

HALLMARK DELIVERS MOBILE EXPERIENCES THAT BRING PEOPLE TOGETHER



LINDSEY ROY

Vice President, Product & Marketing

Hallmark

HOW WE DO BUSINESS: POSITIVE DISRUPTION



Data



Technology



Economies

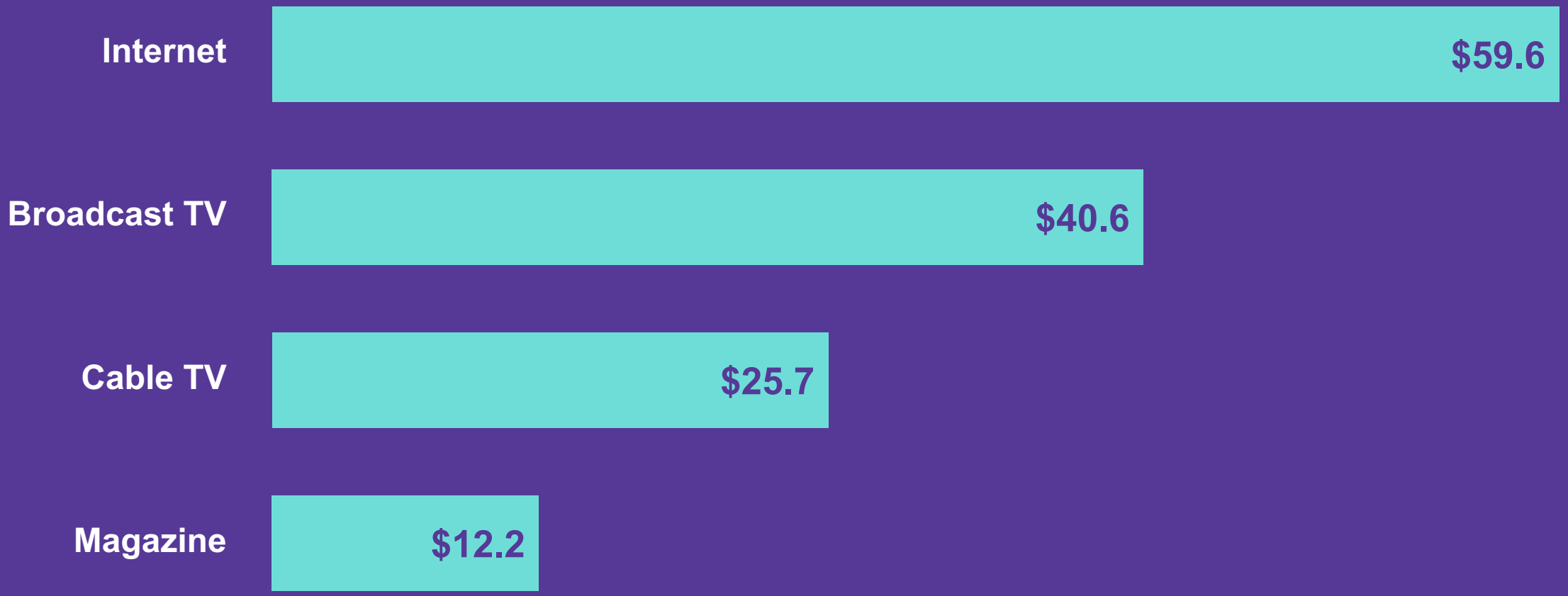
PROPRIETARY & CONFIDENTIAL INFORMATION OF HALLMARK CARDS



MOBILE OPPORTUNITIES

DIGITAL AD REVENUE CONTINUES TO ACCELERATE

Ad revenue market share by media — 2015 ($billions)

