

RUN In-Demo Delivery

The Rundown

Reach your target demographic with confidence, leveraging RUN's technology and strategic partnerships.

Key Benefits

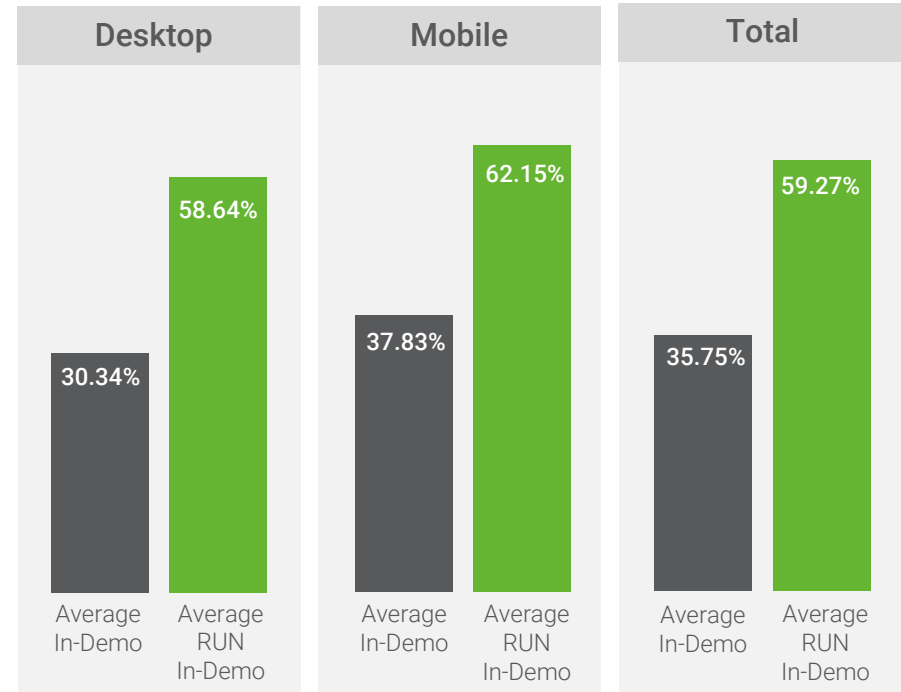
Strategic Partnerships

- **Inventory & Data:** Best-in-class inventory and data partnerships allow RUN clients to target with accuracy
- **Verification:** RUN's integrations and partnerships allow clients to validate their campaign against the industry's top verification vendors

Inform Future Planning

- **Data Storage:** RUN will build and store users exposed to your brand while also translating cookies to device IDs for future activation
- **Audience Insights:** Derive key learnings on Acxiom segments where your target audience over-indexes

Certified Vendors



*Source: Nielsen DAR Analytics Tool, 2016



Multicultural Client

To validate impressions served to Hispanics users, RUN utilized strategic data partnerships with publishers, verification vendors, and data vendors while overlaying census and geo-influenced data.



Sports Client

Leveraging first-party publisher data, RUN was able to guarantee delivery to A18-34, only counting impressions verified by a third-party vendor.



CPG Client

After in-demo percentages were only 30% against the desired demo, RUN's media analysts implemented a custom private marketplace package that scored over 60% when measured by Nielsen.



RUN Maximizes Your Completion Rate

The Rundown

Deliver video assets with confidence as completion rates for your campaign outperform the industry

Key Benefits

Strategic Partnerships

- **Inventory Sources:** RUN's strategic partnerships with publishers, exchanges, and specialized supply sources allow clients to access best-in-class inventory.
- **Creative Deployment:** Robust creative offering allows clients to embed video assets within interactive units that maximize engagement and completion rates.

Inform Future Planning

- **Data Storage:** RUN will store users who remain immersed in your video assets for future activations.
- **Creative Insights:** Leverage RUN's transparent analytics to steer creative best practices towards video length, a/b testing, and audience behaviors.

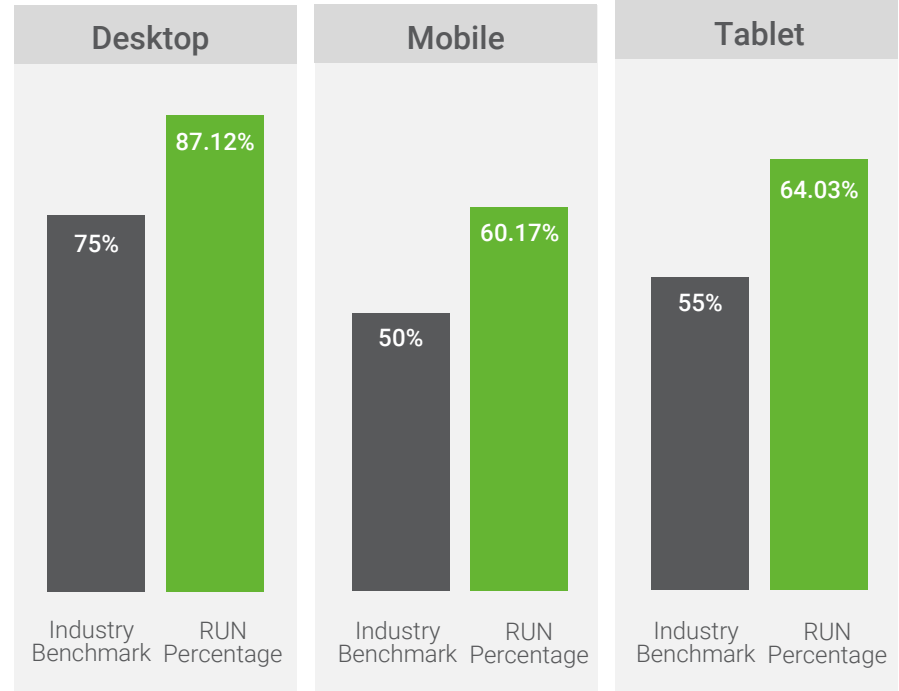
Supply Sources

BrightRoll

SPOTX

DoubleClick
Ad Exchange by Google

LiveRail



*Source: Innovid Analytics Tool, 2016



Finance Client

A finance client transacted with RUN exclusively on completed views. In addition to guaranteeing a 100% completion rate, RUN leveraged real-time and transparent analytics to make both tactical and creative recommendations.



Alcohol Client

In order to increase completion rate percentage while accessing premium inventory, RUN's media analysts implemented a custom LDA compliant private marketplace that scored above 80% when measured by Innovid.



CPG Client

After another partner was delivering a completion rate percentage 20% below the client's benchmark, the campaign was shifted to RUN where our media analysts leveraged RUN's proprietary algorithm to increase percentages to 70%.

