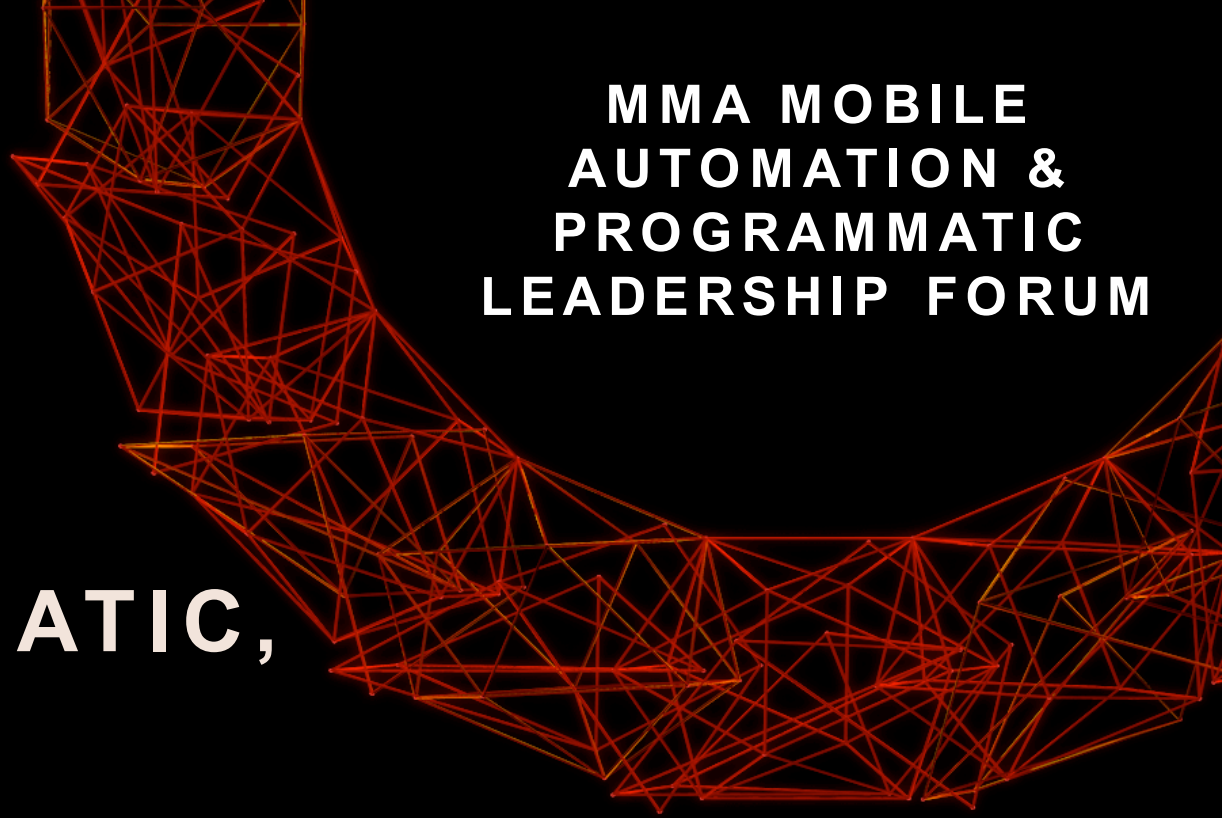


MMA MOBILE AUTOMATION & PROGRAMMATIC LEADERSHIP FORUM

PROGRAMMATIC, PROVEN

CONTEXT

rubicon PROJECT


DATA CAN BE MESSY...


DATA CAN BE BEAUTIFUL...

