

Road to IPW: Programmatic Overview

Welcome! While you wait for us to get started, here's a few housekeeping notes:

- This webinar is being recorded and will be posted/available on our website by tomorrow.
- You will receive a link to the recording/deck tomorrow in your inbox.
- Please type your questions into the Q&A box; we will do our best to answer as many as we can electronically, but any we cannot answer will be responded to via email post-webinar.
- Not sure who to contact for additional questions? Email info@thebrandusa.com to be connected with the right party!
- Thank you for being here – the webinar will begin shortly!





Road to IPW: Programmatic Overview

with Cat Reith
Sr. Director of Partner Marketing Programs



Road to IPW:
Programmatic Overview

What We'll Review Today

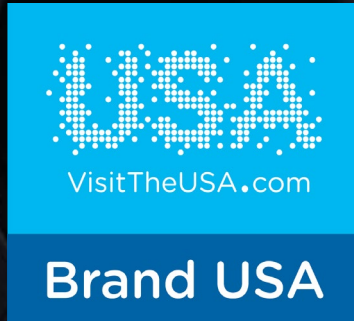


- Programmatic 101
- Evolution of Audience Development
- Next Steps



Hope Lowdermilk Client and Learning Enablement Manager Basis Technologies

Road to IPW:
Programmatic Overview



Programmatic Media 101

May 2023



LISTEN, TALK, SHARE

TODAY'S AGENDA

Road to IPW:
Programmatic Overview

ICEBREAKER

ALL THINGS PROGRAMMATIC
MEDIA

RECAP



Brand USA

Let's Hear From You

GRAB YOUR CELL PHONE OR LAPTOP!

GO TO
www.menti.com

USE CODE
5249 2873





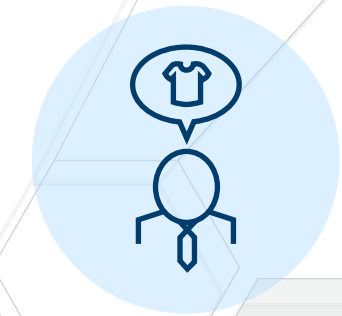
What is programmatic media and what are its advantages?

PROGRAMMATIC

[,prōgrə 'madik/] Adjective.

Employing an automated technology infrastructure to target a person vs. a website

Before Programmatic: It was just Advertisers & Publishers



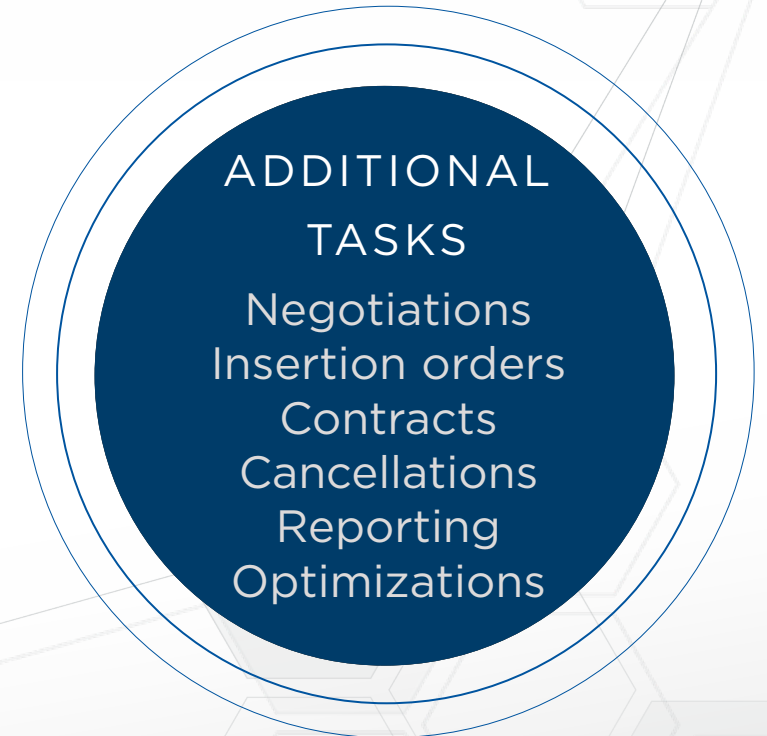
ADVERTISER
(YOU)



