Annalect
Cross-Platform Data-Driven Media Planning & Buying

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April 24, 2014
Our business has reached an inflection point

Historically:
- Media drives Data decisions
- Data is for Digital

Today & Beyond:
- Data drives Media decisions
- Data is for 360° Insights
Data Management → Informed Actions

Annalect Agile Data Warehouse

- Brand
- Website
- CRM
- 3rd Party

Cleansing, Processing, Modeling

DMP

Social

Offline

Search

Technology

Tools

Consultancy

30+ APIs

Data
Understanding people, not cookies

Continuous Corroboration
Without touching PII or other sensitive personal data

Data Repository is updated continuously (over 2M inbound updates/day)

Identifiers are corroborated and scored across multiple authoritative sources

Identity is verified in milliseconds, 24/7
Advertiser Activation: Building a Target Audience
Finding audiences online and mobile devices can be done many ways

Data Management Platform

<table>
<thead>
<tr>
<th>Segments</th>
<th>Three Month User Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>BlueKai - DataLogix - DLX CPG --&gt; Coffee</td>
<td>23,049,269</td>
</tr>
<tr>
<td>eXelate Intent, Interest and Smart segments --&gt; Coffee</td>
<td>21,908,814</td>
</tr>
<tr>
<td>eXelate Intent, Interest and Smart segments --&gt; Coffee - K-Cup</td>
<td>4,007,453</td>
</tr>
<tr>
<td>AddThis - Food --&gt; Coffee &amp; Tea</td>
<td>3,383,800</td>
</tr>
<tr>
<td>eXelate Kantar Shop.com --&gt; Beverages - Nestle Coffee-Mate</td>
<td>46,253</td>
</tr>
<tr>
<td>eXelate Kantar Shop.com --&gt; Beverages - Coffee - Maxwell House</td>
<td>13,936</td>
</tr>
<tr>
<td>eXelate Kantar Shop.com --&gt; Beverages - Caribou Coffee Keurig</td>
<td>3,228</td>
</tr>
<tr>
<td>eXelate Kantar Shop.com --&gt; Beverages - Green Mountain Coffee Roasters Keurig</td>
<td>1,650</td>
</tr>
<tr>
<td><strong>Coffee segment users w/o duplication</strong></td>
<td><strong>42,893,680</strong></td>
</tr>
</tbody>
</table>

43M Total Online Coffee Drinker targets

Mobile Target / Ad Network

43M Total category users

36M have visited XYZ

36M Total Mobile XYZ targets