data regulations) of individual countries, all while operating within a
7 consistent global framework.

8 **Background**

9 Omnicom supports audience management for over 1,500 clients globally. Global advertisers such as L’Oréal, Nissan, Mars, Diageo, Beiersdorf,
10 Grupo Bimbo, and Unilever partner with Omnicom because of our scaled solutions in audience insights and segmentation, activation, and
11 optimization enabled through easy-to-use tools in Omni, our global platform. Omni’s audience management capabilities have been developed over
12 10 years, are powered by Amazon Web Services (AWS) and are available in 102 countries. Omnicom’s localized data strategy provides advertisers
13 with access in Omni to robust, high-quality local data sources – over 1 billion consumer IDs and over 50 privacy-first data partners – with strict
14 compliance to local privacy and regulatory requirements. Governance over data sourcing is managed centrally through Omnicom’s Data Privacy
15 team, who oversee a comprehensive data evaluation and procurement when evaluating third party data and technology providers. The
16 cornerstone of our data-sourcing approach is our Data Privacy Compliance & Risk Management, which includes Data Privacy Impact Assessments,
17 Omni-specific 400-Point Data Privacy Risk Score, and forward-looking Data Privacy Reputational Analysis (See **Appendix A: Omni’s Data Sourcing**
18 **Approach**). This governance process is documented in a formal Standard Operating Procedure (SOP) and applies to anyone working for or engaged
19 by Omnicom to ensure any data collection and processing activities of third parties on behalf of the agency and agency clients is compliant with
20 applicable privacy regulation, including but not limited to GDPR and the CCPA. If requested, we can provide enhanced out of scope services to help
21 Amazon determine and integrate custom data sources via Amazon’s preferred data partners.

22 **Opportunity**

23 Omnicom’s audience management solutions and proven experience in deploying them at scale means we are well positioned to support Amazon’s
24 evolving needs and enable customer-obsessed media in the privacy era. We enable our solutions in this document across three cases – US, France,
25 and India – which demonstrate Omnicom’s benefits in: 1) Globally consistent capabilities to meet Amazon’s scale requirements and audience-first
26 strategies for each country and LOB; 2) Local relevancy through comprehensive data sets for each country and flexibility to integrate new data
27 sources as the opportunities arise; 3) Improved media effectiveness and operational efficiency by connecting audiences across planning, activation
28 and optimization through Omni; and 4) Industry leadership and innovation in privacy-first technologies (for instance, launch partner with AMC) and
29 partner co-development (AI Audience Fusion with Google, as example) to address ongoing fragmentation, privacy regulation and signal loss.

30 **Audiences**

31 **How would you identify and segment the audience?**

32 **Identify Amazon Owned Audiences** (See **Appendix B: 1PD Onboarding Methods**): If Amazon decides to provide first, second, or third-party data
33 sources, individual audience segments or full CRM/CDP populations are onboarded into Omni, using either a third-party onboarding partner (e.g.,
34 LiveRamp) or directly via the client-preferred neutral clean room (e.g., AWS Clean Rooms). Once the 1P segments are onboarded into Omni and
35 matched to Omni’s consumer data ecosystem, we use Omni’s Audience Explorer to create custom profiles of those segments. Audience Explorer
36 allows teams to explore and analyze audience data. The Audience Explorer user interface combines over 50 data sources inclusive of behavioral
37 signals such as clickstream, location, purchase, and attitudinal data. This allows teams to identify and enrich audiences to gain insights into their
38 target audience’s characteristics, interests, and behaviors.

39 **Identify Pre-defined Audiences**: In cases where Amazon provides a set of attributes to describe the audience (or provides an audience persona),
40 we join our audience attributes in Omni to create the segment. We can take this further by fusing pre-defined audience definitions with Google
41 audience meta data. Using Audience Explorer (Google), teams leverage AI to match audiences built in Omni to Google’s audience segments by
42 matching on audience attributes. This expands audience identification and enrichment capabilities by providing access to Google audiences and
43 signals without requiring a direct 1:1 integration. Another application we use to translate pre-defined audiences is Omni’s Semantic Explorer, which
44 ingests high-fidelity, large-scale URL-level data for an accurate, granular, and real-time understanding of an individual’s consumption of web
45 content.

46 **Identify Audiences Against Pre-Defined Outcomes & Objectives**: In cases where the audience isn’t defined, but there is a clear campaign objective
47 (e.g., steal market share from Walmart during the Black Friday and Cyber Monday), Audience Explorer is used to create custom audiences based on
48 the alignment with the objective. In this example, audiences include heavy online Walmart shoppers or building a look-a-like audience for
49 consumers who switched preferences from Walmart to Amazon but currently shop at Walmart.

50 **Segmentation**: Across any 1P/2P/3P audiences, we use Omni’s Data Science Utilities, a suite of insights and modeling capabilities that are bespoke
51 to audiences in Omni. Data Science Utilities automate the production of consumer journeys, segmentations and brand mappings for granular
52 insights related to a particular segment. The underlying modelling utilities includes look-a-like and clustering models, placing data science
53 capabilities into the hands of day-to-day planners and strategists. For example, we can further segment the RMI 1P Influential Figures audience
54 group to understand nuances and variations across verticals, lifestyle, and demographics. Look-a-like modeling is used to scale audiences and the
55 utility provides the control and transparency to scale audiences to the precise target volume without expecting a drop in performance.

56 Segmentation translates the audience into smaller clusters which helps fine tune targeting and creative messaging. This process uncovers clusters
57 that share commonalities that are leveraged for differential messaging and targeting. Deeper analysis of cluster commonalities illuminates patterns
58 related to demographic characteristics and behavioral interests.

59 Details on the process implemented for each country is outlined below (see **Appendix C: Omni Data Sources Used for Country Brief**):

60 **US:** We onboarded an Amazon 1P audience segment list of 3M records into Omni leveraging two approaches (AWS clean room and LiveRamp) to
61 maximize data matching. Upon onboarding, the audience segment was integrated into the Omni tool suite for insights and activation. The Data
62 Science Utilities application was used to perform look-a-like modeling and segmentation routines to scale the audience to achieve the 10M target
63 and uncover sub-clusters within the audience. Audience Explorer was used to provide in-depth insights into the behaviors and interests of the
64 audience and the sub clusters.

65 **France:** We leveraged Audience Explorer (powered by Lotame data, 53M IDs available in France) to identify our addressable audience through
66 relevant criteria matching the brief requirements. Criteria include highly engaged in climate change and sensitive to sustainability. This resulted in a
67 segment of 16.2M people (achieving the 15M target), which was further validated by building the audience in TGI (leading single-source market
68 research survey for consumer analysis by Kantar). This allowed us to confirm the complementarity of the socially conscious target audience with
69 existing Amazon users in terms of socio-demo criteria and business potential (recruitment opportunity).

70 **India:** We leveraged VTION data to study affluent millennials who are Amazon consumers but not Prime customers (defined as those who do not
71 have the Prime Music or Video application on their mobile device). We did this by identifying heavy and medium monthly users of Amazon retail
72 (indicating a propensity to subscribe to Prime), but who did not have Prime Video or Prime Music apps present on their mobile which is a strong
73 indicator of not having a Prime membership. The following data signals were then used to understand and further segment this audience: demo,
74 geo, NCCS, e-commerce behavior, OTT viewership, and app consumptions across 12 categories which include shopping, entertainment, payment
75 apps, social media, gaming, music, food delivery as top categories. Once identified, the segments were fused within Audience Explorer to provide
76 additional insights and orchestration across the Omni workflow. The total non-Prime user base is estimated to be 95M and out of which ~16M
77 were affluent millennials who are heavy (who browse through Amazon app 21+ times a month) and medium (browse through Amazon app 7-20
78 times a month) Amazon retail users, but likely non-Prime membership subscribers. Once we fused this audience into Audience Explorer, we arrived
79 at a core target audience of 25M to ensure we would reach the target of 20M+.

80 **How would you enrich and activate against these segments, maximizing audience matching and optimization?**

81 Omni provides a scaled application available in 81 countries to enrich and activate audience segments. Once each country has identified and built
82 their audiences in Omni, enrichment is supported by a mix of multi-country and country-specific data partnerships aligned to local data regulations
83 and available onboarding partners. While the data sources are locally relevant, the framework for enrichment is globally consistent, ensuring scaled
84 application of best practices.

85 **Audience Profiling & Enrichment (See Appendix D: Global Audience Enrichment Framework):**

86 As described in lines 32-38, Omni offers two different methods for onboarding 1P data to maintain maximum fidelity of data when matching to
87 Omni's consumer data sets (see **Appendix B: 1PD Onboarding Methods**). In the US, we tested both approaches (AWS clean room and LiveRamp)
88 when onboarding the RMI US segment, which returned an 89% match rate via LiveRamp and a 72% match rate via AWS clean room. To optimize
89 match rates, we take Amazon's unique IDs and combine both the clean room and LiveRamp methods to increase the percentage of matched IDs. To
90 improve clean room matches, we extend collaboration to create custom matching queries.

91 Once an audience has been created within Omni, the IDs are enriched with 10,000+ behavioral and attitudinal signals that provide details about
92 who the audience is and what they like. Omni provides a flexible infrastructure to enable local customization, thus there are both global
93 partnerships (see **Appendix E: Omni's Globally Available Data Sets**) and country specific partnerships (see **Appendix F: Omni Data Sources by
94 Country**) that deliver audience signals ranging from purchase, location/visitation online clickstream, video viewership, interests and demographics.
95 These attributes are surfaced via Audience Explorer, where segments are created and profiled.

96 As part of our AI innovation roadmap, Omnicom has developed Fusion AI models to translate audiences in Omni to external media partners such as
97 Google and Amazon. This high-fidelity probabilistic (vs. deterministic) approach eliminates the privacy risk associated with audience data sharing
98 across partners and mitigates 3rd party matching fees given the direct integration. Using this approach, Amazon segments that we've built in Omni
99 can be fused and matched with Google Affinity or In-market audience segments (via Omni Audience Explorer Google). Our planning teams then use
100 Omni Assist, our generative AI layer that sits across multiple applications to provide an interactive experience, to quickly derive detailed and
101 summarized insights about your audience.

102 Examples of enrichment of an Amazon audience within the Omni workflow to deliver bespoke insights across planning and optimization can be
103 found on lines 118-239.

104 **Activation (See Appendix G1: Omni Activation Workflow):**

105 Omni enables clients to directly activate from Omni to over 400 activation destinations across DSPs, social platforms, digital publishers, and CTV &
106 Advanced TV providers (See **Appendix G2: Sample of 400+ Activation Platforms by Channel**). Omni offers multiple activation workflows to
107 maximize flexibility, including: 1) 1:1 addressable activation via cleanroom ID based sync (such as the Amazon clean) and identity partners such as
108 LiveRamp; 2) Scoring Algorithms that ingest scoring rules directly into the destination environment; and 3) Fusion / Generative AI as outlined on
109 lines 96-101. To achieve the scale outlined in the audience brief for each country, additional details are outlined below:

110 **US:** We onboarded 3M records from Amazon and leveraged the Data Science Utilities application to enrich and scale the audience to 10M via LAL
111 modeling. The audience can then be activated from Omni to 400+ destinations as outlined in Appendix G.

112 **France:** Audience Explorer allows us to access the taxonomy of the custom segment. This is then replicated in leading DSPs such as DV360 and TTD.
113 We have an agnostic approach when it comes to DSP selection.