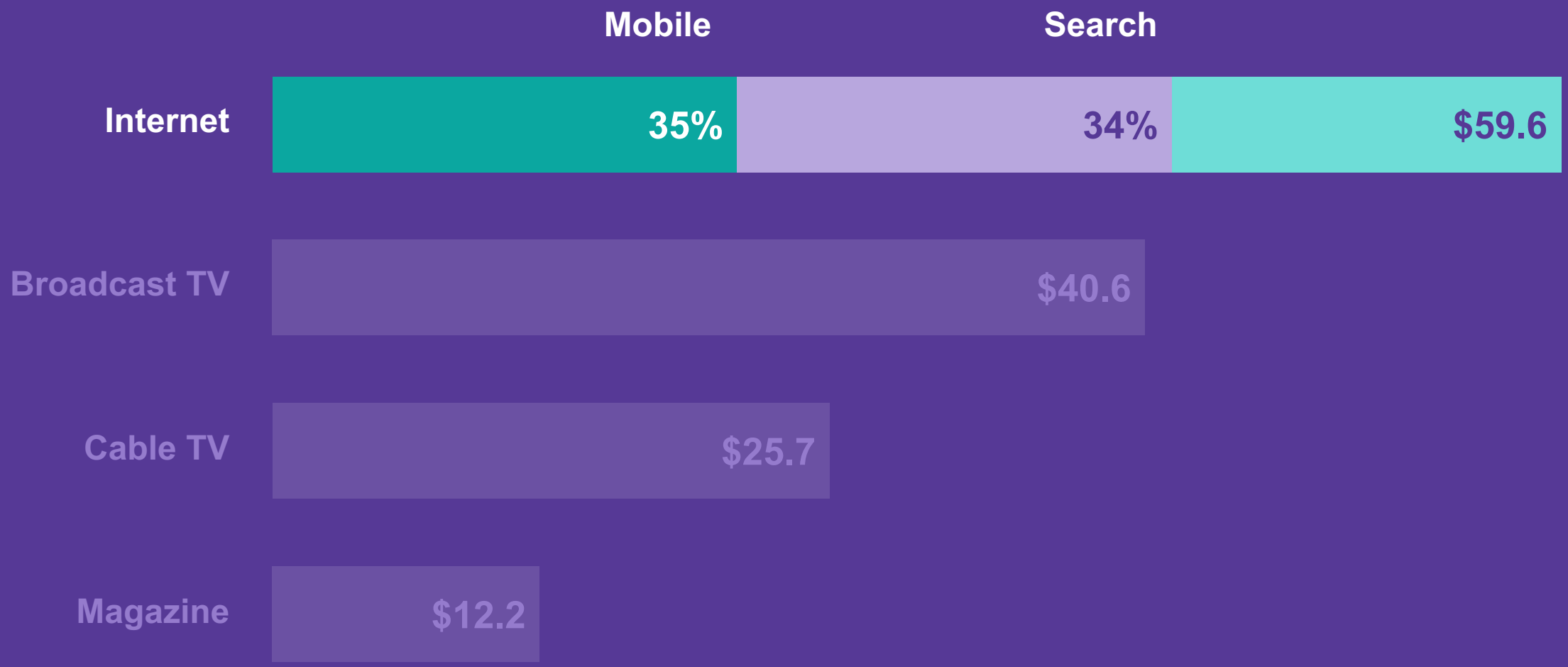


Sources: IAB/PwC internet Ad Revenue Report, FY 2015, PwC

PROPRIETARY & CONFIDENTIAL INFORMATION OF HALLMARK CARDS

MOBILE & SEARCH DOMINATE

Ad formats — 2015



Sources: IAB/PwC internet Ad Revenue Report, FY 2015, PwC

PROPRIETARY & CONFIDENTIAL INFORMATION OF HALLMARK CARDS

INNOVATION-DRIVEN MOBILE MARKET OPPORTUNITIES

Location

Where you go is who you are



Content

