



**DOMINION**  
MARINE MEDIA

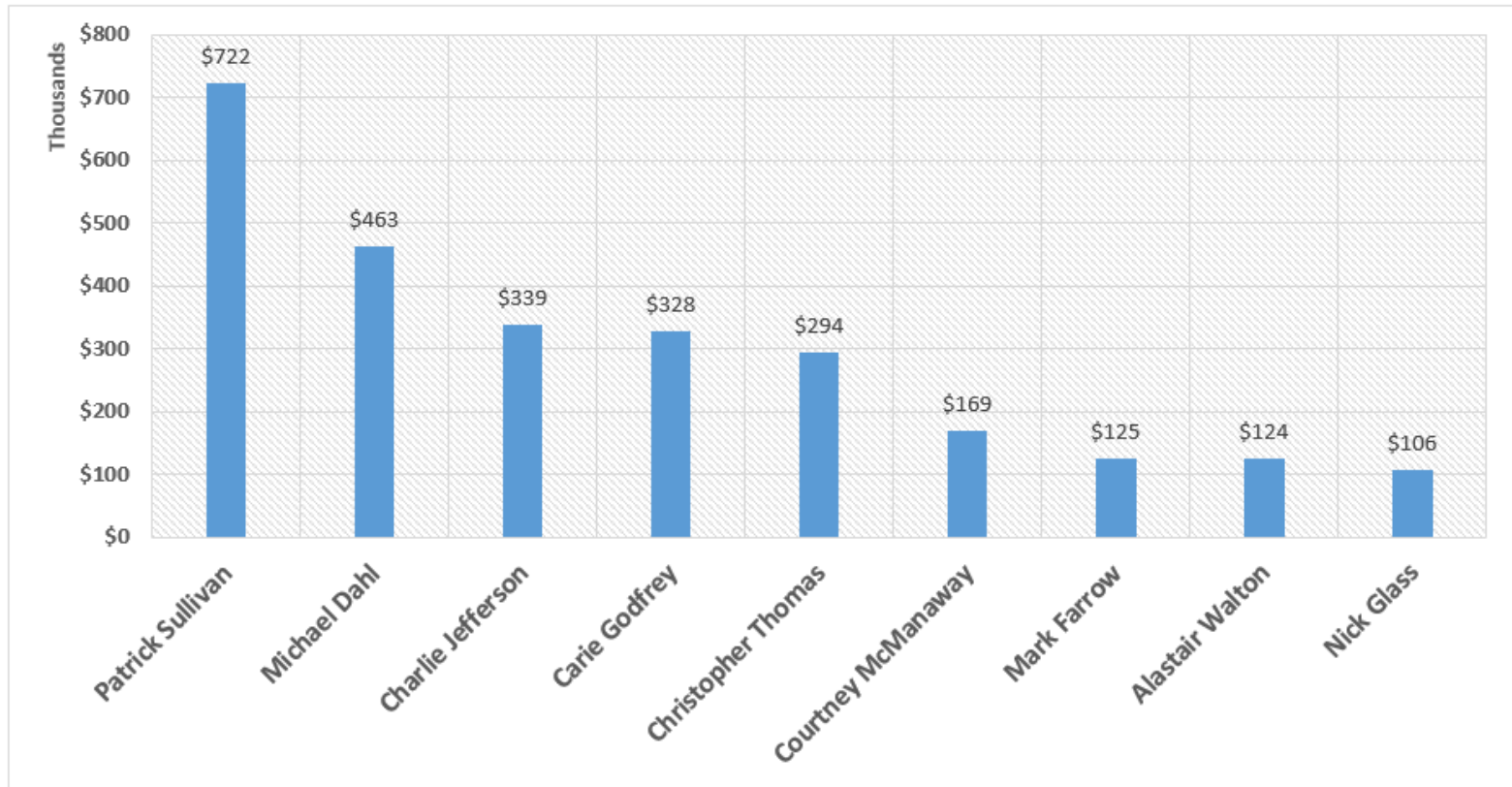


Banner Sales & Opportunities

Driving boat sales globally.

# Overview of Revenue & Drivers

# Top 10 Sales Associates Display Revenue 2016

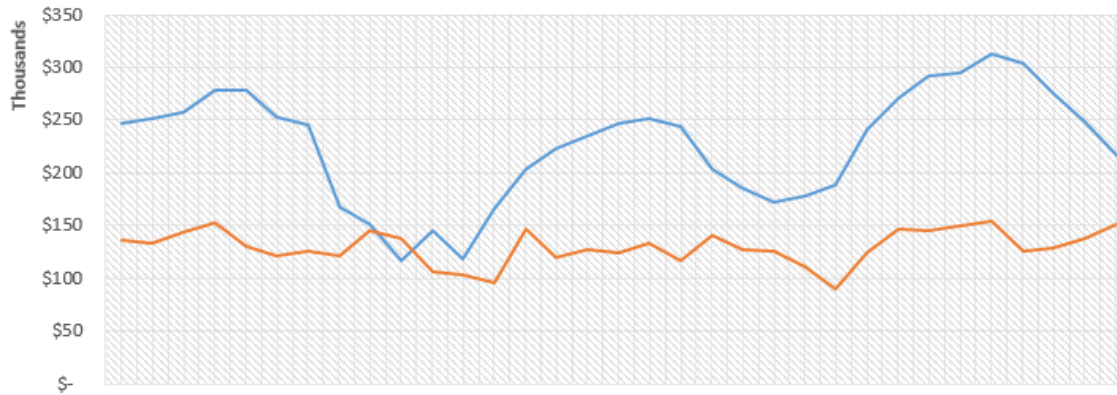


Congratulations to our top sales associates this year!