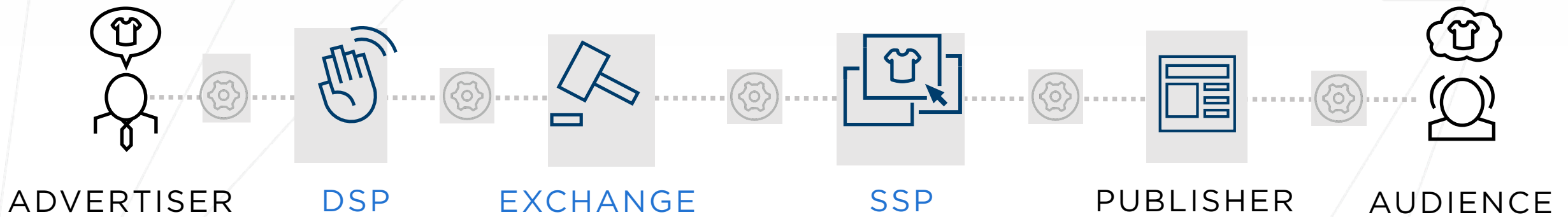
PUBLISHER
(WEBSITE)



AUDIENCE
(AD VIEWER)



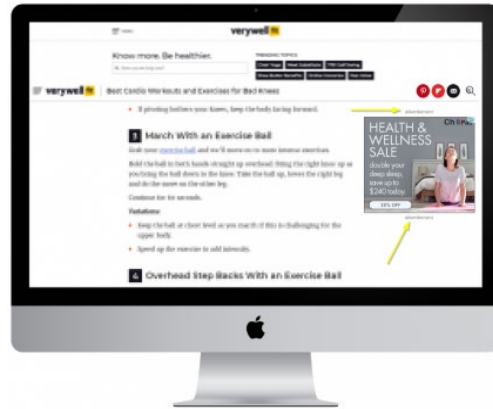
After Programmatic:



Advertisers & Publishers & Technology

What does programmatic advertising look like?

Display



Video



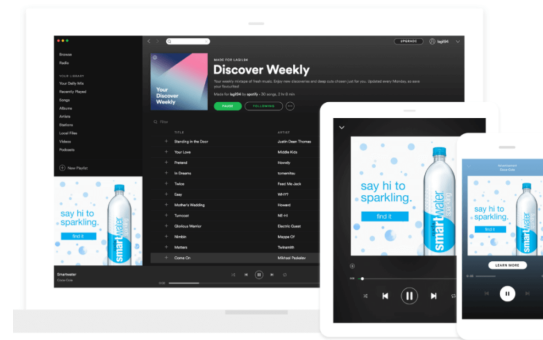
Connected



Native



Audio



Digital OOH



Benefits of Programmatic Media



ACCESS

Access to all inventory types in one platform and thousands of publishers



ANALYTICS

Advertisers can see performance in real time and make optimizations accordingly



TARGETING

Allows advertisers the ability to target a specific audience with layers of data around relevant content



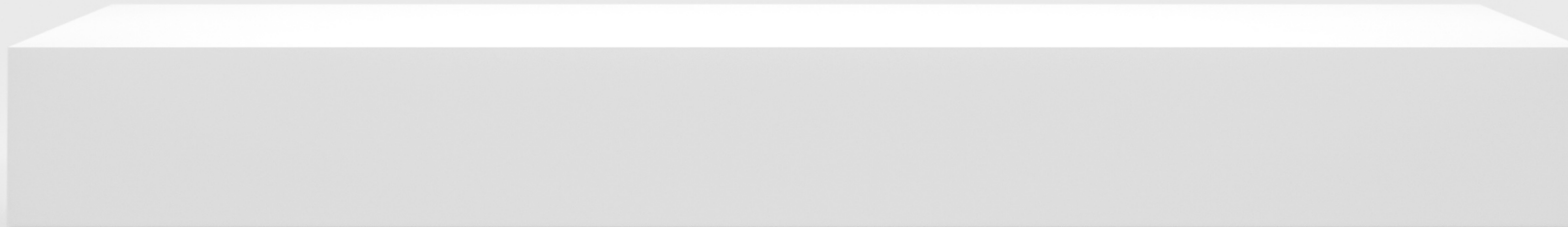
CONTROL

Advertisers have multiple levers of customization when building out a campaign




REAL TIME BIDDING

Dynamic CPMs allow advertisers to more efficiently reach their target audiences



How can I find my audience programmatically?



