Covid-19 Benchmarking Meeting
With Data Through May 16
About The STAQ Benchmarking Data

Benchmarking Data
- Anonymous, opt-in, and on-demand
- 40+ Publishers
- 50+ SSPs Overall
- $1B+ in Revenue on an annual basis

Advertiser Benchmarking Data
- 10 SSPs in Advertiser Benchmarks
- 200+ Parent Advertisers
- Advertiser Data 40% of overall Benchmarking
How The Data Is Curated

- Programmatic only -- WW, Open and PMP, Display and Video (unless specified)
- Some of the data is self selecting based on publishers participating
  - Publisher Categories are classified as: News, Information, Lifestyle & Entertainment, Games & Tech, and Sports
- Data presented is based on what’s available in the API from the Partners
- Run Benchmarking after running customer data. **Data through Saturday, May 16**
- Data presented is **by week** (excluding Week 1 which is only 4 days) and runs Sunday through Saturday
Top Covid Spenders That Aren’t AdWords

Top Advertisers

- CPM
- Impressions
- Net Revenue to Publishers

LW vs 20 Week Average - 22%
LW vs 20 Week Average - 2%
LW vs 20 Week Average - 20%

Advertiser Detail

Walt Disney, FCA Group, Target, Toyota, Ford, Verizon, U.S. Government, Facebook, Amazon, AT&T

Background Data

WW, Open & PMP, Display & Video
The Data: Top Vertical View 2020 by Week
Covid Puts The Brakes On Vehicle Brands

Background Data

- FCA Group down 59%
- Ford down 49%

WW, Open & PMP, Display & Video
DR Not Taking Advantage In Usually Strong Category

- Rock Holdings down 22%
- LendingTree up 2%

Background Data

Rock Holdings
Lending Tree
Wells Fargo
Chase
AT&T had a high week 20. Up 166%
Verizon up 7%
Thanks Jake From State Farm

Insurance

CPM

[Graph showing CPM over time]

Impressions

[Graph showing impressions over time]

Net Revenue to Publishers

[Graph showing net revenue to publishers over time]

Background Data

State Farm up 17%
Esurance down 26%
Liberty Mutual up 56%
Pharma Steady, Advertisers Aren’t

Sanofi had a high week 19 and 20. Up 104%
GSK fell end of February. Down 59%
Bayer down 11%

Background Data
Comcast Takes Advantage Where Others Miss Opportunity

Comcast consistent but fell off end of Q1. Down 16%
Charter down 39%
Microsoft Returns, Apple Reopens

Microsoft dipped at start of Q2. Coming back in May. Up 8%
Dell down 3%
HP fell beginning of Feb. Down 57%

Background Data
Walt Disney fell in April. Coming back in May. Down 29%
Nordstrom Stepping In With eCommerce

Background Data

Target fell end of Q1. Down 52%
Nordstrom picked up mid-April. Up 54%

Nordstrom picked up mid-April. Up 54%
Adobe started getting creative in May.

Adobe picked up in May. Up 136%
Intuit consistent decline, drop off in May. Down 92%
Salesforce picked up in Q2. Up 34%
We’re Eating At Home, But Nestlé Only Spender

Nestle up 47%
Tyson fell off in March. Down 79%

Background Data

WW, Open & PMP, Display & Video
Adidas Getting Back In Shape

- Adidas up 29%
- Under Armour fell off end of March. Down 99%

Nike down 22%
Wayfair Capitalizing On Stay At Home

Wayfair up 7%
Williams-Sonoma decreased mid-March. Down 56%
Unilever Picking Up What P&G Is Putting Down

**CPM’s up**

- **P&G up 21%**
- **Kimberly-Clark dipped end of March. Down 81%**
- **Unilever had a high week 20. Up 156%**

**Background Data**

- Kimberly-Clark
- Unilever
- Procter & Gamble

**Procter & Gamble**

P&G up 21%
Comeback Stories?
Pepsi Gone, Liquor & Lattés

Background Data

Pepsi fell mid-March. Down 90%
Pernod Ricard increased early April. Up 52%
Starbucks had a high week 20

WW, Open & PMP, Display & Video
America Runs On... We Forget, Need More Coffee

McDonald's dropped mid-March. Down 82%
Dunkin fell off mid-March. Down 94%
Travel Is Grounded Except For Hilton

Background Data

WW, Open & PMP, Display & Video
Recap

- Largest Decliners: QSR, Travel, Auto
- Largest Gainers: Mobile & Wireless (AT&T), Software, CPG
- Most consistent: State Farm, Comcast, Wayfair
- We see the swoosh!