EXECUTIVE SUMMARY: PROGRAMMATIC ALLOCATION

PROGRAMMATIC SPENDING…

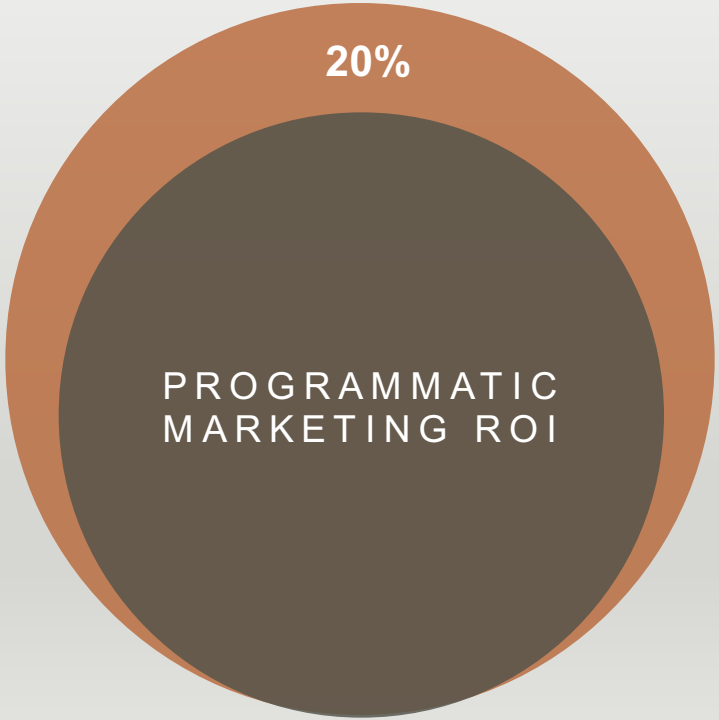
IS EXPECTED TO DOUBLE IN THE NEXT 18-24 MONTHS TO:



IDC Programmatic Forecast Q4-2015

DOUBLING YOUR PROGRAMMATIC SPENDING

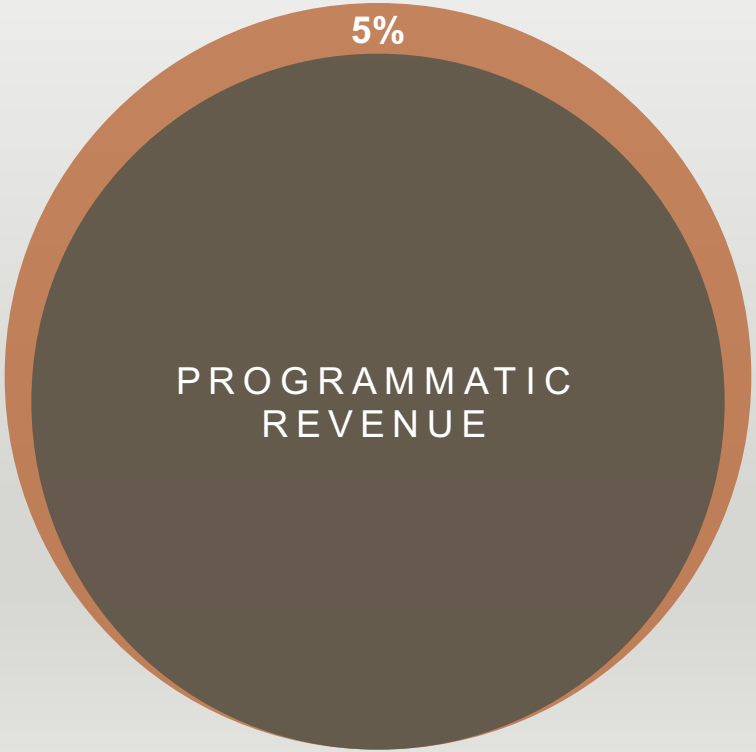
WILL ALSO YIELD A 20% HIGHER MARKETING ROI



