



Exponential AdTech, Exceptional Results



ORION Capabilities

WHAT IS PROGRAMMATIC ADVERTISING?

Programmatic advertising is the automated buying of **online ads across the open internet.**

This includes, but is not limited to: all web publishers, connected TV content (Hulu, Disney Plus), digital audio spots (Pandora, Spotify), and digital out-of-home placements (physical places like airports, doctor's offices, cafes).

These ads are purchased and managed via software called Demand Side Platforms (DSPs), which allow for larger scale reach and growth with minimal human effort.

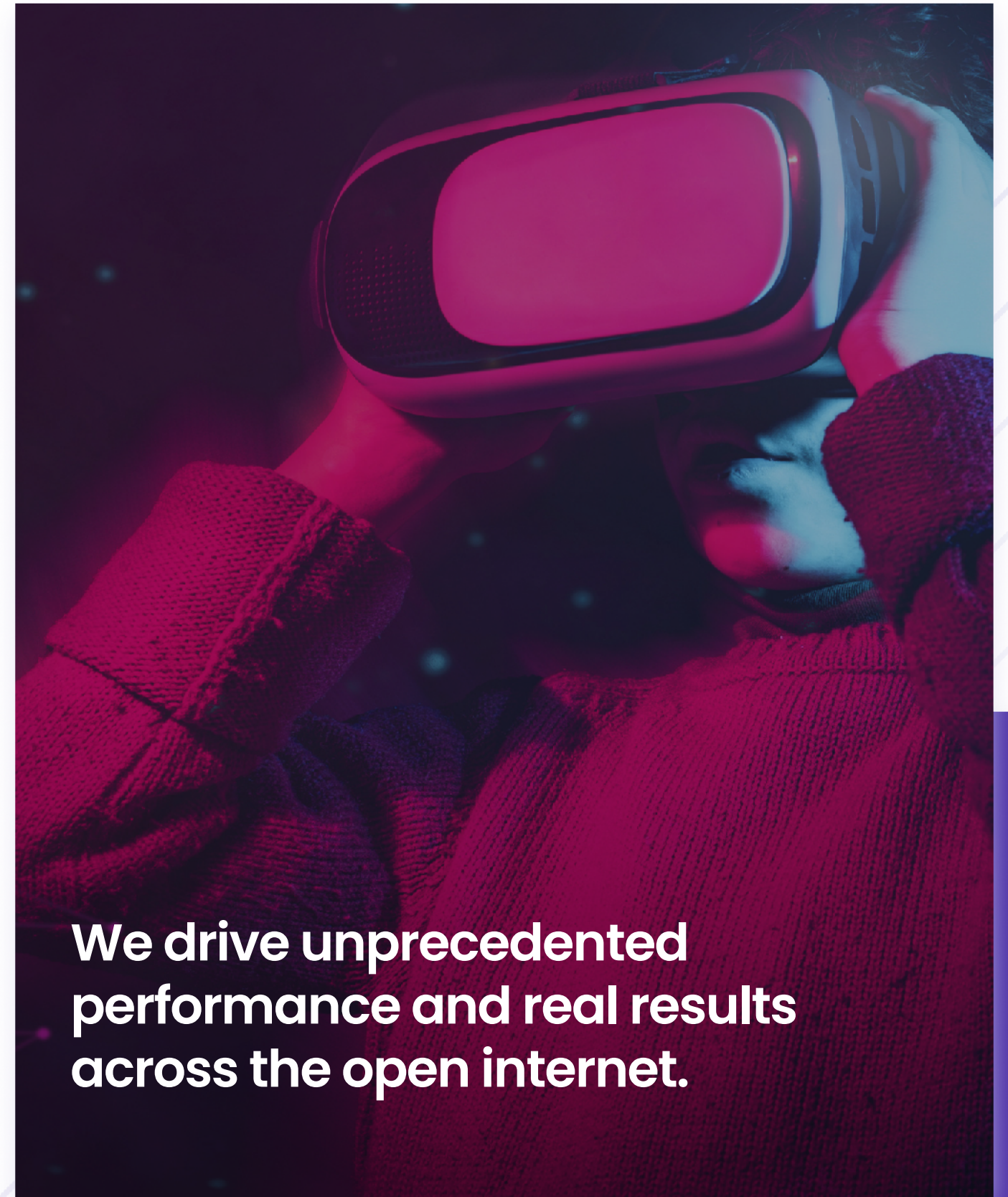


HOW WE HELP

Version2 is your guide to programmatic advertising.

We are a group of results-oriented, ad-tech obsessed, fiduciary marketers who empower companies to reach exponential growth through proprietary programmatic technology, decades of combined years of industry experience, and testing thousands of campaigns across all industries.

We are your single access point to powerful tech, real-time analytics, and real performance numbers.



We drive unprecedented performance and real results across the open internet.

THE PROBLEMS WITH PROGRAMMATIC

No single DSP can do it all

No single DSP can do everything. Each DSP excels at something different, like breadth of integrations, strength of algorithms, integrated ad channels, formats, or reporting.

High Spend Commitments

The Industry-leading DSPs have invested so much into their tech that they only cater to advertisers who commit to budgets of \$1.2m+ annually.



Plus, digital advertising has a steep learning curve, and so many DSPs and channels to choose from.

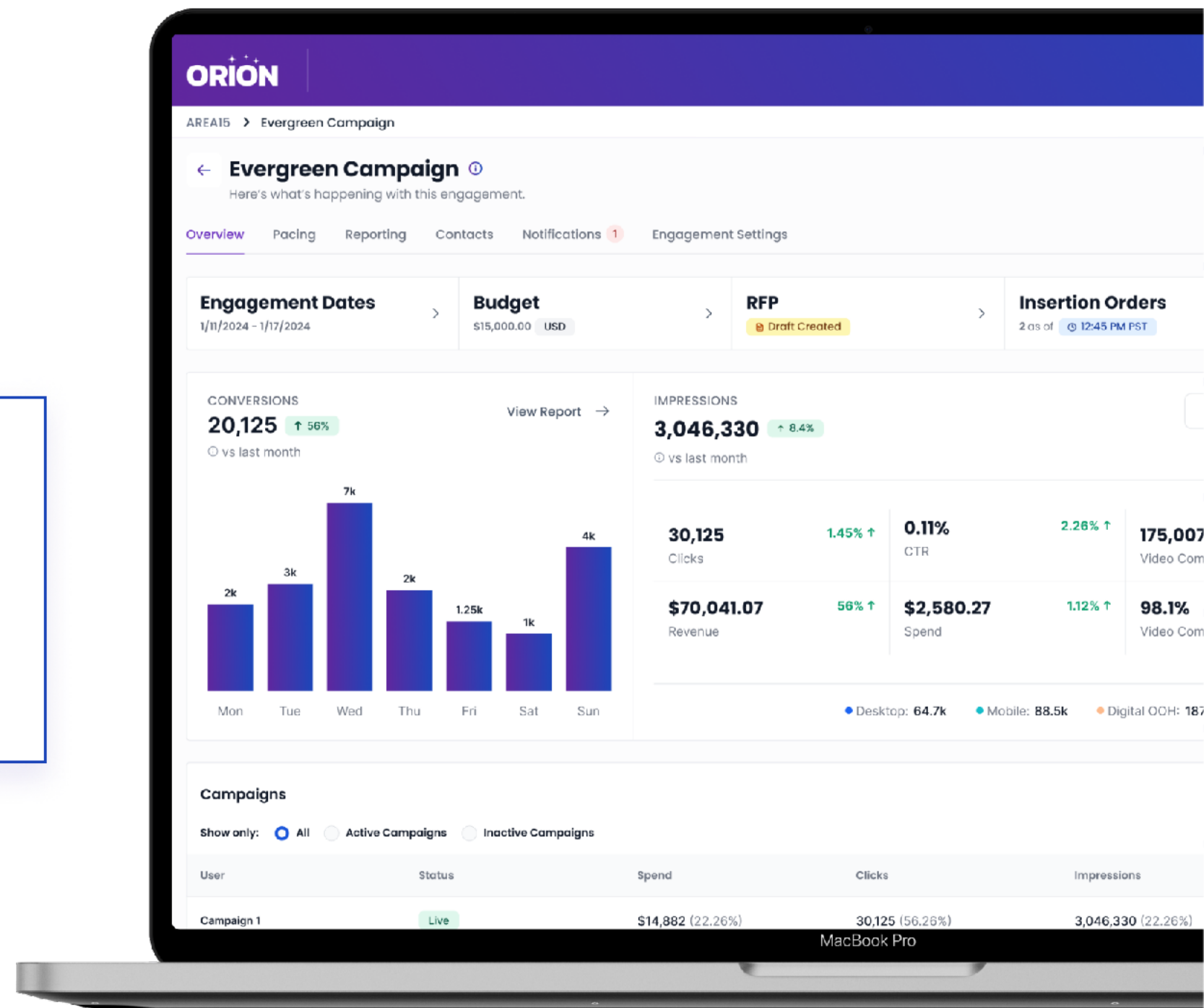
Where do you start?