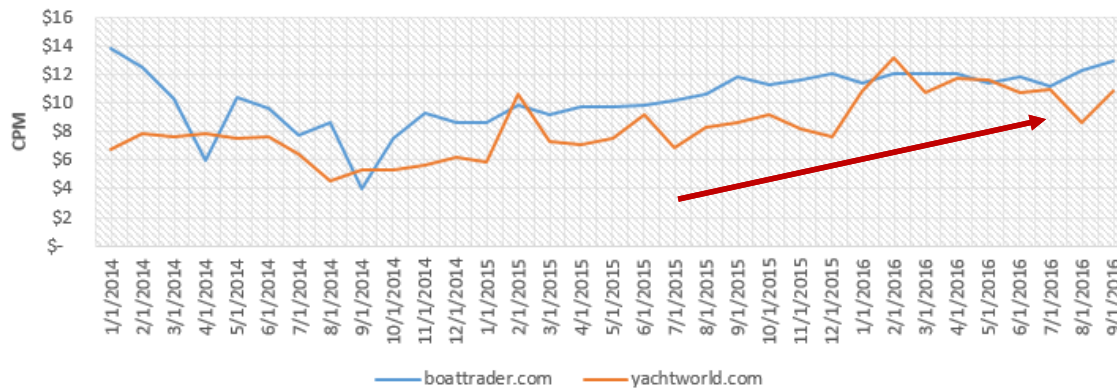


# Overview – Total Sales

## Marine Sold Sales By Month



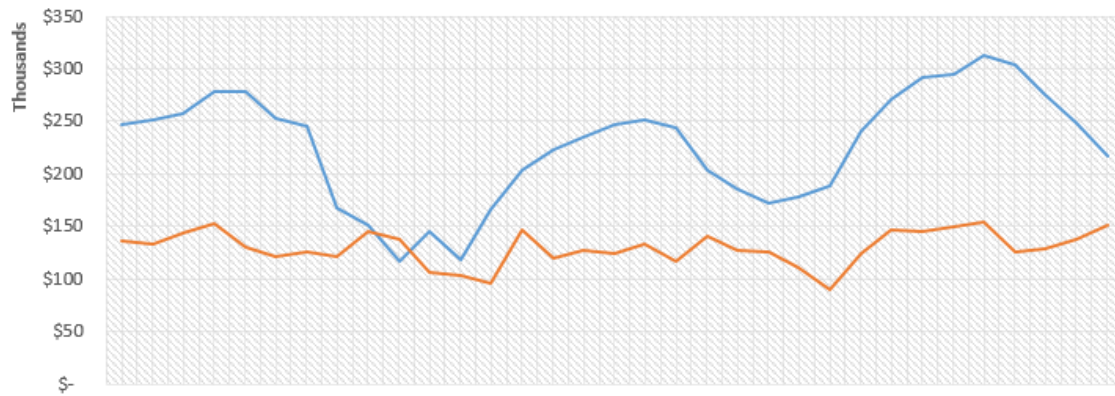
## Marine Sold CPM by Month



Revenue contracted by our sales team continues a slow climb in recent months driven by higher CPM

