Data Fueled Creative

Leveraging advanced data for media + creative
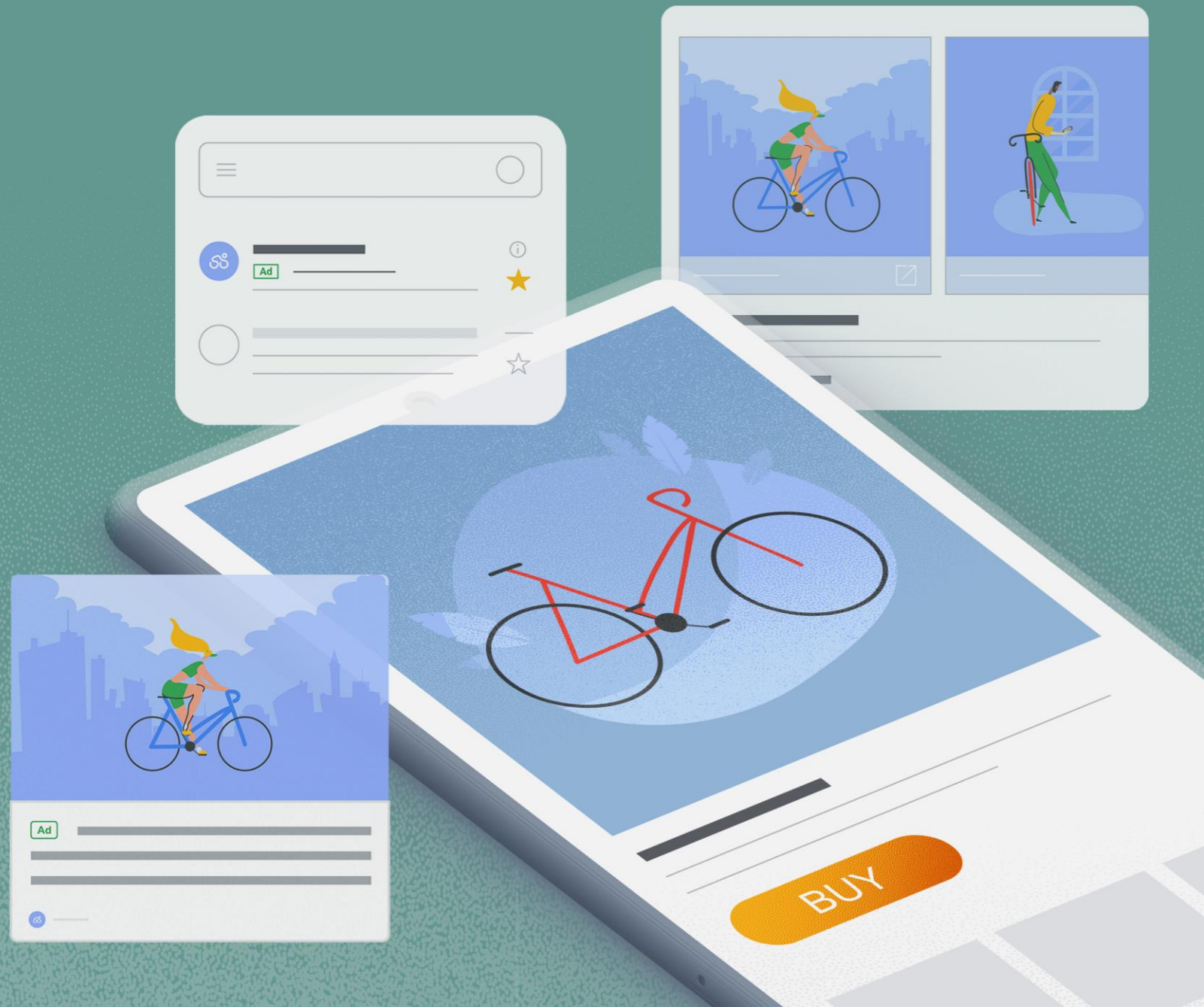
Today, brands have access to ethically sourced data beyond standard demographics

