



Immersive Media Experiences to Engage Consumers **at Scale**

How to navigate the evolving needs and expectations of
today's hyper-connected, highly engaged consumers

TABLE OF CONTENTS

01	<u>Trends Shaping B2C Media</u>	3
02	<u>Understanding the B2C Buyer</u>	10
03	<u>Solution Overview</u>	20
04	<u>Advanced Targeting</u>	29
05	<u>Cross-Channel Capabilities</u>	39
06	<u>Measuring Media Impact</u>	46
07	<u>Client Success Stories</u>	51



01

TRENDS SHAPING B2C MEDIA

A Look Ahead: A Future Full of B2C Innovation

In a highly competitive B2C market, brands are evolving their practices by focusing heavily on channel diversification, data-driven insights, and performance gains from AI to prioritize consumer experience, rapidly adapt to consumer trends, and build brand awareness and strong relationships, ultimately driving sales and loyalty.

01 Budgets Continue Explosive Growth
Marketing budgets are surging, with 75% of marketers anticipating increases – and 1 in 5 expecting growth above 20%. Platforms like YouTube, TikTok, and Meta are commanding more investment, while emerging channels such as audio, Out-of-Home, and retail media networks are rapidly gaining momentum. This shift reflects a move toward high-impact channels and smarter, predictive allocation strategies – focused not just on spending more, but on maximizing ROI.

02 Channel effectiveness and performance
To thrive in 2025, marketers are adopting holistic, full-funnel strategies that blend brand and performance marketing to emphasize seamless collaboration and channel diversification at different stages of the consumer journey to ensure a comprehensive view of performance with access to better data and enhanced analytics. Nearly half of marketing teams will prioritize a multi-channel, full-funnel strategy compared to the majority who did not in 2024.

A Look Ahead: A Future Full of B2C Innovation

- 03 Brands Seek Unified Data and Measurement**

Executive pressure on expected ROI and demand for continuity across consumer experiences will converge to further highlight the importance of data unification and real-time data access. B2C marketers are using an average of 15 data sources, but integrating customer data remains a challenge, with less than a third of marketers satisfied with their current data unification efforts with the inevitable phasing out of third-party cookies on the horizon.
- 04 Marketers Embrace AI With an Eye on Trust**

Brands are looking to implement AI and other innovative technologies to drive peak performance, transform consumer experiences, and allocate budgets more effectively. Clear ROI and growing expertise solidify AI's role as a catalyst for innovation, scalability, and sustained marketing growth. Plans to increase investment in new AI tech remain nearly universal - 91% of marketers report dedicated budgets for it next year.
- 05 Full Personalization Adjusts to a Cookieless Future**

With 56% of shoppers more likely to buy again from brands offering personalized experiences, personalization will be pivotal for B2C marketers in 2025. As competition intensifies and cookies phase out, only 37% of brands leverage first-party data effectively. Yet, companies mastering 1:1 personalization drive 40% more revenue. With brand loyalty projected to decline by 25%, real-time personalization is essential for fostering trust, relevance, and long-term consumer connections.

A Look Ahead: What Media Experts Expect

To gauge how digital media will shift in 2025, media experts (brands, agencies, ad tech, publishers, and platforms) were surveyed on their perceptions of foreseeable challenges and opportunities in the industry, and the role that measurement and optimization will play in the coming year.

CHALLENGES

- 53% of media experts see social media as the environment most vulnerable to brand risk
- 31% are most concerned about ads delivering alongside risky content and misinformation
- 24% are most concerned about ads delivering near deepfakes



OPPORTUNITIES

- 71% of media experts agree AI-driven measurement for multimedia content will ensure digital video ads are placed in brand safe environments
- 58% say contextual targeting will be critical to achieve campaign KPIs on retail media networks
- 49% say brand suitability is their top media quality priority



SOLUTIONS

- **Advanced machine learning** technology will allow advertisers to detect and classify multimedia content, including deepfakes and misinformation
- **Brand suitability products** will allow advertisers to avoid risky content and support quality publishers

A Look Ahead: Top Media Priorities in 2025

61% SOCIAL MEDIA

43% DIGITAL VIDEO

28% DIGITAL DISPLAY

28% INFLUENCER
MARKETING

SOCIAL MEDIA

Social media remains the top media priority but faces challenges, like the prevalence of deepfakes, and new opportunities, like social shopping.

DIGITAL VIDEO

Digital video continues to grow in volume, becoming increasingly interconnected with social media as video dominates this channel.

DIGITAL DISPLAY

Remaining a steadfast and reliable staple of digital advertising, digital display will continue to deliver reach and scale in 2025.

INFLUENCER MARKETING

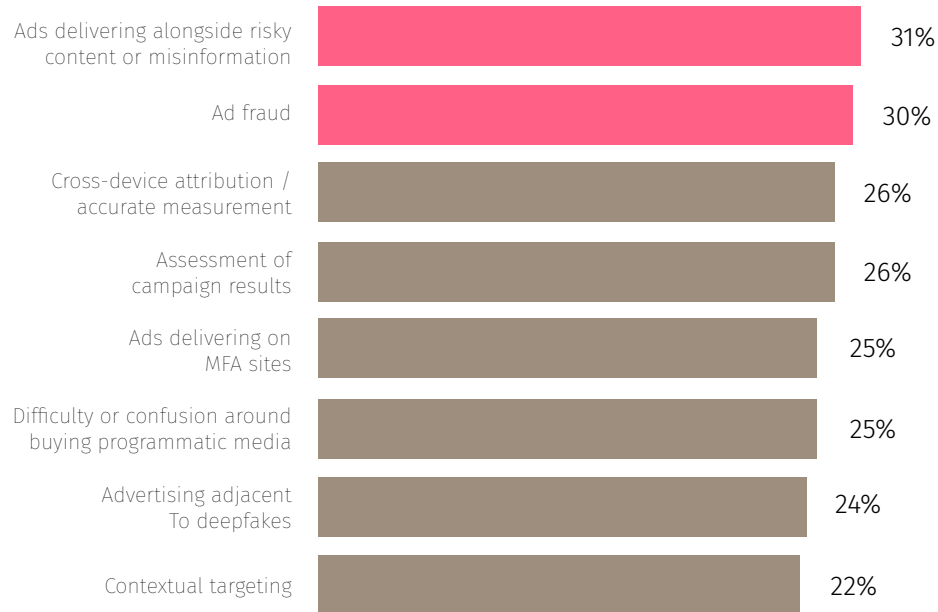
Emerging as a top priority, media experts plan to ramp up influencer marketing, harnessing the power of creators and influencers to drive social purchases.

A Look Ahead: Top Anticipated Media Challenges

Safety concerns top the list of anticipated media challenges for brands and agencies. Advertisers in particular express concern with delivering ads alongside risky content (39%) and deepfakes (31%).