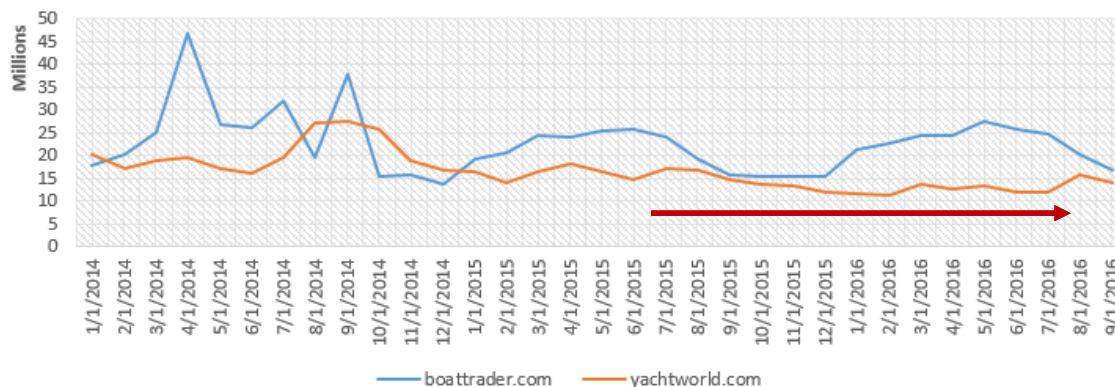
# Overview – Total Sales

Marine Sold Sales By Month



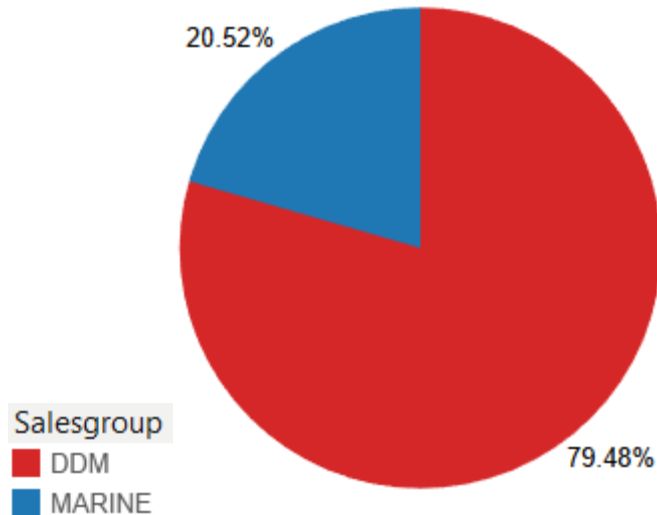
Marine sold impressions continues to remain flat and is a large area of opportunity.

Marine Sold Impressions by Month



# Overview – Total Sales

The Marine sales group sold ~20.52% of total impressions sold in 2016



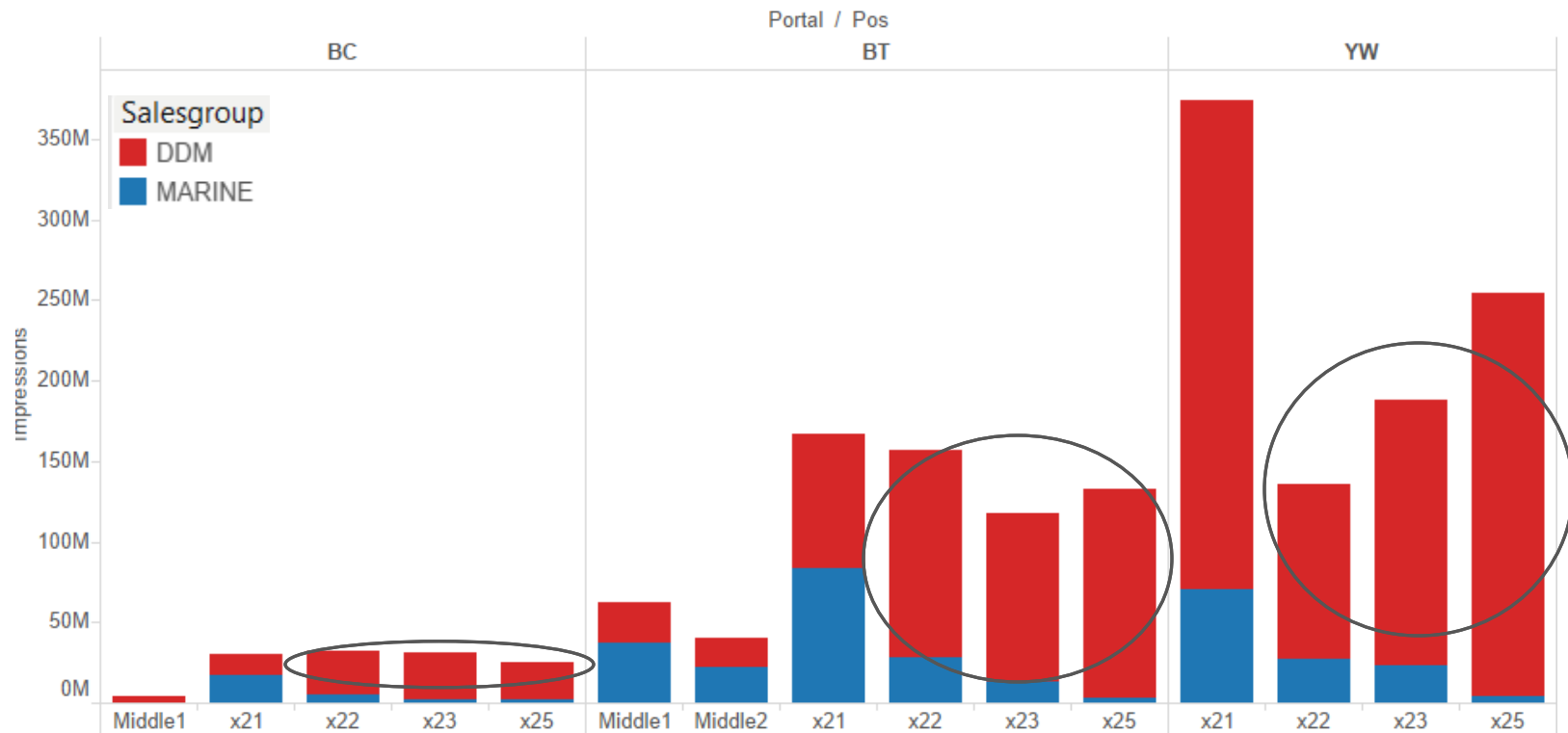
Marine sold impressions continues to remain flat and is a large area of opportunity.

