

BASIS + UNDERTONE

11.18.21

- Overview
- Targeting
- Programmatic Activation
- Workflow
 - Media
 - Creative
- Creative/Products

OVERVIEW

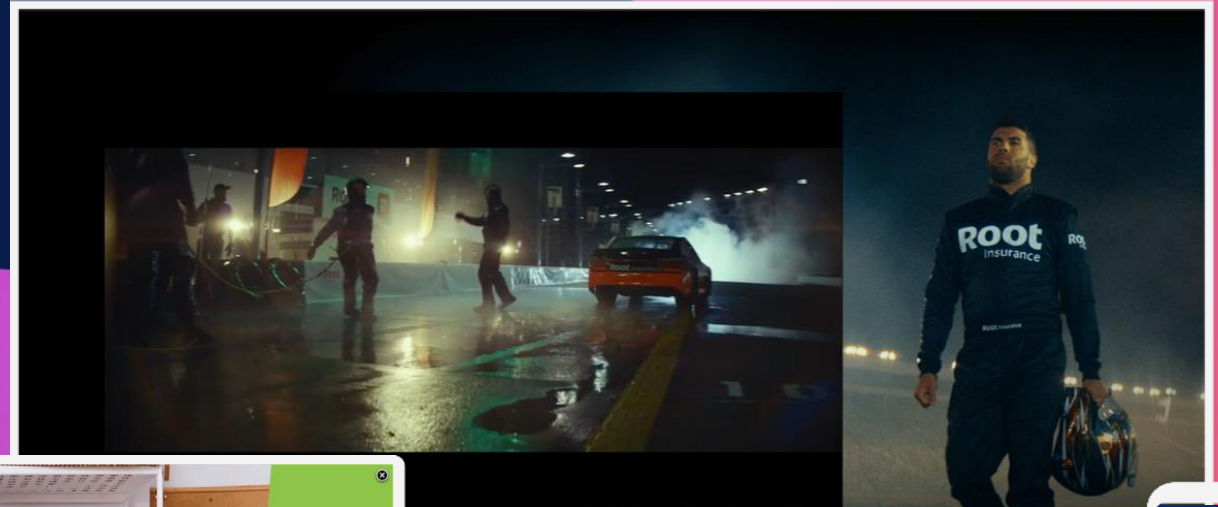
MEMORABLE CAMPAIGNS, UNFORGETTABLE RESULTS

Intelligent High Impact Ads for
Every Screen & Device

That Are Relevantly Served

In Environments That Capture
Attention

Fueled by Proprietary Tech, Data,
& Strategic Partnerships



BUBBA WALLACE
CHANGE STARTS
WITH A STAND
Root Car Insurance



Golf Digest RADAR GLAMOUR
VANITY FAIR AccuWeather GO epicurious

TARGETING

REACHING YOUR AUDIENCE WHERE & WHEN IT MATTERS

PROPRIETARY

Previously clicked on an Undertone ad in the same vertical

CONTEXTUAL

Reading article within your industry

TV TARGETING

Seen your brand's TV commercial within the last 24 hours

1ST PARTY/LOOK-A-LIKE

Created from your custom CRM list

3RD PARTY

Website behavior suggests a likely purchaser for your brand



UNDERTONE'S PRIVACY PROTECTED TARGETING SUITE

FOR A COOKIELESS FUTURE

Undertone is continuously evolving our suite of Privacy Protected Targeting Solutions to align with the latest industry compliance.

Through partnerships, adoption & proprietary innovation, we are able to offer our advertisers advanced cookieless targeting solutions that are effective & scaleable in delivering relevant ads & achieving full funnel results.



Cookieless



Scaleable



CCPA & GDPR
Compliant



Deliver Relevant
Ads



Supports all KPIs



SORT

(Smart Optimization of Responsive Traits)

Our proprietary technology that uses real-time, cookieless data signals to identify users with shared traits & classify them into SmartGroups for targeting & optimization

✓ Fully Ready ✓ Extremely Scaleable



CONTEXTUAL

Reaches relevant users by targeting ads based on the content of the they are viewing

✓ Fully Ready ✓ Scaleable



UNIVERSAL IDs

Industry wide identifiers that allow advertisers to identify users across the supply chain without syncing cookies

✓ Partially Ready × Limited Scale



PROGRAMMATIC ACTIVATION

DEAL TYPES AVAILABLE*

Preferred

- All Undertone formats
- First look over PA
- Fixed pricing
- No inventory guarantees
- Pre-filtering done by Undertone
- Can ingest IP data

Private Auction

- All Undertone formats
- Priority over Always On
- Biddable pricing
- No inventory guarantees
- Targeting done by client
- Pre-filtering done by Undertone

Always On

- Standard, Video formats. Client uploads tags in DSP
- Lowest priority
- Biddable pricing
- No inventory guarantees
- Targeting done by client
- Pre-filtering done by Undertone

*Direct integration between Undertone + Basis requires no SSP

MEDIA WORKFLOW

MEDIA WORKFLOW

1. Request DID from Undertone with following information:

- Campaign Name
- Deal Type
 - Who will control targeting?
- Units/# of Units
 - Recommended Spend Guidelines for units requiring Undertone Creative input/build
 - \$15K-\$35K: 1 unit
 - \$35-\$75K: 1-2 units
 - \$75K-\$150K: 2-3 units
- Flight dates
- Projected NET Spend/Range (monthly or total)
- Reporting requirements
 - Timing/Cadence
 - Delivery, Clicks, Engagements/Interactions, VCR (if applicable) are reported. Please advise if there are additional metrics needed

MEDIA WORKFLOW (cont'd)

2. Undertone to provide DIDs to Basis team
3. Undertone + Basis to collaborate towards Creative builds/approvals/final QA
4. Basis teams to send any trackers/pixels to be appended to units
5. Undertone to provide final ad tags/test pages
6. Basis team to launch
7. Undertone + Basis to steward campaign/troubleshoot any issues

CREATIVE
PRODUCTION/ASSETS/
TIMELINE

ASSETS NEEDED*

IF UNDERTONE CONCEPTS:

- Idea or execution direction
- Final approved Raw working files of creative (PSD's, hi-res image jpegs)
- Animation references (HTML, videos)
- Fonts
- Vector files (logos)
- Hi quality videos in .mov or .mp4 format (if applicable)

NO UNDERTONE CREATIVE BUILD NECESSARY:

- Following units can be uploaded directly into DSP after receipt of DID
 - Standard IAB units
 - Video Adhesion (without leave-behind)
 - 300x600 brand reveal

IF CLIENT/CREATIVE AGENCY CONCEPTS:

- Final approved Storyboard of the concept for the unit (PDF)
- Final approved Raw working files of concept (PSDs)
- Animation references (HTML, videos)
- Fonts
- Vector files (logos)
- Hi quality videos in .mov or .mp4 format

*specs for specific units can be provided upon request

CREATIVE PRODUCTION WORKFLOW

KICK OFF

(once creative assets received)



DEVELOPMENT

(3-5 days for first demo)



TRAFFICKING & LAUNCH



DESIGN

(2-3 days for first mock)

QA

(1-2 days)



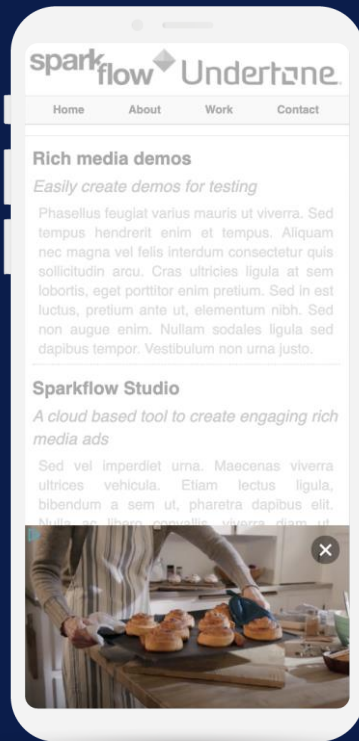
QA PROCESS & SUPPORTED DEVICES

- Once a unit is approved, it will be handed off to our QA team for testing across multiple browsers and devices.
- Any bugs or issues will be addressed prior to launching the unit.
- A full list of supported browsers and devices is available [here](#).

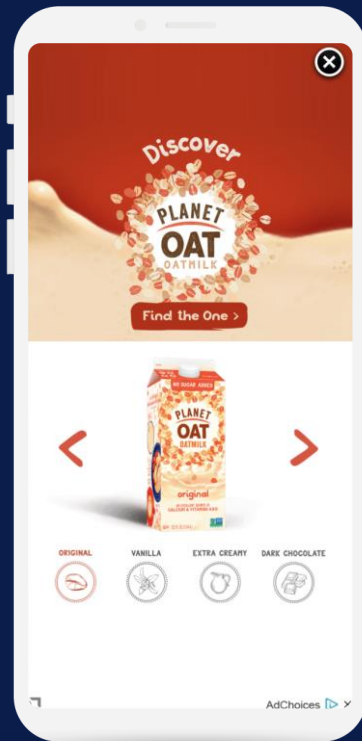


CREATIVE/PRODUCTS

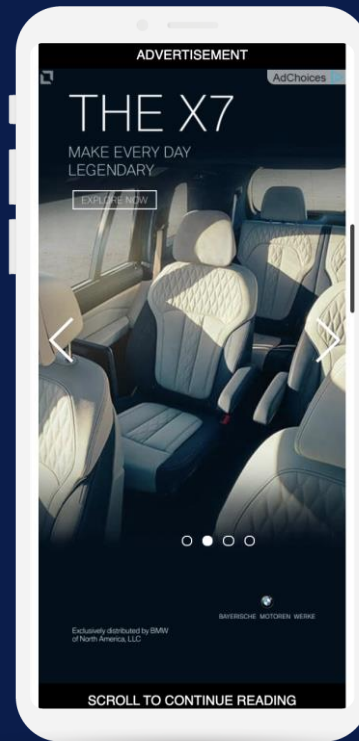
HIGH IMPACT DISPLAY



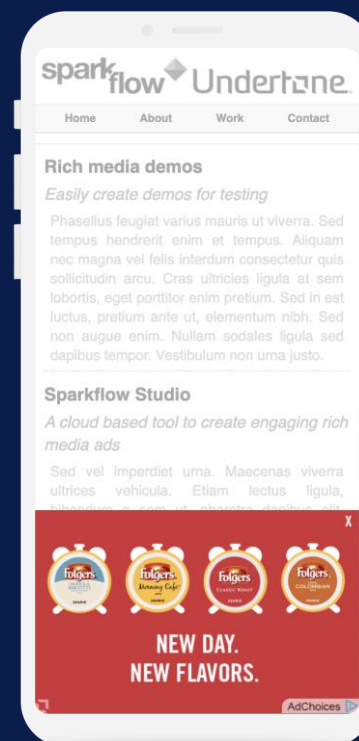
Video



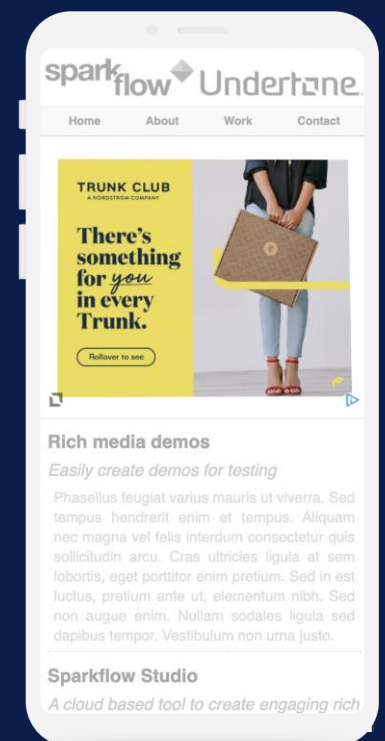
Interstitial



In-line



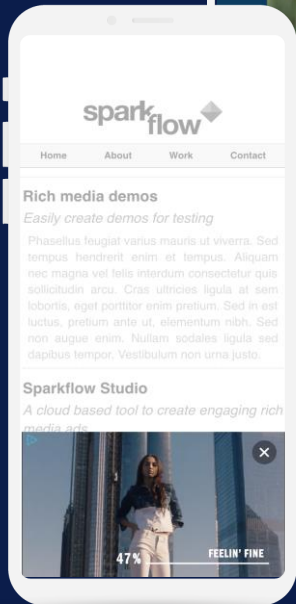
Adhesion



Standard



VIDEO SUITE



CTV

High VCR solutions for Linear TV and video extension on top-tier apps. Available in with Interactive capabilities.

INSTREAM PRE-ROLL VIDEO

High VCR, High Viewability solutions appearing before publisher video content. Available in with Interactive capabilities.