Ad waste is also top of mind. Buy-side media experts will be on particularly high alert for ad fraud, and 1-in-4 media experts are concerned about delivering ads on made-for-advertising (MFA) sites.

Assessment of campaign results will remain a top challenge, especially for B2C brands (33%), which highlights the importance of clear and actionable results data.



Future-Proofing Media

As marketing continues to pull brands toward audience-based and targeted personalized content experiences, marketers are focused on building strategies and tactical plans to streamline their creative production, optimizing performance and measurement.

To match this, brands need to work smarter, not harder. To do this, it's critical to refine their application of AI and data-driven insights, as well as develop content to more meaningfully reach their target audiences, at scale.

In today's digital landscape, B2C media should move consumers through the decision journey quickly. It's all about meeting customers where they are, and making it easy to purchase. Remember, consumers are in control whether the purchase is a well-thought-out, research-backed decision or a very sporadic and abrupt, emotion-based decision.

Best Practices for B2C Brands

- Capture consumer interest with data- driven retargeting efforts
- Ensure omnichannel campaigns are anchored by a mobile-first strategy
- Personalize regular engagement with audiences to improve brand reputation
- Ensure a holistic consumer experience throughout the entire purchasing journey



02

UNDERSTANDING THE B2C BUYER

Empowered Consumers Demand Both Comfort And Innovation

Consumers no longer need to trade off price, convenience, and emotional experience. Innovation has given rise to new products, services, and delivery models that cater to all three at once. This has triggered five changes in consumer attitudes that spell big changes in buying behavior and consumer loyalty.

- 01 Are more willing to test new brands and products
- 02 Rely on personal devices when transacting
- 03 Expect seamless digital and physical experiences
- 04 Are savvy when gathering information
- 05 Are motivated to seek out the best buying experience

Consumer Facts



90%

are willing to share their behavioral data to create a frictionless shopping experience

40%

need to buy from a brand five or more times before considering themselves loyal

62%

explore multiple channels across devices before making a purchase

~7 hrs

Average daily time spent on digital media and social media platforms

68%

have purchased directly through social media platforms with 72% making spontaneous buys

49%

are most responsive to social media ads followed by search engine ads and email campaigns

50%

are more likely to purchase from brands offering personalized recommendations

75%

use their smartphones for shopping, with many finding mobile shopping a necessity

A New Normal of **Consumer Empowerment**

Capturing and holding a consumer's attention is more challenging than ever before.

What makes B2C buying journeys so complex, is the variety of channels that consumers use throughout this journey, from social media and review sites to in-store experiences and more, completing on average six touchpoints before making a purchase. Consumers today have access to more information, choices, and channels than ever before, making it a challenge for marketers to cut through the noise.

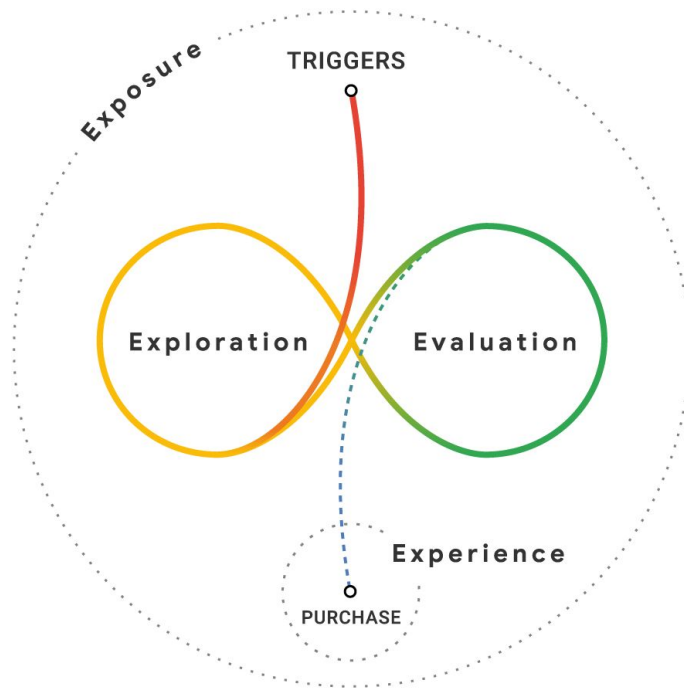
Hyper-connected, highly engaged audiences are dynamic buyers.

Plus, with consumers frequently switching between devices and platforms – whether browsing on mobile, researching on desktop, or engaging with a brand via social media, the journey is unpredictable and dynamic. Each touchpoint throughout the B2C buying journey is an opportunity for engagement, brand positioning, and influence.

Optimizing for the **Messy Middle**

The latest behavioral science has shown the B2C buying journey is no longer linear and the way people make decisions is getting messier.

Once the journey is triggered, consumers fluctuate between an exploration phase and an evaluation phase, and keep oscillating between the two until they make a purchase. This highlights the importance for brands to be present across these platforms and touchpoints within the 'messy middle' which will vary depending upon specific audiences.



Optimizing for the **Messy Middle**

Brands want to understand more about how media and technology can help them show up across all the touchpoints of the Messy Middle, how behavioral science can inform their content and creative, and how product and retailer brands interact.

And they also want to know how these insights can be put to work at scale, so that every customer interaction is enriched and improved by an appreciation of how and why people make the purchase decisions they do.

The role of media in the Messy Middle then becomes a story about reaching people where they are and maximizing customer connections

across as many relevant opportunities as possible.

Brands that succeed will blend creativity and data science to deliver brilliant assets that help close the gap between trigger and purchase, and craft compelling propositions that influence the products consumers choose to buy and where they buy them.

More importantly, brands that effectively connect these touchpoints within an omnichannel ecosystem experience real-world, tangible benefits - an average 3X increase in annual revenues over those that do not.

Strategies to Engage Audiences in Noisy B2C Markets

01

Use a Cross-Channel Marketing Strategy to Create a Seamless Consumer Experience

People are spending more time on digital channels than ever before, especially on mobile devices. Update your advertising strategies to incorporate mobile-friendly programmatic channels to boost brand awareness and reach new customers. Retarget off of video completion rates (VCR) or listen completion rates (LCR) with highly engaging channels, such as native and display, to strengthen your branding efforts while keeping costs low.

02

Include Social Channels as Part of Your Retargeting Strategy

Social commerce has gained traction by guiding shoppers from discovery to purchase. To reach consumers who are actively using social channels like Facebook, Instagram, and Pinterest, start by using programmatic channels like native, display, and video to capture consumers' attention and drive them to your website. Then, use social retargeting as part of a retargeting strategy to target users on their favorite social platforms and drive them towards a conversion.

