Specialist Capabilities – Data Provisioning Narrative

Purpose

The Specialist Capabilities Data Provisioning Document summarizes Omnicom's approach to data provisioning, ensuring that accurate and reliable data is easily accessible to Amazon for future analysis and analytical activities.

Background | Understanding Amazon's Needs

After reviewing the RFP brief and Appendix C, Omnicom understands Amazon's minimum viable standards for data provisioning. Our capacity to provision data regarding granularity, taxonomy, delivery methods, and timing is crucial for Amazon. Amazon also seeks to identify gaps in its current taxonomy hierarchy and explore opportunities for improvement.

Data Provisioning

An Excel which outlines, by country, the following: (1) Data Required; (2) Granularity; (3) Data Feed; (4) Delivery Frequency; (5) Implementational Tool; (6) 3P Data Sources required; (7) Any calculations/adjustments you expect to make to achieve requirements; (8) Explanation for any gaps.

Establishing a comprehensive taxonomy standard globally allows local country teams flexibility while ensuring consistency for regional and global teams. This framework will work regardless of data availability in a specific region. Please refer to the accompanying document "**2.4.4 Data Provisioning Excel_Omnicom."**

A document which outlines your approach to taxonomy adherence by country including opportunities for changes.

Led by our Global XLOB Data Tech & Tools lead, Keith Roberson, Omnicom will implement a globally consistent methodology to ensure Amazon has an accurate, holistic, and reliable view of campaign performance across each region, country, and line of business. Our approach includes robust data governance and compliance processes powered by naming conventions and best practices across the trafficking process (**Appendix A: Data Governance & QA Workflow**). We also integrate a broad range of advertising technologies from planning (e.g., Prisma, MediaOcean) to ad-serving platforms (e.g., Google Campaign Manager 360). In addition, we use Omni's governance applications, such as Taxonomy Builder, PlanIt, and Taxonomy Compliance Dashboards, that can integrate into Amazon's existing taxonomy and budgeting tools, to ensure and maintain high-quality data entry across all mediums.

Our approach is multi-phased and utilizes both humans and technology additively. It breaks down critical components (e.g., taxonomy) into smaller pieces, uses a customized client framework, and monitors compliance through dashboards. Our robust approach to taxonomy management has three components: 1) Taxonomy Design & Enhancement; 2) Rule Implementation; 3) Error Detection & Remediation.

Taxonomy Design & Enhancement: A major contributor to taxonomy non-compliance is a taxonomy that does not sufficiently address the needs and nuances across all stakeholders. This is a shortcoming of the process undertaken to design the taxonomy to begin with, which is why adherence must begin with the design of the taxonomy itself. As part of our onboarding process, we adhere to a structured stakeholder interview process in which we audit Amazon's existing taxonomy, understand needs across lines of business and countries, identify technical constraints to taxonomy needs, and assess granularity and frequency with which to report requirements. This process typically takes 3 months to complete – as such, in parallel, we would launch Amazon using the existing taxonomy structure.

Our global taxonomy standards include approximately a hundred fields, and we see most of our clients use 50+ of these taxonomy fields to get the granularity needed to meet their data and reporting requirements. After reviewing the dimensions in Appendix C, we found that the current data provisioning focuses on top-level media and needs to capture the detailed fields required for deeper insight and analysis. Other opportunities for enhancement include incorporating additional fields to capture different data ranges (year, quarter), enhanced fields for audience (audience type, gender target, age target), and creative (ad serving type, creative size, and creative format). Additionally, incorporating fields such as language and currency will help to further refine country specificity.

Rule Implementation & Training: Once the taxonomy is defined, our dedicated Data Operations team will document Amazon's taxonomy and drive setup of proprietary and 3P technology to automate implementation of the taxonomy into Amazon's campaigns.

Omni Taxonomy Builder: Naming conventions are created to capture the necessary details for reporting, budgeting, media tracking, and measurement, which can be implemented into tools like Omni's Taxonomy Builder. Taxonomy Builder provides a clear structure, eliminating version control issues while allowing the flexibility needed for a large global advertiser like Amazon to update naming conventions, such as new partners or creative sizes. It also makes it easy to audit existed taxonomies, making it an essential tool for scaling standardized naming conventions that can be used throughout the planning, buying, trafficking, billing, and reporting process at a country, regional, and global level. Scaled taxonomy structures created within Taxonomy Builder can then feed directly into Amazon-owned taxonomy and budgeting tools via automated connections or manual excel-based uploads. To align all requirements, we will create an Amazon specific Data Operations playbook that will allow us to document and distill down taxonomy details and process to help with knowledge sharing, training and any future change management.