OUTSTREAM VIDEO

Engaging, video focused, high impact display creative

UNDERTONE'S HIGH IMPACT CTV SUITE

Flexible options to meet any CTV/Video KPI

STANDARD



BRANDED



INTERACTIVE



LIVE



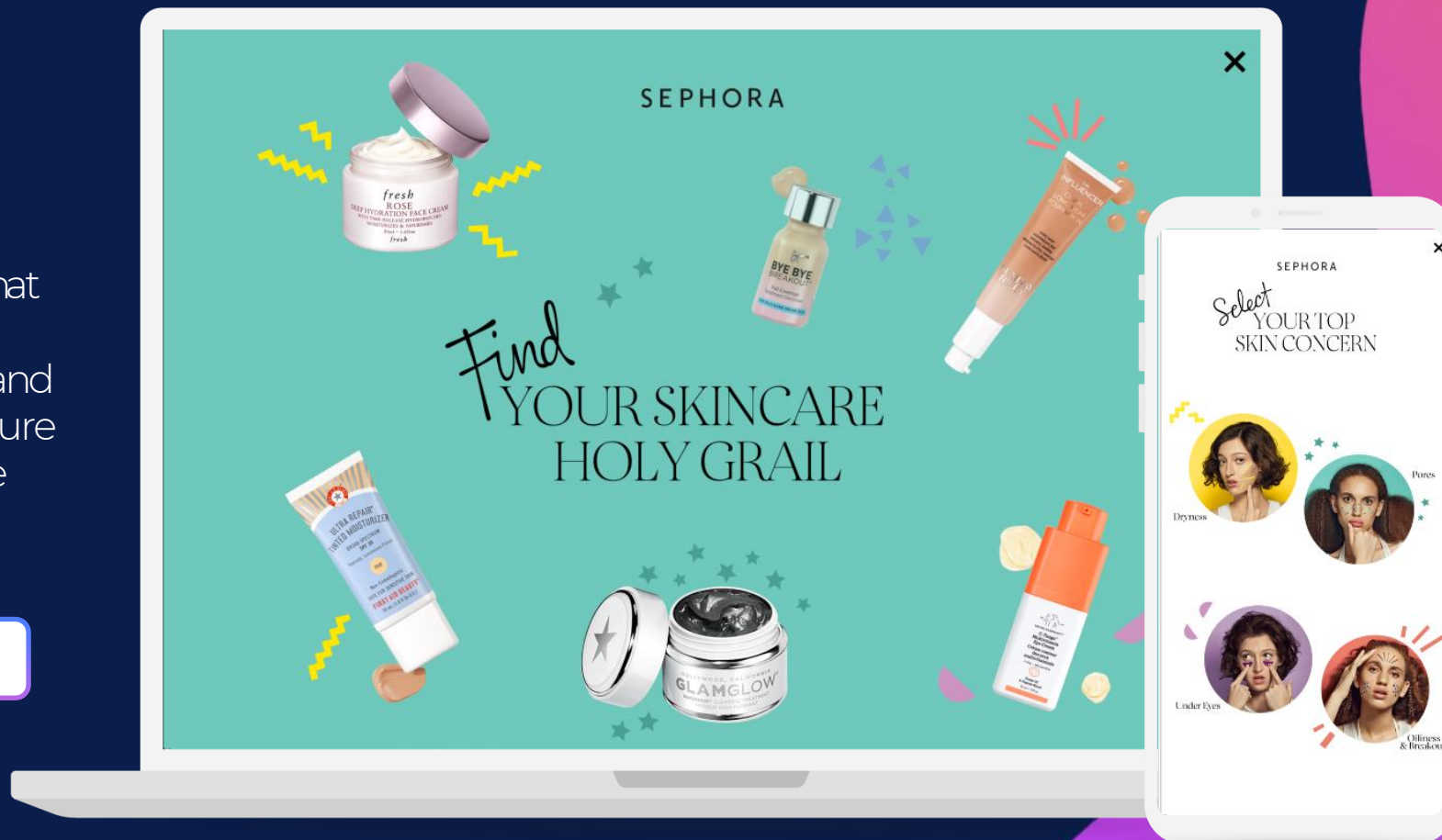
PAGE GRABBER

Cross-Screen or Mobile Only

A proprietary, full-page interstitial format with rich interactive capabilities, completely customizable based on brand goals. Built in responsive design to ensure a seamless and scalable experience across devices.

DEMO

DEMO



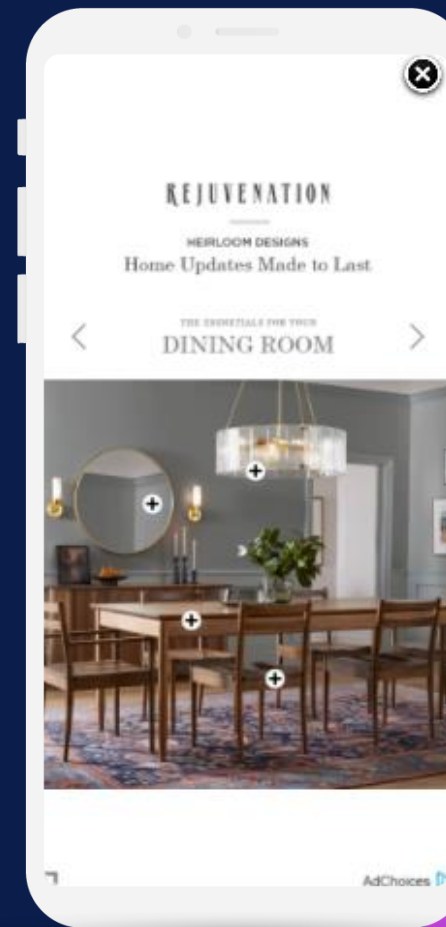
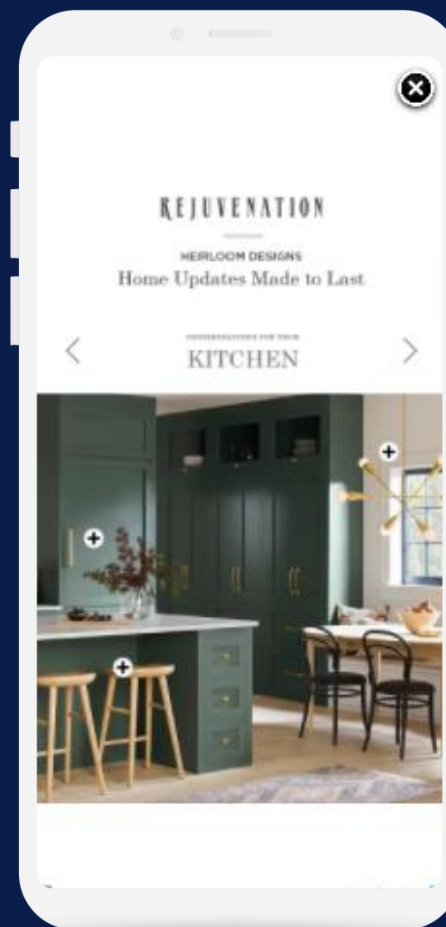
PAGE GRABBER MOBILE

Mobile Only

A proprietary, full-page mobile interstitial format with rich interactive capabilities, completely customizable based on brand goals.

DEMO

DEMO



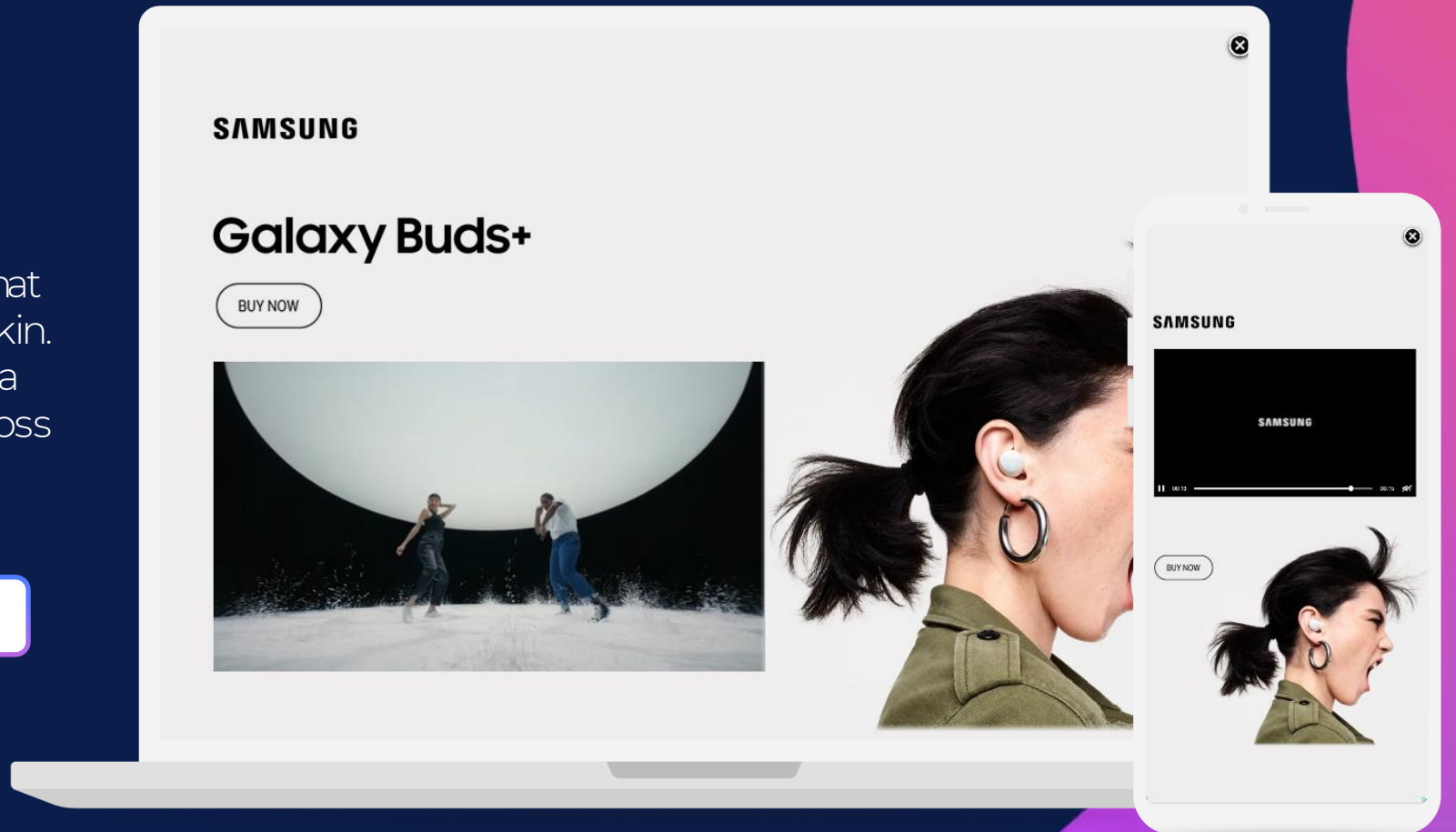
IMPACT VIDEO

Cross-Screen

A proprietary, full-page interstitial format with a :15s autoplay video & branded skin. Built in responsive design, to ensure a seamless and scalable experience across devices.

DEMO

DEMO



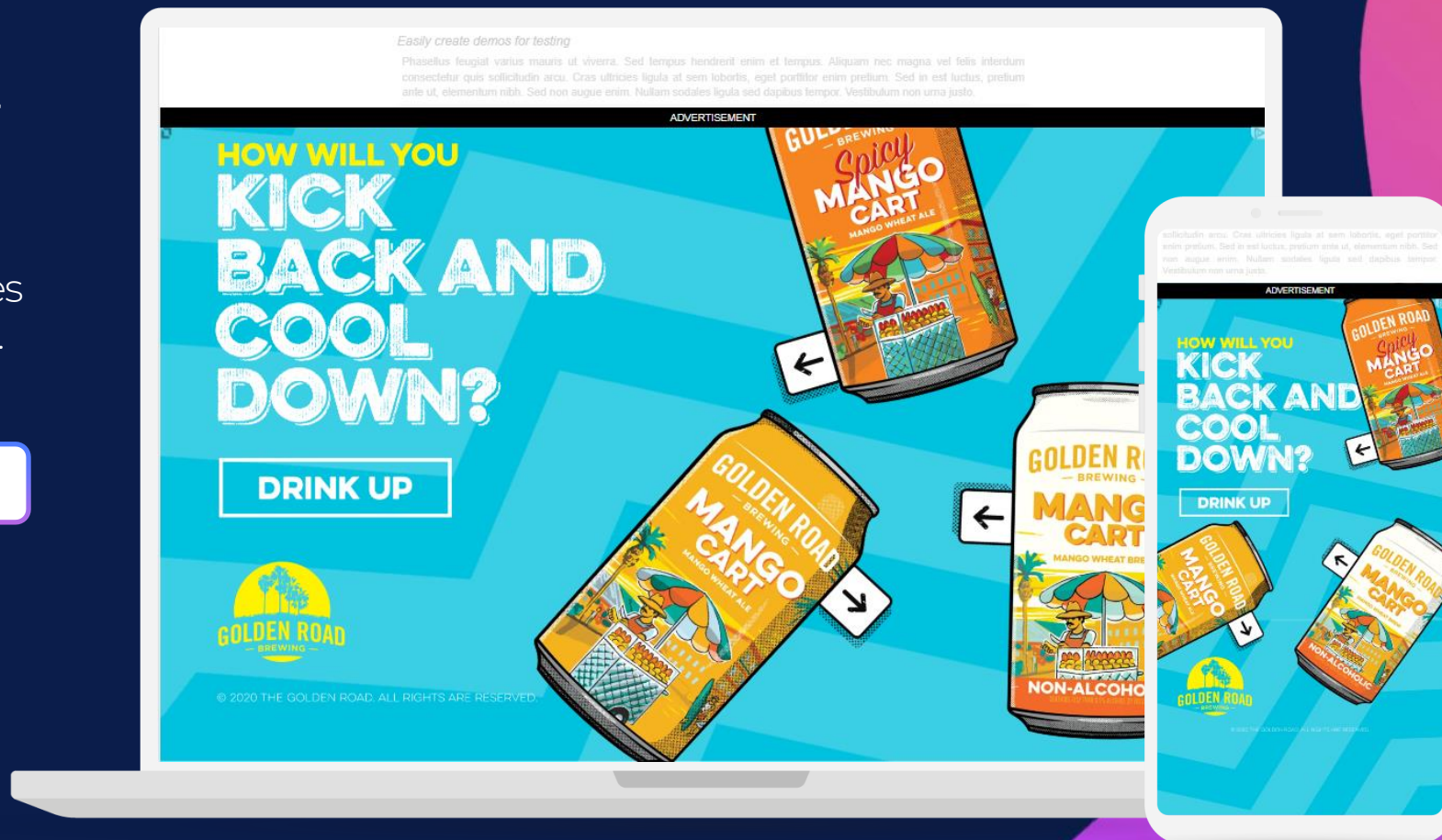
BRAND REVEAL

Cross-Screen

A large format inline unit that becomes visible within content as users scroll.