HOUSEHOLD DEMO

PSYCHOGRAPHICS

LIFE STAGE

INDIVIDUAL INTERESTS

PURCHASE HISTORY

SEARCH TERM HISTORY

DEMOGRAPHICS

MAGNA MEDIA TRIALS MEDIABRANDS Content Studio
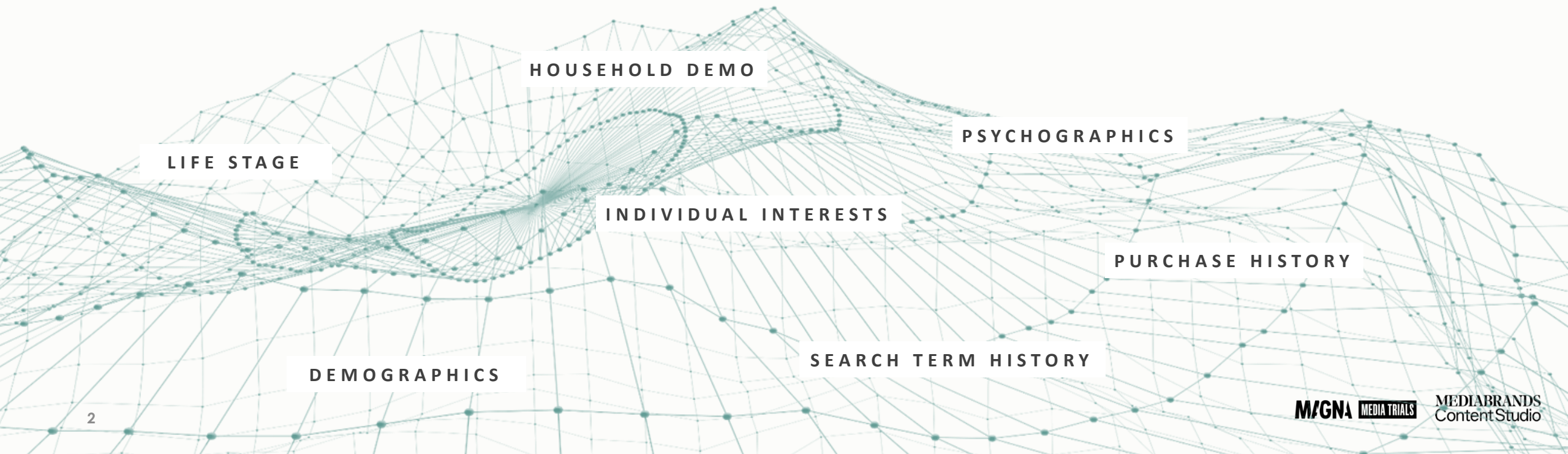
We conducted research to quantify the value of advanced data in media & creative

MAGNA MEDIA TRIALS MEDIABRANDS Content Studio

Audience strategies tested:

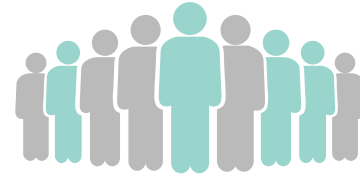| Demographic Data	Advanced Data
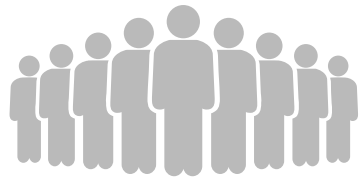
DEMO AUDIENCES

Audiences identified based on demographic data (e.g., age, gender, income)

GOOGLE AFFINITY AUDIENCES

Audiences identified based on online search history (e.g., relevant unbranded and branded search terms)
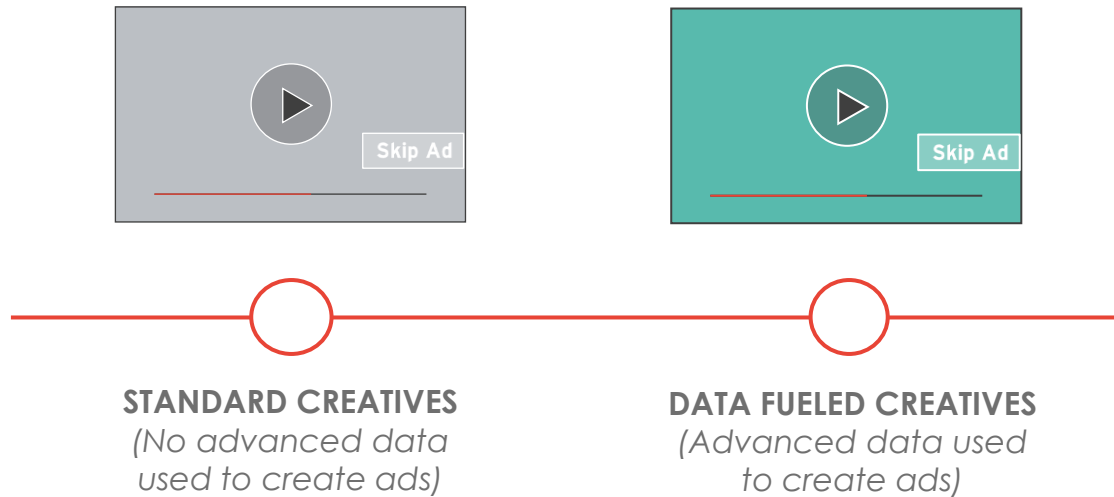
GOOGLE IN-MARKET AUDIENCES

HVAs (HIGH VALUE AUDIENCES)

Audiences deemed as high value based on personas, identified using demographics, category status and psychographics, etc.

