illumin

presentation
name

Seraj Bharwani
Chief Strategy Officer

Tony Vlismas
SVP of Marketing

Michael Stanczak
VP, Platform Growth

Sarel Maeirovich
SVP, Sales

Seraj Bharwani
Chief Strategy Officer

today's
agenda

AWARENESS ENGAGEMENT CONVERSION
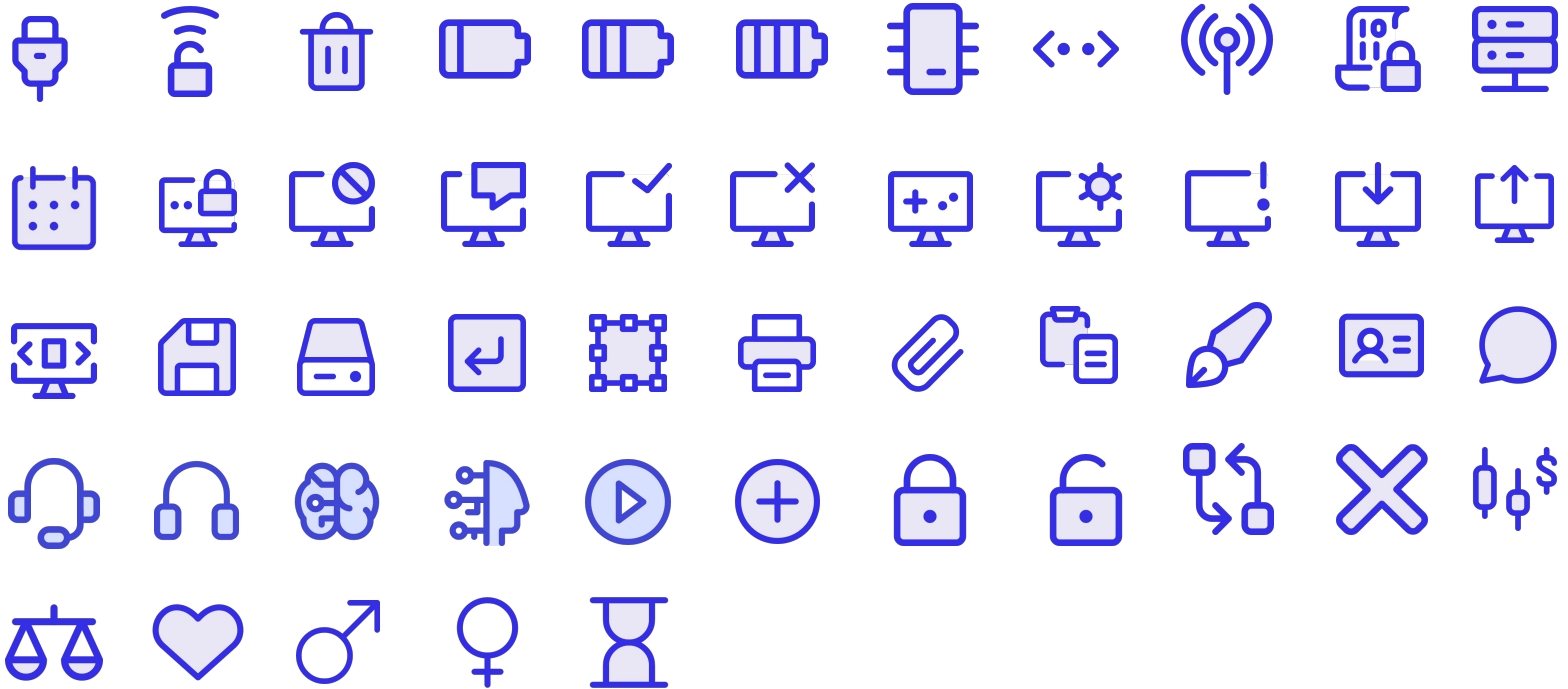
POLITICAL

HEALTH

PHARMA

RETAIL

QSR

GOVERNMENT

ENTERTAINMENT

CPG

EDUCATION

TRAVEL

AUTO

BUSINESS

AUDIO

VIDEO

SOCIAL

DISPLAY

SMS

SEARCH

EMAIL

DIGITAL OOH

NATIVE

CONNECTED TV

TABLET

new section
intro slide

new section
intro slide

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We reach audiences where they're at in the journey

illumin lets you decide which audiences receive what messages and set explicit conditions on how they transition through the funnel. Manage ad reach and frequency while our AI ensures you never overpay to talk to a consumer. Manage ad reach and frequency while our AI ensures you never overpay to talk to a consumer.