OUR PROPRIETARY PLATFORM

ORION, Your All-In-One Solution

Exponential Growth, Unprecedented Visibility. Version2's ORION is the first all-in-one platform that allows agencies, brands, and media buyers to **create, launch, and analyze multiple campaigns across the top 6 market-leading DSPs.**

The best digital advertising thrives on an open internet. **With ORION, you have access to the entire internet, not just part of it.**

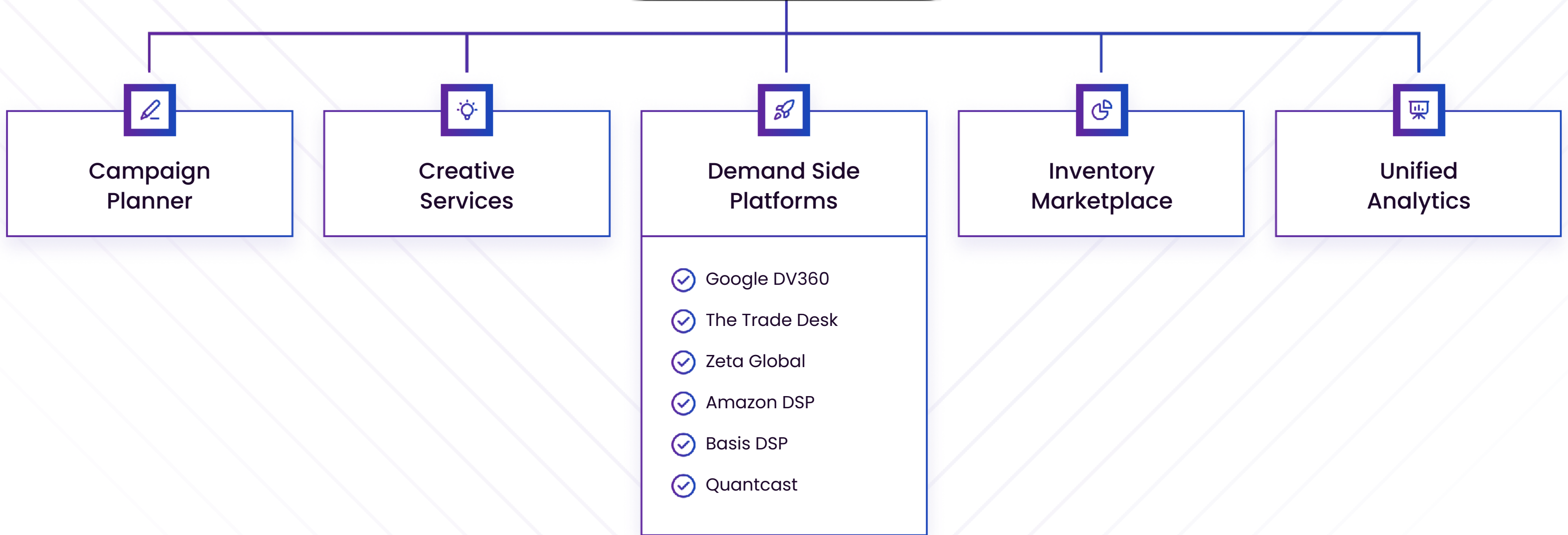


ORION is a workflow solution that empowers media buyers to scale their engagements far past what humans alone can accomplish.

NO SPEND REQUIREMENTS, NO INTEGRATION WORK

THE ORION SOLUTION

A Trade-Side Platform



Campaign
Planner



Creative
Services

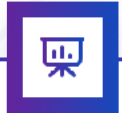


Demand Side
Platforms

- ✓ Google DV360
- ✓ The Trade Desk
- ✓ Zeta Global
- ✓ Amazon DSP
- ✓ Basis DSP
- ✓ Quantcast



Inventory
Marketplace



Unified
Analytics

ORION Demand Side Platforms

Display & Video 360

- Google’s Display & Video 360 is the evolution of DoubleClick Bid Manager, Campaign Manager, and Audience Center
- The staple for **brand safety, fraud protection, and viewability**
- Access **Google Workspace audience data**, at the top of the bid waterfall, within Google publisher properties

theTradeDesk

- The Trade Desk was founded by the **pioneers of real-time bidding**
- The **fastest growing demand-side platform** in the industry
- **Best-in-class technology** to manage **display, video, CTV, and audio** advertising campaigns

zeta

- The Zeta DSP (FKA Sizmek DSP, FKA Rocket Fuel DSP, [x+1] DMP) analyzes consumer attributes based on **11.2 million behavioral and demographic data points**
- Invested \$400 million into **Artificial Intelligence** to understand and predict customer intent
- Leverages more than **2.4 billion identities to create personalized experiences** for each consumer

ORION Demand Side Platforms

amazon advertising

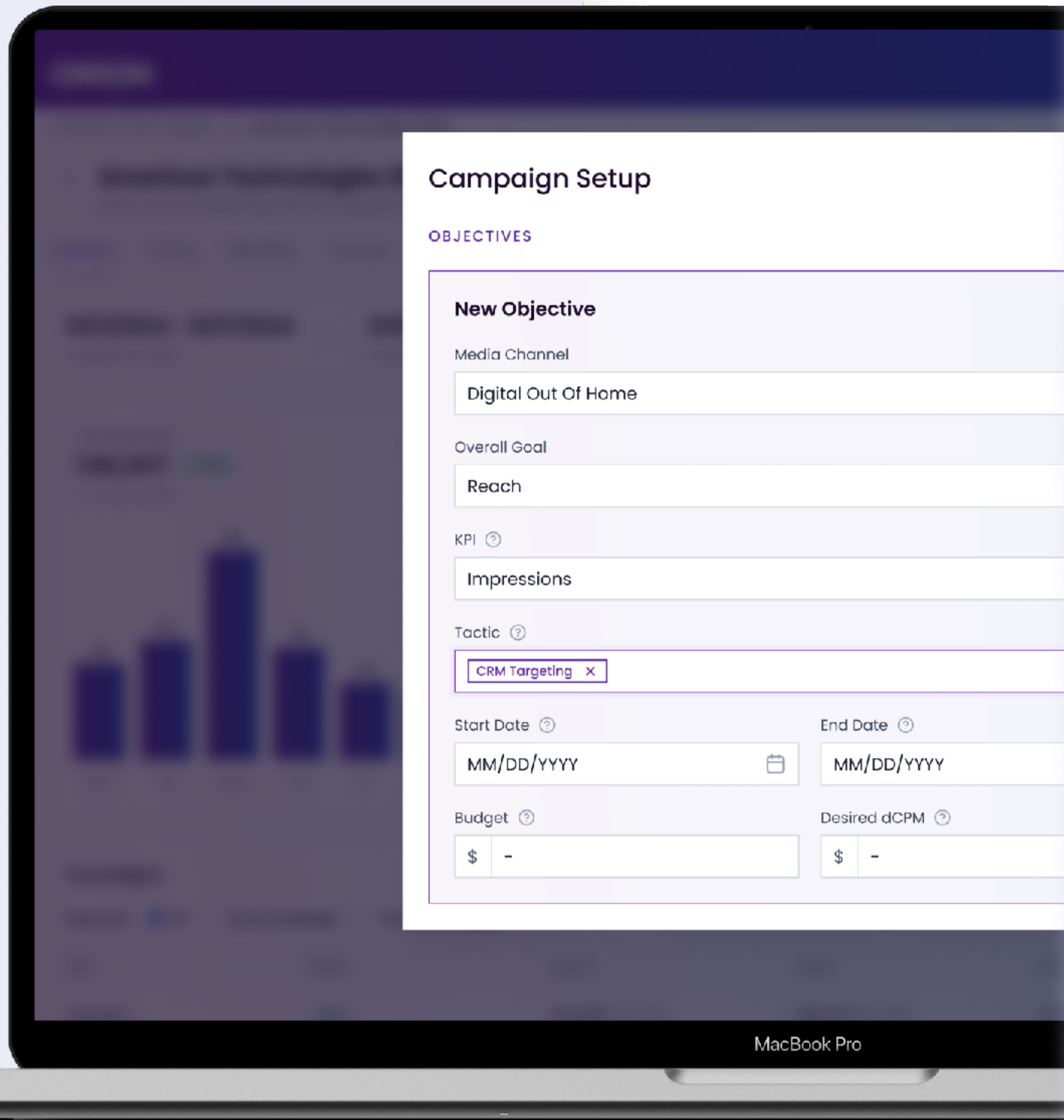
- Use **Amazon-exclusive audiences** to reach your ideal audience **on and off Amazon**
- Access to **Twitch audiences** and **Twitch in-app**
- Programmatically **reach your audiences** across both Amazon-owned sites and apps, like **IMDb**, and **leading publishers' sites** through direct inventory from **Amazon Publisher Services** and third-party exchange

Basis[®] DSP

- Basis DSP grants access to an entire programmatic universe of **inventory, audiences, and data sets**
- Leverage **20+ years of publisher relationships** and our best-in-class **Private Market-place** library of over **2,000 active private deals** across hundreds of top sites
- Uses a combination of **AI and machine learning to allow for customizations** based on unique campaign goals

Quantcast







- Quantcast's AI and **machine learning engine** scores models a **million times per second** to predict **live consumer behavior** and audience characteristics
- Quantcast's measure product includes **pixels on 100m+ websites** making for hyper-rich, first-party data
- The DSP queries a database of **a trillion online signals in under a hundred milliseconds** to provide interactive, granular insights






