Building a Growth Strategy for Your Brand Through Full Funnel Marketing

1. Establish full funnel outcome objectives aligned with brand's marketing strategy
2. Rethink the role of premium video across each stage of the marketing funnel
3. Activate solutions that drive growth across each stage of the marketing funnel
4. Measure and learn to deliver advertiser impact across each stage of the funnel
1. Establish Full Funnel Outcome Objectives
The Journey from Awareness to Purchase is an On-Going Challenge

### Awareness
- **All Advertisers (Benchmark):** 53.4%
- **Restaurant:** 50.2%
- **Tech:** 69.4%
- **Auto:** 82.2%
- **Finance:** 48.3%

### Consideration
- 20.0%
- 21.2%
- 16.8%
- 12.4%
- 10.6%

### Purchase Decision
- 4.8%
- 5.4%
- 3.8%
- 3.3%
- 3.6%

Restaurant: Dining – Casual, Fast Casual, Fast Food, Specialty (Ice Cream, Pizza, Coffee), Steakhouses, Top Casual; Auto: Car Makers; Tech: Communications-Media-Tech II; Finance: Financial Services-Investment Advisors
A Coordinated, Full Funnel Growth Strategy is Necessary to Achieve a Multiplier Effect

Feed the funnel
(NBCU One Platform provides unmatched reach of 211M P18+ every month)

Create interest and drive consideration
(Consumer incentive, search, direct tactics, etc.)

Drive Demand through choreographed consumer experience
(Mass, targeted, paid and organic search)

Capture demand
(Store, ecommerce, call center, etc.)

Awareness
Maximize Reach

Consideration
Drive Engagement

Purchase Decision
Reason to Buy

Purchase Sales

Conversion Rate

LIFT

LIFT

LIFT
NBCU One Platform Delivers Impact Through Full Funnel
One buy feeds the Funnel with 211M+ adults every month – more than any other platform

**Awareness**
Our 211M P18+ monthly reach drives higher awareness than any other platform

- Brand Awareness: +13%
- Ad Recall: +53%

**Consideration**
Consumers actively connect with brands and that sparks consideration

- Brand Favorability: +11%
- Purchase Consideration: +10%
- Site Visitation: +10%

**Purchase Decision**
Consumers then decide to make the purchase...

- Purchase Intent: +16%
- Foot Traffic: +7%

**Purchase/Repeat**
And then they make the purchase online or in stores

- Brand Recommendation: +12%
- Sales Lifts: +7%
Full Funnel Marketing Approach in the Post-COVID World

Need to evolve along with consumers as their path to purchase may change moving forward

Current Approach
with disparate objectives
and tactics at every stage
of the journey resulting
in limited conversion

Evolved Approach
that drives consumers
from awareness all the
way to purchase through
an interconnected,
choreographed journey
2. Rethink Role of Premium Video Across Full Funnel
Over the Past 4 Years, Accenture Studies in North America Prove
The Power of Premium Content in Driving Purchase Decisions Throughout the Funnel

**FULL FUNNEL ROI**

<table>
<thead>
<tr>
<th>Stage</th>
<th>Short Form Video</th>
<th>Paid Social</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>11.6x</td>
<td>4.1x</td>
</tr>
<tr>
<td>Consideration</td>
<td>4.3x</td>
<td>2.5x</td>
</tr>
<tr>
<td>Purchase Decision</td>
<td>2.5x</td>
<td>1.8x</td>
</tr>
</tbody>
</table>

**CROSS-PLATFORM LIFT**

- **Brand Lift**: 26%
- **Sales Lift**: 16%

**HALO EFFECT ON DIGITAL**

- **Brand Metrics**: 22%-27%
- **Sales Halo**: 7%-21%
NBCU is the Only Platform That Can Deliver on Both Audiences & Content
We Have Proven the Impact of NBCU One Platform

Click logos to view
3. Activate NBCU One Platform
Premium Video Solutions
Full Funnel Solutions Toolkit

NBCU One Platform

Dynamic Delivery
Advanced & Demo Optimized
*Powered by AdSmart*

High-Profile Content & Sponsorships
Big Shows, Live Events & Tentpoles

Commercial Innovation
Prime Pods, Shoppable, NBCUniversal Checkout, etc.

