

Digital Media 101

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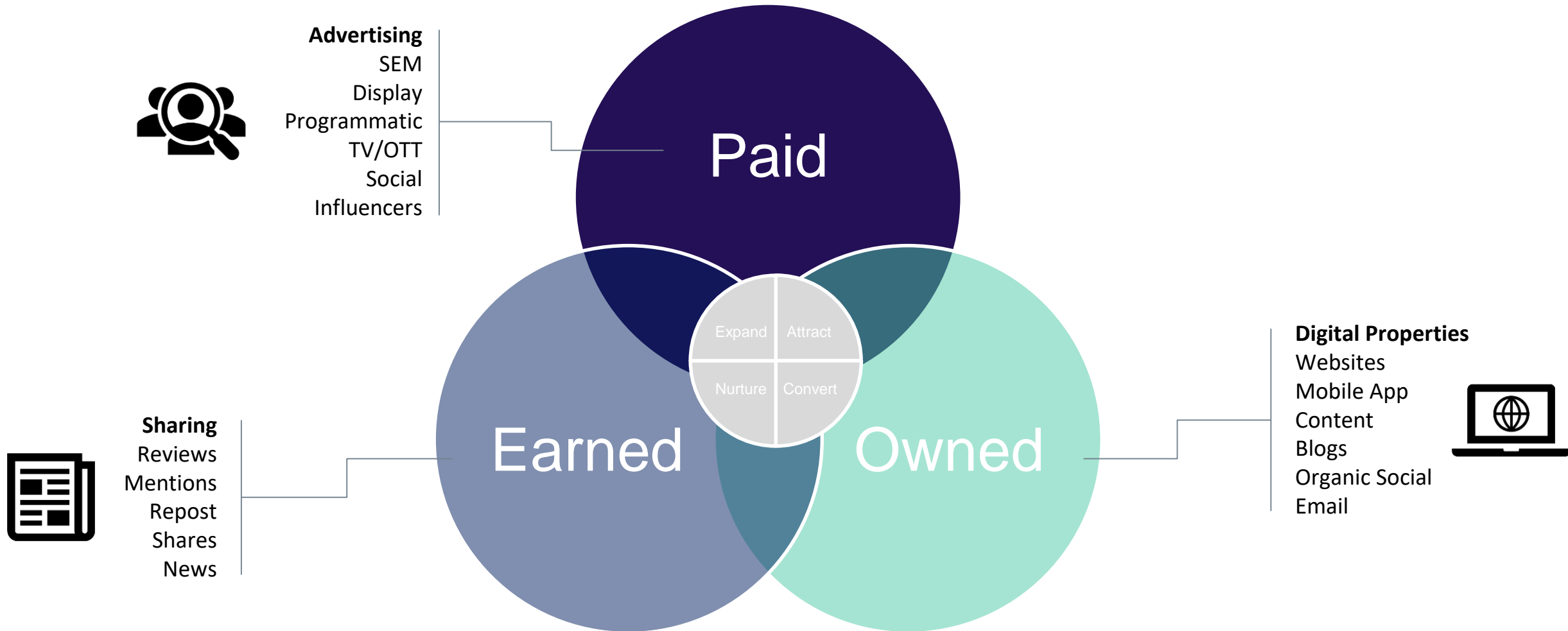
June 15th, 2021

