

# Media Survey Sample Results

# Agenda

1. Campaign Overview
2. Brand Study Results
3. Display Front End Performance
4. Social Front End Performance
5. Learnings & Recommendations

# Campaign Objectives

Campaign  
Objective

Increase perception that BRAND provides secure and seamless access to applications people use across their organization

KPIs

Perception Lift, Consideration Lift

Optimization  
Metrics

Viewability, Engagement Rate, Average View Time

# Campaign Overview

STRATEGIC  
APPROACH

Establish leadership through data driven precision and surrounding the content ITDMs, CISOs, and SecOps seek out

Leadership Through Precise Connection

Use a precise data-led approach for strong reach and engagement

Leadership By Surrounding The Conversation

Partner with tech, security, and identity risk authorities through content surrounds to strengthen our message

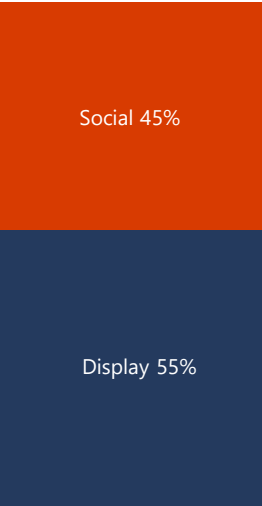
PLANNING  
PARAMETERS

- Timing** 9/08/20 - 12/31/20
- Region** USA
- Target** Information Technology Decision Makers (ITDMs), Chief Information Security Officers (CISOs), & Security Operations Professionals (SecOps)
- Assets** Standard Display (160x600, 320x50, 300x50, 300x600, 300x250, 728x90), Embedded Video Banner (18s), 18s In-Feed Social Video

ATTITUDINAL  
KPIs

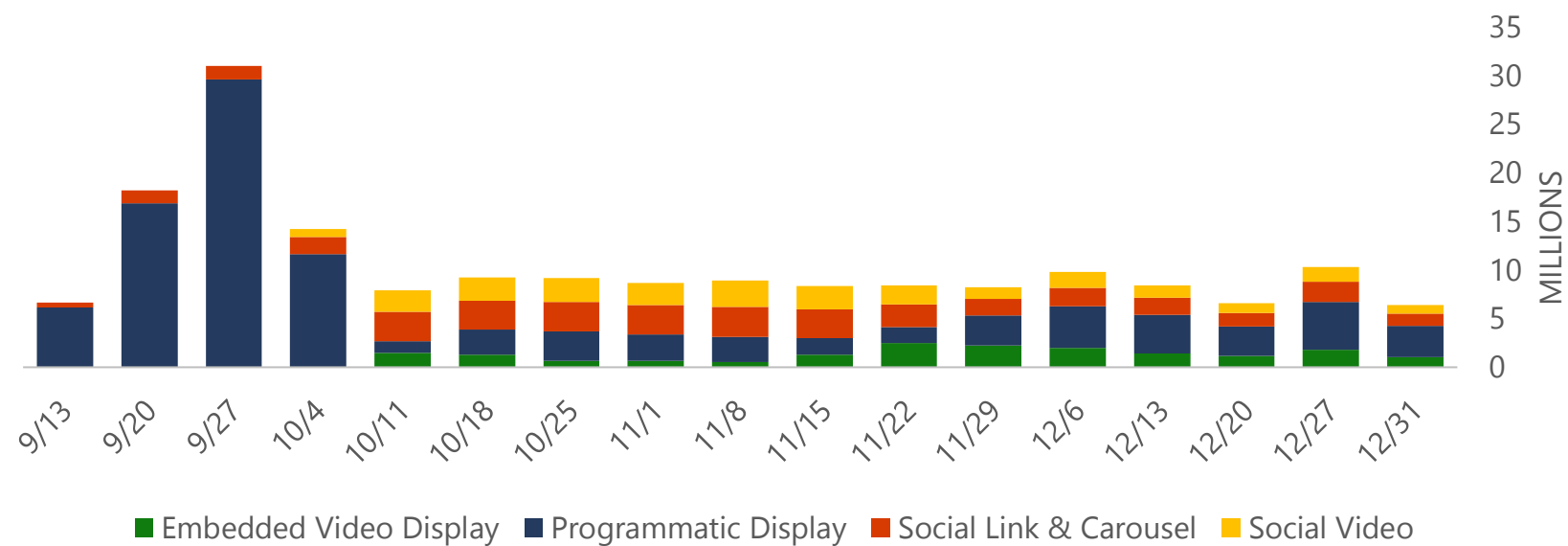
- Increase perception that:
- BRAND can securely and seamlessly connect to applications organizations use
  - BRAND is an employee identity and access management solution I am considering for my business

FY21 H1 MEDIA MIX

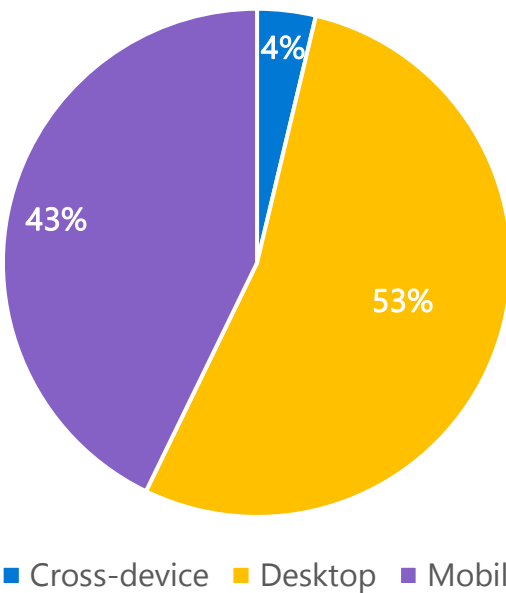


# Impression Delivery

Impressions per Week by Tactics



Impressions by Device



| Flight                  | Display - Programmatic | Display – Embedded Video | Social – Link & Carousel | Social - Video     | Total       |
|-------------------------|------------------------|--------------------------|--------------------------|--------------------|-------------|
| FY21 Q1<br>(% of total) | \$240,546<br>(66%)     | N/A                      | \$123,773<br>(34%)       | N/A                | \$364,318   |
| FY21 Q2<br>(% of total) | \$191,302<br>(20%)     | \$300,000<br>(31%)       | \$267,917<br>(28%)       | \$204,052<br>(21%) | \$963,273   |
| H1<br>(% of total)      | \$431,848<br>(33%)     | \$300,000<br>(23%)       | \$391,690<br>(30%)       | \$204,052<br>(15%) | \$1,327,592 |

Incremental budget was added the week ending 11/29. Impression volume increased during the last week in order to spend in full.

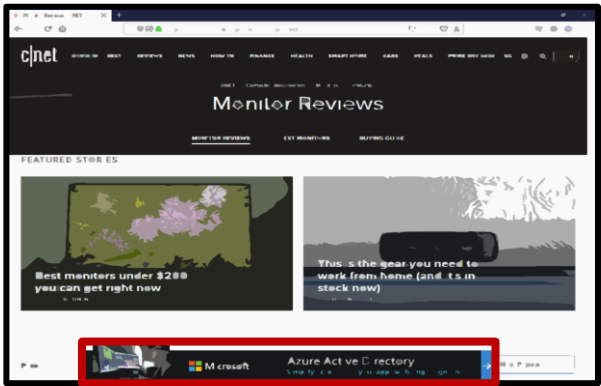
# Media Plan

|         |                                                          | Sep |    |    |    | Oct |    |    |    | Nov |   |    |    |    | Dec |    |    |    |
|---------|----------------------------------------------------------|-----|----|----|----|-----|----|----|----|-----|---|----|----|----|-----|----|----|----|
|         |                                                          | 8   | 13 | 20 | 27 | 4   | 11 | 18 | 25 | 1   | 8 | 15 | 22 | 29 | 6   | 13 | 20 | 27 |
| Display | Programmatic Display<br>(Xandr) - \$432 K                |     |    |    |    |     |    |    |    |     |   |    |    |    |     |    |    |    |
|         | Programmatic Embedded Video Display<br>(Xandr) - \$300 K |     |    |    |    |     |    |    |    |     |   |    |    |    |     |    |    |    |
| Social  | Link & Carousel Ads<br>(LinkedIn & Reddit) - \$392 K     |     |    |    |    |     |    |    |    |     |   |    |    |    |     |    |    |    |
|         | In-feed Video<br>(LinkedIn & Reddit) - \$204 K           |     |    |    |    |     |    |    |    |     |   |    |    |    |     |    |    |    |

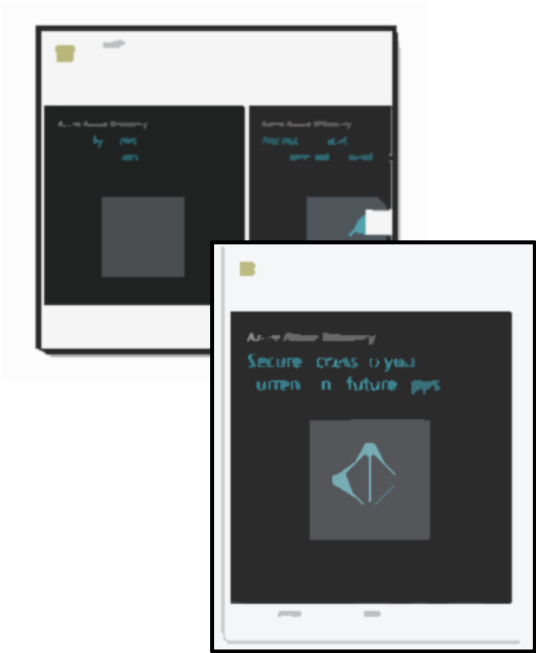
Standard Banner - Programmatic



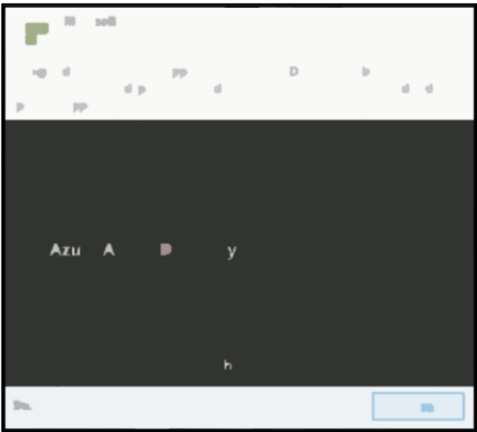
Embedded Video Display - Programmatic



Link & Carousel Ads (LinkedIn & Reddit)



In-feed Video (LinkedIn & Reddit)



# Survey Outline

## Question<sup>1</sup>

### Aided Brand Awareness

Which of the following employee identity and access management solutions are you aware of?

