FM

ARCHITECTS OF INFLUENCE

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Architects of Influence

We connect brands to authentic, high-quality influencers and engaged
audiences. By distributing custom digital and social content
activations using our display, native and proprietary social offerings,
we deliver incredible scale to every campaign. Our data-driven
campaign architecture builds measurable experiences across the
entire customer journey.

OUR CORE CAPABILITIES

01 Create

02 Engage

03 Measure

Building the Right Brand Voice

Use the power of content to drive perception and behavior
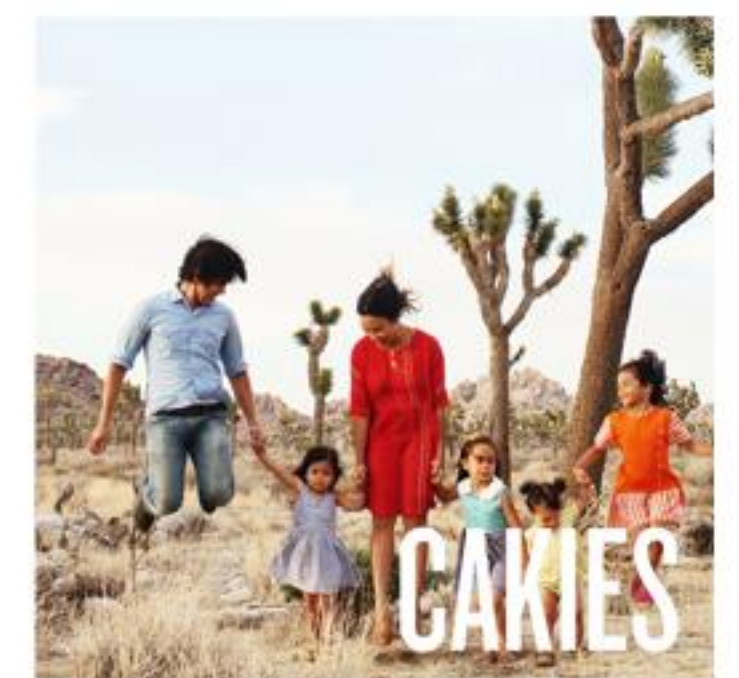
Written, visual, video and social content

Strategic architecture of audience, influencers and brand

OUR COMMUNITIES

PARENTING

BUSINESS

FOOD

MEN'S
LIFESTYLE

BEAUTY/
STYLE

DESIGN/
SHELTER

WOMEN'S
LIFESTYLE

HISPANIC

TECHNOLOGY

OUR CREATORS

Our network gives you access to 2 million influencers, from A-list celebrities and mommy bloggers to men's lifestyle experts and fashionistas.