Campaign Planner

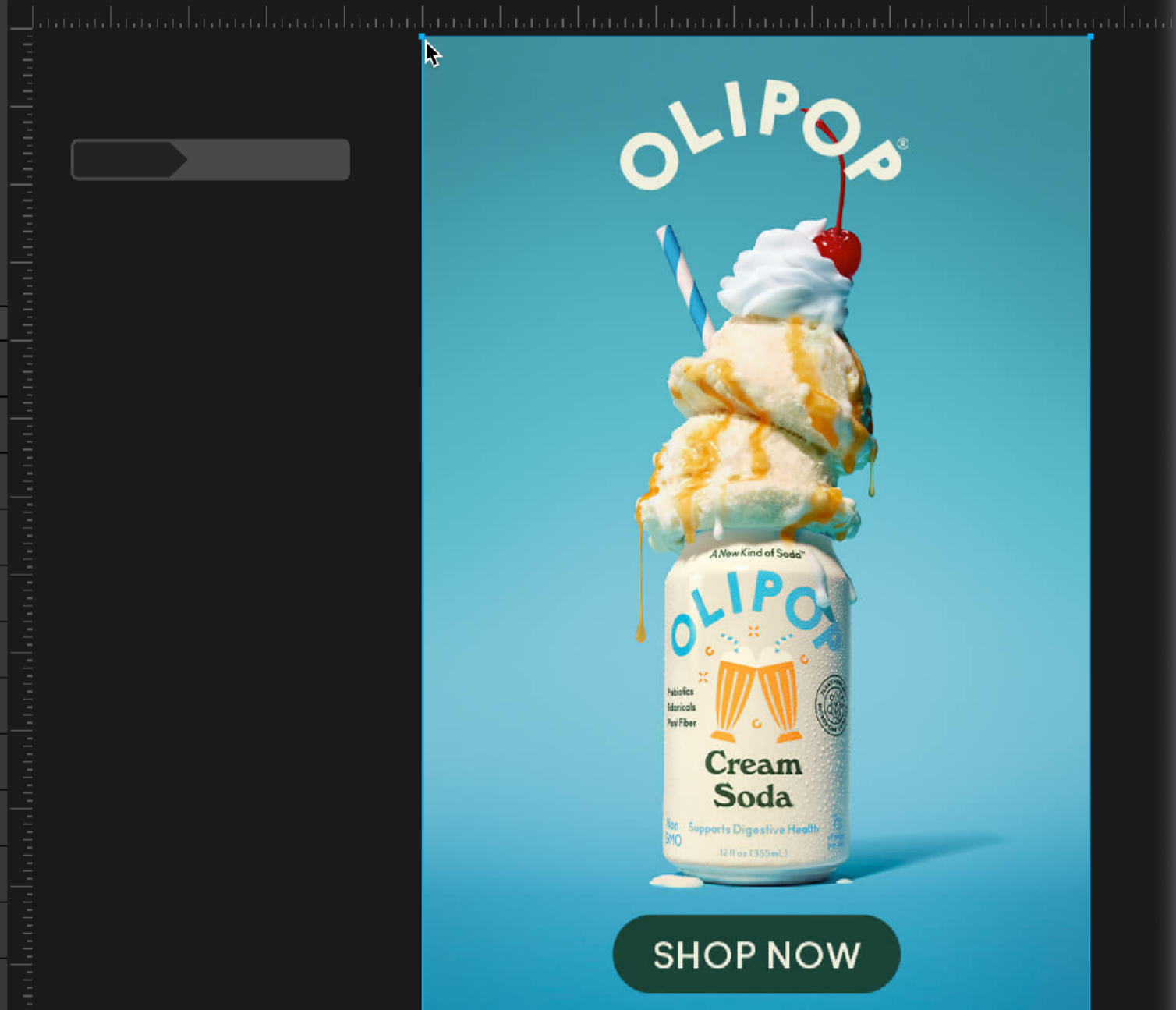
ORION's Campaign Planner makes it easy to manage publish multiple campaigns across multiple DSPs—from a single dashboard.

Plan and upload your campaign's:

 Flight Dates	 Alerts to Post	 Budget
 KPIs	 Creative	 Targeting

Select your engagement option:

 Pre-Sales Media Plan Act strategically and use ORION to plan out your campaign before you allocate your budget.	 Managed Service Insertion Order Give us your goals and budget, and our expert team members execute.	 Meta-Demand Side Platform Choose one or multiple DSPs to run your campaign, or let our intelligent algorithms recommend one based on your parameters.
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Creative Services

Build amazing creative—either with the help of our team or the help of our tools.

WE BUILD Tap in our team to build amazing audio, video, or display ads. We provide advice and strategy on your assets by request, and A/B testing through ORION.

YOU BUILD For a more hands on option: use our studio or our partner studios to design and edit your creative, with every industry-leading templates and format:



V2 Studio

Our proprietary rich media HTML5 studio for display and video.



Creative Automatic

Automatically produce digital ad resizes for any platform from a single execution.



Airtory

Build rich media ads for a variety of channels from scratch or template.



Inventory Marketplace

Our Supply Side Platforms provide us with access to high-quality publishers. We take a media-agnostic approach, meaning you have control and transparency in buying.

- ✓ Industry-Leading Supply Side Platforms
- ✓ PMP & Deal IDs Across Premium Publishers
- ✓ Transparency in Publisher Selection
- ✓ Local News, National News, Business, Lifestyle, Health, and Entertainment Publishers
- ✓ Highly-Viewable Placement
- ✓ Brand Safety Verification
- ✓ Excellent Pricing

Unified Analytics & Reporting

Make your data work for you. Our powerful dashboard compiles your performance across DSPs so you get the real story and drive the highest ROI for the lowest cost.

- ✓ Our powerful AI provides actionable insights for cross-device reporting
- ✓ Exportable, white-labeled reporting metrics throughout each campaign, giving you the granular details and allowing you to show your team the wins and areas for improvement
- ✓ Universal: Track performance by platform, channel, media type, tactic, creative, time of day, geography, CPM, CPA, CTR, CPC, and ROAS

The dashboard displays the following data:

Campaign Overview

436,330	397
IMPRESSIONS	CLICKS

Weekly Breakdown

Date	Impressions	Clicks
Total	436,330	397
Jan 08 2024	252,340	2
Jan 15 2024	183,990	1

Creative Breakdown

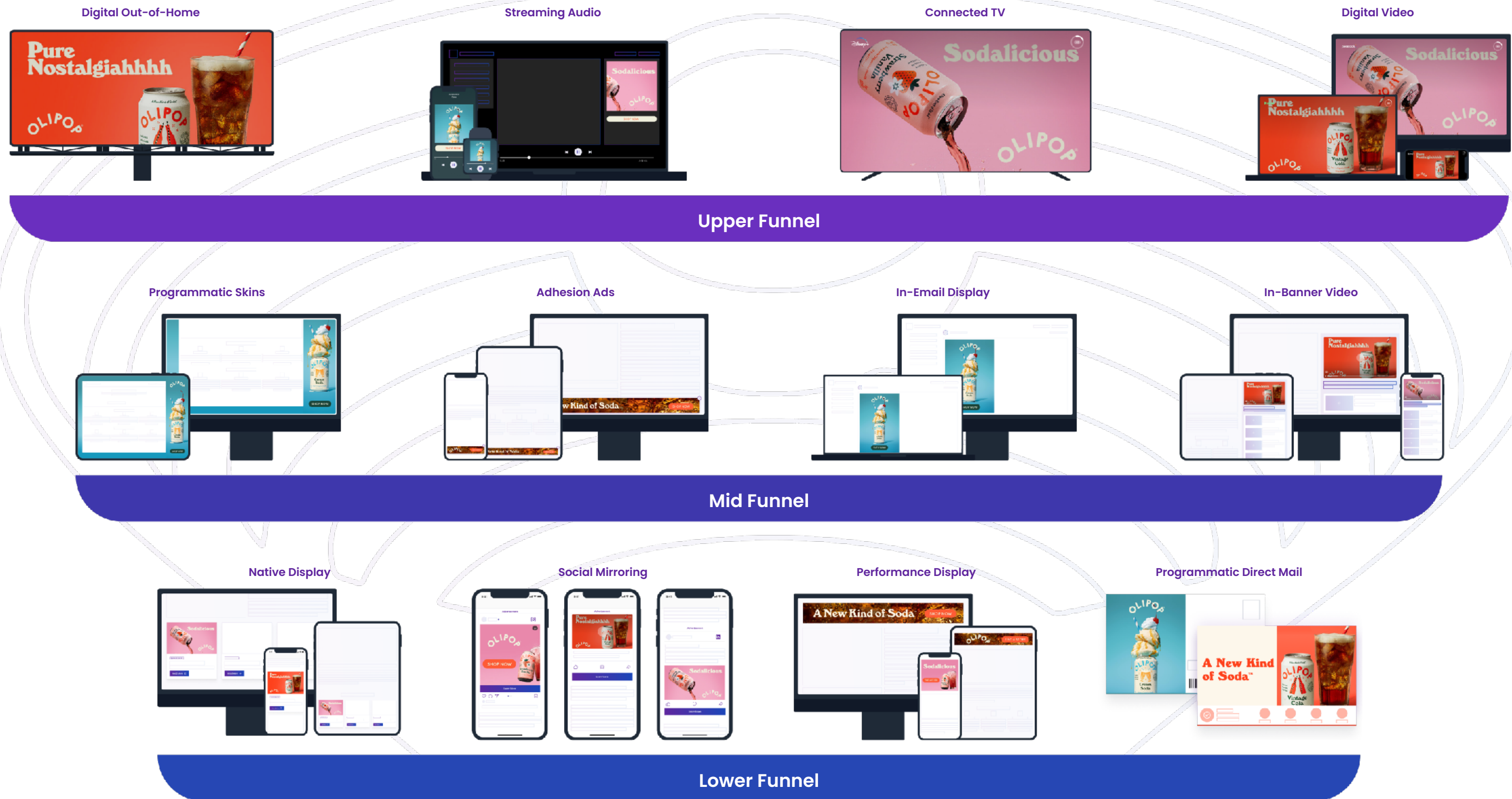
Creative	Impressions
Total	436,330
November 2023 - GRAND TOUR 320X50 copy	10,670
November 2023 - GRAND TOUR 728X90 copy	46,990
November 2023 - GRAND TOUR 970X250 copy	1,720
November 2023 - grand tour-160x600 copy	7,990
Unknown	60,240

Creative Display Breakdown

Creative	Impressions
Total	178,860
November 2023 - grand tour 300x600 copy	5,060
November 2023 - GRAND TOUR 320X50 copy	10,670
November 2023 - GRAND TOUR 728X90 copy	46,990
November 2023 - GRAND TOUR 970X250	1,720