Programmatic is an
audience buying
philosophy

where advertisers focus
on finding the right
audience instead of
finding the right website

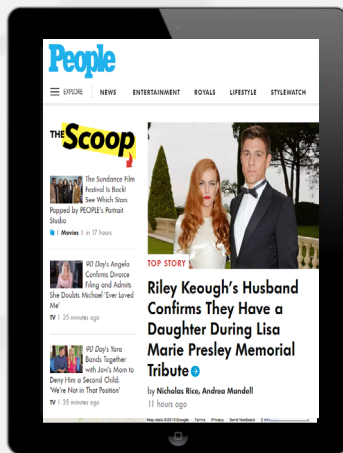


VisitTheUSA.com

Brand USA

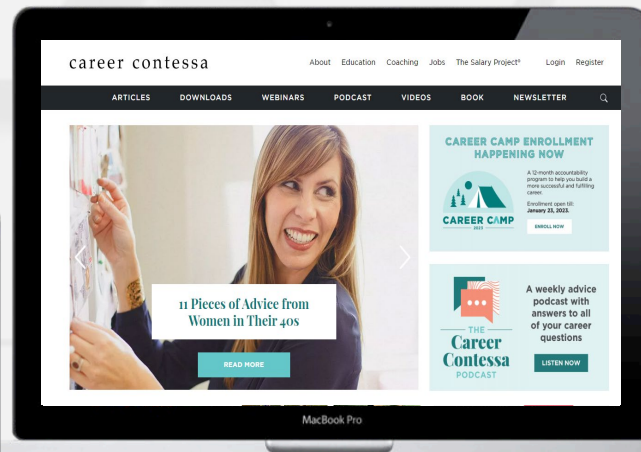
Finding your audience at the right place, at the right time, and with the right ad

People Magazine
Monday 3:00 pm

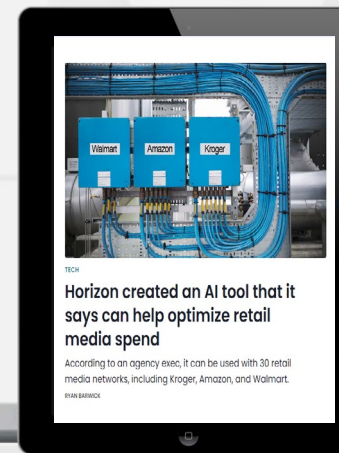


Words with Friends
Tuesday 4:00 pm

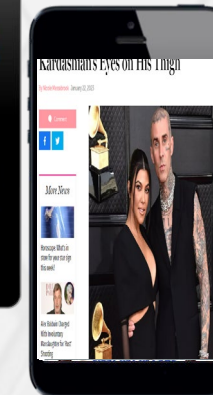
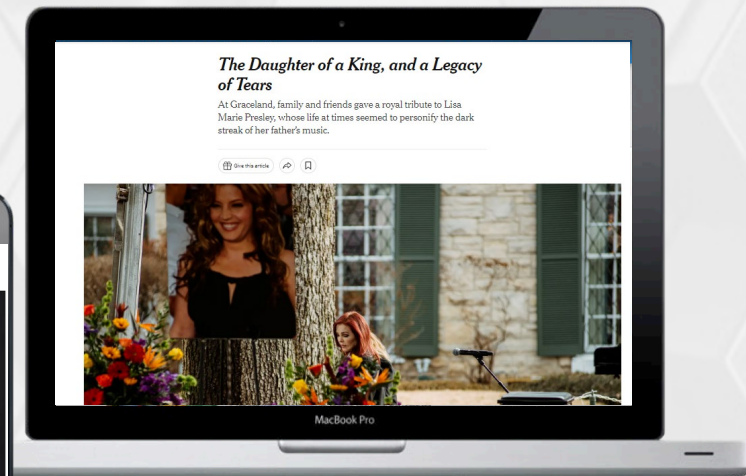
Career Contessa
Wednesday 11:00 am



