

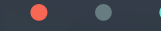


Presents

Digital Marketing 101

Powered by Gimbal

Agenda



- ❖ What is The Gimbal Foundation?
- ❖ Digital Marketing 101
(Programmatic Advertising)
- ❖ Jewish Family Service of San Diego
Case Study
- ❖ RFP for potential campaign
- ❖ Q&A

GIMBAL

What Is The Gimbal Foundation?

Powered by GIMBAL & Other Ad-Tech Platforms

Education on the digital marketing ecosystem and pro-bono advertising campaigns for non-profits

Started in 2015

- Formerly named The Majority Foundation
- Evolved offerings due to acquisitions within parent company, GIMBAL
- Everything from low to high funnel campaigns

Digital Marketing 101

- Programmatic Advertising
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- I. Digital marketing encompasses all marketing efforts that use an electronic device or the internet
- II. Businesses leverage digital channels such as search engines, social media, email, applications, and websites to connect with current and prospective customers
- III. Programmatic Advertising is a system that automates the processes and transactions involved with purchasing and dynamically placing advertisements on websites or applications
- IV. Programmatic advertising makes it possible to buy and sell targeted advertisements in less than a second

Reporting Glossary

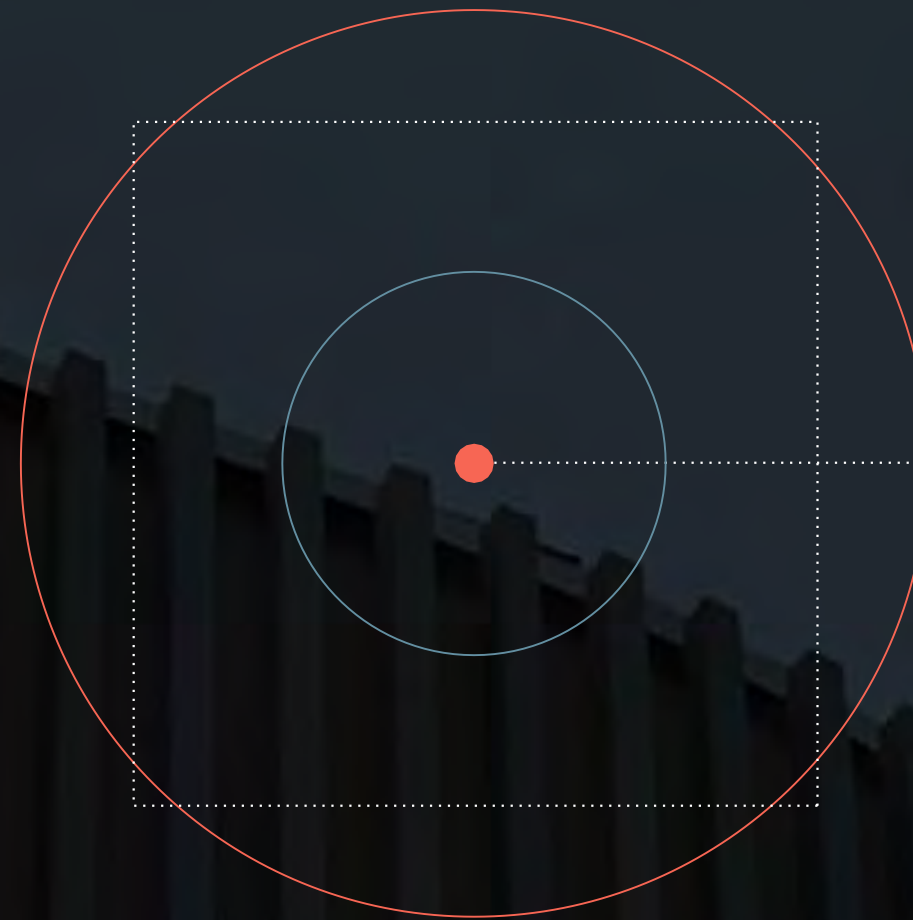
DESCRIPTION OF SOME AD-TECH LINGO, TERMINOLOGY & ACRONYMS

