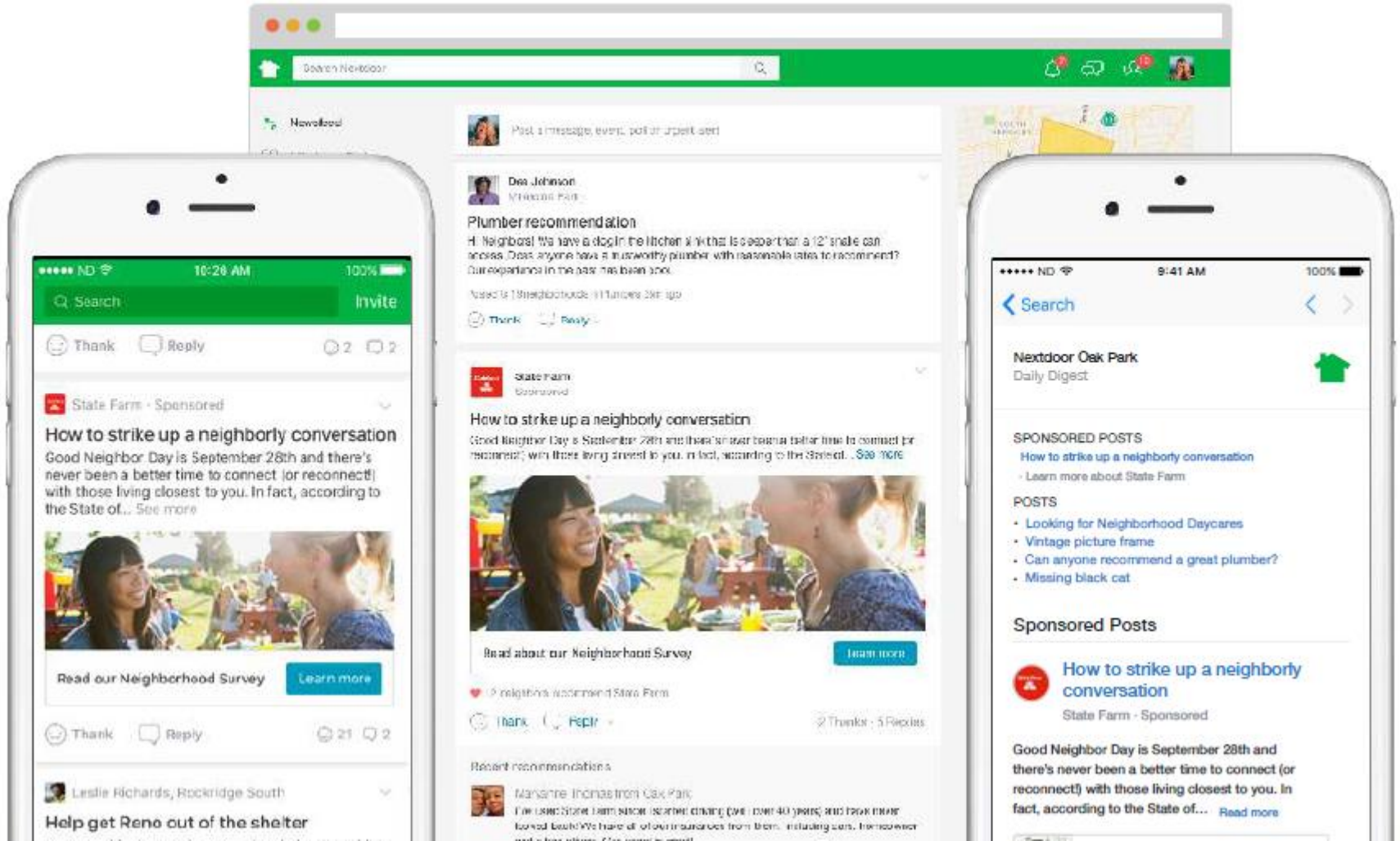
Vendor Meetings

Nextdoor

Nextdoor is a private social networking site for neighborhoods

- Connects millions of neighborhoods in 180K+ neighborhoods in all 50 states of the US
- 56% of content is intent-driven recommendations or classifications
- 76% of members have been influenced by a neighbor recommendation
- Valuable demographics
  - *77% married with kids*
  - *60% female*
  - *100K average HH income*
  - *74% homeowners*
  - *80% mobile users*
- Sponsored posts are native ads in local context
- Local personalization
  - *Dynamic local ads → customized content for intrigue and engagement*
  - *Customer testimonial ads → positive sentiment in neighborhoods with previous consumers of brands*
- Efficient targeting
  - *Location: household → ZIP code → DMA*
  - *Audience: Nextdoor data → brand data → 3rd party*

