



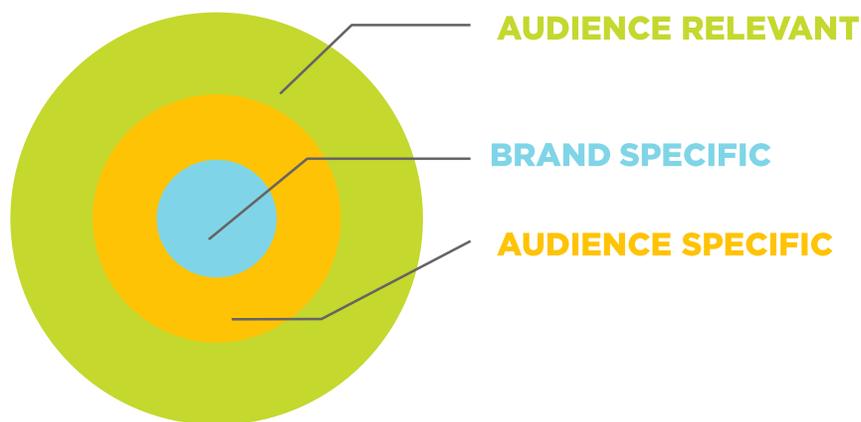
**SPECTRUM**  
M E D I A   S E R V I C E S

# CONTENT TARGET™ BUILDING & WORKFLOW

The core concept of the Spectrum Platform is the Content Target™. A Content Target™ (CT) is a persistent, reusable representation of a search process around a given theme, topic, or brand. Fundamental to the CT is the concept of the Target Set - a collection of URLs acting as ideal examples of web pages where ads for the CT topic would run. A CT, once built, can then be activated to materialize content or audience-based segments suitable for targeting in any buying platform.

The goal when building CTs for a campaign is to create a combination of CTs that hit an advertiser's target. You can think of this process as a series of three concentric circles. The center circle represents the most direct endemic content. The next circle represents content that is directly related to the endemic circle. The third circle is content the audience reads that is relevant at a broader scale - or in a less direct way to the topics of your campaign - but is known to be of interest to them.

Content Targets™ are created like this so there's structure in how the resulting segments are created. With that structure, it's easy to understand and optimize toward the highest performing KPIs and largest-scale segments.



Here are two examples based on a B2C company which is promoting skiing in northern CA, and a B2B campaign based on cloud services for small businesses.

## BRAND SPECIFIC CONTENT

### Example Content Target™ 1: NorCal Ski Resorts News & Reviews

Target Set page examples:

- o [tahoedailytribune.com: At 80 years young, Lake Tahoe man is Heavenly Mountain Resort ski instructor](#)
- o [LATimes.com: Mammoth: 40 Feet of Snow is A Winter Blast](#)

Matching Opportunities:

- o Audience forecast: 200K
- o Page-level impression forecast: 2.7M

### Example Content Target™ 2: Small Business Data Cloud Services

Target Set page examples:

- o [PCMag.com: 35 Best Cloud Services for SMBs of 2016](#)
- o [Entrepreneur.com: 4 Reasons Small Businesses Should Migrate to the Cloud](#)

Matching Opportunities:

- o Audience forecast: 88K
- o Page-level impression forecast: 1.1M

## AUDIENCE SPECIFIC CONTENT

### Example Content Target™ 1: Family Travel Planners

Target Set page examples:

- NYTimes.com: [How to Plan Your Family's Vacation](#)
- TravelAndLeisure.com: [The Best Trips to take with Grandparents](#)

Matching Opportunities:

- Audience forecast: 1.6M
- Page-level impression forecast: 9.1M

### Example Content Target™ 2: Small Business Decision-Makers

Target Set page examples:

- Inc.com: [5 Reasons You Need an Advisory Board from Day One](#)
- Forbes.com: [Why Strategic Investment Isn't Always a Good Strategy for Startups](#)

