Madhive

OMG Local Technology Proposal

Executive Summary

- Madhive has built the operating system for leading local media companies, and is currently used by the majority of local media/ broadcast companies and thousands of agencies and direct clients.

- OMG is unifying planning, buying and reporting across all of its CTV and linear supply sources to create greater efficiency and outcomes.

- OMG is looking for better tools to drive incremental reach and frequency, provide direct connections to supply and data, and optimization using Madhive's Maverick AI.

- Madhive's proposed solution creates a unified marketplace for planning, activating, and measuring both linear and digital media.
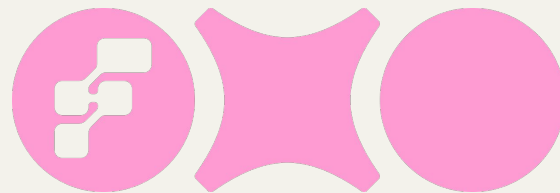
Benefits to Omnicom

Operational efficiency + rate efficiency + maximized performance

Unified Planning & Measurement

- Remove silos and align all business into a single path

- Package, plan, and report on OMG business all in one place

- Integrate Annalect

- Understand deduplicated reach & frequency with levers to optimize

Efficient Pricing

- Efficient, market-leading rates for top tier supply

- Advanced price controls & limits on direct buys

- Drive incremental reach & performance with the same budget

Supply Transparency & Control

- Set limits on individual pubs or direct deals, per campaign

- Prioritized supply waterfall maximizes delivery to desired properties

- Purchase Broadcast O&O supply through connected Madhive supply paths

Benefits to Omnicom Advertisers

Unified Story

- Full deduplication of all business ran with Madhive, by Advertiser, Market, Audience, or Product
  - Reach
  - Frequency
  - Attribution

Compelling Plans

- Presale planning with estimated scale and reach within market

- Reliable and accurate delivery fulfillment across campaigns

Flexibility

- Robust customization, including:
  - Channel
  - Volume to Individual Publishers
  - Audience Composition
- These (and other options) can be adjusted at any point, presale or mid flight

Proposal

Madhive

Madhive presents a unified, local workflow platform for OMG

Unified Buying and Measurement

Plan your business across inventory sources with operational efficiency

Connect OMG Data Sources (Annalect) into the offering

Report across publishers allowing for reach / frequency optimization, wholistic attribution

Tools to improve inventory control

Advanced price controls & limits on direct buys

Inventory Waterfall Priority / Volume Controls

Channel / Bundle controls within MVPDs and FAST Networks

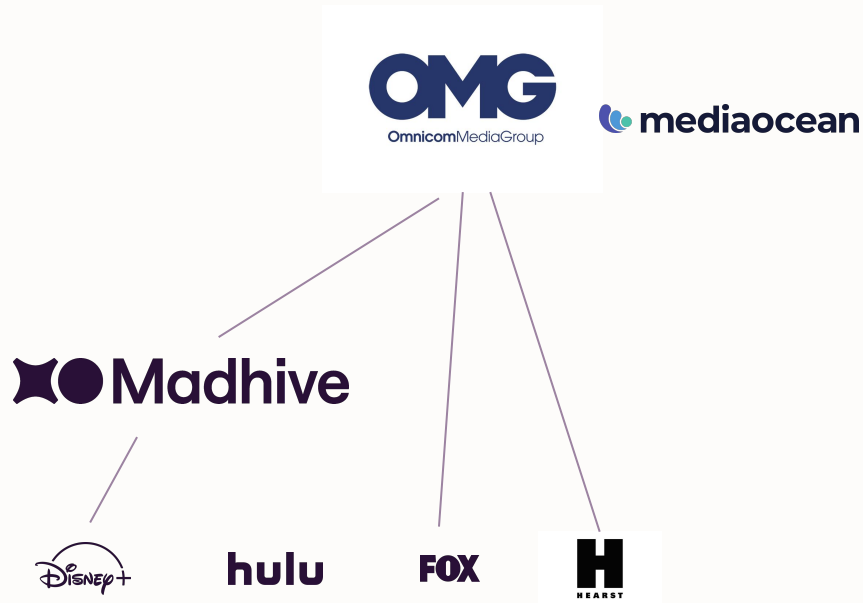## Unified marketplace for digital and linear