Strategies to Engage Audiences in Noisy B2C Markets

03

Leverage Retail Media Networks to Reach Consumers Along Their Journey

Although they've historically been used as a tactic to reach prospective customers when they're in the buying mindset and directly at the point of purchase, RMNs are increasingly being used by both endemic and non-endemic brands to connect with consumers throughout the entire buying journey. With off-site retail media accounting for 18.5% of all US retail media ad spend in 2024 and only increasing, mid-market brands have more opportunities than ever to reach consumers outside of traditional retail channels and engage them throughout the buying journey.

04

Try Dynamic Retargeting to Reach Cart Abandoners and Mid-to-Lower-Funnel Customer

Unlike standard retargeting, which uses generic messaging to sway customers, dynamic retargeting leverages data captured from browsing behavior, abandoned carts, or previously viewed product pages to automatically tailor ads to customers based on the specific products or content a user is interested in. For example, if a shopper browses for a particular pair of jeans on an e-commerce site but doesn't complete a purchase, a retailer could use dynamic retargeting to target ads promoting that same pair of jeans or similar items across programmatic channels.

Strategies to Engage Audiences in Noisy B2C Markets

05

Reach the Right Customers at the Right Time With Contextual Targeting

Contextual targeting places ads on websites or apps based on the content viewed by a potential customer rather than relying on a user's browsing history or personal data. It uses keywords, topics, and other contextual signals to ensure that ads appear alongside relevant content, increasing the likelihood of user engagement and, ultimately, a conversion. For example, a retailer could use our Page Context AI to input a list of words and in-context phrases related to the product they're promoting — like “sustainable clothing” or “men's sneakers” — and place ads on web pages that are contextually relevant and more likely to convert.

06

Use a Brand Lift Study to Gauge Brand Awareness and Perception

Recent trends show that brand loyalty is shifting, with many consumers increasingly willing to leave legacy brands behind and try new products. To navigate this change, it's important to go beyond basic metrics like impressions and dive deeper into consumer insights to fully understand the impact of media campaigns. Using our brand lift study LiftIQ, brands can measure the moments that matter - from brand awareness, ad recall, consideration, favorability, intent, and purchase — to gather actionable insights to optimize campaigns mid-flight, based on these near real-time results, broken out by demographics, creative, and more.

Strategies to Engage Audiences in Noisy B2C Markets

07

Incorporate Footfall Attribution to Measure the Offline Impact of Your Campaigns

It's more important than ever to understand how your digital campaigns are impacting in-store sales. Footfall attribution (also known as foot traffic attribution) is a method used to connect campaign metrics to actual store visits, helping brands understand how digital ads are contributing to increased foot traffic at brick and mortar locations. Use our FlowFlow attribution to attribute what targeted devices visited a physical storefront, better understand store visitation patterns, implement in-store customer retention strategies, and measure marketing effectiveness and ad impact on in-store sales.





03

SOLUTION
OVERVIEW

Precisely Target Consumers **Cross-Channel & Device**

Why We're Different	Engage Audiences	KPI Measurement	Case Study Snapshot	B2C Success
<p>Precisely reach consumers throughout the shopping journey with robust cross-channel inventory</p> <p>Industry leading solutions across addressable, contextual, and predictive targeting in a customized, privacy-compliant approach</p> <p>Proprietary, unstructured data manipulation granularly reaches users at the household-level using 3,000+ data attributes</p> <p>Digital Mouth's experts have demonstrated success in planning and delivering multi-channel campaigns to drive B2C growth</p>	<p>Engage consumers across product categories through a variety of targeting options:</p> <p>Contextual Targeting</p> <ul style="list-style-type: none"> Target audiences based on content consumed Predictive contextual options based on audience intent <p>Geo-Fencing and First-Party Addressable</p> <p>Keyword Search and Site Retargeting</p> <p>CRM Targeting and Lookalike Audience Expansion</p> <p>Dynamic Retargeting</p>	<p>Key Performance Indicators (KPIs):</p> <ul style="list-style-type: none"> Cost Per Action (CPA) Click Thru Rate (CTR) Cost Per Click (CPC) Return on Ad Spend (ROAS) Return on Investment (ROI) Conversion Rate Cost of Customer Acquisition (CAC) Customer lifetime value (CLV) Quality Site Traffic Video Engagement Lead-to-Conversion Ratio Content Engagement Brand Awareness / Lift Campaign Revenue Customer Retention Rate 	<p>National Auto Parts Retailer Drives Visits to Locations Across U.S. with Addressable & Conversion Zone Solutions</p> <p>Audiences:</p> <ul style="list-style-type: none"> Addressable Audience Curation Lookalike Expansion First-Party Data <p>Targeting:</p> <ul style="list-style-type: none"> Addressable Geo-Fencing Contextual Targeting Page Context AI <p>Measurement:</p> <ul style="list-style-type: none"> In-Store Visits Conversion Rate ROAS Brand Awareness Lift 	<p>Expertise and success that extends across various industries and sectors:</p> <ul style="list-style-type: none"> Healthcare Retail & CPG Financial Services Automotive Consumer Electronics Travel Ecommerce Telecom Energy & Utilities Health & Wellness Food & Beverage Real Estate Higher Education Consumer Software Media & Entertainment Home Services Transportation

Achieving Scalable **Media Personalization**

01

Reach consumers at every stage of the buying journey with robust cross-channel capabilities and a full suite of targeting tactics

02

Create immersive, human-centric experiences that build brands with 100% verified ad inventory across entire channel ecosystems

03

Leverage element-level targeting and 3,000+ data variables at every point of user engagement throughout the entire buying journey

04

Maximize campaign relevance at every point of engagement with interest and intent-based targeting along with access to robust, third party segments

05

Direct access to behavioral, mobile GPS, and offline data variables to enable highly differentiated capabilities and industry-leading performance

06

Connect all of your data – no matter where or what it is – and access your entire marketing ecosystem with our Data Experience Cloud

Measurable Growth Drivers

Success for B2C brands hinges on delivering personalized, data-driven experiences that foster deep consumer connections. By embracing AI-powered tools for real-time personalization, optimizing omnichannel strategies for seamless engagement, and prioritizing convenience, B2C brands can amplify customer satisfaction and unlock sustainable growth.