TERM	DESCRIPTION
Demand Side Platform (DSP)	A system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface
Supply Side Platform (DSP) or Exchange	A system that allows publishers to offer their available inventory to ad exchanges and demand-side platforms (DSP)s. In this context, supply side refers to the supply of advertising space, which is what the publisher is offering
CPM (Cost per Mille)	Pricing Model where the publisher for every 1000 times the advertisement is displayed to a consumer. Here's the formula: $CPM = \text{Cost} \times 1000 / \text{Impressions}$ The CPM pricing model is all about massive scalability
CPC (Cost per Click)	Pricing Model where the advertiser gets charged every time a user clicks on the ad
CPA/CPI (Cost per Action/Cost per Install)	Pricing Models that deal with cost calculation that will be considered in the contract you have with the advertiser, which is the company that owns the offers. Ex: actions within an application, on a website, or installing an app
GeoTargeting	Marketing or advertising based on or around an audience's real-time geographic location
GeoConquesting	Marketing or advertising based on serving ads to audiences who have visited locations in the past or when consumers are within proximity to a competitor
Historical Targeting	The delivery of ads to specific individuals based on data they generated in the past
Contextual Targeting	Selecting audiences based on the type of content being displayed on a particular webpage
Point of Interest (POI) / Location	Advertisers may designate a location where their target audience congregates as a POI
Location Based Audience	Audience segments created on the basis of a user's spatial/offline behavior, that is, the places they visit in the physical world
First Party Data	First party data is your own data. It includes the information you collect directly from your customers, such as: data you have in your CRM, your subscription data, your own social media data, etc. As this is data that you collect directly from your customers or target audience, it is typically accurate, relevant and presents the least privacy concerns because you have full control over its collection, ownership and use
Third Party Data	Data that is collected without having a direct relationship with the user from which the data is obtained. A key advantage of this type of data is that it allows you to amplify the scale and scope of the first party data at your disposal. Examples of third party data include demographic and psychographic data, intent, online and offline interests, etc
Call to Action (CTA)	A phrase included within an ad, or a graphic element such as a button, which invites the audience to take a certain action.
Cross-Device	Solutions that enable advertisers and their partners to increase visibility into the impact of their campaigns across different devices, and not just of browser-based digital placements. It is the ability to credit all activity from a campaign to the single campaign, regardless of the device on which that activity took place
Lookalike Audience	If you're like most businesses, you know who your customers are from a demographic and even psychographic point of view. A Lookalike Audience targets people who are similar to your existing customers which helps improve your conversion rates. You can use Lookalike Audiences when you're running online display, Facebook, mobile display or just about any other kind of digital marketing campaign.
LEARN MORE DIGITAL MARKETING TERMS HERE:	https://www.act-on.com/blog/63-digital-advertising-terms-every-marketer-should-know/



Jewish Family Service of San Diego

Case Study



- Context
- Objective
- Strategy
- Execution
- Evaluation

Context

We live in a digital world

First campaign for JFSSD, but not for Chrissy and all the philanthropic work she has been involved in

- Benchmarks of success
- Deficits in volunteers, specifically for On the Go, Rides & Smiles Program
- In-house marketing combined with Programmatic Advertising
- Innovative partnership with Lyft