### Ad Awareness

Have you seen any of the following employee identity and access management solutions advertised in the past 7 days?

### Statement Agreement

BRAND provides secure and seamless access to applications that my organization uses.

### Consideration Intent

If you were in the market to employee identity and access management solutions for your company/business, how likely would you be to consider...

## Publishers

Surveys ran across 3 media partners: LinkedIn, Reddit & GumGum. GumGum's survey partner, Upwave, targeted respondents at the household level, ultimately delivering incredible results. GumGum's media targeting was based on the individual level, thus these results are not indicative of media delivery. As such, their results were not taken into strong consideration in the EOC analysis.

<sup>1</sup>Questions vary slightly by brand study

# Executive Summary



Overall, the campaign saw no significant perception lift on the primary KPI (BRAND securely & seamlessly connects to applications my company uses) possibly due to a majority of non-video impressions & a complicated message takeaway.



Ad Recall results were also low but could be lifted by leveraging storytelling tying the product to a positive emotion rather than having only statement-oriented copy.



Reddit was the only partner to drive significant lift in consideration. As such, the partner should be strongly considered for the Q4 media plan.



Media tactics performed above or near benchmark against front-end metrics. In order to maximize mid-campaign learnings, plan new optimizations around budget shifts & holidays.



Transitioning to measuring media success by site-side engagement won't directly capture creative takeaway but will focus on its ability to drive respondents to learn more. Brand study recommendations such as increasing video spend and incorporating Reddit into the Q4 plan may not translate into planning to maximize site-engagement.



# Campaign Scorecard

| Attitudinal Goals | Brand Lift Against Target Audience (Compared to Control)                                                         |  | LinkedIn     | Reddit       | <del>GumGum</del> | GumGum results are included but not taken into consideration due to errors made by their survey partner |
|-------------------|------------------------------------------------------------------------------------------------------------------|--|--------------|--------------|-------------------|---------------------------------------------------------------------------------------------------------|
|                   | <b>Primary Perception Goal:</b><br>Provides secure and seamless access to applications that my organization uses |  | 0<br>(70%)   | +4<br>(38%)  | 0<br>(5%)         |                                                                                                         |
|                   | <b>Secondary Perception Goal:</b><br>Consider BRAND for my business                                              |  | -5<br>(72%)  | +18<br>(61%) | -2<br>(6%)        |                                                                                                         |
|                   | <b>Aided Brand Awareness</b><br>Brand recognition from a list including competitors                              |  | +4<br>(87%)  | +3<br>(44%)  | -2<br>(13%)       |                                                                                                         |
|                   | <b>Ad Recall:</b><br>Recall seeing an ad online for Azure Active Directory                                       |  | -10<br>(27%) | +4<br>(26%)  | +1<br>(2%)        |                                                                                                         |
|                   |                                                                                                                  |  |              |              |                   |                                                                                                         |

| Behavioral Metrics | Delivery    |                            | Impressions        |         | 180 MM            |  |
|--------------------|-------------|----------------------------|--------------------|---------|-------------------|--|
|                    | Diagnostics | Tactic                     | KPI                | Results | Target /Benchmark |  |
|                    |             | Xandr Standard Display     | Viewability        | 79%     | +13%              |  |
|                    |             | Xandr Embedded Video       | Viewability        | 76%     | +9%               |  |
|                    |             | LinkedIn Carousel & Static | Engagement Rate    | 0.16%   | +0%               |  |
|                    |             | Reddit Carousel & Static   | Click-through Rate | 0.14%   | -13%              |  |
|                    |             | LinkedIn In-feed Video     | Average View Time  | 9.68s   | +14%              |  |
|                    |             | LinkedIn In-feed Video     | Average View Time  | 8.71s   | +25%              |  |

# Brand Study Results

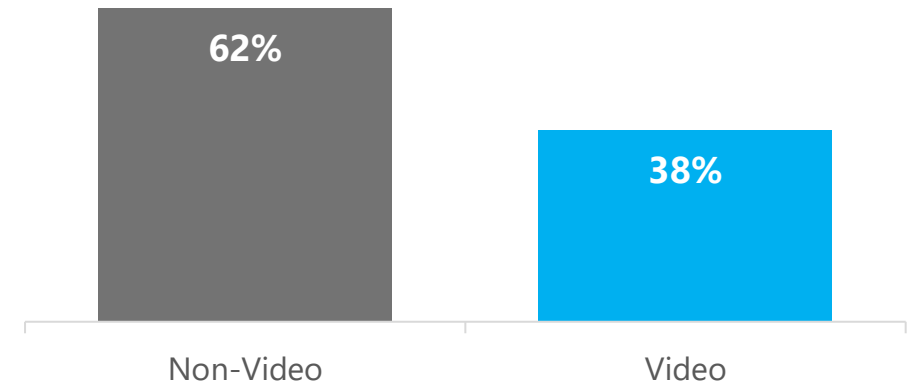
# Low statement agreement results could be due to a majority of non-video impressions & a complicated message takeaway.

- Awareness of BRAND (66%), two product feature takeaways & a correlation to one's business could have hindered a clearer message takeaway
- Video, incorporating movement & capturing more attention, is better suited to effectively communicate multiple consumer takeaways
- Reddit was the only partner with a directional lift in statement agreement & had the highest share of video impressions (45%) potentially supporting video vs. Non-video

Statement Agreement Steps

- 1 BRAND provides secure and
- 2
- 3 seamless access to
- 4 applications used across organizations

Video Impressions  
(Total Campaign)



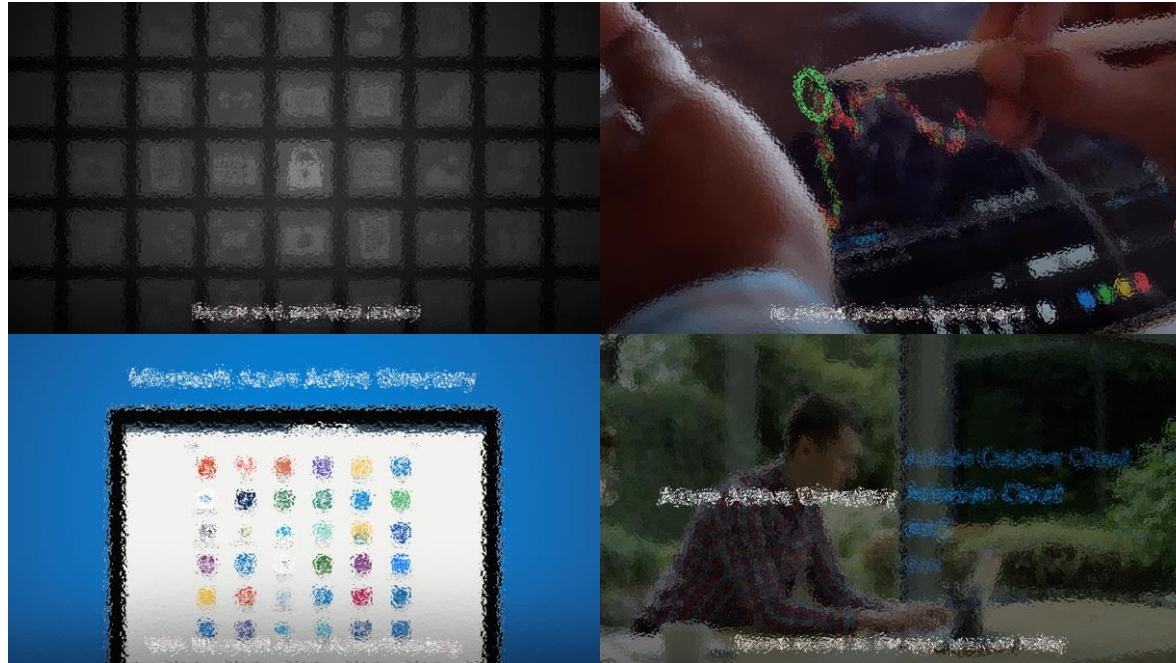
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💡 Shift spend to majority video in order to more clearly relay intended takeaway.

# To improve Ad Recall, leverage video storytelling tying the product to a positive emotion rather than only statement-oriented copy.

- While the copy did clearly state the intended message takeaway, there was limited story development featuring the product as a protagonist or solution to a problem that the consumer could easily understand through short-form video
- Like statement agreement, Ad Recall driven by appeal & attention, is easier to convey through video storytelling

With AVT around 8 sec., branding & initial storyline hooks should exist in the first 3 seconds.