Nextdoor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Thank
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How to strike up a neighborly conversation
Good Neighbor Day is September 28th and there's never been a better time to connect (or reconnect!) with those living closest to you. In fact, according to the State of... See more
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Help get Reno out of the shelter
Plumber recommendation
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Looking for Neighborhood Daycares
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Missing black cat
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Good Neighbor Day is September 28th and there's never been a better time to connect (or reconnect!) with those living closest to you. In fact, according to the State of... Read more

IBM Watson

Watson Ads use Watson technology to help brands have one-on-one personalized dialogues with consumers, deliver more relevant information than previously capable in an advertising unit, and help marketers uncover consumer and product insights faster.

- Brand Ambassador for client
- Engages with various audience segments for clients that have harder audiences to reach
- Offers rich, dynamic banners that make the ads more personalized
- 1:1 conversation for real-time intelligence on a brand's behalf

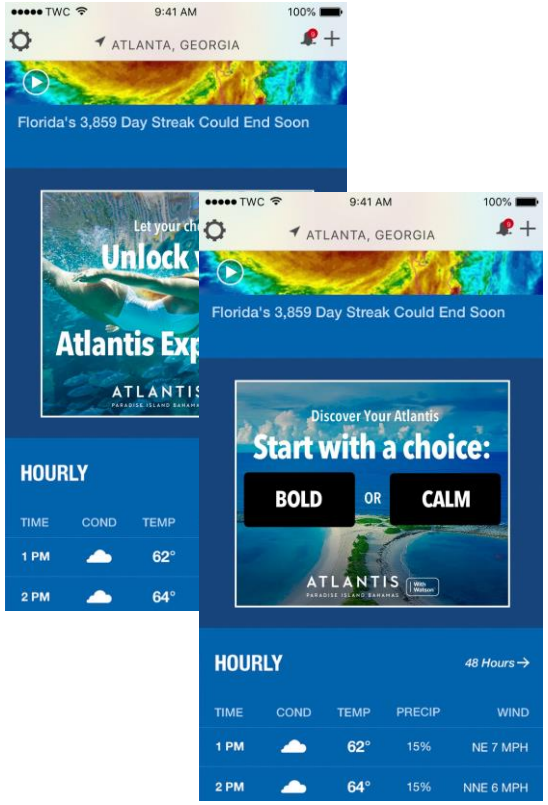
- Watson is trained to:
  - *Learn*
  - *Listen/understand user*
  - *Respond and drive engagement*
- Engagement:
  - *1-2 minutes spent by users with Watson*
  - *3 conversations per campaign*
  - *4 engagements per session*

