

# CONSUMPTION GRAPH

Better understand and monetize your content



Spectrum will ingest your event stream and return a total mapping of your enterprise's content consumption. The normalization and precision of our topic analysis will provide you with new understanding of consumption and demand trends, and Spectrum will deliver those insights to you for activation in a variety of use cases.

## STEP 1: DEFINE YOUR AUDIENCE

1

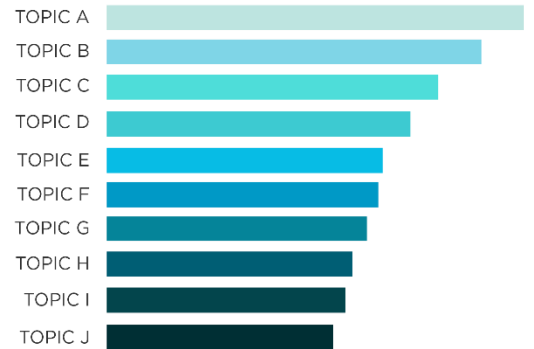
Provide Spectrum with your enterprise's event stream<sup>1</sup> and we'll ingest & map to topics in the Spectrum Platform.

1. Event stream = content consumption logs with URL, with or without UID (cookie/MAID).

### YOUR AUDIENCE



### TOPICS ENDEMIC TO YOUR AUDIENCE



## STEP 2: ANALYZE YOUR AUDIENCE

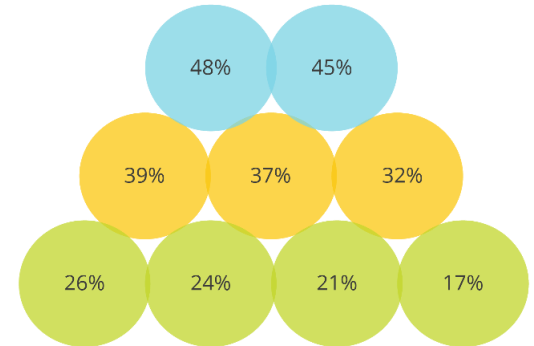
2

Spectrum will perform an overlap analysis between your endemic topics and our comprehensive topic library, surfacing insights about what other topics your audience consumes.

### YOUR ENDEMIC TOPICS



### OVERLAP WITH OTHER TOPICS



Brand Specific | Audience Specific | Audience Relevant

## STEP 3: ACTIVATE INSIGHTS

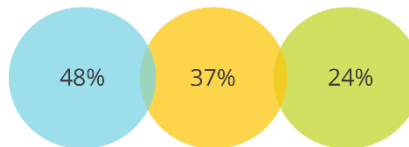
3

**Topic Append:** Incorporate Spectrum's topics into your enterprise BI initiatives through a direct export of our topic consumption graph<sup>1</sup>.

**Reach Extension:** Add desired topics to your media plan for immediate activation against pages, MAIDs, or UIDs, maximizing reach in your desired tactics.

1. Consumption graph = topic x id matrix file delivered to you on schedule

### OVERLAP ANALYSIS



### YOUR ANALYTICS



### YOUR TARGETING PLAN

CONTENT TARGET™	PAGES	MAIDs	UIDs
Content Target 1	1K	2M	1M
Content Target 2	2K	4M	3M
Content Target 3	3K	6M	5M
Content Target 4	4K	8M	7M
Content Target 5	5K	10M	9M