PROGRAMMATIC ADVERTISING CHANNELS

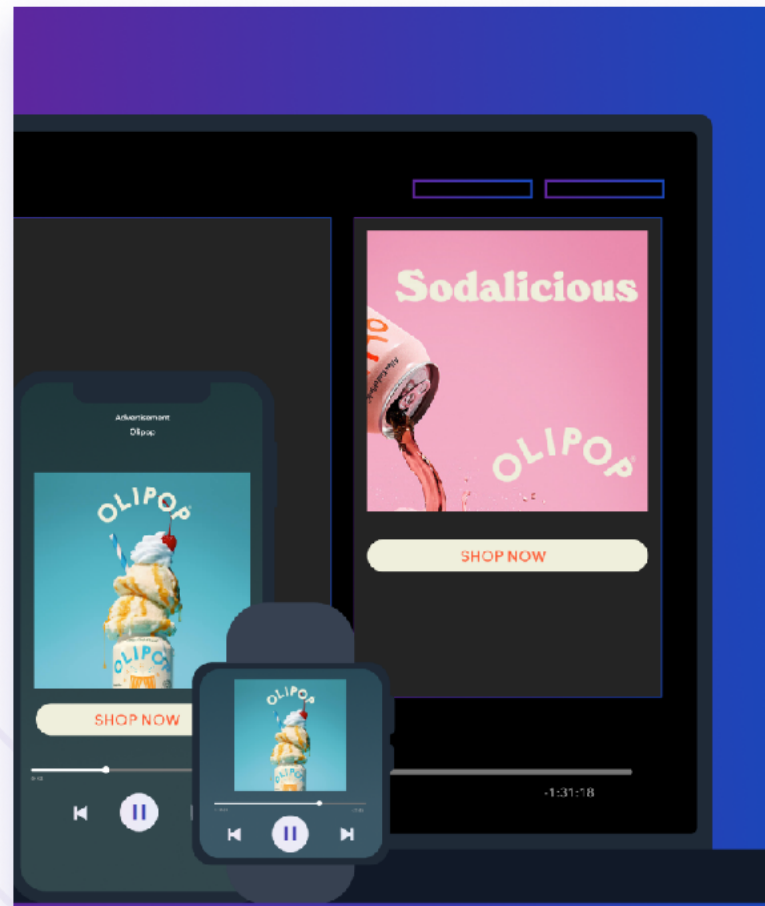
For Every Stage of the Digital Sales Funnel



Digital Sales Upper Funnel



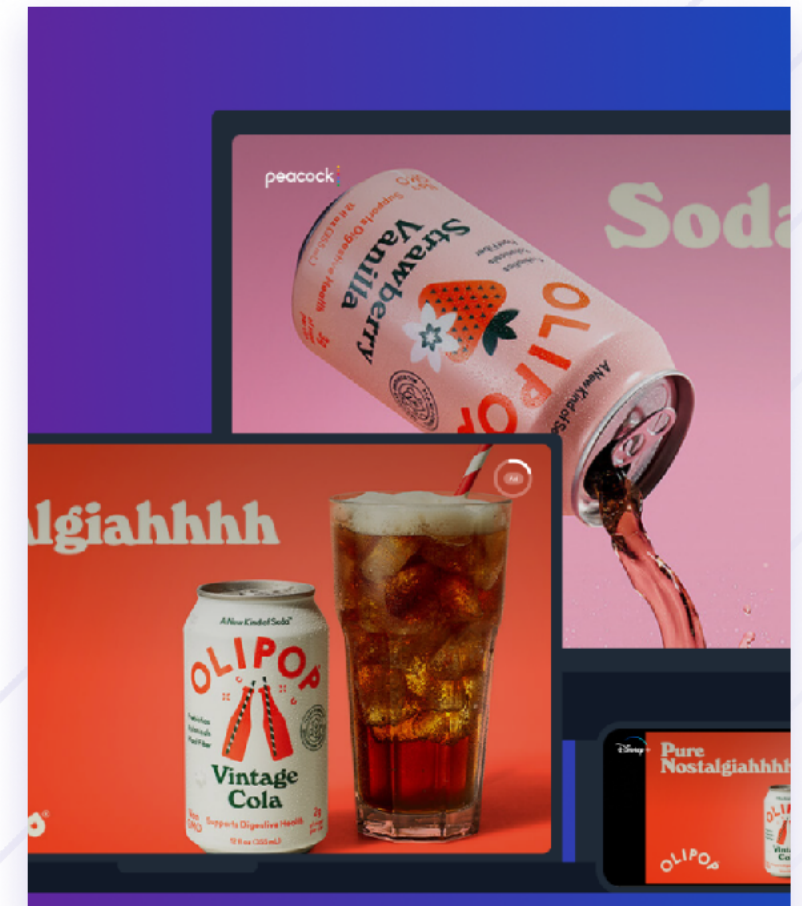
Digital Out-of-Home



Streaming Audio



Connected TV



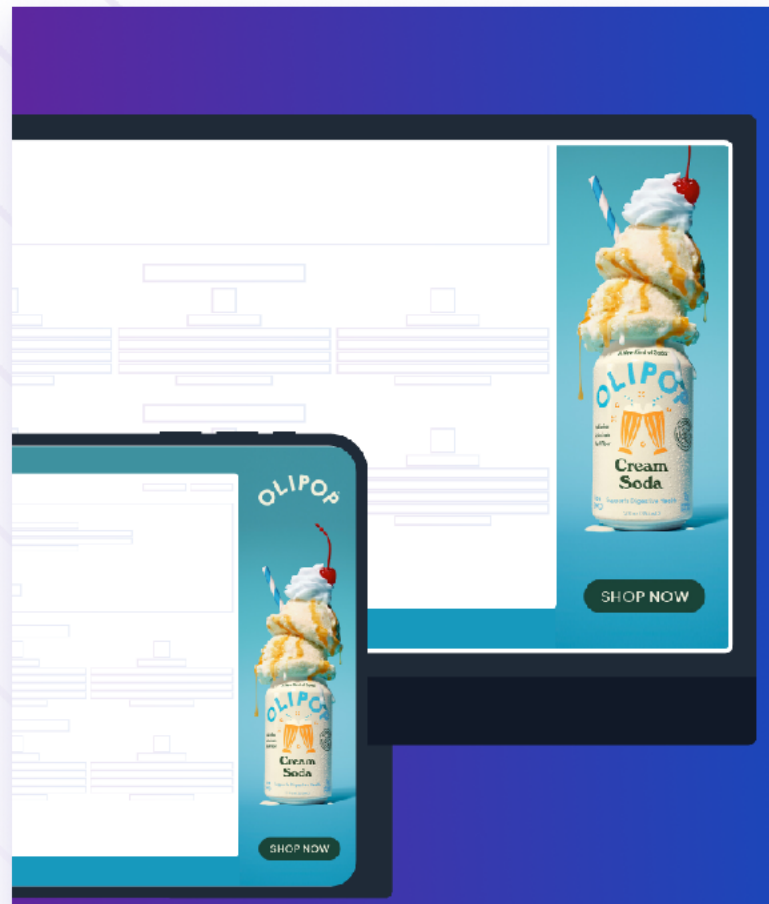
Digital Video

Mid Funnel

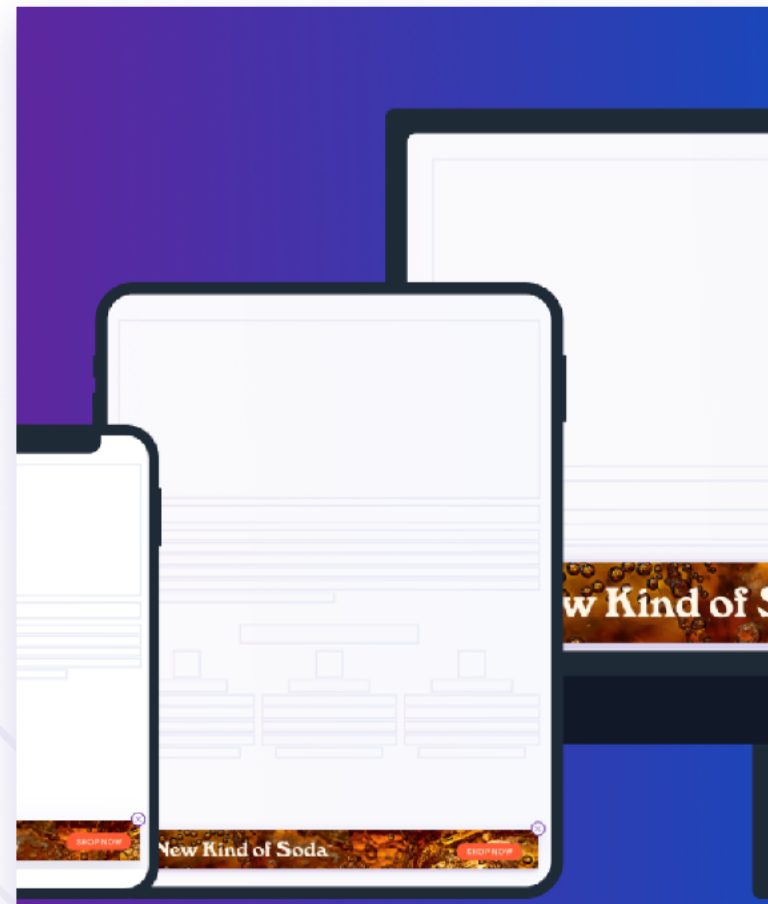


**The digital sales funnel is complex and non-linear, but we have displayed it this way to best illustrate our services.*

