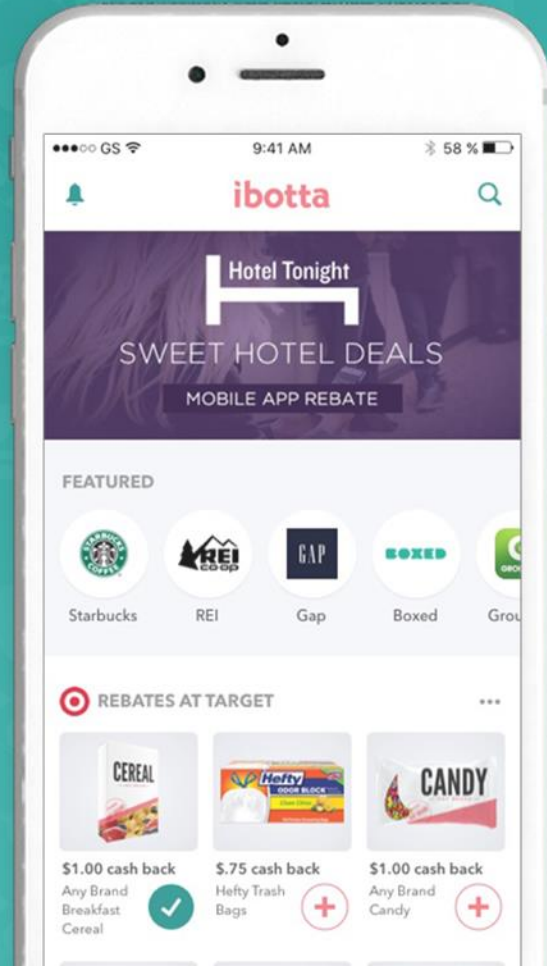


# ibotta®

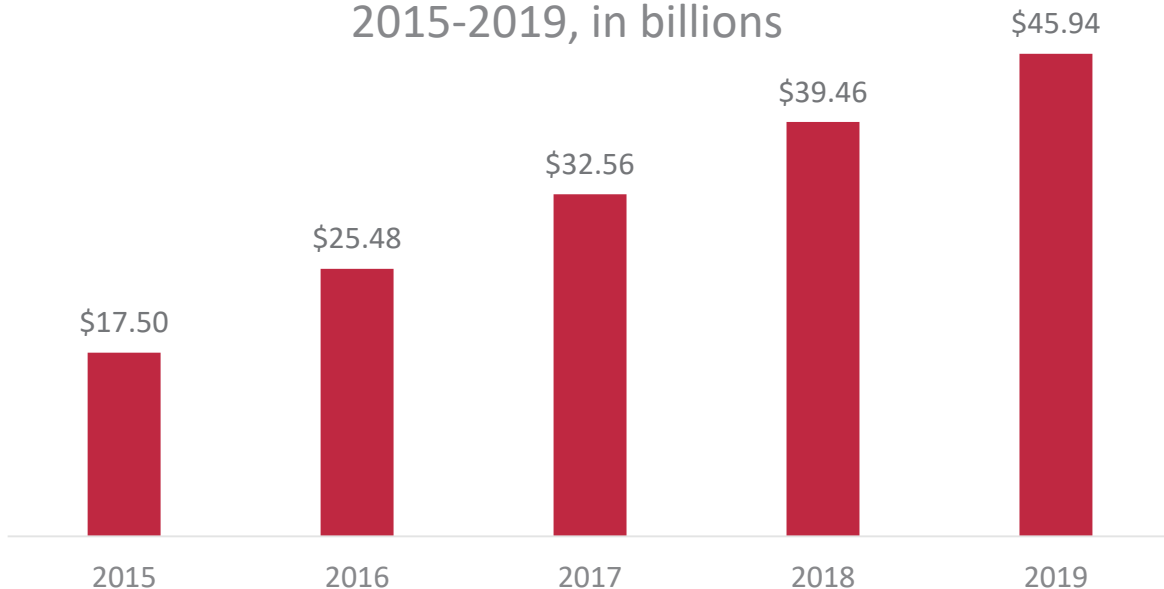
Naturally Boulder:  
Programmatic Media



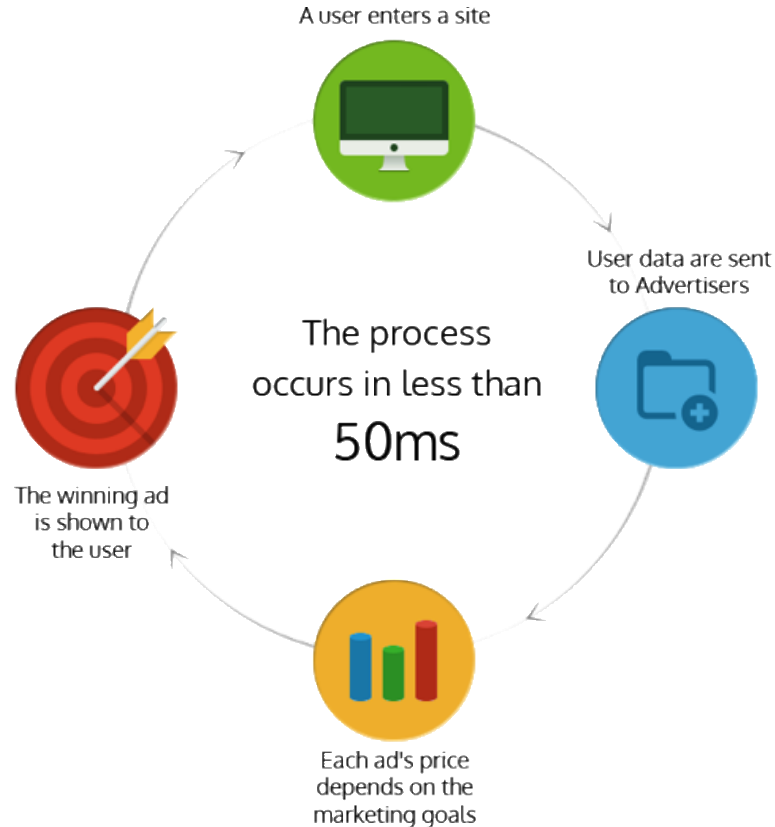
- What is Programmatic