Source: Rubicon Proprietary Study 2016

DOUBLING YOUR PROGRAMMATIC SPENDING

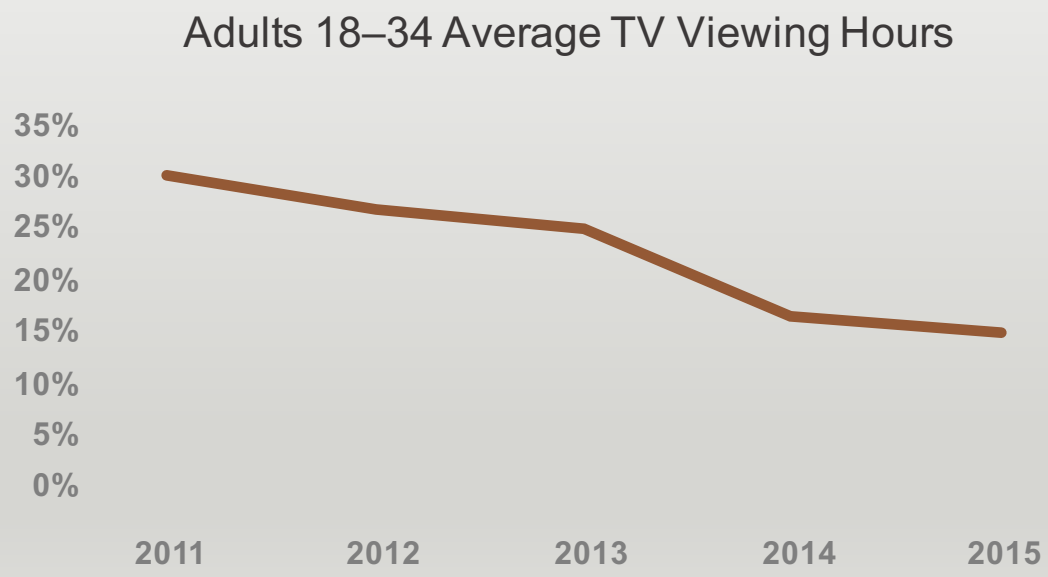
WILL IMPROVE SALES BY 5% PER YEAR



Source: Rubicon Proprietary Study 2016

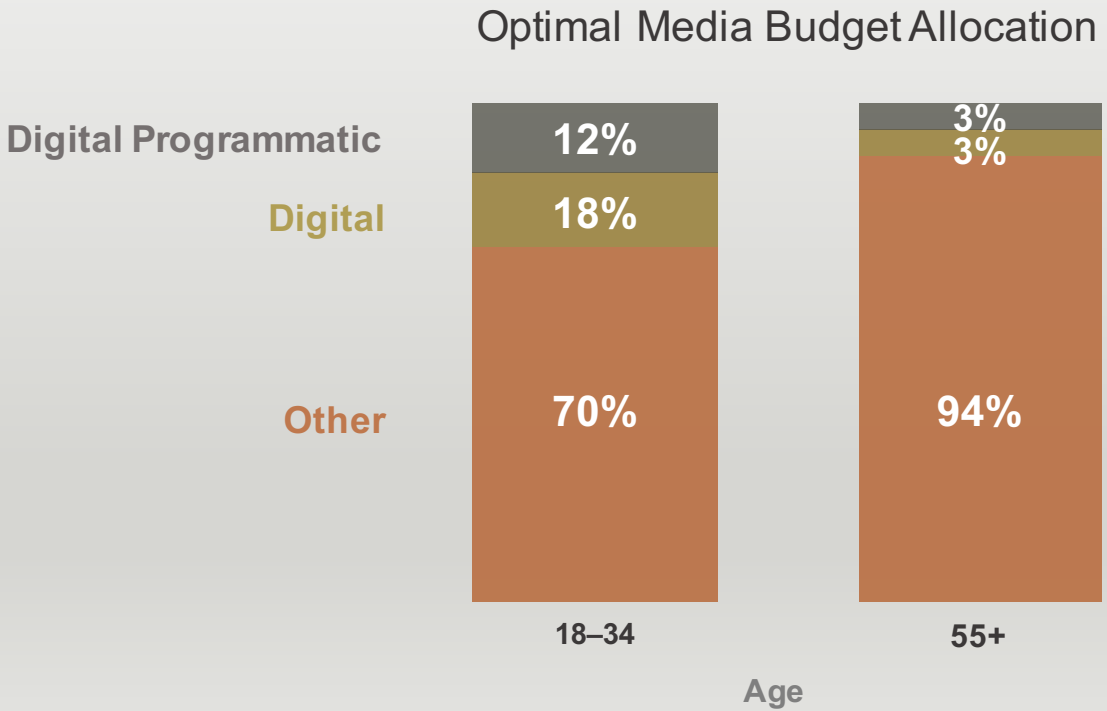
TV VIEWING AMONG GENERATION X AND MILLENNIALS

IS ON THE DECLINE AND YOUR PROGRAMMATIC SPENDING SHOULD REFLECT THIS



http://www.marketingcharts.com/television/are-young-people-watching-less-tv-24817/