Advanced Targeting

Access high value audiences by harnessing the power of unstructured data and engage with precision using third-party retail and location data



Actionable First-Party Data

Leverage first-party data from all brand interactions to personalize content and specific offers, while improving data quality and privacy compliance



Programmatic Advertising

Multi-channel strategies address the dynamics of the consumer journey leveraging a mobile-first approach across native, display, video, CTV, and audio channels



Curated B2C Inventory

Over 50 partnerships with the leading inventory marketplaces and 2,000+ evergreen private marketplace deals with top web, app, and television programmers



Campaign Optimization

Our Data Experience Cloud enables intuitive experiences and a secure data foundation to deliver the most impactful campaigns and achieve greater ROI

Proprietary Data Infrastructure and Partners

Proprietary Unstructured Data

Browser Behavior

Data tags across thousands of publisher websites, and a proprietary web crawler to collect PII-compliant page-level audience behavior.

Mobile/GPS Location

Proprietary DMP ingests billions of unstructured time-stamped GPS coordinates from 600k+ apps on mobile devices. Only SDK, verified wi-fi and actual GPS utilized.

First-Party Data Activation

Tag Manager enables website URL-level audience retargeting. Our Addressable Geo-Fencing onboards first-party address-level activation at a 90%+ match rate.

Offline Addressable Data Activation

Addressable Audience Curation tool maps accurate demographic, financial, life event, and purchase history data to our proprietary address-level identity graph.

Retail Shopper Data

Activate retail shopper marketing data from top brands to better understand consumer buying behaviors and drive more sales.

Third-Party Data Partners

Access third-party segments from the industry's leading data providers, such as:



350,000+

Segments

400+

Data Partners

Digital Mouth's platform is built to ingest, target, optimize, and report on individual unstructured data elements. Direct access to behavioral, mobile GPS, and offline data variables enables highly differentiated capabilities and industry-leading performance vs segment-dependent alternatives.

Activate Data for Targeting Across All Inventory Types

Targeting options via proprietary unstructured data

Addressable Geo-Fencing	Zip-Optimized Audiences	Search and Contextual	Mobile Geo-Fencing	Native	Retargeting	Other
<p>Addressable Audience Curation</p> <p>3,000+ variables including:</p> <ul style="list-style-type: none"> • Residential or Commercial • Demographic • Financial • Interests • Automotive • Political • Purchases • Occupational <p>First-Party CRM</p> <p>Third-Party Data</p>	<p>Execute across 33,000+ uniquely identified zip codes based on:</p> <p>ACR TV Viewing Data:</p> <ul style="list-style-type: none"> • Linear vs Streaming Index • Network/Show Preference • Device Footprint • Dayparting <p>U.S. Census Data</p> <ul style="list-style-type: none"> • Age • Gender • Household Income 	<p>Keyword Search and Keyword Contextual</p> <ul style="list-style-type: none"> • Branded Keywords • Competitor Keywords • Intent Keywords • Interests Keywords • Product Keywords <p>Category Contextual</p> <ul style="list-style-type: none"> • IAB Content 	<p>Geo-Fencing</p> <ul style="list-style-type: none"> • Loyalty – Owned Locations • Competitor Locations • Proximity • Target Audience Locations <p>Event Targeting</p> <ul style="list-style-type: none"> • Conferences • Entertainment Venues • Sporting Events • Audience- Rich Events 	<p>Category Contextual Demographics + Context Predictive Audiences</p> <p>3rd Party Segments</p> <p>Retargeting</p> <p>First Party CDP</p>	<p>Site Retargeting:</p> <ul style="list-style-type: none"> • Landing Page • Category Page • Product Page • Cart Abandonment • Loyalty Offers <p>Campaign Audience Retargeting</p>	<p>Private Marketplace Publisher Curated Deals:</p> <ul style="list-style-type: none"> • 2,000+ always-on deals • Programmatic Guaranteed <p>Lookalike audiences</p> <p>Domain/App Allow Lists</p>

Purpose-Built Programmatic Media for B2C Brands

Effectively reach consumers with precision and scale while leveraging various true intent data attributes to seamlessly engage desired audiences across programmatic campaigns and formats:



CTV



Video



Mobile



Social



Native



Audio



Search



Display



In-Game



DOOH



Podcast



VR / AR

Precise Targeting

Unlock desired target audiences effortlessly with an extensive selection of true intent data attributes

Maximize Ad Budgets

Enhance Return on Ad Spend (ROAS) by concentrating on high-value audiences who have previously shown intent or interest in products

Incremental Reach

Seamlessly reach target audiences across multiple device types and channels

Optimize Productivity & Results

Maximize campaign effectiveness with our award-winning Client Success team through personalized support and detailed optimizations

Access to the **Most Robust Ad Inventory**

Access to the leading supply marketplace providers for CTV, Video, Display & Native

- Open X
- Pubmatic
- Rubicon
- Google
- AppNexus
- Smaato
- Index
- SpotXchange
- Sovrn
- inMobi Beachfront
- Telaria
- FreeWheel
- Nexage
- AppLovin
- PulsePoint
- PilotX
- Q1
- Nexstar Digital
- Yahoo Exchange

Over 2,000+ evergreen private marketplace deals with top web, app & television programmers

- Pluto
- Newsy
- Discovery
- History
- HGTV
- TLC
- A&E
- Fox News
- CBSi
- Univision
- Cheddar TV
- BuzzFeed
- Popcornflix
- USA Network
- Fox News
- CNN Go
- Xumo
- LifeTime
- Travel Channel
- NBC Today
- DailyMotion

Industry Leading Client **Success Team**

01

Built on a foundation of proactive communication, deep expertise, and an unwavering commitment to delivering measurable results

02

Dedicated ad operations and account management teams to develop strategy and fully execute campaigns

03

Full 360-degree brand reviews to determine most impactful campaign strategies to achieve business goals

04

Robust client education and onboarding processes to ensure long-term partnership and brand success

05

Regular in-depth campaign reviews to present analyses and actionable insights to brand performance

06

Industry-leading SLAs focused on fast response times, clear high quality standards, and transparent communication



04

ADVANCED TARGETING

Reach the Right Consumer, **Every Time**

Digital Mouth has a distinct advantage in the way we onboard data, providing us the ability to revolutionize ad targeting by combining precise location-based and behavior-driven strategies to connect brands with the right audiences at scale, delivering unmatched accuracy and performance.

Unmatched Data Precision for Maximum ROI

Achieve a 90%+ match rate of addressable data to drive hyper-accurate targeting. Our audience-first methods combine online consumer behaviors with in-store location insights, ensuring campaigns meet the right consumers at the right time.

National Reach with Local Precision

Scale campaigns across multiple markets while maintaining localized targeting accuracy. Whether focusing on a single ZIP code or a nationwide strategy, our tools optimize reach without sacrificing relevance among 125 million targetable U.S. households.