DEMO

DEMO

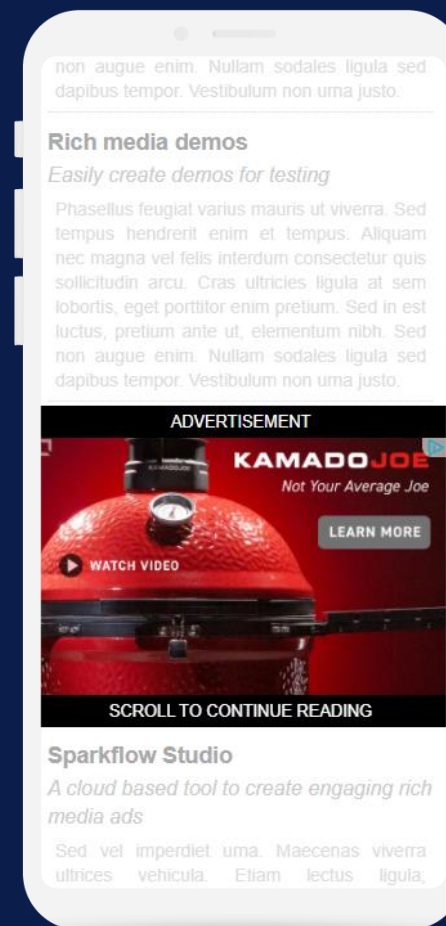
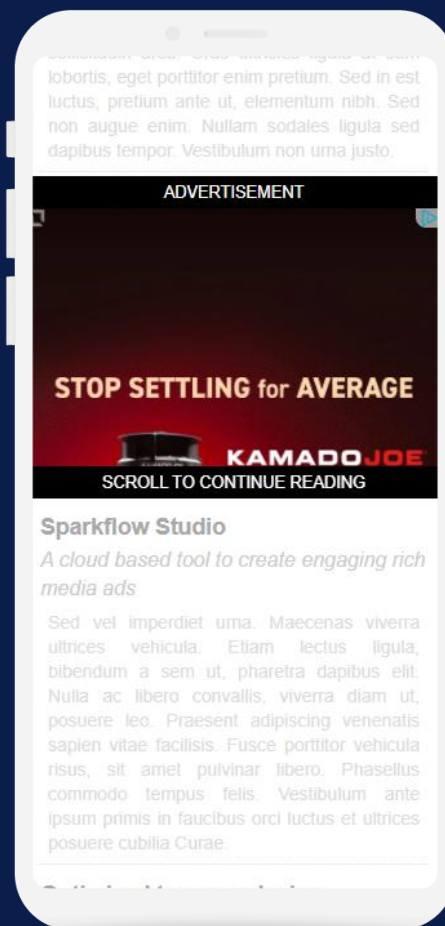


MINI BRAND REVEAL

Mobile Only

A standard banner height inline unit that becomes visible within content as users scroll on their mobile devices.

DEMO

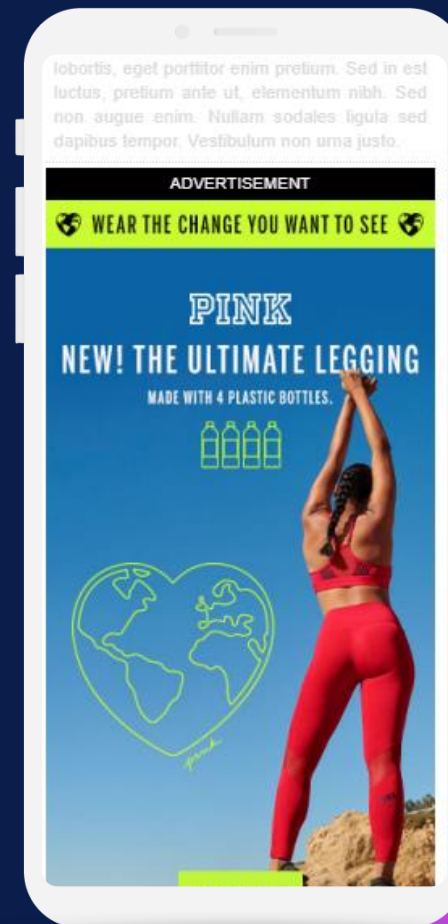


BRAND REVEAL 300X600

Mobile Only

Repurpose existing 300x600 desktop-oriented creative into a unique inline mobile format.

DEMO



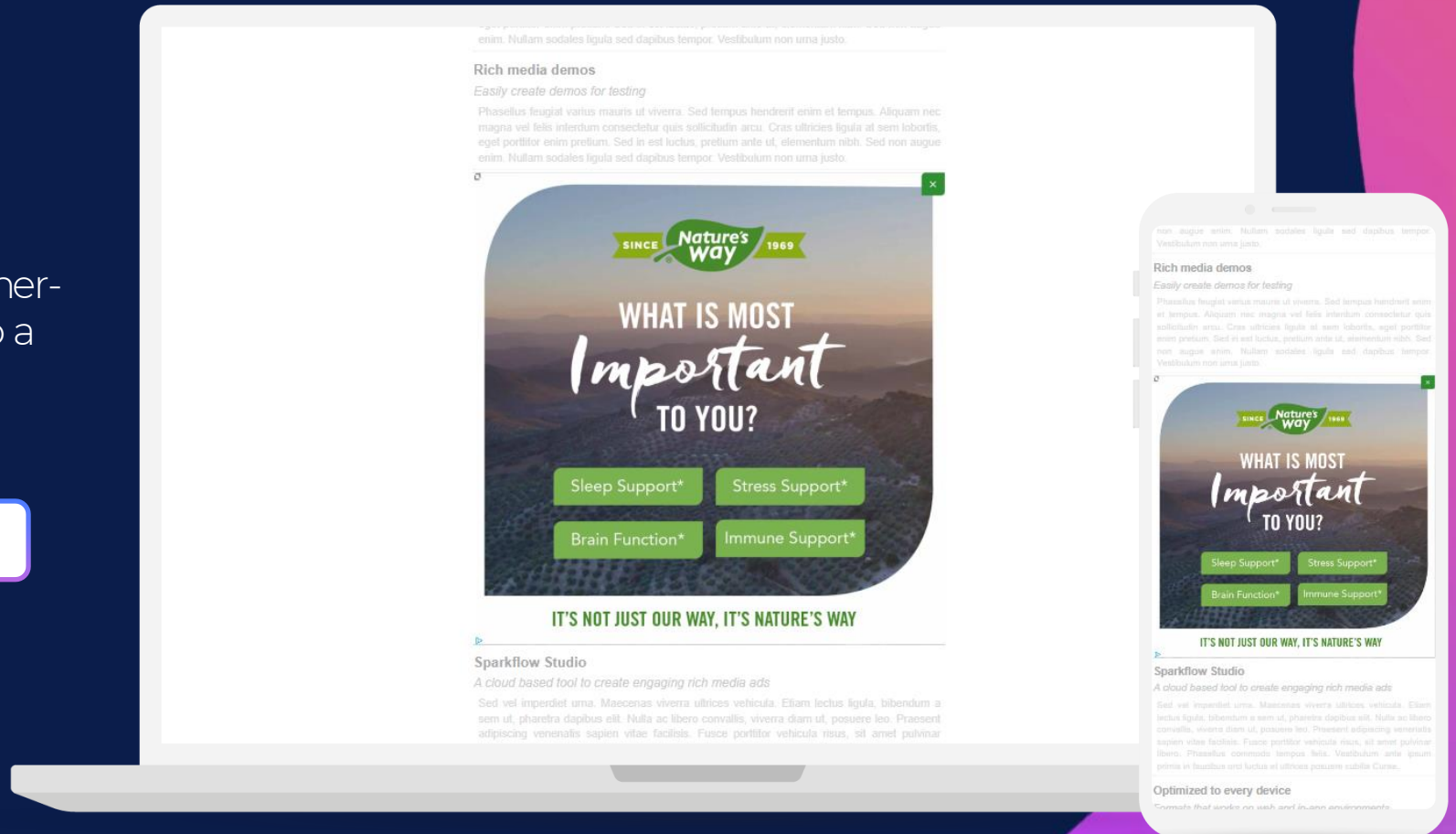
SEE THROUGH

Cross-Screen

An inline format that appears as a banner-sized teaser window and expands into a larger experience as users scroll.

DEMO

DEMO



BOTTOM ADHESION

Cross-Screen

An expandable banner anchored to the bottom of the browser that expands into a full-screen experience upon user-interaction.

DEMO

DEMO



NON-EXPANDABLE BOTTOM ADHESION

Cross-Screen

A persistent banner anchored to the
bottom of the browser.

DEMO



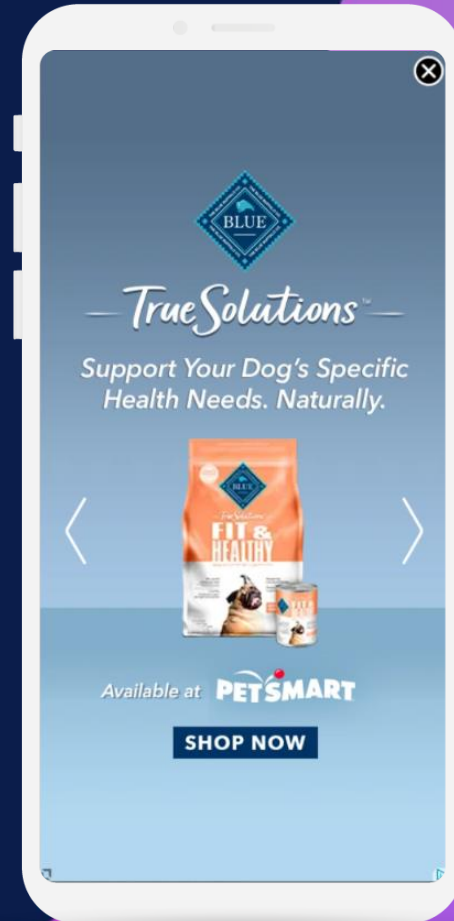
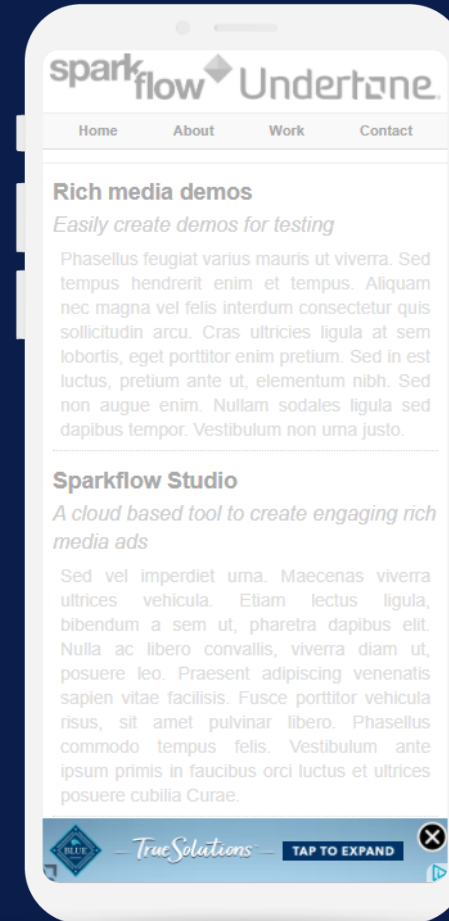
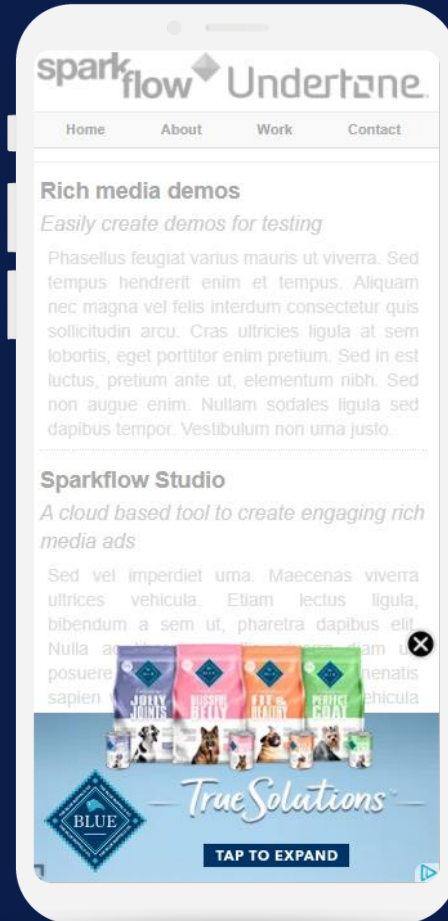
EXPANDABLE ADHESION

Mobile Only

A mobile-only unit that loads as a teaser on the bottom 1/3 of the screen & collapses into a persistent banner, giving users the option to expand into a full-screen experience.

DEMO

DEMO

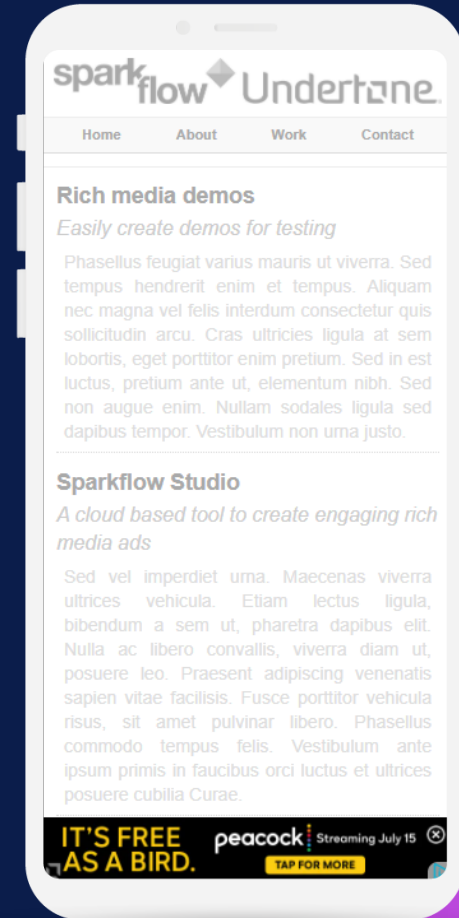
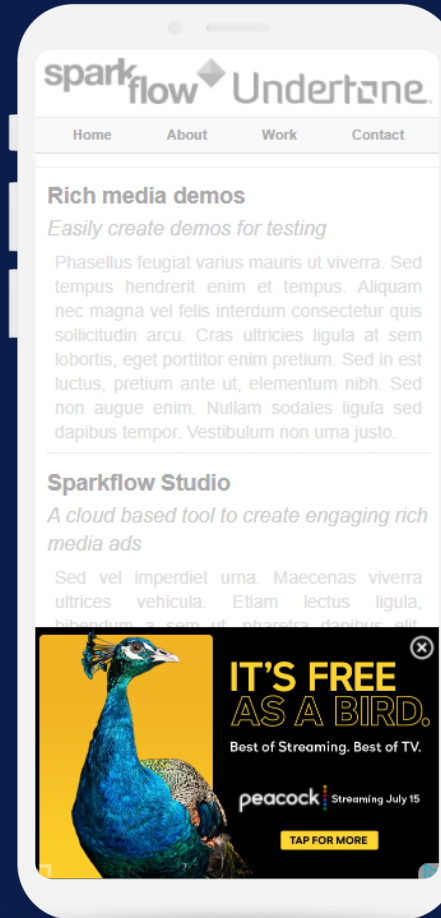


NON-EXPANDABLE ADHESION

Mobile Only

A bottom-anchored mobile-only unit that loads at 1/3 of the screen before collapsing into a persistent banner.