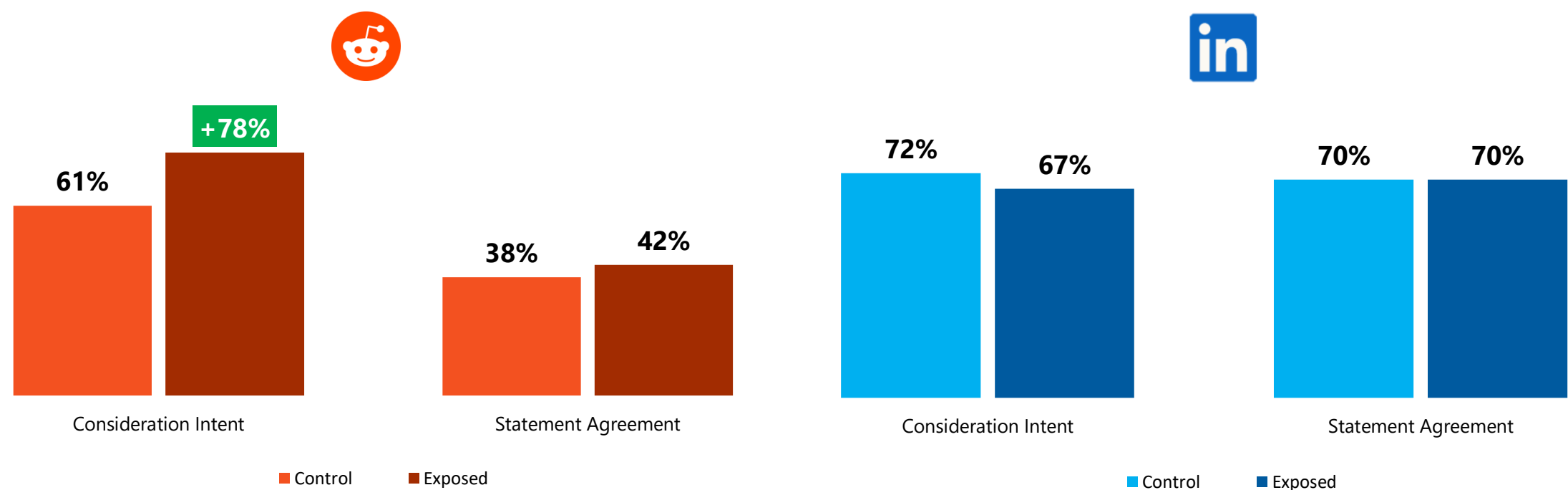


Clearer branding was an improvement from last quarter.



Consider creative development featuring Azure as part of a storyline that evokes emotion & appeal.

Reddit drove significant consideration lift\*; high baselines on LinkedIn may have made it more difficult for media to shift perception.




💡 Strongly consider re-introducing Reddit within Q4 Planning; ensure media takeaways are implemented to increase success of LinkedIn.

Control / Exposed Total: LinkedIn ( 102/120 ), Reddit (80/102)

Significant difference at 90% confidence level  
Significant difference at 80% confidence level

# Reddit results indicate IAM decision influencers are more likely to be persuaded than IAM decision makers.

- Primary decision makers in IAM solutions are likely more knowledgeable (as evidenced by their higher baselines) and less likely to be persuaded by media
- Results indicate there is likely value in continuing broader-based targeting on other platforms

|  | Primary Decision Maker<br>(I am the primary decision maker for my company's employee identity and access management solutions) |         |       | Decision Influencer<br>(I have input for my company's employee identity and access management solutions, but do not make the final decision) |         |       |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|---------|-------|----------------------------------------------------------------------------------------------------------------------------------------------|---------|-------|
|                                                                                   | Control                                                                                                                        | Exposed | Delta | Control                                                                                                                                      | Exposed | Delta |
| Aided Brand Awareness                                                             | 52%                                                                                                                            | 51%     | -1    | 33%                                                                                                                                          | 43%     | +10   |
| Reddit Ad Awareness                                                               | 39%                                                                                                                            | 35%     | -4    | 9%                                                                                                                                           | 24%     | +15   |
| Consideration Intent                                                              | 69%                                                                                                                            | 76%     | +7    | 50%                                                                                                                                          | 80%     | +29.9 |
| Statement Agreement                                                               | 50%                                                                                                                            | 47%     | -3    | 22%                                                                                                                                          | 37%     | +15.4 |
| N                                                                                 | 46^                                                                                                                            | 51      |       | 34^                                                                                                                                          | 51      |       |

LinkedIn had a more limited question set. As a result, this exact question was only asked across Reddit.

 Further investigate the roles of decision influencers & consider additional segmentation to increase scale of future campaigns.

Significant difference at 90% confidence level  
 Significant difference at 80% confidence level

# Frequency of 4-10 proved most effective in boosting awareness and 11+ for consideration across audiences with lower baselines.

- Frequency of 4-10 proved most effective in boosting Brand Awareness on LinkedIn & Consideration Intent on Reddit
- Comparing the greatest lifts across platforms may indicate different audience behaviors within the two platforms. LinkedIn, as a professional network, is better suited for branding; while Reddit, as a community for content sharing and discussion, is better at lifting considerations


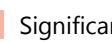


| LinkedIn Metrics by Frequency |         |              |               |              |
|-------------------------------|---------|--------------|---------------|--------------|
| Metric                        | Control | 1-3x Exposed | 4-10x Exposed | 11x+ Exposed |
| Aided Brand Awareness         | 79%     | -7%          | +10%          | 0%           |
| Ad Recall                     | 18%     | -3%          | 0%            | -8%          |
| Consideration Intent          | 62%     | -8%          | 0%            | -4%          |
| Statement Agreement           | 59%     | -1%          | +1%           | -1%          |
| N                             | 241     | 109          | 62            | 75           |



| Reddit Metrics by Frequency |         |            |              |              |              |
|-----------------------------|---------|------------|--------------|--------------|--------------|
| Metric                      | Control | 1x Exposed | 2-3x Exposed | 4-9x Exposed | 10x+ Exposed |
| Aided Brand Awareness       | 27%     | 0%         | -4%          | +3%          | +4%          |
| Ad Recall                   | 13%     | +4%        | 0%           | +3%          | +4%          |
| Consideration Intent        | 39%     | +13%       | +2%          | +10%         | +17%         |
| Statement Agreement         | 21%     | +2%        | 0%           | +4%          | +6%          |
| N                           | 200     | 48^        | 39^          | 63           | 52           |



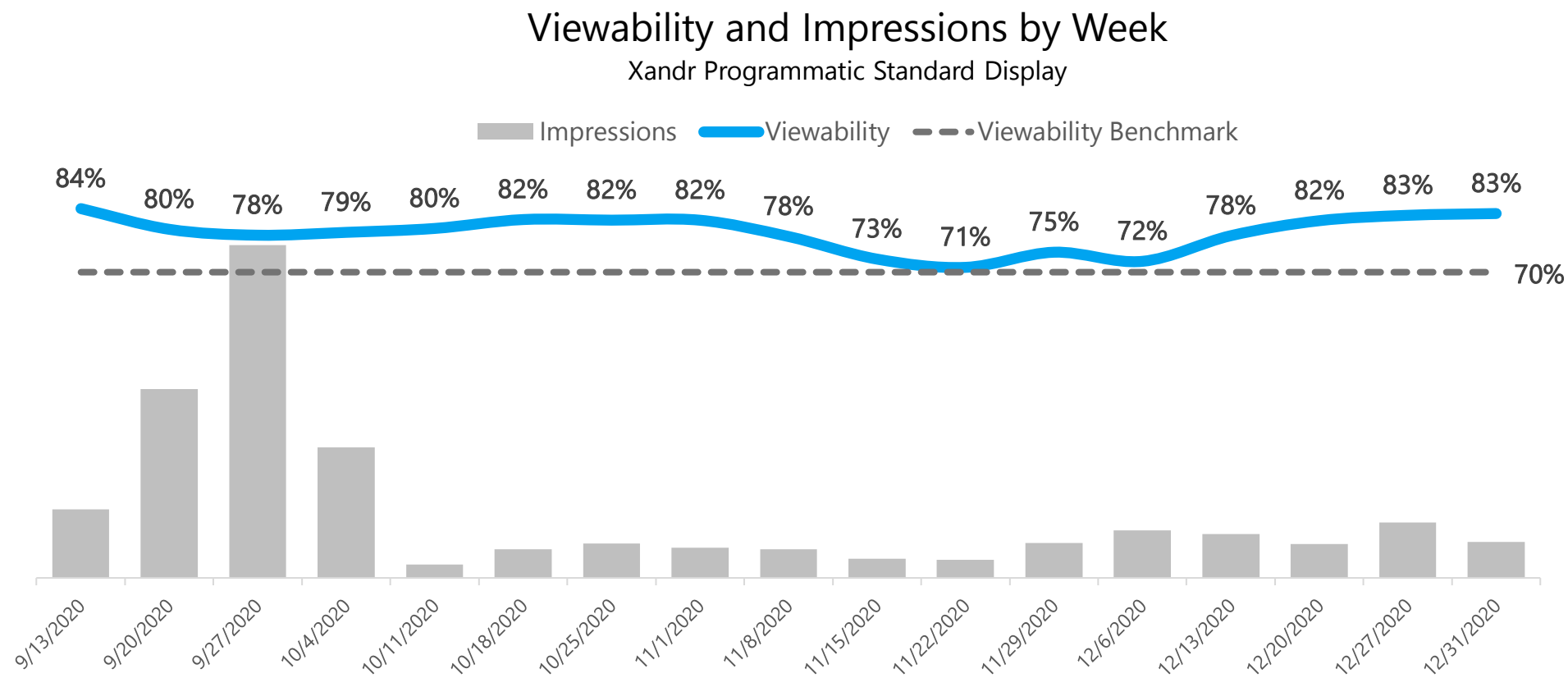
💡 When reaching audiences less familiar with BRAND, ensure a higher frequency is garnered in order to drive perception change.