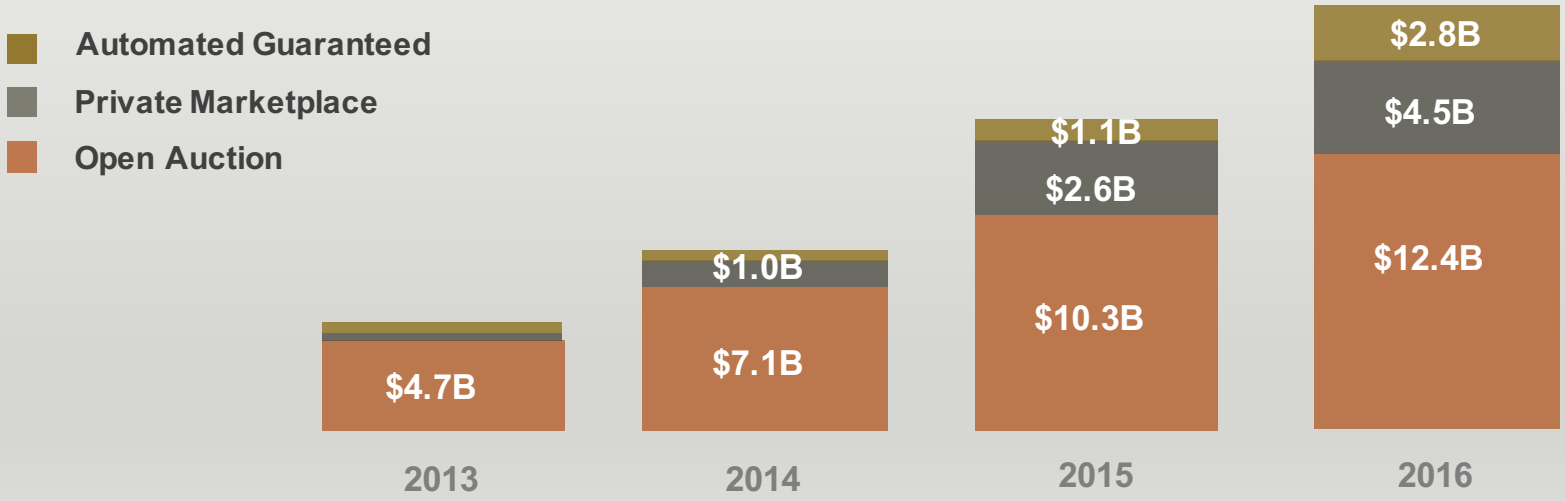
INCREASE PROGRAMMATIC TO 12% FOR ADULTS 18-34



WITHIN PROGRAMMATIC

THE SHIFT IS TO "ORDERS"

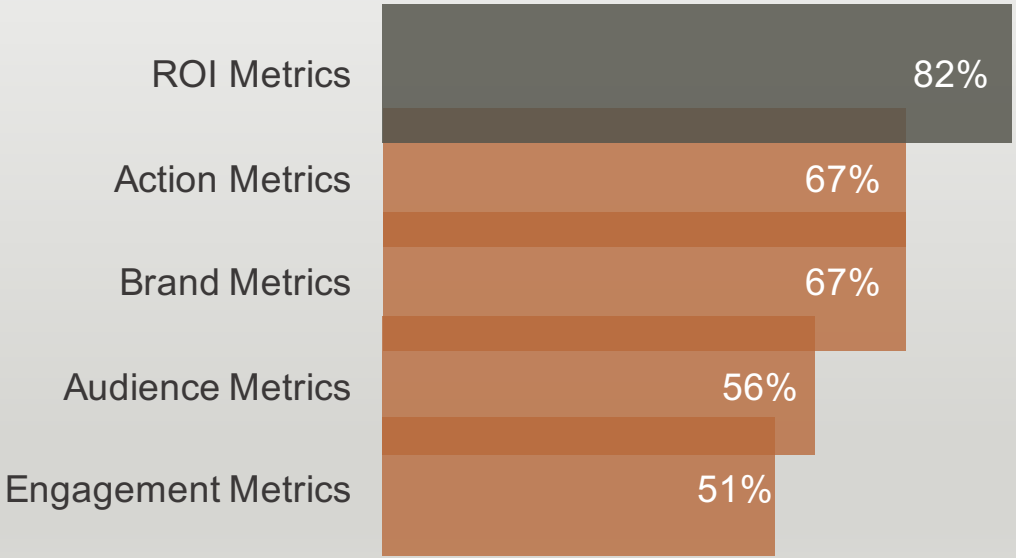
Orders (Automated Guaranteed & Private Marketplace)
Make Up the Largest Programmatic Spending Growth