114 **India:** We leverage AI to match custom audiences built in Omni to Google Affinity segments by translating audience attributes through fusion
115 process. This helps scale and activate our custom audience by using durable signals. We can replicate a similar process with other scaled activation
116 platforms in India.

117 **How would you generate analytics and insights to inform media planning and campaign optimization?**

118 Omni provides analytics and insights to support the media planning process and campaign optimization (See **Appendix H: Omni Applications to**
119 **Generate Insights & Analytics**). A series of applications and processes have been automated and scaled globally to support the end-to-end
120 workflow. The details below will summarize the tools and how each is leveraged to performance, generating analytics and insights to inform media
121 planning and campaign optimization.

122 **Audience Creation, Enrichment, & Profiling:** Using Audience Explorer, audiences are enriched with a range of behavioral and attitudinal signals and
123 standardized dashboards are generated automatically to provide in-depth details about who the audience is and what they do. Examples for the
124 audiences outlined in the brief include:

125 **US:** The Influential Figures have a high affinity for luxury vehicles like Porsche, and shopping at upscale grocery chains such as Whole Foods. They
126 explore cruise vacations and enjoy sports or other outdoor activities in their leisure time. These passion points indicate their lifestyle, offering a
127 deeper understanding of how to engage and resonate with this audience. They are avid consumers of online news domains such as The New York
128 Times and CNN and exhibit a strong propensity for online trading and visiting discount stock brokerage sites, reflecting their interest in managing
129 investments and financial activities.

130 **France:** The Socially Conscious Consumers is a socially and environmentally engaged consumer, 68% married with 42% of those families having kids
131 who live at home and 83% who live in a rural or suburban location. The demographics that index highest against this audience are 18-34 and 55-64.
132 As we are GDPR compliant, our audience planning approach is complemented by a contextual approach built based on digital consumption insights
133 pulled from Audience Explorer (e.g. Lifestyle and Hobbies - Nature & Environment - Climate Change /Philanthropy & Charity - Environment or
134 Wildlife Charities / Technology - Platform - Mobile Web /Digital Engagement - Passive Actions / Vehicles and Transportation - Car Brands).

135 **India:** Based on the insights from VTION, we have identified 25M audience via Audience Explorer. These audiences have high affinity towards
136 Beauty and Wellness (306 index), are multicultural and bilingual (326 index), and are fashion conscious (253 index) and into fitness and health (314
137 index). This audience listens to podcasts, plays games on mobile devices, are music streamers and are active on LinkedIn. The audiences are divided
138 by age group into 25-34 (65%) and 35-45 (35%) for a contextual approach basis, affinity, and interests. There is a higher skew of Males 25-34 (70%)
139 relative to 35-45, while Females are equally split.

140 **Cultural Trends Overlay for Enriched Insights:** Omni's Q Cultural Insights identifies emerging cultural trends and themes, helping media planners
141 identify relevant contextual opportunities for their campaigns. These insights inform content creation, media selection, and messaging strategies to
142 align with the evolving cultural landscape:

143 **US:** Focusing on employee benefits, we uncovered cultural trends that are influencing attitudes and sentiment of employees, and the impact on
144 employers and the benefits they offer. For example, super apps were tagged in 59% of all US signals associated with this topic area, revealing that
145 consumers have an appetite to streamline their mobile commerce ecosystem. With employee benefits becoming increasingly complicated and
146 restrictive, new super apps like Cobee are emerging, addressing this issue by creating an all-access benefits resource.

147 **France:** Looking at cultural trends that emerge around sustainability and retail, we observed that anti-plastic and super apps are among the top
148 concerns for our B2C audience. 31% of trends focus on climate change, therefore it is a major topic in the retail world driving trends. In addition,
149 29.6% of trends focus on distributed trust. With anti-plastic, the trend is around reducing plastic consumption in everyday life and becoming
150 progressively non-plastic dependent. Super apps are highly regarded as 72% of consumers are interested in super apps to streamline mobile
151 commerce. When analyzing the index, conscious consumers show stronger interest compared to a classic Baby Boomers audience (which is
152 representative of the French population in terms of volumes) on topics such as energy, climate change, and anti-globalization. Additionally, moral
153 imperative as a cultural signal can be leveraged for Amazon internal communication to increase employee retention and overall corporate
154 responsibility. All these elements support greater relevance and resonance when planning media tactics, especially for contextual and semantic
155 targeting (line 43).

156 **India:** Amongst the affluent millennials we are targeting, we observed a key cultural trend around Shoppable Content. An opportunity to leverage
157 this is using our own content on PV or Amazon Mini TV and creating seamless purchasing options exclusively for Prime customers. 70% of the
158 signals also exhibit a growing interest in super apps. This cultural shift where our target audience is looking for a single, seamless platform with
159 diverse functionality is an interesting way to position the Amazon Prime proposition – a super app for entertainment, shopping, and daily needs,
160 enhancing user convenience. We also see the emergence of another trend – polarization where this element of culture was tagged to more than
161 one third of all signals returned for this search. Millennials look to specialized vertical commerce apps for different categories. This necessitates a
162 nuanced media approach to address these diverse consumer preferences emerging amongst affluent millennials.

163 **Connecting Audiences to Inventory & Content:** Omni's media inventory applications, Digital and Video Content further enriches audience
164 segments by normalizing multi-dimensional impression-level programmatic data across platforms (i.e., country, publisher, seller, URL/App,

exchange, format, screen, and deal) and household level linear/CTV/video data (i.e., daypart, duration, network, program) allowing us to see the available digital and video inventory against those audiences. Teams use these insights to inform an inventory curation strategy to support rate negotiation and CPM efficiencies as well as optimize reach and on-target delivery. Our Digital Content inventory availability framework is a clean-room-powered environment that connects bid-stream avails to Omni audience identifiers for a comprehensive set of formats (display/video, CTV, Audio and OOH). That pipeline is currently live in the U.S., with the expectation of expansion to major North American and APAC countries (CA, AU, NZ) by the start of 2025. EMEA is currently limited from this clean room environment by partner restrictions due to local privacy laws, in those countries we anticipate tactical audience planning leveraging taxonomy-driven fusion into platform-specific audience planning tools (Google Insights Finder, audience reach curve outputs from platforms including Google, Meta, Amazon). For reference, this capability is currently live in the following countries (Australia, Brazil, Canada, France, Germany, India, Hong Kong, Indonesia, Italy, Japan, Mexico, Netherlands, Singapore, South Korea, Spain, Taiwan, Thailand, Turkey, UAE, UK, USA, Vietnam) and will be live in additional countries in 2025 (dependent on Google). Linear insights via Video Content use trends from the previous 12 months to predict available inventory and rates, accounting for seasonal trends.

US: Digital Content shows us that there are 1,028,081,637 total impressions available to reach Influential Figures, with publishers like Yahoo! having both the highest available inventory and a vCPM of \$3.79 (average CPM is \$4.25). The Weather Channel also had high availability of inventory, however the vCPM was higher at \$4.95. Audience Explorer (Google) shows us that this audience engages with influencers or channels such as Dr. Sten Ekberg (health and wellness), The Rubin Report (political commentary), and CNN News.

France: Audience Explorer (Google) shows that our Social Conscious Consumers' top interests are mainly focused on archaeology (share of 35% and index at 3,7), sport (share of 28% and index at 3,5), shaving (share of 19% and index at 2,7), or electronic goods buying (share of 28% and index at 3,3). Their key areas for YouTube consumption are Historical content (as "La Folle Histoire" with more than 830 000 subscribers), permaculture channels (as "L'Archipel" with 370 000 subscribers), animals, automobile, and engineering channels. The best way to reach them is on such topics as political news (share of 46% for an Index of 1,5 representing around 15 million users), investments (share of 39% for an index of 1,5), documentaries and non-fiction TV programs, and DIY.

India: Our Affluent Millennials audience is comprised of 64% male and 36% female on Google audience. 67% of our audience love watching comedy and 45% are action and adventure movie fans. 81% enjoy DIY projects, 57% love shopping and finding bargains, and have an interest in beauty and wellness. 55% are avid investors, and about 30% love pets and shop for pet supplies. More than 80% engage in hobbies encompassing a wide range of activities including dancing, cooking, continually learning new things, exercising, drawing, engaging in home improvement projects, and motorcycling. Besides broader content that they watch on YouTube, like entertainment, movies, music, lifestyle content, 60% of our audience are also interested in culture, technology, and Asian music content.

Audience Synthesis & Insights Across All Applications/Data Sources: Omni Assist connects a generative AI capability to Omni Tools via implementing a Retrieval-Augmented Generation (RAG) to dynamically incorporate Omni data into generative AI prompts, which are submitted to privacy safe commercial-grade LLM APIs. This enables connectivity to the audience signals and performance data (see line 95). It unifies, synthesizes, and generates insights across all the various applications and data sources that are built into the Omni platform. Analysts and planners use it to summarize key insights about the audience. Examples of insights pertaining to each audience are below:

US: Influential Figures displays a strong affinity for luxury vehicles, indicating a penchant for elegance and wanting to make a statement on the road. These high-income earners (\$250K+) demonstrate a strong interest in health and fitness, home and office furnishing, and technology or financial-related news. They are likely to engage with social platforms like Pinterest and Twitter while also exhibiting a propensity for subscribing to magazines related to men's interest, finance, and culinary topics, showcasing their desire for in-depth knowledge and diverse perspectives.

France: Socially Conscious Consumers are characterized by their strong affinity for social causes and their desire to live a sustainable lifestyle. They prioritize sustainable living, social causes, and experiences. In terms of demographics, this audience is likely to own a condo and prefer compact and environmentally friendly living spaces. They also tend to work in companies with 1-4 employees, suggesting a preference for intimate work environments. Additionally, they show a strong inclination towards travel, event tickets, and pop-culture. They are active consumers of digital content and enjoy staying connected through visual and interactive platforms such as Snapchat.

India: Affluent Millennials are very active on social media. They frequently engage with influencers, upload photos, and make social media referrals, indicating robust participation in the digital landscape and an inclination for sharing experiences. They also share content on LinkedIn, Twitter, and Facebook, highlighting their interest in professional networking and self-expression. In terms of purchase behavior, our audience have clear preferences. They favor household FMCG brands and show a strong interest in apparel and accessories, particularly women's clothing, indicating a fashion-conscious mindset. They like to go to family restaurants and fine dining restaurants. Additionally, they have an affinity for premium SUVs, media and entertainment, and fitness clubs, underscoring a desire for premium experiences and health and wellness. Our audience have a substantial appetite for literature, particularly young adult genres, comedy, autobiography, history, and romance.

Cross-channel Planning: This provides our planning teams with a data-driven perspective on budget allocation across LOBs and countries. Benchmark curves are available for reach and revenue (16,500 curves globally, across 85 countries), and modeled curves (for example, amazon measurement curves) can be integrated to enable more customized scenario planning. In the case of allocating the channel mix to maximize reach, Channel Planner adjusts reach curves based on any custom audience identified in Omni. Thus, reach-based curves have been adjusted for each of the three audience segments briefed based on behavioral and attitudinal adjustments data signals available in Omni. Scenarios have been setup for each country to demonstrate upon request, however, insights are dependent on the final set of channels, budgets, media cost, and campaign date range. If Amazon's MMMs measure audience-level performance, Omnicom can integrate these to customize response curves in Cross-Channel Planning to further optimize outputs.