50x

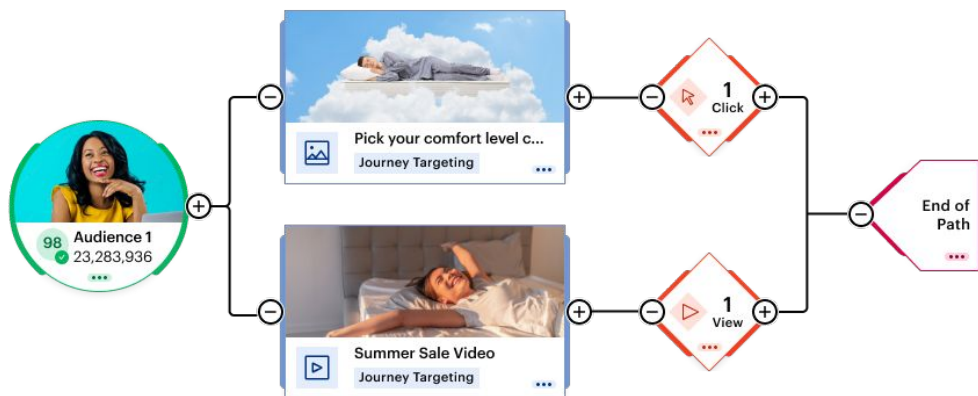**more audience reach vs. our competitor's platforms**

50x

more audience reach vs. our competitor's platforms

The Engagement Stage

illumin lets you decide which audiences receive what messages and set explicit conditions on how they transition through the funnel. Manage ad reach and frequency while our AI ensures you never overpay to talk to a consumer.

AUDIENCE:

Joel, Real Estate Seeker or Recently Divorced

AD UNITS:

Digital Audio, CTV Video, and Online Video

RECOMMENDED FREQUENCY:

Audio: 1x per month

Online Video: 8–12x per month

CTV Video: 6–8x per user per month

THE ILLUMIN PLATFORM

Connect to the right audience

illumin lets you decide which audiences receive what messages and set explicit conditions.

SUBHEAD
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ENGAGEMENT STAGE

Native ad units

Native advertising matches the form and function of the platform upon which it appears and is placed within the content. The format is cost-effective and provides better readability.

PRICING: dCPM

BENEFITS:

- Placements match the look, feel and function of other site content
- Surrounded by contextually relevant content
- Optimized to drive brand awareness and reach

AD
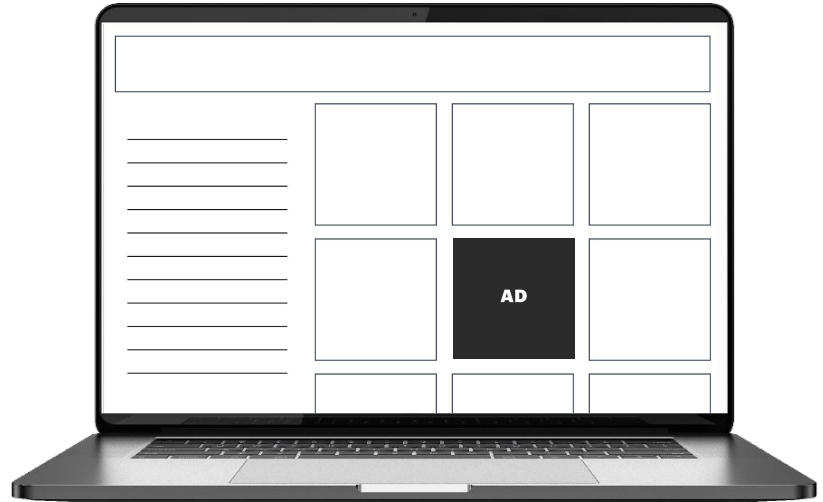
CONVERSION STAGE

Display banners

Display advertising consists of banners, text, images, video, and audio ads shown on website side-bars, mid-scrolls, headers, or footers with a clear CTA. They are highly visual, helping to build brand awareness with a high reach and robust targeting.

PRICING: dCPM

BENEFITS:

- **Compatibility:** across all devices (desktop, mobile, tablet)
- **Simplicity:** a standard HTML5 or image file that is easy to develop and convey a brand's message and lead to a conversion with our AI targeting.

