

RUN Audience Insights

The Rundown

- RUN clients can now identify audience overlap within the Acxiom taxonomy
- Detailed reports provide strategic optimization guidance while informing future planning

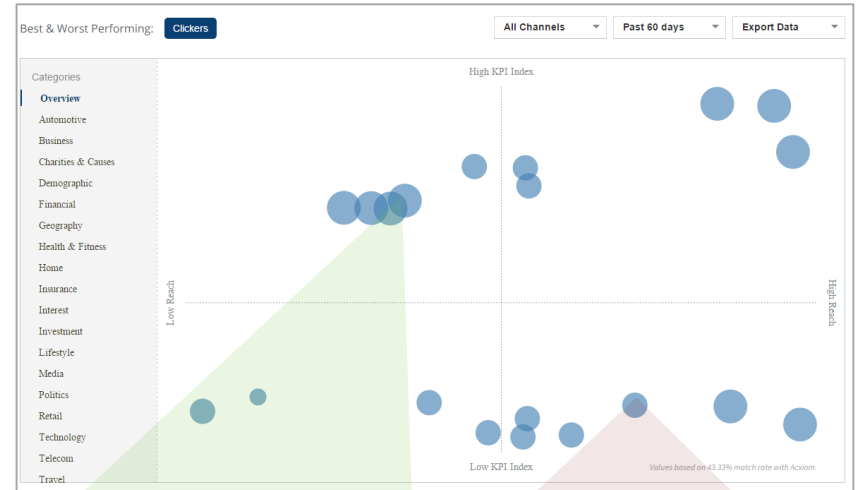
Key Benefits

Fuel Optimizations

- **Untapped Potential:** Increase reach against audiences that are over-indexing for campaign performance
- **Eliminate Wasteful Audiences:** Reduce or halt delivery to audiences who are significantly under-indexing for performance

Inform Future Planning

- **Audience Discovery:** Discover new and receptive audiences to be considered for your next campaign
- **Incremental Value:** Leverage RUN's Universal Reach/Frequency management



ACXM CPG > Breakfast Food > Likely Ready to Eat Cereal
Malt O Meal 1.13

Reach	Reach %	Total Size
7,323	0.02%	31.18m

Opportunity

ACXM Lifestyle > Personix > Classic Clusters
19 - Country Comfort 0.93

Reach	Reach %	Total Size
43,492	0.28%	15.37m

Wasteful

CPG Client



A client looking to do market research to identify their target audience was presented with new segments that outperformed industry norms.

Tech Client



Applying incremental dollars, RUN's media analysts reduced waste by excluding audiences who under-indexed against the campaign KPI, bolstering total performance.

Finance Client



RUN analysts improved campaign performance by 40% via delivery against under-exposed top performing segments.



RUN Cookie Translator

The Rundown

- Seamlessly translate desktop cookies to unique Device IDs
- As we collect data by serving impressions, campaigns in a particular market gain stronger cookie to device correlation

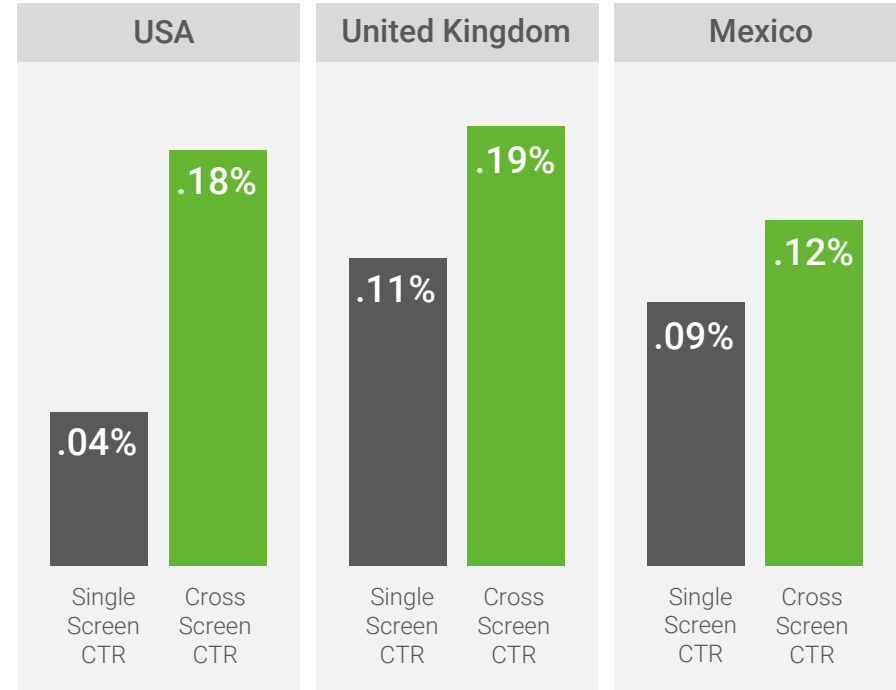
Key Benefits

Product Features

- **Enhanced Scale:** Access consumers across multiple devices to drive reach and resonance
- **Person-Based Model:** Validated data sources ensure best-in-class accuracy in associating users to devices

Inform Future Planning

- **Data Storage:** RUN will build and store users exposed to your campaign along with the translated cookies for future campaigns
- **A/B Test by Devices:** Derive deeper understanding of your performance by device and single vs. double exposed users