Demo, affinity, and in-market audiences identified via survey (age, gender, income, search history, etc.)
HVA audiences identified via database match with panel

Creative strategies tested:

2 types of pre-roll video creatives tested on mobile…

Across 3 industry verticals

Skip Ad

Skip Ad

STANDARD CREATIVES
*(No advanced data
used to create ads)*

DATA FUELED CREATIVES
*(Advanced data used
to create ads)*

Apparel

Retail
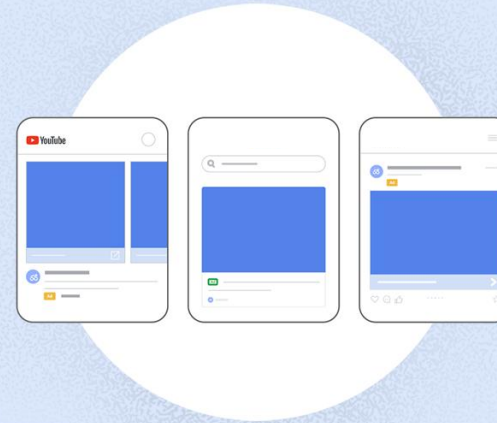
Auto

Methodology
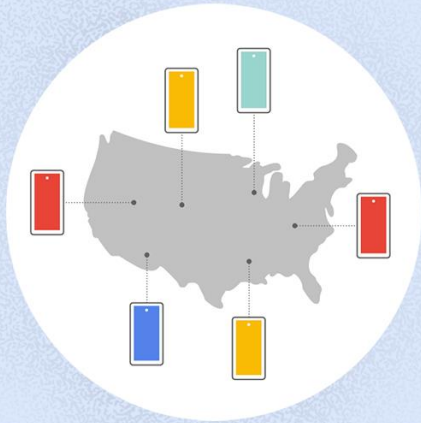
RECRUITMENT

Participants recruited from representative online panel

- Demo n= 1,001
- Google Affinity n= 917
- Google In-market n= 873
- HVAs n= 978

GETTING TO KNOW YOU

Questions focused on typical media consumption habits

MEDIA EXPERIENCE

Users driven to controlled version of YouTube to watch a videos based on personal interests; MAGNA serves test or control pre-roll ads based on randomization

MEASUREMENT

Post-exposure survey to measure impact on brand KPIs and obtain feedback on creative

MAGNA MEDIA TRIALS   MEDIABRANDS Content Studio

What every brand should know about the role of data in driving KPIs

BUY

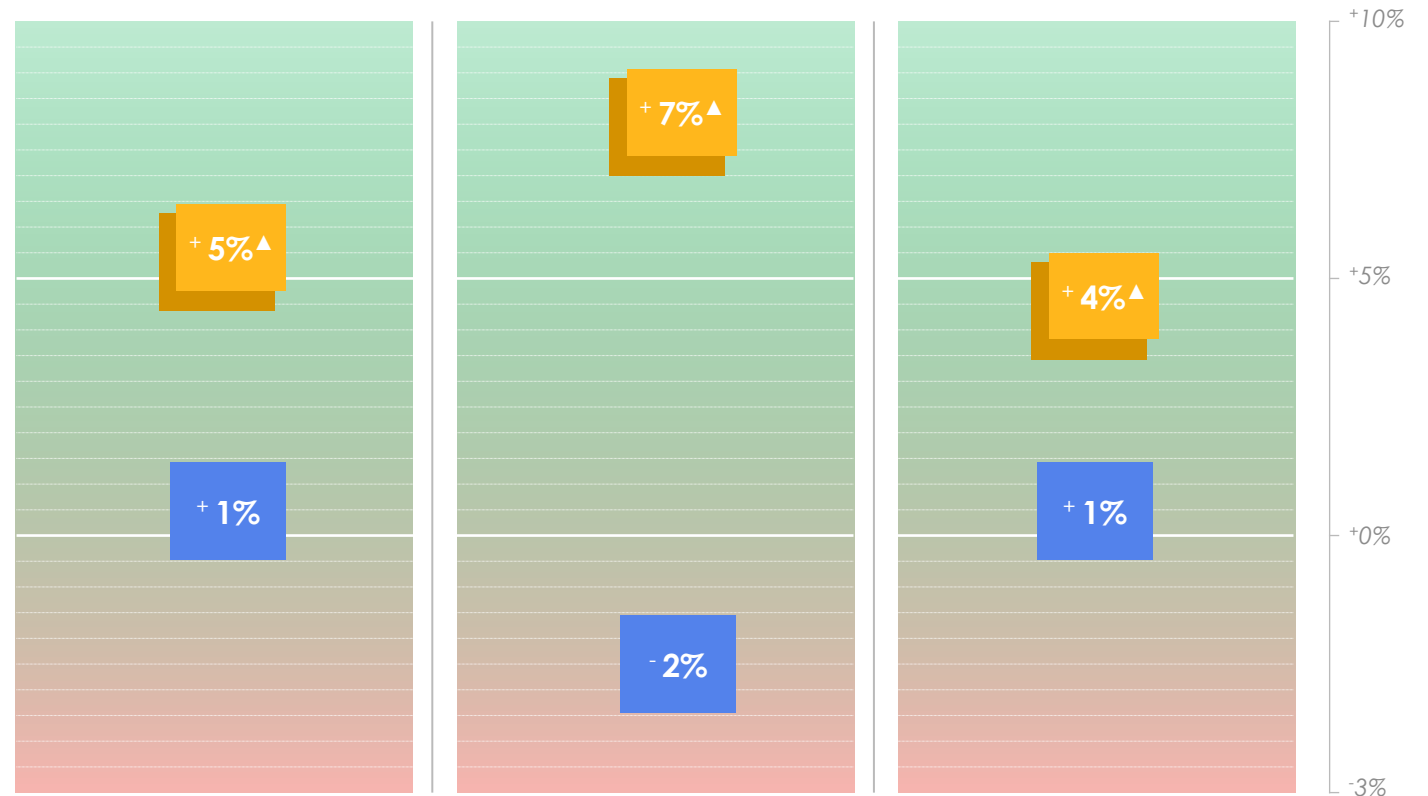MAGNA MEDIA TRIALS   MEDIABRANDS Content Studio