IDC Programmatic Forecast Q4-2015

DELIVERING MEASURABLE BUSINESS RESULTS

IS A TOP CONCERN OF CMOS…

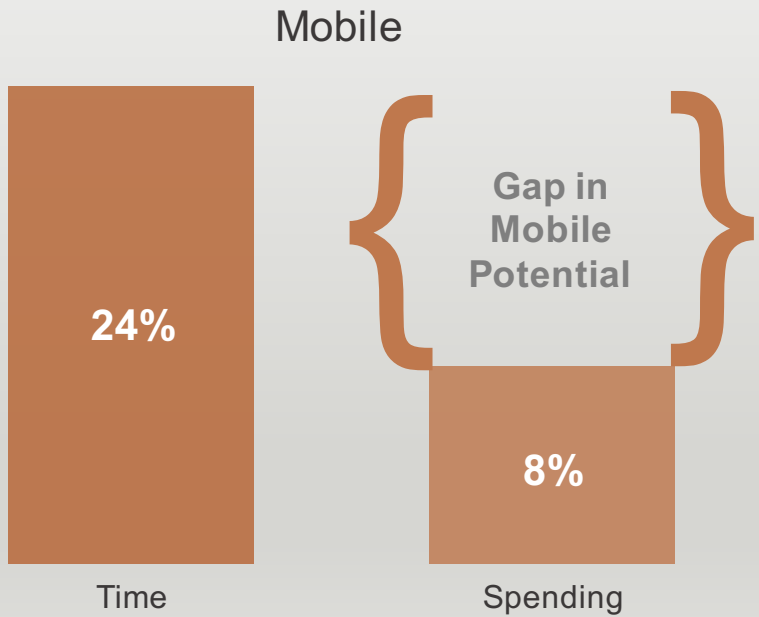


Source: 2014 ANA/Forrester: Media Buying's Evolution Challenges Marketers Survey

TOP 10 MOBILE PROGRAMMATIC INSIGHTS

1. THERE IS A MOBILE OPPORTUNITY FOR PROGRAMMATIC

PROPER ALLOCATION REACHES CONSUMERS WHERE THEIR ATTENTION IS



http://www.kpcb.com/blog/2015-internet-trends Mary Meeker

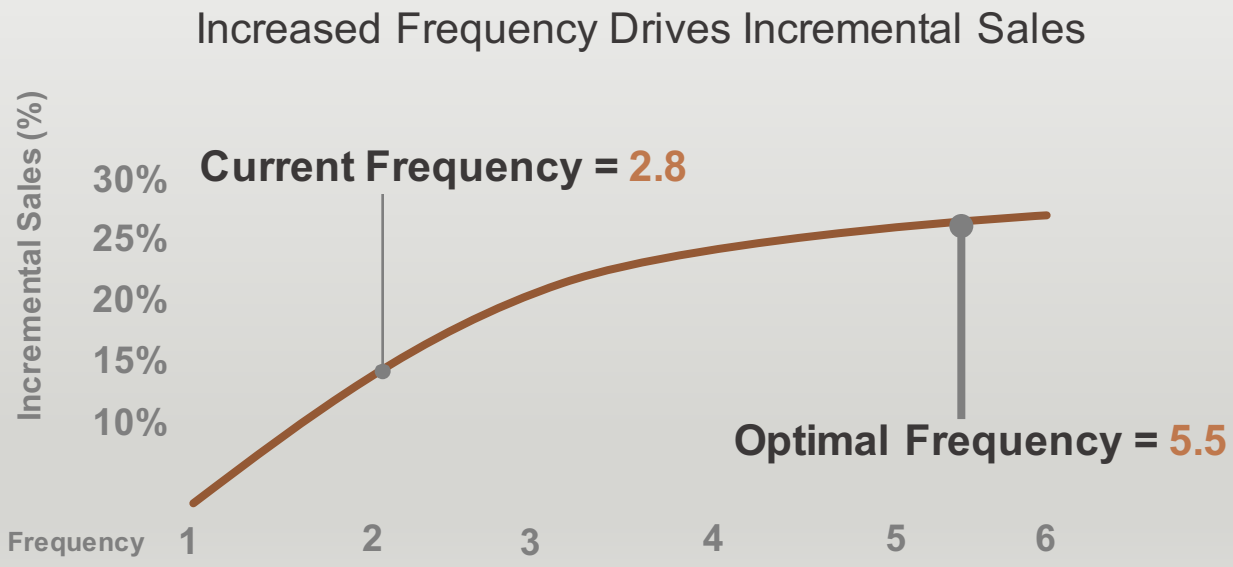
2. MOBILE AND VIDEO ARE IMPORTANT TO YOUR RESULTS