Key Benefits for Brands

- **Superior Targeting:** Harness 3,000+ data variables for real-time audience creation
- **Scalable Strategies:** Attract new shoppers across markets with proven tactics
- **Consumer-Centric Precision:** Deliver ads tailored to behaviors, interests, and locations
- **Privacy-First Practices:** Reduce redundancy and focus spend on new customers

Targeting Solutions: **Geo-Fencing**

Addressable Geo-Fencing

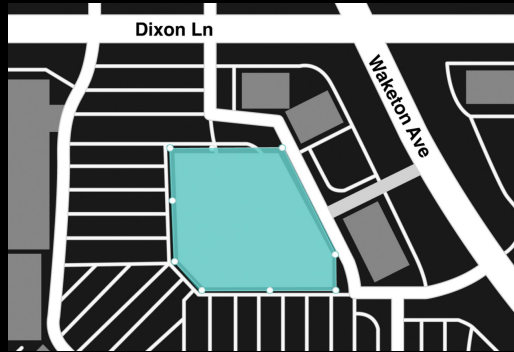


Target potential audiences at the household-level with over 3,000+ demographic factors.

Use Case:

- Local retail promotions
- Automotive sales
- Loyalty programs
- Bank branches

Conversion Zones

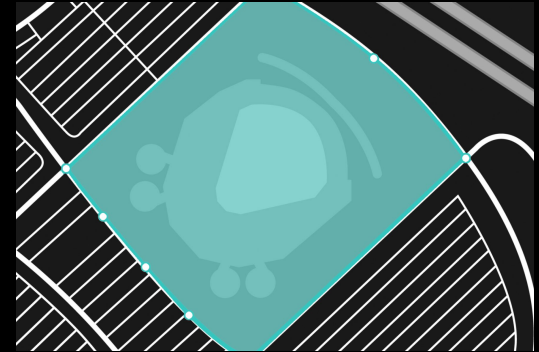


Conversion Zones are virtual boundaries drawn around a location via GPS that allow advertisers to track online-to-offline conversions in mobile advertising.

Use Cases:

- Brick-and-mortar
- Venue-based entities
- Competitive entities

Event Targeting



Target a custom, niche audience out of users who attend a specific event during a predetermined time window and serve ads to those users for up to thirty days after the event.

Use Case:

- Concerts and festivals
- Sporting events

Target Real World Behavior: 3rd Party Location Data



1,160+ segments based on offline consumer behavior and visitation trends — where people spend time in the physical world.



Target locations at scale, measure the offline impact of mobile ads and deliver insights into consumer behavior. Measure billions of locations across the world's largest opt-in location audience.



Comscore is an audience measurement company, that supplies the majority of the advertising industry with planning, buying, and measurement solutions, across any device with a screen.



Targeting Solutions: **Contextual**

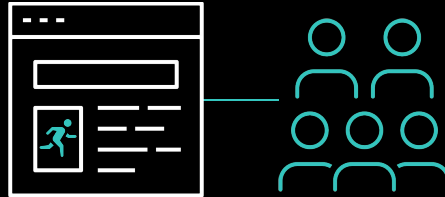
Keyword Contextual



Reach target audiences by aligning ads with related keywords. Create a custom list of keywords relevant to your product or business, retarget users who view content featuring those keywords, or create a keyword block list to prevent ads from appearing on websites featuring these words.

Example: A clothing retailer could target back to school, seasonal styles, or holiday sales keywords to reach users who are interested in these themes and reflect the brand's products.

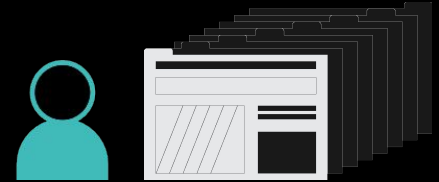
Page Contextual



Serve ads only on pages categorically relevant to your target audience, product, or business. This contextual solution uses models and algorithms to process pages and content, then classifies them based on sentiment, quality, and semantic understanding. It seamlessly integrates into content users are already consuming.

Example: A health and wellness brand has launched a new men's supplement and is interested in targeting users interested in men's health and longevity.

Predictive Audiences

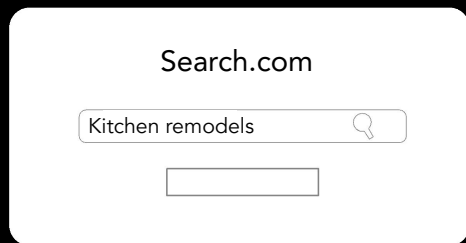


Capture an audience of users who show explicit interest in a category based on the number of articles they read over a time period. By leveraging natural language processing technology and page level context, Digital Mouth can target users based on browsing habits and relevant content consumed.

Example: The behavior of users researching consumer electronics is analyzed to determine the significance of the audience based upon the relevancy of their consumption habits.

Targeting Solutions: **Reengagement**

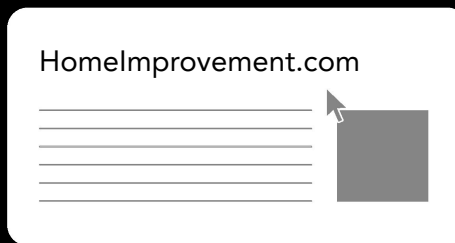
Keyword Search Retargeting



Target users based on their web searches.

Use Case: A home improvement brand that wants to target users could use search terms such as "DIY home repairs," "garden projects," or "kitchen remodel," to then serve those users ads to drive in-store or online traffic.

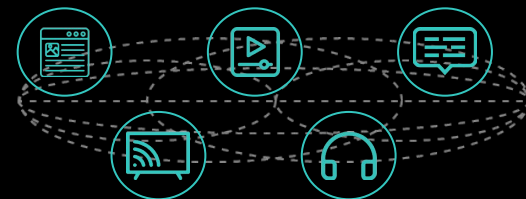
Site Retargeting



Retarget users who visit your website, and encourage them to complete a lower funnel action.

Use Case: After visiting the business's website for the first time, an ad can be served to an audience group with a message encouraging users to use a promo code or revisit an online cart.

Campaign Retargeting



Retarget users who were previously exposed to one of your ads and deliver additional messaging across different devices and creative types.

Use Case: An audience of new home owners have seen an ad for a product or service and is served additional messages related to the offering in order to usher them down their journey to purchase.

Targeting Solutions: Lookalike Audiences

Reach users who mimic the online behavior of those who you are targeting through your first-party data to increase scale.

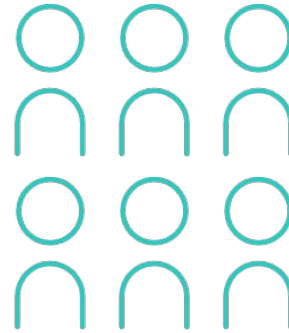
No Pixels Needed

Audience Lookalike Expansion brings you faster and easier lookalike targeting by allowing you to create an expansion audience from your first-party data or Digital Mouth custom segments in place of pixels.