Brands create **3x greater impact** on purchase intent when leveraging advanced data for targeting

Impact by Audience Strategy
Deltas (Exposed - Control)

🟧 Advanced Audiences   🟦 Demo Audiences

	+10%
+ 7%▲ (Brand favorability)	
+ 5%▲ (Is a brand I want to hear more from)	+5%
+ 4%▲ (Purchase intent)	
+ 1% (Is a brand I want to hear more from)	
+ 1% (Purchase intent)	+0%
- 2% (Brand favorability)	
	-3%

Is a brand I want to hear more from   Brand favorability   Purchase intent

Data includes all creatives
Demo Audience, Exposed n=683, Control n=319
Advanced Audience, Exposed n=717 Control n=2050
Advanced Audience includes 'High value audience (HVA) Audience', 'Affinity Audience', 'In-market Audience'
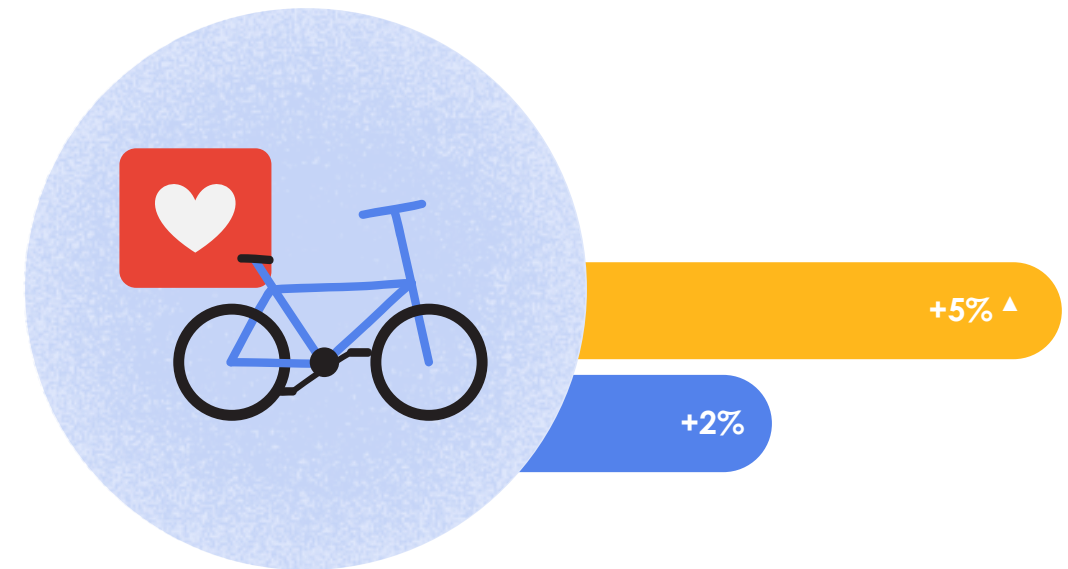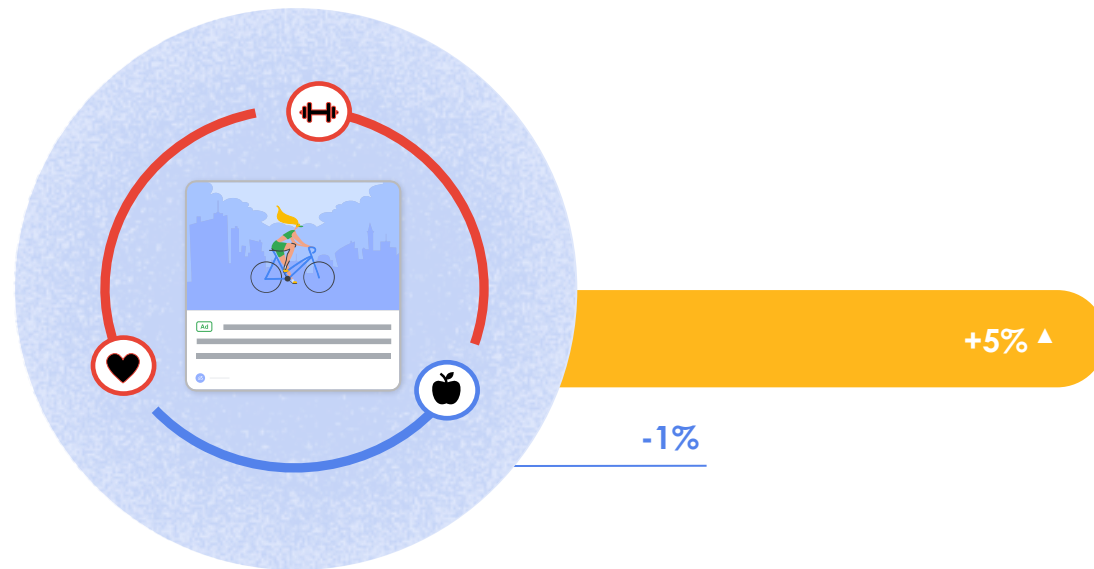▲ = significant difference between exposed group and control group at >=90% confidence