AWARENESS STAGE
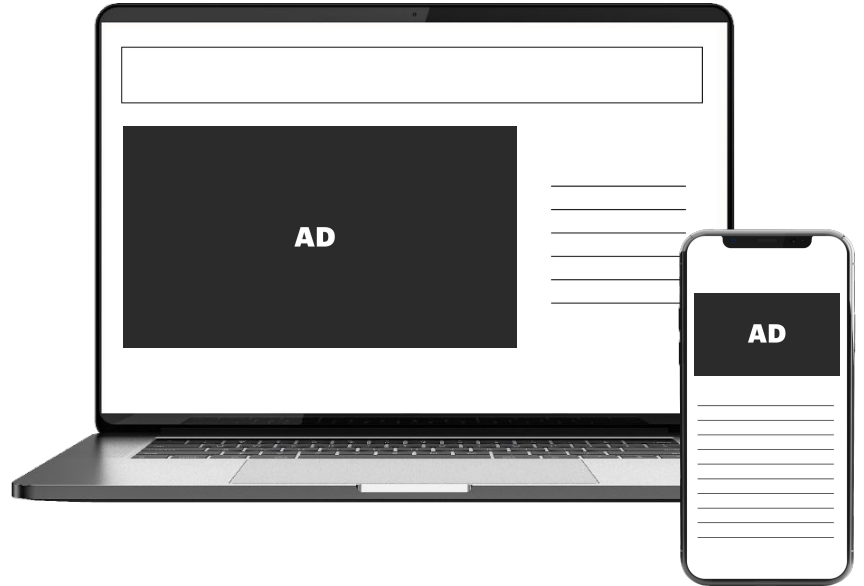
Standard video

Video advertising encompasses online display ads but with video content that can drive a wide variety of actions. It is served on a large scale via desktop and mobile web or mobile in-app.

PRICING: dCPM

BENEFITS:

- Massive scale
- Cross-screen Ad Format
- Leverage 1st & 3rd party targeting data
- Qualified audiences
- Instream, Outstream,
- Pre, Mid, Post Roll

AWARENESS AND ENGAGEMENT STAGE

Programmatic/ Connected TV

CTV advertising refers to ads run before, during, or after streaming internet content such as on smart TVs and set-top boxes. They are highly targetable and fully measurable with a typically high completion rate.

PRICING: dCPM

BENEFITS:

- Reach early adopters
- Qualified audiences
- New and novel

AD

AWARENESS STAGE

Digital out of home

Digital out-of-home advertising is digital media run outside the home such as digital billboards in malls, airports, transit stations, and highways. They are great for reaching geo or venue-targeted audiences using highly visual ads.

PRICING: CPM

BENEFITS:

- Multiple ad formats – static, audio, video
- Serve media within bulletin, road sign, street furniture and mall posters
- Daypart targeting – select high-traffic locations around specific times of the day