Omni PlanIt: PlanIt captures your strategic plan; business rules are implemented to ensure teams enter required taxonomy fields. PlanIt is a proprietary, yet customizable, application designed to consolidate global media activities from local plans. It offers various reporting

functions and outputs to view and analyze this data, providing a clear overview of media activities at global, regional, and country levels. This helps in making informed decisions for optimizing media spending and setting budgets. The tool simplifies spend distribution by providing a uniform template with flexible rules for client customization and auto-populated predefined calculations. As a result, it streamlines methodology changes and reduces deployment time, allowing for on demand access to planned data and near-real time delivery of pacing data.

Grasp: We utilize Grasp's Taxo product to ensure teams correctly enter line-item taxonomies into media platforms.

Your dedicated Data Operations team will then design and manage a regular training plan to ensure all team members across the global organization know how to correctly utilize your taxonomy.

Error Detection & Remediation: Post-implementation of the taxonomy and training, the Data Operations team automates SLA and data quality governance reports alongside a process to ensure transparency and accountability into adherence. Once the media is live, Omni's Taxonomy Compliance Dashboards automatically ingest and detect all issues, sending alerts to relevant parties. Through our transparent governance framework, accessible by agency and client partners, we can identify trends or larger-scale challenges to resolve the core of the problem instead of cleaning up messy data after the fact. Additional layers of data quality and governance are executed using the same system. These include governance checks such as viewability, fraud, naming convention compliance, automated data QA checks, and pacing. Amazon owns all generated data, and Omnicom operates as the data stewards. We set up ingestion, harmonization, storage, analysis, and visualization to deliver your data. Using an agile change management methodology with requests coming through our shared support ticketing model, we transfer the data to you according to your requested specifications on any cadence. To ensure the ultimate level of accountability and transparency, executives across the organization receive a report flagging data quality rates across key accounts every month. Executives can see which countries are meeting expectations and which ones are falling behind.

Through Omni, the process is scalable globally, and Amazon will have access to a suite of reporting tools. Omni includes automated pipelines with 150+ API connectors and a strict governance system across 20+ data quality checkpoints. These checkpoints cover taxonomy compliance, search anomalies, viewability, fraud, and planned spend alignment to ensure accurate data (See **Appendix B: Taxonomy and Governance Quality Checks**). Additionally, all performance dashboards can be integrated within Amazon's environment and allow for near-real time media KPI delivery.

A document which outlines the set-up process and timing, by country, to which you would commit. Please include your mechanisms for ensuring data accuracy both at set-up & ongoing.

Data Provisioning Set-up (Appendix C: Taxonomy & Campaign Data Set-up & Implementation): Our data operations team is responsible for delivering timely, accurate, and reliable data for Amazon and Omnicom to make critical business decisions. Regional LOB-specific data operations teams will focus on data collection, integration, processing, and visualization. They will collaborate with local LOB analytics teams to create reporting dashboards tailored to each of Amazon's primary personas based on specific requirements and use cases for each line of business. For large, multi-country clients like Amazon, the taxonomy set-up process will span 20 weeks, incorporating thorough quality assurance checks at every stage to ensure data accuracy (See **Appendix B: Taxonomy and Governance Quality Checks**).

Week 1-2 – Discovery & Alignment: During this stage, we will identify and connect with the key stakeholders in this set-up process. With these stakeholders, we will align on Amazon's project scope expectations and project timings, align on the trafficking or re-trafficking needs, determine the naming convention requirements across channels (display, search, social, programmatic, conversion tags, DSPs, etc.), and identify the data sources that require naming conventions across each country.

Weeks 3-7 – Data Gathering: This step is focused on gathering existing taxonomy and reviewing the current fidelity of Amazon's data across channels. We begin by collecting any document or information related to Amazon's current taxonomy process. Once we understand the existing taxonomy documents, we will collect or gain access to review data from all sources (including social, search DSPs, reporting systems, and internal tracking systems). We would then view and analyze the ad server and vendor raw data and audit the current taxonomy documents to begin building out or revising existing naming structures.

Weeks 8-12 – Rebuild Taxonomy: In this step, we begin a thorough analysis and revise current taxonomy structures. We pull ad server reports for Amazon's LOBs and audit current taxonomy. Our teams would then identify common elements in the advertiser/campaign/placement/creative names. Once commonalities are defined, we evaluate what values we need to include within each field based on the existing taxonomy and ad server reports. We would then determine whether new fields must be added or modified based on our best practices and the established reporting needs set during the discovery stage. Using our best practices, we also would advise on which fields are not needed and remove any duplications or non-required fields.

Weeks 12-14 – Identify Data Gaps: Once the revised naming conventions are set, we reflect our recommended taxonomy structure in an Excel spreadsheet, highlighting any missing data or fields requiring additional context from stakeholders. We review this document with relevant stakeholders, capturing and addressing fields before finalizing.