221 **Learning Agenda & Learning Libraries:** The planning, activation, and optimization cycle is an iterative test, learn, and scale process. We recommend
222 aligning on key learning themes combined with a measurement strategy. Insights feed back into the planning process to inform campaign setup
223 and best practice guidelines. We test and learn how to effectively influence our audiences and use learnings to evolve campaign setup and best
224 practices. The learning agenda for each region and LOB is part of the proposed end-to-end workflow, as described in our Economic & Operational
225 sessions and the associated workflows proposed.

226 **Inventory AI (Real-time Optimization):** Real-time optimizations leverage data signals in Omni to drive real-time and modular optimizations
227 inclusive of custom bidding and inventory media supply curation, workflow optimization for investment allocation, and dynamic creative
228 optimization. For example, purchase signals can be used to create geo-level bid weights or online clickstream to prioritize and adjust bid for
229 domains. Signals outside of Omni such as client data or Google trends are also used. We recommend testing multiple signals to learn and establish
230 the best signals for driving real-time performance against our objectives and KPIs. Additionally, within our AI optimization suite, we developed a
231 workflow optimization tool called YouTube Optimizer which uses ML algorithms to allocate investment to drive efficient cost per view and view
232 through rates.

233 **Cleanroom Query Library & Insights Dashboard (In-flight Optimization):** Amazon Marketing Cloud (AMC), Google Ads Data Hub (ADH), and Meta
234 Advanced Analytics (Meta AA) has provided clients with a privacy-compliant way to enable Omnicom to access richer data for reporting and
235 analytics. Examples include integrating additional data partners into AMC such as streaming/linear video data, and 1P data. This helps enrich MTA
236 and measure reach and frequency against upper funnel media.

237 **Agile Media Mix Modeling (Agile MMM):** Omnicom has developed and scaled a global MMM solution which is faster and more granular than
238 traditional MMM. Models measure audience and campaign level performance and integrate with Channel Planner to provide flexibility to planning
239 teams when allocating budgets.

240 **What emerging trends in the ecosystem would hinder the replication of this process three years from now, and how your team is building tools**
241 **to adapt accordingly?**

242 The deprecation of signals and signal resilience will have a drastic impact on how we leverage data, activate our audiences and our ability to
243 measure the impact of marketing on overall business performance. Over the years, Omnicom has led the industry in investing and developing
244 future-proofed audience and measurement solutions, providing our clients with higher precision when targeting, privacy-first data management
245 methods and complete transparency into what data is being used and when. The continuous trend of signal loss requires the adoption of the
246 following methods to maintain effective and precise audience development, activation and measurement: 1) Flexible Data Orchestration Methods
247 (Consented IDs); 2) AI & ML Deployment (Geo/Scoring, Fusion); 3) Multi-clean Room Infrastructure; and 4) High-fidelity Datasets.

248 **Flexible Data Orchestration Methods:** Omni ID is our solution for marketing in the privacy-first cookie-less world, based on our transparent and
249 neutral data sourcing approach. Omni ID is built on people-based identity, anchored to terrestrial PII identifiers, with linkage to stable digital
250 identifiers, that can support direct matching across platforms, and environments. As part of the Omni ID graph, we maintain match tables with
251 ubiquitous industry-pseudonymized identifiers such as RampID and Experian LUID/PIDS, enabling us to facilitate direct syndication with alternate
252 market identifiers (e.g., LiveRamp ATS, UID2.0, Google PAIR, CTV Clean Rooms, etc.). Omnicom was first in the industry to publicly endorse UID 2.0
253 and has been using it for targeting regularly across our clients. Omni ID provides the flexibility to select different matching and syndication methods
254 (such as scoring or fusion) depending on local country data availability and privacy regulations.

255 **AI/ML Deployment:** We develop and deploy proprietary machine learning models that allow for automated data connectivity and optimization
256 across platforms. Omni Fusion incorporates various ML-based processes to unlock the power of Google data for audience insights and activation.
257 The automation of data matching between Omni's data and Google's segments enables a seamlessly connected audience strategy and streamlined
258 activation. Predictive Targeting is an ID-less targeting solution that uses audience scoring models to engage with consumers based on real-time
259 behavioral signals. The models are based on a mix of 1/2/3p data and customized towards any desired objective, which then inform a predictive
260 rule set that is ingested into ad tech platforms like The Trade Desk – creating intent-based audiences that are dynamically updated based on the
261 user's propensity to fulfill the desired action.

262 **Multi-clean Room Infrastructure:** Omnicom has led the industry in the adoption and application of clean room (privacy-preserving) technology,
263 making it a core part of our infrastructure since 2017. Today, Omni has full integrations with leading industry clean room providers (including
264 Amazon, InfoSum, Snowflake, Google, Meta) ensuring privacy-first connectivity to our clients' first party data as well as leading media and
265 commerce platforms (including Amazon, NBCU, Disney, Discovery, Roku, Instacart, Google, Meta). Omnicom was a launch partner of AWS clean
266 rooms, and we have the largest number of instances and highest utilization of Amazon Marketing Cloud clean rooms of any other agency group
267 (according to AWS), enabling our teams to deliver granular and actionable insights and optimization recommendations. Omni features a secure
268 data collaboration capability, utilizing next generation, privacy-centric clean room technology to enable clients with future-looking first party data
269 management capabilities and unlock new audience and measurement data sets powering Omni. The Omni Clean Room Query application enables
270 consistent analysis across multiple clean rooms with the ability to deploy queries automatically across clean rooms and visualize the findings for
271 actionable insights.

272 **High-fidelity Datasets:** Omni is uniquely built based on the principle of dataset neutrality with an unbiased data procurement process resulting in a
273 diverse compilation of datasets. Our overall approach allows for dataset transparency, control, and customization for clients, agency teams, and
274 local country dynamics, while maintaining flexibility and independence. The cornerstone of our data-sourcing approach is our Data Privacy
275 Compliance & Risk Management, which includes Data Privacy Impact Assessments, Omni-specific 400-Point Data Privacy Risk Score, and forward-
276 looking Data Privacy Reputational Analysis. The result of this approach is a high-fidelity, multi-source data foundation containing over 10,000 data
277 points globally including demographic, lifestyle, interests and hobbies, credit and debit card merchant level purchases, loyalty program SKU

278 purchases, media consumption, location visitation, digital clickstream behaviors, and television viewership. It's a mixture of factual behaviors
279 aggregated from compiled sources, and modeled elements pre-scaled for easy segment creation/activation. We work with a suite of privacy-first
280 data providers including but not limited to Adstra, Experian, PlacIQ, ComScore, NCS, Affinity Solutions, LiveNation, and VideoAmp. We work with
281 our clients to facilitate client-specific 2P data integrations (e.g., Cars.com, Dotdash Meredith, Group Nine).

282 **How would you measure success during and after the campaign flight?**

283 **Our Operating Model design ensures LOB-specific measurement and reporting governance regionally, with adaptation and insights locally:** For
284 **XCM**, we have designed our operating model to align Analytics Leadership to each regional team, NA, EU, LATAM (BR, MX), MENA + TR and India
285 (local, standalone), in addition AU and SG will be coordinated from a reporting and dashboarding standpoint. These teams will create and maintain
286 custom reporting visualizations, bespoke to regional reporting requirements for XCM. In addition to regional teams, we have installed Analytics &
287 Insights teams within each T1 and T2 country to confirm audience insights and measurement is adapted for local nuance. For **PV**, each standalone
288 country and region (US, EU, LATCANZ, MENA, India) will have a reporting and dashboarding team to create a customized visualization for each
289 region. Additionally, local analytics teams in each country will be responsible for creating measurement frameworks, methodologies, and analytics
290 to support campaign level KPIs. This team will deploy test & learn agendas and identify campaign insights that will feed real-time optimization. For
291 **RMI**, a global reporting and dashboard team creates a customized global visualization for all RMI media activity. This team will have a
292 corresponding Data Operations Lead (US) to define requirements and ensure cross-functional coordination. Given the complexity and speed of
293 analytics and optimization required for RMI, we have installed a Global Analytics Lead (US) overseeing all experimentation and measurement
294 projects. This lead is supported by in-country Analytics & Insights teams focused on improving local identity resolution, cross-platform attribution,
295 and performance insights that guide real-time optimization and audience segmentation strategies.

296 Measuring success starts with having a clearly defined measurement framework. The measurement framework is designed so that the success
297 criteria can be clearly outlined for each campaign. Our approach is consistent globally, however the proxy metrics used to measure success vary
298 across countries. Specific details on the metrics in each country can be found in the regional Economic and Operational Capabilities Meetings
299 narratives. Core components of the process are outlined below:

300 **Establish a Clear Objective:** Success starts with aligning on the desired goal of the campaign, for example driving a 10% YOY increase in Prime
301 membership sign-ups (as outlined in the France brief). Note: Objectives can be single or multi-dimensional, for example, a multi-dimensional goal
302 such as increase transactions while lowering cost per viewable impression. This is delivered as part of a full funnel optimization strategy, and these
303 will be designated as a primary and secondary objective.

304 **KPIs Selection:** Once the objective is set, the next step is to map out a KPI framework based on the available KPIs in each country. This can vary for
305 in-campaign for post-campaign based on data accessibility/sourcing of data. In other cases, when the direct KPI is not available, for example
306 subscription volume (assuming this data will not be shared), we align on a proxy KPI that can be used for both measuring success and optimization.
307 Details on proxy KPIs for each measurement solution are outlined in each regional Economic and Operational Capabilities Meetings narratives.

308 **Measurement and Optimization Setup:** Once the objective and KPIs are aligned, Omnicom deploys a comprehensive approach to measuring
309 campaign success at multiple levels from the overall campaign and down to all cuts within the taxonomy. The approach is consistent with our
310 reporting and measurement framework outlined in our Economic and Operational Capabilities meetings. For example: 1) Day-to-day campaign
311 success leverages media metrics via performance reporting and tracks performance against benchmarks; 2) Success at tactical level includes reach
312 and frequency at the audience and partner level to ensure minimal waste by using cleanrooms, and MTA (globally scaled multi-cleanroom solution)
313 to measure attributed conversions across tactics; 3) Agile MMM will provide a view on post-campaign success and mid-campaign success for longer
314 running campaigns. Agile MMM provides campaign level ROI as well as aggregated cuts of performance such as Channel ROI. Agile MMM outputs
315 can be customized based on what's tracked within the media taxonomy, which includes insights on partner and message level performance; and 4)
316 Lift studies (Geo-Lift, Brand-Lift, Sales-Lift) are used to measure post campaign incrementality.