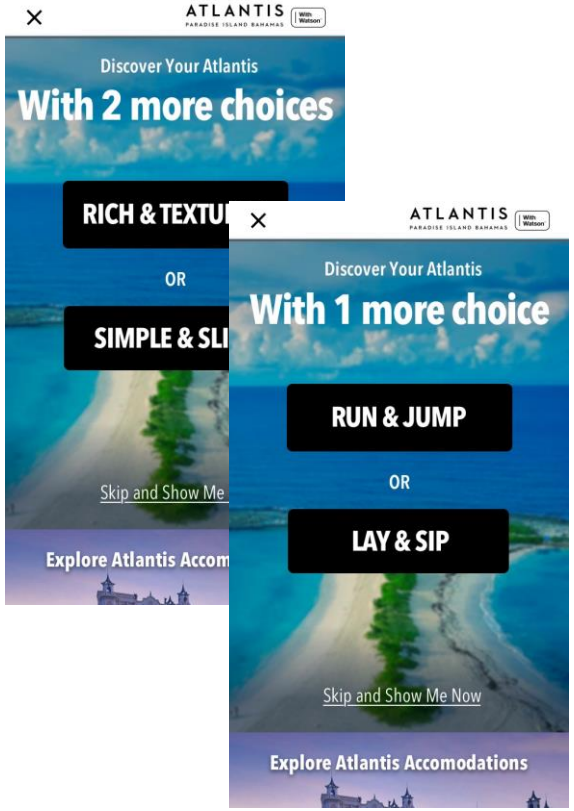
IBM Watson

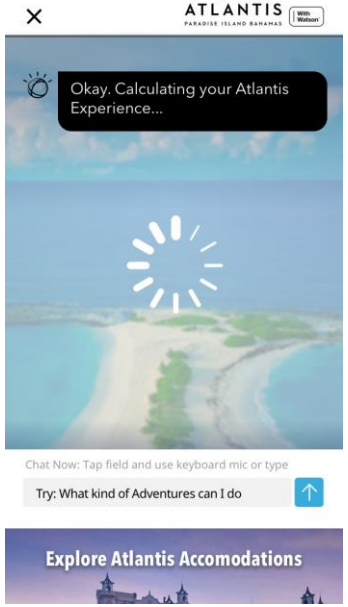
Watson Learns

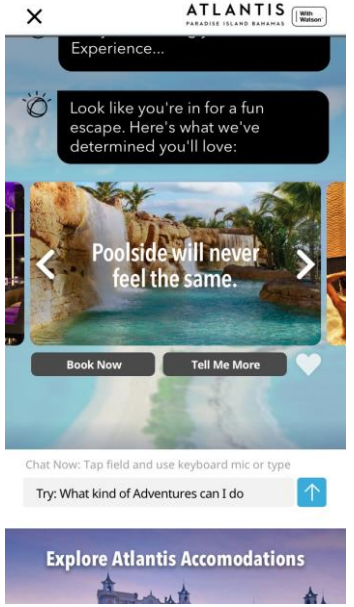
Watson Listens and Understands

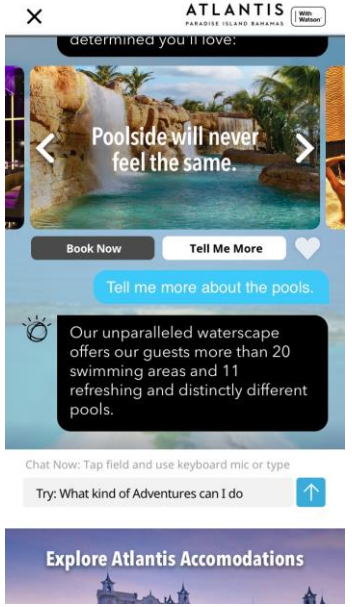