Offer Broadcast O&O products directly to OMG

Incorporate walled-garden supply sources

Incorporate Linear into our offering

Today's Workflow

❌ Disparate Systems

❌ Operational Lift

❌ Deduplicated reach

❌ Deduplicated FQ

❌ Deduplicated Reach

❌ Client Data

Future Workflow: Automated local buying system

OMG and Madhive: Custom Planner

OMG and Madhive: Unified Reporting

mediaocean

Supply

MLB.com

Discovery

Disney+

hulu

HEARST

FOX

peacock

Paramount+

Data

annalect

Polk
S&P Global
Mobility

Madhive Data
Marketplace
Maverick Audiences

Deduplicated Reach
Deduplicated Frequency
Attribution
Holistic view

Phase I: Opportunity for immediate impact; build products to drive OMG needs

Business Onboarding

Configure OMG Products with Integrated Deals, MH Supply, Prioritization

Finalize scope for MediaOcean IO flow & necessary integrations

Madhive rolls out product update that empowers OMG with advanced supply controls
- Create custom supply packages with guaranteed delivery
- Channel and Bundle targeting controls and reporting

June

August

July

September

Any remaining items for the MediaOcean Ingestion process

Planner training / onboarding to see aligned reach in market

Broadcast O&O Digital Inventory available for purchase and integration into OMG Products

Agreed plans / path forward for integrating remaining walled gardens.

Phase II: Path Forward (180 days → 2026)

- Complement Mediaocean workflow tools

- Broadcast O&O marketplace in Madhive

- Leverage Maverick AI tools across planning, optimization and measurement

- Design agency aligned UX tools

- DEPENDENCIES:

  - Walled garden inventory cooperation

  - Power linear buying within the Madhive offering

Maverick

Maverick Audiences

AI-curated audiences that convert. No complex data wrangling required.

- Leverage AI to generate precise segments with a few keystrokes
- Automatically tailor audiences for specific advertisers, campaigns, or channels
- Beta testing results show Maverick-selected audience outperform human-selected audiences by 3x.

Maverick Outcomes

Optimize for outcomes. Without the operational overhead.

- Optimize campaigns for the conversion metrics your customers care about, whether that's in-store visits or online sales.
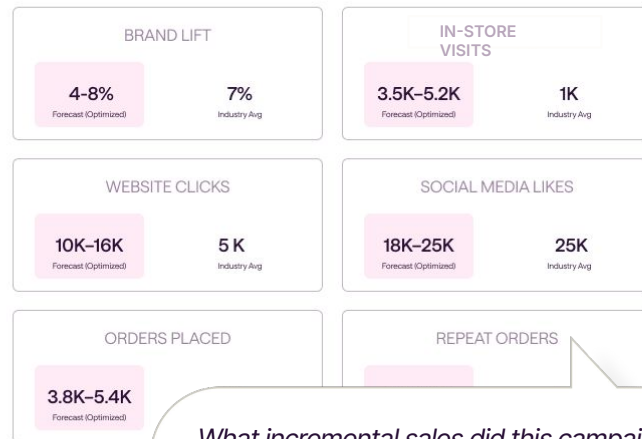- Beta testing results show 2–4x conversion spike compared to human-optimized campaigns.

PLAN

Optimize this campaign for footfall, prioritizing conversion over publisher list.

📈 Outcomes

Drive in-store traffic and sales

Here's a campaign strategy that optimizes for conversions. I'm forecasting 4.7-5.2k store visits for Armstrong Gardens.