Agenda

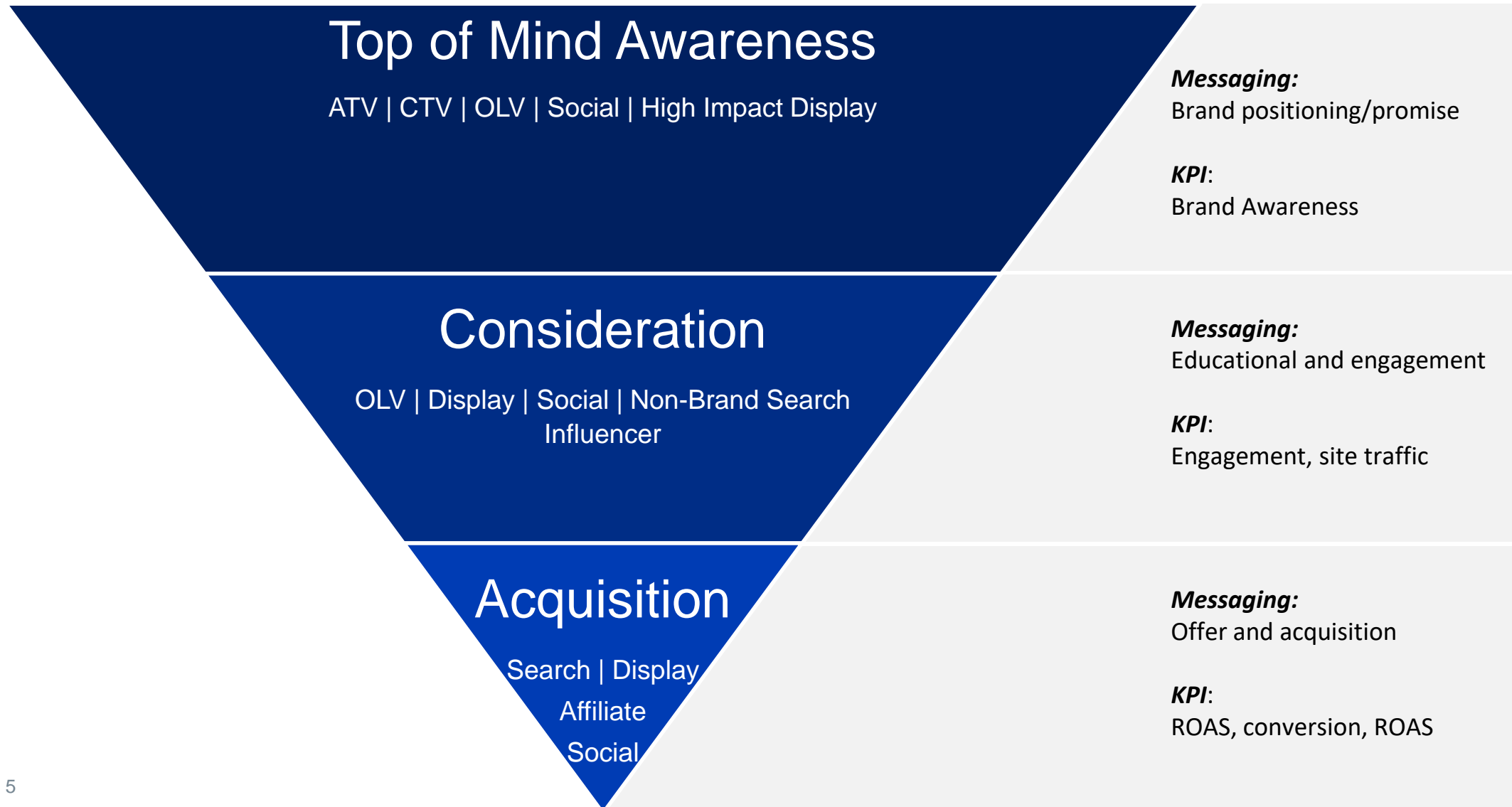
1. **The Digital Ecosystem**
2. **Digital Media 101**
 - A. *ATV, OTT/CTV, OLV*
 - B. *Display and Programmatic*
 - C. *Social*
 - D. *Search*
 - E. *Affiliate & Influencer*
3. **Resources**
4. **Q&A**

Media's Role in the Digital Ecosystem

Paid media sits alongside owned and earned channels within a brand's digital strategy



Paid Media is leveraged to achieve a variety of goals within the conversion funnel