Digital Sales Mid Funnel



Programmatic Skins



Adhesion Ads



In-Email Display



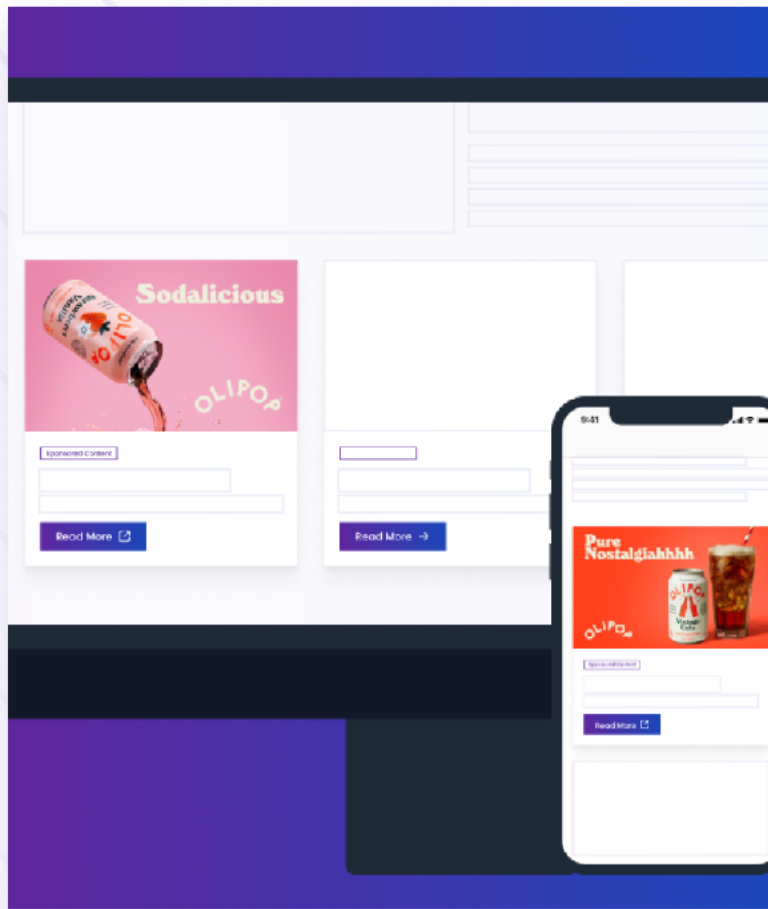
In-Banner Video

Lower Funnel

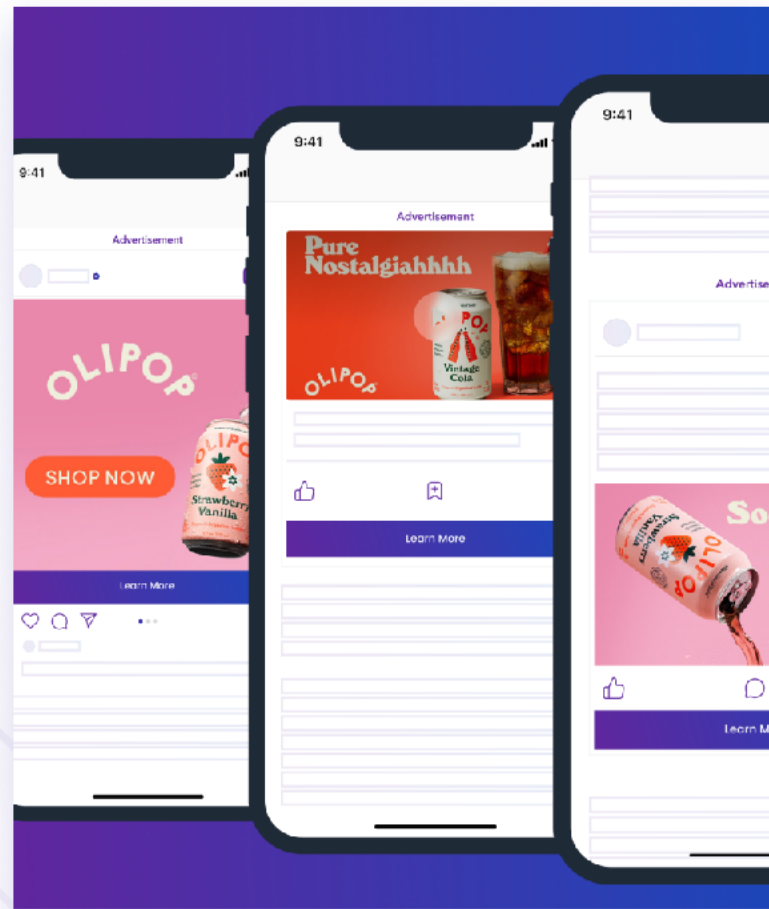


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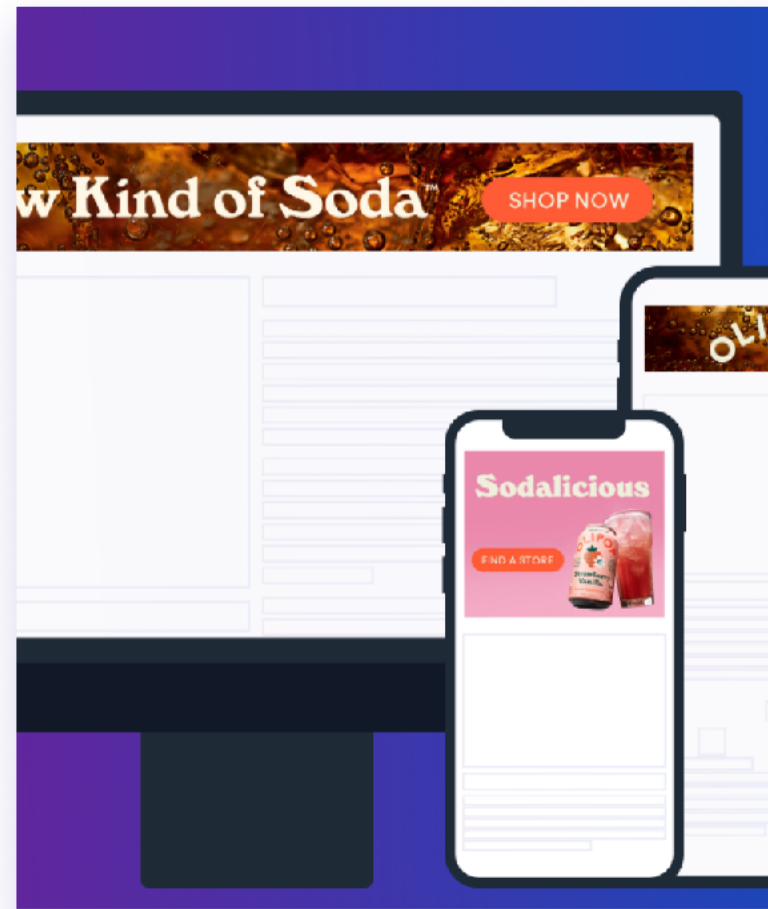
Digital Sales Lower Funnel



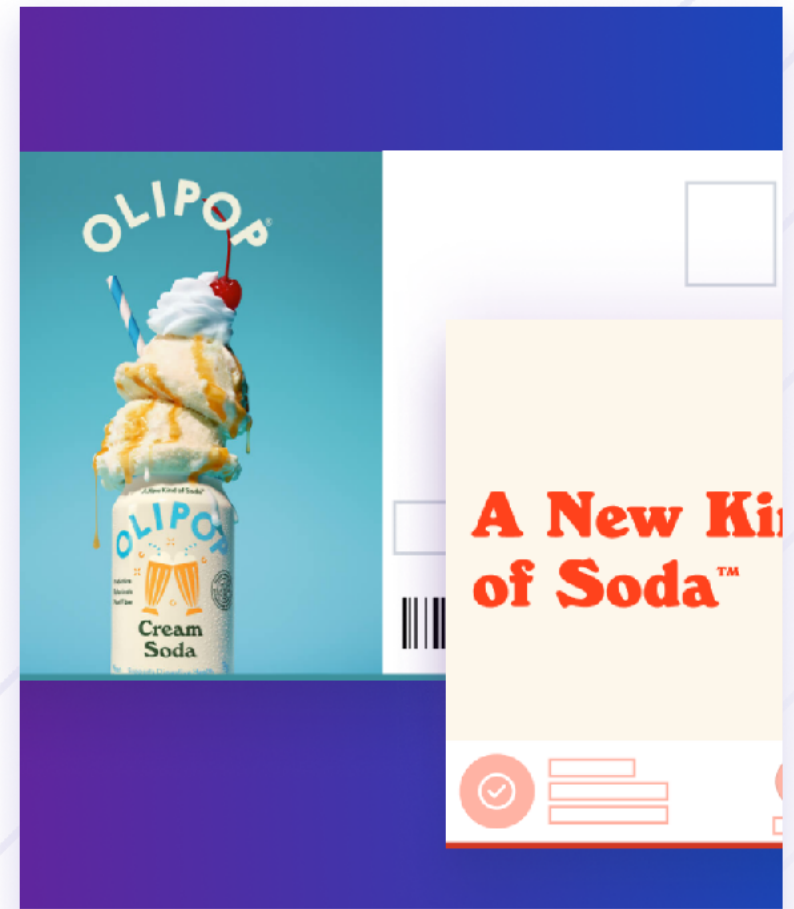
Native Display



Social Mirroring



Performance Display



Programmatic Direct Mail

Conversion



**The digital sales funnel is complex and non-linear, but we have displayed it this way to best illustrate our services.*

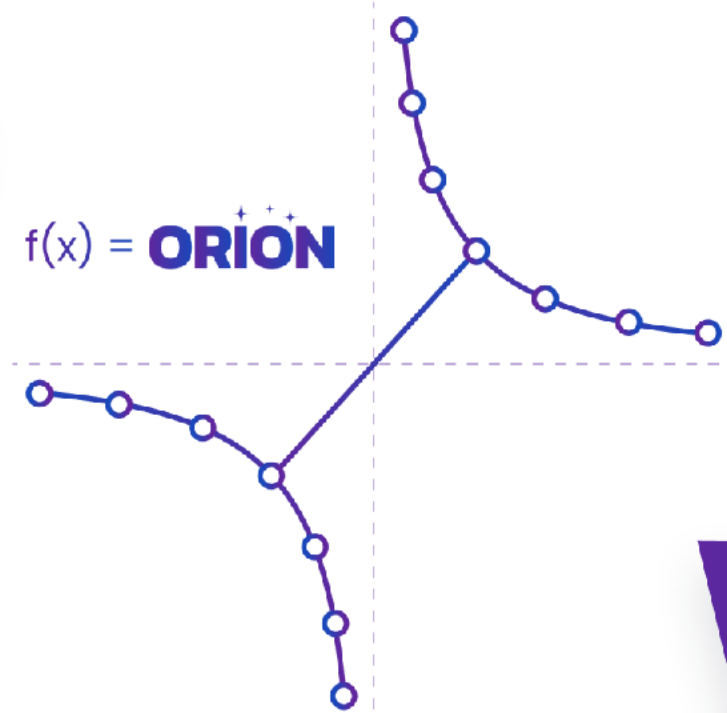
OPTIMIZE PERFORMANCE

Superhuman Insight

Save time and gain insight with the power of AI. Learn which datapoints, channels, and tactics are the most effective, based on your unique goals.