BOTH SHOULD BE OVER 1/3 OF YOUR ALLOCATION



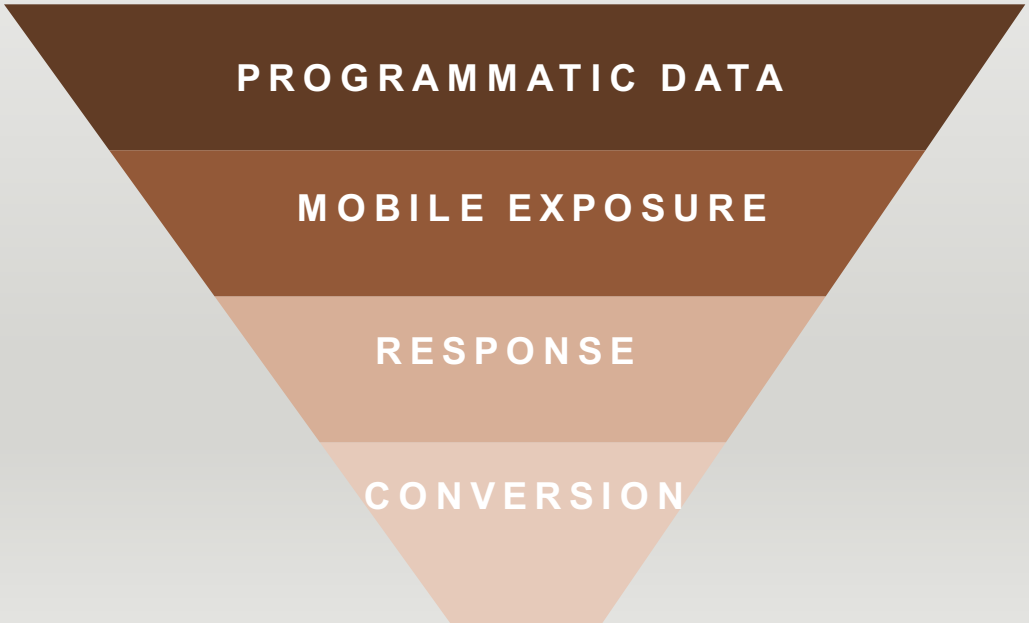
3. TO IMPROVE YOUR SALES PERFORMANCE BY 65%

MANAGE VIDEO FREQUENCY TO THE SWEET SPOT OF 5-6X



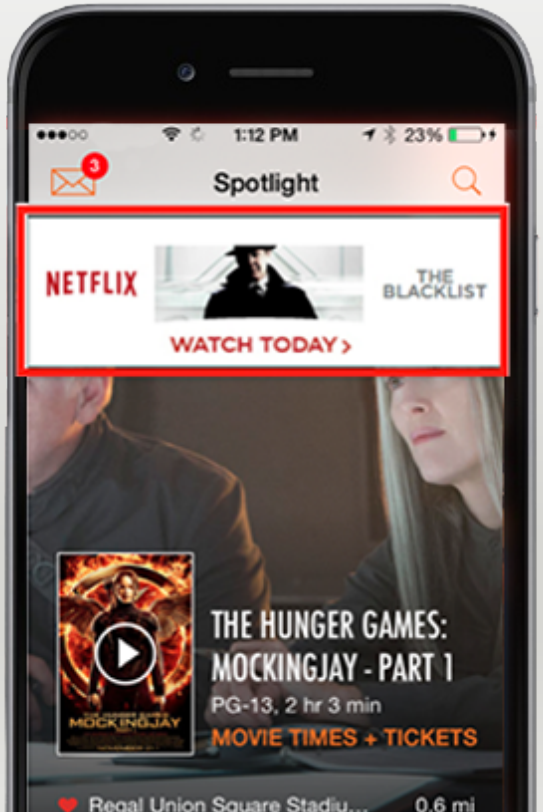
4. MOBILE BANNERS REMAIN THE CORNERSTONE OF ALLOCATION AGAINST LOWER FUNNEL OBJECTIVES