- Why Programmatic Matters
- Executing Programmatic Media

# Programmatic is King

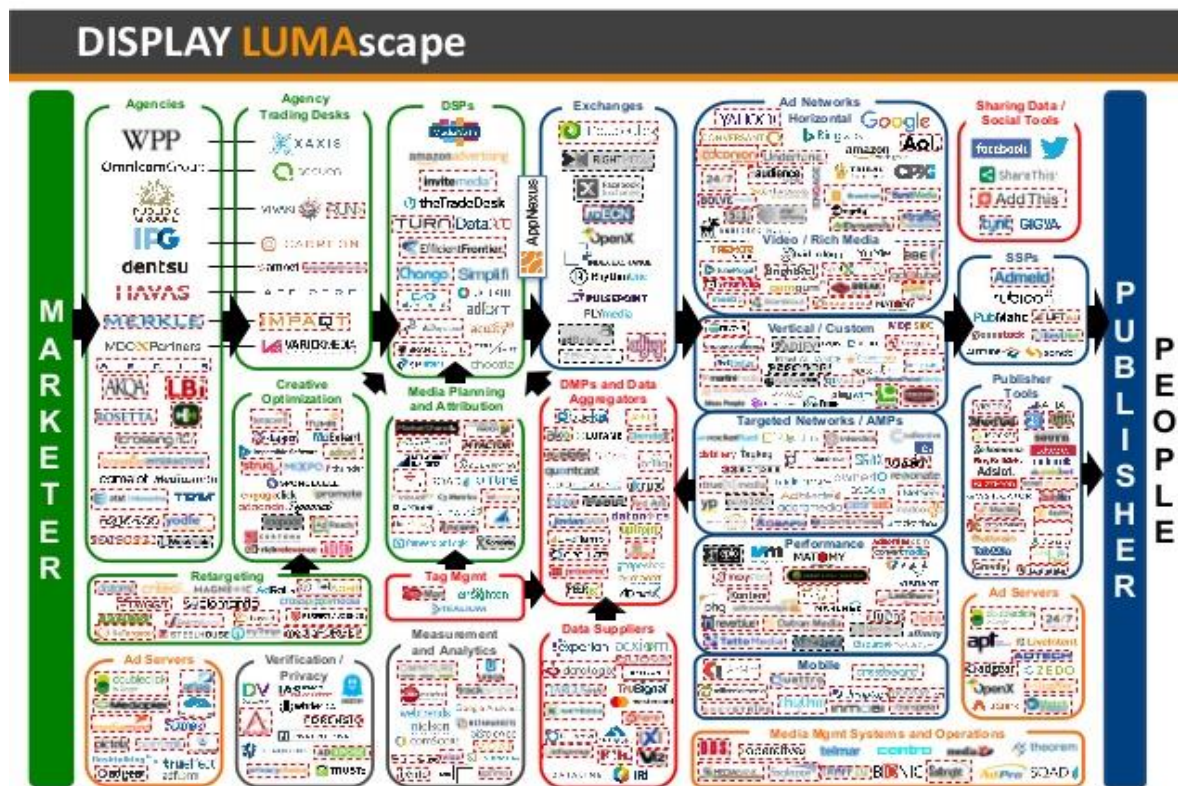
US Programmatic Digital Display Ad Spending,  
2015-2019, in billions