DEMO



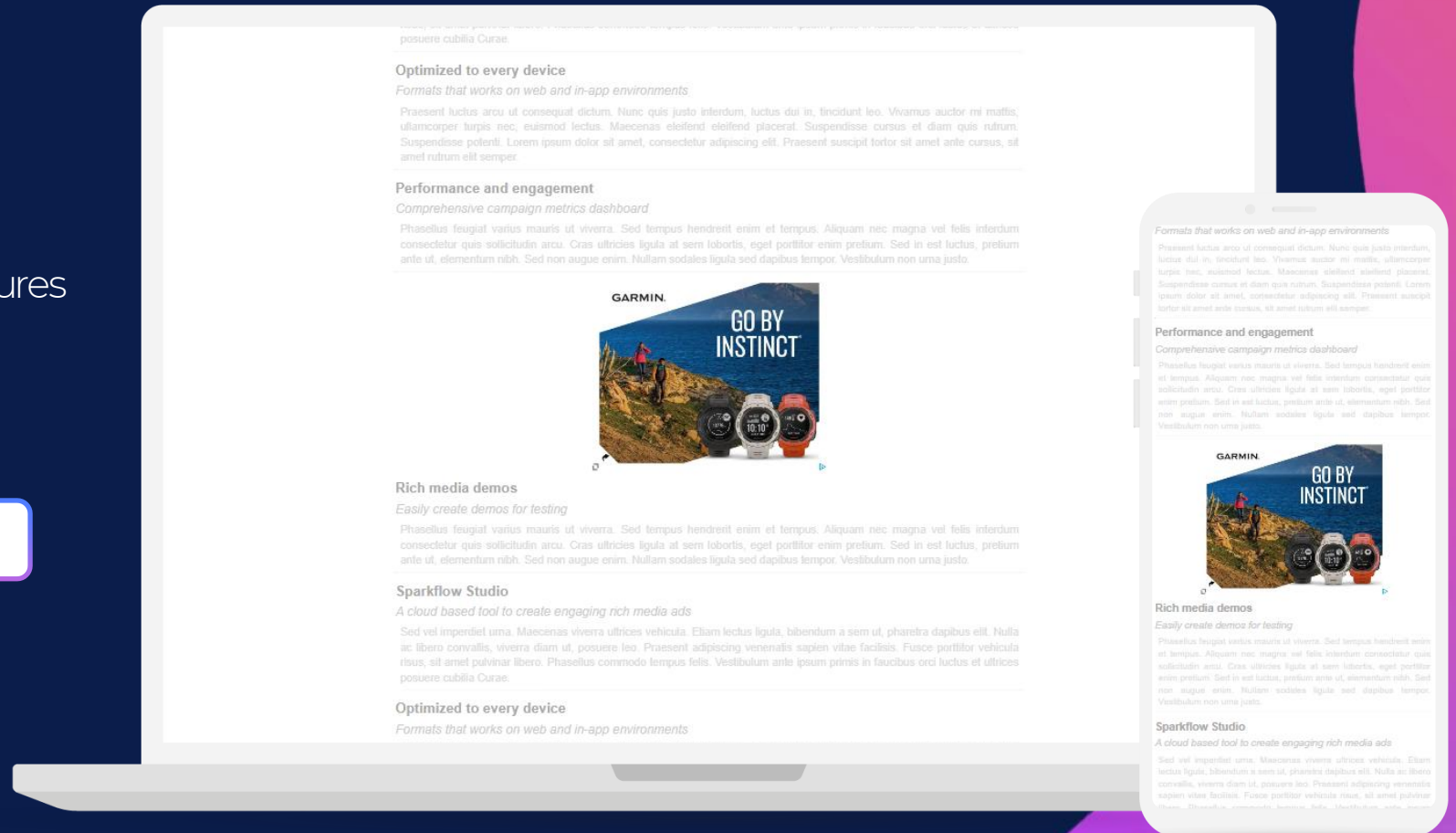
ENHANCED STANDARD

Cross-Screen

An elevated 300x250 solution that features custom functionality to increase interactivity.

DEMO

DEMO

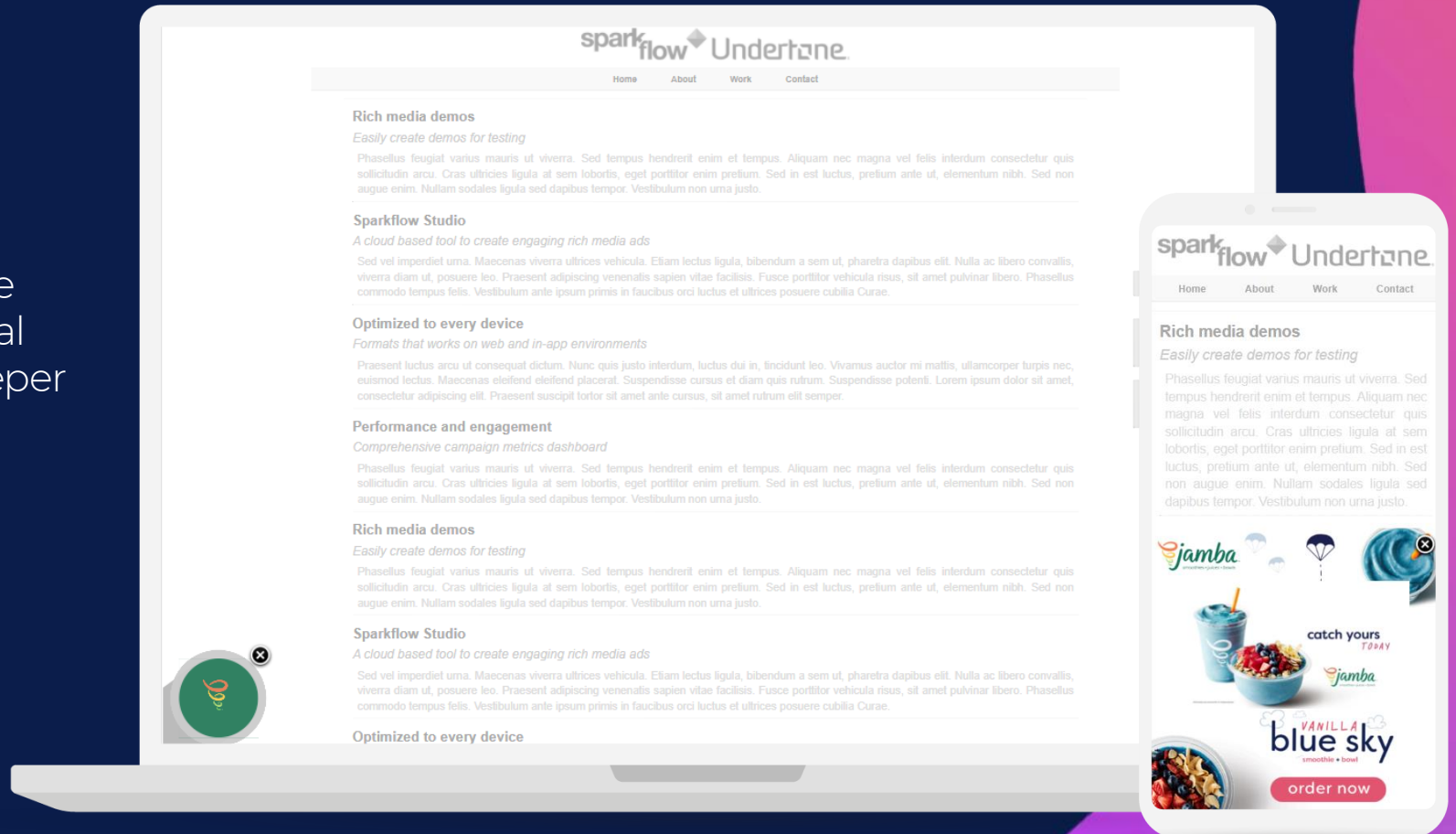


BRAND BURST

Cross-Screen or Mobile Only

An adhesion bubble anchored to the bottom left of the screen, with optional expansion upon user-initiation for a deeper branding experience.

DEMO



SOCIAL DISPLAY PAGE GRABBER

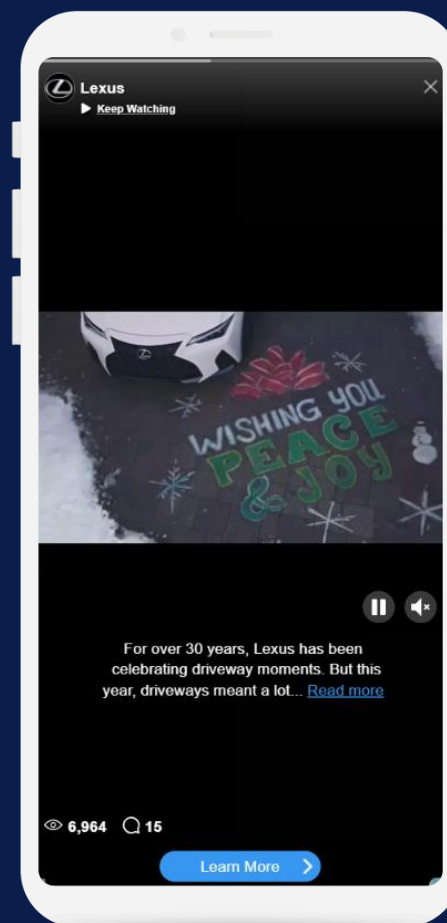
Mobile Only

An interstitial that seamlessly incorporates a brand's existing social post & social engagement data.

Format supports Instagram, Facebook & LinkedIn.

DEMO

DEMO



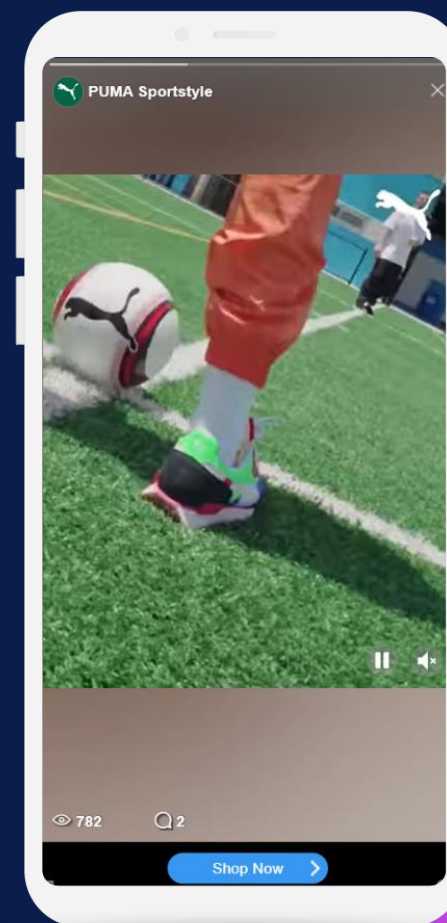
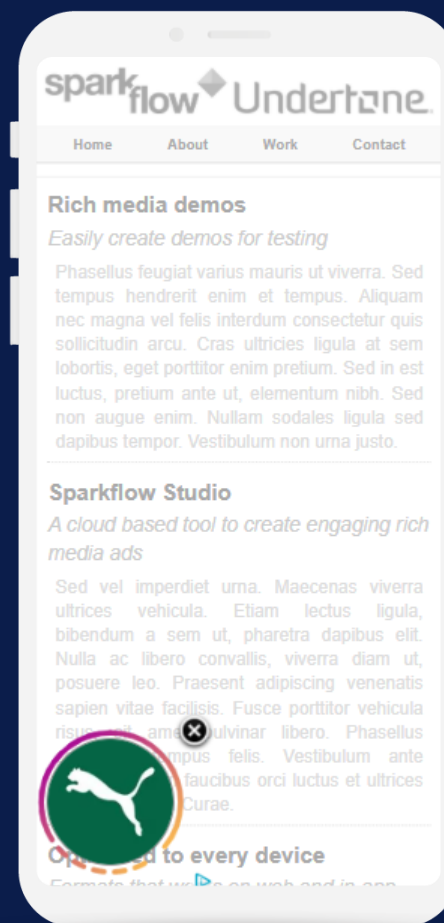
SOCIAL DISPLAY BRAND BURST

Mobile Only

An adhesion bubble that expands to full screen upon user-initiation, designed intuitively to mimic the Instagram Story experience by seamlessly incorporating brand's existing Instagram posts into the creative.

Format supports Instagram.

DEMO



SOCIAL DISPLAY BRAND REVEAL

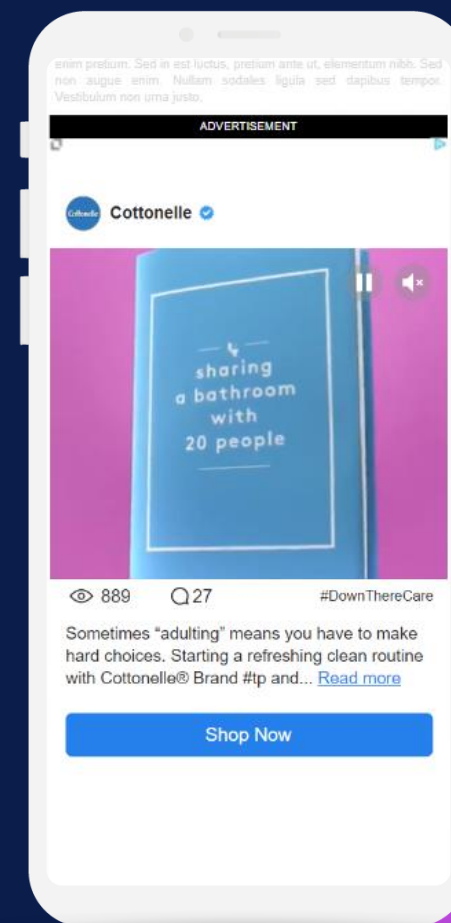
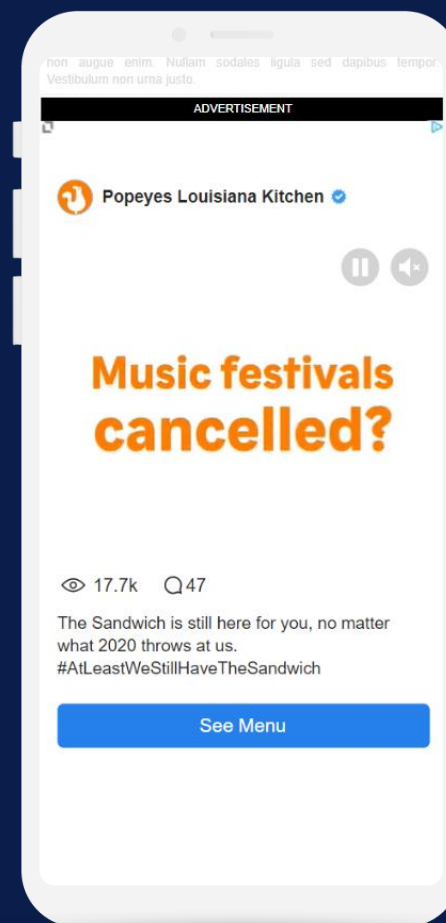
Mobile Only

A large format inline unit that seamlessly incorporates a brand's existing social post & social engagement data.