BRAND LIFT		IN-STORE VISITS	
4-8%	7%	3.5K–5.2K	1K
Forecast (Optimized)	Industry Avg	Forecast (Optimized)	Industry Avg

WEBSITE CLICKS		SOCIAL MEDIA LIKES	
10K–16K	5 K	18K–25K	25K
Forecast (Optimized)	Industry Avg	Forecast (Optimized)	Industry Avg

ORDERS PLACED	REPEAT ORDERS
3.8K–5.4K	
Forecast (Optimized)	

What incremental sales did this campaign drive compared to holdout?

Next Steps

- MH and OMG:
  - Contact key suppliers (broadcast, walled gardens)
  - Connection to Annalect
  - Conduct scoping sessions
  - Create bi-weekly stand up calls
- MH:
  - Accelerate Mediaocean work
- OMG:
  - 2H proposals / IO's between OMG/Madhive

Thank you!

Madhive

APPENDIX

Madhive

Phase I

Unified forecasting and buying

OMG can immediately leverage the Madhive Planner to create scenarios based on custom audience and supply mixes for de-duplicated reach and frequency across publisher and aggregator partners.

MADHIVE PLANNER

Name

Health & Wellness

Scenario Details

Women 18-54 in NYC

Start Date	End Date	Category
08/01/2024	08/31/2024	Health & Wellness

Product

Premium

Publisher Group	Media Type	Creative Duration
Premium	Video	30s

Device Distribution

Connected TV	Mobile	Desktop	Tablet
100%	10%	10%	10%

Frequency Cap

6   impressions per   Day

Audience

(TransUnion Gender Female   AND   TransUnion Age Range 18-54   OR   TransUnion Age Range 18-44)

Geographic Selection

NYC DMA

🕐 Daypart   ▶ Publisher Group   👁 Audiences
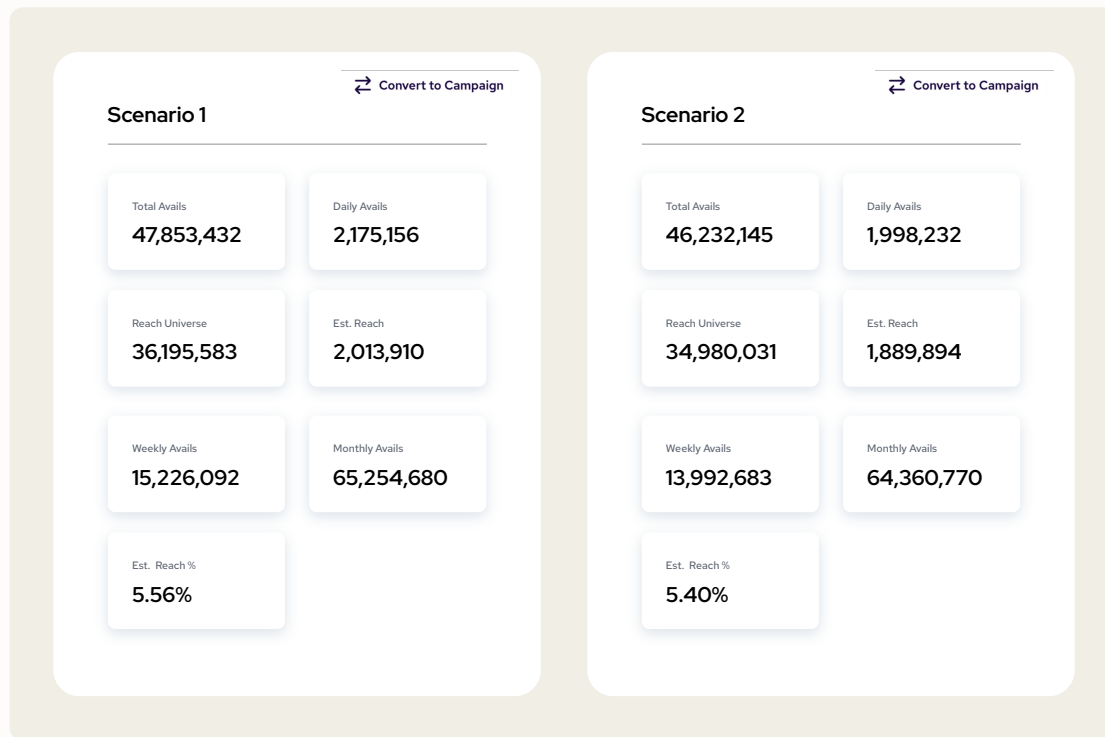
〽 Frequency   ◎ Geo-Targeting   ▭ Device Mix