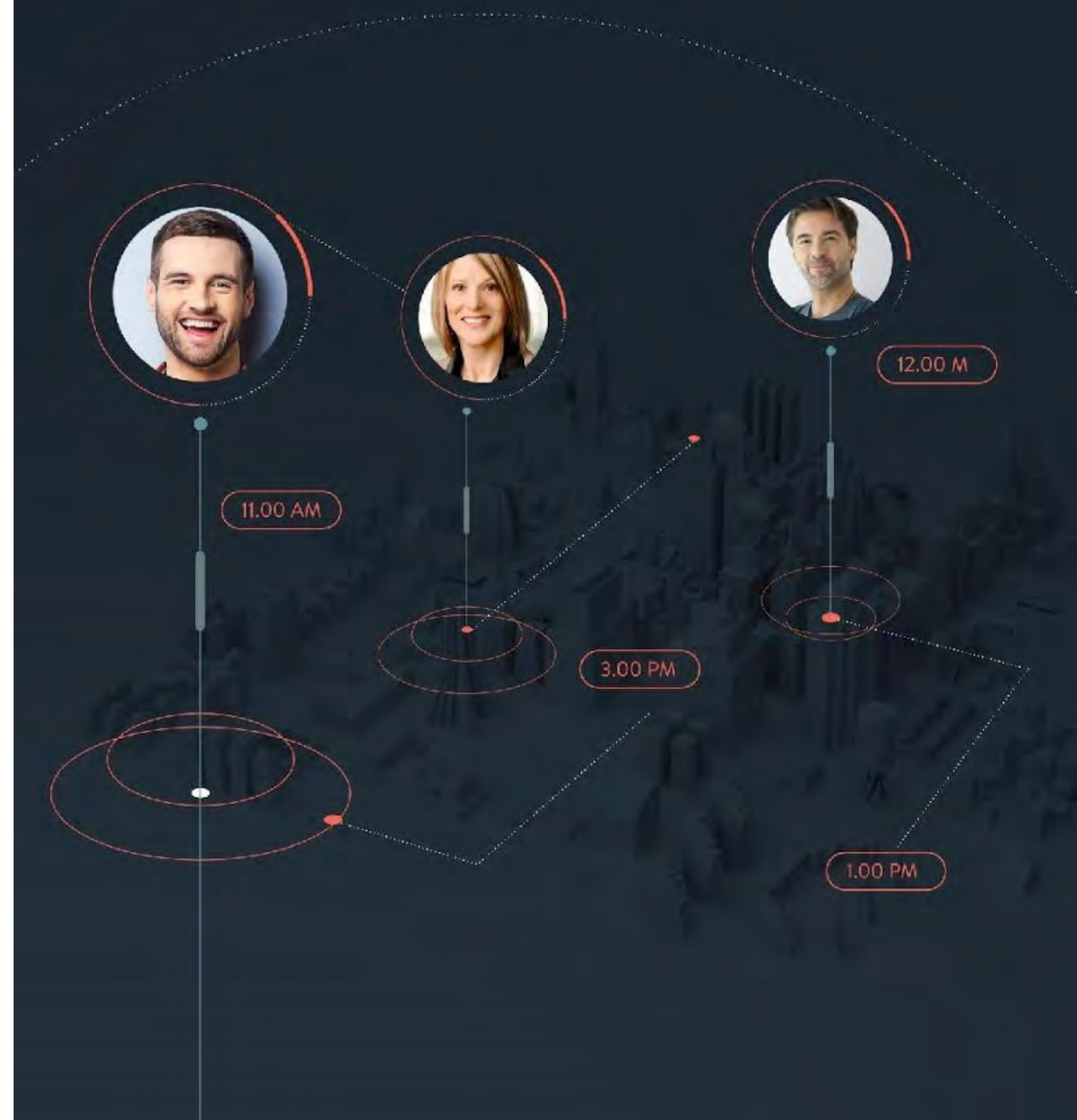


Our Objective

- Sign up more Volunteers

Provide rides to older adults, instilling independence and providing socialization

- Drive awareness of JFSSD
- Click Through Rate (CTR%) of Ads
- Invite volunteers to give their time
- Online and via phone
- Increase On the Go, Rides & Smiles program
- Measure Cost Per Action (CPA)

