



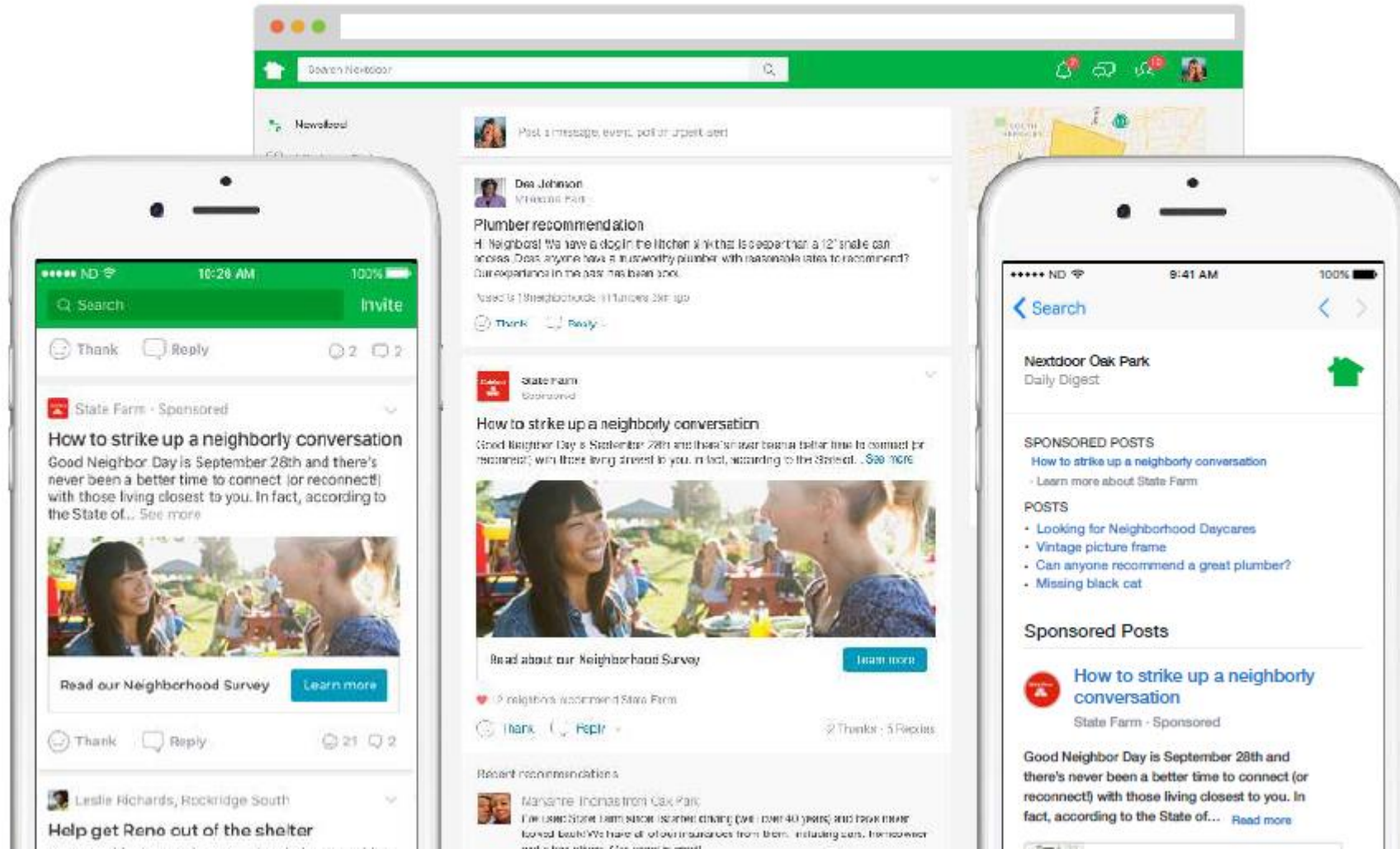
Vendor Meetings



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





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.

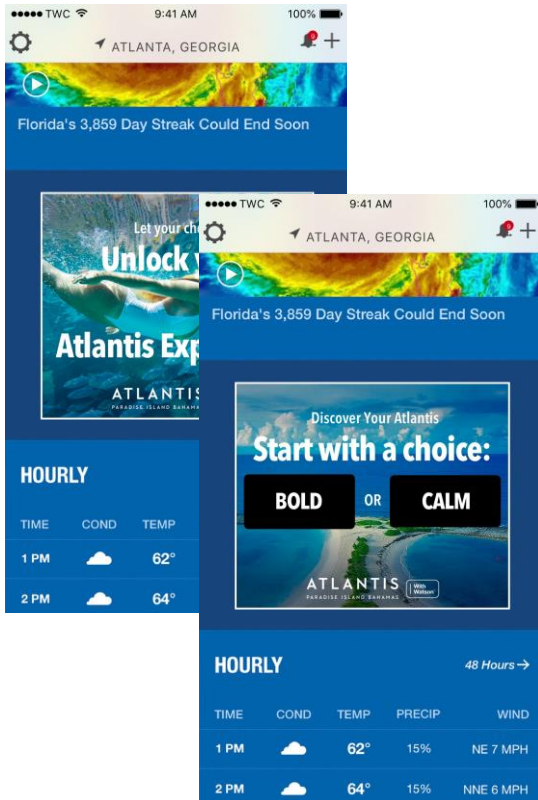
- Brand Ambassador for client
- Engages with various audience segments for clients that have harder audiences to reach
- Offers rich, dynamic banners that make the ads more personalized
- 1:1 conversation for real-time intelligence on a brand's behalf
- Watson is trained to:
 - *Learn*
 - *Listen/understand user*
 - *Respond and drive engagement*
- Engagement:
 - *1-2 minutes spent by users with Watson*
 - *3 conversations per campaign*
 - *4 engagements per session*