📅 Flight Dates   △▢ Product

Compare multiple forecast scenarios side-by-side with the Madhive Planner.

⇄ Convert to Campaign

Scenario 1

Total Avails
47,853,432

Daily Avails
2,175,156

Reach Universe
36,195,583

Est. Reach
2,013,910

Weekly Avails
15,226,092

Monthly Avails
65,254,680

Est. Reach %
5.56%

⇄ Convert to Campaign

Scenario 2

Total Avails
46,232,145

Daily Avails
1,998,232

Reach Universe
34,980,031

Est. Reach
1,889,894

Weekly Avails
13,992,683

Monthly Avails
64,360,770

Est. Reach %
5.40%

Reporting and optimization: Madhive's tools make it easy to maximize unique reach + frequency

Control for household frequency, publisher, and device caps across channels and devices.
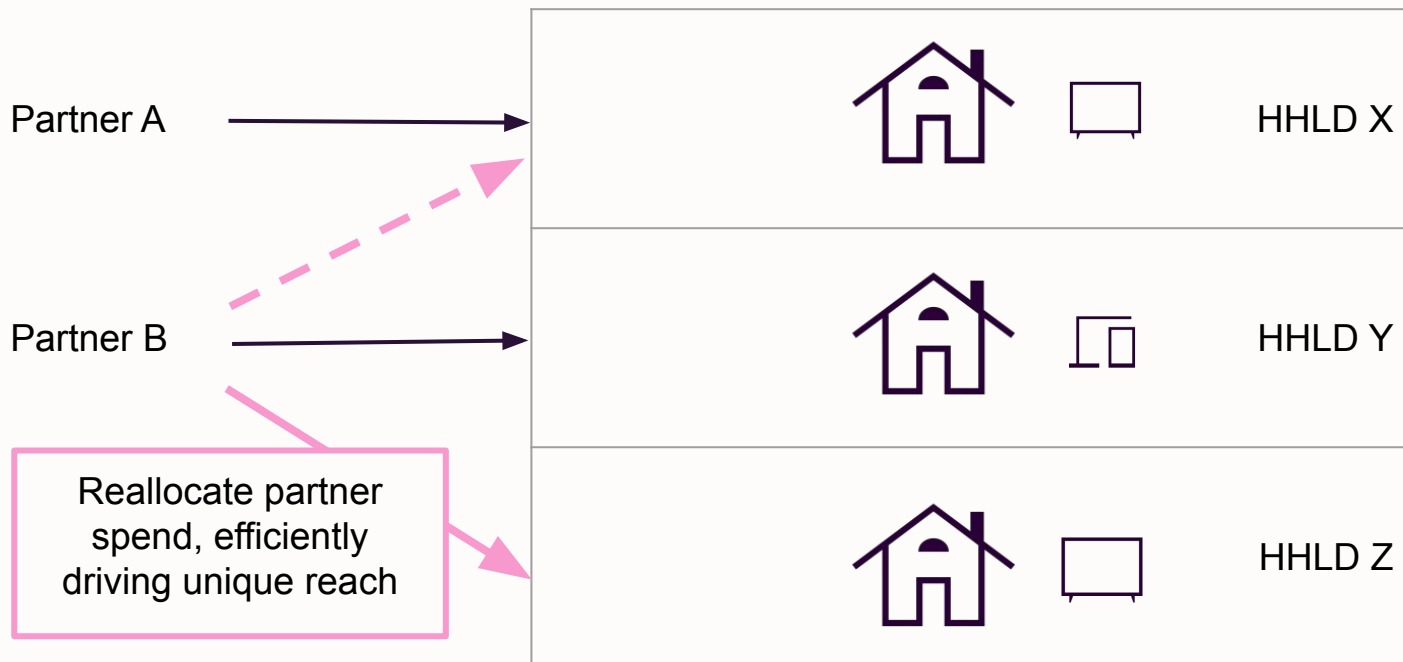
Phase II