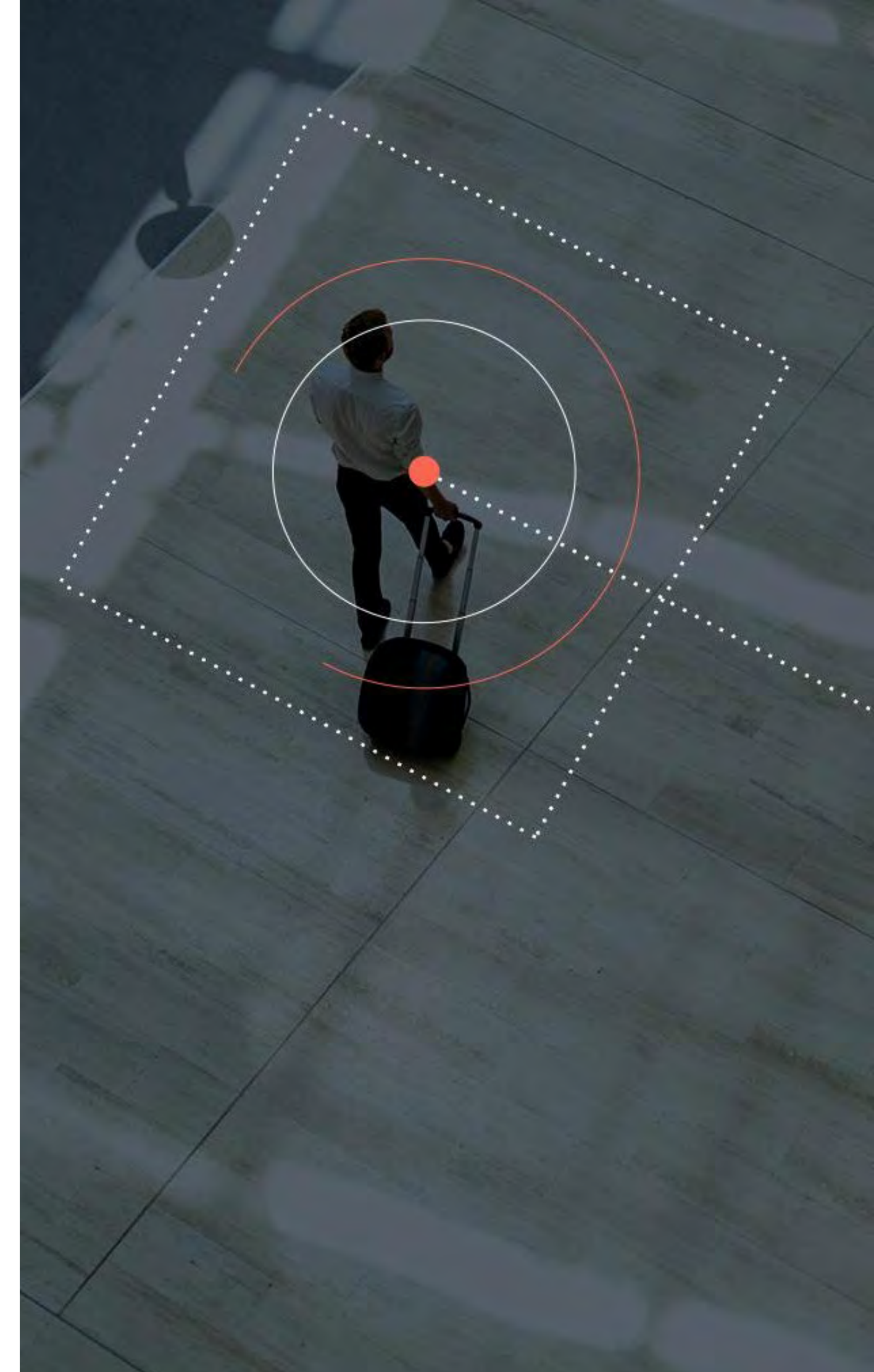


Our Strategy

Cast a wide net

By executing against multiple targeting strategies, we were able to dial the media buying towards the most effective channels

- Audience #1:
- Address based historical matching & retargeting
- 1st Party Data
- Audience #2:
- Behavioral targeting of Individuals who make charitable donations, volunteer, engage in philanthropy, and/or are Jewish
- 3rd Party Data
- Audience #3:
- Contextual targeting of premium websites and applications



Creative Direction

- Moving Forward Together

COME CHANGE LIVES WITH US

A/B testing across 4 different Ad Sizes incurs more landing page hits

- 320x50 Static
- 300x250 Static
- 320x480 Static
- 768x1024 Static
- Pre-Roll Video