Format supports Instagram & Facebook

DEMO

DEMO



SOCIAL DISPLAY ENHANCED STANDARD

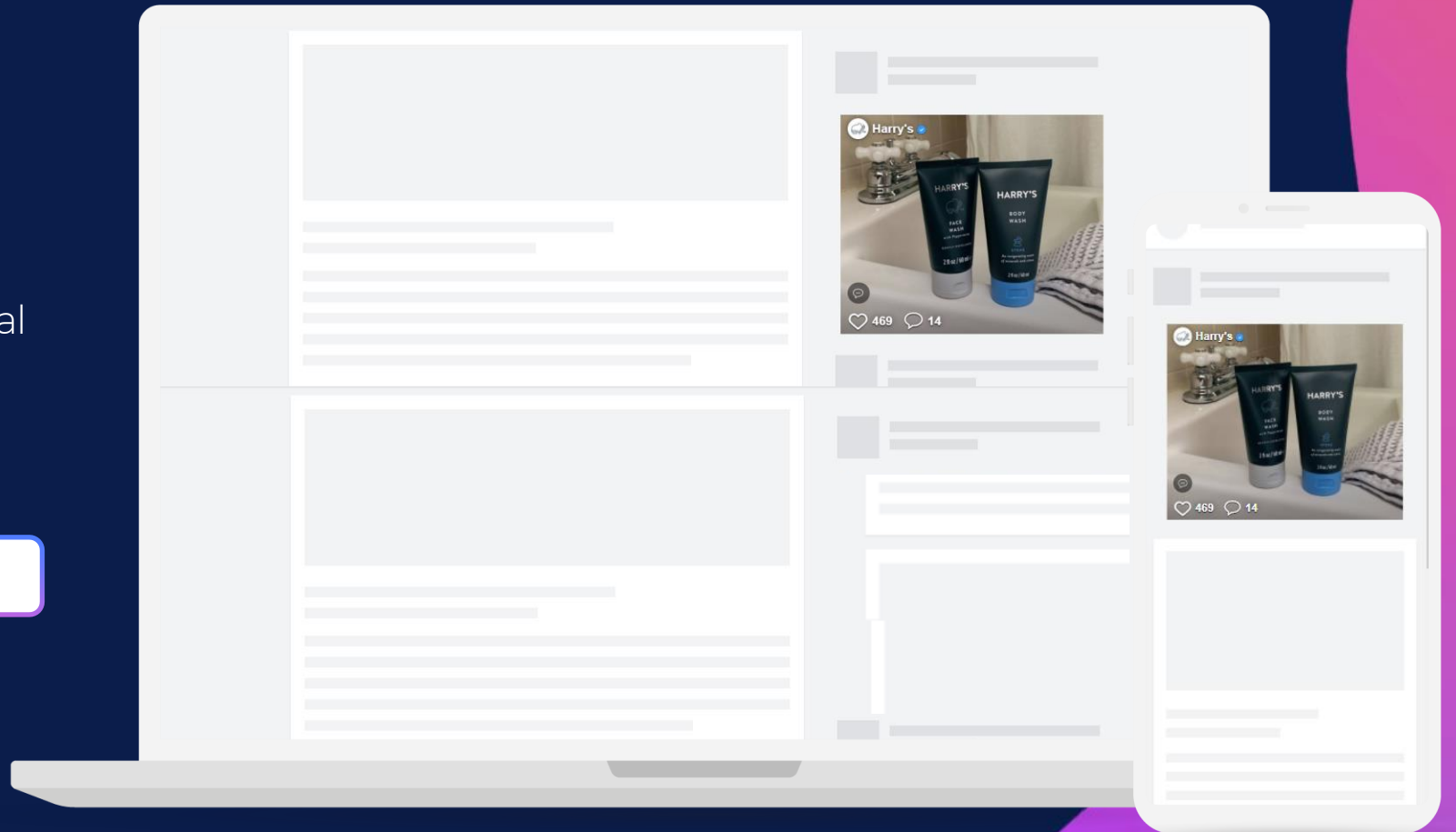
Cross-Screen

An elevated 300x250 solution that seamlessly incorporates brand's social posts.

Format supports Instagram, Facebook, TikTok, LinkedIn, Pinterest & Twitter.

DEMO

DEMO



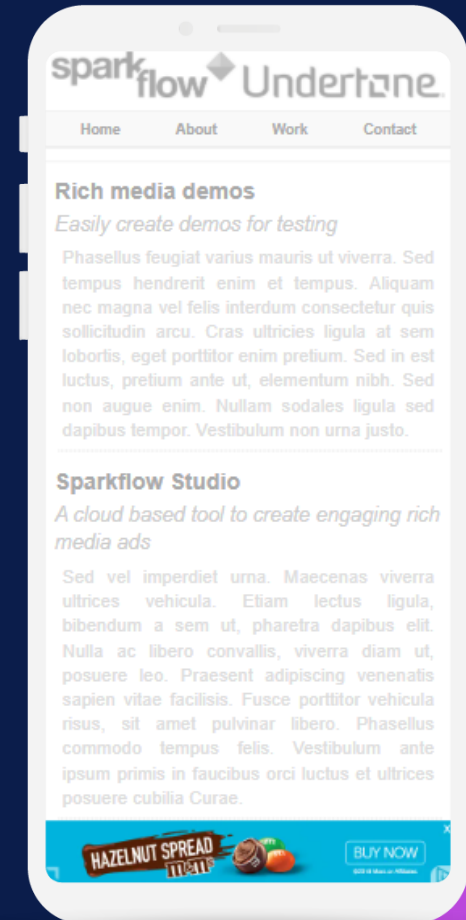
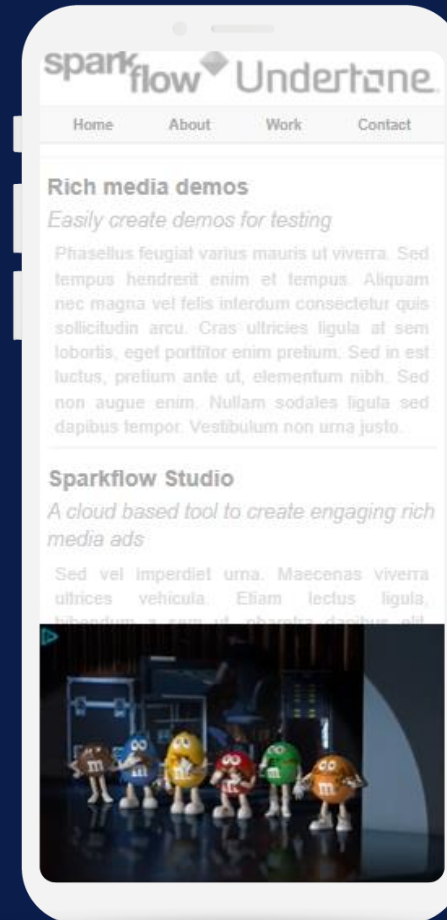
VIDEO ADHESION

Mobile Only

An auto-play :15s video anchored to the bottom 1/3 of the screen, including an optional leave-behind banner to drive supplemental branding.

DEMO

DEMO

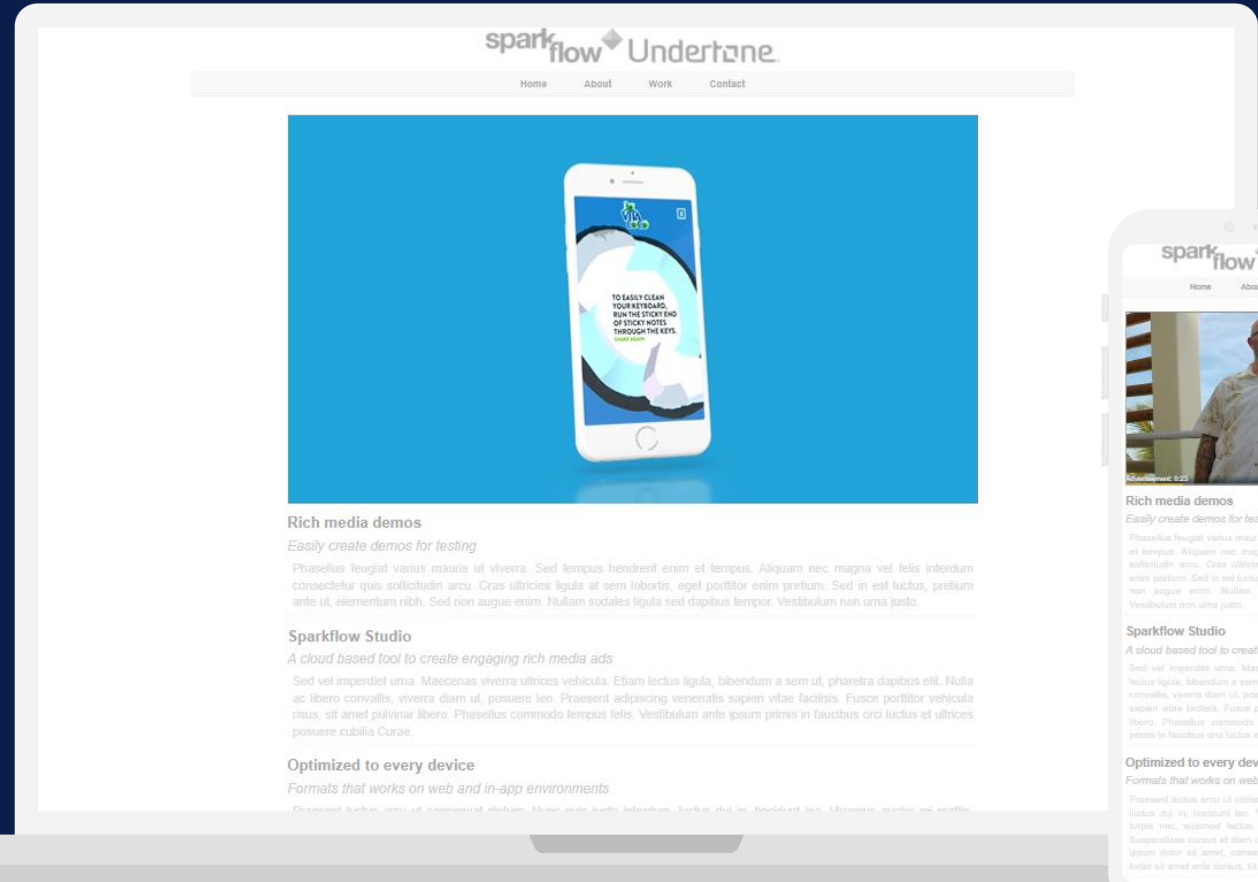


PRE-ROLL

Cross-Screen

Instream video ad that appears before premium content for high viewability & completion rates.

DEMO



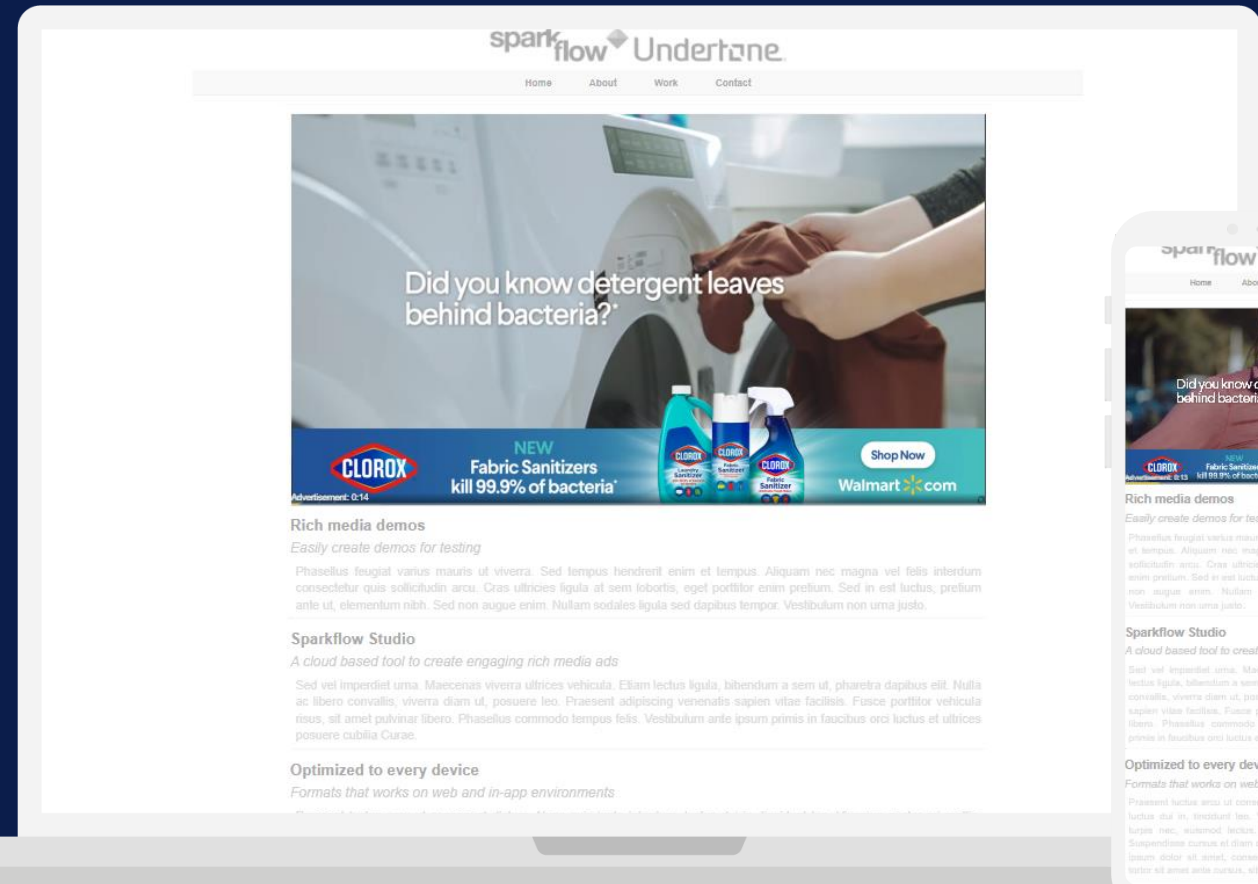
INTERACTIVE PRE-ROLL

Cross-Screen

Instream video ad that appears before premium content for high viewability & completion rates, accompanied by overlays, hot spots, and/or creative callouts.