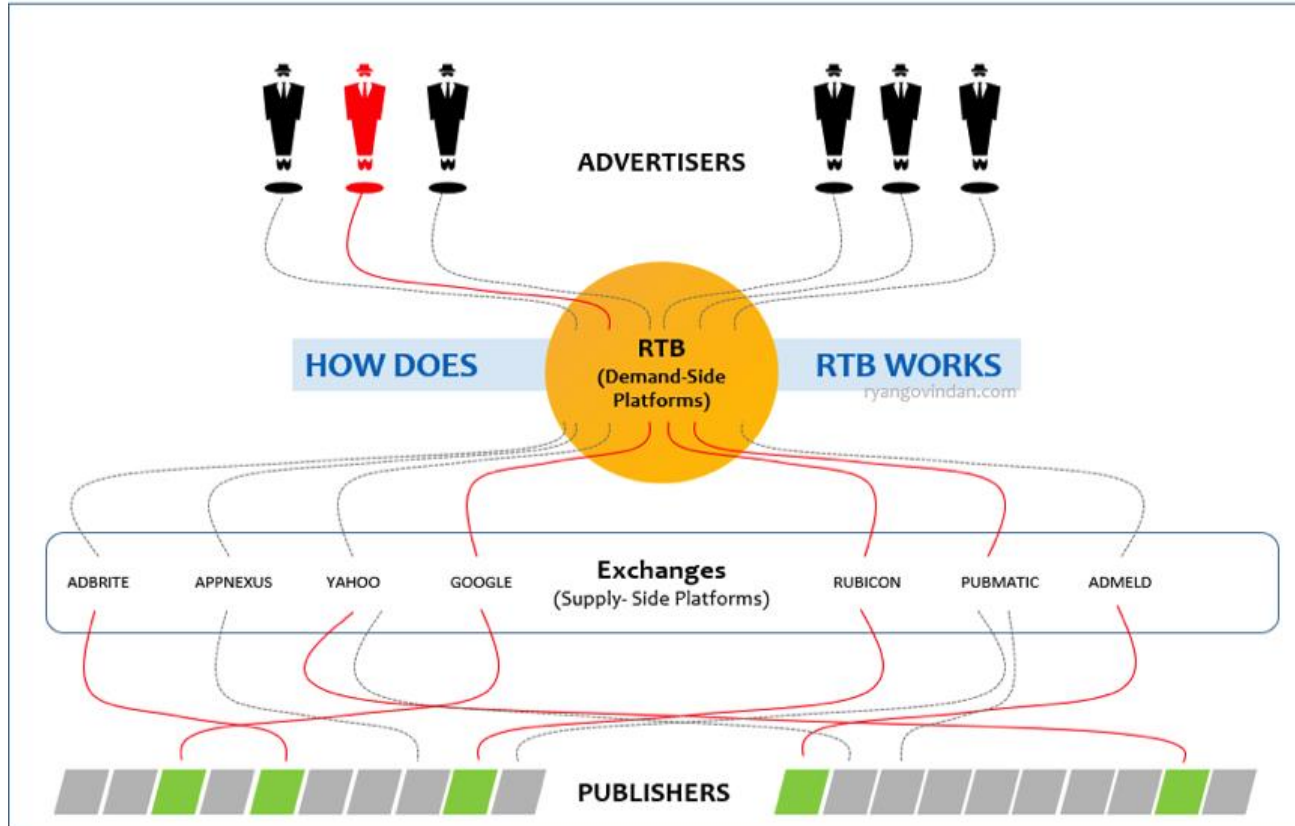
# What is Programmatic?