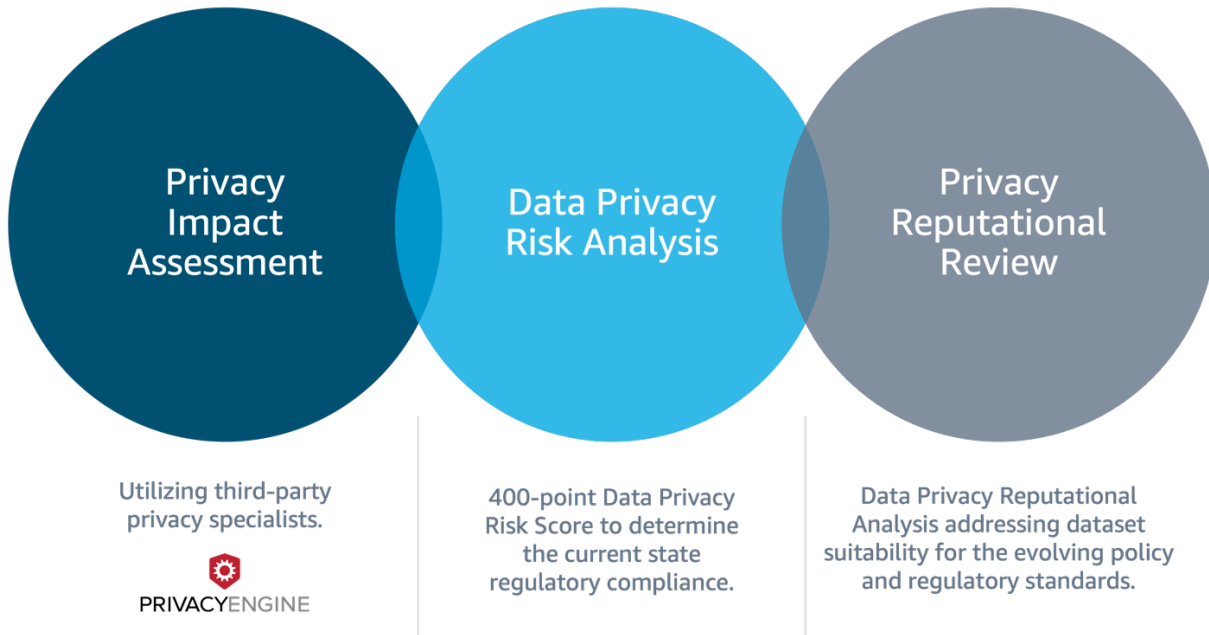
317 **Next Steps**

318 Omnicom will implement the above workflow and capabilities to demonstrate our ability to respond to a media brief and deliver a media plan
319 grounded in data, insights, and expertise. We will demonstrate what it will be like to work with us on an actual campaign to clearly showcase how
320 we produce well-supported conclusions, informed observations, and clear recommendations. We look forward to discussing this in detail in the
321 upcoming Audience Management session on June 25th.

322

323 **Appendix A: Omni's Data Sourcing Approach**

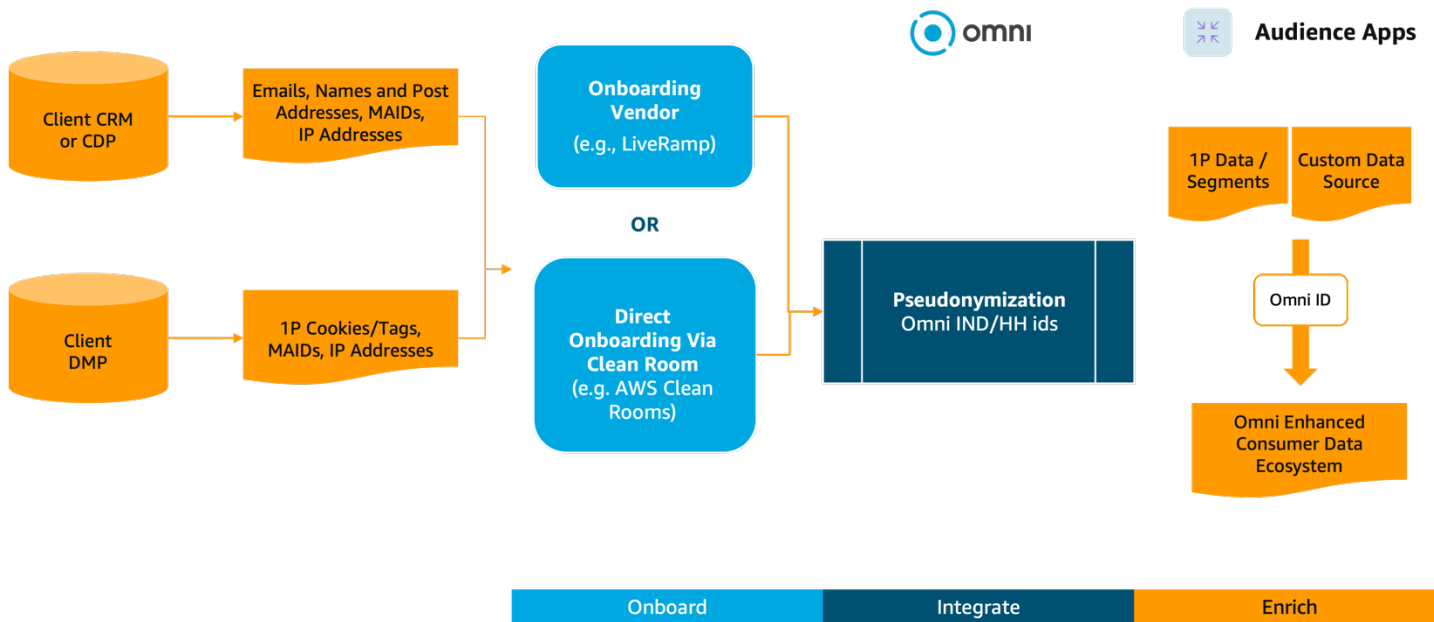
Omni's Data Sourcing Approach



324

325 **Appendix B: 1PD Onboarding Methods**

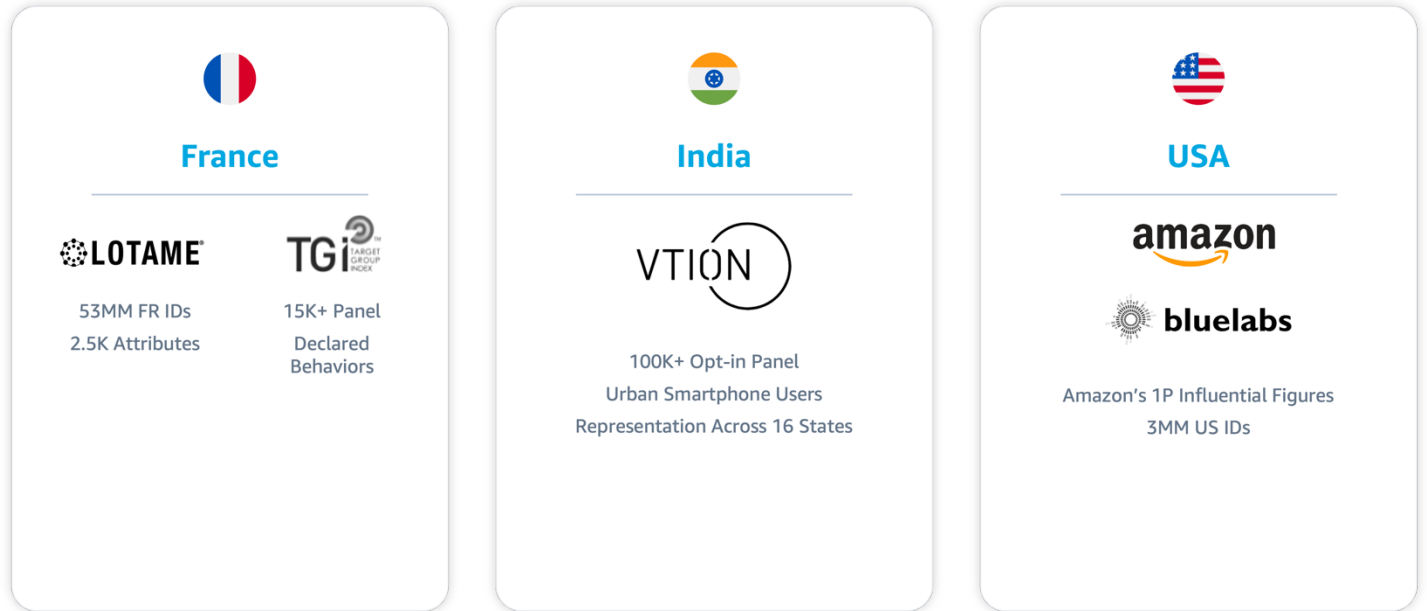
1P Onboarding Methods



326

327 **Appendix C: Omni Data Sources Used for Country Briefs**

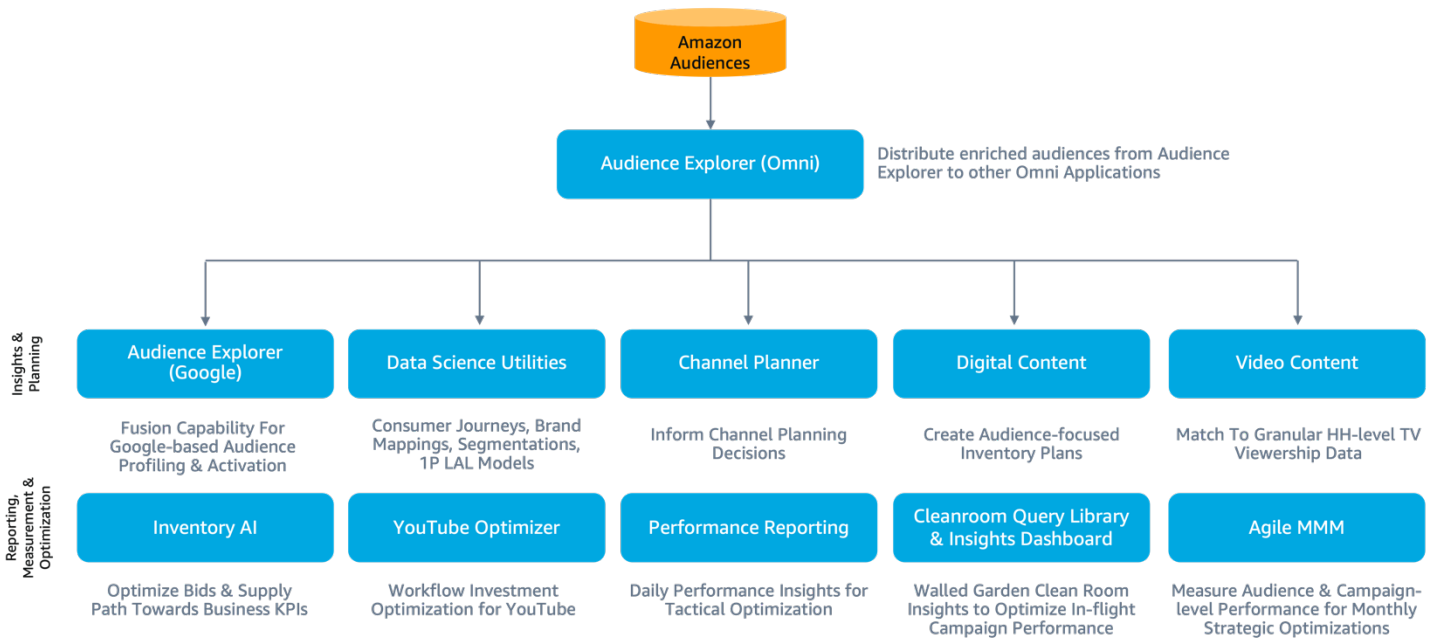
Omni Data Sources Used by Country



328

329 **Appendix D: Global Audience Enrichment Framework**

Global Audience Enrichment Framework



330

331 **Appendix E: Omni’s Globally Available Data Sets**

Omni’s Globally Available Data Sets

| Identity & Personal | Purchase & Retail | Location & B2B | Digital & Media |
|---------------------|-------------------|----------------|----------------------|
| | | | |