# Opportunities to sell more impressions

data: 2016 impressions by marine vs ddm (network) sold



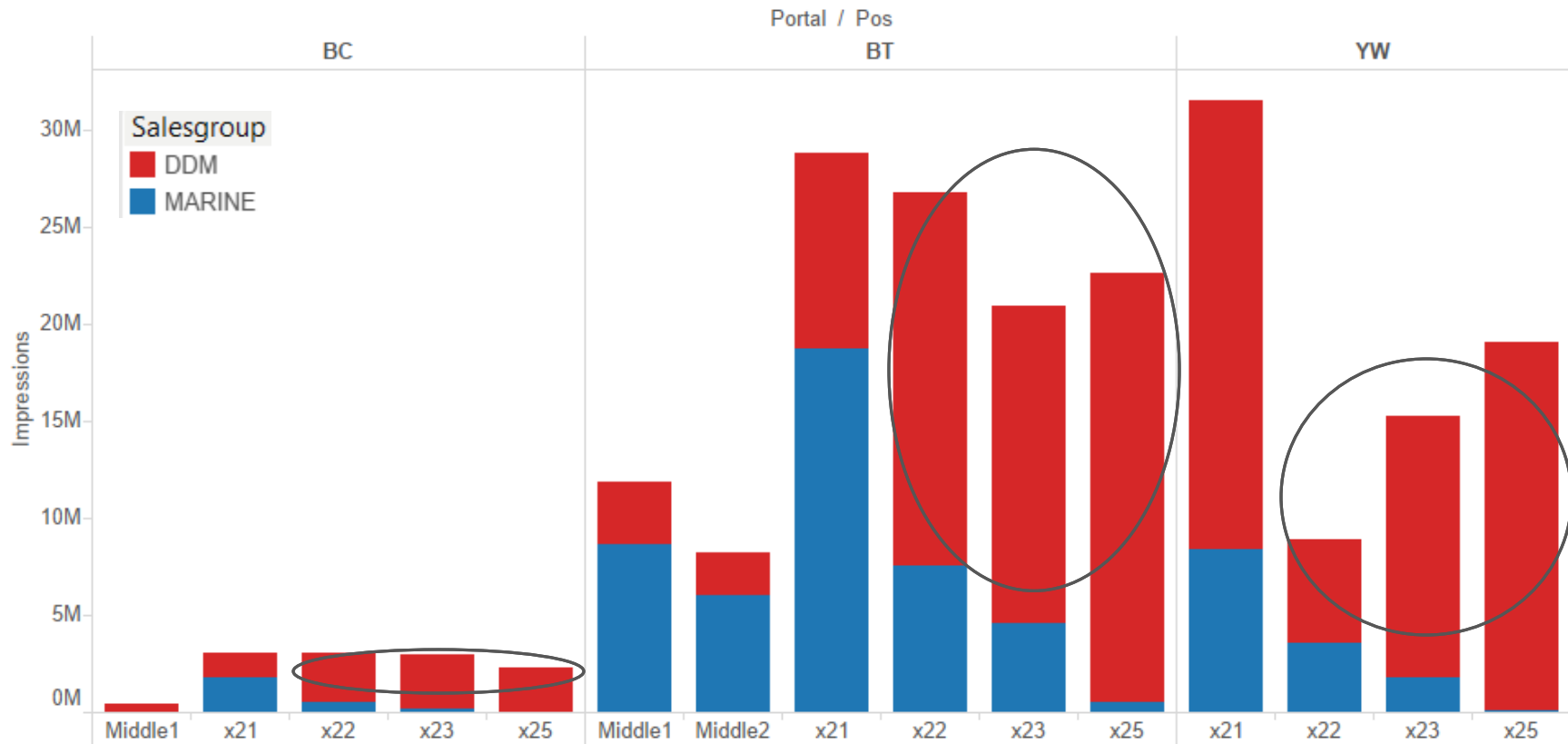
# Opportunities to sell more impressions – NOT x21



High opportunity – Lots of availability in x22, x23 & x25 across all portals.