Leverage Your CRM

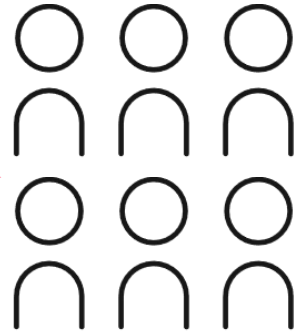
Onboard proprietary CRM data and reach similar users, increasing scale and reach. By targeting similar audiences, you can increase your conversions by up to 2x.

Source Audience



- Recent college graduates
- Age 21 - 25
- Interested in pursuing a graduate degree
- Lives in TX, OK, AR, LA

Lookalike Audience



- Recent college graduates
- Age 21 - 25
- Interested in pursuing a graduate degree
- Lives in TN, MS, AL, GA

Page Context AI Targeting

Create infinitely personal user experiences using a patented context-based algorithm.

Build a custom contextual strategy by inputting “in-context” and “out-of-context” phrases so that our patented algorithm can determine the best ad placements based on a publisher or site’s content. Page Context AI is available in multiple languages.

Cookieless Targeting

Tailor ads to the content near which they are displayed, rather than the viewer themselves.

Build Relevant Ad Experiences

Use our proprietary technology to show ads to people browsing sites directly relevant to your product or service.

Smart and Precise Targeting

Targeting expands to include semantically-related phrases so all applicable viewers are exposed to your ads.

Multi-Channel Scale

Leverage for native, display, and video advertising campaigns across 400 million pages on desktop and mobile web.

Hyper-relevant ad placements

Natural language processing

AI-powered targeting includes related phrases and excludes double-meanings

400M+ URLs analyzed every 2 weeks

In-Context Phrases (relevant phrases):	Out-of-Context Phrases (non-relevant phrases)
procurement ⊗ generative AI ⊗	recruiting ⊗ regulations ⊗
supply chain ⊗ data management ⊗	education ⊗ policy ⊗ tariffs ⊗

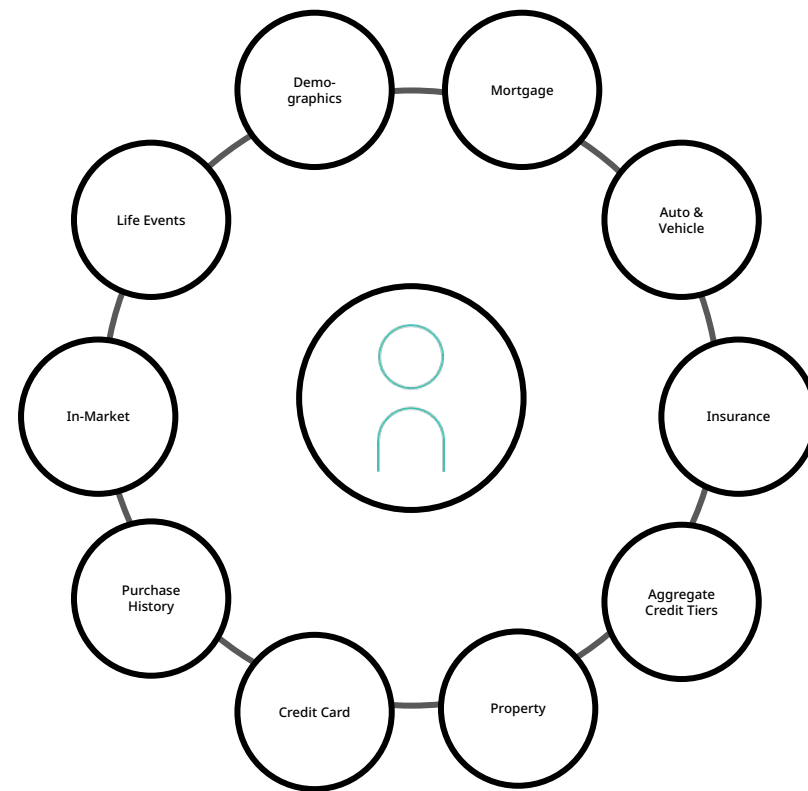
i E.g.: This campaign will bid on impressions within URLs that contain content about “procurement,” or “data management” and not on URLs that contain content about “recruiting” or “regulations” related to supply chain and logistics.

Addressable Audience Curation: Better ROI, Less Waste

With Addressable Audience Curation (AAC), Digital Mouth curates addressable audiences in real-time based on location and demographic data using our AAC tool. Location data can be filtered by postal code, city/metro, congressional districts, and more.

Custom household-level audiences can then be built and activated, also in real-time, using more than 3,000 data variables (including demographic, economic, and political variables) for inclusion or exclusion via full Boolean capabilities. This is truly granular audience creation and it can be implemented on a national scale.

Once the audience is curated, mobile, video, and/or OTT/CTV ads can be served to each household across all devices (and for OTT/CTV advertising, across both the large and small screens).



Benefits of Our **Retail Third-Party Partners**



Mastercard Audience profiles are informed by activity on more than 2.2 billion Mastercard payment cards and 43 billion transactions annually. They offer segments with higher statistical probabilities to make purchases within a category.



Affinity Answers builds audiences based on the key social interactions between people and the brands, influencers, sports and media entities they engage with on Facebook, Instagram, and Twitter.



Leading provider of high-quality audiences across behavioral, attitudinal, lifestyles, and life stages. Access over 2,000 audiences across various industries including lifestyles, technology, retail, and shopping.



ownerIQ Active-Shopper Data blends billions of e-commerce, product reviews and purchase data points to create audiences that are in- market for your products.



Alliant sources data directly from hundreds of leading direct-to-consumer marketing brands. Audiences are available across categories such as Product Purchases, Buying Performance, Social, and Brand Propensities.



Over 3,000 brands trust Epsilon with their purchase data to deliver high-performing prospect audiences. Target by retail purchase behaviors, purchase history, and retail and specialty retail transactions.



05

CROSS-CHANNEL CAPABILITIES

Create Immersive, **Consumer-Centric Experiences**

Combining cross-channel capabilities with a full suite of targeting tactics, Digital Mouth's media buying solutions deliver increased ROI for campaigns of all sizes.



CTV

Powered by addressable, behavioral, and demographic audience targeting paired with the ability to reach both the big screen and small screens, it is the most effective and impactful way to deliver video creative to a specific audience with household-level precision across leading inventory and evergreen private marketplaces.



Video

Deliver pre-roll, mid-roll, and in-banner video formats across in-app, mobile web, and desktop browser inventory types. Connect to 15+ ad exchanges to reach your target audiences through video inventory across 120,000+ websites and apps or extend to CTV and reach audiences in the comfort of their own home.