332

333 **Appendix F: Omni Data Sources by Country**

Omni Data Sources by Country - APAC

| Country | Identity | Personal Attributes | Clickstream & Social | Location Visitation | TV & Media Behaviors | Purchase & Retail | B2B & Vertical |
|-------------|-------------------------|-----------------------------------|-------------------------------------|--------------------------------------|------------------------------------------------------------|------------------------------------|------------------|
| Australia | Lotame, Tapad, Experian | Roy Morgan, Euromonitor, GWI | SimilarWeb, Comscore, Semasio, Meta | Roy Morgan | OzTam/Nielsen, Amplified Intelligence, GWI | Flybuys, Lotame, GWI | LinkedIn, Lotame |
| India | Lotame, Tapad | GWI, TGI, Lotame, Comscore, VTION | VTION, Semasio, Meta, Comscore | Adsquare, Lifesight | VTION, TGI, Google, Kantar IBOPE Media, Nielsen IBOPE, GWI | Amazon, Lotame, TGI, CarDekho, GWI | LinkedIn, Lotame |
| Indonesia | Lotame | Euromonitor, GWI | Comscore, Meta | Lifesight, Adsquare | Nielsen Arianna, GWI | GWI | LinkedIn |
| Malaysia | Lotame | Euromonitor, GWI | Comscore, Meta | Locala, Lifesight, Adsquare and Blis | Nielsen Arianna (Ftee to Air), DTAM Kantar (Pay TV), GWI | GWI | LinkedIn, Lotame |
| New Zealand | Lotame, Tapad, Experian | Roy Morgan, Euromonitor, GWI | Comscore, Semasio, Meta, Brandwatch | Roy Morgan | Amplified Intelligence, Nielsen, GWI | GWI | LinkedIn, Lotame |
| Philippines | Lotame | Euromonitor, GWI | Talkwalker, SimilarWeb, Meta | Blis, Foursquare | Nielsen Arianna, GWI | GWI | LinkedIn |
| Singapore | Lotame, Tapad, Experian | Euromonitor, GWI | Comscore, Semasio, SimilarWeb, Meta | Lifesight, Traject Data, Adsquare | GfK, Amplified Intelligence, GWI | GWI | LinkedIn, Lotame |
| Thailand | Lotame | Euromonitor, GWI | Semasio, Meta | Adsquare | AC Nielsen, GWI | GWI | LinkedIn, |

334

Omni Data Sources by Country - EU

| Country | Identity | Personal Attributes | Clickstream & Social | Location Visitation | TV & Media Behaviors | Purchase & Retail | B2B & Vertical |
|-------------|------------------------|----------------------------------------------------|----------------------------------|------------------------------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------|----------------------------------------|
| Austria | Lotame | Lotame | Semasio | OSA - Outdoor Server Austria, Brightscope Invenium, Lotame | Marketagent, talkonline, reppublika.com, AGTT, MA- Media Analyse, OSA - Outdoor Server Austria | ÖVA, Lotame | LAE (Leseranalyse Entscheidungsträger) |
| Belgium | Lotame | Lotame, Kantar – BMM, GWI | Semasio | Lotame | Kantar – BMM, Audience Project | GWI | LinkedIn |
| Denmark | Lotame | Lotame, Digiseg, YouGov, Nielsen, Audience Project | Semasio, Adform | Lotame | Norstat | GWI | Gallup, LinkedIn |
| France | Lotame | Lotame, SirData | Semasio, Comscore | Lotame | Google | Kantar - TGI | LinkedIn |
| Germany | Lotame | Lotame, Research Data, axelspringer | Semasio, Comscore | Adsquare, Lotame | Google, Best4Planning, emetriq | Kantar – TGI | LinkedIn |
| Italy | Lotame | Neodata, Lotame, YouGov | Semasio | Cloud4Wi, Lotame | BVA Doxa, Google | GFK, Coop retail | LinkedIn |
| Netherlands | Lotame | Motivaction, GWI, Lotame | Semasio | Lotame | Motivaction, Google | GWI | LinkedIn |
| Norway | Lotame | Kantar – TGI, Lotame | Semasio | Lotame | Google, Kantar - TGI | Kantar - TGI | LinkedIn |
| Portugal | Lotame | Lotame, GWI, Kantar – TGI | | Lotame | Kantar - TGI | Kantar - TGI | LinkedIn |
| Poland | Lotame | Lotame, GWI, YouGov | JustTag Group | JustTag Group, Lotame | Kantar - TGI | Kantar - TGI | LinkedIn |
| Spain | Lotame | Lotame, GWI, YouGov | Semasio, Comscore | Lotame | Kantar - TGI | Kantar - TGI | LinkedIn |
| Sweden | Lotame | Lotame, GWI | Semasio, Comscore | Lotame | GWI | GWI | LinkedIn |
| Turkey | Loglo Data Intelligenc | Loglo Data Intelligence, GWI | Semasio, Loglo Data Intelligence | Loglo Data Intelligence | Google, Kantar - TGI | Loglo Data Intelligence, Kantar - TGI | LinkedIn |
| UK | Lotame | Lotame, YouGov, GWI | Semasio, Comscore, | Lotame | Telmar, Sky, Google, Kantar – TGI, Starcount, Pamco | Kantar – TGI, dunnhumby, nectar360 | LinkedIn |

335

Omni Data Sources by Country - LATAM

| Country | Identity | Personal Attributes | Clickstream & Social | Location Visitation | TV & Media Behaviors | Purchase & Retail | B2B & Vertical |
|-----------|---------------|--------------------------------------|------------------------------------------------------|---------------------|--------------------------------------------------------------|---------------------------------|------------------|
| Argentina | Lotame, Tapad | Lotame, TGI | Semasio, Meta, Comscore, Meltwater | Adsmovil | Kantar IBOPE Media, AdCuality, TGI | Rappi, TGI, Lotame | LinkedIn, Lotame |
| Brazil | Lotame, Tapad | GWI, Lotame, TGI | Semasio, Meta, Comscore, Stilingue, Minter, Sprinklr | Adsmovil | Similarweb, Kantar IBOPE Media, Admetricks, Google, TGI, GWI | Rappi, Amazon, TGI, Lotame, GWI | LinkedIn, Lotame |
| Chile | Lotame, Tapad | Lotame, TGI | Meta, Comscore | Adsmovil | Similarweb, Megatime, Admetricks, TGI | Rappi, TGI, Lotame | LinkedIn, Lotame |
| Colombia | Lotame, Tapad | Lotame, TGI | Semasio, Meta, Comscore, Talkwalker | Adsmovil | Similarweb, Kantar IBOPE Media, Admetricks, TGI, GWI | Rappi, TGI, Lotame | LinkedIn, Lotame |
| Mexico | Lotame, Tapad | GWI, Lotame, TGI, YouGov Brand Index | Semasio, Meta, Comscore, Brandwatch, Shareablee | Adsmovil | Similarweb, Nielsen IBOPE, Admetricks, Google, TGI, Trecone | Rappi, Amazon, TGI, Lotame, GWI | LinkedIn, Lotame |
| Peru | Lotame, Tapad | Lotame, TGI | Meta, Comscore, Brandwatch | Adsmovil | Similarweb, Kantar IBOPE Media, Admetricks, TGI | Rappi, TGI, Lotame | Lotame |

336

Omni Data Sources by Country - MENA

| Country | Identity | Personal Attributes | Clickstream & Social | Location Visitation | TV & Media Behaviors | Purchase & Retail | B2B & Vertical |
|--------------|------------------|---------------------------------|--------------------------------------|-----------------------------------|-------------------------------------------------------------------------------------|----------------------------|------------------|
| Egypt | Lotame | Lotame, Statista, GWI | Talkwalker, Meta, SimilarWeb, Tiktok | Quadrant, Tamoco, Lifesight | Ipsos, MRC, Statista, Google, SimilarWeb, Google, Kantar IBOPE Media, Nielsen IBOPE | Amazon, Lotame | LinkedIn, Lotame |
| Nigeria | Teads | Statista, GWI | Talkwalker, Meta, SimilarWeb, Tiktok | Blis, Quadrant, Tamoco, Lifesight | Statista, planning benchmark curves, Meta | Amazon | LinkedIn, Lotame |
| Saudi Arabia | LiveRamp, Lotame | Lotame, Statista, GWI, LiveRamp | Talkwalker, Meta, SimilarWeb, Tiktok | Quadrant, Tamoco, Lifesight | Ipsos, MRC, Statista, Google, SimilarWeb, Google, Kantar IBOPE Media, Nielsen IBOPE | Amazon, Lotame | LinkedIn, Lotame |
| South Africa | LiveRamp | Lotame, Statista, GWI, LiveRamp | Talkwalker, Meta, SimilarWeb, Tiktok | Tap Tap, Vicinity | Statista, Google, Adcheck, SimilarWeb, Nielsen, planning benchmark curves, | Amazon, Lotame, Rain Maker | LinkedIn, Lotame |
| UAE | LiveRamp, Lotame | Lotame, Statista, GWI, LiveRamp | Talkwalker, Meta, SimilarWeb, Tiktok | Quadrant, Tamoco, Lifesight | Ipsos, MRC, Statista, Google, SimilarWeb, Google, Kantar IBOPE Media, Nielsen IBOPE | Amazon, Lotame, Carrefour | LinkedIn, Lotame |