  Significant difference at 90% confidence level  
  Significant difference at 80% confidence level

Display Behavioral Metrics

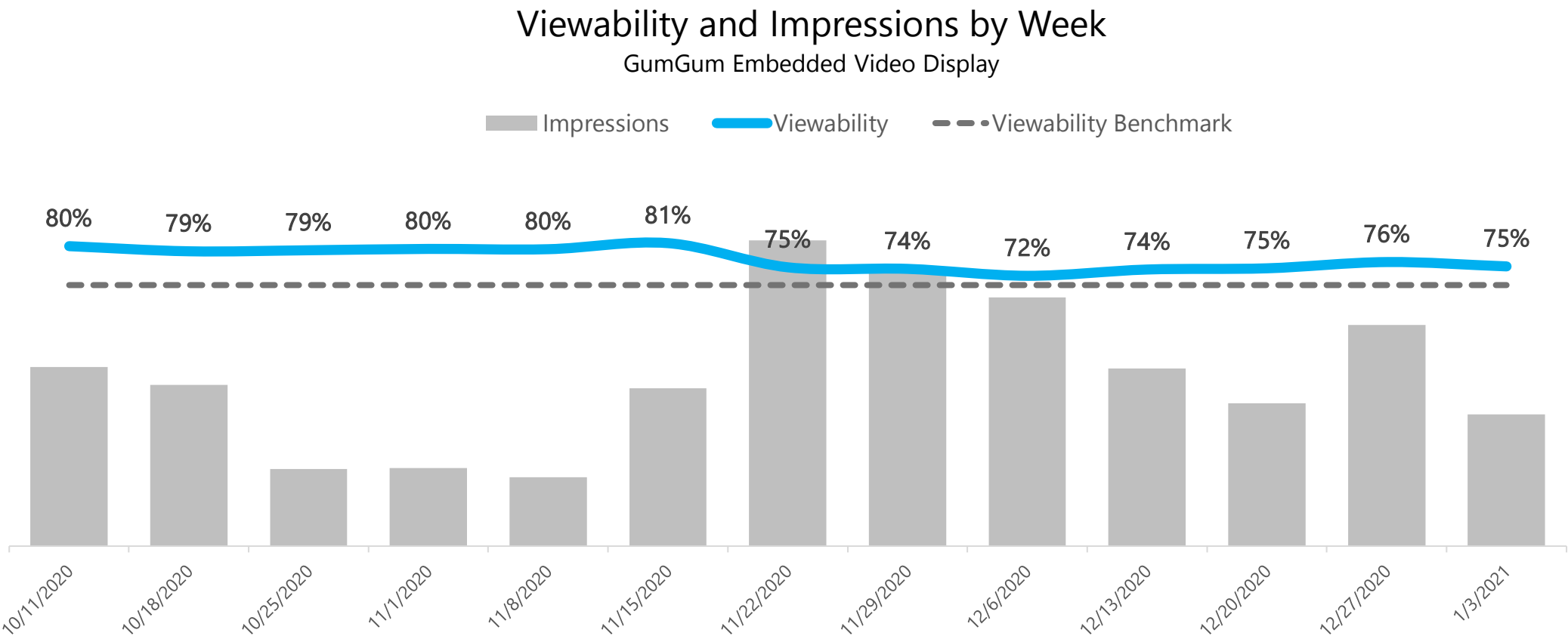


# Programmatic viewability remained well above benchmark throughout the campaign



\* Week ending on 12/31 inclusive of data from 12/28 to 12/31 (total 4 days)

# GumGum viewability remained above benchmark through out the campaign



\* Week ending on 12/31 inclusive of data from 12/28 to 12/31 (total 4 days)

# Optimizing towards audiences with a higher CTR resulted in a lower overall viewability

- Shifting additional spend into smaller audiences, PushSpring & NinthDecimal, may have also forced the DSP to spend against less viewable inventory

| Optimizing Towards Tactics with Higher Engagement<br>(Shifting Budget out of Oracle ITDM to PushSpring & NinthDecimal) |       |             |
|------------------------------------------------------------------------------------------------------------------------|-------|-------------|
| Xandr Standard Display - Viewability + CTR as Optimization Metrics                                                     |       |             |
| Unit                                                                                                                   | CTR   | Viewability |
| Result<br>(% Change)                                                                                                   | +74%  | -13%        |
| Post                                                                                                                   | 0.40% | 72%         |
| Pre                                                                                                                    | 0.23% | 81%         |

Pre: 10/1-11/8; Post:11/9-11/22. Only two weeks of data were used for post because of the incremental spend added the week beginning on 11/23.  
4% of the overall display budget (\$17K) was shifted out of the Oracle ITDM audience into PushSpring and NinthDecimal audiences the week of 11/9



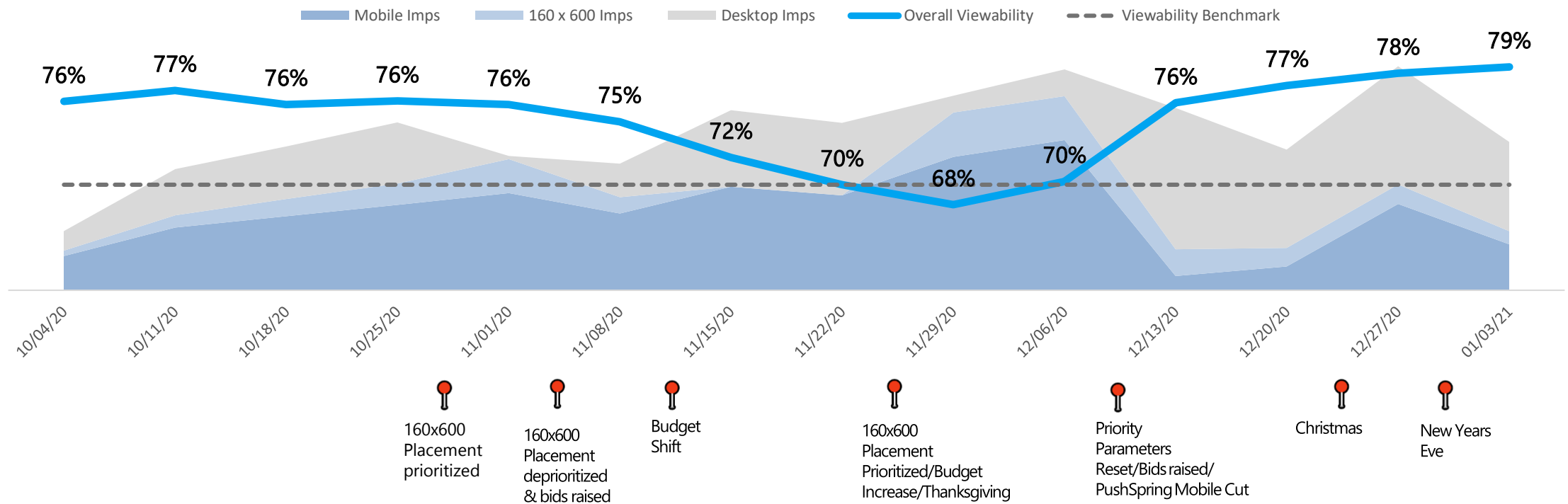
Minimize optimizations based on secondary metrics to maximize primary optimization KPI's like viewability

Sig. increase (10%)    No sig. change    Sig. decrease (10%)

# Additional Xandr priority settings across PushSpring & NinthDecimal hurt viewability; budget increases and holidays clouded results

- Overall performance appears to be strongest across audiences with fewer optimization parameters (before 11/01 and after 12/13). Adding restrictions or layers to Xandr may complicate the algorithm, resulting in less inventory and lower viewability

PushSpring & NinthDecimal Viewability & Impressions by Dimension



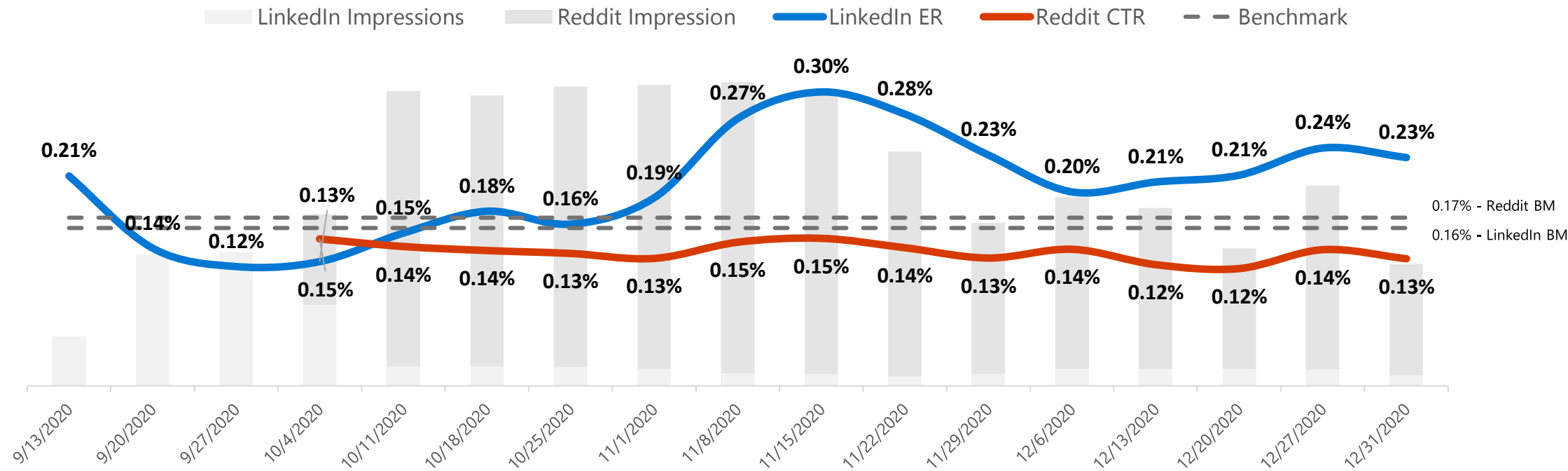
Continue carefully monitoring any changes that update the Xandr algorithm; Consider resetting optimizations and waiting until after other influences have finished to test again



# Audience optimizations led to stronger Engagement on LinkedIn; Reddit performance remained steady with device optimizations

- Budget was shifted out of LinkedIn ITDM Functions to job title targeting at the beginning of Q2 and the beginning of November
- Reddit Desktop Carousel was cut in the beginning of November, driving an uptick in CTR

Engagement Rate and Impressions by Week  
Reddit & LinkedIn Static (Link & Carousel) Ads