STANDARD MEDIA

Banners

Smartphone

OPTION A



STANDARD MEDIA

Interstitial

Smartphone

OPTION A

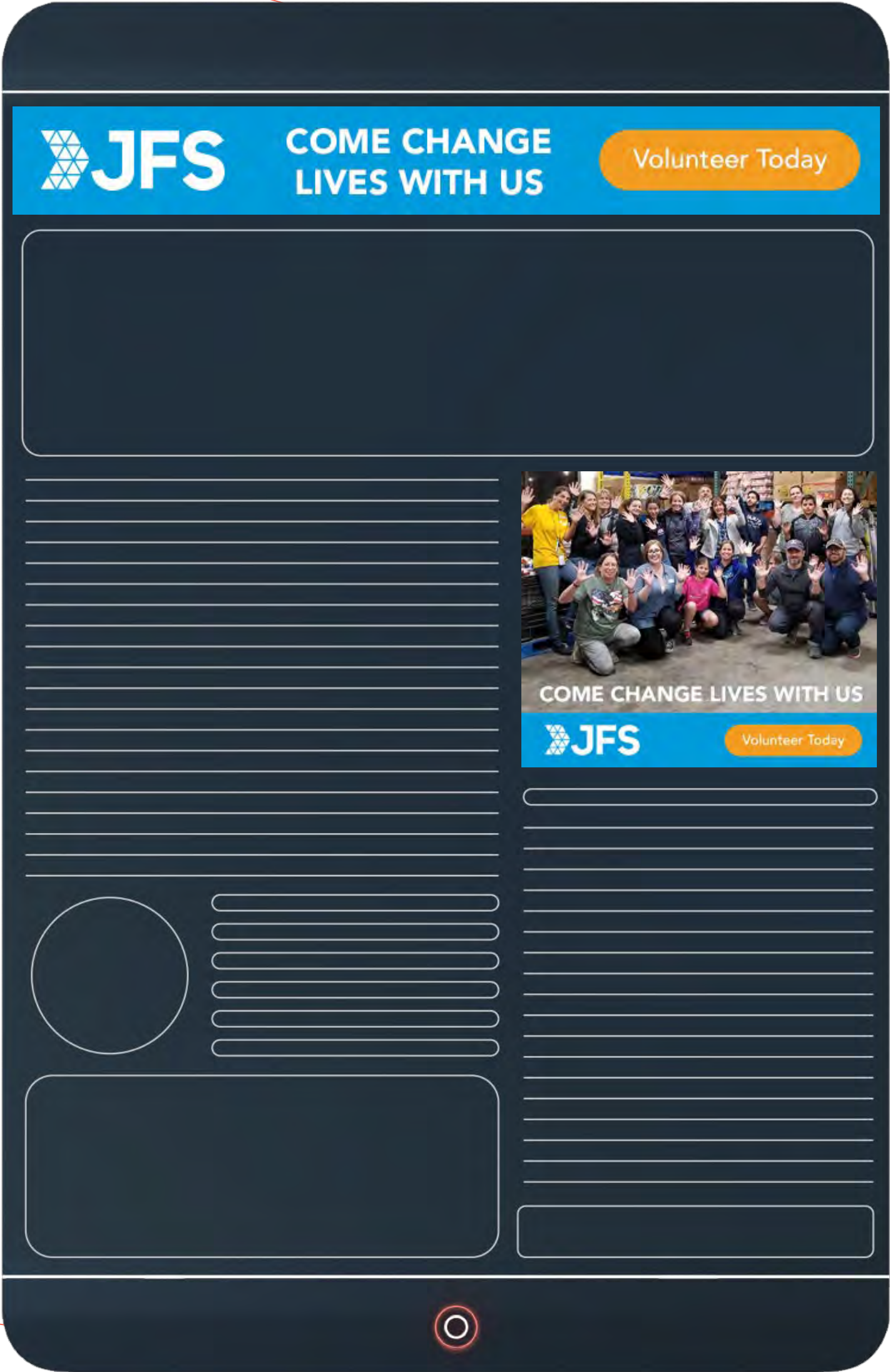


RICH MEDIA

Interstitial

Tablet

OPTION A



RICH MEDIA

Interstitial

Tablet

OPTION A



STANDARD MEDIA

Banners

Smartphone

OPTION B