Matching Opportunities:

- Audience forecast: 3.3M
- Page-level impression forecast: 59.5M

## AUDIENCE RELEVANT CONTENT

### Example Content Target™ 1: Travel

Target Set page examples:

- CNTraveler.com: [5 Road Trip Ideas for Girlfriend Getaways](#)
- NYTimes.com: [How to Make the Most of Your Credit Card Travel Points](#)

Matching Opportunities:

- Audience forecast: 9.4M
- Page-level impression forecast: 162M

### Example Content Target™ 2: SMB & Startup News

Target Set page examples:

- Bloomberg.com: [These are the 50 Most Promising Startups You've Never Heard Of](#)
- BizJournals.com: [FedEx Launches Annual Small Business Contest](#)

Matching Opportunities:

- Audience forecast: 7.7M
- Page-level impression forecast: 157M

As you can see from these examples, we're able to create CTs that are B2C and B2B, leveraging endemic, topic related, and audience related content.

## SUCCESSFUL CONTENT TARGETS™

How were the above CTs crafted? How were the Target Sets chosen? At a high level, a strong Content Target™ has precision, scale and uniqueness:

- **Precision** measures how relevant the Matching Opportunities (and therefore, the audience members) are with respect to the topic of the CT. This comes mainly from choosing a good Target Set.
- **Scale** (or recall) refers to both page-level impression volume and audience size, and measures how well a particular CT is able to surface relevant content within the sphere of all possible relevant content in our index.
- **Uniqueness** refers to the amount of conceptual overlap a Content Target™ shares with another CT. Defining good boundaries around a CT makes it more reusable.

## PROGRAMMATIC WORKFLOW

**Spectrum shares page-level segments directly with a client's AppNexus seat.**

### **Onboarding process**

- Client provides Bombora/Spectrum with APN Seat ID.

### **Sharing segments**

- Allow 1 - 2 business days for distribution of segments to partner seat.

### **Updating segments**

- Segments stay up-to-date automatically, as new URLs are matched to the Content Target™.
- No need for refreshing or resharing of segments.

### **Reporting**

- Data buyers must send reports to the data provider for campaigns and line items utilizing the shared segments for targeting.

## OPTIMIZATION

### **Media Optimizations (Client Levers)**

- Ad size
- Media tactic
- Segment budget allocation
- Day-parting
- Geo-targeting
- Bid-strategy

### **Content Target Optimizations (Spectrum Levers)**

-Focus – segments range from broad to narrow. Broader segments allow for diversity of topics while narrow segments find very targeted and niche audiences.

- If the segment is broad, we can identify additional targeting opportunities to make several, narrower segments.
- If the segments are narrow, we take efforts to expand them to find more relevant topics.

-Size – If the campaign does not deliver as expected, we will adjust the scale of the segments via:

- Addition or removal of URLs
- Addition or removal of whitelist terms
- Addition or removal of blacklist terms

-Dominant topics – helps us understand what topics are dominant in this segment and confirm relevancy of these topics for the client.

-Additional segments that can be spun off with the understanding of what performs and delivers well for the client.

## MANAGED SERVICE WORKFLOW

**Spectrum manages the page-level portion of the campaign.**

### **Onboarding process**

- Client provides Bombora/Spectrum with creative assets.

### **Sharing segments**

- Allow 2 - 3 business days for campaign setup and QA of assets.

### **Updating segments**

- Segments stay up-to-date automatically, as new URLs are matched to the Content Target™.

### **Reporting**

- Spectrum will provide client with delivery and performance updates on a regular cadence.

## OPTIMIZATION

### **Campaign optimizations by:**

- Ad size
- Media tactic
- Segment budget allocation
- Day-parting
- Geo-targeting
- Bid-strategy

### **Content Target optimizations by:**

-Focus – segments range from broad to narrow. Broader segments allow for diversity of topics while narrow segments find very targeted and niche audiences.

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