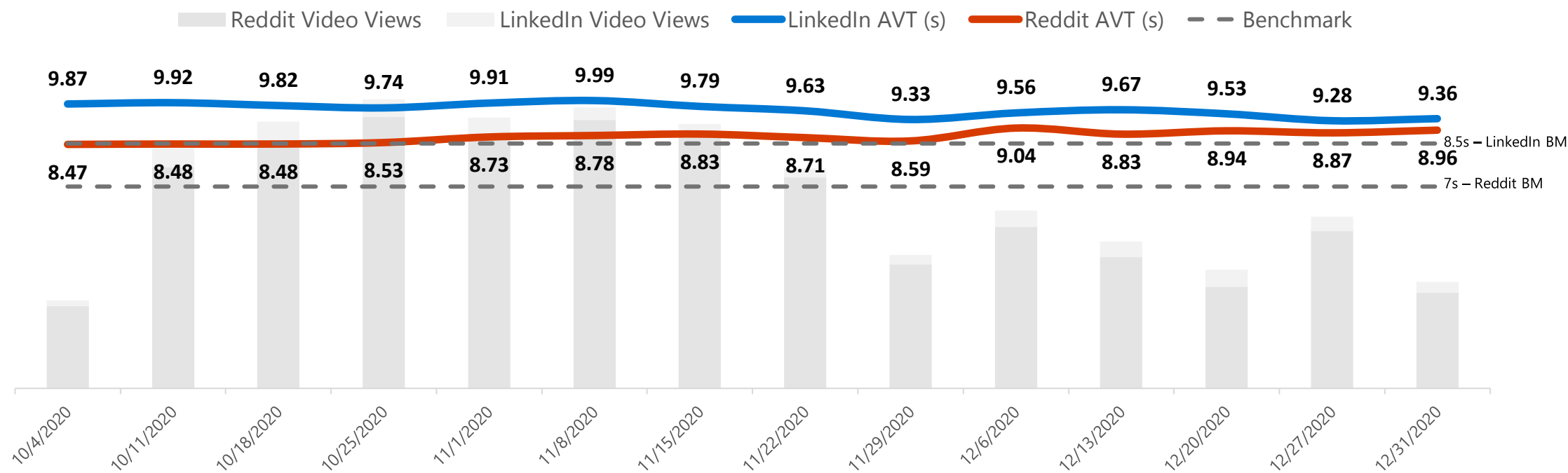


\* Week ending on 12/31 inclusive of data from 12/28 to 12/31 (total 4 days)

# Social in-feed video drove above benchmark AVT performance throughout the campaign

- Reddit budget shifts, prioritizing desktop drove higher AVT at the beginning of November and December
- LinkedIn audiences had similar AVT's, so optimizations had a smaller overall impact

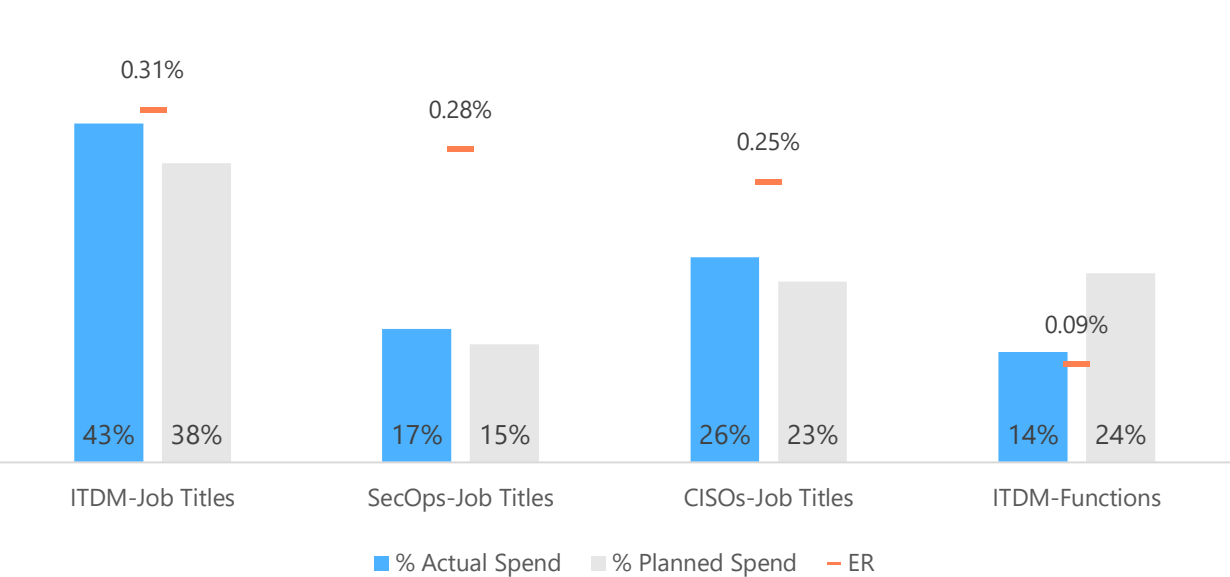
Average View Time and Video Views by Week  
Reddit & LinkedIn Video Link Ads



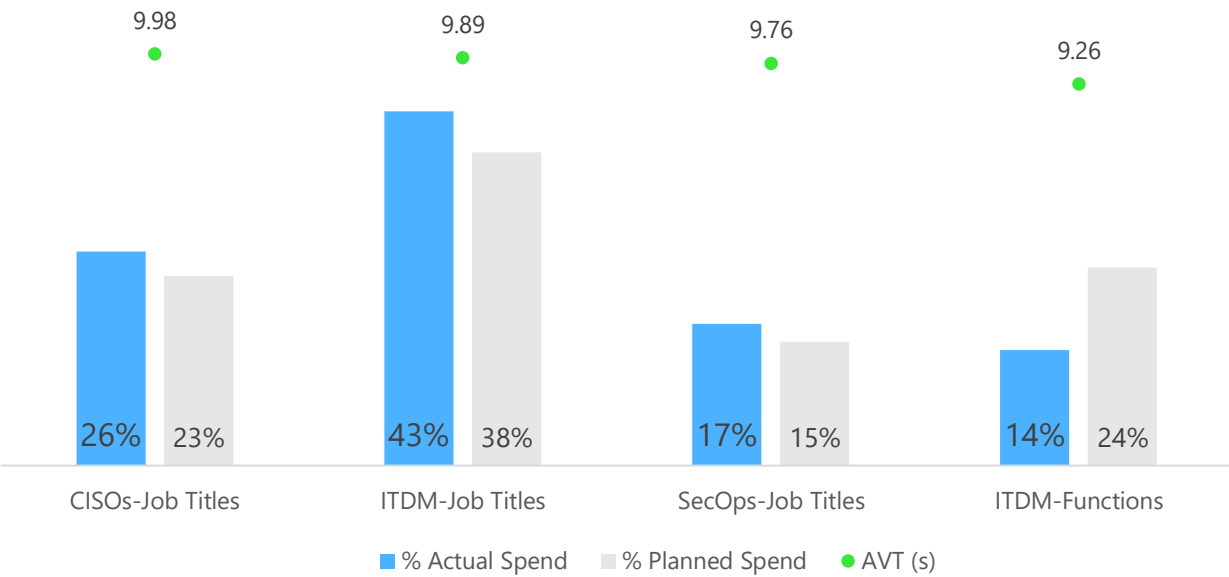
\* Week ending on 12/31 inclusive of data from 12/28 to 12/31 (total 4 days)

# LinkedIn ITDM Functions was deprioritized with both static and video ads performance indicating the audience may be less relevant

LinkedIn Static Ads Budget Shifts Based on Engagement Rate



LinkedIn Video Ads Budget Shifts Based on AVT



Moving into Q3, maintain similar budget levels, prioritizing job-title targeting

ITDM Functions is exclusive of the Job Titles targeting and focuses on seniority and has IT or Engineering as a job function, is a part of an IAM member group, or has IAM as a skill.

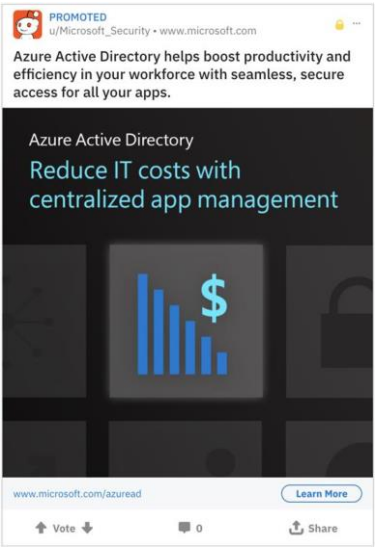


# Device had a strong influence on engagement across Reddit

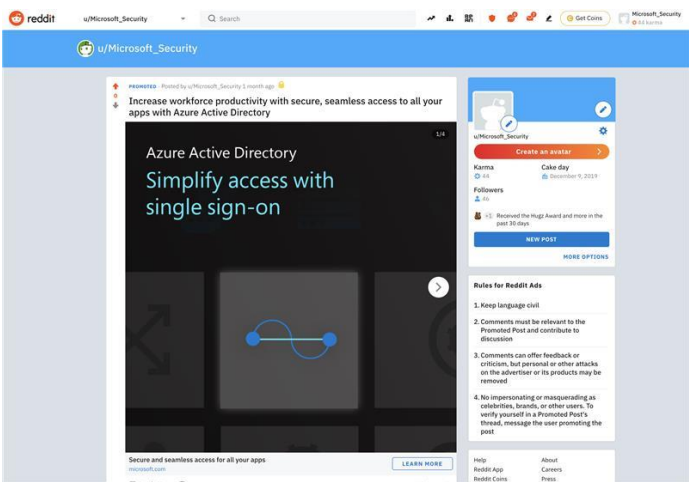
- Mobile drove a stronger CTR across static ads than desktop. With a larger share of screen than desktop, it may be more likely to be read and clicked on
- Desktop drove a stronger video view and AVT time compared to Mobile. Mobile's larger size and hand-held scrolling makes it easier to scroll past and out of

| Reddit Carousel & Link Ad Performance by Device |             |       |
|-------------------------------------------------|-------------|-------|
| Device                                          | Impressions | CTR   |
| Desktop                                         | 10,760,526  | 0.07% |
| Mobile                                          | 18,581,209  | 0.18% |
| % Difference                                    | 73%         | 61%   |

| Reddit Video Link Ad Performance by Device |             |         |              |
|--------------------------------------------|-------------|---------|--------------|
| Device                                     | Video Views | AVT (s) | Video Starts |
| Desktop                                    | 1,062,122   | 9.87    | 10.24%       |
| Mobile                                     | 1,178,945   | 7.67    | 8.56%        |
| % Difference                               | 11%         | 29%     | 16%          |