The Marketing Brew
Thursday 3:00 pm

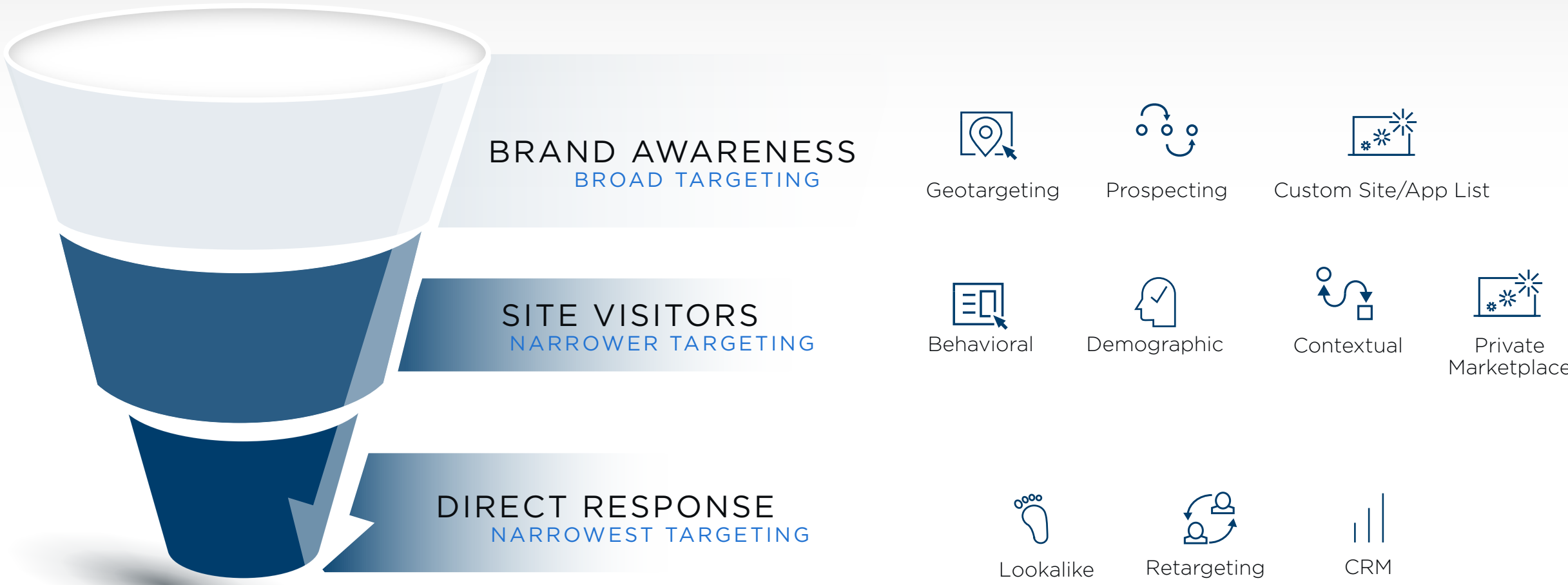


NY Times Magazine
Saturday 10:00 am



U.S. Weekly
Friday 5:00 pm

Audience Extension Opportunities



Different tactics within the funnel generate varying results but all work in cohesion to address all parts of the consumer purchase cycle from awareness to consideration to purchase.

- For advertisers who are looking to:
1. Drive video views
 2. Reach as many users as possible
 3. Drive awareness of a program

PROSPECTING

Similar to run of network or run of site

Uses only location targeting to allow tech to find high performing inventory sources

Key in creating retargeting audience and keeping eCPM low

GEOTARGETING

Also known as location targeting

Allows advertisers to target a location by region, city, DMA, zip or postal

Can also exclude IP addresses

CUSTOM SITE LIST

Similar to publisher consideration set

Allows advertisers to cherry pick what sites they wish to run on

Great for testing new partners when budget is not available to run direct

Audience Extension Opportunities

BRAND AWARENESS

SITE VISITORS

DIRECT RESPONSE

For advertisers who are looking to:

1. Drive users to a website
2. Have users spend a certain amount of time on website

BEHAVIORAL

Also known as 3rd party data

Allows advertisers to serve media to users that have demonstrated behaviors that indicate a particular interest or intent

DEMOGRAPHIC

Allows advertisers to target users based on:

- gender
- age
- income
- language
- household make up
- race or ethnicity
- life events

CONTEXTUAL

Allows advertisers to use a set of keywords that align with the campaign objective to determine where ads will run

Can competitively conquest against competitors and use keywords from SEM/SEO

Audience Extension Opportunities

BRAND AWARENESS

SITE VISITORS

DIRECT RESPONSE

For advertisers who are looking to:

1. Drive users to purchase something
2. Drive users to sign up for something
3. Drive users to download a visitor guide

LOOKALIKE (LAL)

Allows advertisers to reach brand new users who share similar characteristics as existing audience

Can create a LAL based off site traffic, previous converters, etc.