DEMO

DEMO

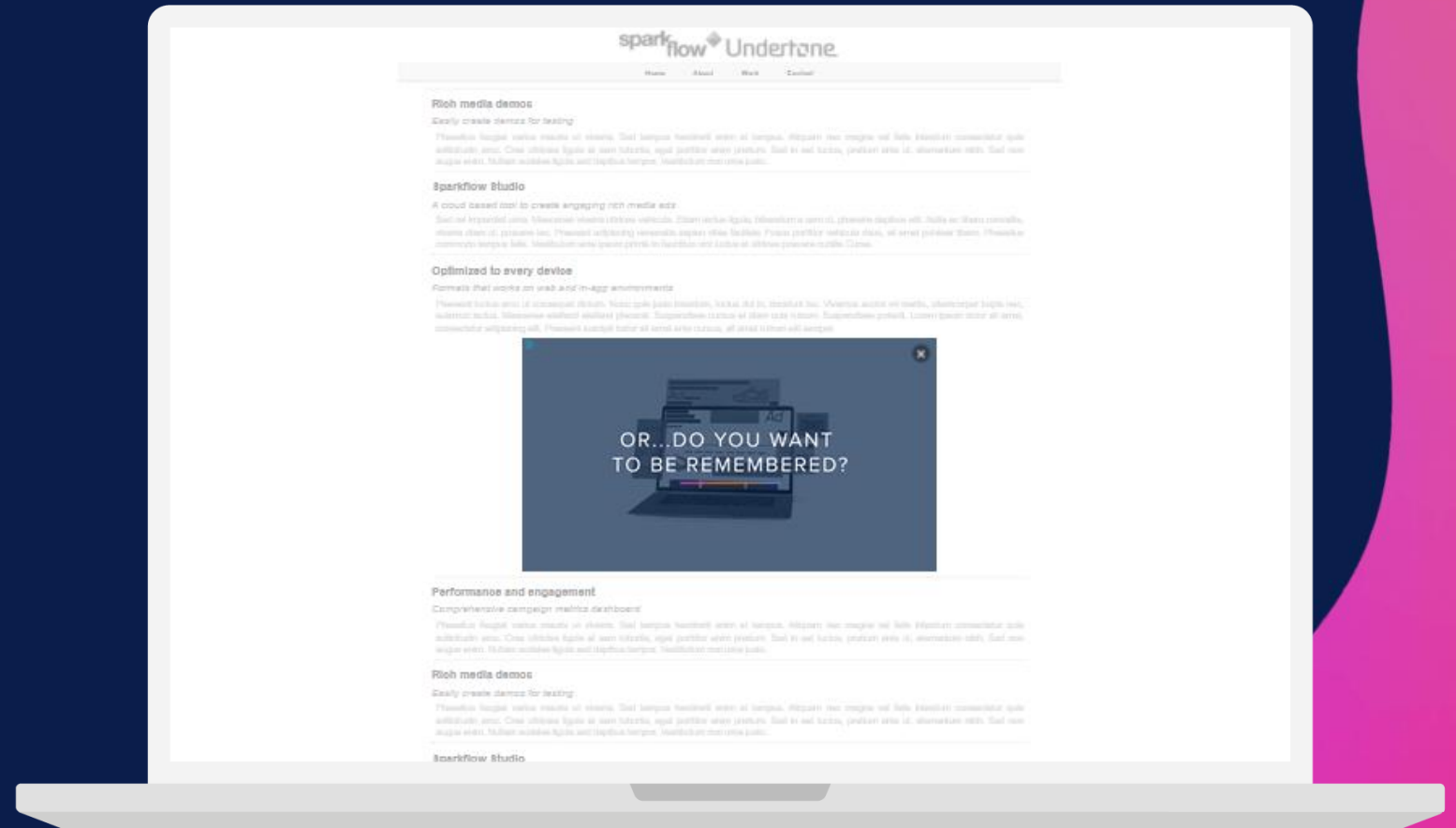


INLINE VIDEO

Cross Screen

Amplify video assets in quality environments with an in-line, auto-play video unit served seamlessly between content breaks on the page.

DEMO



CTV

Connected TV

Video ad that appears in between premium content on connected TV devices.

BGE SmartEnergy.com

Contractors will follow CDC guidelines for safety.

BGE
An Exelon Company

THIS PROGRAM SUPPORTS
THE EMPOWER MARYLAND
ENERGY EFFICIENCY ACT.

EmPOWER
MARYLAND

Advertisement: 0:03

INTERACTIVE CTV

Connected TV

Video ad with interactive elements to drive additional engagement & branding. Appears in between premium content on connected TV devices.

DEMO

DEMO



BRANDED CTV

Connected TV

Full-screen CTV ads that reveal either advertiser's branded canvas or overlay with the ability to add light animation or auto-rotating carousel features. Content resumes once CTV ad ends.

DEMO

DEMO



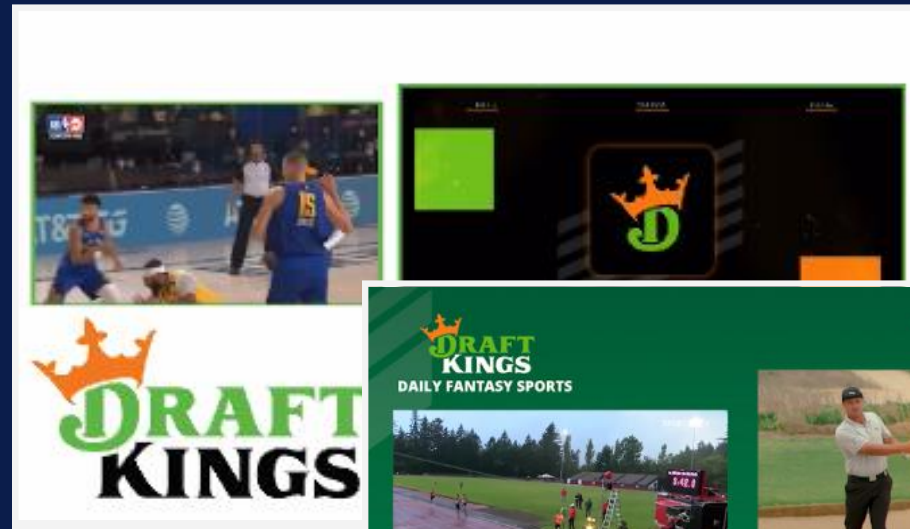
LIVE CTV*

Connected TV

In-content brand integrations showcasing your ad alongside *LIVE* broadcasts of Sports, eSports, and Music content on CTV. This picture-in-picture experience offers different levels of branding opportunities including logos and custom background imagery surrounding the experience.

LIVE CTV
DEMO

LIVE CTV
PLUS DEMO



Live CTV



Live CTV Plus

*As of 11/18/21 – ONLY available via Direct IO

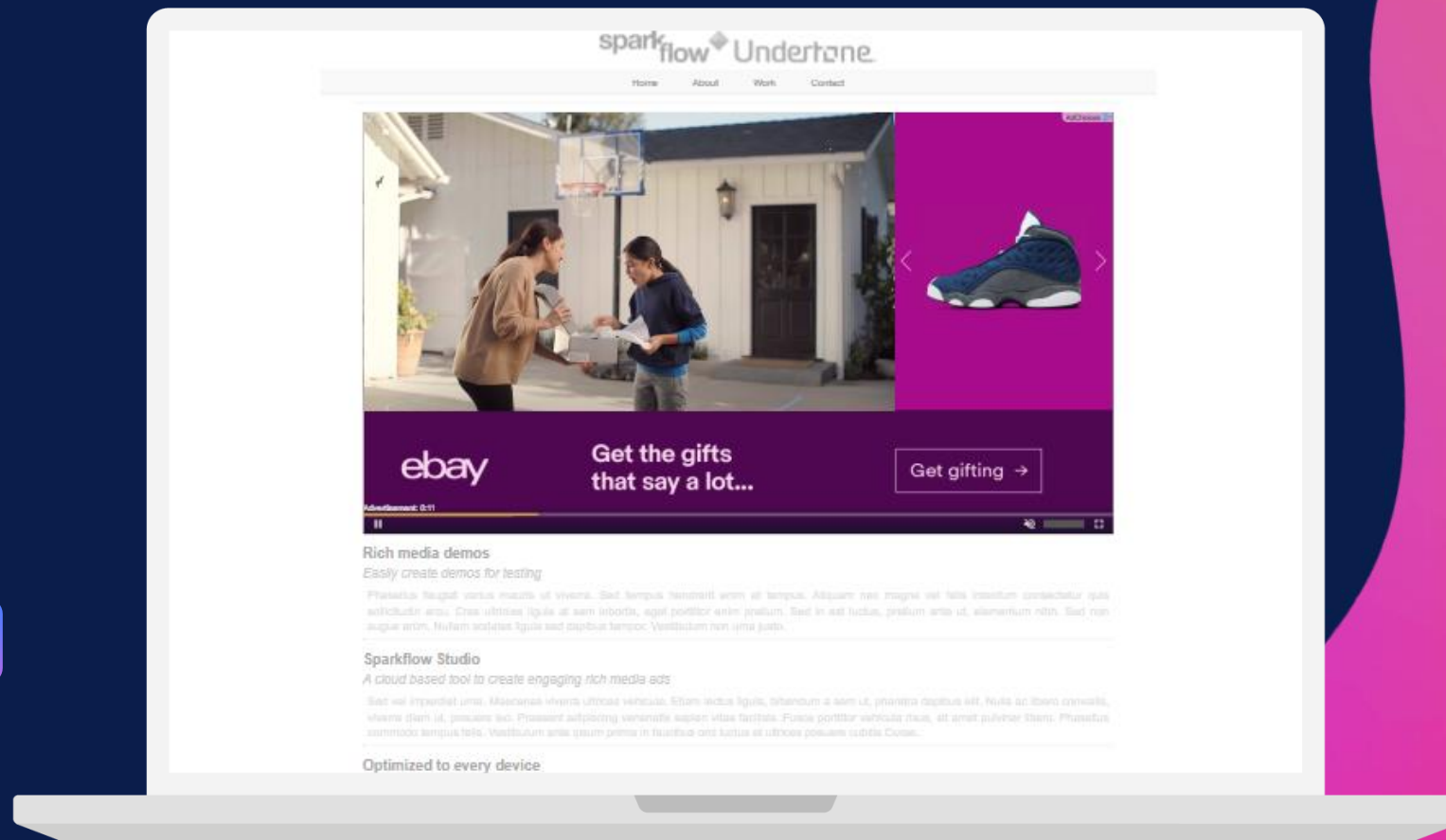
FEATURE: VIDEO SKIN

Cross Screen

Branded skin (with optional light interactivity) surrounds :15 second video assets across Pre- Roll, Video Adhesion, and Inline Video units.

DEMO

DEMO



INTERACTIVE SOCIAL VIDEO ADHESION

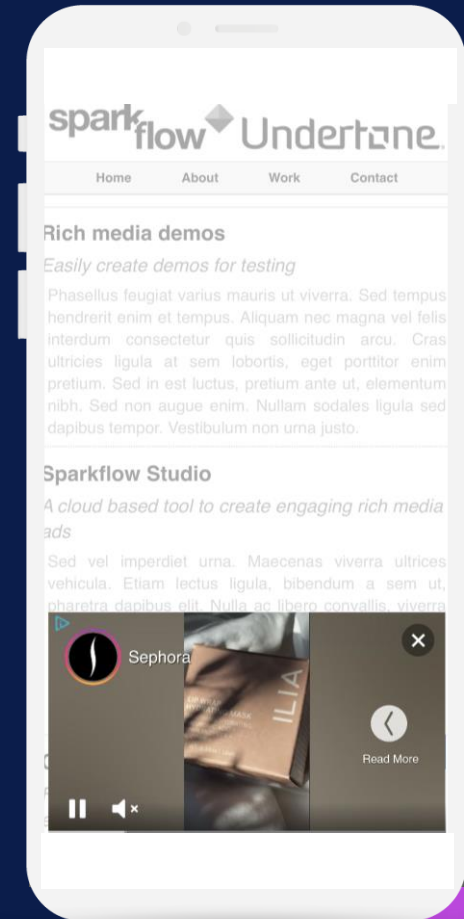
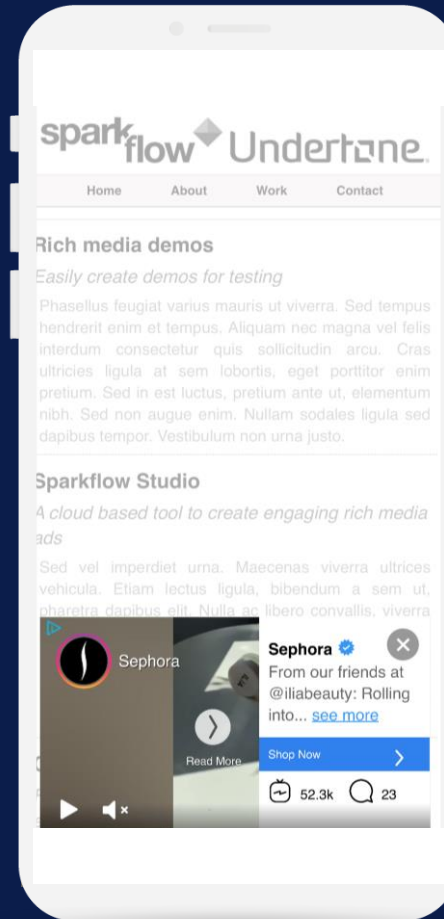
Mobile Only

An auto-play :15s video anchored to the bottom 1/3 of the screen, built by seamlessly converting a brands :15s Instagram video into a VPAID tag. Video includes interactive social elements, such as: Instagram logo, post caption and social engagement data.

Format supports Instagram:15s videos.