Mobile






Maximize performance by placing your ads directly in your audience's hands — wherever they might be with in-app and mobile web inventory, leveraging geo-fencing with conversion zones for online and offline traffic optimization and reporting, event targeting to reach event attendees, and access to mobile-specific exchanges.



Social

Enhance social media campaigns by activating privacy-compliant audiences seamlessly on social platforms. Third-party data marketplaces with nearly 200 available providers enhance known data with relevant information - demographic, contextual, behavior, or purchase-based factors - to reach audiences in meaningful ways.

Create Immersive, Consumer-Centric Experiences

 Native	Experience a response rate 6X higher than traditional display ads with real-time native units tailored to match publishers' content and design, delivering a more relevant user experience. With access to 30+ integrations from a total of 40+ partners, we offer one of the highest levels of exposure among native advertisers.
 Audio	Engage listeners in an immersive environment through streaming and downloadable audio content, like podcasts, online radio, music, and more, expected to reach 1.5 billion digital listeners in 2025. Access top-tier audio publisher inventory, including Spotify, and deliver non-skippable audio ads to engaged audiences.
 Search	Target users based upon 16 billion search events per month from over 300 million users across search and vertical search engines. Connect with users who have also indicated interest for a particular product or service based on the exact word or phrase that a user searches for or reads and deliver ads across all device types.
 Display	Engage your prospects and current customers meaningfully through audience-first, intent-based targeting. Serve ads based on searches and content consumption using retargeting and keyword contextual tactics or drive lower-funnel engagement through site retargeting and creating conversion funnels with tag management.
 Emerging	Reach target audiences with innovative, highly viewable ads across emerging platforms such as in-game and DOOH. Seamlessly blend non-intrusive ads into environments like billboards, walls, and more, or available as display or video formats on mobile and PC to connect with audiences in a real-time, a cookieless approach.

Leverage Streaming Engagement with CTV

With Digital Mouth's advanced CTV (connected TV) offering, reach consumers streaming content on both the big screen in the living room and small screens with household-level precision, unmatched audience targeting, and advanced attribution for online or offline conversions. Our cross-device graph associates all of a user's devices with one address, thereby linking their smartphone, tablet, desktop, and CTV device. When a user is served a CTV ad, Digital Mouth tracks conversions from any of the user's devices.

Online Conversions:

- When the user visits the URL associated with the online conversion event on their browser within the designated attribution window, the conversion pixel fires
- The user is counted as an online conversion in Digital Mouth's Data Experience Cloud
- Optimize to and report on Cost Per Action, including form-fills, leads, purchases, and more

Offline Conversions:

- When the user's mobile device is detected at the physical location of a conversion zone within the designated attribution window, the user is counted as a geo-fence conversion
- Geo-Conversion Lift reporting tracks the incremental lift to physical foot traffic from targeted locations
- Optimize to and report on Cost Per Visit

Connected TV Inventory

Digital Mouth is actively curating the highest quality AVOD CTV inventory available via comprehensive multi-faceted approach for single source activation.

Network/Premium

Lifetime, HGTV, A&E, Discovery, Bravo!, Fox, TNT, VH1, ABC, National Geographic, FX, TBS, Freeform, Hulu

Sports

ESPN, Fox Sports, NFL, NHL, Sling Sports, Roku Sports, ESPN Deportes, Golf Channel, Tennis Channel, NBA, MLB, Fubo TV

News: National and Local

NBC News, Fox, CNBC, CNN, Bloomberg, ABC News, Fox Business, Newsy, BBC, USA Today

Food/Recipes

Food Network, Cooking Channel, Science of Grilling, TasteMade, iFood, Better Home Recipes

Home and Garden

HGTV, Home Channel, Gardening Tips, DIY, Gardening TV, The Home Source, Vegetable Garden

Hispanic

Univision, Telemundo, Pongalo, El Comerico, Telecinco, ABC.es, Latin Times, El Universal, Futbol, Acento, El Observador, CDN Sports MAX

Broadcaster Direct | Thousands of PMPs | The Most Trusted SSPs

Access to Premium Publishers



Access to Trusted CTV SSP Integrations

Full Frequency Controls Across All Suppliers



Cross-Device Matching Pairs CTV Devices for Targeting & Reporting

Digital Mouth's cross-device graph shows all devices linked in a household, including smartphones, desktops, tablets, and CTV devices. We identify web-connected devices within each property based on numerous data signals, including actual GPS coordinates from apps on the devices, IP addresses, and more. The cross-device process to accurately unify multiple web-connected devices within a single property uses two methodologies:

Deterministic

Nearly 100% accurate, this methodology identifies users on a mobile phone, tablet, laptop, desktop, and television based primarily on app login credentials.

Probabilistic

At 96% accuracy, this methodology looks at data signals such as common web and content consumption signals across devices with shared locations. When a high probability confidence is achieved that two or more devices belong to the same user, then a link is made in our cross-device graph.

Blend Linear & Streaming TV with **ZTV**

ZTV is the latest enhancement to our comprehensive suite of CTV solutions that brings together the worlds of linear TV and digital. Easily complement your linear TV efforts with targeting based on demographics and TV viewing habits in order to increase reach and household coverage. ZTV allows advertisers to reach a relevant audience while avoiding elevated data costs and offering a price point competitive with linear.

Step One

Digital Mouth's ZTV technology identifies 33,000+ ZIP codes throughout the U.S.

Step Two

Our proprietary weighting system ranks the ZIP codes to identify relevant ZIP locations based on users' demographics and TV viewing habits.

Step Three

Digital Mouth serves CTV creative to users based on the identified relevant ZIP codes to maximize campaign reach.

Topline

Easily compliment your linear TV efforts with targeting based on demographics and TV viewing habits in order to increase reach and household coverage.

Rationale

- Identify and target relevant ZIP codes based on age and gender, as well as an indexing of how likely people in a specific ZIP are to consume linear TV vs. CTV content
- Unlock the potential of CTV advertising to maximize relevance to an audience of streamers



06

Measuring
Media Impact

KPIs B2C Brands Should Track in 2025 - No Exceptions

The following KPIs were successful for advertisers in 2024 and will continue to demonstrate the efficacy of your marketing campaigns in 2025:

- Conversion rate
- Customer lifetime value (CLV)
- Customer retention rate and quality
- Lead quality
- ROI
- Sales revenue
- Website traffic

If you're working on an awareness campaign for a new brand launch in 2025, focus on measuring your email subscription rate as well since it provides insight into how many visitors want to receive offers and updates.