AD
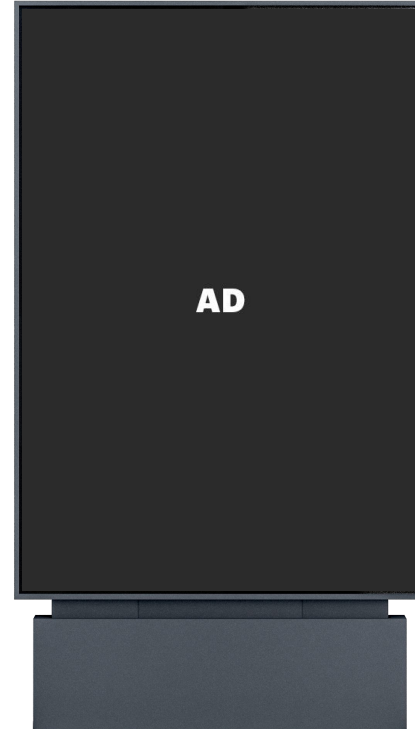
Engage with the right audience

illumin lets you decide which audiences receive what messages and set explicit conditions on how they transition through the funnel. Manage ad reach and frequency while our AI ensures you never overpay to talk to a consumer.
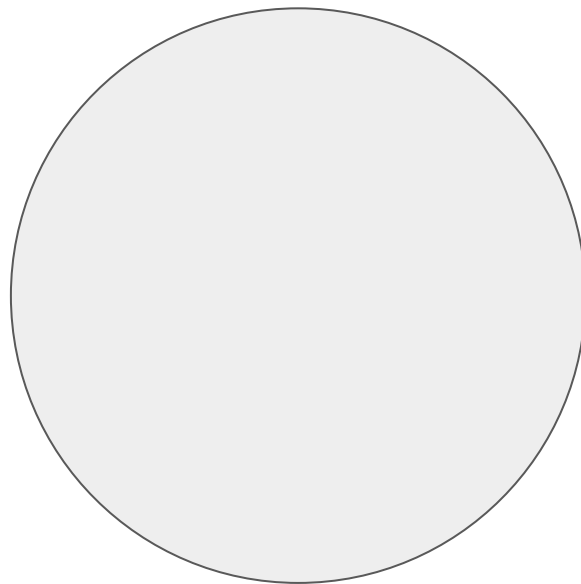
"This platform allows us to target people along their journey."

— Joe Smith, Sr. VP of Marketing

Connect to the right audience

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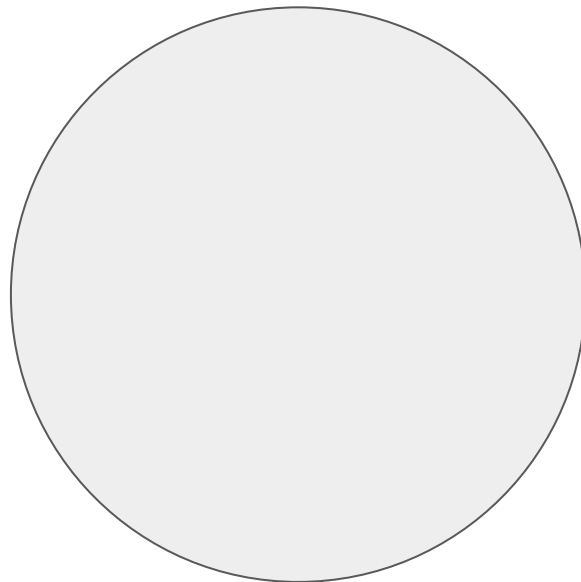
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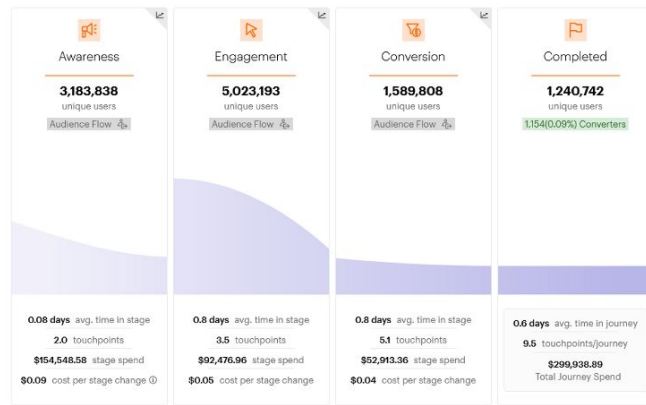### SUBHEAD:

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Metrics that matter

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Awareness	Engagement	Conversion	Completed
3,183,838	**5,023,193**	**1,589,808**	**1,240,742**
unique users	unique users	unique users	unique users
Audience Flow	Audience Flow	Audience Flow	1,154(0.09%) Converters
0.08 days avg. time in stage	0.8 days avg. time in stage	0.8 days avg. time in stage	0.6 days avg. time in journey
2.0 touchpoints	3.5 touchpoints	5.1 touchpoints	9.5 touchpoints/journey
$154,548.58 stage spend	$92,476.96 stage spend	$52,913.36 stage spend	$299,938.89 Total Journey Spend
$0.09 cost per stage change	$0.05 cost per stage change	$0.04 cost per stage change	

50x
more audience reach

10x
more audience reach

300
more audience reach

90
more audience reach

Our experience includes

illumin lets you decide which audiences receive what messages and set explicit conditions on how they transition through the funnel. Manage ad reach and frequency while our AI ensures you never overpay to talk to a consumer.

DELL

POPEYES

KIA

TaylorMade

Mercedes-Benz

SOFIDEL

Casper

M LAMARK MEDIA

PURINA

purple

blue california

LABELIUM

illumin

Luxury beauty brand achieves 8.9x ROAS with a connected journey

CHALLENGE

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STRATEGY

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AUDIENCE

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CAMPAIGN GOALS

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KEY INSIGHTS

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RESULTS

19% Lift in users brand value when transitioning from Awareness

8.9x Return on advertisement for retargeting audience

26.4M Impressions delivered

illumin

Women's health brand reaches 2.7x higher engagement among HCP

SOLUTION

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thank you