# Who Manages This?

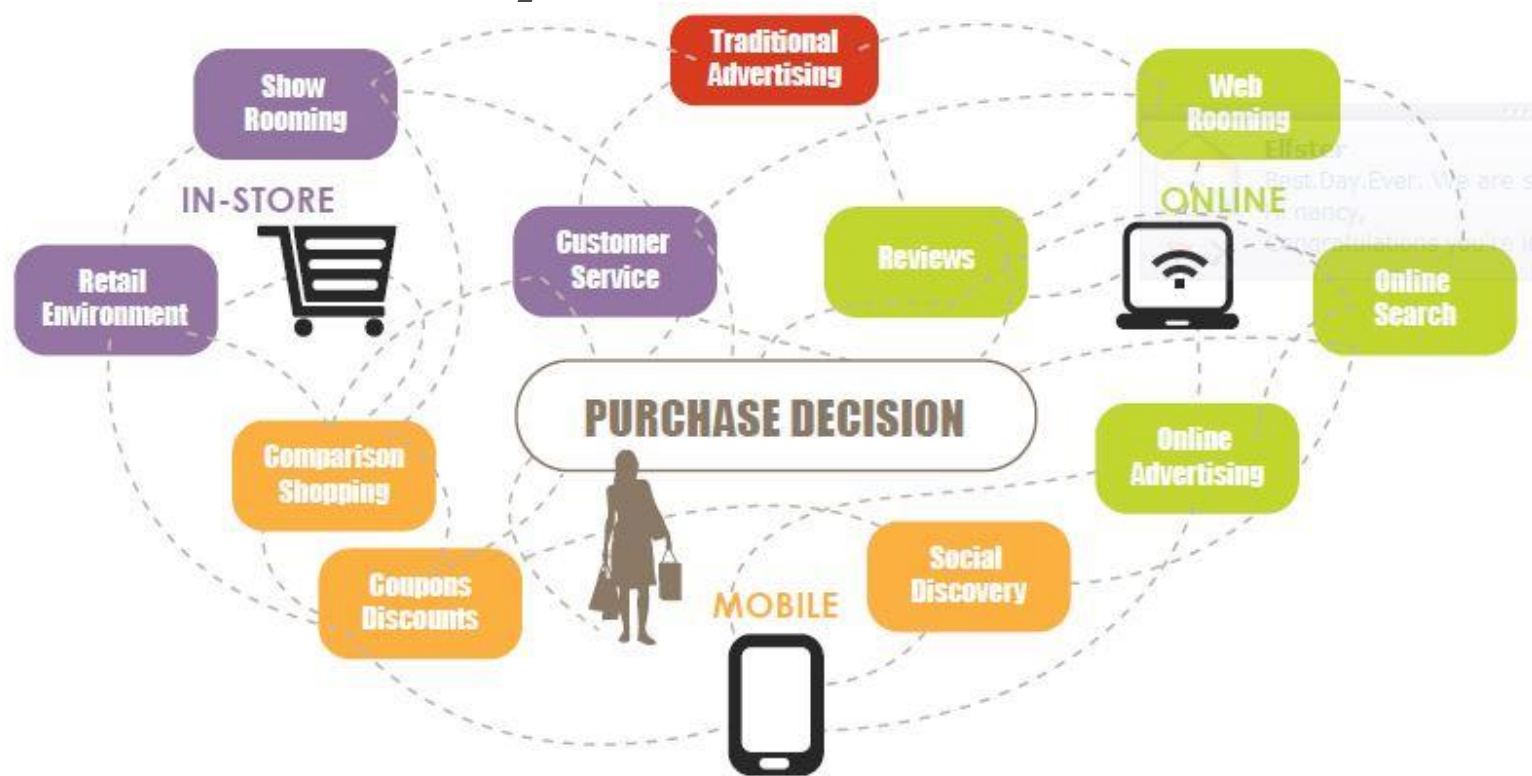


# How it Really Works





# Why it Matters



The New Consumer Journey

Version  
1.0

DEMOGRAPHICS



**Ages  
18-35**

**Phoenix  
DMA**



Version  
2.0

DEMOGRAPHICS



**Ages  
18-35**

**Phoenix  
DMA**

+

AFFINITY/BEHAVIOR

Google



Version  
3.0

DEMOGRAPHICS