CRM

Allows advertisers to upload customer list (emails/past purchasers/newsletter sign ups, etc.) and re-engage with these users

Can also create a LAL model off this list

RETARGETING

Allows advertisers to re-message users who have clicked on their ad or visited their website

**Retargeting is recommended for all objectives but is especially powerful for conversion

A deep dive into retargeting



Key Takeaways

PROGRAMMATIC = TECHNOLOGY

Programmatic media employs technology to streamline the planning, buying, and executing of digital media

PROGRAMMATIC = AUDIENCE BUYING

Programmatic media is an audience-buying philosophy where advertisers focus on the right audience instead of the right website

PROGRAMMATIC = MULTI-PLATFORM

Programmatic campaigns can run display, video, connected TV, native, audio and digital OOH

PROGRAMMATIC = FULL FUNNEL STRATEGY

Advertisers can run specific and nuanced audience extension opportunities based on their campaign's objective resulting in a full-funnel activation



Jay Salyers, Senior Vice President Miles Partnership



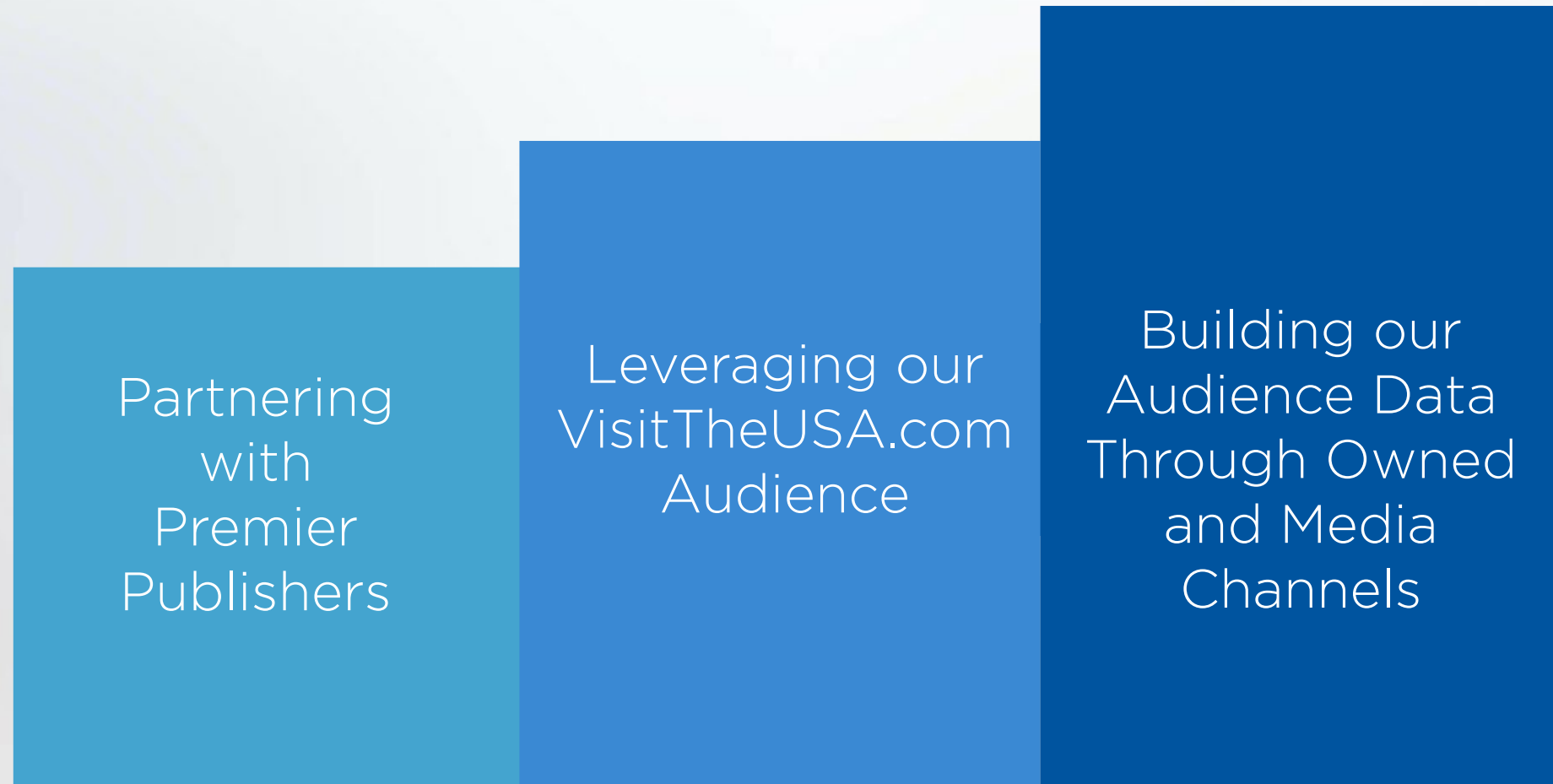
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The Evolution of Audience Development