MAGNA · MEDIA TRIALS · MEDIABRANDS Content Studio

Advanced data works by connecting with who people really are

Impact by Audience Strategy
Deltas (Exposed - Control)

🟨 Advanced Audiences 🟦 Demo Audiences

+5% ▲

-1%

Brand fits my lifestyle

+5% ▲

+2%

Brand is relevant to me

M/GN▲ MEDIA TRIALS MEDIABRANDS Content Studio

Any advanced data beats demographics alone

Summary of Impact
Deltas (Exposed - Control)

<table>
<tr><td>■ Significant Impact</td></tr>
<tr><td>☐ No Significant Impact</td></tr>
</table>

Affinity and In-market audiences already have higher baseline levels • • •

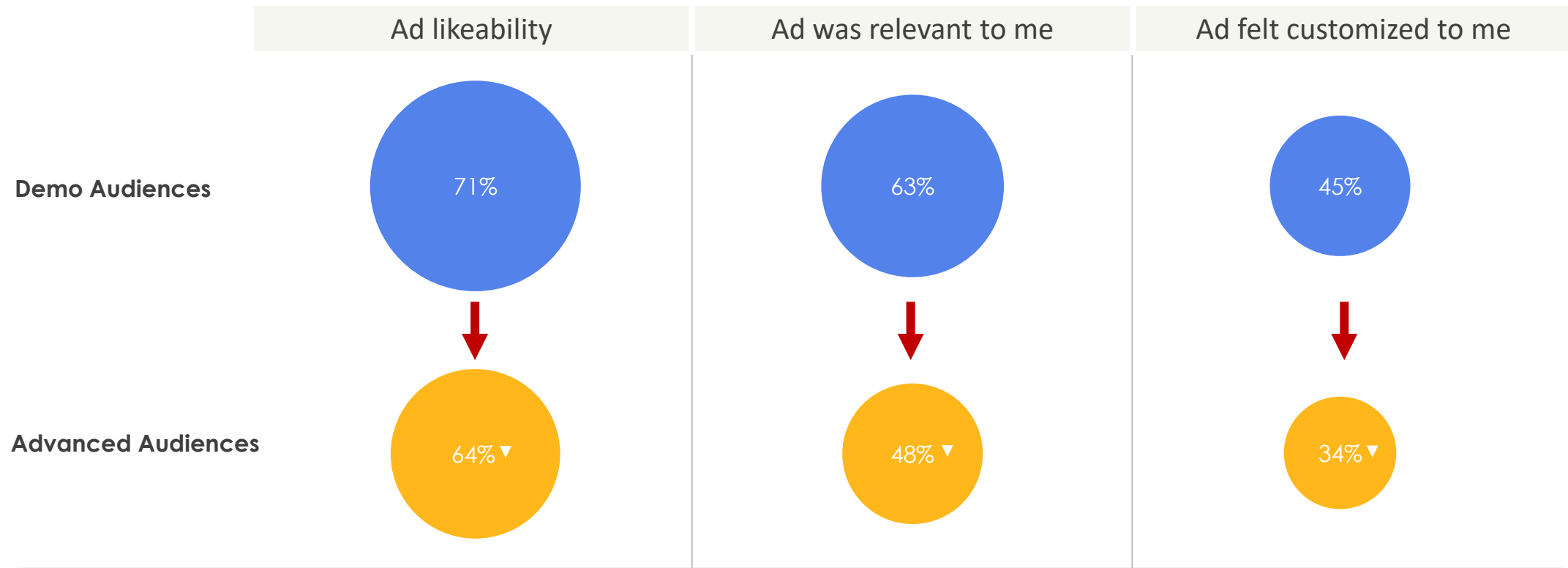| BRAND METRICS	Unaided brand awareness	Brand favorability	Brand is relevant	Purchase intent
Demo Audiences	+26%↑			
Affinity Audiences	+40%↑	+9%↑		
In-market Audiences	+29%↑	+14%↑	+9%↑	
HVA Audiences	+39%↑	+11%↑	+13%↑	+12%↑

No-data creatives only
(Brand 1 + Brand 2) HVA Audience, Exposed n=280 , Control n=271
(Brand 1 only) Affinity Audience, Exposed n=117 , Control n=107
(Brand 2 only) In-market Audience, Exposed n=111 , Control n=114
(Brand 1 + Brand 2) Demo Audience, Exposed n=213 , Control n=211
↑ = significant difference between exposed group and control group at >=90% confidence