02

ENGAGE

Reaching and Engaging the Right Audience

Proprietary native distribution

PMD social amplification

1st & 3rd party data targeting

OUR REACH

TOTAL UNIQUE
O&O AUDIENCE
110MM

AUDIENCE EXTENSION
200MM

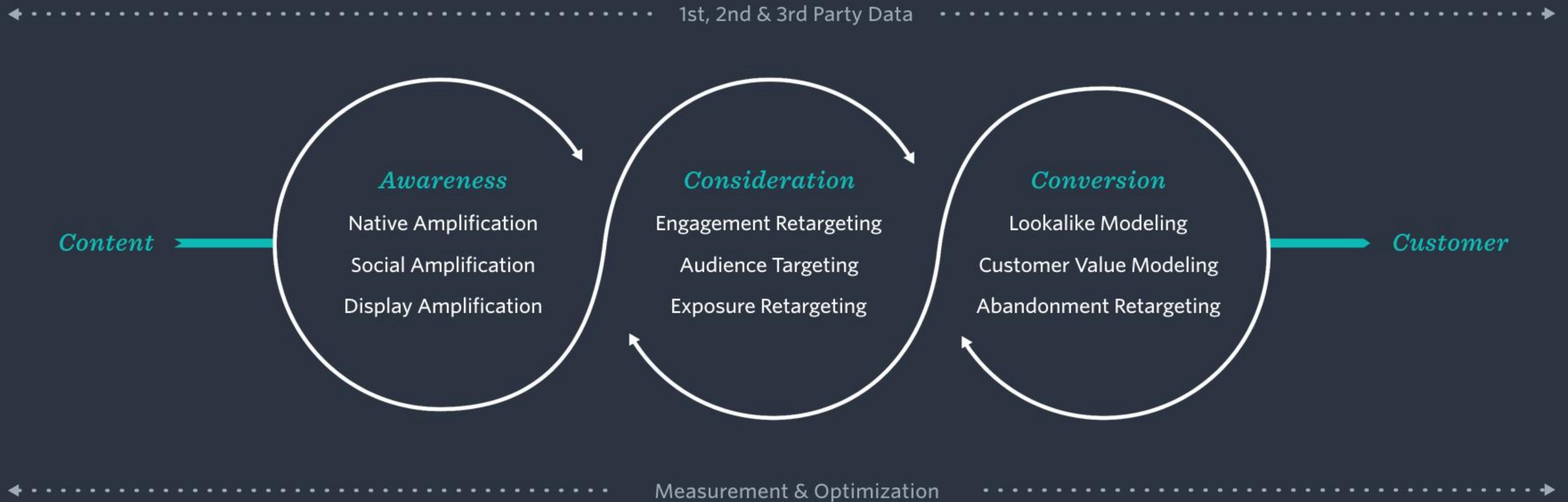PROPRIETARY
SOCIAL AMPLIFICATION

POWERED BY
hyfn8

FEDERATED MEDIA

CONTENT IN ACTION

Influencer posts are the first step in conveying your brand's message. Then we engage relevant audiences with native and IAB units. To propel the story, we use social amplification.

CONTENT POST

NATIVE CONTENT UNIT

NCU VIDEO

SOCIAL

FMCU

FEDERATED MEDIA

ACTIVATING THE CUSTOMER JOURNEY

1st, 2nd & 3rd Party Data

Content ———▶

Awareness
Native Amplification

Social Amplification

Display Amplification

Consideration
Engagement Retargeting

Audience Targeting

Exposure Retargeting

Conversion
Lookalike Modeling

Customer Value Modeling

Abandonment Retargeting

———▶ *Customer*

Measurement & Optimization

FEDERATED MEDIA

03

MEASURE

Measuring Success the Right Way

Custom engagement triggers

Proprietary data and analytics

Reporting tailored to each campaign

CAMPAIGN KPIs

Awareness	*Consideration*	*Conversion*
Impressions	Clicks/CTR	Registrations
Content Pageviews	Time on Page	Leads
Video Views	Content Reads	Sign-ups
Viewability	Expansions	Downloads
Unique Visitors	Video Engagement	Quotes
	Social Engagement	Purchases

HOW OUR DATA IS COLLECTED

1st Party

71 TV Stations Apps & Sites

412 Premium Content Sites

Client

Streamlined ingestion
architecture for DMP, DSP,
and CRM data

3rd Party

64 Branded Data Partner
Integrations

DMP

Data Management
Platform

Activation

THE DATA SCIENCE PROCESS

Refine
Optimization using 1st party inventory extension and proprietary personas

- 1st Party Data

Bidding Optimization

Build
Lookalike audiences with select data sources

- 1st Party Data
- 3rd Party Data

Behavioral Optimization

Strengthen
Custom algorithms using customer data

- Client Customer Data
- 1st Party Data
- 3rd Party Data

Customer Optimization

Harmonize
Content and audience to enable the full content journey from branding to direct response

- Client Customer Data
- 1st Party Data
- 3rd Party Data

Customer Journey Optimization

AUDIENCE INSIGHTS

Understand who your audience is using meaningful first and third-party attributes. See how your audience skews compared to the general population.