Media Channels 101

The traditional television commercial has grown to fit evolving streaming trends

ATV

CTV/OTT

OLV

Description

Traditional linear television

Television streamed through the internet.
Either through a device or app

Video hosting service. Media in this channel can be both paid and organic

Sellers / Platforms



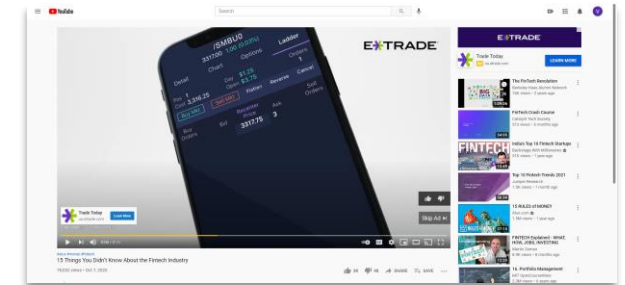
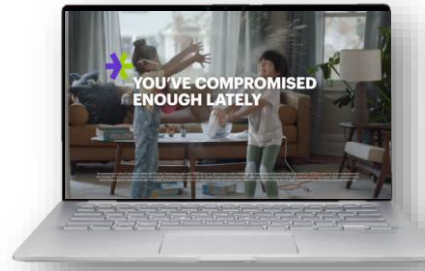
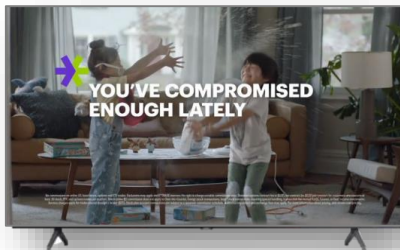
How it works

Direct Deals

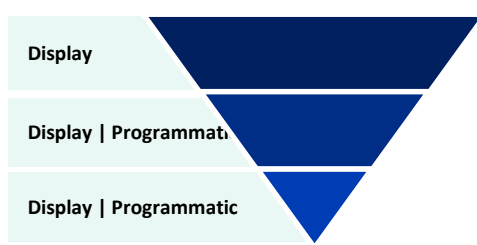
Direct Deals

Open Auction

Placements



Banner ads can be purchased via the open auction or direct, depending on desired placements and publisher



Display

Programmatic

Description

Closed network online publisher ad space

Open auction online publisher ad space

Sellers / Platforms

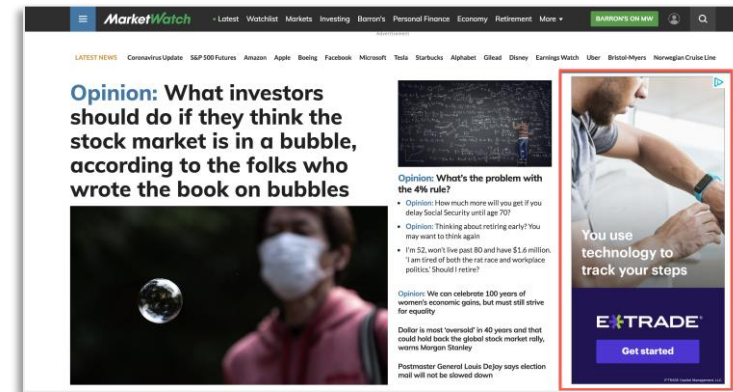
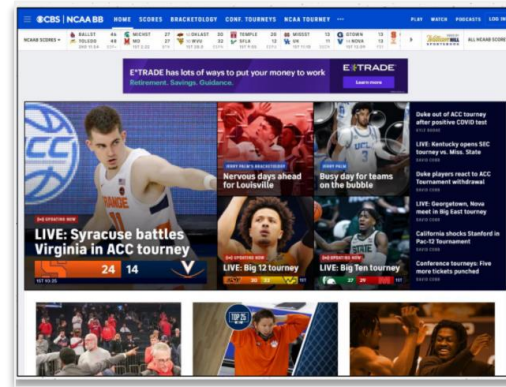


How it works

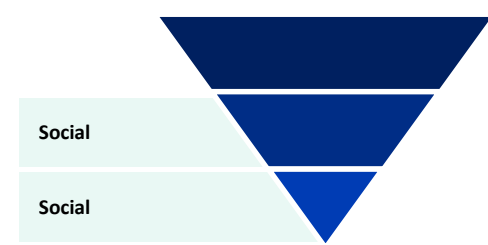
Direct Deal

Open Auction, PMPs

Placements



Social media, paid and organic, leverages its native quality to attract and engage users



Paid Social

Organic Social

Description

Social media that is distributed via paid promotion

Social media that is distributed via owned/organic post

Sellers / Platforms



How it works

Open Auction

Free

Placements



Paid search reaches highly interested prospects in both the consideration and acquisition phase