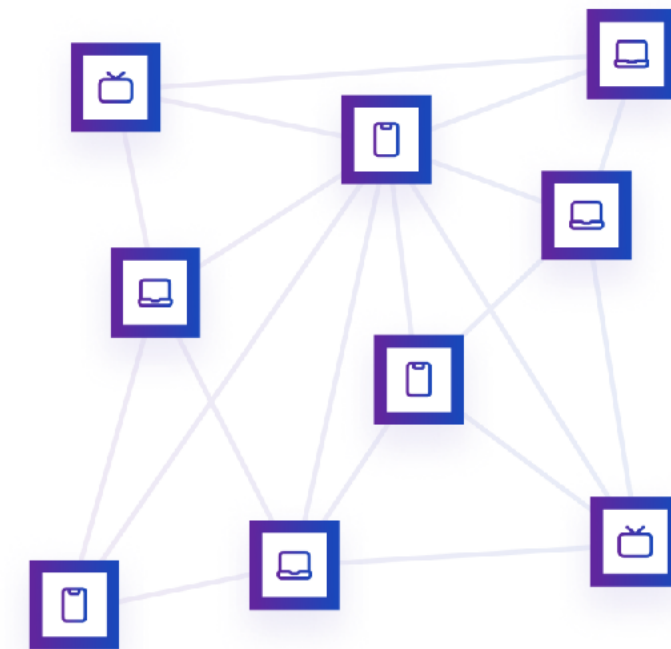
Pivot at the Speed of Light

The algorithm quickly and automatically adjusts to what is working—or not.



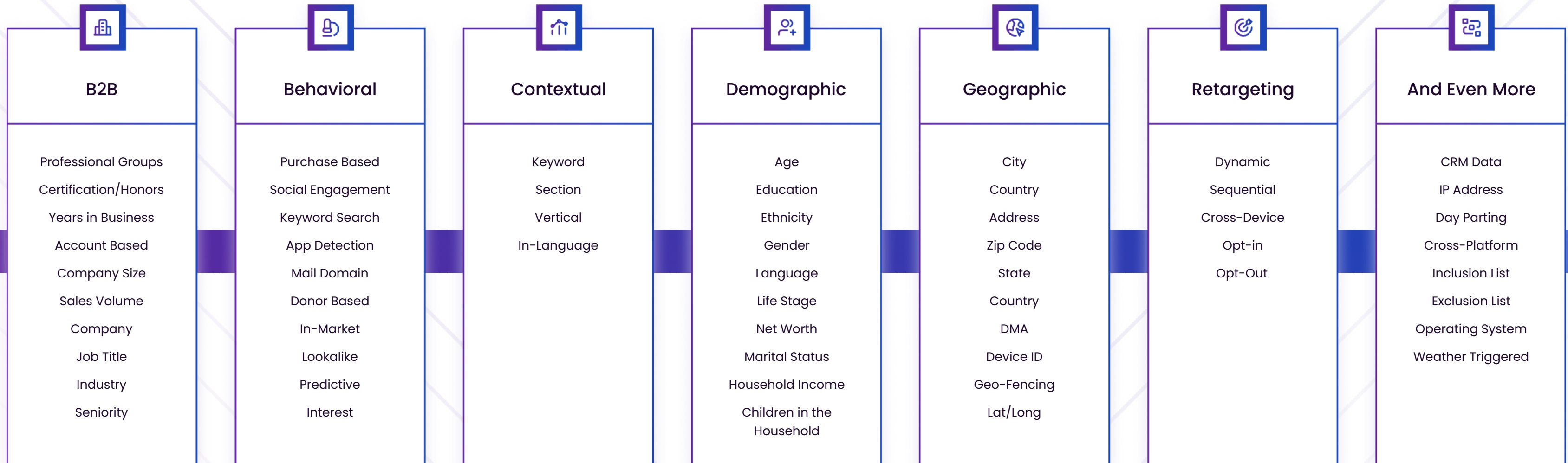
Universal View

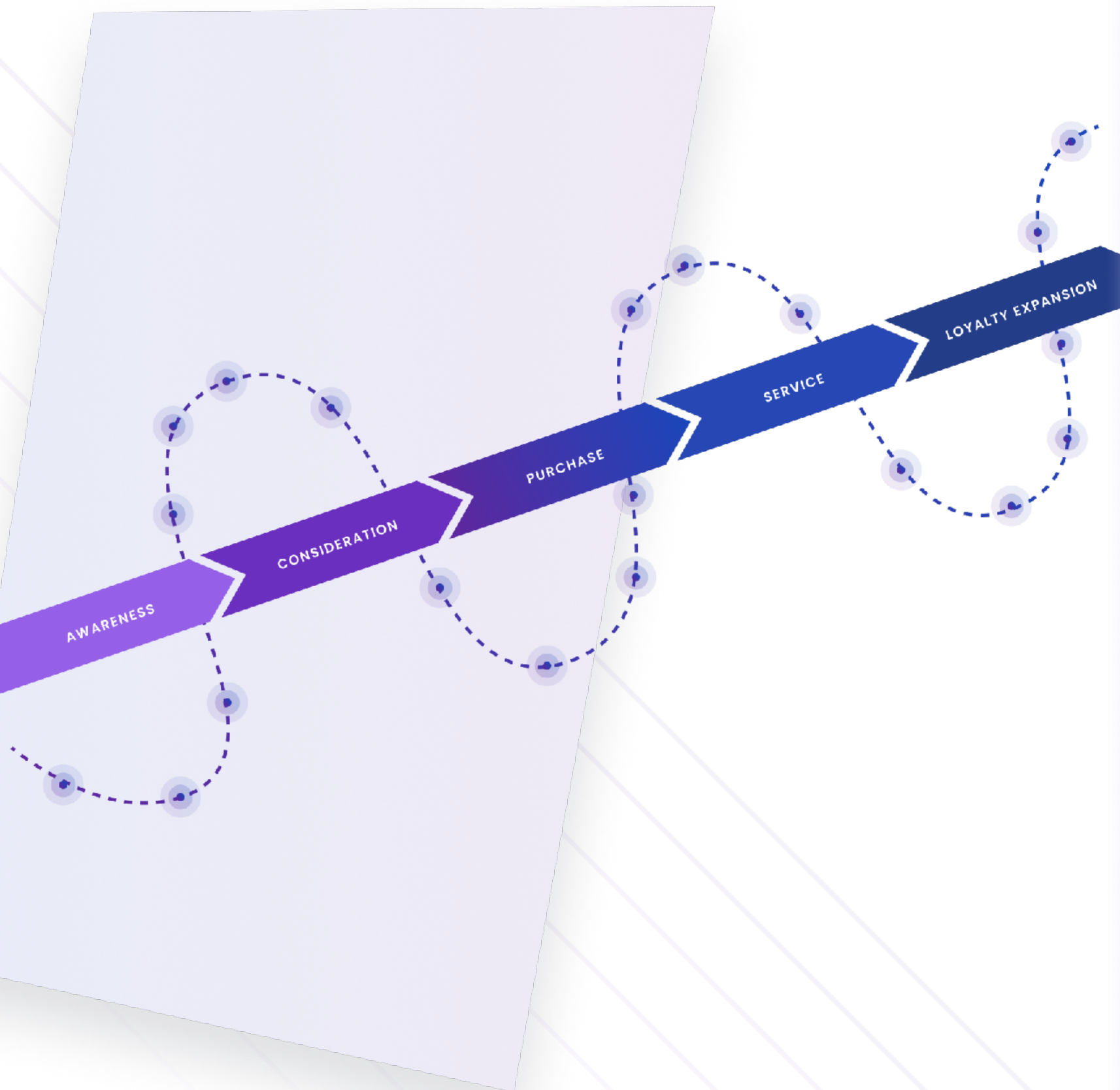
ORION gives you the power of oversight. See how each campaign and datapoint is performing, even across DSPs.



Targeting Capabilities

Reach the right person at the right time with Version2's targeting capabilities. Utilize the power of programmatic—the power of data—by exposing your brand to a new audience. Access 200+ 2nd-party, 3rd-party, and verified offline data partners across 200,000+ prebuilt segments and limitless custom options.





Multi-Touch Attribution

Powered by Unbounce. Synchronize siloed data and truly understand what's driving your conversions, so you can focus your spend on where it's most effective.

- ✓ Capture 100% of in-bound traffic to your website
- ✓ Attribution across most online and offline channels
- ✓ Optimize ROAs by discovering which channels perform the best, and worst, and reallocating spend
- ✓ Monitor Lifetime Value and see which programs make a difference
- ✓ Integrate easily with an open API

CASE STUDY

gabb.

Gabb Wireless is a cellular network designed to be completely safe for children. The company believes children deserve age-appropriate technology solutions that protect them from harmful content and destructive habits while enabling healthy growth and development.



The Challenge

Gabb Wireless needed to discover new, cost-effective communication strategies to inspire parents nationwide to take meaningful action to ensure the safety of their children through purchasing the appropriate cellular device.