Reddit Static Mobile Format



Reddit Static Desktop Format

💡 Continue to slightly prioritize budget against top performing devices

Sig. difference (10%)    No sig. change    Sig. difference (10%)

# Learnings & Recommendations

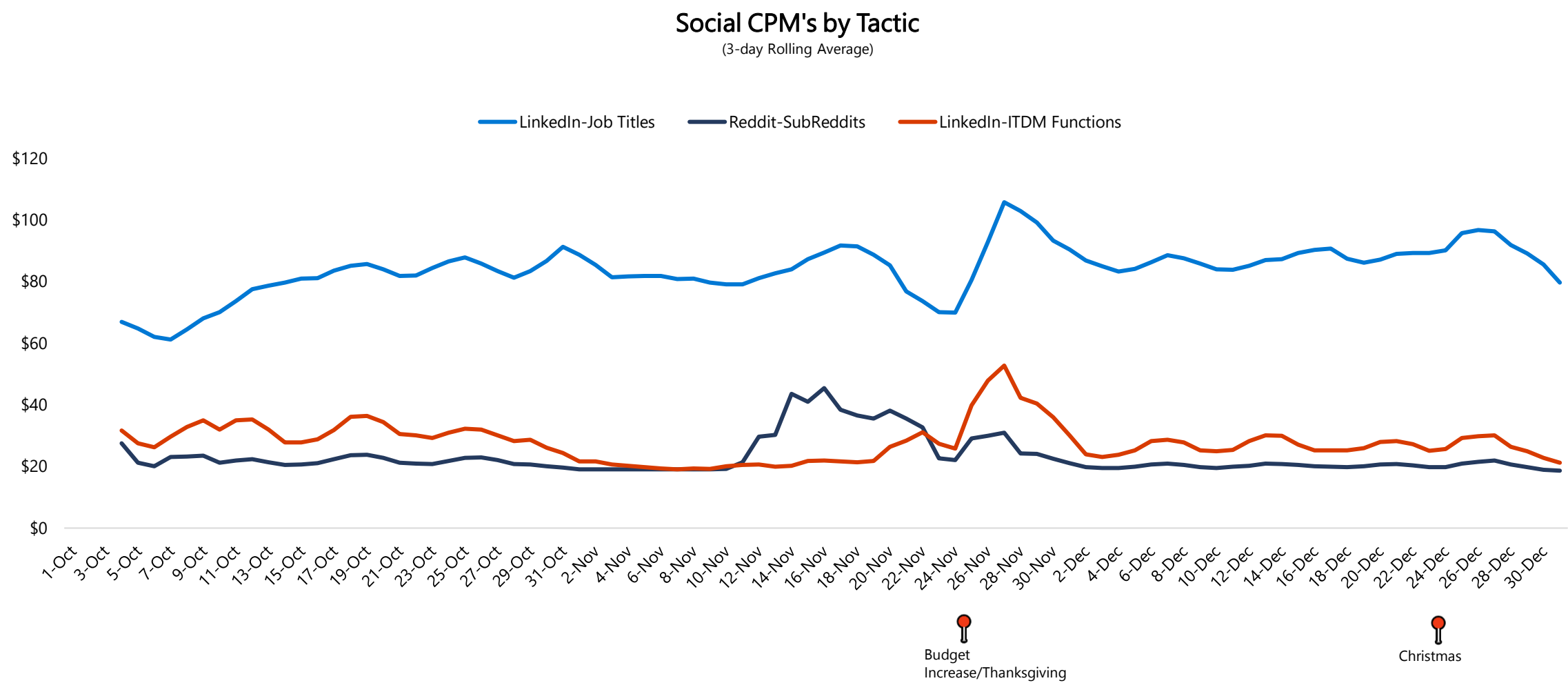
|               | LEARNING                                                                                                                      | RECOMMENDATION                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------|-------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CAMPAIGN GOAL | Low statement agreement results could have been due to a majority of non-video impressions & a complicated message takeaway.  | <ul style="list-style-type: none"> <li>Shift media mix to majority video in order to more clearly relay intended takeaway.</li> <li>Consider a simplified message takeaway with creative that supports differing communication goals: awareness, perception (security / seamless access), &amp; consideration.</li> </ul>                                                                            |
|               | Reddit drove significant consideration lift (at 10+ frequency levels) & hit the highest percent of our target audience.       | <ul style="list-style-type: none"> <li>Strongly consider re-introducing Reddit within Q4 Planning.</li> <li>Further investigate the job roles of decision influencers &amp; consider additional segmentation to increase scale of future campaigns.</li> <li>When reaching audiences less familiar with Azure, ensure a higher frequency is garnered in order to drive perception change.</li> </ul> |
|               | House-level targeting and cookie blocking limited GumGum brand study to recruit more target audience as respondents.          | <ul style="list-style-type: none"> <li>Refrain from using Upwave as a partner for future brand studies as household recruitment doesn't guarantee appropriate respondents.</li> <li>Reiterate campaign goals &amp; audiences to measurement partners, outlining rules like only 18+ aged respondents.</li> </ul>                                                                                     |
| CREATIVE      | To improve Ad Recall, leverage storytelling tying the product to a positive emotion rather than only statement-oriented copy. | <ul style="list-style-type: none"> <li>Consider creative development featuring Azure as a protagonist in a storyline that evokes emotion &amp; appeal.</li> <li>With AVT around 8 sec., branding &amp; initial storyline hooks should exist in the first 3 seconds.</li> </ul>                                                                                                                       |

| LEARNING            |                                                                                                                                                                     | RECOMMENDATION                                                                                                                                                                                                                                                                                    |  |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| MEDIA OPTIMIZATIONS | Budget changes and holidays reduce insight into impact of campaign optimizations.                                                                                   | <ul style="list-style-type: none"><li>Plan new optimizations around budget changes and holidays to increase reliability of learnings.</li><li>If possible, consider resetting previously made changes first before making new optimizations.</li></ul>                                            |  |
|                     | Optimizations on CTR or other secondary KPI's can have negative impact on primary KPI's, such as viewability.                                                       | <ul style="list-style-type: none"><li>Minimize optimizations based on secondary metrics to maximize primary optimization KPI's like viewability.</li><li>Viewability and TiV (Time in View) are the only two metrics that have been seen to have a direct correlation to brand metrics.</li></ul> |  |
|                     | LinkedIn Job-title targeting likely served to a more relevant audience than interest & function targeting (ITDM Functions) with a 61% lower ER and an 8% lower AVT. | <ul style="list-style-type: none"><li>Continue to prioritize job-title based targeting in Q3 and monitor ITDM Function performance to see if it generates site-site engagement.</li></ul>                                                                                                         |  |
|                     | Device was a primary performance driver within Reddit with 61% higher CTR & 29% higher AVT                                                                          | <ul style="list-style-type: none"><li>In future campaigns, slightly prioritize desktop across video and mobile across static in initial budget splits.</li></ul>                                                                                                                                  |  |

Thank you

# Appendix

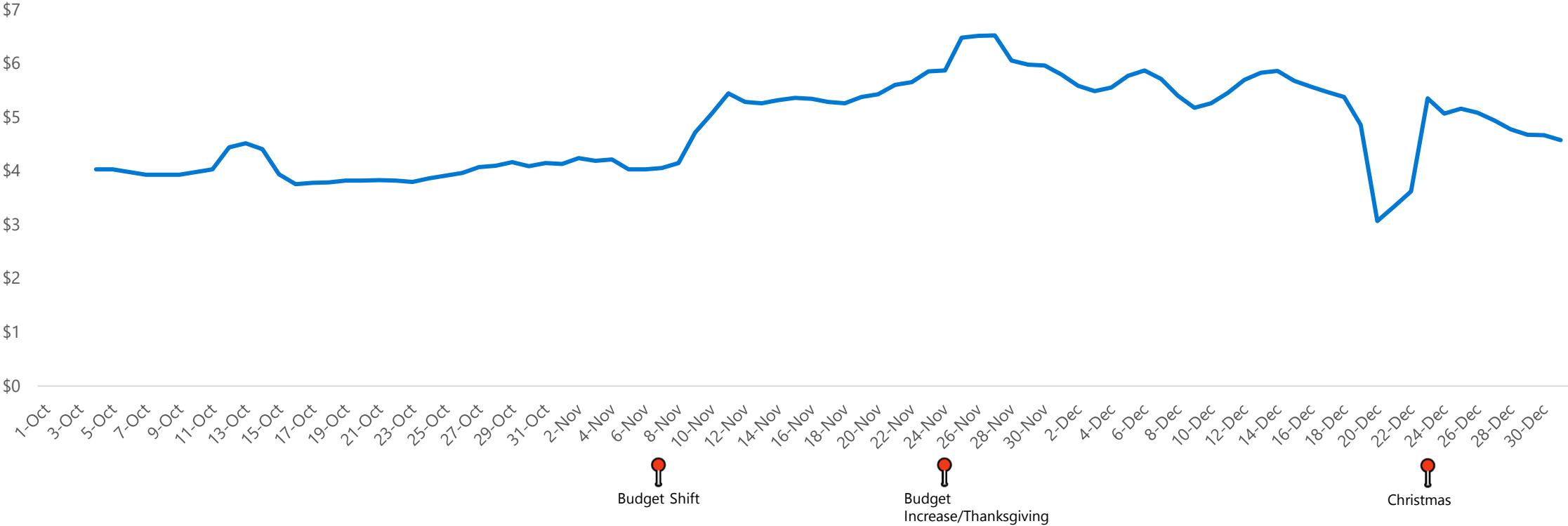
# CPM's across smaller job title audiences appear to have been impacted the most during the holidays



# CPM's increased slightly across standard display moving into the holiday season

Standard Display CPM  
(3-day Rolling Average)