Weeks 15-17 – Finalize & Implement: The final taxonomy is presented to key stakeholders, and we begin scaling naming conventions across each LOB and country. This is done using Omni's Taxonomy Builder, our application for creating and scaling standardized naming conventions for improved planning, buying, trafficking, billing, and reporting. Depending on Amazon's preference, we can also create and scale naming conventions within Amazon-owned Taxonomy tools, which would be fully integrated with the rest of Omni and Amazon applications. Once naming conventions are set within desired Taxonomy Builder tool, the team reviews the data for quality assurance

before being sent to other connected applications (e.g., Omni PlanIt and/or Amazon-owned Project, Budget Tracking, Workflow Management Media Planning tooling) for media plan set-up and external platforms (e.g., The Trade Desk) for campaign activation.

Weeks 18-20 – Roll Out & Training: Key personnel across the Amazon and Omnicom teams are identified and permissioned with varying levels of access to Taxonomy Builder, depending on their role on the account (e.g., admin access allows users to modify the taxonomy fields, whereas general access only allows data input with the pre-defined fields). All users who are permissioned to access the site are given onboarding training and support.

Daily & Monthly Data Provisioning: Our data provisioning involves a combination of APIs, cloud-based transfers, and custom automated data acquisition to establish and continuously inform data governance. While digital media can be connected through API integrations, we also provide a scalable process for integrating client custom data sets such as offline media, site-served (e.g., direct buys) or localized, custom country data sets, typically monthly. Our manual data processing method focuses on accurately collecting data using a standardized template that aligns with your taxonomy guidelines. We collaborate with publishers and local countries to establish templates and acquire data, which is incorporated into your overall data governance framework. This approach comprehensively reviews any potential missing data, discrepancies, or errors through our standard weekly QA/maintenance identification process. Additionally, by following a consistent and accurate taxonomy framework across all media KPIs, this allows for a seamless ACE and ATLAS measurement data delivery process, within Amazon's 2-week SLA standard.

Ongoing Governance & Updates: Post-launch and using the defined taxonomy hierarchies, we develop Taxonomy Compliance dashboards that can ingest and detect all issues, sending alerts to relevant parties for in-flight tracking and optimization. We also implement an ownership process for handling escalations and problems when they arise.

Data Provisioning Ongoing Maintenance: Our taxonomy process continues after setup. We implement ongoing governance steps and technology-powered applications that monitor data compliance across different lines of business, countries, and campaigns (**Appendix B: Taxonomy and Governance Quality Checks**).

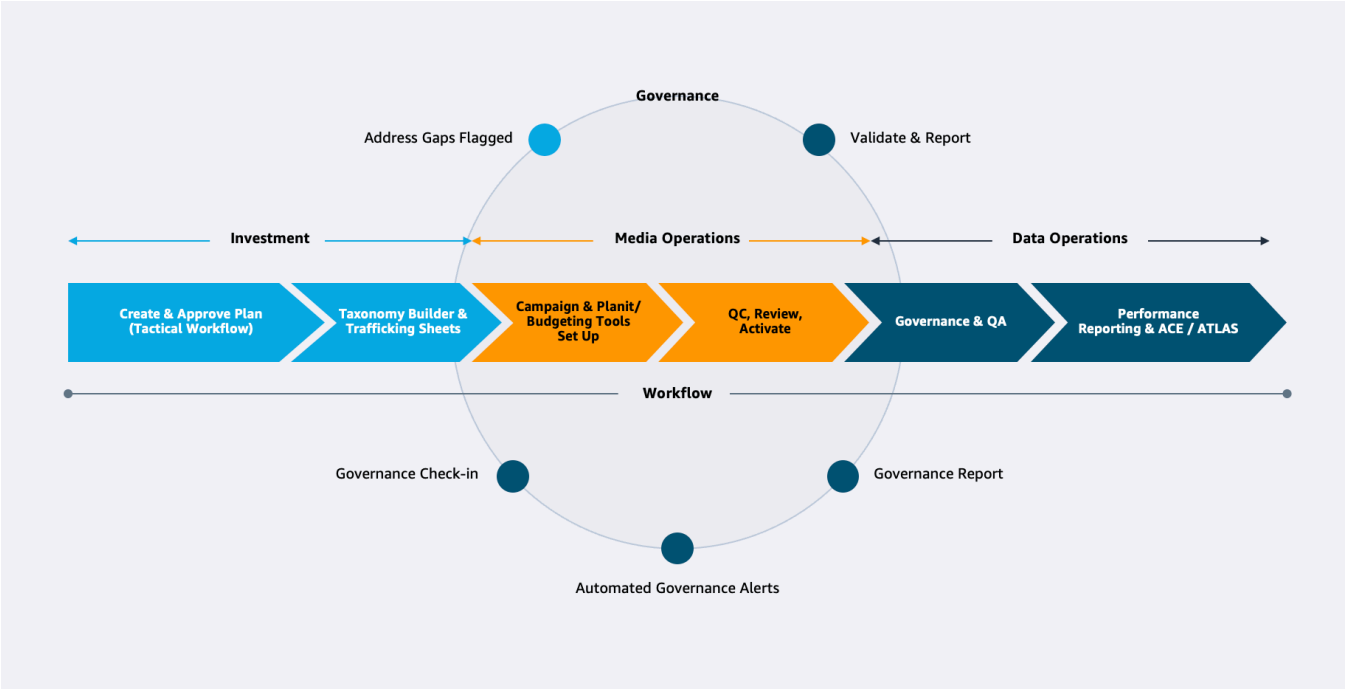
We plan to create custom Taxonomy Compliance dashboards that automate data feeds for specified standards. This will give business leaders real-time visibility of compliance scores and support targeted intervention. The dashboards will also validate data precision and accuracy. Our Omni Governance suite goes beyond reporting and will ensure that digital media rules and best practices are automatically applied, reducing activation errors.