CASE STUDY - GABB WIRELESS

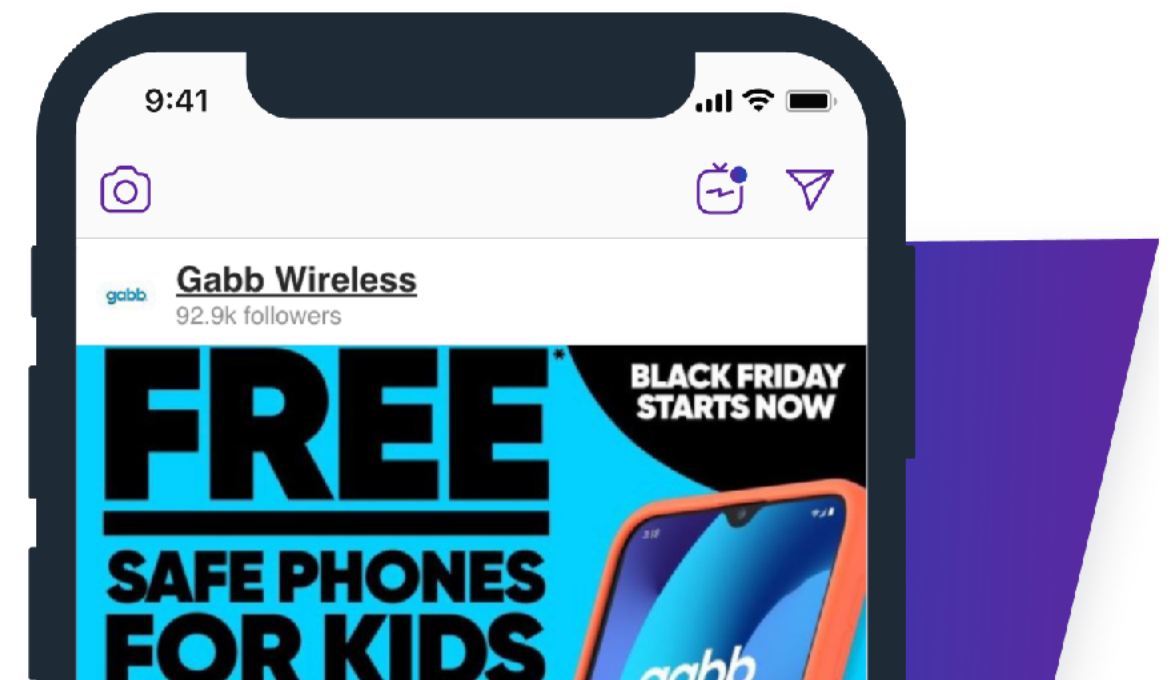
Campaign Goals

- Objective: Influence purchasing behavior and drive cellphone sales nationwide to reduce the risks to children by online threats from their mobile device
- Goal: Incremental Site Conversions
- KPI: Return On Ad Spend of 5:1
- Channels: Native Display, Performance Display, Social Display
- Geo: National
- Demographic: Parents 25-54

Solution

Gabb Wireless partnered with Version2, with its rich experience in public health and behavioral health initiatives and a deep understanding of the motivations of parents today, and its technology solution ORION, to build an omni-channel media plan utilizing Native Display, Social Display, and Performance Display.

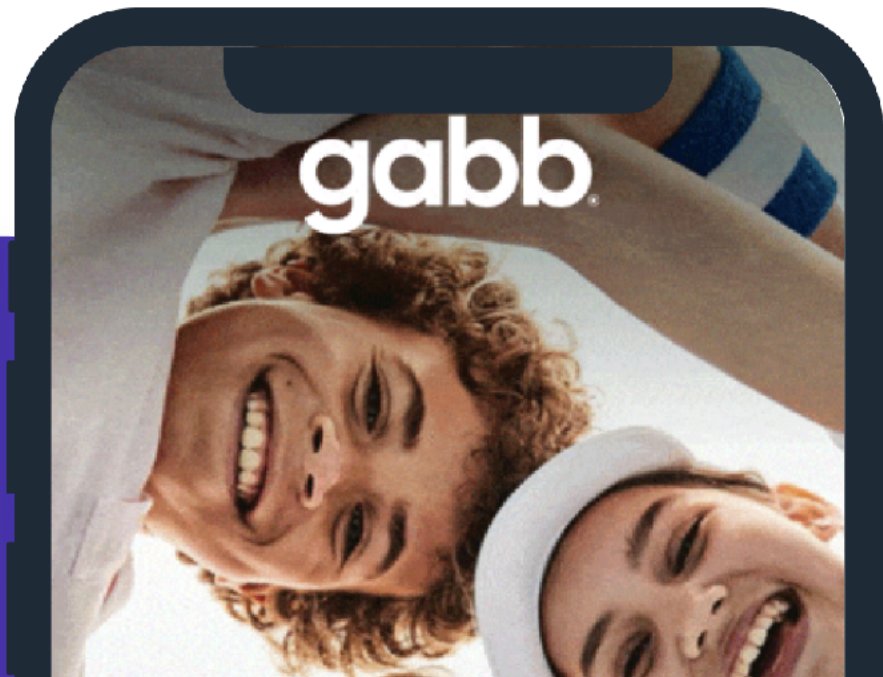
ORION's technology capabilities provided Campaign Planning, access to the top 6 market leading Demand Side Platforms, Inventory Marketplace, Creative Suite, and Analytics.



CASE STUDY - GABB WIRELESS

Insights

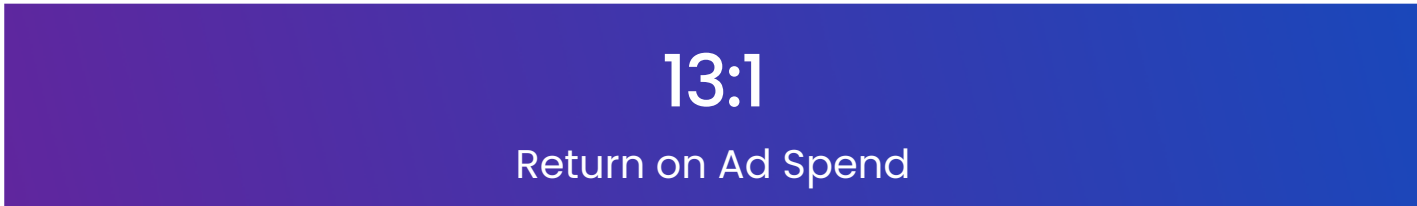
- Version2 discovered the specific audience of the most likely buyers, as well as key indicators related to this person:
- Women ages 35-39
- Has a Bachelor's Degree
- Average Income of 100-149k
- Interests include cooking, going to the movies, and other behaviors that signal quality time spent with children and family
- Purchasing behavior includes shopping for shoes, travel arrangements, and other family items
- Homeowner
- Has an elderly person in the house
- Works from home office



Results

Version2 discovered the right time and place across all devices to position Gabb Wireless as the leading cellphone solution to keep children connected to their parents safely.

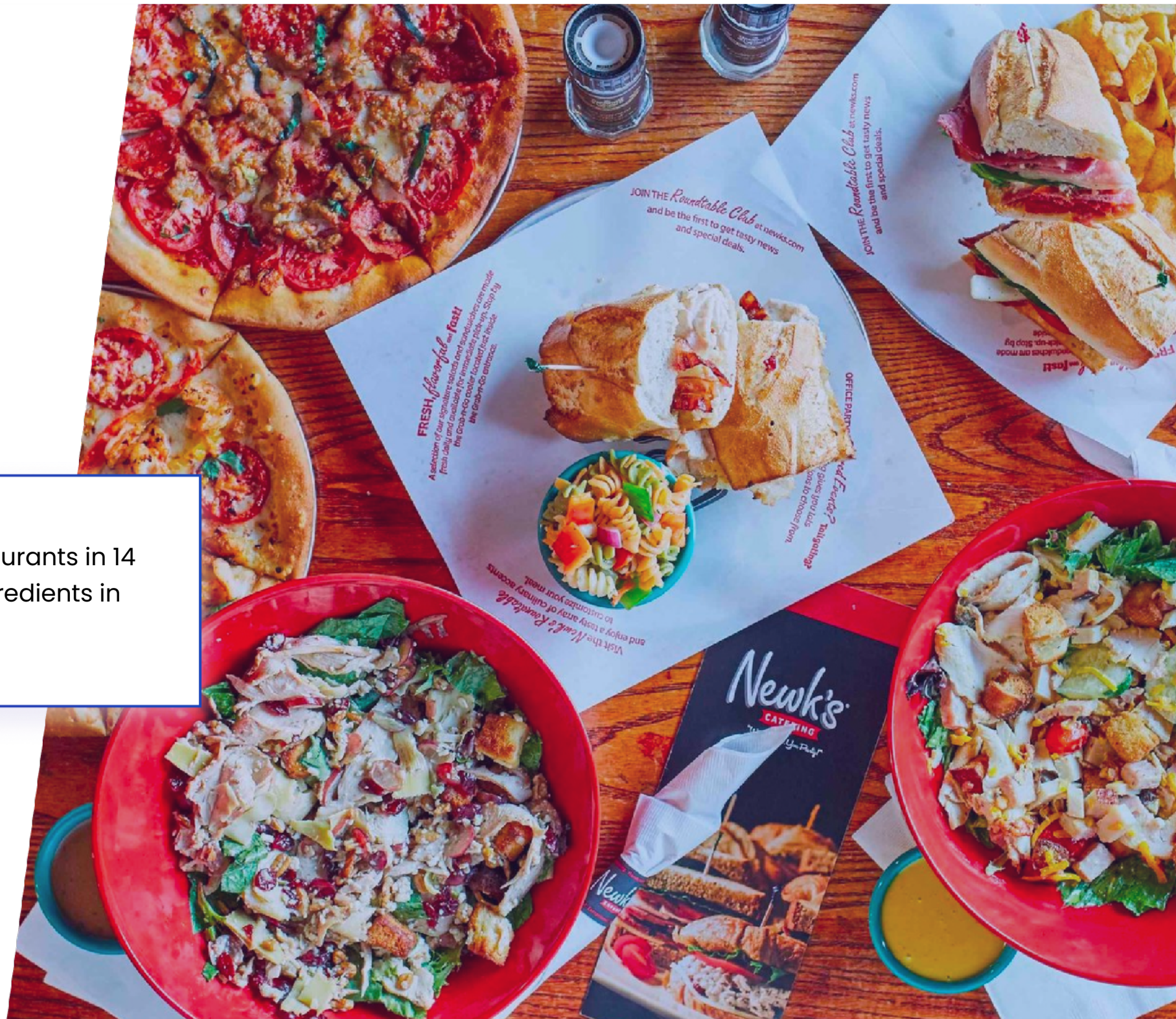
Version2 executed an omni-channel media plan that reached parents searching for better ways to stay in contact with their children, optimizing with dynamic learnings driven by millions of data points in real time, resulting in a 13:1 Return on Ad Spend.