MAGNA | MEDIA TRIALS | MEDIABRANDS Content Studio

However, standard creatives don't connect strongly with advanced audiences

How Audiences Feel About Standard Creatives
% Strongly/Somewhat Agree

	Ad likeability	Ad was relevant to me	Ad felt customized to me
Demo Audiences	71%	63%	45%
Advanced Audiences	64% ▼	48% ▼	34% ▼

MAGNA MEDIA TRIALS MEDIABRANDS Content Studio

Data fueled creatives resonate more with advanced audiences

How <u>Advanced Audiences</u> Feel About Creative

Data fueled creative indexed to standard creative (100)

The ad…	Felt customized to me	Provided new information
	121	108

M/GNA **MEDIA TRIALS** **MEDIABRANDS** Content Studio
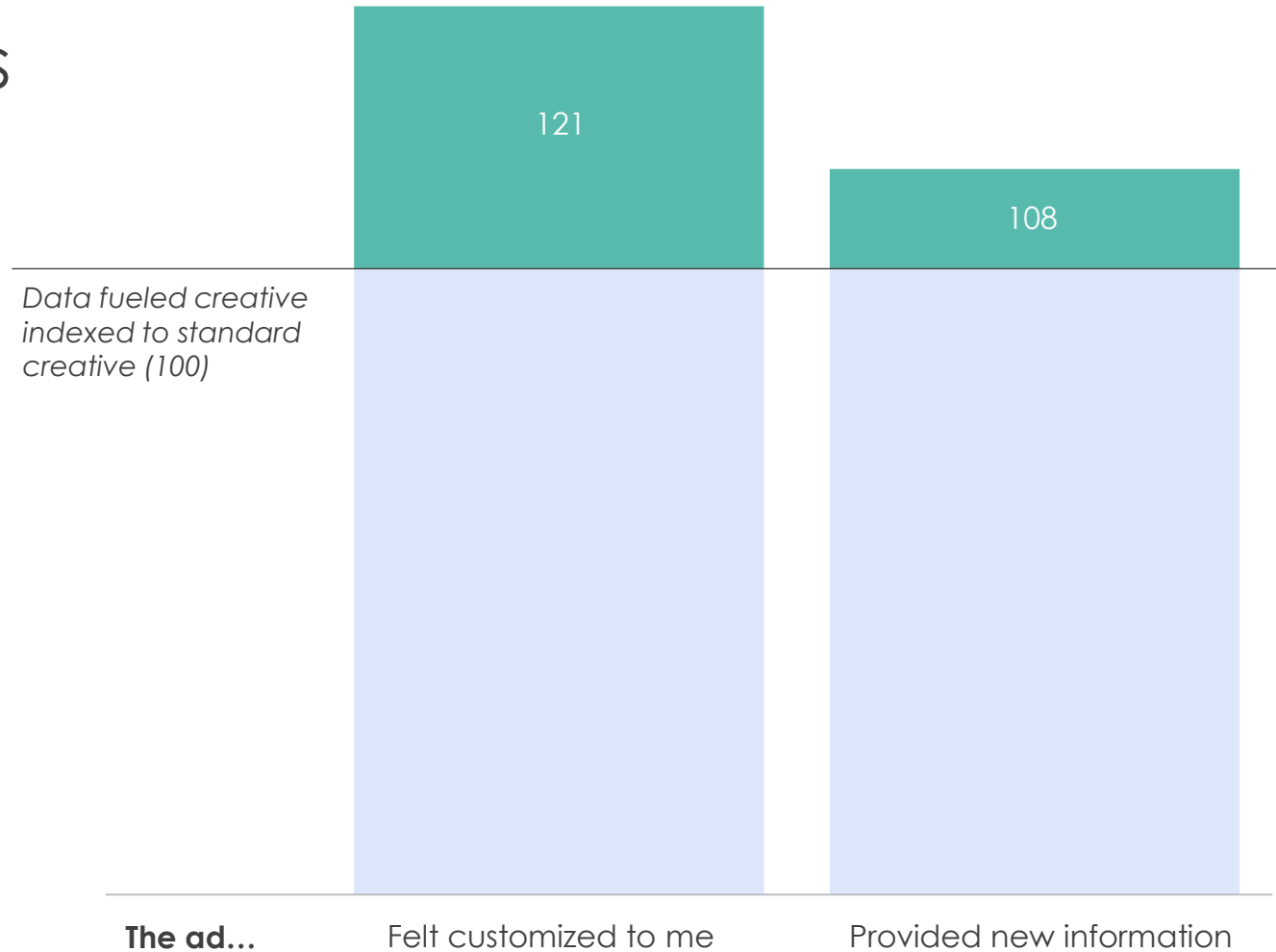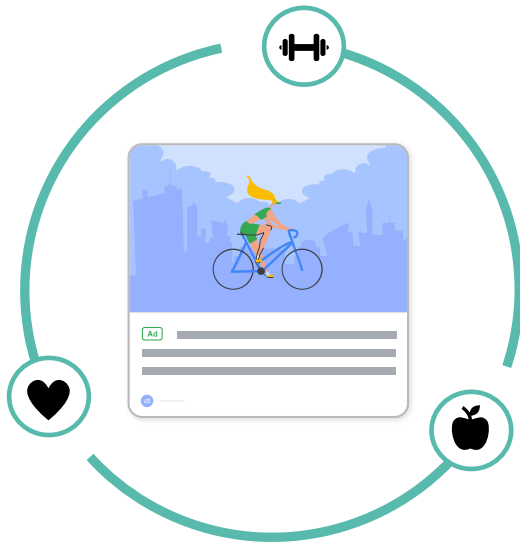
Using advanced data to inform creative enables it to connect with people on a deeper level