STRIKING THE BALANCE BETWEEN MOBILE BANNERS AND IN-APP DRIVES LOWER FUNNEL SALES SUCCESS



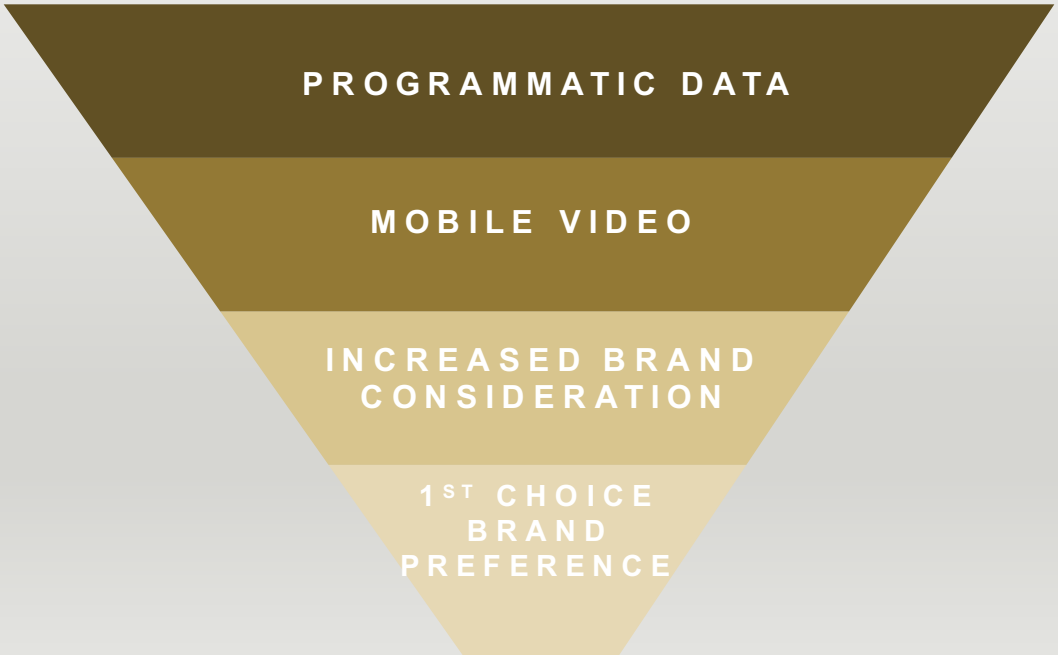
5. MOBILE IN-APP AND VIDEO PERFORM BETTER AMONG GEN Z & MILLENNIALS

ADULTS 18-34 SKEW HIGHER IN MARKETING ROI & SALES AGAIST INTEGRATED MOBILE AD UNITS



6. MOBILE VIDEO DELIVERS BETTER RESULTS FOR BRAND BUILDING

PROPER ALLOCATION OF MOBILE VIDEO IS KEY TO INCREASING FIRST CHOICE BRAND PREFERNCE



7. MOBILE SOCIAL ALLOCATION DRIVES RESULTS FOR BRAND BUILDING

MOBILE SOCIAL IS MORE IMPACTFUL TO BRANDS VERSUS LOWER FUNNEL OBJECTIVES



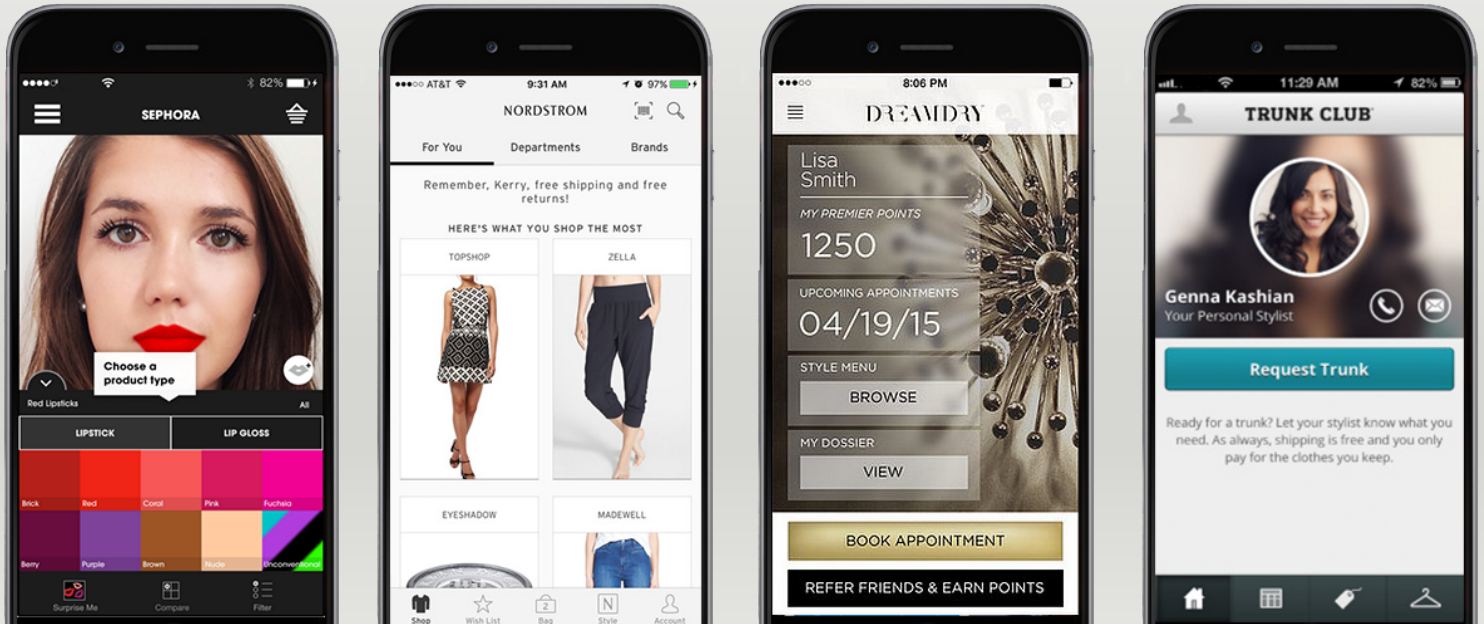
8. MOBILE VIDEO AND BANNER ALLOCATIONS SWEET SPOT