Phase 2: Unified TV & Digital Video Advertising Platform

Vision: Revolutionize how we plan, buy, and optimize - enhancing efficiency and maximizing reach

1. Proprietary Unified Platform (OMG Branded):

- One central hub for planning, reporting, and optimizing across Amazon CTV, Netflix, Linear TV, and all major CTV publishers.
- Comprehensive Campaign Intelligence: Single, clear view of performance across all channels.
- Automated Workflows: Seamless MediaOcean integration eliminates manual IOs, reduces errors, and frees up buyer time.
- Direct Linear TV Access: Dedicated OMG Seat on Madhive's marketplace for efficient broadcaster purchases.

2. AI-Powered Reach Optimization Engine:

- Multi-Scenario Planning: Process 1000s of budget allocations in seconds to find optimal channel mixes.
- Intelligent Recommendations: Identifies unique and incremental reach (true net-new viewers) by channel.
- Simplified Reporting: Client-ready reports showing individual channel contribution, adstock impact, and optimized scenarios.
- Example: "Shift 15% from linear to CTV = 2.3M new viewers at 20% lower CPM."

3. Seamless Technical Integration:

- OMG Workflow Optimization: Define precise integration points for automated IOs and trafficking.
- Annalect Data Platform: Integrate audience segments (format, cadence) and planner modeling metadata.
- Media Mix Modeling Data: Incorporate historical performance, ACR data, and current attribution methodologies; explore Madhive's Meridian-based survey-lift.

Phase 2: Unified Reach & Frequency, Planning, Reporting, and Optimization Platform for Publisher-Direct Walled Garden & Linear TV

- White-label deployment - Positioned as OMG's proprietary platform

- Enable unified planning across Amazon CTV, Netflix, Linear TV, and all major publishers

- Comprehensive campaign intelligence - Single view across all publishers and channels

- MediaOcean integration - Automated workflows eliminating manual IO processing

- Reduce workflow and ease operational burdens (and errors) ~~on buyers managing campaigns with spreadsheets~~

- ~~Dedicated OMG Seat on the~~ Madhive Linear Marketplace for seamless direct-to-broadcaster Linear TV purchases

Phase 2: AI-Powered Reach Optimization Engine

- Multi-Scenario Planning
  - Process 1000s of budget allocation scenarios in seconds
  - Identify optimal channel mix for maximum incremental reach
  - Example: "Shift 15% from linear to CTV~~Netflix~~ = 2.3M new viewers at 20% lower CPM"

- Intelligent Recommendations
  - Exclusive reach analysis: Which channels deliver unique audiences
  - Incremental reach optimization: True net-new viewers by channel
  - Conversion attribution: Where available, tie reach to business outcomes

- ~~Plain English~~ Simplified? Reporting
  - Individual channel contribution (accounting for timing & cross-channel effects)
  - Adstock carryover impact
  - Current trajectory vs. optimized scenarios
  - All insights in a single, client-ready report

Phase 2: Technical Integration Requirements

1. Define integration touchpoints for OMG workflow optimization

2. Specs for Automated IO generation and trafficking

3. For integration with Annalect Data Platform –
   a. Audience segment format and update cadence
   b. Metadata requirements for planner modeling (e.g., "Annalect uploaded audience to Google with XYZ parameters")

4. Media Mix Modeling Enhancement Data
   a. Historical campaign performance data (reach, frequency, other KPIs)
   b. Any ACR Data, if available
   c. Current cross-channel attribution methodologies, we should adhere to?
   d. Is OMG open to test Madhive's Meridian-based survey-lift methodology?
   e. Current geo-correlation matrices used in mix modeling, if any

Phase 2: Success Metrics

1. Unified reach/frequency measurement across 100% of channels, including publisher-direct, walled gardens, and linear TV.