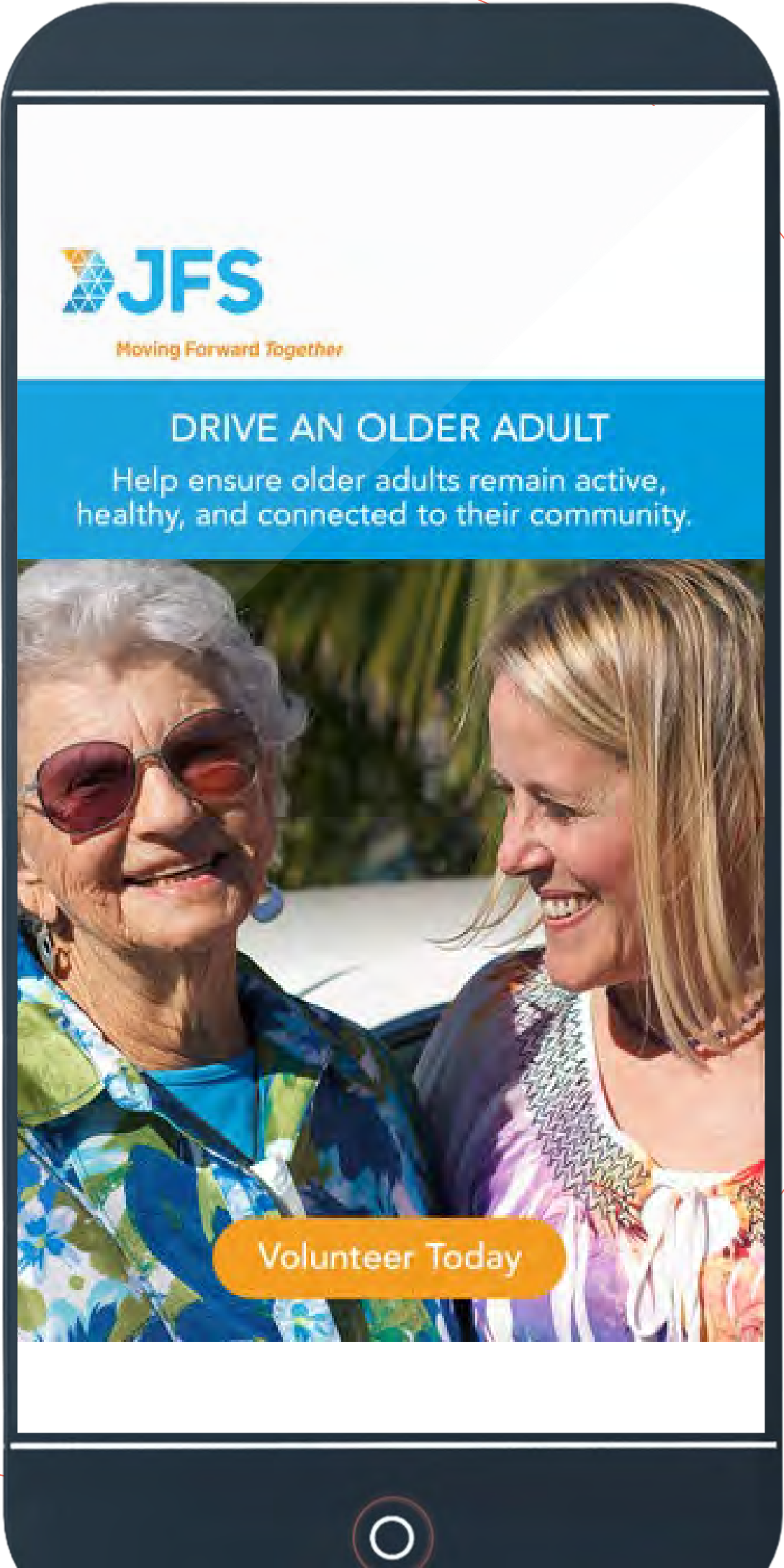


STANDARD MEDIA

Interstitial

Smartphone

OPTION B



RICH MEDIA

Interstitial

Tablet

OPTION B



RICH MEDIA

Interstitial

Tablet

OPTION B



JFS
Moving Forward Together

DRIVE AN OLDER ADULT
Help ensure older adults remain active,
healthy, and connected to their community.