**Ages  
18-35**

**Phoenix  
DMA**



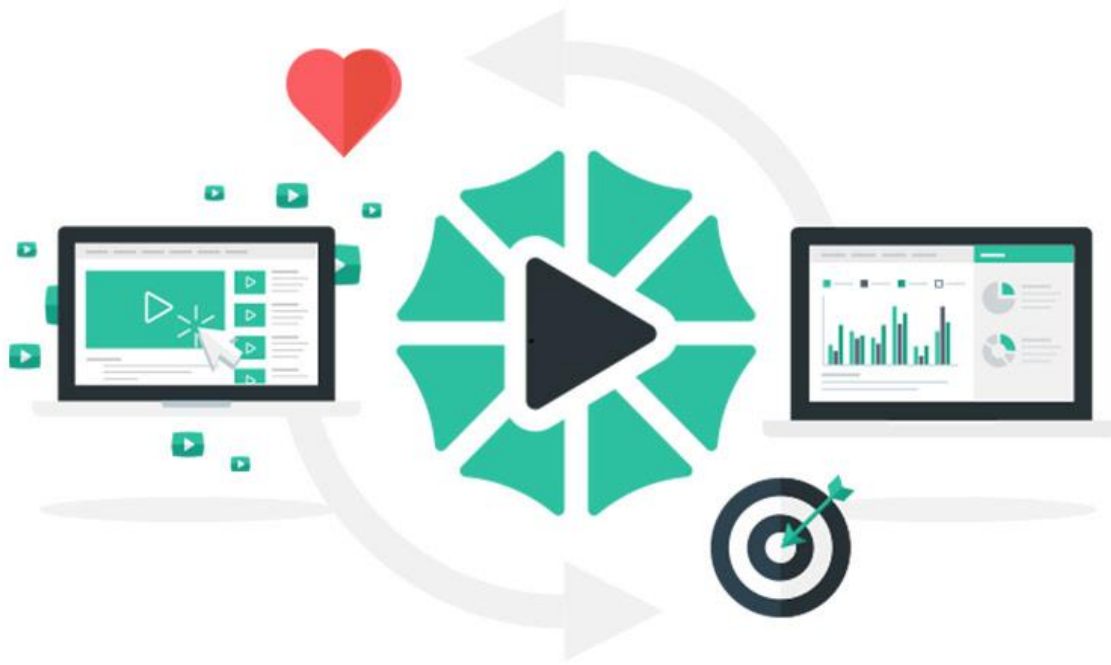
AFFINITY/BEHAVIOR



PURCHASE & GEOLOCATION DATA

**ibotta**

# Test and Learn with



# Programmatic for Small Brands

Average CPM (Cost per Thousand Imprs) by creative type

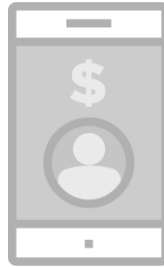
## Brands



### Display

Traditional: \$1.90