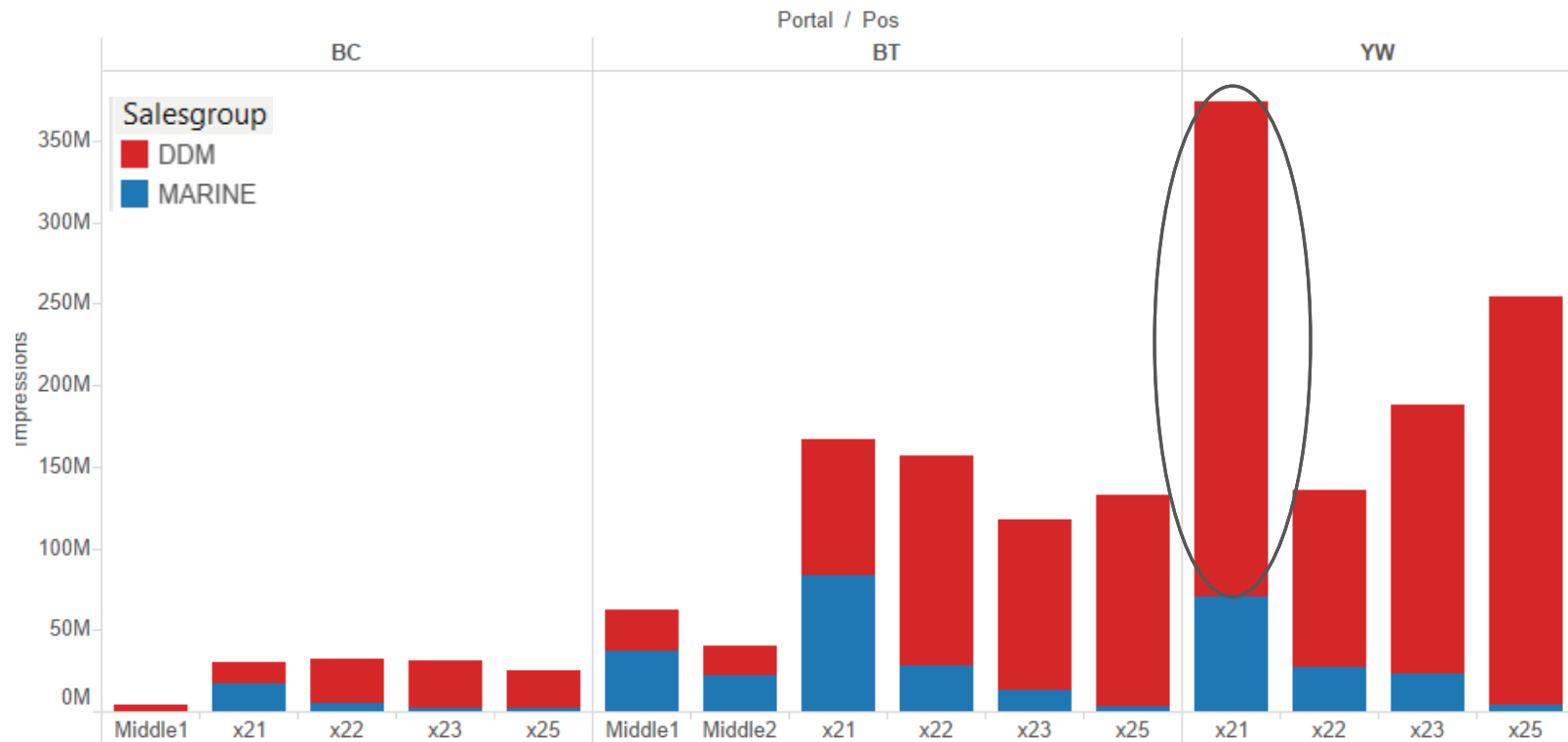


# Opportunities to sell more impressions – NOT x21 Miami Market



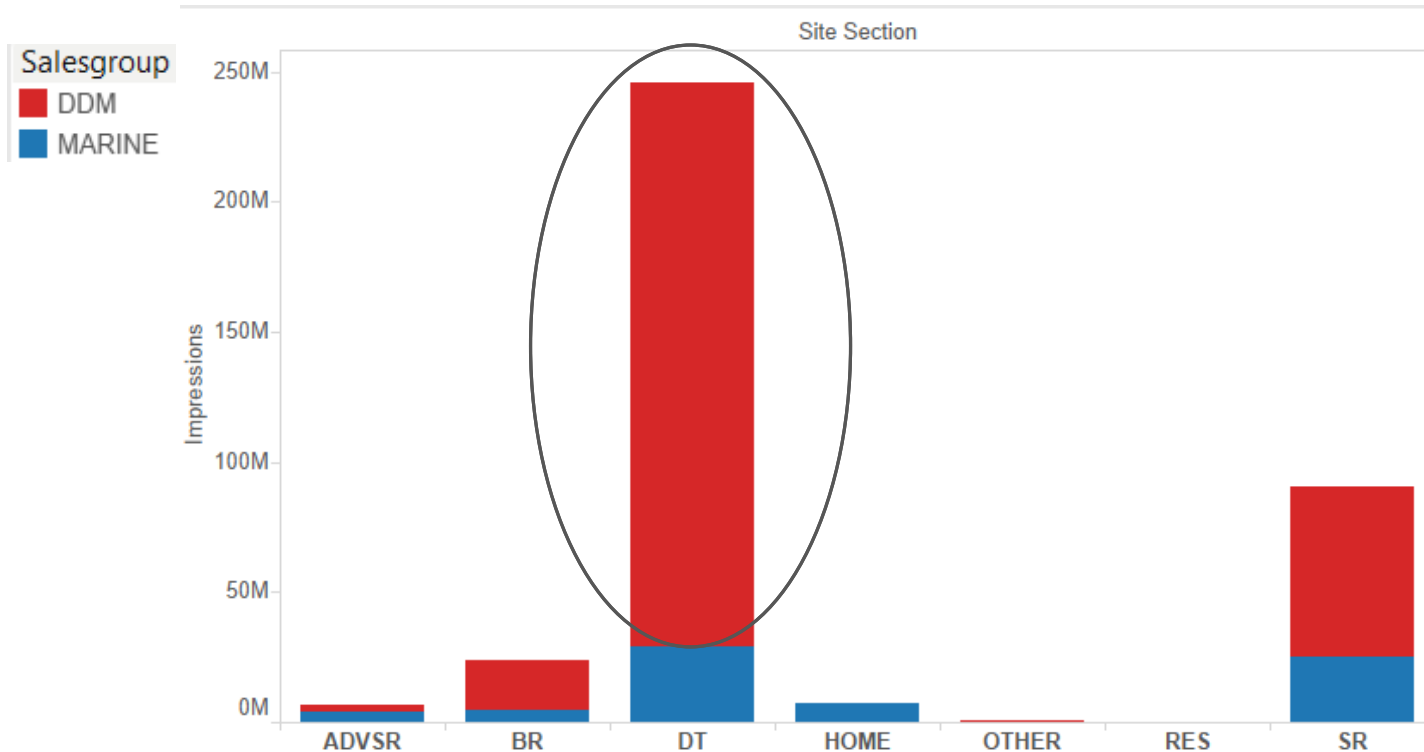
This phenomenon is seen *everywhere* even in tight markets such as Miami