Watson Responds and Drives Engagement











*For mockpurposes only

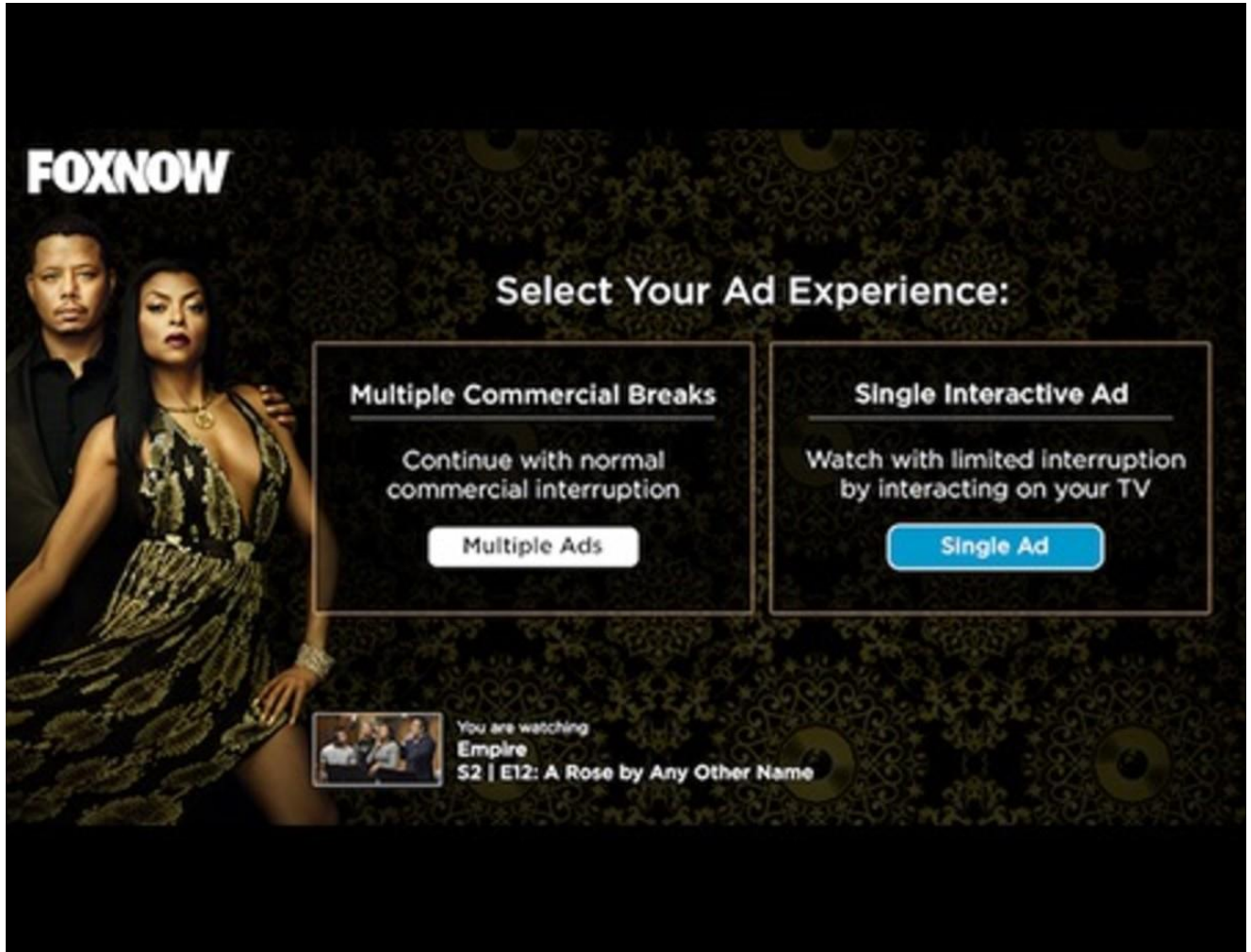
Taboola reaches relevant audiences and connects brands with consumers through video and native content