The Benefits

Discover and define a new audience to target on open inventory

Expand on a specific audience with lookalike modeling

Find inventory and contextual associations to inform the next campaign

DEMOGRAPHICS
Age 25-40
Female
Has Young Children
High Income

VERTICAL PROFILES
Avid Saver
New Parent
Value Seeker

O&O ASSOCIATIONS
alphamom.com
KRON
askpatty.com
WIAT-CBS

PSYCHOGRAPHICS
Brand Conscious
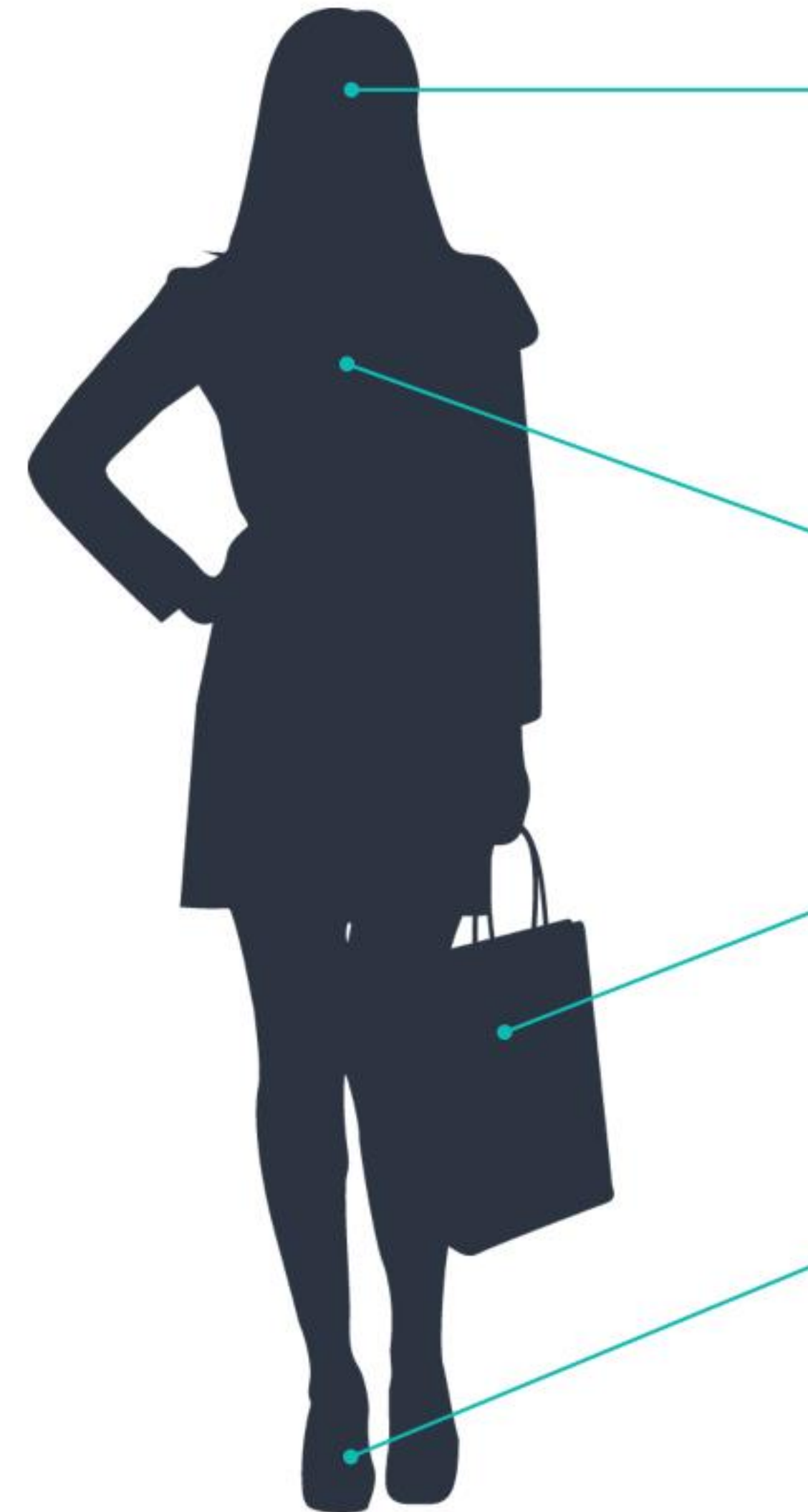Quantitative Decision Maker
Socially Connected

PASSIONS
Green/Organic
Concert Goer

PURCHASE BEHAVIORS
Retail Therapy
CPG Coupon

ROUTINES & HABITS
Morning Person
Coffee Drinker
Gym Goer

FEDERATED MEDIA

ARCHITECTS OF INFLUENCE

NEXT STEPS

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.

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THANK YOU

APPENDIX

Influencers Strive to be Authentic

Influencers talk about brands and products in ways that fit with their lifestyle, providing great brand awareness without it feeling forced.

71% of influencers said the number one way they keep their audience engaged is by being themselves and being honest.*

*Source: "What's the Most Effective Means of Influencer Marketing?" eMarketer, 3 August 2016.

Influencers Grow Brand Audiences

Through influencers, brands reach new and different audiences that are already highly engaged. And influencers want to grow their audiences, too.

55% of influencers said their main goal when working with brands is to grow the size and reach of their audiences.*

Influencers Engage Customers

Influencers excel at audience interaction. When there is a real person behind the content, consumers feel that personal connection.

81% of brands that have launched a campaign with an influencer said influencer engagement was effective.

*Source: "Marketers Pair Up with Influencers and it Works," eMarketer, 9 July 2015.

OUR CLIENTS

OLYMPUS

CHASE

Lysol

Daisy
BRAND

BERTOLLI
DAL 1865

AMERICAN EXPRESS

Comcast

Ford

Walgreens

hulu

Pier 1 imports

VIEWABILITY

WHAT EXACTLY IS VIEWABILITY?

Viewability

The "opportunity to see" the ad exists with a viewable ad impression, which may or may not be the case with a served ad impression.

Display Viewability

50% of pixels in-view for at least one continuos second.