NB Search

Search (NB & Branded)

Branded Search

Non-Brand Search

Description

Consumer search query directly includes company name

Consumer search query does not include company name but includes product or related industry topic

Sellers / Platforms

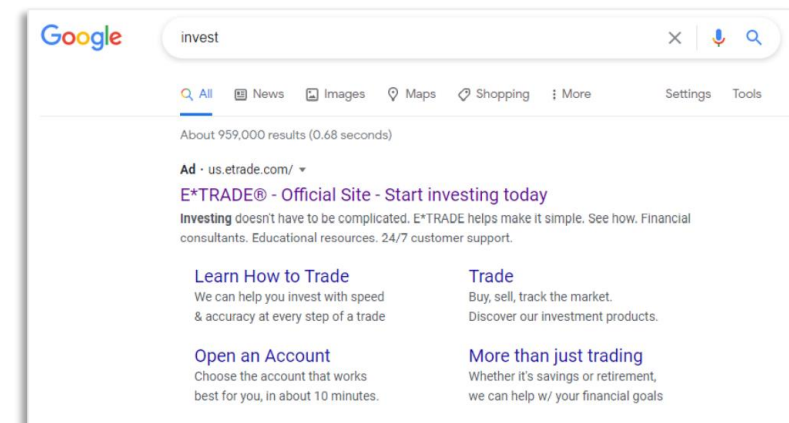
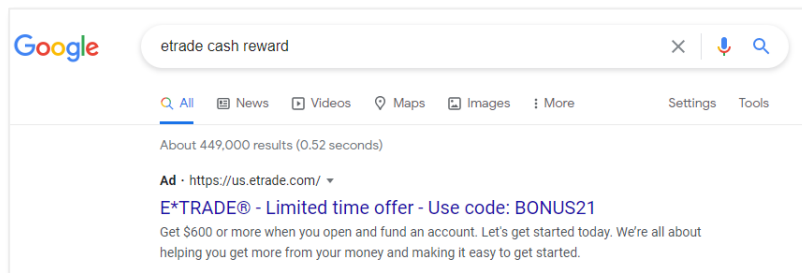


How it works

Open Auction

Open Auction

Placements



Affiliates & Influencers leverage trusted consumer relationships to educate & convert prospects

Influencer

Influencer | Affiliate

Affiliate

Influencer

Description

3rd party company or individual that markets your product or brand at a cost

Endorsement styled social media marketing served by individual considered expert within their niche

Sellers / Platforms



Celebrities, Social media influencers

How it works

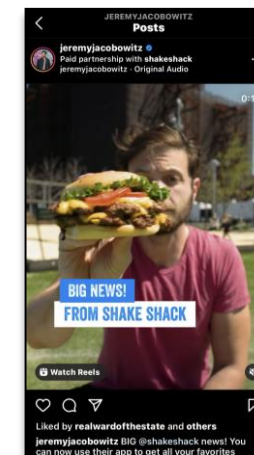
CPC or Bounty (Cost per conversion)

Direct deals

Placements

Compare to Similar Brokers

FIRSTRADE	EXTRADE	Ameritrade
★★★★★ NerdWallet rating	★★★★★ NerdWallet rating	★★★★★ NerdWallet rating
LEARN MORE	LEARN MORE	LEARN MORE
FEES \$0 per trade	FEES \$0 per trade	FEES \$0 per trade
ACCOUNT MINIMUM \$0	ACCOUNT MINIMUM \$0	ACCOUNT MINIMUM \$0
PROMOTION Up to \$200 <small>in Transfer Fee Rebates</small>	PROMOTION Get \$600 or more <small>when you open and fund an E*TRADE account with code: BONUS21</small>	PROMOTION None <small>no promotion available at this time</small>



Media Resources

Advertising platforms offer resources and courses to educate SMBs and media professionals

[Facebook Blueprint](#)

- Facebook
- Instagram
- WhatsApp

[Amazon Advertising Learning Console](#)

- Amazon DSP
- Amazon Search

[Google Ad Certification](#)

- Search
- Display
- Shopping
- Video
- Apps
- Measurement