Next Steps

Omnicom recommends doing an extensive audit of Amazon's taxonomy during the transition period (beginning 3 months before 1st month of AOR service) to identify opportunities to improve consistency, accuracy, and depth of data capture. In parallel, we will identify opportunities for automation to further streamline processes and create workflow efficiencies. We look forward to our discussion in the Data Provisioning session on June 18th.

Appendix A: Data Governance & QA Workflow

The chart below outlines our data governance & QA checkpoints workflow for global- to country-level taxonomy adherence.



Appendix B: Taxonomy and Governance Quality Checks

The table below highlights the data taxonomy and governance checks we incorporate into our workflows.

Category	Check	Description
Taxonomy	Planit Taxonomy	Checking All Planit Entries For Valid Naming Conventions
	DCM Taxonomy	Checking All DCM Activity For Valid Naming Conventions
	Social Taxonomy	Checking All Social Activity For Valid Naming Conventions
Planit Alignment	New Campaign Flag	Indicates A New Campaign Was Input Into Planit
	Planit vs Data Streams Flag	Flags When A Campaign Found In Planit Cannot Be Matched To Any Campaigns We See Directly In Data Streams
	Campaign Starting in Next two Weeks Flag	Flags When A Campaign Is Slated To Start Within 14 Days
	Campaign Ending in Next Two Weeks Flag	Flags When A Campaign Is Slated To End Within 14 Days
	DCM Planit Alignment	Flags When A Campaign Found In DCM Reporting Cannot Be Matched Directly To Any Campaigns In Planit
	Social And Planit Alignment	Flags When A Campaign Found In Social Reporting Cannot Be Matched Directly To Any Campaigns In Planit
Spend Compliance	Budget Validation	Sign Off With Local Markets That The Budgets In The Planning System Are Accurate.
	Social Missing Spend	Flags Any Social Placements Without Any Spend Associated
	DCM Missing Spend	Flags Any DCM Placements Without Any Spend Associated
	Planit Budget	Flags Any Campaigns In Planit Without Any Spend Input
	Social Currency Indicator	Flags Any Placement Within Social Reporting That Do Not Have An Indication Of The Local Currency Used
	DCM Currency Indicator	Flags Any Placement Within DCM Reporting That Do Not Have An Indication Of The Local Currency Used
Digital Alignment	High CPM	Flags When The CPM For DCM Activity Is Coming Through High
	Ordered Units Exceeded	Flags When A Campaign In DCM Has Exceeded The Ordered Units
	Missing Accounts	Flags If We Do Not See An Account Linked For The Market For Any Of The Digital Platforms
	Double Verify Fraud Alerts	Flags When A Campaign Or Placement Has High Fraud
	Double Verify Viewability Thresholds	Flags When A Campaign Or Placement Has Low Viewability
BI Platform Data flow	Reported vs. Source: Social	Check Each Source Of Data Against What Appears In The Report To Ensure That No Data Is Missing And There Are No Aggregation Errors.
	Reported vs. Source: Other Platforms	Check Each Source Of Data Against What Appears In The Report To Ensure That No Data Is Missing And There Are No Aggregation Errors.
	Data Streams monitoring	Checks That All Digital Platforms Connected Through Api Are All Updating Correctly.

Appendix C: Taxonomy & Campaign Data Set-up & Implementation

The table below highlights the steps and timeline for setting up and implementing a taxonomy structure for campaigns: