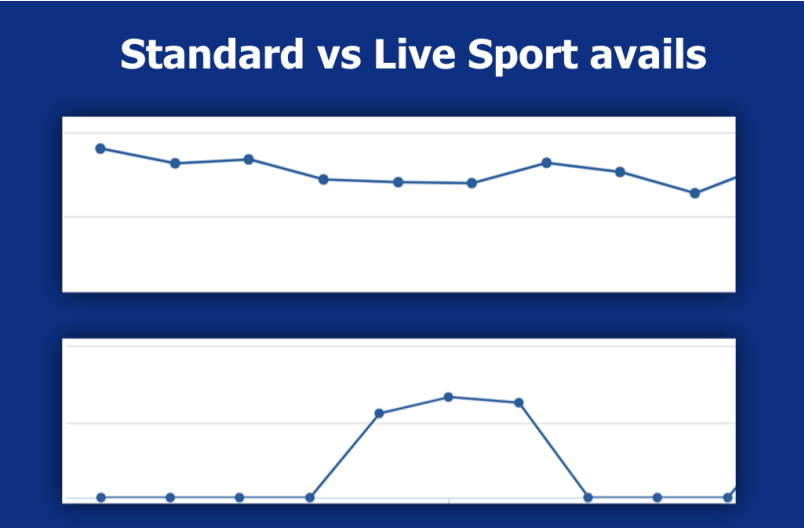




Live Sports Allowance System and Best Practices

How did we improve Live Sports buying?

- We built a new pacing system specifically designed for being able to maximize spend against short bursts of traffic. Our current system is built off of a probability model and that allows certain features like Koa and volume control to work because we can understand how much we can bid to win versus pass on. In order to understand this, we have a warmup period to analyze and understand the traffic. For live sports, we don't have the luxury of waiting to understand the traffic because the games are short. We need to bid right away to maximize against the opportunity. With the Allowance System, we'll allocate portions of the budget to bid immediately and release budget as we spend.



Requirements:

- The ad groups must be set to Pace ASAP.
- The ad group must only be targeting live sports deals
- Daily caps must be set at the max the advertiser wishes to spend
- The deal must be marked as a live sports only deal
 - If there 1 "live sports" deal and 1 normal, not marked, deal in the same contract group and that effectively means the ad groups is targeting both those deals, it will not be enabled for the allowance system.
- This must be setup at least 3 hours prior to the flight launch for it to be set automatically to use the Allowance System

Best Practices:

- Advertisers who want to maximize spend against live sports should create a separate campaign for the sports (do not mix VOD with live sports if the goal is to spend against live sports).
 - We can support a live sports ad group in a campaign with VOD but it is not a best practice since the live sports ad group can spend the full budget
- Flights:
 - For new ad groups, set the flight to start ~1hr before game time. This allows us to create the ad group and send it to all our distributed systems so we can start bidding at game time.
 - If the advertiser wants to spend across different games in a series across multiple days, each game should be a flight with the desired budget.
- Frequency:
 - We recommend keeping the frequency settings very loose (1 per 5 minutes). Publishers will also set frequency on their side.
- Audience Targeting:
 - We recommend broad audience targeting, like demo.
- Geo Targeting:
 - We recommend no geo targeting or large geos. By limiting it to a specific DMA, it'll limit the opportunities.
- Device Targeting:
 - We recommend targeting all devices as we've seen ~40% of games watched on personal devices during testing.
- Koa
 - We recommend turning Koa optimizations off since the focus of the campaign is to spend against the event.
- Predictive Clearing
 - We recommending turning Predictive Clearing off so we can bid high enough across the event.
- Creatives
 - Please make sure you're running with a creative that has already been approved.
 - If it's a net-new creative, we recommend running a small test prior to game time to ensure it's good to go.
- Deals:

- We recommend using the negotiated library deals.
- If a client sets up their own 1:1 deal, go to the Contract Details Page, click the Contract Information, and move the toggle to mark it as a Live Sports/ Live Event.

▪ Step 1

| Overview Highlights | | | | | | | | |
|---------------------|-------------|--------------|------------|--------|---------|----------|----------------|--------------|
| SPEND | PROFIT | PARTNER COST | MEDIA COST | MARGIN | AVAILS: | BIDS | WINS | WIN RATE |
| \$2,443,265 | -- | -- | -- | -- | 137 | 39 | 27 | 69.231% |
| CPM | PARTNER CPM | MEDIA CPM | CPC | CTR | CTR | AVG. BID | ESTIMATED VCPM | IN-VIEW RATE |

▪ Step 2

Contract Information

Contract Type
Private Auction (PMP)

Partner
Acquisio

Live Sports/Events ?
 This contract is running only against Live Sports and/or Live Events.

Advertiser Priorities ?
 Enable Advertiser Priorities

CANCEL **SAVE**

- Please ensure the publisher sets up the deal on their side as:
 - First look
 - A separate deal for just the game
 - No duplicative avails
 - Short provisional to win notifications
 - With a SSP that supports loss notifications

FAQs:

If I want to run across multiple games, how should I set it up?

- Designate a budget to each game and set them as a flight

| | | | | | | | | |
|--------|---|---------------------|---------------------|----------|----------|---------|---------|---|
| Game 1 | > | 07/01/2023 12:00 AM | 07/02/2023 11:59 PM | \$ 5,000 | \$ 5,000 | Not Set | Not Set | : |
| Game 2 | > | 07/06/2023 12:00 AM | 07/07/2023 11:59 PM | \$ 5,000 | \$ 5,000 | Not Set | Not Set | : |

If I don't have a designated budget for live sports, should I use this setup?

- No. This setup is meant for clients who have designated budgets that they only want to run on live sports. If they just want to run across all CTV inventory, they do not have to follow the specified best practices.

If I set my ad group to Pace Evenly, will I be using the new Allowance System?

- No. This system is only meant for ad groups who pace ASAP because we want to spend as soon as we can.

My ad group is bidding but I'm not winning. Is something wrong with the pacing system?

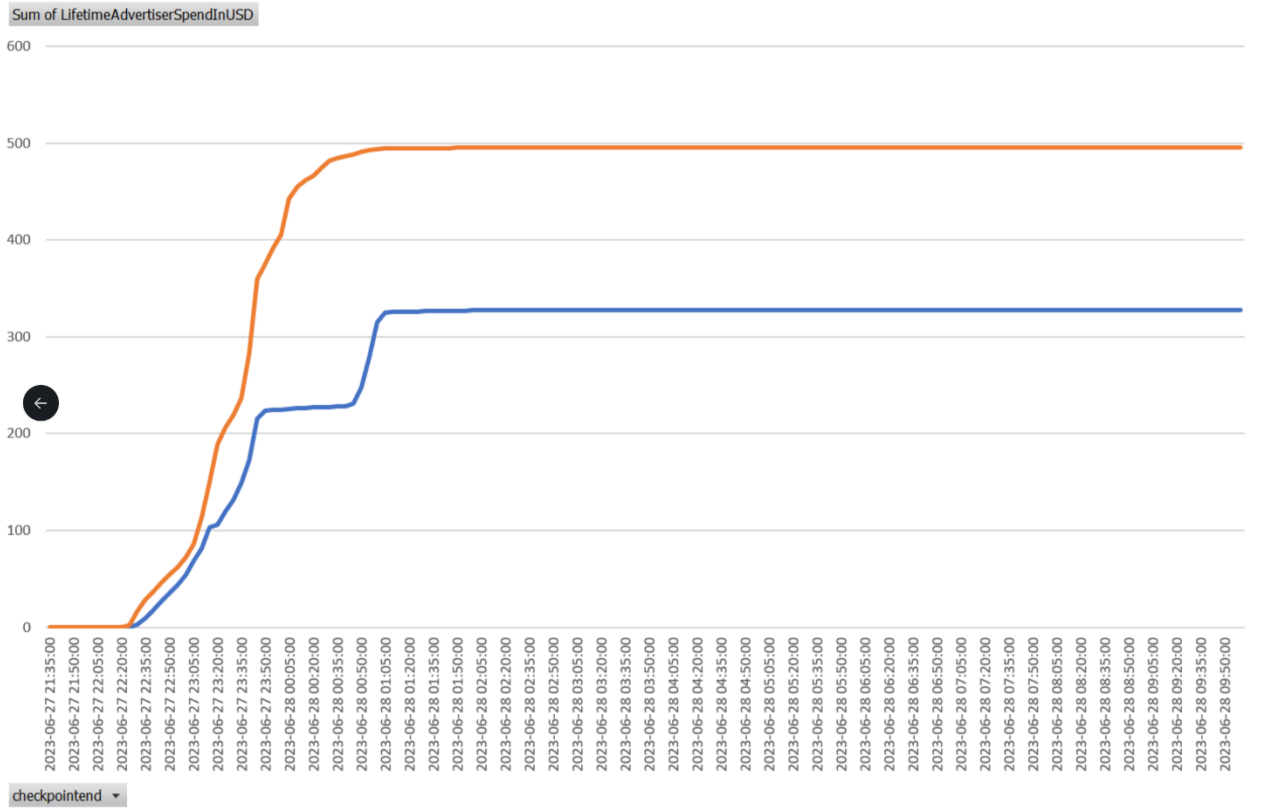
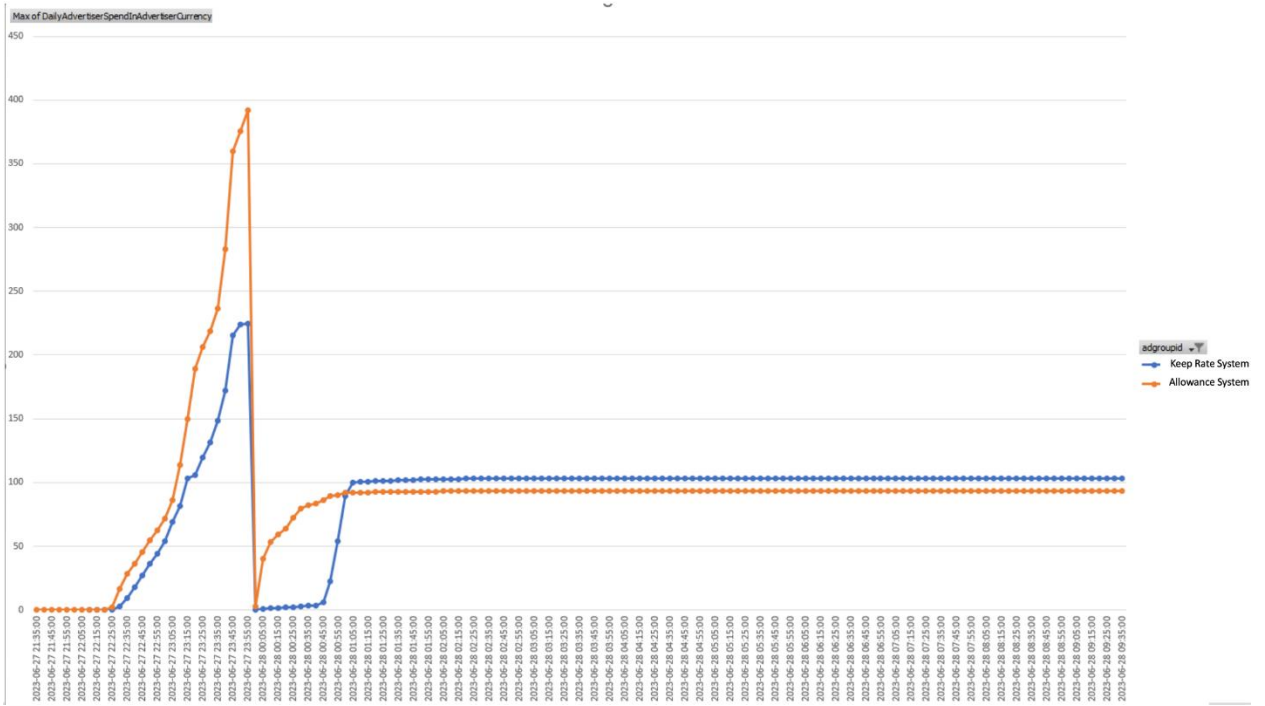
- No. The improvement we made with this system is that we would be able to bid immediately when we see opportunities. It does not affect win rates. If the ad group is bidding but not winning, you should reach out to the publisher to understand if they're sending avails that can't be won.

Do all my ad groups need to be set to Pace ASAP in the campaign running against live sports?

- No. We can support ad groups with mixed pacing settings. Only the ad group set to Pace ASAP will use the Allowance System.

In one head to head test, how does the Allowance System compare to the traditional Keep Rate system?

- We see that the Allowance System spends faster and more than the existing system. We bid ~49% more with the Allowance System and were able to spend 99% of the budget whereas with the Keep Rate system, we only spent 66% of the budget.



If an ad group is using a mix of live sports deals and non-live sports deals, will I use the Allowance System?

- No. All contracts must be marked as live sports deals to use the Allowance System on the ad group.

If I create an ad group and set it live before we're GA with the Allowance System, will it switch over to use the Allowance System?

- No. Once it's in the Keep Rate system, we won't move it over. Please remember to have everything set at least 3hrs prior to launch once we're GA.