Video Viewability

50% of pixels in-view for at least two continuos seconds.

MOAT   ❋ Integral Ad Science   DV DoubleVerify | Let's build a better industry   Accredited by Media Rating Council

(Media Rating Council)

VIEWABILITY STORY

Problem

In 2015, more than 45% of available impressions were not actually seen by human beings.

Publishers focused on improving the viewability metric and measurable KPI to regain client trust through reporting metrics

We focus on strategic partnerships with our clients and education around viewability and invalid traffic.

2015 Viewability Industry Analytics Benchmarks
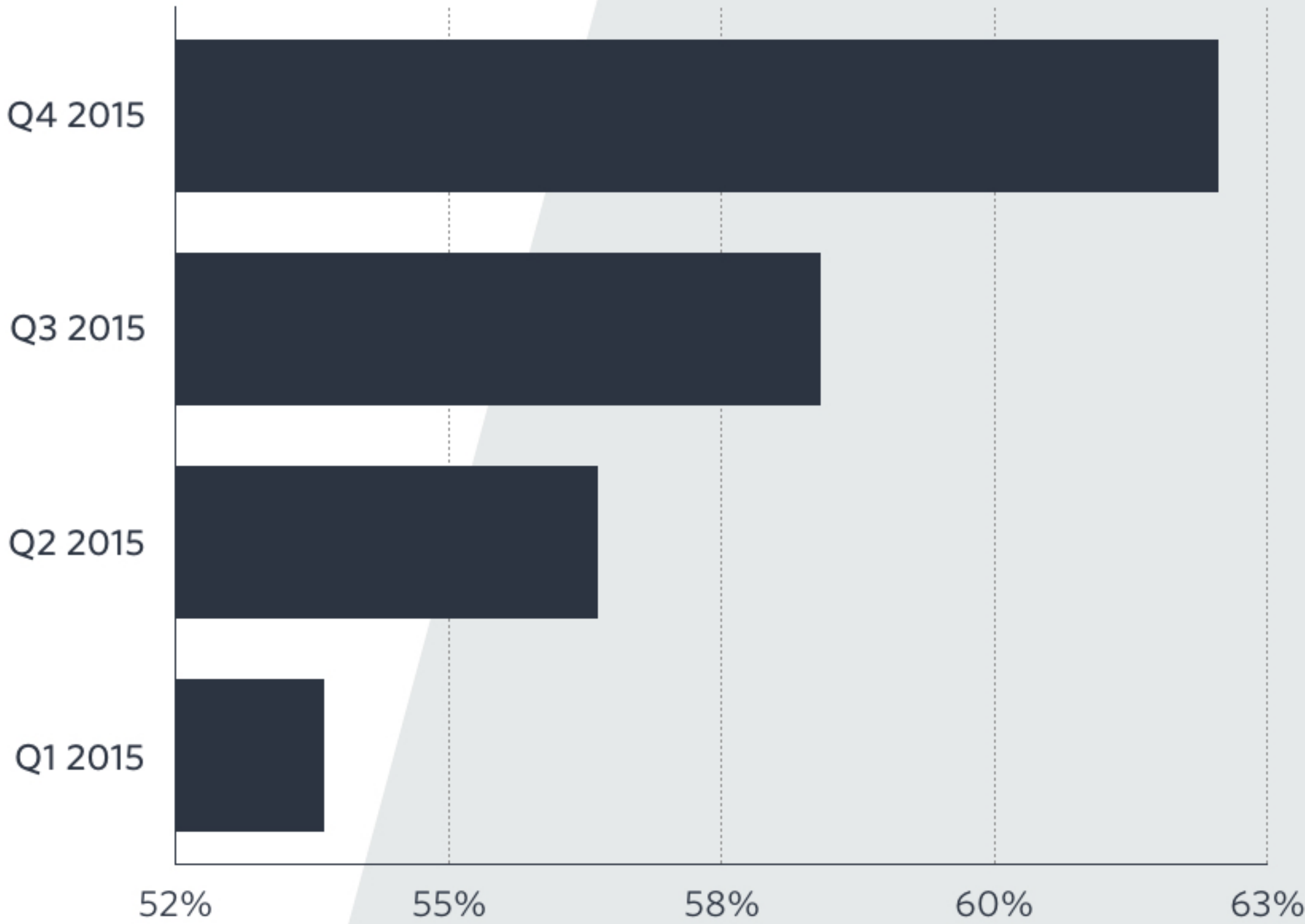
FM's Measurement Process

FM partners with MOAT, which is MRC-accredited for measuring video, display, and mobile viewability.

Other verification technologies use an indexing model to determine which sites and placements are viewable.

CASE STUDIES