2. Automated workflows eliminating manual touchpoints

3. Publisher commitment tracking and optimization

4. Full white-label deployment as an OMG platform

Phase 2: Cross-walled garden buying

Work with walled gardens such as Peacock, Paramount, Hulu, Amazon, Netflix and others to incorporate their inventory into OMG's unified buying solution.

Madhive would be able to provide direct access to other non-walled garden providers

Walled Garden Options

1. **Request walled gardens to provide IP / IFA to OMG**
   a. Best outcome for speed and performance, if we can get walled gardens to send their supply inclusive of IP / IFA information in service of OMG, no development needed for total alignment of data.

2. **MH Builds in Clean Room Tech**
   a. Will take longer to get off the ground, but if walled gardens will not agree to #1, Madhive needs to build an approved pathway into walled gardens to align data. Amazon / Netflix may still not agree to this.

3. **Offer these sources as Separate / Standalone**
   a. We get things off the ground as quickly and possible and onboard all traffic not running walled garden inventory into this unified local solution.

Next Steps

1. **OMG to Contact Amazon about providing supply paths with PII data.**
    a. If this is possible, we can follow through with Option A, which is preferred for speed and performance.

2. **Decision to be made, depending on #1**
    a. If we cannot accomplish #1, we need to decide if Option A (With Amazon / Netflix Standalone) or Option B is the preferred choice.

3. **Madhive to follow proposed solution and onboard all relevant OMG business directly.**
    a. We will commit to deliver to proposed timelines.

OMG Wishlist Feature Set

- Media Planners to have access to directly input campaign elements including budgets, flights, Metro markets, etc.
- Centralized Traffic system for uploading commercials and tags which Madhive would send out to all pub partners part of the local campaigns.
- Feed Proposal Builder with Metro's + budget targets + flights → campaign goal for Metro OTT suggestions
- Metro-markets drop down
- Media Planners to have access to directly input campaign elements including budgets, flights, Metro markets, etc.
- Centralized Traffic system for uploading commercials and tags which Madhive would send out to all pub partners part of the local campaigns.

Madhive is proposing a phased approach to a custom unified local buying solution for OMG.

THIS SEEMS CONFUSING TO ME. WHAT IS OPEN INTERNET ? CONNECTIONS TO WALLED GARDENS IS PART OF THE FIRST STEP.

Unified Buying and Measurement

Package, Plan, and Report on your business, with unified Reach, Frequency, Attribution.

Integrate OMG Data Sources (Annalect) into part of the offering.

Integrate the remaining walled garden publishers

Extend and Unify

We execute on what Madhive and OMG agrees to do to incorporate walled gardens.

We plan to offer Broadcast O&O direct for purchase as well in the near future.

Unified marketplace for digital and linear

We have spent 2025 building out our Supply capabilities even further.

Throughout Q3 we are deploying multiple exciting features available for self service use, including:

Inventory Waterfall Priority / Volume Controls

Channel / Bundle controls on FAST Networks

We are currently a finalist with TVB to start incorporating Linear into our offering.

Benefits to Omnicom

BENEFIT TO OMNICOM IS REALLY THE ABILITY TO PLAN AND BUY ACROSS ALL SOURCES IN AGGREGATE SO THAT SHE IS MAXIMIZING REACH AND FREQUENCY AND NOT BUYING IN SILOS. CURRENTLY SHE IS MAXIMZIING REACH AND FREQUENCY WITH EACH PROVIDER BUT NOT ACROSS PROVIDERS.