Watson Learns

Watson Listens and Understands

Watson Responds and Drives Engagement



9:41 AM 100% ATLANTA, GEORGIA

Florida's 3,859 Day Streak Could End Soon

Unlock Atlantis Exp

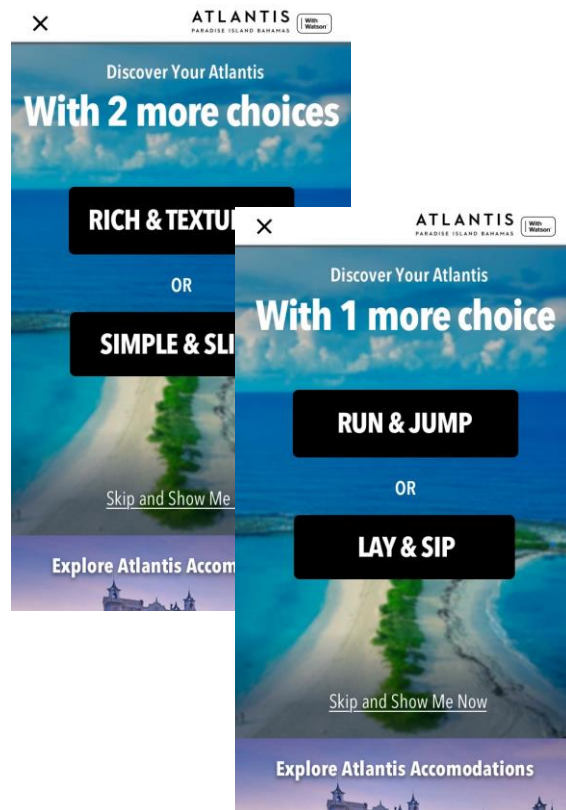
Discover Your Atlantis

Start with a choice: **BOLD** OR **CALM**

TIME	COND	TEMP
1 PM	☁	62°
2 PM	☁	64°

HOURLY 48 Hours →

TIME	COND	TEMP	PRECIP	WIND
1 PM	☁	62°	15%	NE 7 MPH
2 PM	☁	64°	15%	NNE 6 MPH



ATLANTIS PARADISE ISLAND BAHAMAS

Discover Your Atlantis

With 2 more choices

RICH & TEXTURE

OR

SIMPLE & SLIP

Discover Your Atlantis

With 1 more choice

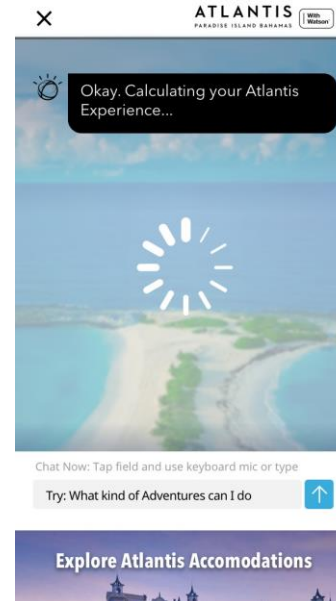
RUN & JUMP

OR

LAY & SIP

Skip and Show Me Now

Explore Atlantis Accomodations



ATLANTIS PARADISE ISLAND BAHAMAS

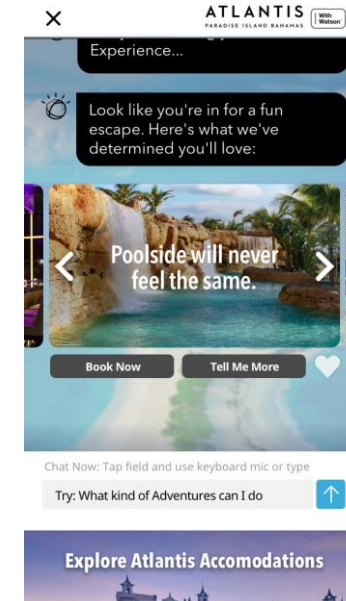
Experience...

Okay. Calculating your Atlantis Experience...

Chat Now: Tap field and use keyboard mic or type

Try: What kind of Adventures can I do

Explore Atlantis Accomodations



ATLANTIS PARADISE ISLAND BAHAMAS

Experience...

Look like you're in for a fun escape. Here's what we've determined you'll love:

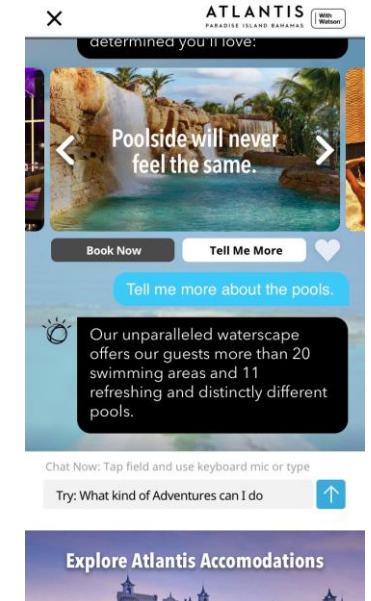
Poolside will never feel the same.

Book Now Tell Me More

Chat Now: Tap field and use keyboard mic or type

Try: What kind of Adventures can I do

Explore Atlantis Accomodations



ATLANTIS PARADISE ISLAND BAHAMAS

determined you'll love:

Poolside will never feel the same.

Book Now Tell Me More

Tell me more about the pools.

Our unparalleled waterscape offers our guests more than 20 swimming areas and 11 refreshing and distinctly different pools.