DEMO

View on mobile device for accurate viewing experience



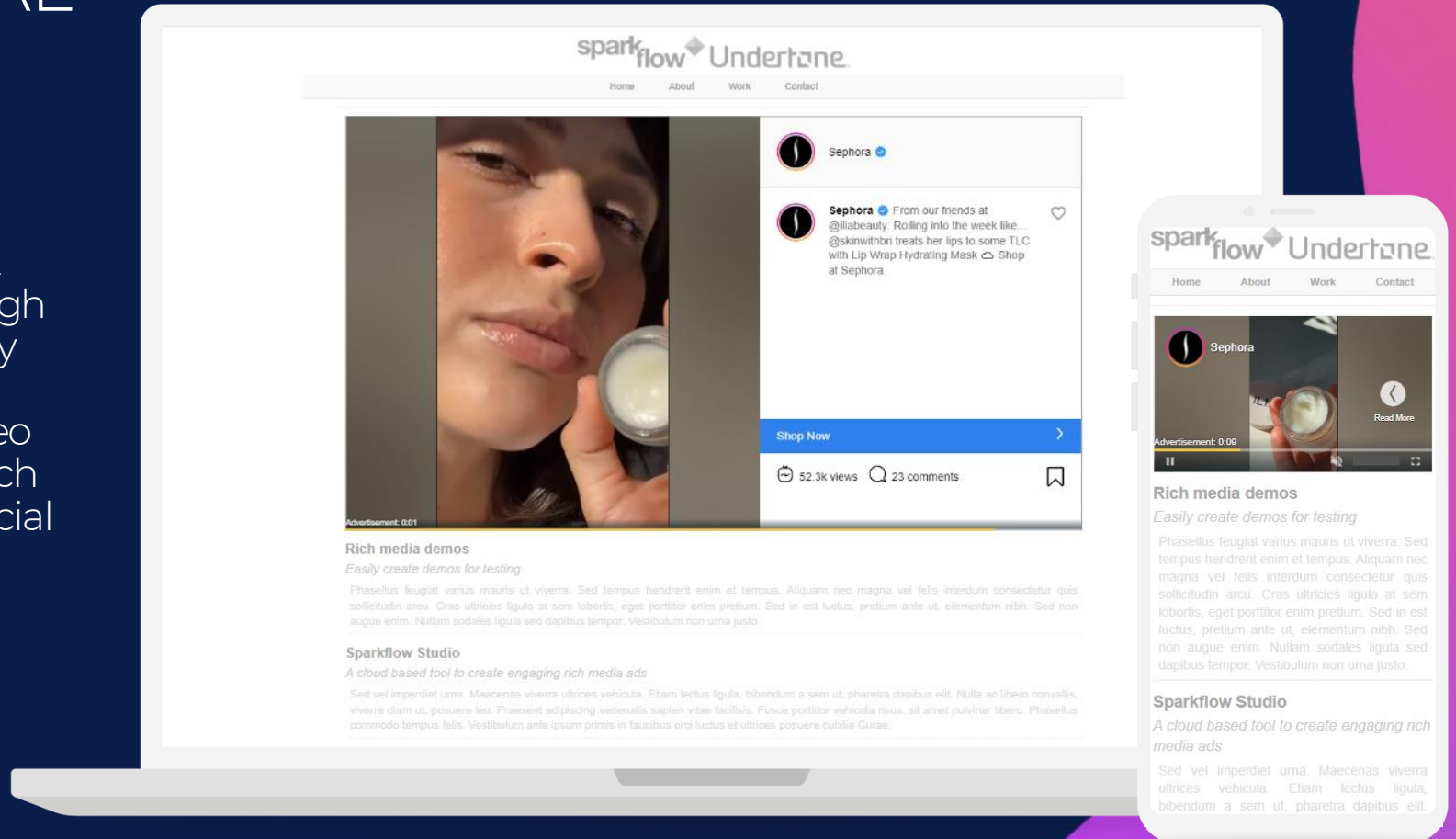
INTERACTIVE SOCIAL PRE-ROLL

Cross-Screen

An interactive Instream video ad that appears before premium content for high viewability & completion rates, built by seamlessly converting a brands :15s Instagram video into a VPAID tag. Video includes interactive social elements, such as: Instagram logo, post caption and social engagement data.

Format supports Instagram:15s Videos

DEMO



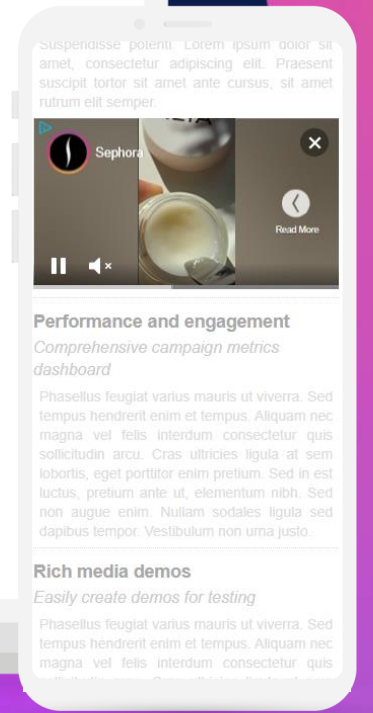
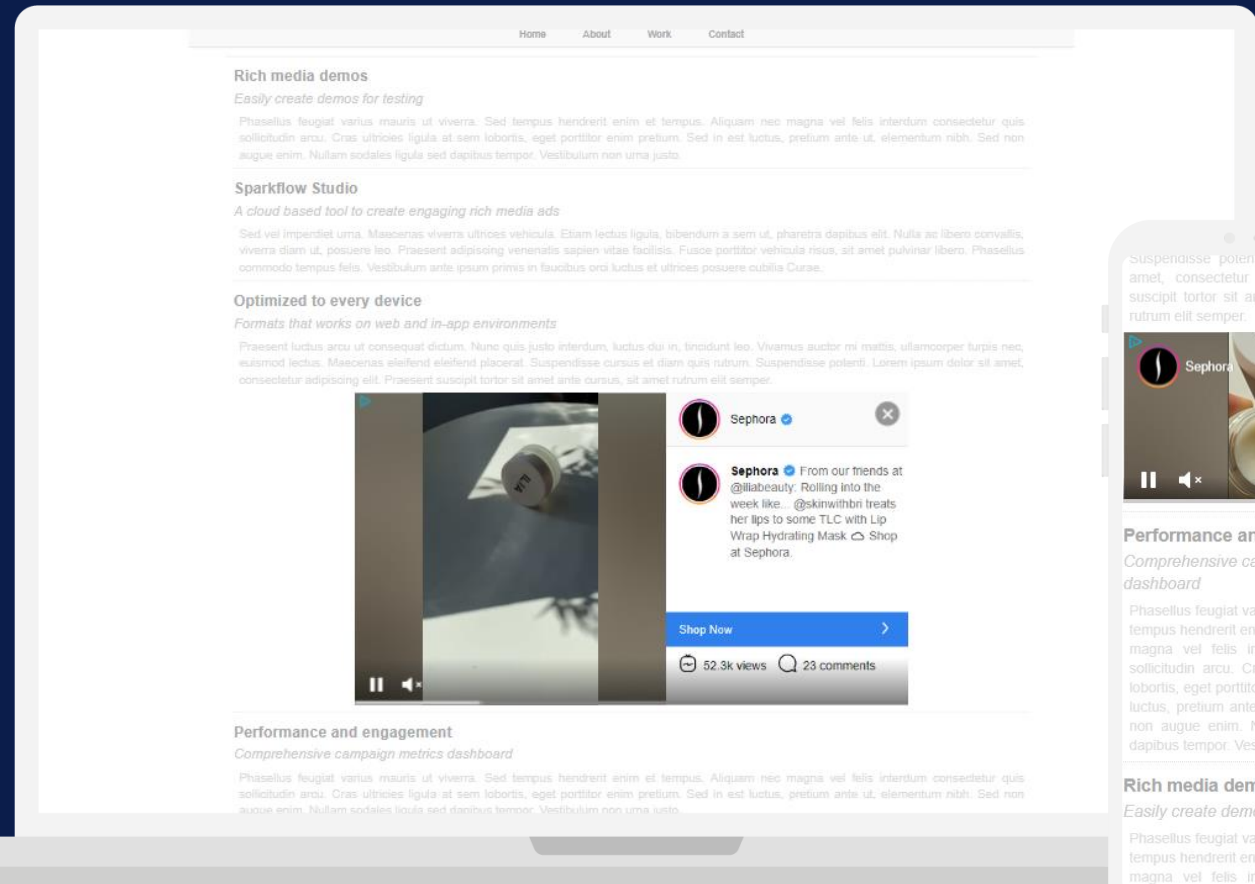
INTERACTIVE SOCIAL INLINE VIDEO

Cross-Screen

An interactive, in-line, auto-play video unit served seamlessly between content breaks on the page, built by seamlessly converting a brands :15s Instagram video into a VPAID tag. Video includes interactive social elements, such as: Instagram logo, post caption and social engagement data.

Format supports Instagram :15s Videos

DEMO



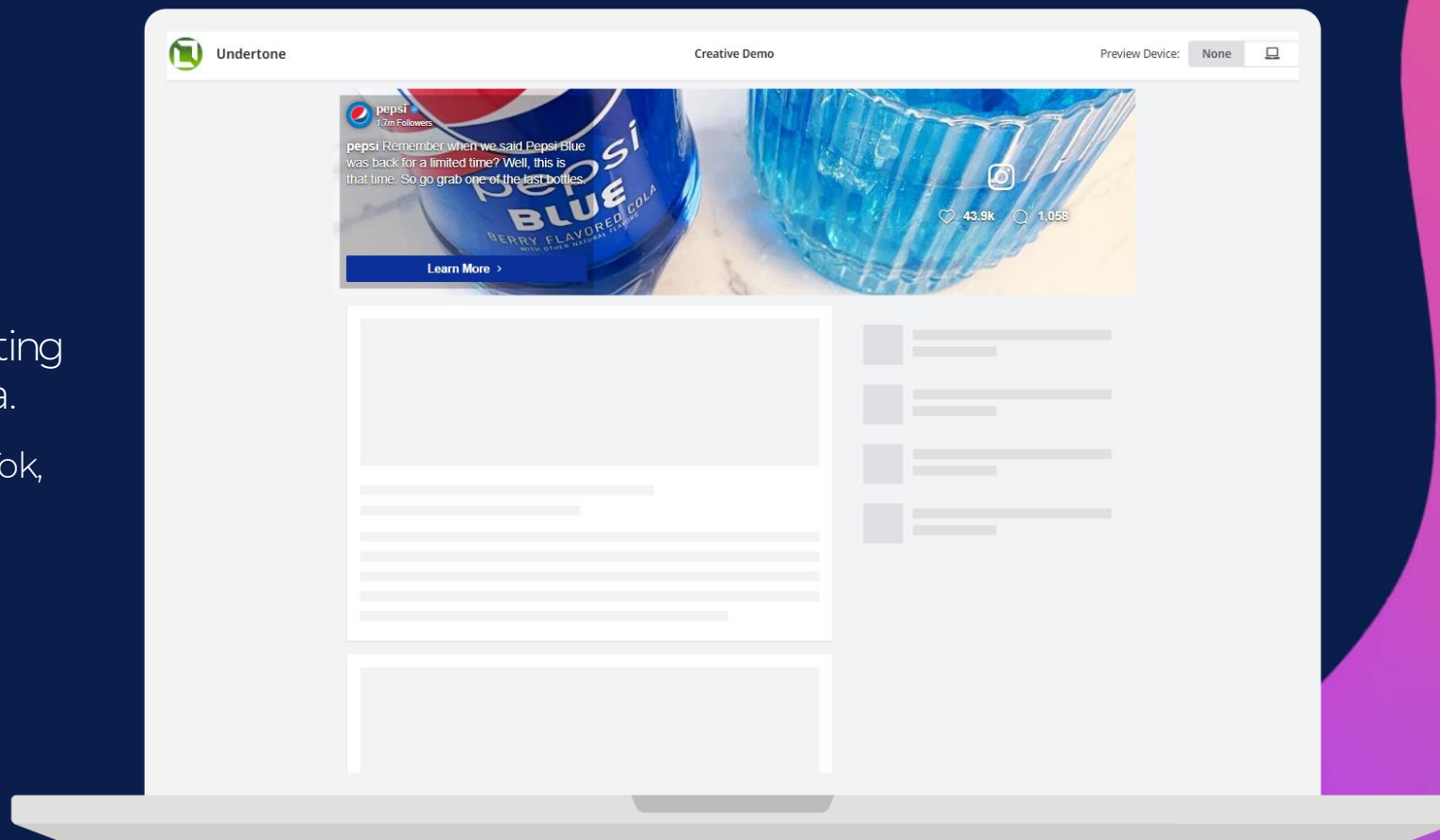
SOCIAL DISPLAY BILLBOARD

Desktop Only

An elevated 970x250 solution that seamlessly incorporates a brand's existing social post & social engagement data.

Format supports Facebook, Instagram, TikTok, LinkedIn & Twitter.