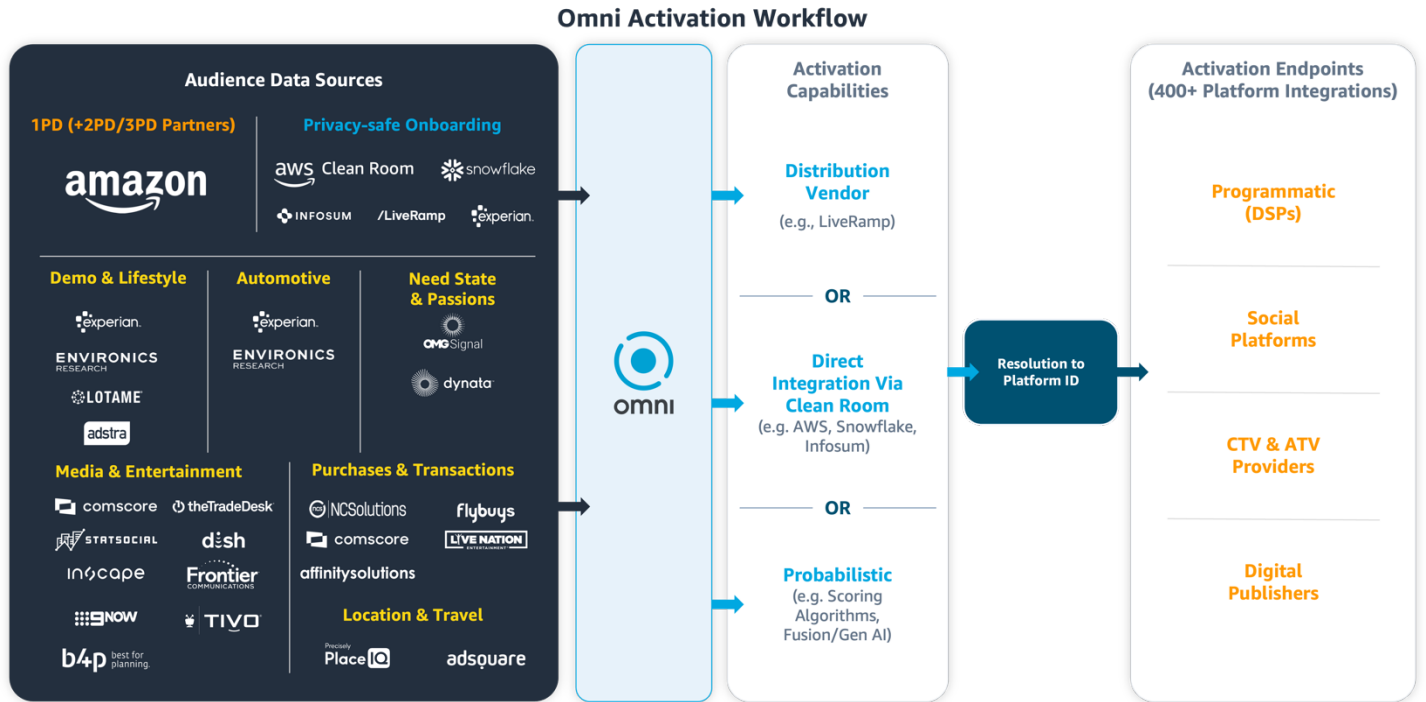
337

Omni Data Sources by Country - NAM

| Country | Identity | Personal Attributes | Clickstream & Social | Location Visitation | TV & Media Behaviors | Purchase & Retail | B2B & Vertical |
|---------|---------------|-----------------------------|------------------------------------------------------|---------------------|------------------------------------------------------|-------------------------------------------------|----------------------|
| Canada | Lotame, Tapad | Environics, Lotame, Numeris | Comscore, TheTradeDesk, Statsocial, Similarweb, Meta | Pelmorex | Numeris, Enrivonics, Google, Meta | Homescan, Lotame, Environics | Autotrader, LinkedIn |
| USA | LiveRamp | Experian, Adstra, Lotame | Comscore, TheTradeDesk, Statsocial, Similarweb, Meta | PlacelQ | VideoAmp, Inscap, Dish, Tivo, Frontier, Google, Meta | Affinity, NCS, Uber, Instacart, Walmart, Kroger | LinkedIn, Anteriad |

338

339 **Appendix G1: Omni Activation Workflow**



340
341 **Appendix G2: Sample of 400+ Activation Platforms by Channel**

Sample of 400+ Activation Platforms by Channel

| DSPs | Social Platforms | CTV | Advanced TV | Audio | Direct / SSPs |
|----------------|------------------|----------------------|-------------|--------------|----------------|
| AdTheorent | LinkedIn | A&E Networks | Ampersand | Amazon Music | Adobe Ad Cloud |
| Amazon | Meta | AMC Networks | AT&T ABS | iHeart | AdX |
| Amobee | Pinterest | Disney | Beeswax | Pandora | Captiv8 |
| AppNexus | Reddit | Fox TV | Comcast | Spotify | Conde Nast |
| Beeswax | Snapchat | FuboTV | DirecTV | | Freewheel |
| DV360 | Tik Tok | Hulu | Dish | | GumGum |
| The Trade Desk | TikTok | LG | OpenAP | | Hearst |
| Xandr | X (Twitter) | NBCUniversal | Xandr - NAC | | Index Exchange |
| Yahoo | | Netflix | | | InMar |
| | | Paramount | | | Kantar |
| | | Roku | | | Kargo |
| | | Samsung | | | Magnite |
| | | Tubi.tv | | | Meredith |
| | | Univision | | | OpenX |
| | | Vizio | | | Permutive |
| | | Warner Bro Discovery | | | PubMatic |
| | | | | | SpringServe |
| | | | | | StackAdapt |
| | | | | | StatSocial |
| | | | | | Teads |
| | | | | | Tribal Fusion |
| | | | | | Vevo |
| | | | | | Vistar Media |

342

343 **Appendix H: Omni Applications to Generate Insights & Analytics**

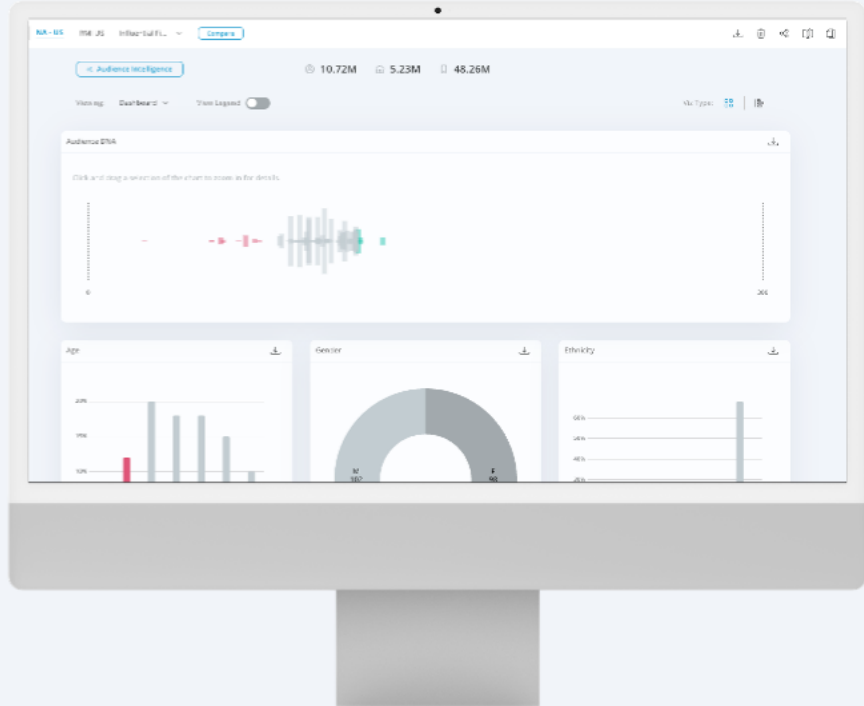
Omni Data Applications to Generate Insights & Analytics

Audience Explorer (Omni)

Create & Profile 1/2/3P Audiences

1 Billion+ Global IDs, 10K+ Data Points

Flexible Onboarding for Enrichment



344

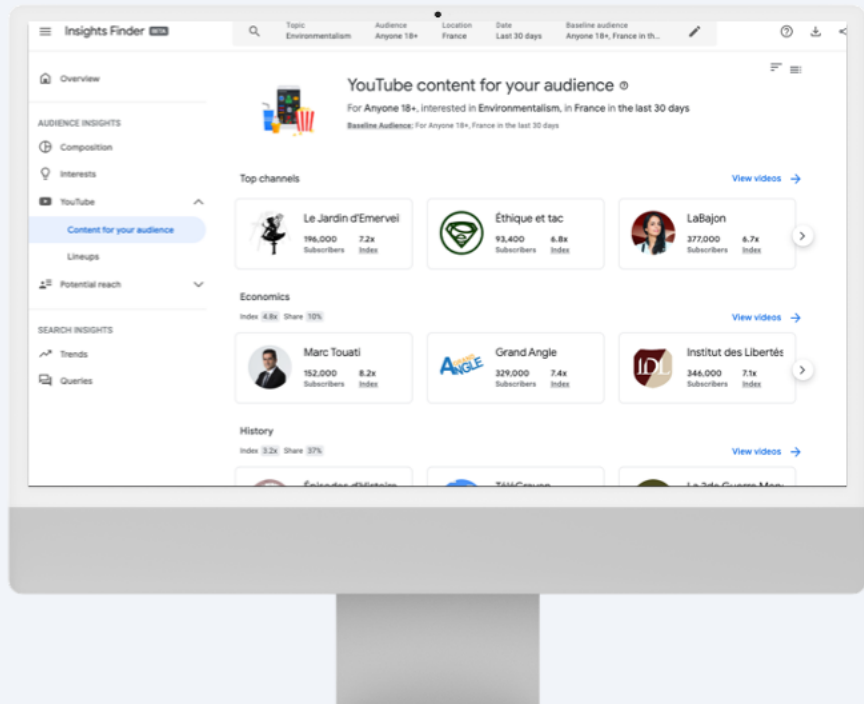
Omni Data Applications to Generate Insights & Analytics

Audience Explorer (Google)

Create Audiences using Google Data

Automated Data Matching via Fusion

Streamlined Activation Process



345

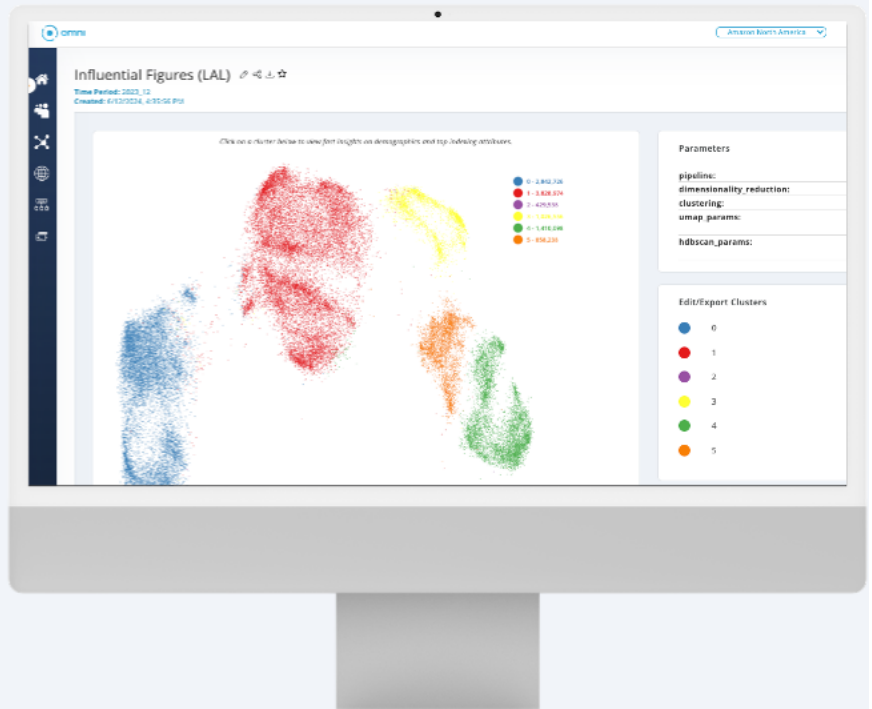
Omni Data Applications to Generate Insights & Analytics

Data Science Utilities

Automated Data & Audience Analytics

Unique Segments & High Value LALs

Consumer Journeys to Quantify Actions



348

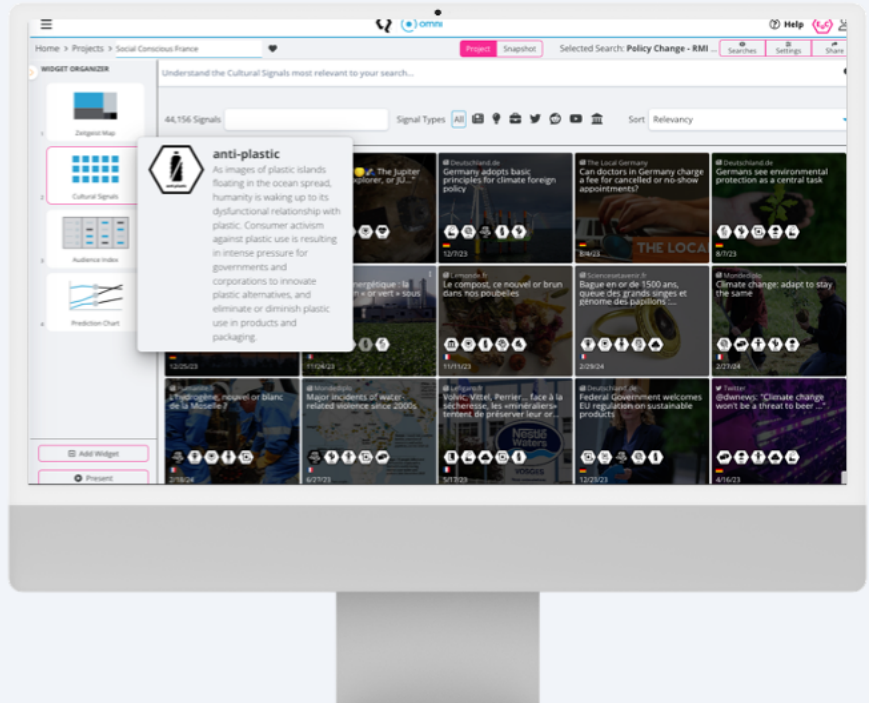
Omni Data Applications to Generate Insights & Analytics