- CPL for client stayed down even when budget doubled from incremental
- With in-house algorithm top campaign aspects can be generated for high success outcomes
  - *Top campaign images connected to overall trends*
  - *Trending keywords to boost CTR*
- Partnerships with 1st party data providers for exclusive data insights for audiences

True[x] is an engagement advertising company that delivers ad units that are self-selected by the viewers in exchange for access to online content (videos, articles, music, games, etc.)

- Buys on impressions → people love to interact with ads for travel
- Engagement intentions
  - *Capture TV attention with digital tools*
  - *Ad attention for engagement*
- Guarantee 1 interaction and 30 seconds per ad
- Reducing waste by removing frequency with more engagement
- 141mm unique views across 62 premium publishers
  - *70% of inventory is video*
  - *Display is engaging unit for content*
- Utilizes low-frequency model and existing assets

true[X]

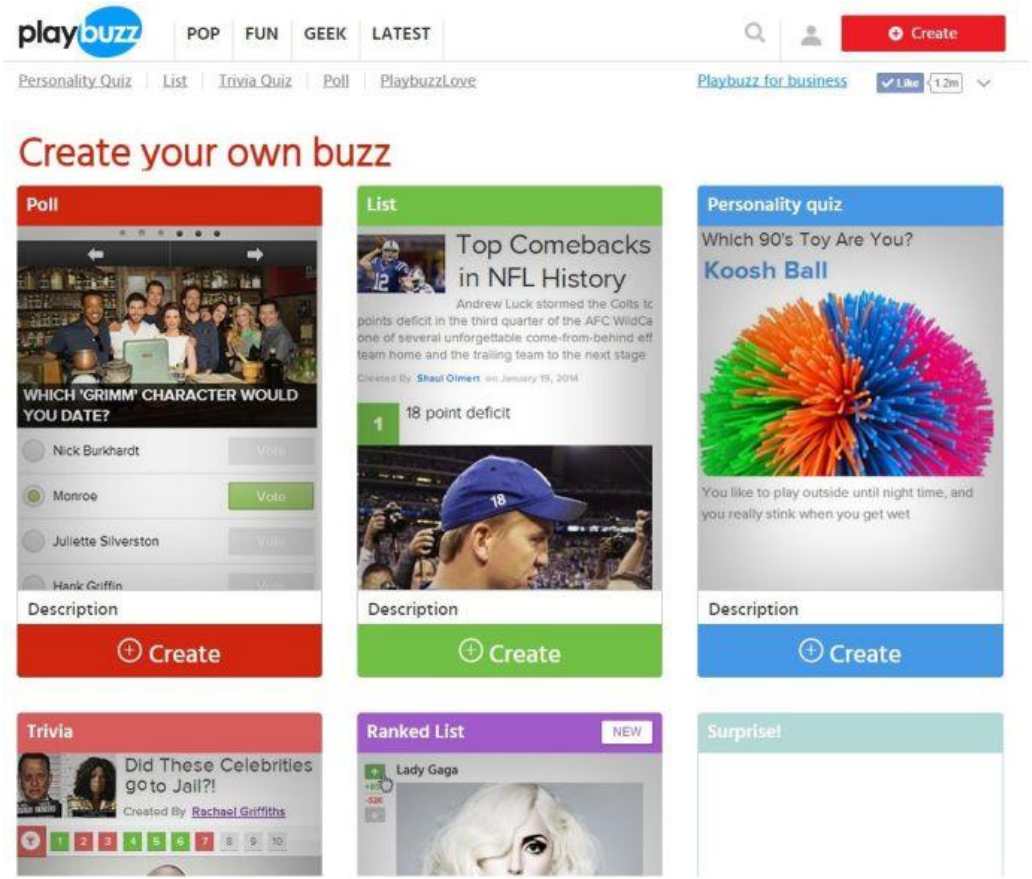

FOXNOW
Select Your Ad Experience:
Multiple Commercial Breaks
Continue with normal commercial interruption
Multiple Ads
Single Interactive Ad
Watch with limited interruption by interacting on your TV
Single Ad
You are watching
Empire
S2 | E12: A Rose by Any Other Name

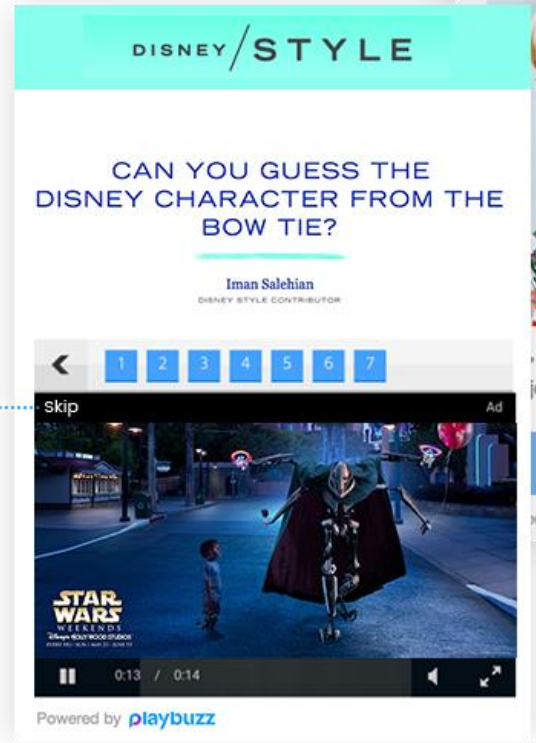
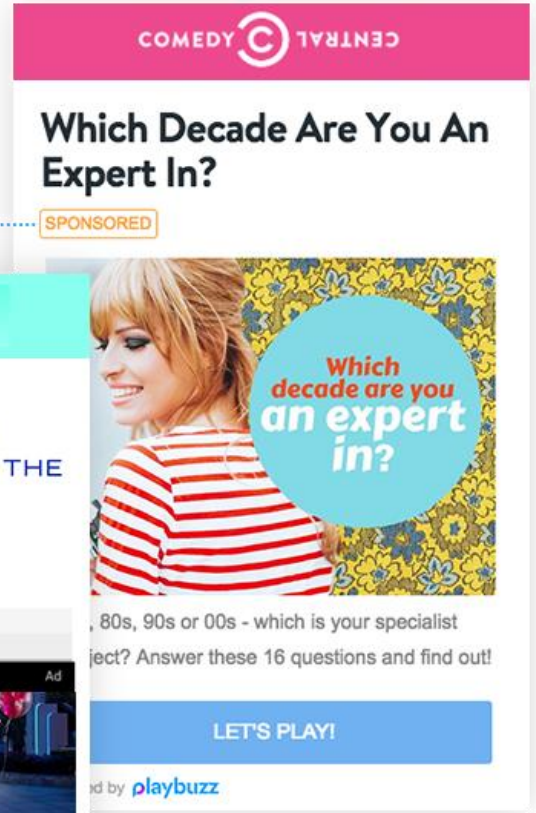
playbuzz

Story-telling technology platform for clients to create more engaging content

- Interactive content is 81% more effective to grab consumers' attention
- Interactive products from Playbuzz engage users through:
  - *Conversations*
  - *Trvia*
  - *Flipcards*
  - *Polls*
  - *Personality Quizzes*
- Overall interactive ads have provided with an average 91% brand lift
  - *2:15 minutes on content*
  - *20k impressions*

playbuzz



Sponsored tag

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