DEMO



SOCIAL DISPLAY HALF PAGE

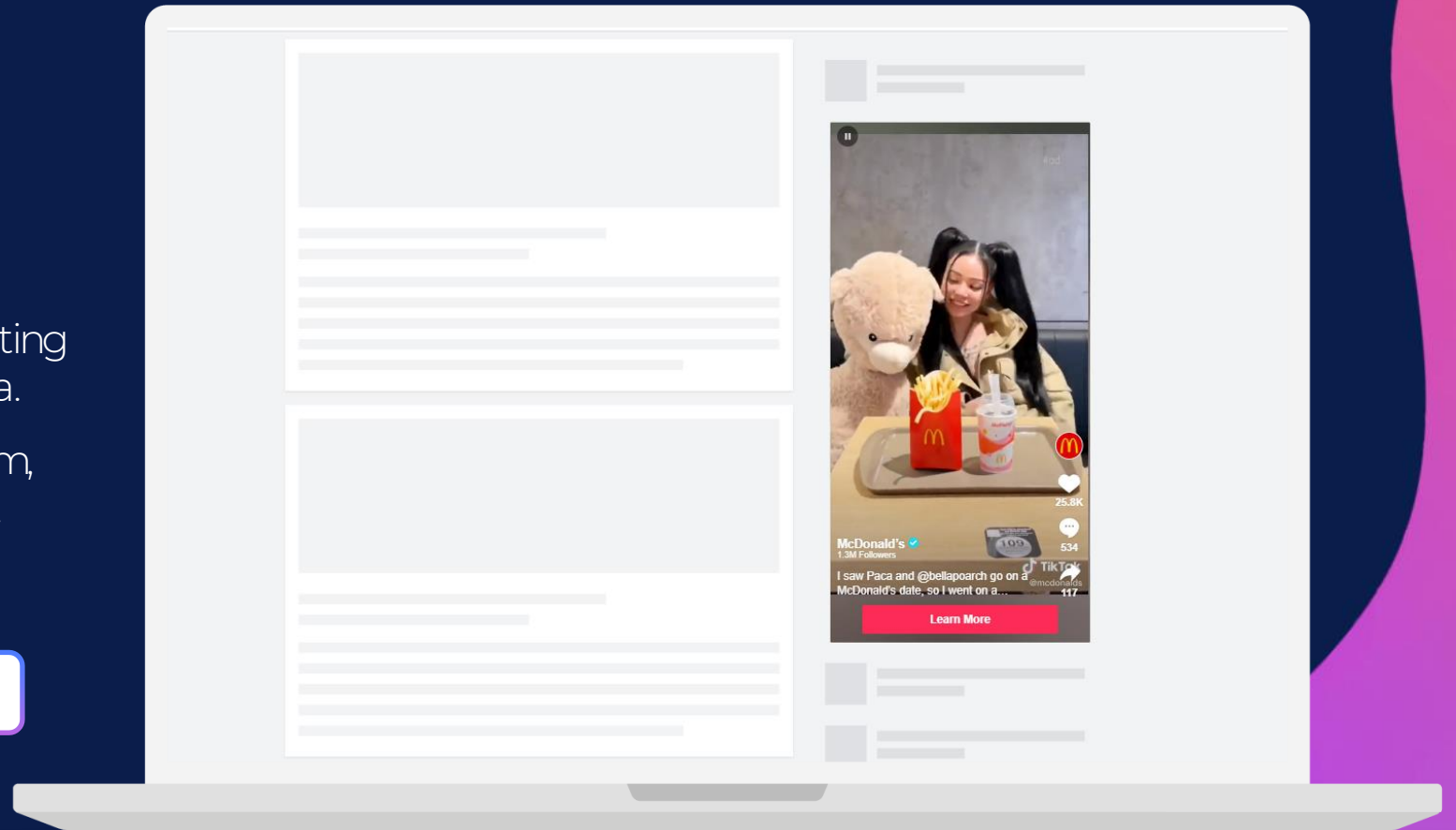
Desktop Only

An elevated 300x600 solution that seamlessly incorporates a brand's existing social post & social engagement data.

Format supports Facebook, Instagram, TikTok, LinkedIn, Twitter & Pinterest.

DEMO

DEMO



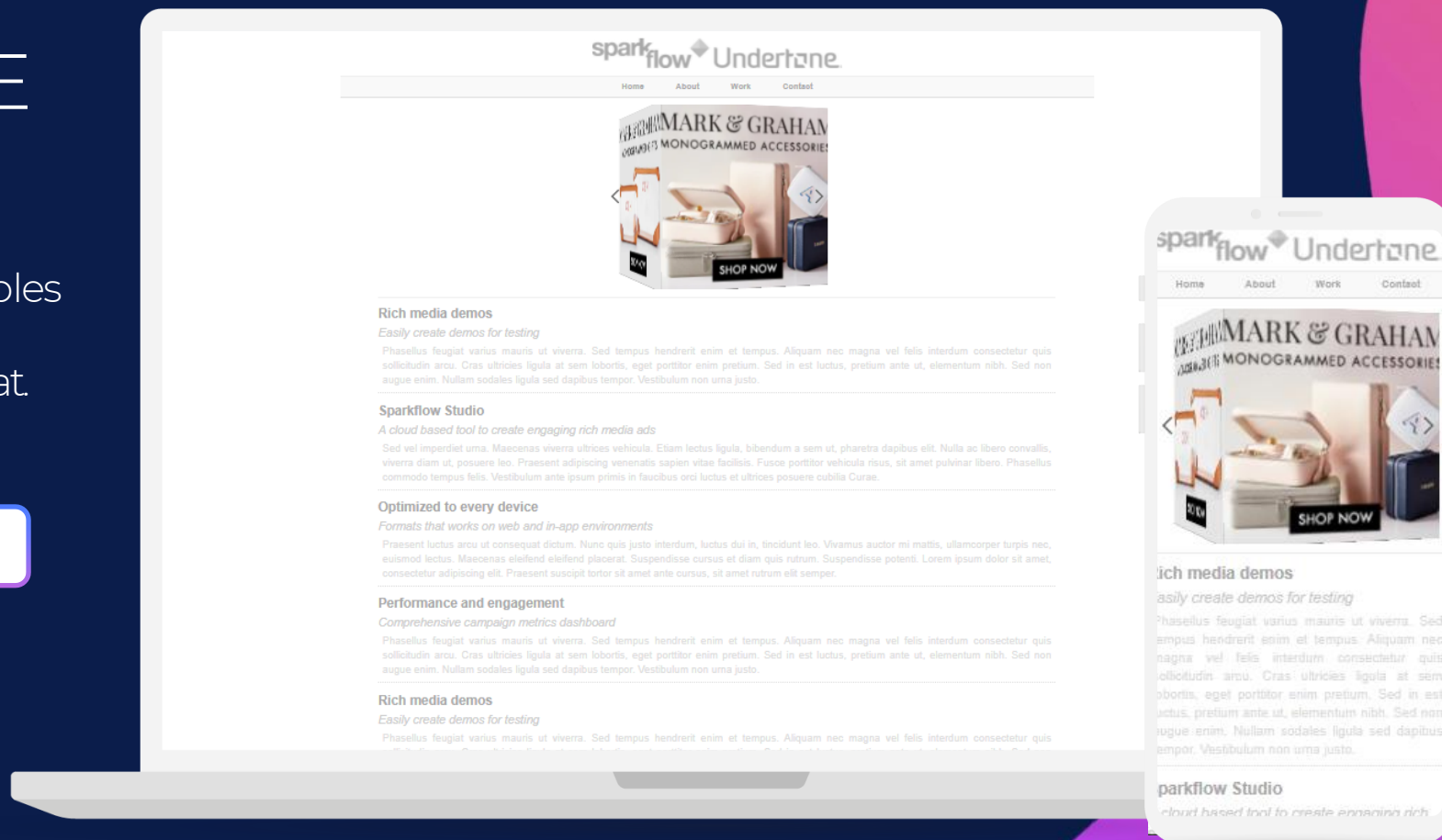
ENHANCED STANDARD CUBE

Cross-Screen

An elevated 300x250 solution that enables brands to feature multiple creative messages in an interactive cube format.

DEMO

DEMO

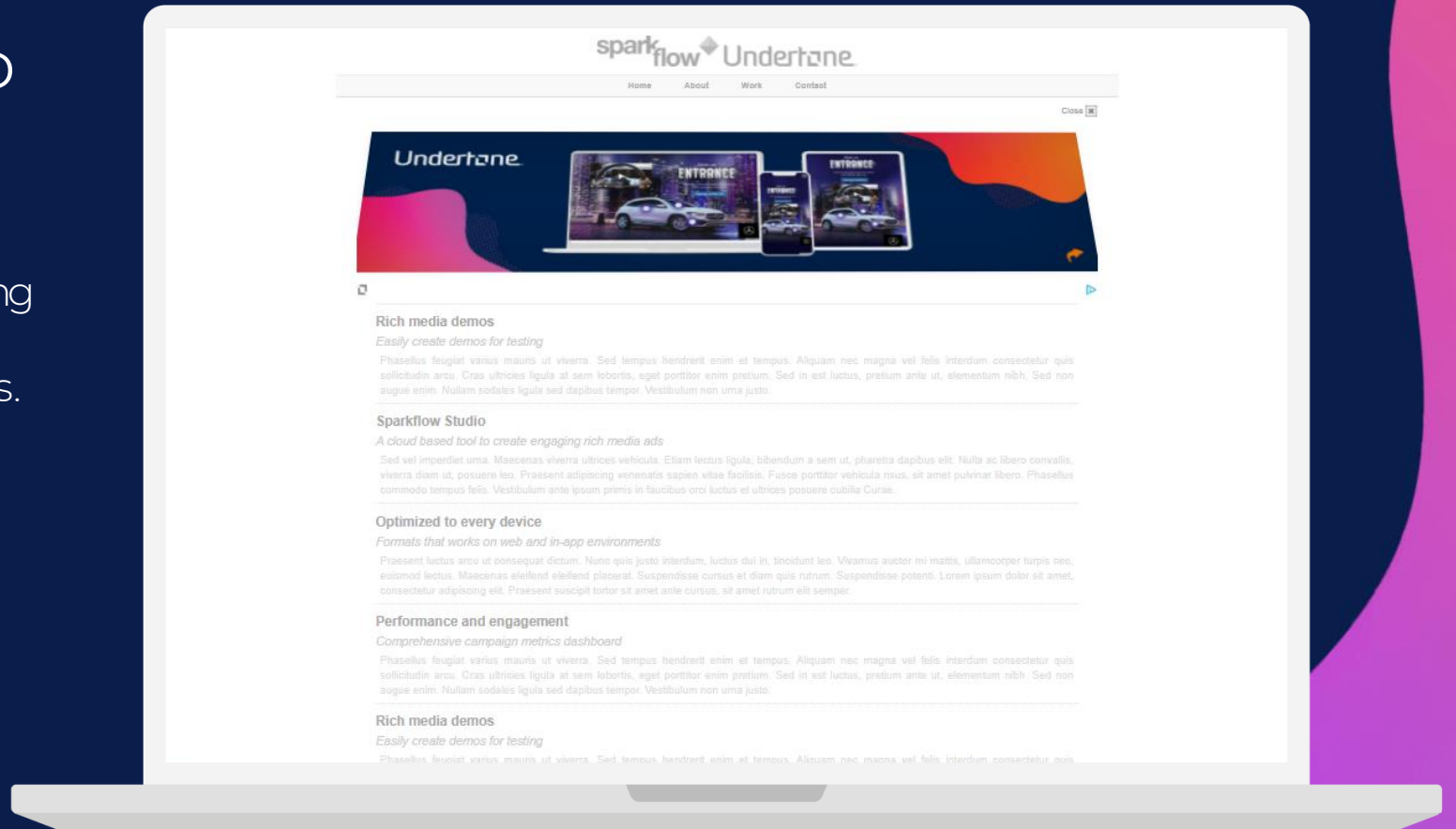


BILLBOARD FLIP

Desktop Only

An elevated 970x250 solution featuring interactive flipping functionality for increased branding and engagements.

DEMO



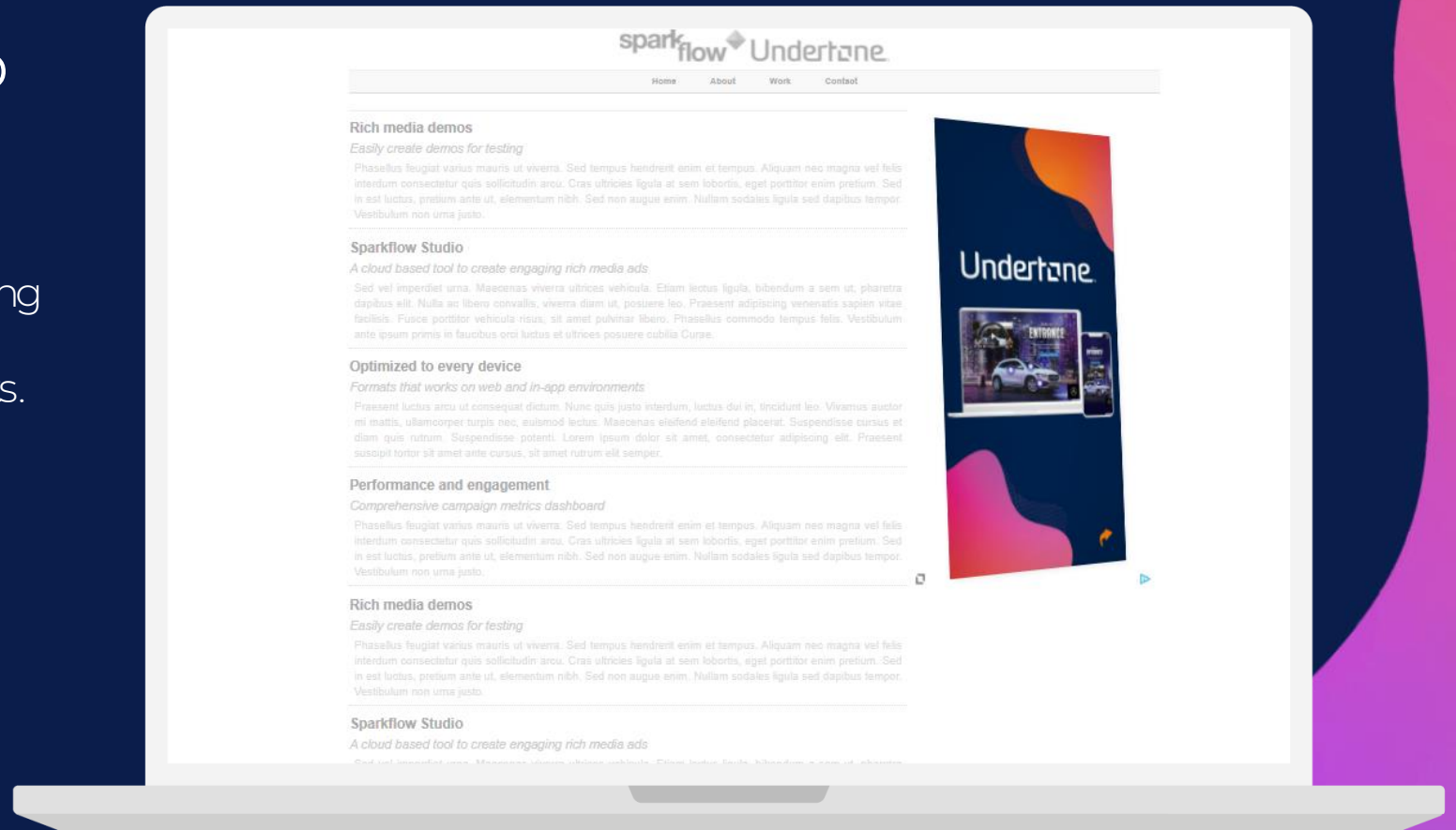
HALF PAGE FLIP

Desktop Only

An elevated 300x600 solution featuring interactive flipping functionality for increased branding and engagements.

Desktop Only

DEMO



THANK YOU

Del Deocampo

Sales Director

ddeocampo@undertone.com

773.682.5638