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Brand USA's Evolving Approach to Media



Brand USA's Evolving Approach to Media



Brand
USA's 1st
party data

Enhance data
with additional
behavioral
insights

Monitor and
measure
performance

Top 10 Media Markets



Australia



Brazil



Canada



Colombia



France



Germany



India



Mexico



South Korea



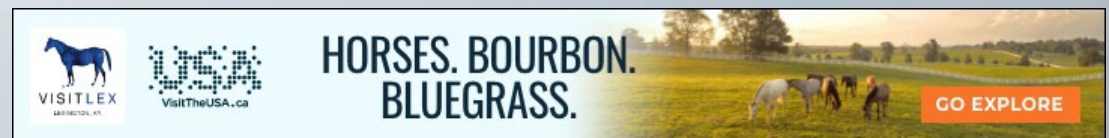
U.K.

Reach Our Audience

Brand USA Original Programs Reach our Curated Audience of International Travelers Interested in Visiting the USA



- NEW Optimized Audience Campaigns
- Global Inspiration Program
- Video Content Distribution
- VisitTheUSA.com Content Promotion
- Custom Cooperative Programs



Reach Our Audience

Premium and Custom Targeting Available to Promote Content on
[VisitTheUSA.com](https://www.VisitTheUSA.com)



- Tactics Include:
 - Native
 - Display
 - Pre-roll
 - Ad Carousels
- Targeting Customization Includes:
 - Geo-Targeting
 - Demographic
 - Behavioral
 - Contextual



Sample Campaign

A programmatic campaign designed to reach travelers in Canada, Germany, and the U.K.



- Targeting:
 - Geo: Canada, Germany, UK
 - Demographic: A25+; HHI \$75K+ (equivalent to market)
 - Behavioral: Travel Intenders, Intent to travel to the US
 - Contextual: Travel Intenders
- Tactics:
 - Display
 - Native
- KPIs:
 - Primary: Impressions
 - Secondary: Clicks & CTR
- Timing:
 - Season: Spring
 - Duration: 2 Months

Campaign Highlights			
Tactic	Impressions	Clicks	Average Click Through Rate
Native	16,217,713	39,381	0.24%
Display	24,928,082	39,856	0.16%
Total	41,145,795	79,237	0.19%



Other Important Updates

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From a Consumer Standpoint

What Brand USA is Doing Programmatically



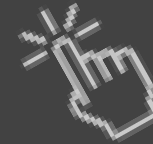
Upcoming Program Opportunities

Road To IPW Webinar Series



Road to IPW: Market Focus - Canada Webinar

Thursday, May 18
2pm ET



- What is Brand USA doing in Canada?
- What new research is available?
- What programs are available in Canada?

Last but not least...

Upcoming Brand USA Activities!*



May 2023	June 2023	July-August 2023	October 2023	January 2024	February 2024	March 2024	April 2024	July 2024
5/18: Canada Webinar 5/21: Market Education Sessions @IPW	6/6-14: AUS/NZ Mega Fam with Hawaiian Airlines (HI, CA, TX, OR, WA, NV, UT, MA, NY)	7/15: GoUSA TV Storytelling Awards submissions due July: RHS Flower Show July: Japan & South Korea Sales Mission August: Korea: Roadshow with Hana Tour	10/16-19: Brand USA Travel Week in London	India Sales Mission	Mexico Sales Mission Australia B2B	South America Sales Mission	Canada Sales Mission	Japan & South Korea Sales Mission

*Tentative dates; subject to change



Thank you.

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