Chat Now: Tap field and use keyboard mic or type

Try: What kind of Adventures can I do

Explore Atlantis Accomodations



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

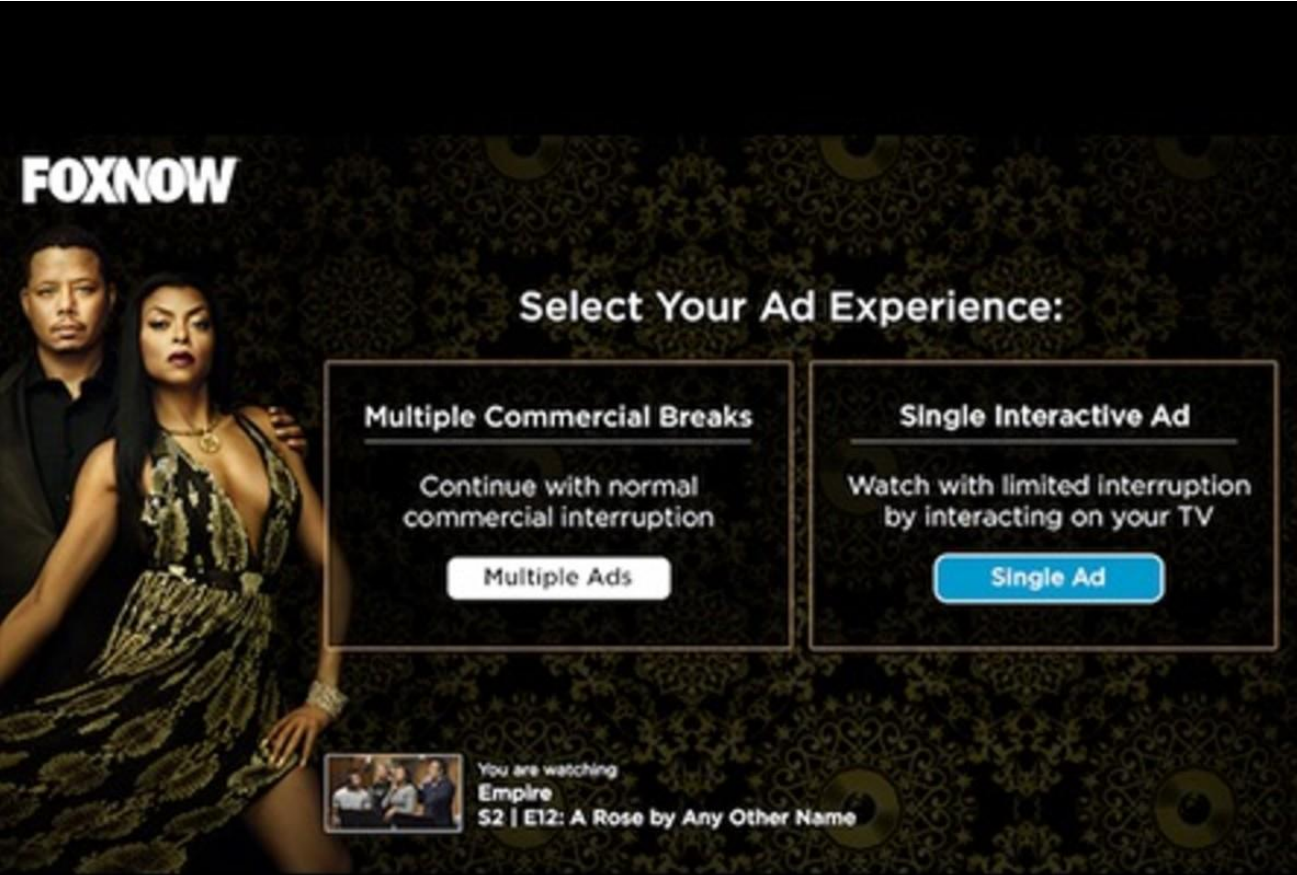
- CPL for client stayed down even when budget doubled from incremental
- With in-house algorithm top campaign aspects can be generated for high success outcomes
 - *Top campaign images connected to overall trends*
 - *Trending keywords to boost CTR*
- Partnerships with 1st party data providers for exclusive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

The image shows a dark-themed interface for FOXNOW. On the left, there is a promotional image of two people. The main area contains two selectable options for ad experiences. The 'Single Interactive Ad' option is highlighted with a blue button. At the bottom, there is a small video player thumbnail and text indicating the current program being watched.



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*
 - *Trivia*
 - *Flipcards*
 - *Polls*
 - *Personality Quizzes*
 - Overall interactive ads have provided with an average 91% brand lift
 - *2:15 minutes on content*
 - *20k impressions*

playbuzz



Create your own buzz

The grid shows five content creation options:

- Poll:** "WHICH 'GRIMM' CHARACTER WOULD YOU DATE?" with options: Nick Burkhardt, Monroe, Juliette Silverston, Hank Griffin.
- List:** "Top Comebacks in NFL History" with a sub-header "18 point deficit" and a photo of Andrew Luck.
- Personality quiz:** "Which 90's Toy Are You? Koosh Ball" with a photo of a colorful Koosh ball.
- Trivia:** "Did These Celebrities go to Jail?" with a photo of Bill Clinton and a progress bar.
- Ranked List:** "Lady Gaga" with a photo of Lady Gaga.

The sponsored content includes:

- A "Sponsored tag" with a "SPONSORED" label.
- A "DISNEY/STYLE" header.
- A quiz titled "CAN YOU GUESS THE DISNEY CHARACTER FROM THE BOW TIE?" by Iman Salehian.
- A video ad for "STAR WARS WEEKENDS" featuring a character in a cape.
- A "Skip the ad" button.
- A "LET'S PLAY!" button.
- A "Powered by playbuzz" footer.