Data Fueled Creative

Leveraging advanced data for media + creative
Today, brands have access to ethically sourced data beyond standard demographics.
We conducted research to quantify the value of advanced data in media & creative
Audience strategies tested:

**Demographic Data**
- **Demo Audiences**: Audiences identified based on demographic data (e.g., age, gender, income).

**Advanced Data**
- **Google Affinity Audiences**: Audiences identified based on online search history (e.g., relevant unbranded and branded search terms).
- **Google In-Market Audiences**: Audiences deemed as high value based on personas, identified using demographics, category status and psychographics, etc.
- **HVAs (High Value Audiences)**: HVA audiences identified via database match with panel.

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:

- STANDARD CREATIVES (No advanced data used to create ads)
- DATA FUELED CREATIVES (Advanced data used to create ads)

Across 3 industry verticals:
- 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 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
What every brand should know about the role of data in driving KPIs
Brands create **3x greater impact** on purchase intent when leveraging advanced data for targeting.

<table>
<thead>
<tr>
<th>Impact by Audience Strategy</th>
<th>Deltas (Exposed - Control)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Audiences</td>
<td>Demo Audiences</td>
</tr>
<tr>
<td>Is a brand I want to hear more from</td>
<td>5%▲</td>
</tr>
<tr>
<td>Brand favorability</td>
<td>7%▲</td>
</tr>
<tr>
<td>Purchase intent</td>
<td>4%▲</td>
</tr>
</tbody>
</table>

- **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
Advanced data works by connecting with who people really are

**Impact by Audience Strategy**
Deltas (Exposed - Control)

- **Advanced Audiences**
- **Demo Audiences**

Brand fits my lifestyle
- Advanced Audiences: +1%
- Demo Audiences: -5%

Brand is relevant to me
- Advanced Audiences: +5%
- Demo Audiences: +2%

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
Any advanced data beats demographics alone

Summary of Impact
Deltas (Exposed - Control)

- Significant Impact
- No Significant Impact

<table>
<thead>
<tr>
<th>BRAND METRICS</th>
<th>Unaided brand awareness</th>
<th>Brand favorability</th>
<th>Brand is relevant</th>
<th>Purchase intent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demo Audiences</td>
<td>+26%↑</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Affinity Audiences</td>
<td>+40%↑</td>
<td>+9%↑</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In-market Audiences</td>
<td>+29%↑</td>
<td>+14%↑</td>
<td>+9%↑</td>
<td></td>
</tr>
<tr>
<td>HVA Audiences</td>
<td>+39%↑</td>
<td>+11%↑</td>
<td>+13%↑</td>
<td>+12%↑</td>
</tr>
</tbody>
</table>

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

Unaided brand awareness: +26%↑
Brand favorability: +40%↑, +9%↑
Brand is relevant: +29%↑, +14%↑, +9%↑
Purchase intent: +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.
However, standard creatives don’t connect strongly with advanced audiences

How Audiences Feel About **Standard** Creatives
% Strongly/Somewhat Agree

<table>
<thead>
<tr>
<th>Ad likeability</th>
<th>Ad was relevant to me</th>
<th>Ad felt customized to me</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Demo Audiences</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>71%</td>
<td>63%</td>
<td>45%</td>
</tr>
</tbody>
</table>

| **Advanced Audiences** | | |
| 64% ▼ | 48% ▼ | 34% ▼ |

Exposed ad only. Demo Audience n=324; Advanced Audiences n=726
▼ significant difference between demo audience and advanced audience at >=90% confidence
Data fueled creatives resonate more with advanced audiences

How Advanced Audiences Feel About Creative

Data fueled creative indexed to standard creative (100)

- The ad...
  - Felt customized to me: 121
  - Provided new information: 108

Exposed ad only, Standard ad n=726; Data fueled ad n=1324
Using advanced data to inform creative enables it to connect with people on a deeper level

Reasons Why Data Fueled Creatives Feel Relevant 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?
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

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

Bottom Funnel

Middle Funnel

Top Funnel
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