If you're working on a conversion-driven campaign targeting high-value audiences, add these metrics to your mix to ensure you're capturing all the data you can about prospects who are closer to making a purchase decision:

- Average order value (AOV)
- Churn rate
- Cost per acquisition (CPA)
- Lead-to-customer conversion rate
- Repeat purchase rate
- Return on advertising spend (ROAS)
- Shopping cart abandonment rate

Watch Out for These **Key Benchmarks** in Your Reporting

Though benchmarks for these KPIs are not available for every industry, here are some B2C-specific benchmarks commonly used you can expect to see carry over into 2025:

- **CLV:** This can vary significantly depending on the industry and business model. However, a healthy CLV is typically several times higher than the cost of customer acquisition (CAC)
- **Churn rate:** The average annual churn rate for B2C businesses is around 20% to 30%
- **Ecommerce conversion rate:** The average conversion rate for ecommerce websites is around 2% to 4%. This means that out of every 100 visitors to the website, 2 to 4 of them make a purchase
- **ROAS:** For B2C businesses, a ROAS of 4:1 or higher is often considered a good benchmark. This means that for every \$1 spent on advertising, the business generates \$4 in revenue.
- **Social media engagement rate:** On social media platforms, a 1% to 5% engagement rate (likes, shares and comments) is considered reasonable for B2C brands

The Future of B2C Measurement: **Three Tactics**

Last year, B2C marketers used multi-touch attribution (MTA) and incrementality testing to capture the results of their marketing campaigns. Things will slightly shift in 2025. Although Google ultimately halted its plans to deprecate third-party cookies, privacy legislation and trends — plus the problems with relying too heavily on probabilistic third-party cookies are causing traditional cookie-dependent MTA to lose its relevance.

Instead, the future of B2C measurement will hinge upon three measurement tactics:

1. The first is **ID attribution**. B2C brands will combine first-party data with performance metrics and clean room environments to demonstrate purchase behavior and media engagement across the funnel and open additional audience insights
2. The second is **media mix modeling** (MMM). Brands will use MMM to identify opportunities to invest in channels that have the potential to scale without hitting diminishing returns
3. The third is **incrementality**, which will still remain a powerful measurement methodology in 2025, as it did in 2024, and validates opportunities ahead of the total market launch and shows if marketing is driving new customers beyond those the brand was likely to gain without media present

Unlock the Power of Consumer Data with Data Experience Cloud



Tour Data Experience Cloud

Reporting & Analytics

Easy to use, all-in-one measurement platform offers companies robust marketing analytics capabilities as a fully managed service at no additional cost.

Data Science

Our data science solutions remove complexity and place more impactful insights at your fingertips to manage media strategy and optimize for greater ROI.

Predictive AI

Suite of predictive AI solutions ensure that experienced humans can leverage cutting edge tools to ensure hyper-complex campaigns are fully optimized at scale.



07

CONSUMER BRAND SUCCESS STORIES

National Auto Parts Retailer

Drives Visits to Locations Across U.S. with Addressable & Conversion Zone Solutions

THE BRIEF

One of the nation's largest auto parts retailers representing multiple brands and thousands of locations across the country partnered with Digital Mouth to drive in-store foot traffic to hundreds of retail locations.

THE SOLUTION

Highly localized targeting and programmatic media channels were used to create personalized campaigns for audiences seeking out their "local auto parts store" or online DIY content.

Tactics included:

- Addressable audience curation
- Addressable geo-fencing
- Conversion zones
- Native programmatic media channels

42K

Native Actions
(in-store visits)

8K

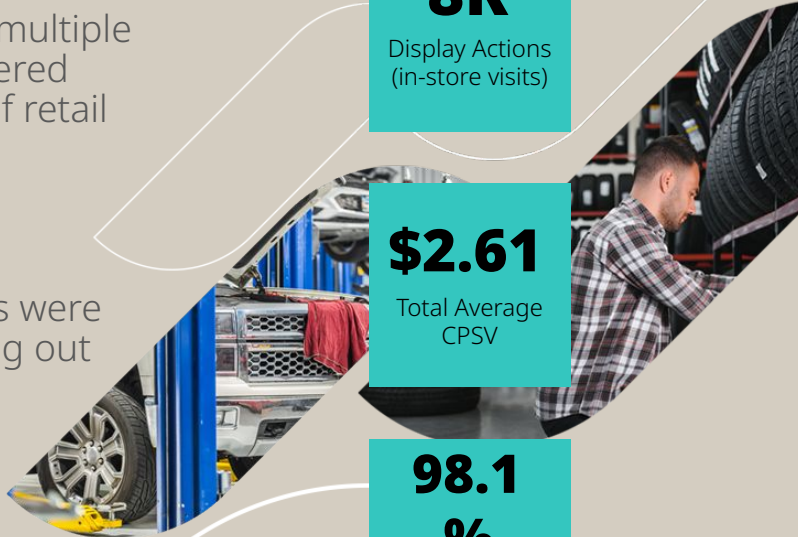
Display Actions
(in-store visits)

\$2.61

Total Average
CPSV

98.1

%
Video
Completion
Rate



Global Beauty Retailer Increases Online Sales with Contextual Targeting and Programmatic Media Solutions

THE BRIEF

An emerging online retailer in the global makeup and beauty industry partnered with Digital Mouth to reach new qualified shoppers and improve advertising performance using precise targeting methods and granular reporting.

THE SOLUTION

As more digital-first, beauty companies vie for the attention of consumers, a contextual programmatic strategy was leveraged to break through the noise and increase brand engagement and online sales.

Tactics included:

- Contextual Page AI targeting
- Audience behavioral targeting
- Native programmatic media channels
- Transactional reporting and ROAS

19K

Online
Purchases

\$1.25

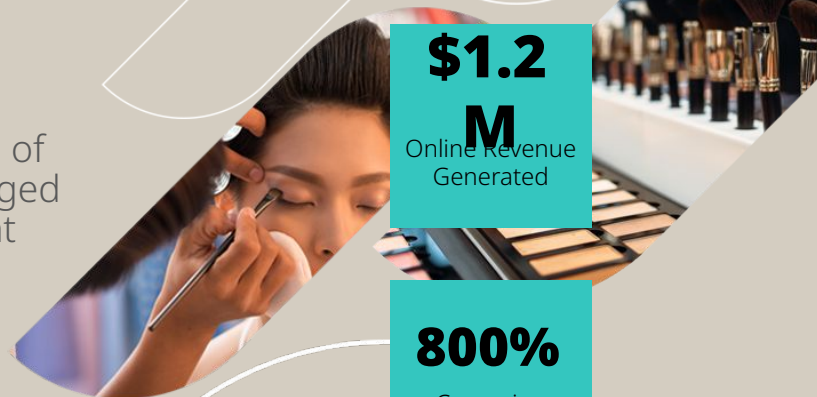
Total Display
CPV

**\$1.2
M**

Online Revenue
Generated

800%

Campaign
ROAS





www.digitalmouth.com