Validated Success

- RUN utilized their cookie translator for a global client looking to extend reach and test performance across multiple devices.
- Versus single screen targeting, cross screen targeting provided a 33% CTR increase in Mexico, 73% increase in the UK, and an impressive 350% increase in the US. These values will continue to increase as we work with this client.*



RUN In-Demo Targeting

The Rundown

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

Key Benefits

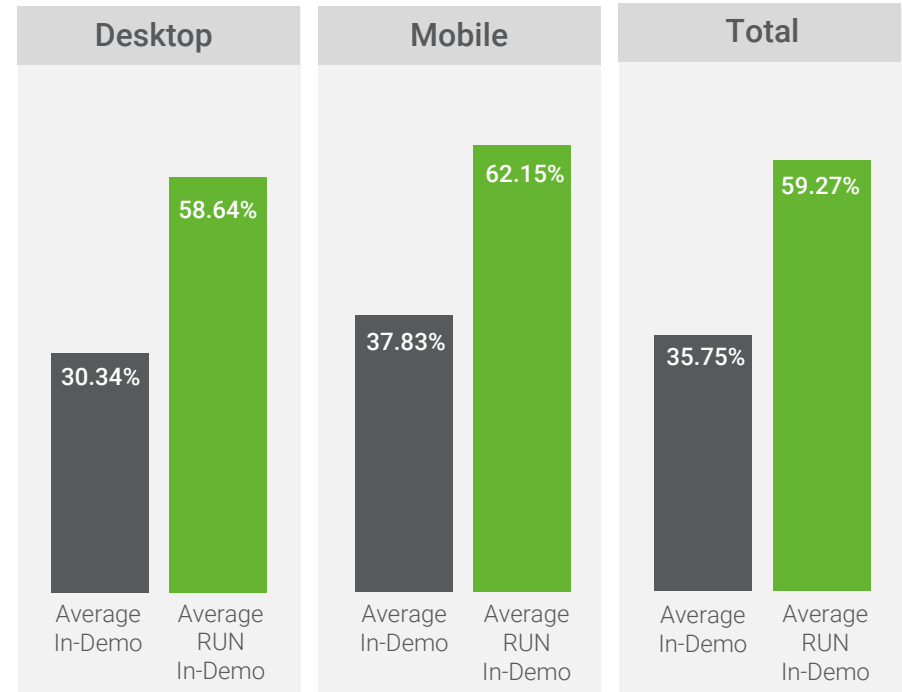
Strategic Partnerships

- **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 what Acxiom segments your target audience over-indexes for

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 reach A18-34 with precision, 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 Universal Reach/Frequency Management

The Rundown

- RUN clients can analyze current campaign Reach & Frequency performance against both unique people and/or devices

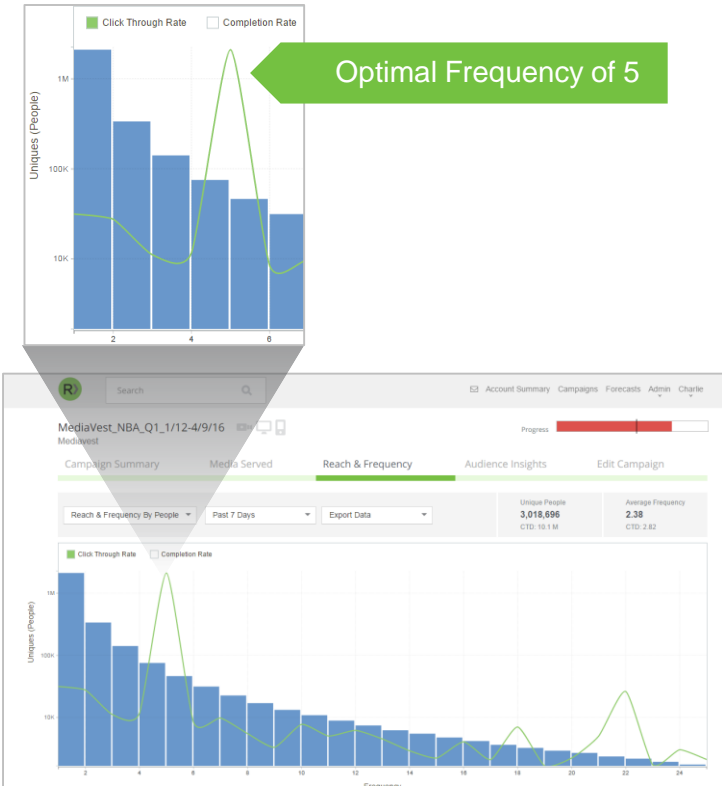
Key Benefits

Product Features

- **Trend Analysis:** Layered trend lines determine which levels of frequency give the campaign the best performance
- **Support Multiple KPIs:** Measure against device and people while tracking click-through rate, completion rate, and conversions

Inform Future Planning

- **Opportunity Cost:** Identify the drop-off point to minimize wasteful impressions to over-exposed audiences
- **Scale vs Performance:** Seamlessly identify thresholds and assess risk/reward between scale and performance



CPG Client

After imposing a strict frequency cap, RUN was able to visually demonstrate the lost opportunity. The client chose to increase their frequency cap, nearly doubling campaign performance.



Automotive Client

In efforts to maximize delivery, an auto client's campaign performance was suffering due to over-exposing users. RUN reduced the frequency cap, resulting in more favorable campaign efficiencies.