Premium: \$9.30



### Mobile

Traditional: \$3.00

Premium: \$10.40

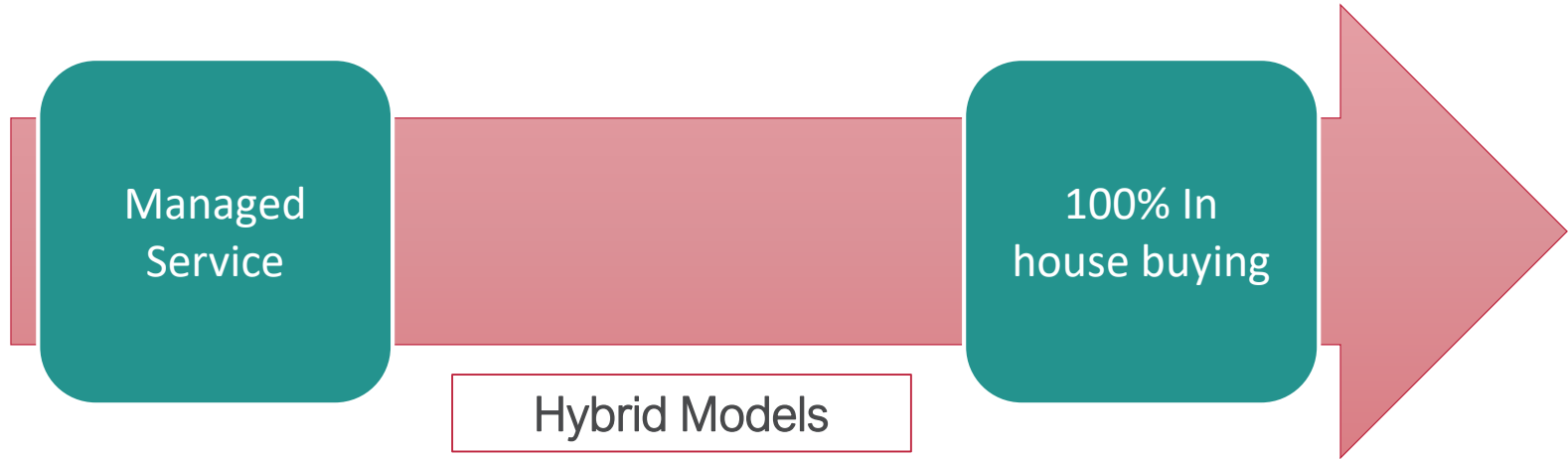


### Video

Traditional: \$24.60

Premium: \$32.80

# Who Owns Execution

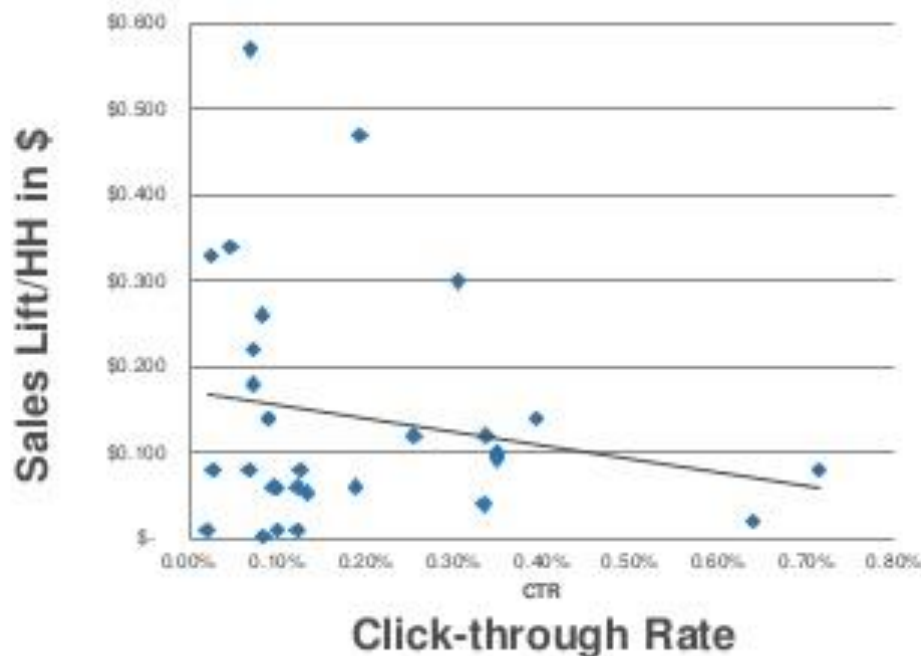


## comScore research has shown that clicks don't reflect sales impact

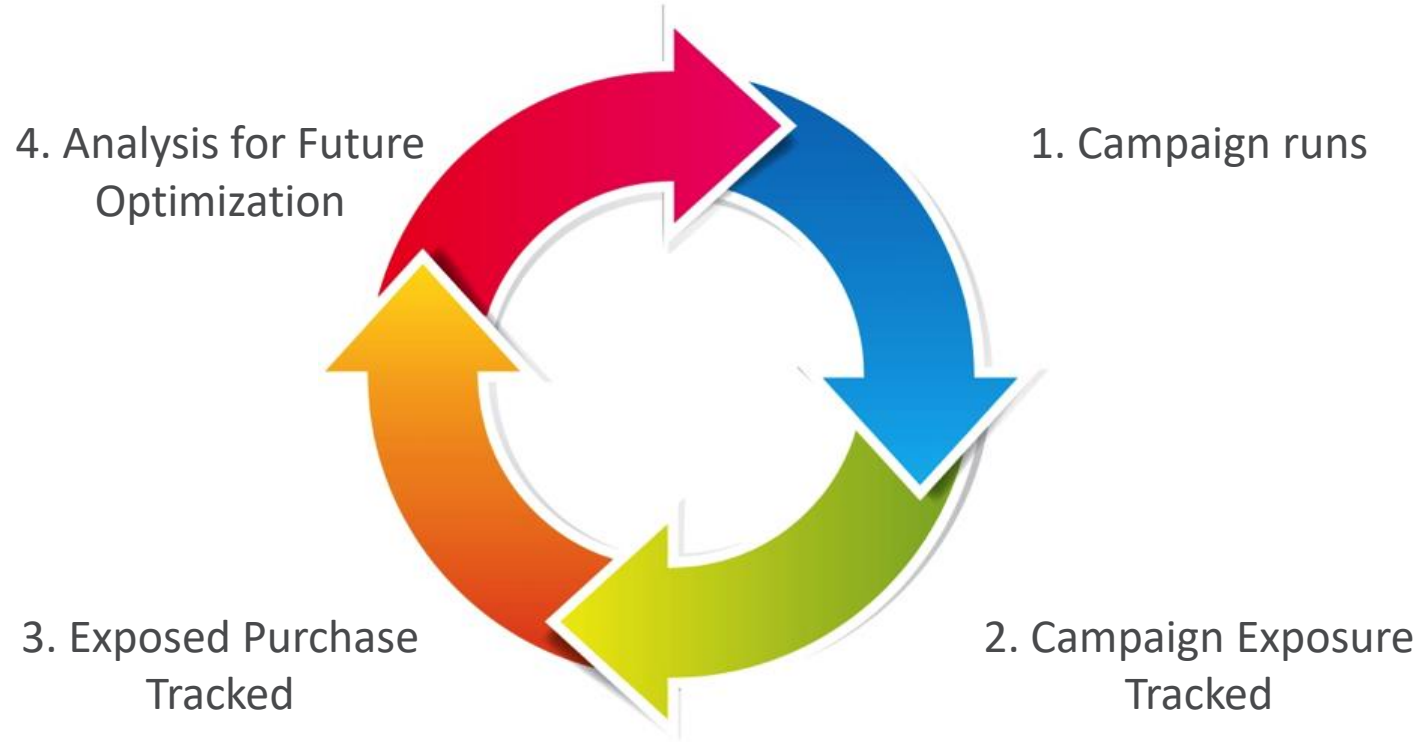
A negative pattern exists between Sales Lift per Household and Click Through Rate (i.e., as CTR increases, sales decrease)

$$R^2 = -0.039$$

A regression analysis shows **there is no statistically significant relationship between CTR and Sales**



## Next Steps – Closed Loop Attribution







Questions?