Reasons Why Data Fueled Creatives <u>Feel Relevant</u> to Advanced Audiences

"Because I love being in the outdoors, I love nature and a [product advertised] makes that easier in the winter "

"I am a very athletic person who has a very athletic lifestyle and I feel that is what [brand] offers their customers when selling their products."

"A [product advertised] fits my financial requirements"

"Because I am a [brand] owner and would consider buying another in the future "

Exposed ad only
Survey Q: You indicated the ad was relevant to you and your interests. Why do you feel that way?

MAGNA MEDIA TRIALS MEDIABRANDS ContentStudio

Data for audience + creative = best results

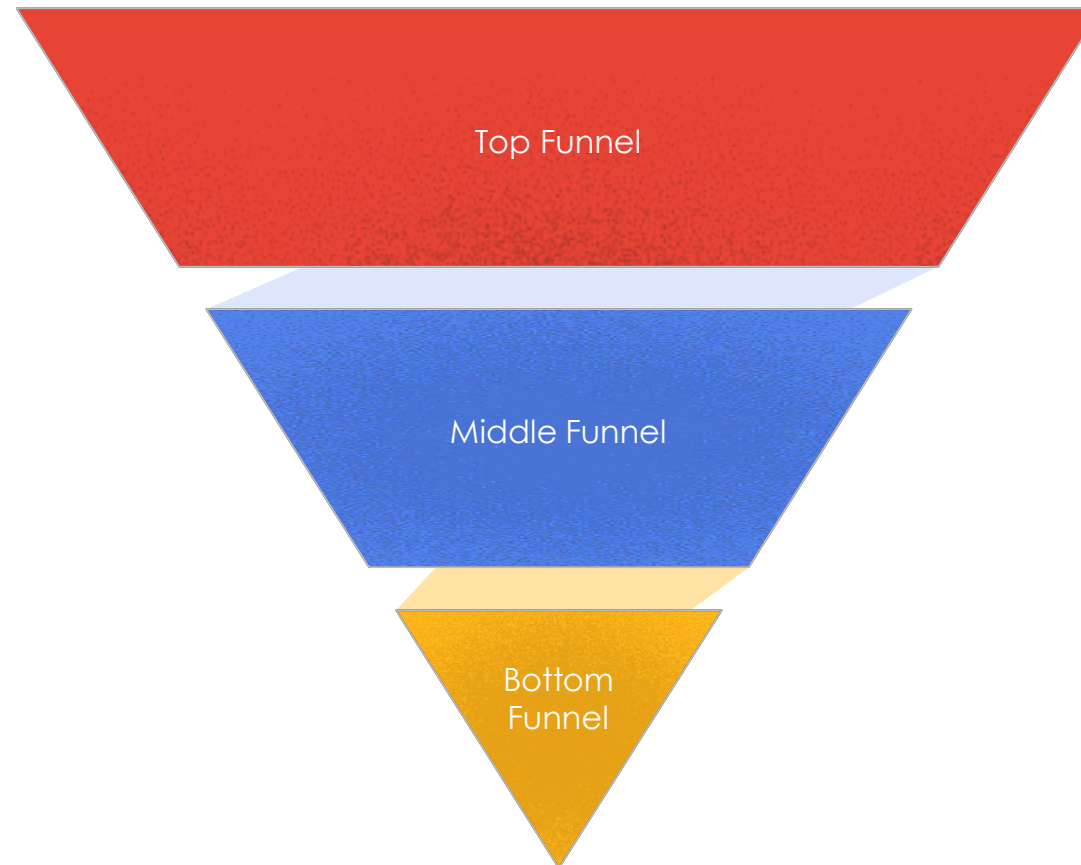**Impact of Creative Strategy Among Advanced Audiences**