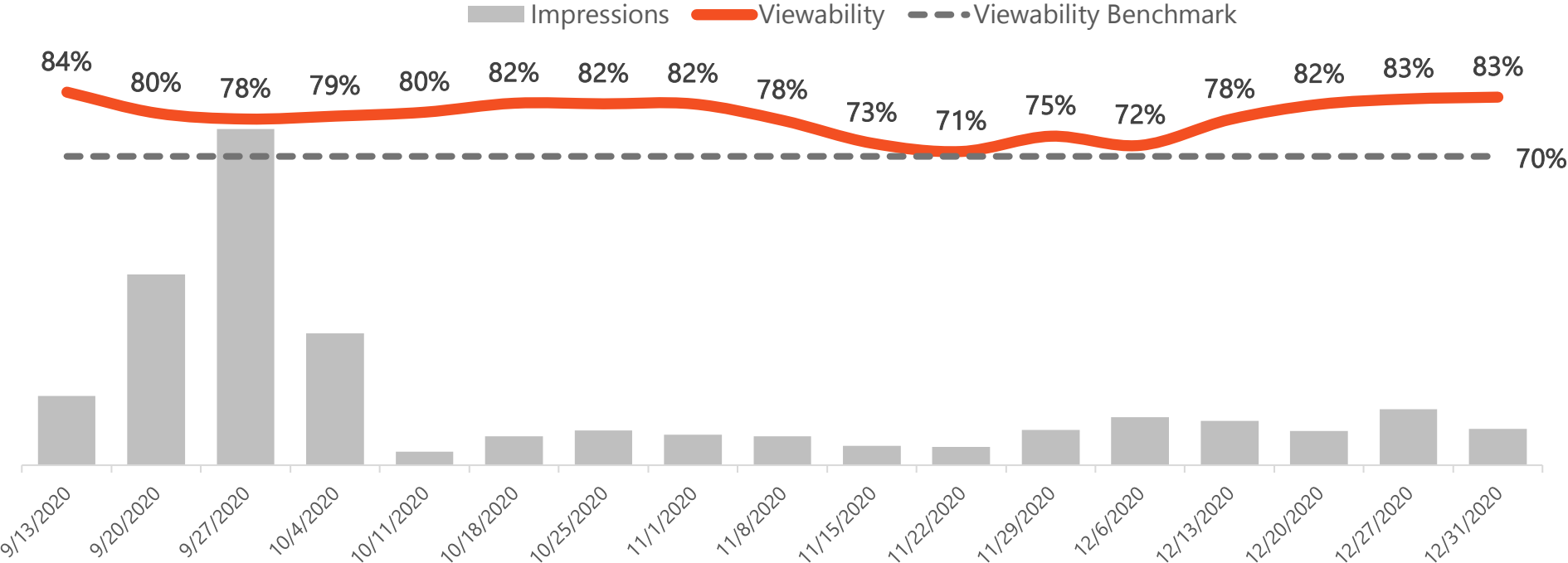
Standard Display





# Viewability and Impressions by Week

Xandr Programmatic Standard Display

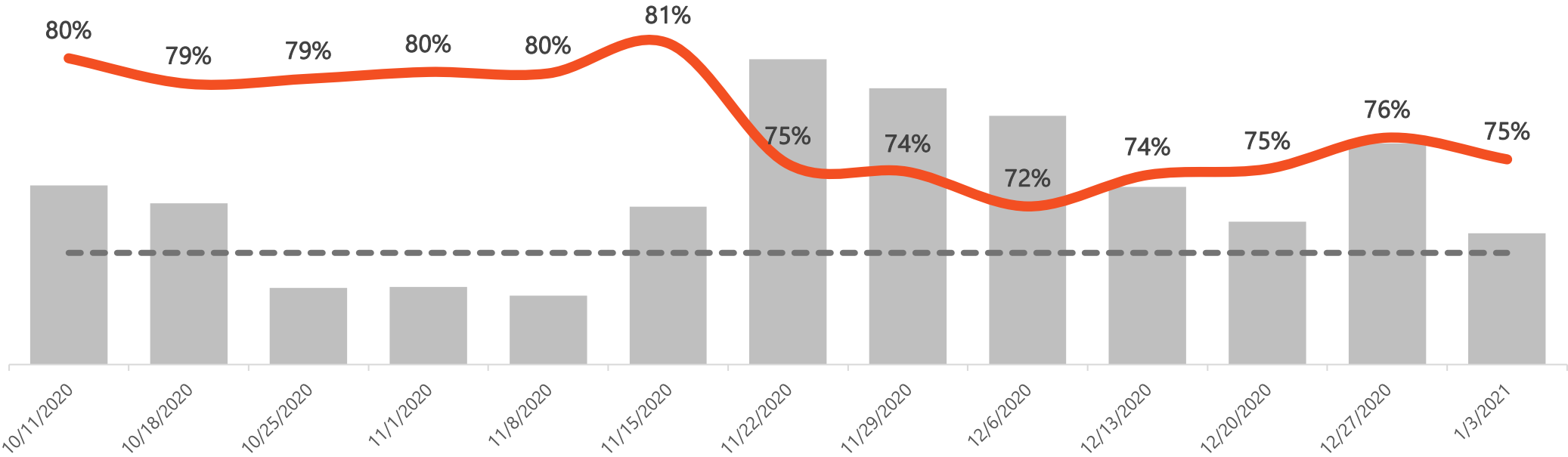


\* Week ending on 12/31 inclusive of data from 12/28 to 12/31 (total 4 days)

# Viewability and Impressions by Week

GumGum Embedded Video Display

Impressions Viewability Viewability Benchmark



\* Week ending on 12/31 inclusive of data from 12/28 to 12/31 (total 4 days)

# Competitor Creative - LinkedIn

Okta, Inc.  
Promoted

Does Active Directory have you feeling insecure? Learn why you deserve Okta instead. Download our eBook now.

**It's time to break up with Active Directory.**

*Why stay in a relationship that's not working?*

**okta**  
Okta.com/RethinkAD

Rethink Active Directory  
okta.com

Download

Okta, Inc.  
Promoted

Does Active Directory have you feeling insecure? Learn why you deserve Okta instead. Download our eBook now.

**Active Directory is free!\***

*\*CALs are another story.*

**okta**  
Okta.com/RethinkAD

Rethink Active Directory  
okta.com

Download

aws Amazon Web Services (AWS)  
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IAM Access Analyzer makes it simpler for security teams to verify that policies only provide the intended access to resources. Here's how to enable & centralize IAM Access Analyzer findings across your AWS Cont...see more

**Enabling AWS IAM Access Analyzer on AWS Control Tower accounts**

aws

74

# LinkedIn – All Respondents

| METRIC                                                                                                      | Control | Exposed | Delta |
|-------------------------------------------------------------------------------------------------------------|---------|---------|-------|
|                                                                                                             | n=241   | n=246   |       |
| Aided Brand Awareness                                                                                       | 79 %    | 78 %    | -1    |
| Ad Recall                                                                                                   | 18 %    | 15 %    | -3    |
|                                                                                                             | n=190   | n=193   |       |
| Consideration (Top 2 Box)                                                                                   | 62 %    | 58 %    | -4    |
| <i>Attribute: Provides secure and seamless access to applications that my organization uses (Top 2 Box)</i> | 59 %    | 59 %    | 0     |

Significant difference at 90% confidence level

Significant difference at 80% confidence level

# LinkedIn – Lift by Usage

BRAND metrics by Usage





| METRIC                                                                                                      | Parent BRAND Users |         |       | Parent BRAND Non Users |         |       |
|-------------------------------------------------------------------------------------------------------------|--------------------|---------|-------|------------------------|---------|-------|
|                                                                                                             | Control            | Exposed | Delta | Control                | Exposed | Delta |
|                                                                                                             | n=94               | n=95    |       | n=147                  | n=151   |       |
| Aided Brand Awareness                                                                                       | 100 %              | 100 %   | 0     | 66 %                   | 65 %    | -1    |
| Ad Recall                                                                                                   | 23 %               | 21 %    | -2    | 14 %                   | 8 %     | -6    |
|                                                                                                             | n=94               | n=95    |       | n=96                   | n=98    |       |
| Consideration (Top 2 Box)                                                                                   | 80 %               | 78 %    | -2    | 45 %                   | 38 %    | -7    |
| <i>Attribute: Provides secure and seamless access to applications that my organization uses (Top 2 Box)</i> | 84 %               | 85 %    | +1    | 35 %                   | 33 %    | -2    |

■ ■ Significant difference at 90% confidence level  
□ □ Significant difference at 80% confidence level

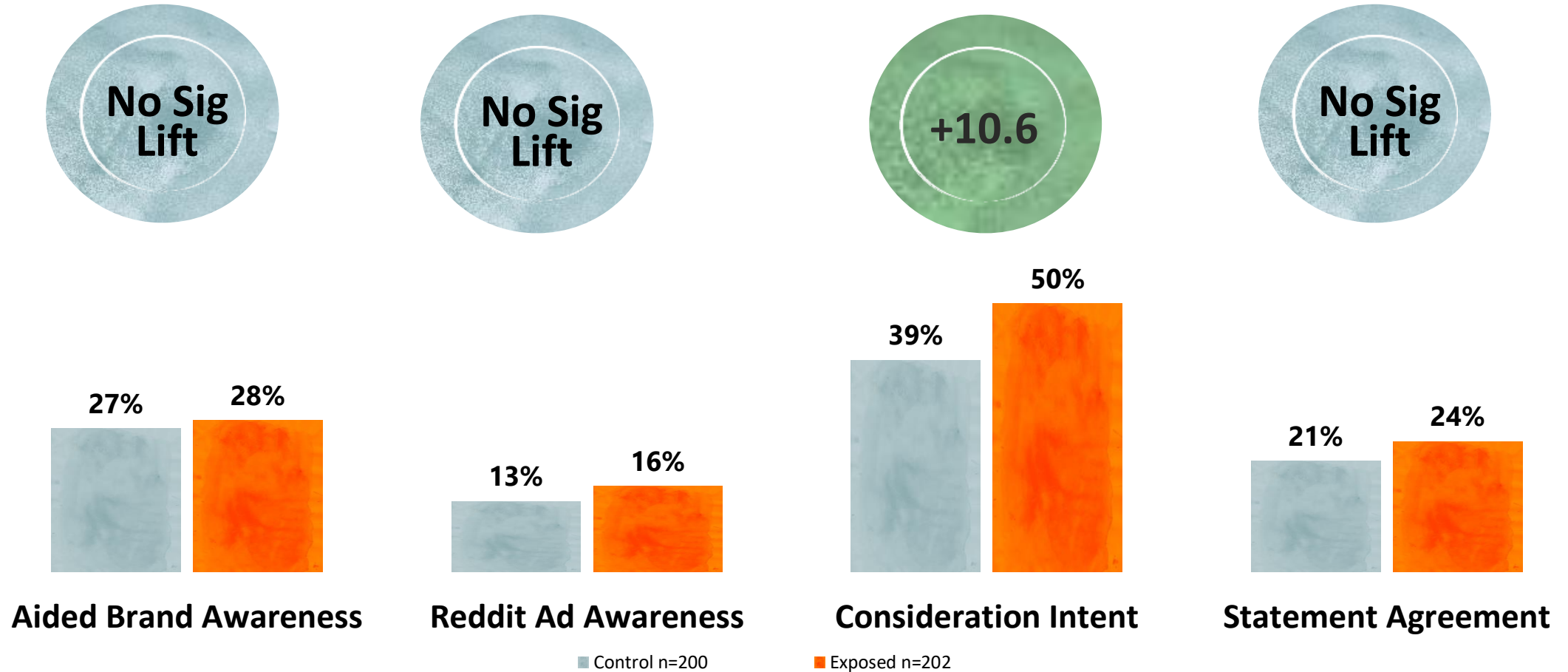
# LinkedIn – Lift by Decision Influence Job Role