BUDGETS RANGING FROM $5.0 - $15.0 MIL PER QUARTER SEE HIGHEST MARKETING ROI



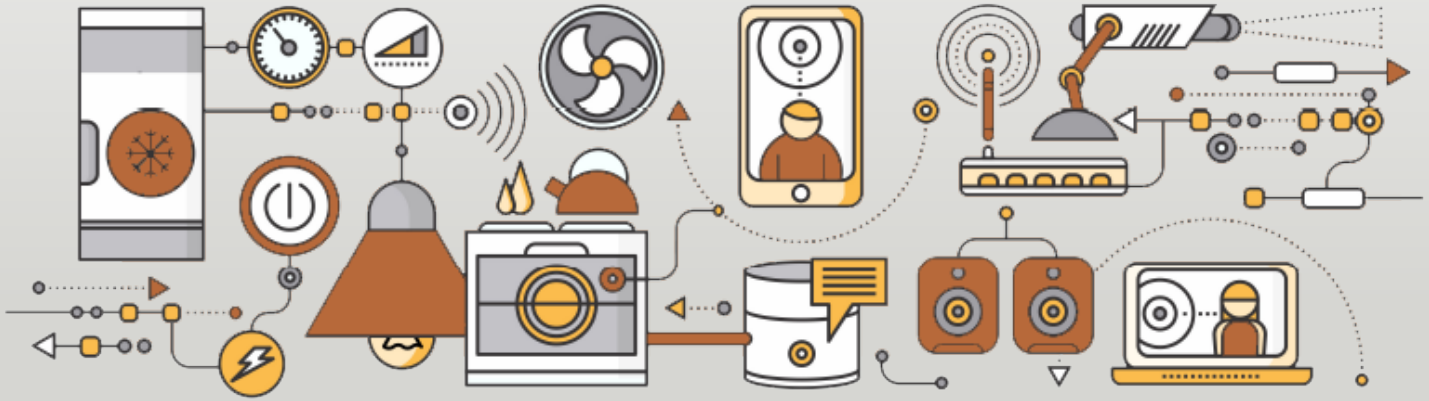
9. BEAUTY & RETAIL SEE THE MOST POTENTIAL IN SOCIAL MOBILE

SOCIAL MOBILE VS. DESKTOP UNIT ALLOCATIONS PROVIDE THE BEST POTENTIAL FOR SALES INCREASES



10. EXPANDING MOBILE ALLOCATIONS TO THE I.O.T.

CHANNEL PLANNING OPPORTUNITIES CONTINUE TO GROW, REQUIRING WE MATCH MESSAGE AND CONTENT TO PERSONA, CHANNEL AND DEVICE



SHELLEY ZALIS

310.990.1899

shelley@tfqventures.com

DAVE COFFEY

248.515.2265

dave@tfqventures.com

JANIS GILMAN

310.480.0234

janis@tfqventures.com

LYNZIE RIEBLING

954.873.7649

lynzie@tfqventures.com

CONTEXT