CASE STUDY



Newk's Eatery is an upscale, fast casual café which operates over 100 restaurants in 14 states, with a focus on quality by making items from scratch with fresh ingredients in each store daily.



The Challenge

Newk's Eatery wanted to bring in new customers, drive online ordering, and drive delivery sales, while increasing brand awareness and reach. The client wanted to leverage premium CTV inventory across Paramount, Hulu & Peacock for brand awareness & reach.

CASE STUDY - NEWK'S EATERY

Campaign Goals

- Objective: Drive online ordering and delivery sales while promoting Newk's products.
- Goal: Acquisition, Brand Awareness, and Reach
- KPI: Video Completion Rate, CPA
- Channels: CTV

Solution

- Newk's partnered with Version2 and used their platform ORION to access multiple DSPs and leverage premium CTV inventory across Paramount, Hulu & Peacock for brand awareness & reach.
- Connected TV (CTV) is any device that can stream video over the internet. Ads served on CTV can be measured more granularly than linear TV, because of its highly specific attribution abilities.
 - Using CTV, Newk's was able to serve their ads at the right time, with more efficacy because they had access to specific audience data.
 - Additionally, real-time results were provided throughout the duration of the campaign to help optimize and attribute merit to it.



CASE STUDY - NEWK'S EATERY

Results

By leveraging artificial intelligence across multiple DSPs and working with Version2 support, Newk's Eatery was able to deliver cost efficient sales at a \$1.21 CPA, with a video completion rate of 97.7%, exceeding their goal for the engagement.

97.7%

Video Completion Rate

\$1.21

Cost Per Acquisition



"Version2 have been excellent ad partners. We value easy and quick access to DSPs, advanced technology, and information. Everyone we work with at Version2 understands our goals and makes sure we have a seamless experience from campaign setup to reporting."



—Chris Lueking, Digital Marketing Director

CASE STUDY



Wynn Resorts is set apart as a world-class destination through its commitment to making every guest visit a once-in-a-lifetime experience. It holds more Forbes Travel Guide Five-Star Awards than any other independent hotel company in the world, offering award-winning restaurants, exciting entertainment and nightlife, spas, salons and luxury shopping.



The Challenge

The Las Vegas strip presents intense competition. If resorts do not push for innovation in communication strategy, they will quickly become irrelevant. Wynn Resorts needed to enhance its marketing to drive new visitors and increase room revenue.

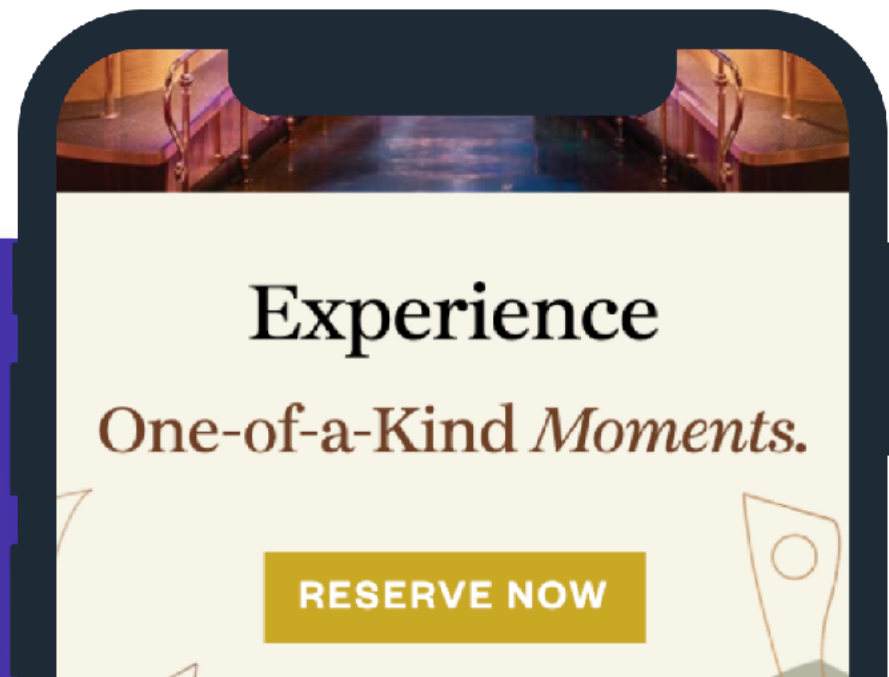
CASE STUDY - WYNN RESORTS

Campaign Goals

- Objective: Increase Hotel Bookings
- KPI: Return on Ad Spend of 4:1
- Channels: TV Everywhere, Performance Display, Social Display
- Tactics:
 - Leverage lookalike prospecting for targeting
 - Retarget users across multiple touch points during the guest journey to convert potential customers
 - Utilize other platforms, excluding Version2 pixel users, to expand reach

Solution

Using their decades of tourism marketing experience and ORION platform, the Version2 team implemented a multi-channel media campaign using TV Everywhere, Performance Display, and Social Display to generate buzz around Wynn Resorts and drive bookings through targeting Wynn Resorts' primary and secondary feeder markets.



CASE STUDY - WYNN RESORTS

Insights

Through Version2, Wynn Resorts discovered nuances within their target audiences that they could not through traditional media buys:

- Domestic Pickup Truck Owners accounted for one of the most engaged demographics of the entire campaign
- Those who spend more than \$2,000 on annually on travel and entertainment with their credit cards were more likely to convert
- People who purchase non-dairy milk were far more likely to interact with creative than those who do
- Consumer electronics shoppers saw the highest click-through-rate lift

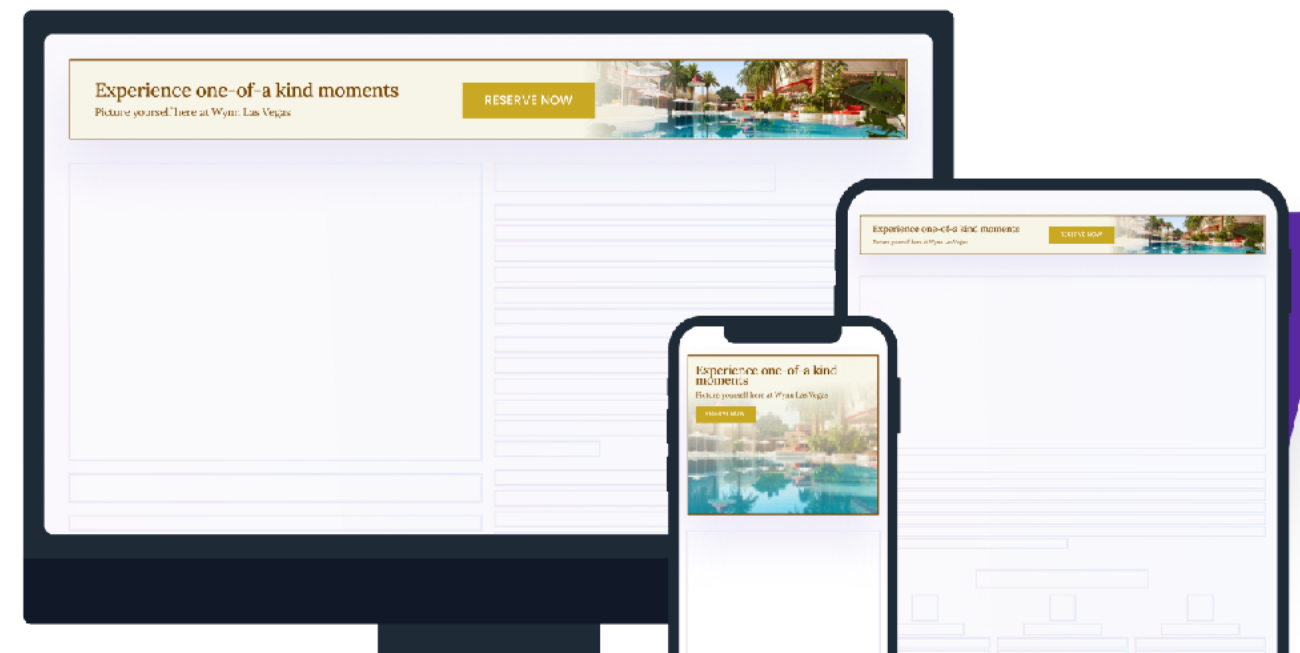


Results

Version2's efforts not only increased visibility, traffic, and revenue for Wynn Resorts, but also drove ancillary casino and F&B revenue.

Version2's approach exceeded client expectations, beating out two other DSPs that were being managed internally. They achieved 321 bookings and \$379,000 in revenue with a 12:1 ROAS over four months, exceeding the campaign benchmark of a 4:1 ROAS.

12:1
Return on Ad Spend (Goal of 4:1)





Ready for Liftoff?



Exponential AdTech, Exceptional Results

orion@theversion2.com | www.theversion2.com