Volunteer Today

RICH MEDIA

Video

CROSS-MEDIA

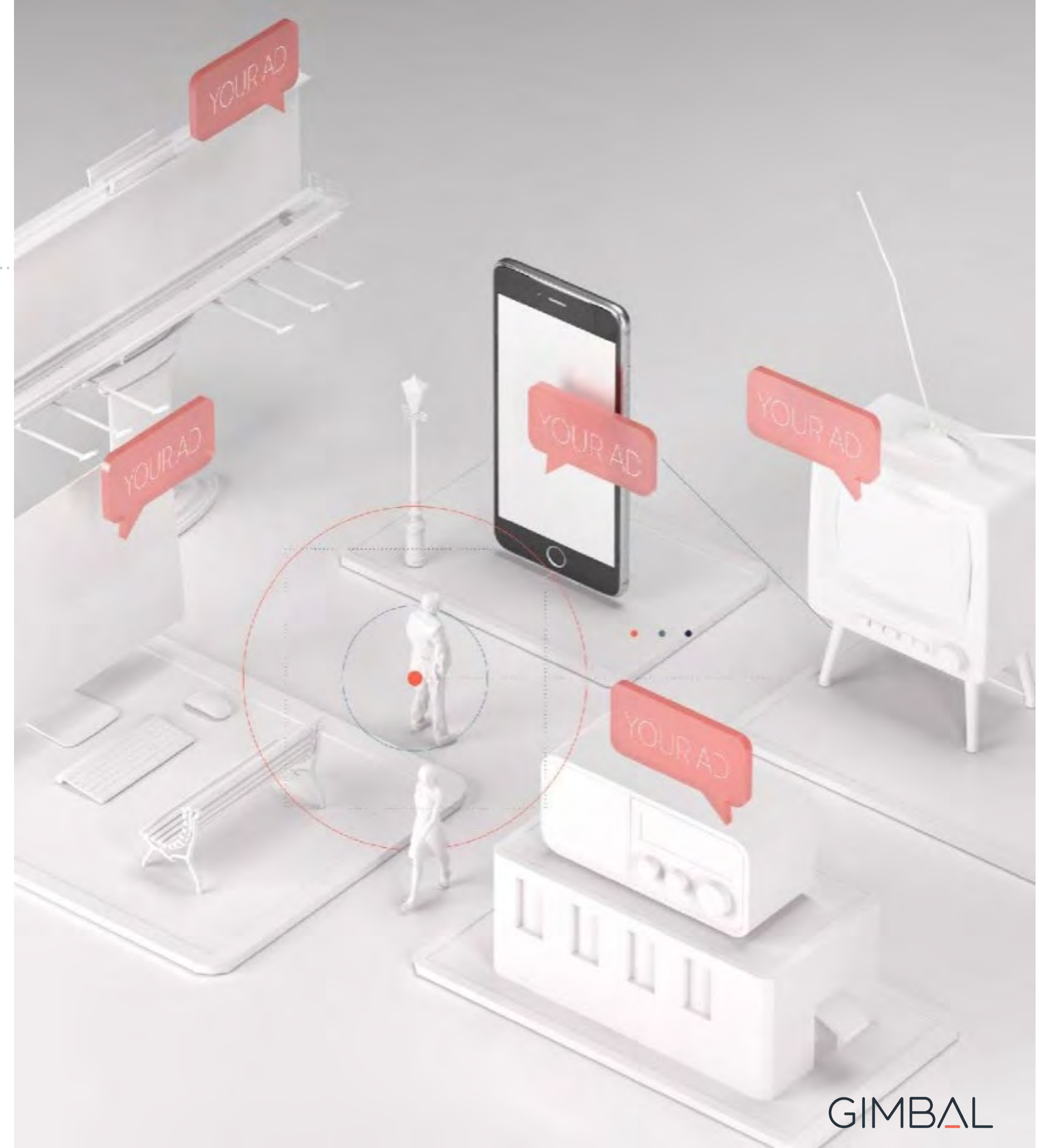


Campaign Execution

Hit 'em everywhere

Deliver more opportunities for consumers to exercise key actions for JFSSD

- Gimbal's Ad Server, Drawbridge/Tapad's Cross-Device Graph, and The Trade Desk's DSP
- Smartphone, Tablet, Desktop, Connected TV, Portable Media Players, In-Car, etc.
- Unmatched viewability through verified impressions



• Evaluation

- We did it, but a lot to learn

A mouthpiece for potential volunteers who would not have otherwise interfaced with the agency

- 1,358,588 impressions
- 5,682 Clicks
- .42% CTR
- Since February, Volunteer Engagement has worked with 600+ new volunteers
- ROI & CPA





RFP Potential Campaign

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The Gimbal Foundation

RFP Success Criteria

How to win

Want to work together in the future?
Follow the below success criteria to
enter to win!

- Verbose answers and explanations to questions on the RFP
- A variety of examples
- A clear need or call for help to grow
- There will be two winners chosen by myself & NJHSA



[CLICK HERE](#)
[TO ENTER TO](#)
[WIN THE RFP](#)



Q&A

Get Started

WITH THE GIMBAL
FOUNDATION TODAY