Q Cultural Insights

Understand & Predict Cultural Trends

50M+ Signals Across 140 Countries

Automation Cuts Down Time to Insight



349

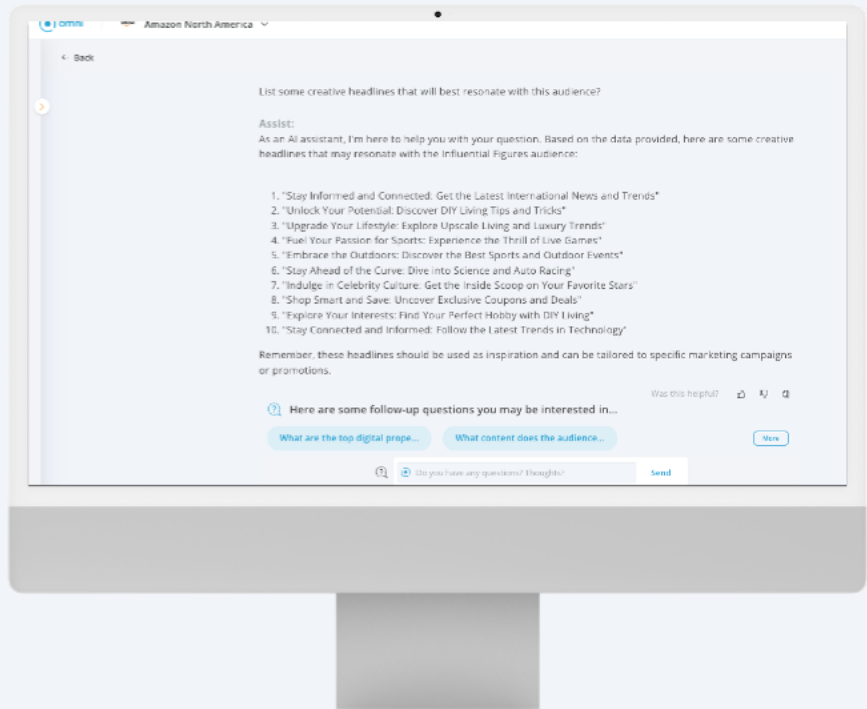
Omni Data Applications to Generate Insights & Analytics

Omni Assist

Generative AI Layer Across Omni

Reduce Time to Insight & Action

Automate Synthesis of Multiple Data Sets



350

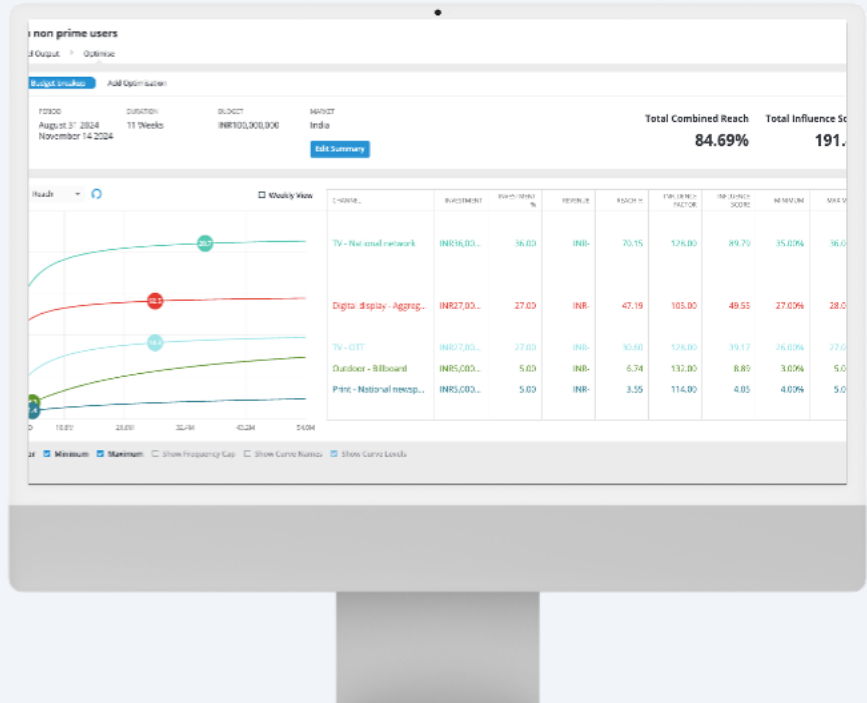
Omni Data Applications to Generate Insights & Analytics

Channel Planner

Define Optimal Channel Mix by Objective

ML-powered Proprietary Curves Vault

Customizable with 1P Data



351

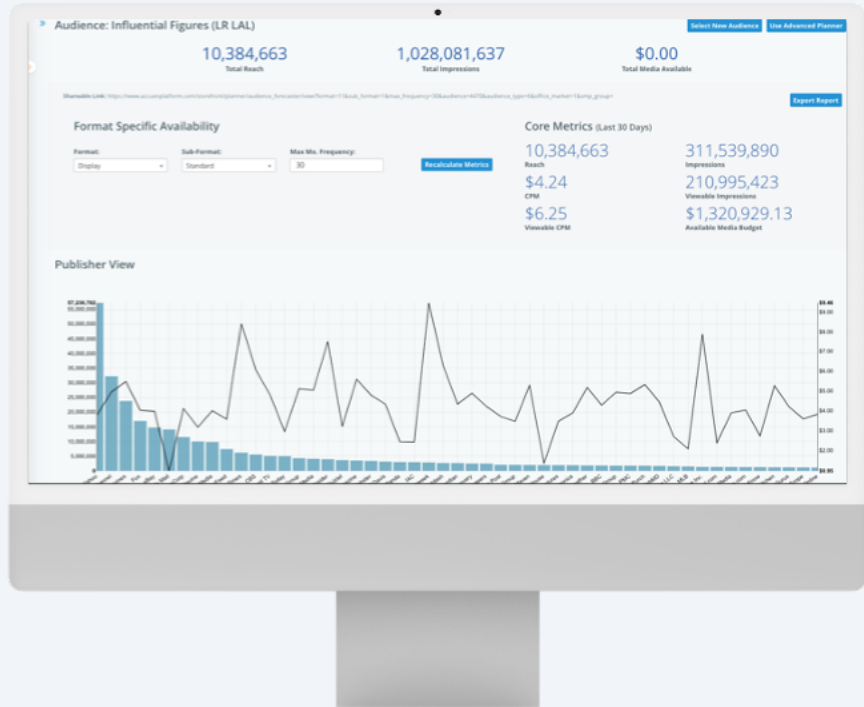
Omni Data Applications to Generate Insights & Analytics

Digital Content

Audience-based Digital Inventory Curation

Powered by 20 Trillion+ Impressions

Improve Bid Rates & Lower Costs



352

Omni Data Applications to Generate Insights & Analytics

Video Content

Holistically Plan & Buy Across Video

Match Audiences to HH-level TV Data

Maximize TV Measurement Coverage

Influential Figures - RMI US Video Plan

Summary | Discovery | **Linear**

TIME-SHIFT: Live

| NETWORK | PROGRAM | DATE | AIRING TYPE | PARENT NETWORK | DAY OF WEEK | DAYPART | CP |
|-------------------------------|---------------------------|------------|-------------|------------------|-------------|----------------------|----|
| CBS | SUPER BOWL LVII | 02/11/2024 | Broadcast | Paramount Global | SUNDAY | Weekend | to |
| CBS | AFC DIVISIONAL PLAYOFF-SU | 01/21/2024 | Broadcast | Paramount Global | SUNDAY | Weekend | to |
| CBS | AFC CHAMPIONSHIP ON CBS | 01/28/2024 | Broadcast | Paramount Global | SUNDAY | Weekend | to |
| FOX Broadcasting Company | NFL Playoff | 01/28/2024 | Broadcast | Fox | SUNDAY | Weekend | to |
| CBS | SUPER BOWL KICK-OFF | 02/11/2024 | Broadcast | Paramount Global | SUNDAY | Weekend | to |
| National Broadcasting Company | NFL Playoff | 01/21/2024 | Broadcast | NBCUniversal | SUNDAY | Weekend | to |
| CBS | SUPER BOWL LVII POST-GUN | 02/11/2024 | Broadcast | Paramount Global | SUNDAY | Prime Access / Prime | to |
| FOX Broadcasting Company | NFL Playoff | 01/14/2024 | Broadcast | Fox | SUNDAY | Weekend | to |
| FOX Broadcasting Company | NFL Playoff | 01/20/2024 | Broadcast | Fox | SATURDAY | Prime Access / Prime | to |

Results per page: 20 | Go to page: 1 of 33,889 | 1-20 of 67,775

353

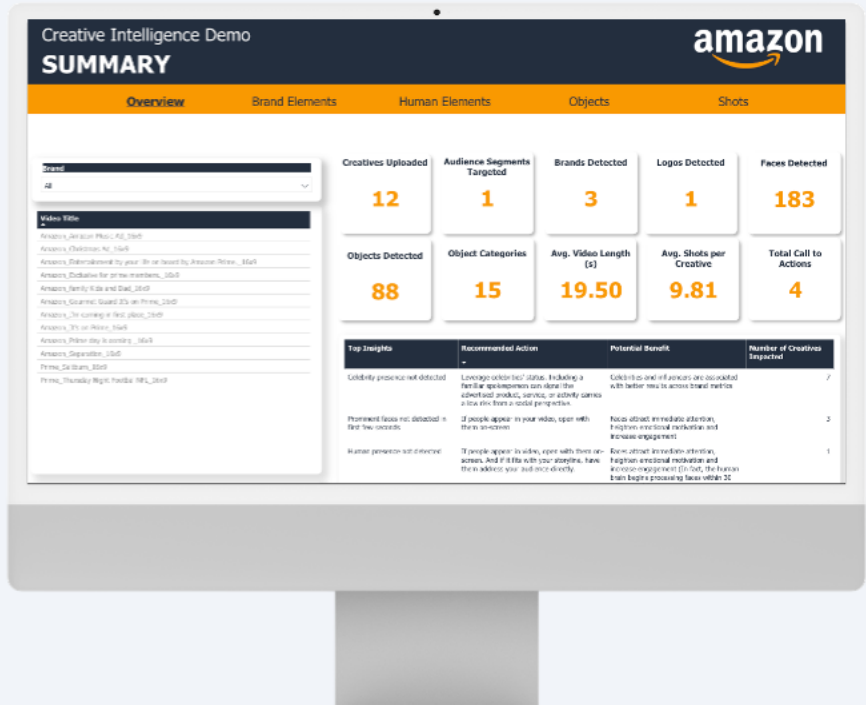
Omni Data Applications to Generate Insights & Analytics