# Opportunities to sell more impressions – YW x21



YW x21 is large area of opportunity for BCG

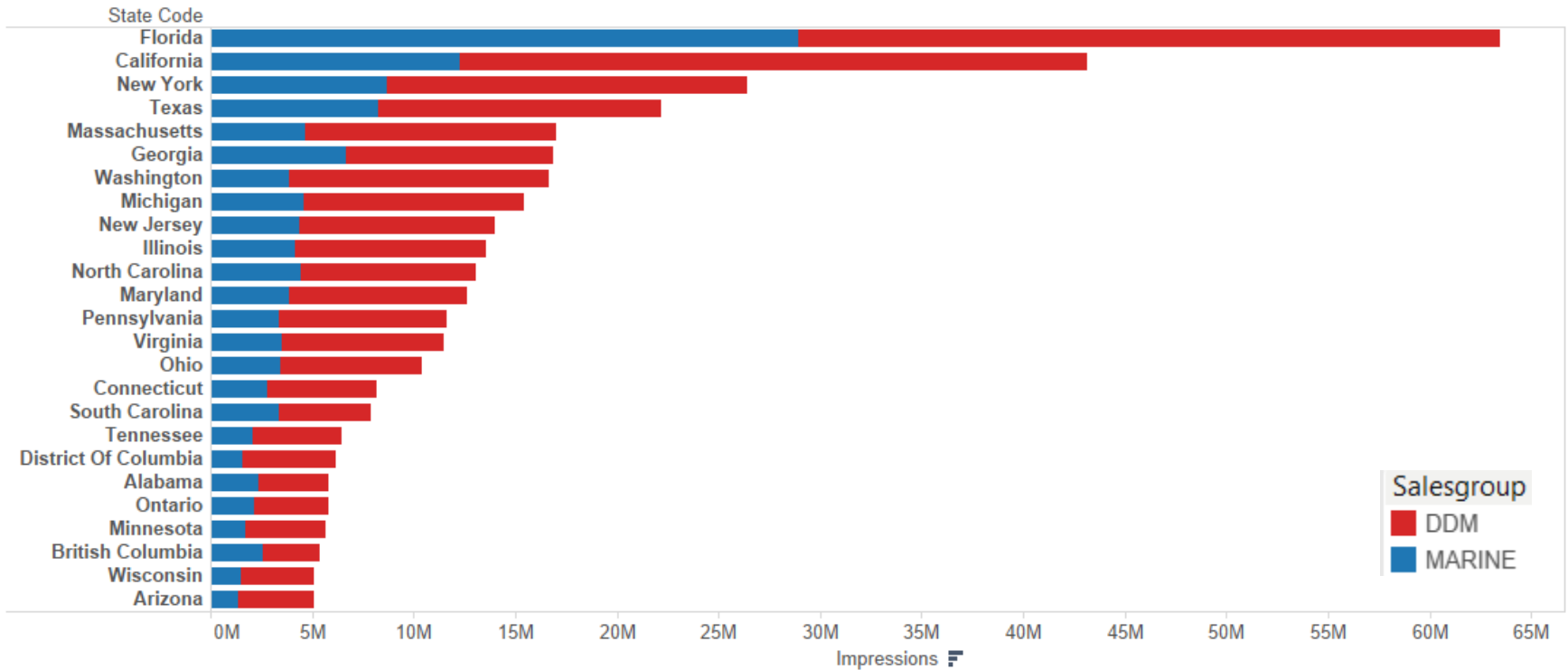
# Opportunities to sell more impressions – YW x21 Details pages