Unique Digital and Social Extensions
Apple News, Fandango, Social Synch, etc.
NBCU One Platform Offers Full-Funnel Solutions

Awareness
Our 211M P18+ monthly reach drives higher awareness than any other platform

Consideration
Consumers actively connect with brands and that sparks consideration

Purchase Decision
Consumers then decide to make the purchase…

Purchase
And then they make the purchase online or in stores

Dynamic Demo Optimization
Powered by AdSmart

Broad Reach 18+

Integrated Sponsorships

Social Synch

Apple News

Ways to Buy Audiences & Content

Commercial Innovation & Unique Digital/Social Extensions

Shoppable

NBCUniversal Checkout

Fandango
When an established tech brand wanted to launch a new product in a highly competitive category with high levels of loyalty, they turned to NBCU to help them break through.

NBCU’s solution was a synchronized campaign that aided each layer of the funnel to create a successful launch resulting in +15% sales lift for the brand.
<table>
<thead>
<tr>
<th>Awareness</th>
<th>NBCU Campaign Ingredients</th>
<th>Lift for All Core Campaign KPIs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cross-platform broad reach NBCU campaign</td>
<td>+21% Brand Awareness</td>
<td></td>
</tr>
<tr>
<td>Sponsorships of key NBCU programs including organic product integrations</td>
<td>+60% Ad Awareness</td>
<td></td>
</tr>
<tr>
<td>Consideration</td>
<td>+12% Brand Opinion Lift</td>
<td></td>
</tr>
<tr>
<td>Purchase Decision</td>
<td>+13% Consideration</td>
<td></td>
</tr>
<tr>
<td>Programmatic digital + branded content distributed digitally and socially</td>
<td>+14% Purchase Intent</td>
<td></td>
</tr>
<tr>
<td>Outcome</td>
<td>+16% Recommendation Lift</td>
<td></td>
</tr>
</tbody>
</table>

**Market Impact**

+15% Sales over first six months vs. prior model
4. Measure & Learn
### NBCU Full Funnel Measurement Solutions Continuum

**Impressions to Impact**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Metrics</th>
<th>Measurement Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>CFlight Impressions</td>
<td>Impressions Reach</td>
<td>Consumption Insights Cross Platform Reach Reporting Dashboards</td>
</tr>
<tr>
<td>Return on BRAND OBJECTIVES</td>
<td>Upper to Mid Funnel Brand Impact</td>
<td>Syndicated (YouGov, EDO, TVBE) Custom (e.g. MWB)</td>
</tr>
<tr>
<td>Return on CAMPAIGN SPEND</td>
<td>Mid to Low Funnel Impact (Visits/Traffic/Sales)</td>
<td>Campaign Measurement Attribution BOG</td>
</tr>
<tr>
<td>Return on TOTAL SPEND</td>
<td></td>
<td>BOG (Auto Only) Outcome Driven Investment Optimization</td>
</tr>
</tbody>
</table>

- **Objective**: CFlight Impressions, Brand Impact, Direct Attribution, ROI Modelling
- **Metrics**: Impressions Reach, Upper to Mid Funnel Brand Impact, Mid to Low Funnel Impact (Visits/Traffic/Sales)
- **Measurement Solutions**: Consumption Insights Cross Platform Reach Reporting Dashboards, Syndicated (YouGov, EDO, TVBE) Custom (e.g. MWB), Campaign Measurement Attribution BOG, BOG (Auto Only) Outcome Driven Investment Optimization
NBCU’s Full-Funnel Measurement Partners Across All Platforms

Best Providers by Category

*Sample list of partners

Brand impact, site traffic, & foot traffic partners the same across brands; sales impact partners selected from the best available per category

<table>
<thead>
<tr>
<th>Brand Impact</th>
<th>Site Traffic</th>
<th>Foot Traffic</th>
<th>Sales Impact</th>
<th>1st Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto</td>
<td>CPG</td>
<td>Finance</td>
<td>Healthcare &amp; Pharma</td>
<td>Movie Studios</td>
</tr>
<tr>
<td>YouGov</td>
<td>comscore</td>
<td>D+M Data Plus Math</td>
<td>Kantar Millward Brown</td>
<td>Phoenix</td>
</tr>
<tr>
<td>dynata</td>
<td>D+M Data Plus Math</td>
<td>NinthDecimal</td>
<td>Foursquare</td>
<td>PlaceIQ</td>
</tr>
<tr>
<td>KMIR</td>
<td>iSpot.tv</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Sample list of partners
Partner with NBCU One Platform to identify and achieve your goals
We’re Here to Help

Karen Kovacs
EVP, Client Partnerships
Karen.Kovacs@nbcuni.com