▲ = Significant delta between Exposed and Control

Standard creatives

Unaided brand awareness ▲

No significant impact

No significant impact

Top Funnel

Middle Funnel

Bottom Funnel

Data fueled creatives

Unaided brand awareness ▲

Brand is reliable ▲

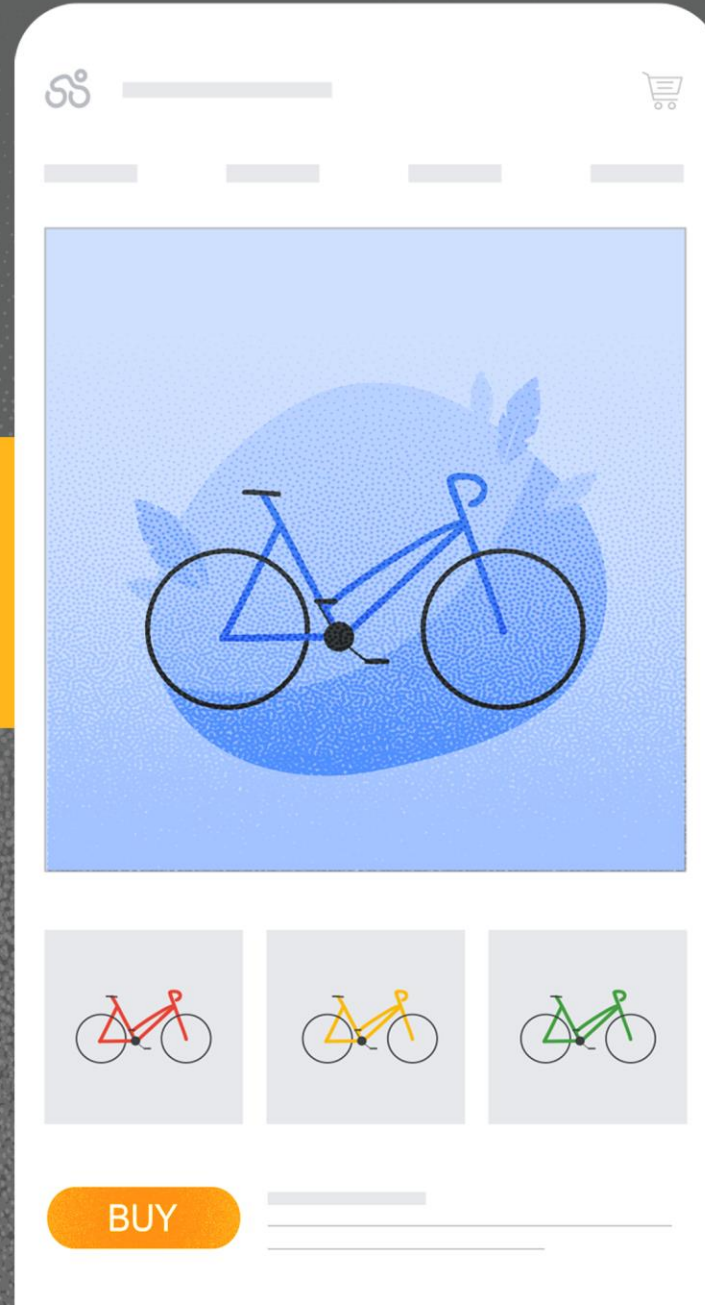Brand is relevant to me ▲

Is a brand I want to hear more from ▲

Purchase Intent ▲

Search Intent ▲

Data fueled ad, Exposed n=1324, Control n=717
Standard ad, Exposed n=726, Control n=717
▲ = significant difference between exposed ad and control ad at >=90% confidence

M/GNA MEDIA TRIALS MEDIABRANDS ContentStudio
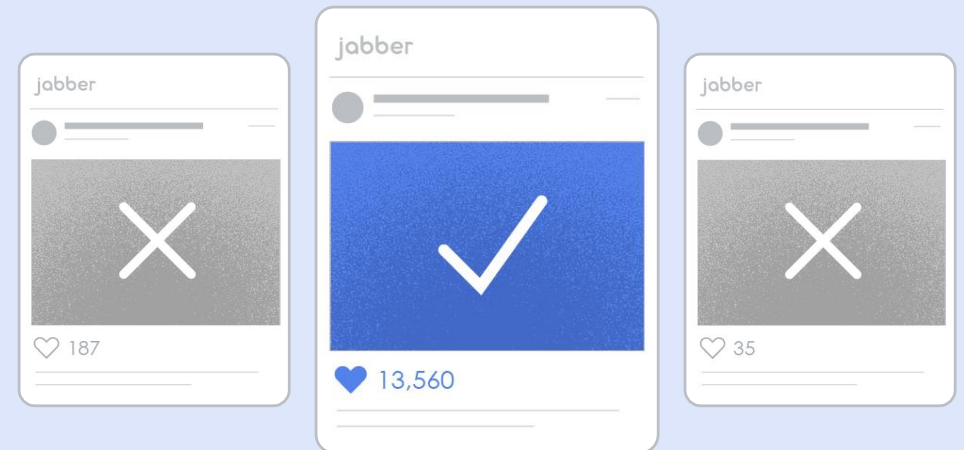
Implications

Implications

Advanced Data, Advanced Performance

Invest in advanced data to more efficiently reach and influence growth audiences. Brands can achieve more by shifting away from 'spray and pray' approaches

Close the Data Gap

Not using data to inform creative is a missed opportunity. Data fueled creatives enable marketers to build a deeper, more meaningful connection with critical audiences

THANK
YOU