YW x21 has the most opportunity to be sold for  
BCG group on the details pages

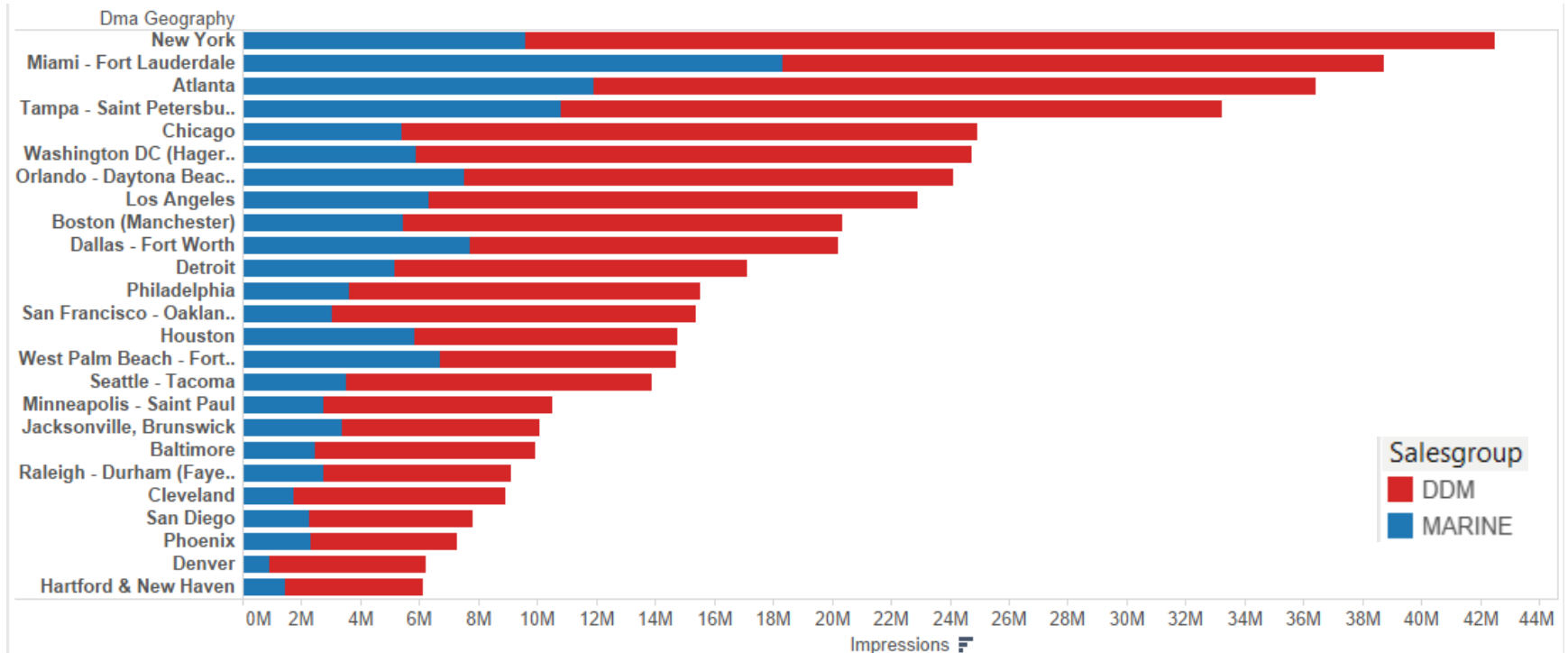


# Traffic By State (top 25) – all portals



Best Penetration in FL; Lots of Opportunity in every geography.

# Traffic By DMA (top 25) – BoatTrader



Best Penetration in Miami; Lots of Opportunity in every DMA.

# Sales Challenge

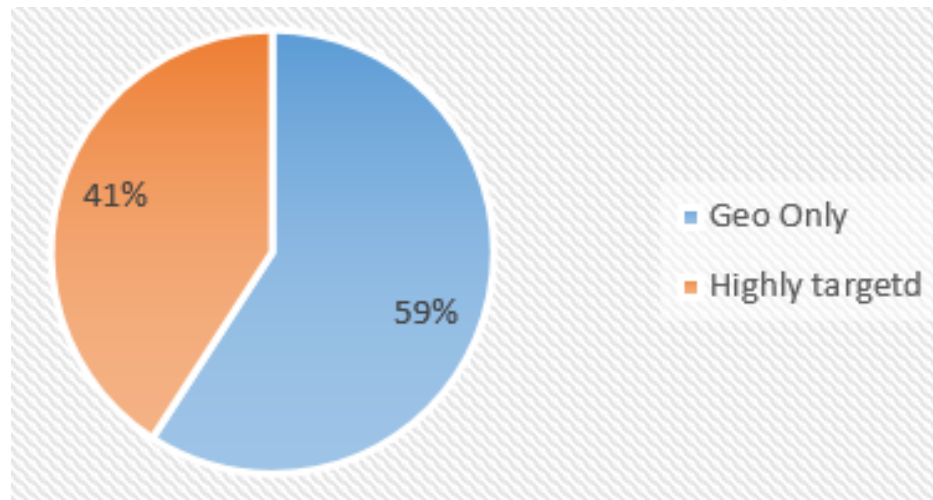
- Who can sell the most x22, x23 and x25 impressions?
  - What are the best ways to frame the conversation to sell non x21 positions?
- Who in the BCG group can sell the most YW-x21 Details?



# Roadblocks to Success – High Targeting

# Highly Targeted Banners Constrict Our Ability to Sell Inventory

- Targeted banners restrict impressions to less than 5% of what would have been available for geo only
- Since 2015-01 roughly 41% of all ads contain some highly targeted component



# Highly Targeted Banners Constrict Our Ability to Sell Inventory

- How the change in quantity sold affects revenue:

**Targeting Affect on Revenue Sold Example**

	Geo Only	Additional Targeting
Impression Available	100,000	5,000
CPM	\$ 8	\$ 12
Rev	\$ 800	\$ 60

Additional targeting significantly restricts our ability to make revenue due to significant reduction in availability

**What CPM Would give the Same Revenue?**

	Geo Only	Additional Targeting
Impression Available	100,000	5,000
CPM	\$ 8	\$ 160
Rev	\$ 800	\$ 800

To make the same revenue CPM would need to increase by 20 times!