Creative Intelligence

Advanced ML for Creative Pre-testing

Combine Creative Data & Media Metrics

Always-on Creative Design Optimization



354

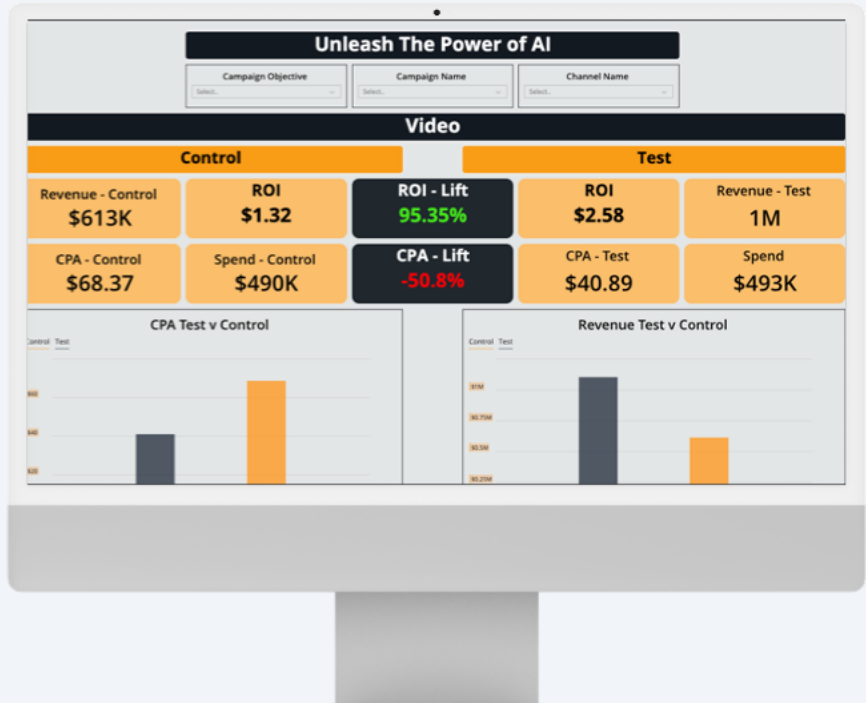
Omni Data Applications to Generate Insights & Analytics

Inventory AI

Real-time AI/ML Integrated into DSPs

Optimize Bids for Maximum Efficiencies

Optimize Models To Business KPIs



355

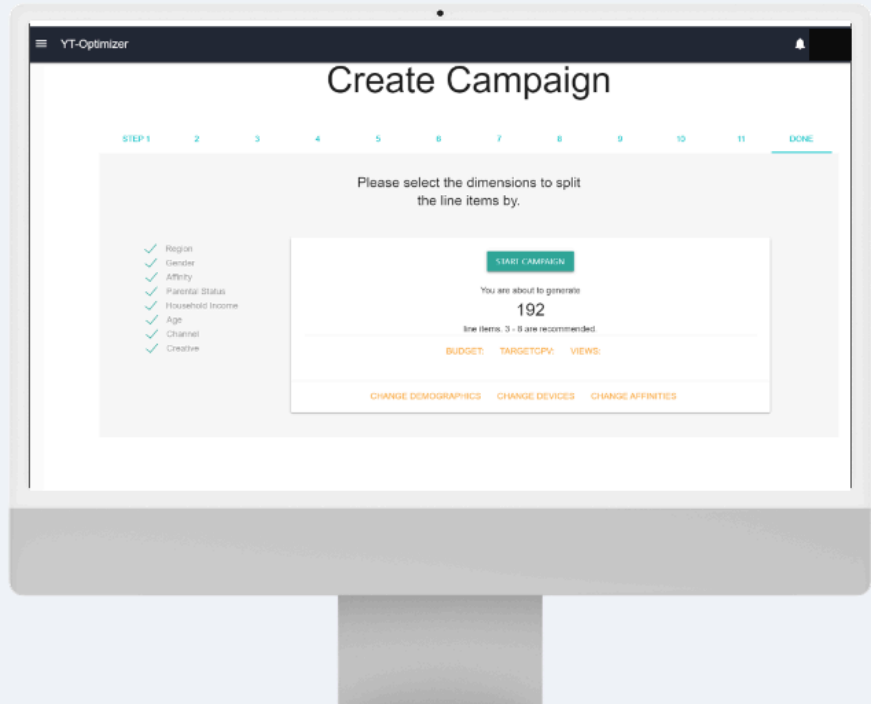
Omni Data Applications to Generate Insights & Analytics

YouTube Optimizer

Application to Automate Workflow

Optimize Investment Allocation Across Line Items

Maximize Engagement and Efficiency



356

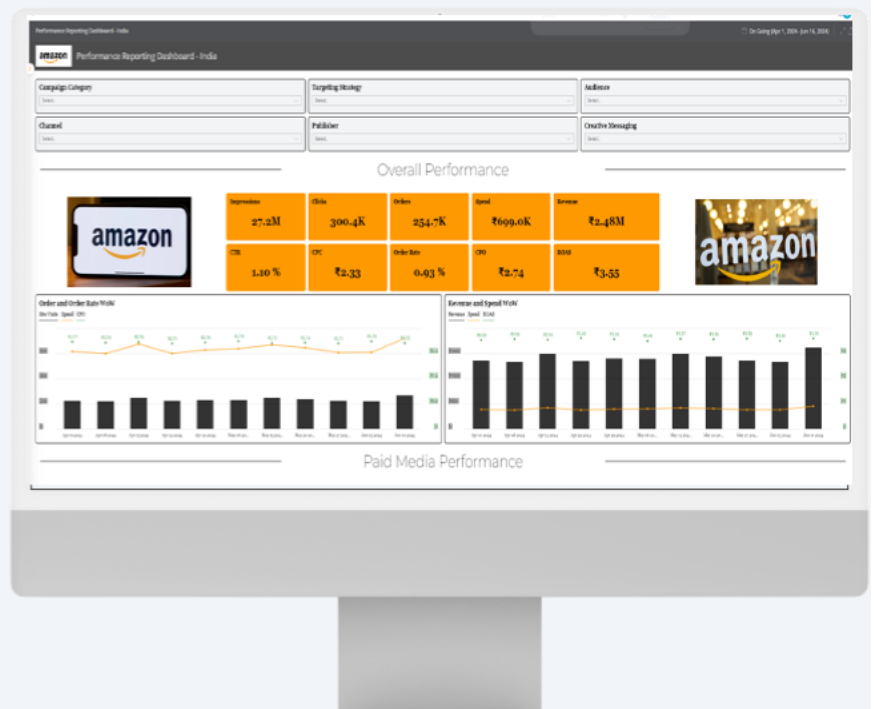
Omni Data Applications to Generate Insights & Analytics

Performance Reporting

Processing and Automation

Collaboration and Accessibility

Single Source of Truth



357

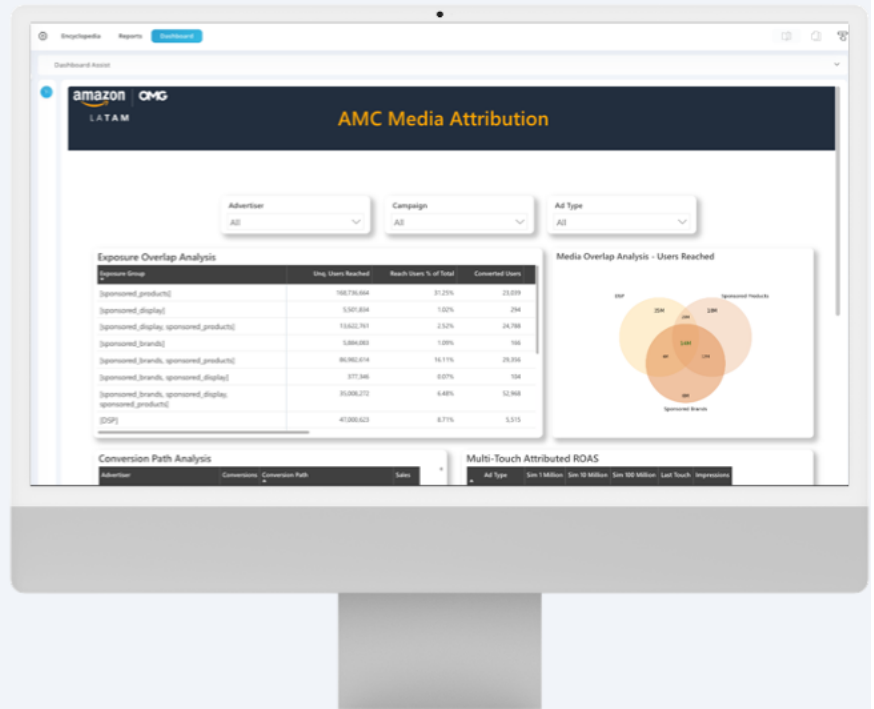
Omni Data Applications to Generate Insights & Analytics

Cleanroom Query & Insights Library

Custom-built Query Automation System

Co-developed, Highest Quality Queries

Quickly Uncover Actionable 1P Insights



358

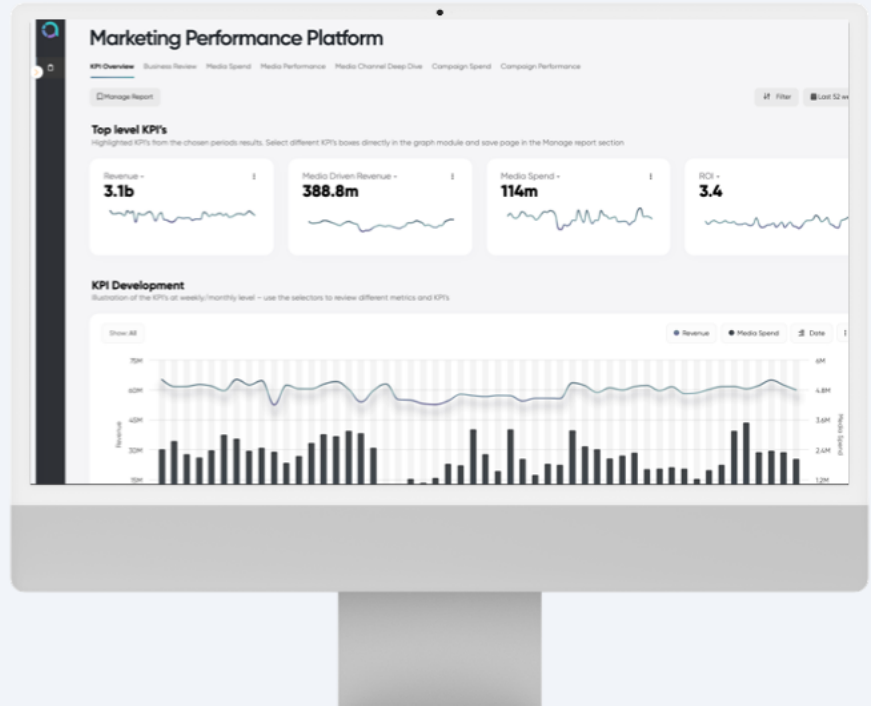
Omni Data Applications to Generate Insights & Analytics

Agile MMM

Monthly Calibration of MMM

Granular Views for Actionable Insights

Enhanced Top-down & Bottom-up Planning



359

Omni Data Applications to Generate Insights & Analytics

Geo-lift Planner

Id-less Incrementality Testing

Test Design & Validation

Synthetic Control Creation