Contextual experiences drive trust



Measurement

Mobile influence contribution

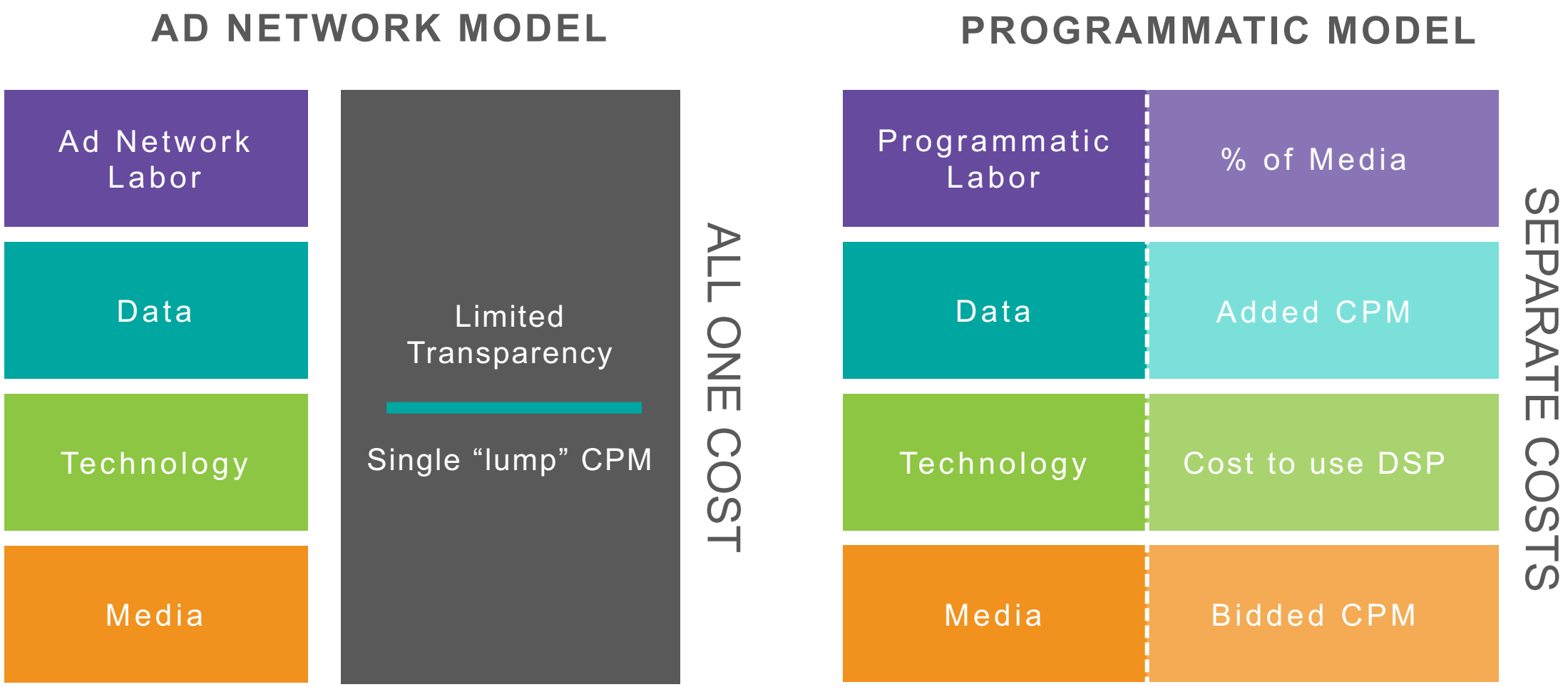


PROPRIETARY & CONFIDENTIAL INFORMATION OF HALLMARK CARDS

WHAT WE'VE ACHIEVED

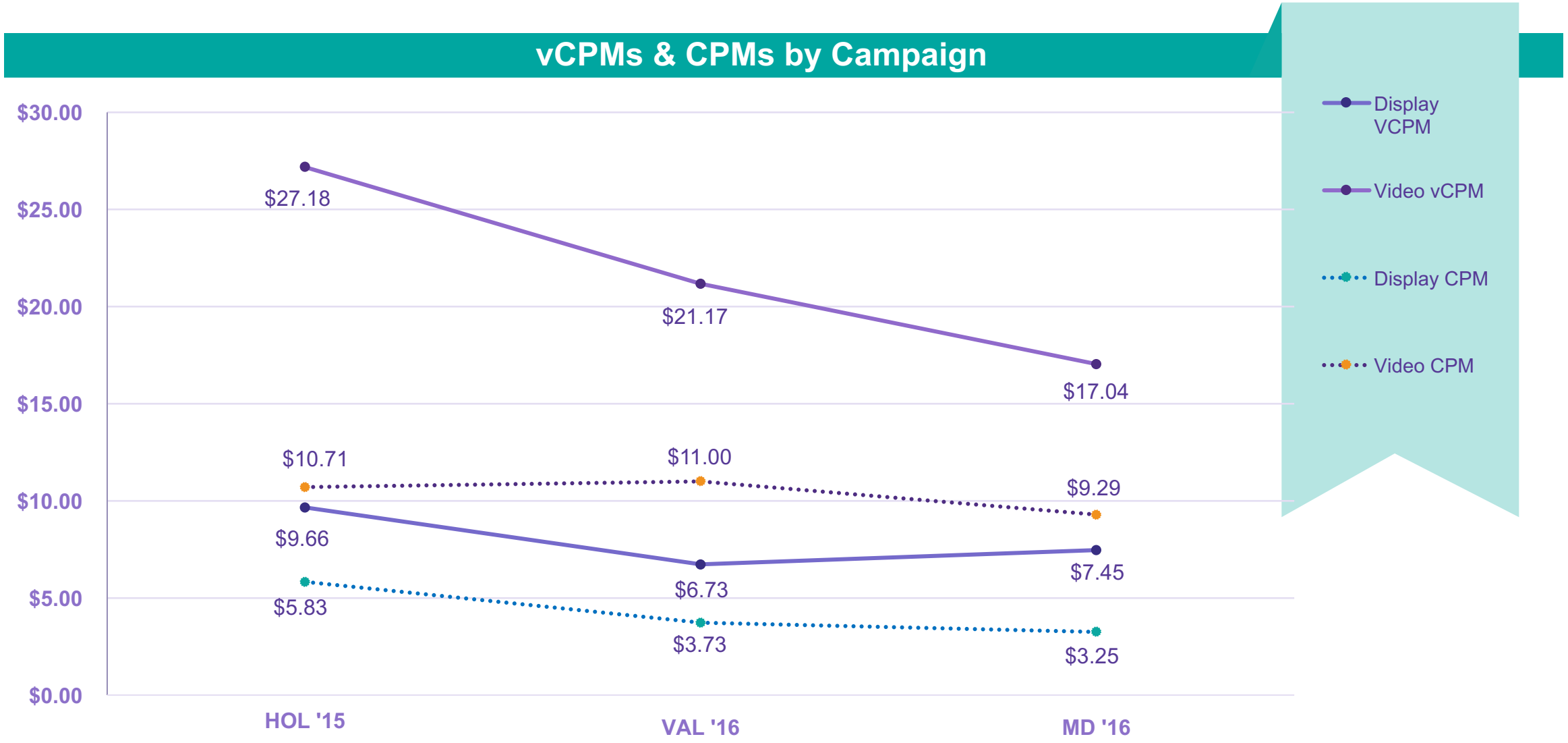


VISIBILITY AND AUDITING OF DIGITAL BUYS



PROPRIETARY & CONFIDENTIAL INFORMATION OF HALLMARK CARDS

EFFICIENCIES ACROSS ALL DIGITAL PLATFORMS



PROPRIETARY & CONFIDENTIAL INFORMATION OF HALLMARK CARDS

GREATER REACH



PROPRIETARY & CONFIDENTIAL INFORMATION OF HALLMARK CARDS

IMPROVED TARGETING AND DATA SEGMENTATION



% of Spend Against 1st Party Data	
2015	Did not utilize
VAL	~5%
MD	~30%

PROPRIETARY & CONFIDENTIAL INFORMATION OF HALLMARK CARDS

SOPHISTICATED AND QUICK REPORTING



PROPRIETARY & CONFIDENTIAL INFORMATION OF HALLMARK CARDS

ABILITY TO PURCHASE INVENTORY WHEREVER OUR CONSUMERS ARE

Woman's Day

pandora®

POPSUGAR

Aol.

food network

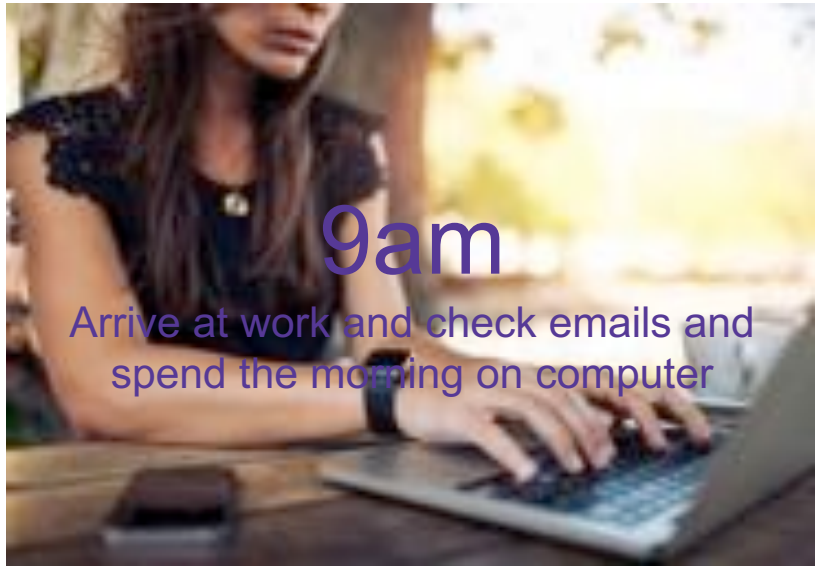
Good Housekeeping

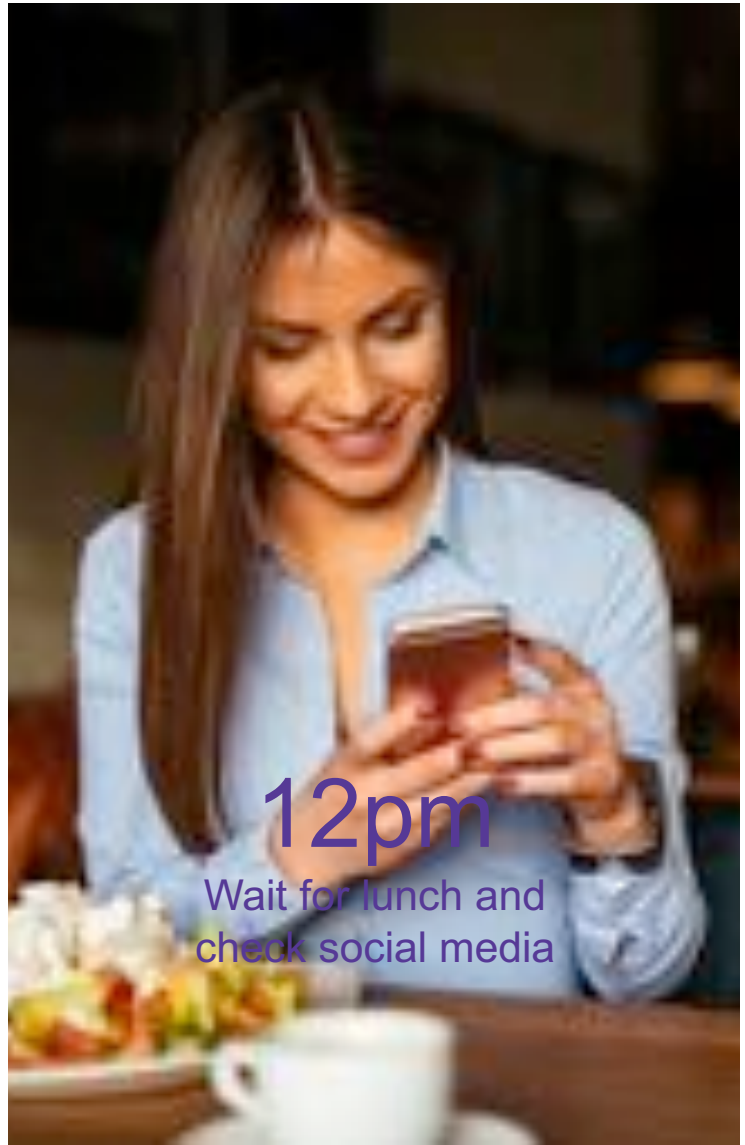


PROPRIETARY & CONFIDENTIAL INFORMATION OF HALLMARK CARDS

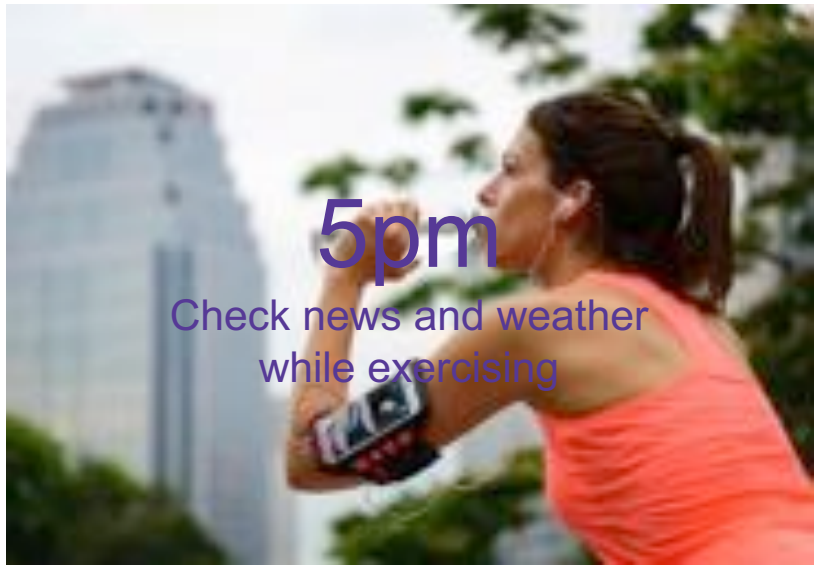
HOLISTIC VIEW OF CAMPAIGN FREQUENCY











PROPRIETARY & CONFIDENTIAL INFORMATION OF HALLMARK CARDS

ABILITY TO QUICKLY SHIFT DOLLARS





PROPRIETARY & CONFIDENTIAL INFORMATION OF HALLMARK CARDS


THANKS
a
BUNCH
Hallmark