Unified Planning & Measurement

- Remove silos and align all business into a single path.
- See total deduplicated performance data with levers to manage across.
- Fast and easy access to Package, Plan, and Report on OMG business.

Efficient Pricing

- Madhive supply is available market-leading rates.
- Available price controls and limits on direct buys.
- Get more impressions and drive reach into markets further for the same budget.

Supply Transparency & Control

- Set limits per campaigns to serve to individual pubs or direct deals.
- Prioritized supply waterfall enables maximizing desired properties.
- Purchase Broadcast O&O supply through connected Madhive supply paths.

Another benefit - operational efficiency. Robin would significantly collapse the number of partners during activation - ideally to a single one, Madhive. This may also result in operational efficiencies for her publisher partners as well

Key Dependency: Walled garden data sharing

Several inventory providers act as walled gardens and, by design, do not provide the IP/IFA information needed to align Reach, Frequency, and Attribution:

In order to create a truly unified solution for OMG, we will need to work with these walled gardens to ingest necessary data for planning and reporting.

Hey Maverick, optimize this campaign for in-store visits.

Maverick

Maverick is Madhive's proprietary AI layer that makes every product in our platform more efficient and effective.

From pre-campaign planning to post-campaign measurement, Maverick makes you better, faster, and smarter.

Proposed Solution - Option B

This will be the path forward if we are not able to secure direct supply paths for Amazon / Netflix with PII and need to build a Clean Room to Support

June
- x

July
- x

August
- x

Requirements

- <u>Now</u>:
  - Unified planning & reporting with managed service activation
  - Annalect data
- <u>Later</u>:
  - Unified linear + digital planning and reporting
- Include AI features
- *Kazmark

Dependencies (Now)
- Walled gardens (YT, Amazon, Netflix) work with Madhive
  - pixel?
- Mediaocean assumptions/integrations

Dependencies (Later)

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Next Steps

- Sketch out options with assumptions for each
- Appendix
  - include a list of things we'd need her to get (commitments from walled gardens)

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Slides

- Proposal definition
  - options for execution based on the ability to work with the walled gardens
- Benefit to Omnicom
- Benefit to Clients
- Next Steps

Options

- Unified planning & reporting with managed service activation
- Annalect data

Ideal state
- Option 1:
  - We connect Robin and her data to a 'workflow' platform
  - Mediaocean integration + pixels
- Option 2:
  - No mediaocean integration but there are IOs and pixels that are pulling into a unified reporting platform
  - pixel?
-

Madhive

Product Goals: What it has to achieve

1. **Align and Unify Performance Data**
   a. Show a complete story within market, de-duplicate reach and attributions

2. **Improve Price Pressure**
   a. Offer Madhive Supply at Competitive Rates

3. **Make Supply Transparent**
   a. Allow FAST channel breakouts and controls

Path Forward: Phase 1 (90 Days)

v2

July

- Configure OMG products
- Connect with Annalect
- Finalize how orders are booked into OMG's unified local buying solution
- Planner onboarding
- Assess gaps in supply and plan for onboarding

August

- Cost+ 2.0 contract
- Madhive plans OMG campaigns, provides unified reach in market across strategies
- Madhive provides reporting for campaigns that have de-duplicated reach and attribution

September

- Madhive rolls out supply transparency controls
- OMG has access to customize Channels and Bundles for supply
- OMG receives reporting breakouts for Channel and Bundle

v2

Opportunity for immediate impact; build products to drive transformational growth

Configure OMG preferred supply & data connections

Finalize IO flow & necessary integrations

Mediaocean certification

Integrate walled garden inventory, based on what Madhive <> OMG agrees to.

Scope agency aligned UX tools

90 Day mark

Jun/Jul

Q4

Aug/Sept

Nov/Dec

Madhive rolls out product update that empowers OMG with advanced supply controls
- create custom supply packages with guaranteed delivery
- custom reporting breakout for channel & bundle

Linear buying in the Madhive offering