# Do Highly Targeted Ads Benefit the Customer?

- (+) More relevant consumers
- (-) Less Audience: Many consumers browse for many makes and models
- What is the effect of high targeting on Click Through Rate (CTR)?
  - **NONE!**
    - After controlling for length of campaign, portal, site section, device type and position... highly targeted ads are found to be highly insignificant to contributing to CTR
      - (pvalue always greater than 0.5 in many specifications)
  - If you want to sell a position with high CTR – sell HERO ads

**Conclusion: Targeting is bad for Revenue & the Customer**

# Sales Challenge

- Who can sell the most inventory with Geo only targeting?
  - How does the conversation change for *selling* your customer geo only?
  - Is your customer looking to sell a boat? Or increase its brand in the market?
    - If selling a boat, banner sales are probably not the best

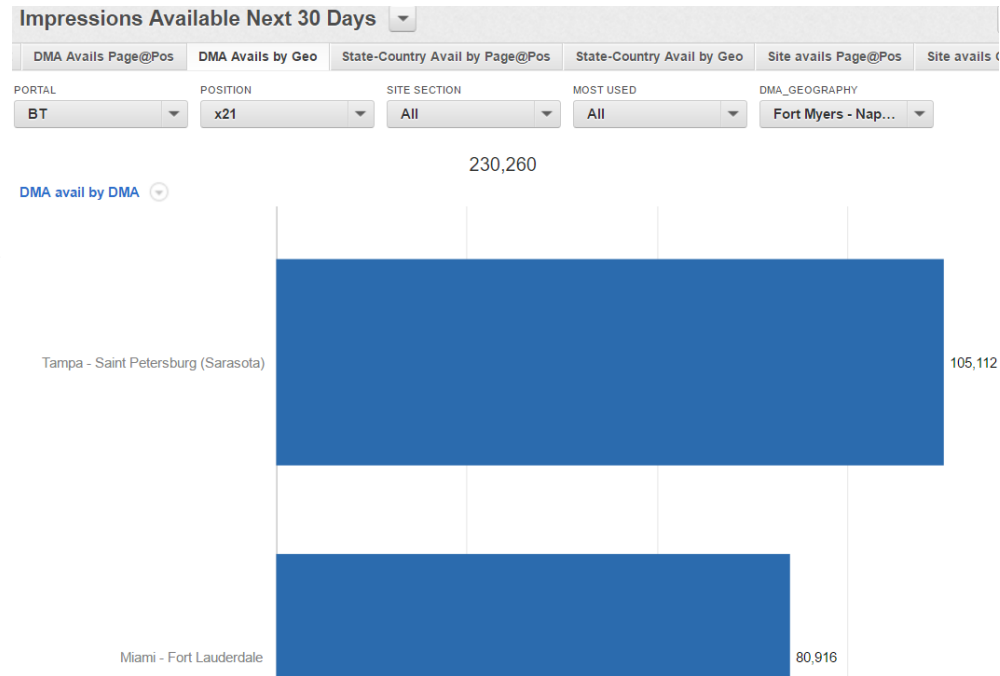


# Dashboard Updates



# New Dashboard - Availability

- Now includes DMA!
- As well as...
  - State-Country
  - Website Specific to get avails on
    - YWEUR & YWAU
- Get comfortable using dashboard as a tool to understand *where we have the most inventory to sell.*



Reach out to your sales-planner to learn more about how to use the Availability Dashboard to increase your business

# Appendix – CTR analysis

# Highly targeted ads effect on CTR

Residuals:  
Min 1Q Median 3Q Max  
-2.3091 -0.1100 -0.0492 0.0454 5.3712

Coefficients:	Estimate	Std. Error	t value	Pr(> t )	Sig
(Intercept)	0.27119	0.05372	5.048	4.50E-07	***
days_run	-0.00036	3.7E-05	-9.604	< 2e-16	***
PORTALBTOL	0.56259	0.02361	23.827	< 2e-16	***
PORTALYW	0.12577	0.02287	5.5	3.83E-08	***
DEVICE_TYPEWEB	-0.16063	0.02904	-5.531	3.21E-08	***
SITE_CONTENTBR	-0.3991	0.05314	-7.51	6.10E-14	***
SITE_CONTENTDEALER	-0.31103	0.06543	-4.754	2.01E-06	***
SITE_CONTENTDT	-0.45374	0.04298	-10.558	< 2e-16	***
SITE_CONTENTENG	-0.46533	0.15284	-3.045	0.00233	**
SITE_CONTENTFEA	0.17802	0.11331	1.571	0.11618	
SITE_CONTENTFP	1.63863	0.04382	37.394	< 2e-16	***
SITE_CONTENTINS	2.40583	0.24899	9.662	< 2e-16	***
SITE_CONTENTRES	0.17649	0.07096	2.487	0.01288	*
SITE_CONTENTROS	-0.27001	0.05551	-4.864	1.16E-06	***
SITE_CONTENTSR	-0.49179	0.04267	-11.527	< 2e-16	***
SITE_CONTENTSRDT	-0.03028	0.04385	-0.69	0.48991	
SITE_CONTENTUKNOWN	1.45606	0.39052	3.729	0.00019	***
highly_targeted	0.00229	0.00755	0.304	0.7615	

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Signif. codes: 0 '\*\*\*' 0.001 '\*\*' 0.01 '\*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.5492 on 24317 degrees of freedom

Multiple R-squared: 0.49, Adjusted R-squared: 0.4896

F-statistic: 1374 on 17 and 24317 DF, p-value: < 2.2e-16