| BRAND metrics by Decision Influence                                                                  |                                       |              |       |                                             |               |       |
|------------------------------------------------------------------------------------------------------|---------------------------------------|--------------|-------|---------------------------------------------|---------------|-------|
| METRIC                                                                                               | Employee Identity & Access Management |              |       | IT Security, IT Operations, & IT Management |               |       |
|                                                                                                      | Control                               | Exposed      | Delta | Control                                     | Exposed       | Delta |
| Aided Brand Awareness                                                                                | n=43<br>88 %                          | n=53<br>94 % | +6    | n=98<br>88 %                                | n=113<br>91 % | +3    |
| Ad Recall                                                                                            | 24 %                                  | 20 %         | -4    | 27 %                                        | 17 %          | -10   |
|                                                                                                      | n=38*                                 | n=50         |       | n=87                                        | n=103         |       |
| Consideration (Top 2 Box)                                                                            | 71 %                                  | 72 %         | +1    | 72 %                                        | 66 %          | -6    |
| Attribute: Provides secure and seamless access to applications that my organization uses (Top 2 Box) | 74 %                                  | 76 %         | +2    | 69 %                                        | 69 %          | 0     |

\*Low sample, interpret with caution

  Significant difference at 90% confidence level  
  Significant difference at 80% confidence level

# Reddit – All Respondents



Sig. Lift @ 90%+



Sig. lift @ 80%



No Sig. Lift



Sig. Decrease @ 90%

# GumGum Brand Study Results Discredited Due to Survey Methodology Errors

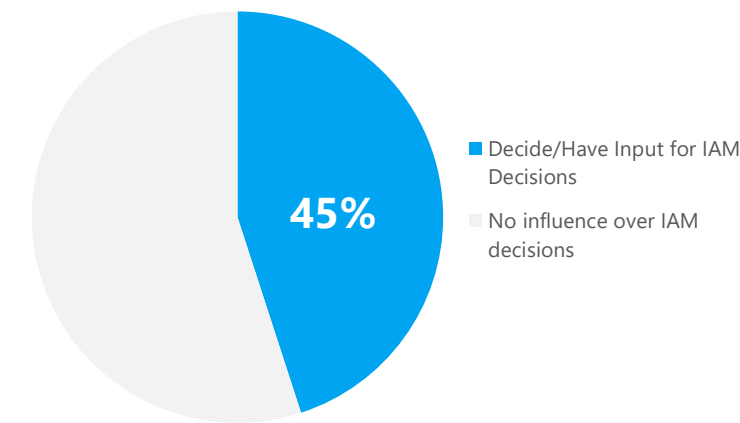
- The issues with the survey are not reflective of GumGum’s audience targeting or overall performance

| Rational for Removing GumGum Brand Study Results from the Overall Analysis |                                                                                                                                                                                                                                                                                                             |
|----------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Household-level Targeting                                                  | Survey targeting was done at a household level through an IP identifier. Therefore it is possible, the survey will hit family members or housemates of the target audience who share the same IP address.                                                                                                   |
| Age Limits Not Implemented                                                 | 13-18 year olds made up approximately 1/3 of the survey sample, but were not a part of the GumGum targeting strategy. Although the respondents were later removed from the sample, such a large portion of the sample differing from the media audience puts doubt on who the other 2/3 of respondents were |
| Baseline results are not believable                                        | Low aided brand awareness of 13% across the target audience does not align with other studies, putting into question the validity of the respondents                                                                                                                                                        |



# Reddit hit a high percent of our target audience

45% of Reddit Sample are IAM Decision Makers



(Sample Represents Less than 1% of Total Audience)

Reddit targeting is composed of interest, subreddit, and affinity targeting, with sample subreddits include: Asknetsec, compsci, cybersecurity, devops, itsmanagers, active directory. Exact targeting is outlined in the appendix.

# BRAND Program Overview

## Targeting

**ITDM Func**  
5.4M LinkedIn Members

|                                                                                                          |
|----------------------------------------------------------------------------------------------------------|
| People with <b>English</b> as their profile language in:                                                 |
| <b>Locations (Recent or Permanent)</b><br>United States                                                  |
| AND who meet ANY of the following criteria:                                                              |
| <b>Job Seniorities</b><br>CXO, Director, Senior, Manager, Owner, Partner, VP                             |
| AND who meet ANY of the following criteria:                                                              |
| <b>Member Groups</b><br>Identity and Access Management Specialists Group, Identity and Access Management |
| <b>Job Functions</b><br>Engineering, Information Technology                                              |
| <b>Member Skills</b><br>Identity & Access Management (IAM)                                               |

**ITDM Titles**  
360K LinkedIn Members

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| People with <b>English</b> as their profile language in:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Locations (Recent or Permanent)</b><br>United States                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| AND who meet ANY of the following criteria:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Job Titles (Current)</b><br>Director Of Information Technology, Information Security Specialist, Information Technology Application Development Manager, Lead Infrastructure Engineer, Principal Infrastructure Engineer, Director Of Architecture, Cyber Security Specialist, Infrastructure Architect, Cyber Security Manager, Cyber Security Architect, Infrastructure Engineer, Cyber Security Analyst, Cyber Security Engineer, Cloud Engineer, Mergers and Acquisitions Specialist, Information Technology Engineer, Senior Infrastructure Engineer, Information Technology Architect |

**SecOps**  
190K LinkedIn Members

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| People with <b>English</b> as their profile language in:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Locations (Recent or Permanent)</b><br>United States                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| AND who meet ANY of the following criteria:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Job Titles (Current)</b><br>Information Technology Risk Manager, Information Risk Manager, Senior Information Security Analyst, Technology Risk Consultant, Director Information Technology Security, Director Information Technology Application, Information Technology Application Analyst, Information Technology Security Administrator, Information Security Administrator, Head Of Information Security, Information Security Architect, Security Engineer, Senior Information Security Consultant, Network Security Architect, Information System Security Officer, Lead Security Engineer, Information System Security Manager, Head Information Technology Security, Firewall Engineer, Director of Risk Management, Senior Information Technology Security Consultant, Senior Information Security Specialist, Data Security Manager, Principal Security Engineer, Information Technology Security Specialist, Security Solutions Architect, Senior Information Technology Security Analyst, Information System Security Engineer, Security Software Engineer, Data Security Administrator, Network Security Specialist, Senior Network Security Consultant, Enterprise Security Architect, Director Information Technology Application Development, Network Security Engineer, Information Security Manager, Head of Cyber Security, Manager Risk Management, Cyber Security Consultant, Risk Director, Information Technology Security Manager, Information Security Analyst, Security Architect, Information Security Officer, Information Security Consultant, Head Of Risk Management, Senior Security Engineer, Senior Security Analyst, System Architect, Information Technology Security Consultant, Information Technology Application Manager, Risk Manager, Network Security Manager, Information Technology Security Analyst, Director Information Security, Information Security Engineer, Network Security Consultant, Network Security Administrator, Network Security Analyst, Senior Network Security Engineer, Information Technology Security Engineer, Senior Security Architect, Risk Analyst, System Security Engineer, Senior Information Technology Security Officer |

**CISO**  
110K LinkedIn Members

|                                                                                                                                                                                              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| People with <b>English</b> as their profile language in:                                                                                                                                     |
| <b>Locations (Recent or Permanent)</b><br>United States                                                                                                                                      |
| AND who meet ANY of the following criteria:                                                                                                                                                  |
| <b>Job Titles (Current)</b><br>Chief Technology Officer, Chief Information Officer, Chief Compliance Officer, Chief Information Security Officer, Chief Risk Officer, Chief Security Officer |

# BRAND – Reddit Audience Segment Breakdown

## Interest Groups + Subreddits + Affinity Subreddits

LOCATIONS ⓘ [BULK ENTRY](#) [Exclude](#)

LOCATIONS

United States x ADD MORE...

INTERESTS ⓘ

☐ Entertainment v

☐ Gaming v

☐ Style & Fashion v

☐ Food & Drink v

☐ Family & Relationships v

☐ Healthy Living v

☐ Sports v

☐ Technology & Computing ^

☐ Consumer Electronics

☒ Computing

SELECTED TARGETING

Computing

TECHNOLOGY & COMPUTING

1 INTERESTS SELECTED

COMMUNITIES ⓘ [BULK ENTRY](#) [Exclude](#)

COMMUNITIES

programming x compsci x privacy x linux x

sysadmin x netsec x networking x cybersecurity x

linuxadmin x devops x security x powershell x

asknetsec x microsoft x msp x azure x

salesforce x sharepoint x opsec x itmanagers x

sap x adobe x websec x activedirectory x

servicenow x dropbox x atlassian x jira x

onedrive x cio x zendesk x okta x

ADD MORE...