

□ StackAdapt Talking Points Playbook – Updated

□ Date: June 13, 2025

□ Safe vs. ⚠ Risky Phrase Guide

Use this guide to evaluate how to speak safely and insightfully without violating your legal or reputational obligations.

□ Decision Trees

□ Strategic Commentary

If sharing industry insight based on public or personal synthesis: □ Safe to share. If referencing internal StackAdapt info: □ Avoid.

□ Confidentiality

Is the insight based on public signals? □ Safe. If derived from internal systems or leadership: □ Breach risk.

□ Non-Disparagement

Avoid any commentary that could be seen as critical, evaluative, or reputationally damaging to StackAdapt or its team.

□ Safe Consulting Templates

Here are ways to frame your responses safely in expert calls, panels, or client discussions:

□ About Strategy:

“I can’t speak to internal details, but based on public hiring trends and platform positioning, they’ve prioritized automation and workflow simplification.”

□ About Churn:

“Churn is often tied to agency reshuffling, attribution shifts, or spend consolidation — it’s an industry-wide pattern I’ve seen repeatedly.”

□ About Competitors:

“Each platform has its strengths — some win on UX, others on integration depth. It really depends on campaign needs.”

□ About Internal Decisions:

“I can’t speak to internal decisions from my time there, but more broadly, I’ve seen X strategy work well across companies.”

□ Special Case: Recent Hire, Team Structure & LLMs

You can praise public hires and speculate about industry trends, but avoid suggesting you know what StackAdapt *is doing* unless it's public.

□ Safe: “They brought on a strong leader — public info shows a solid background. I’d expect anyone in that role to explore AI-powered workflows.”

△ Risky: “She’s leading a restructure and piloting LLM workflows across service tiers.” → This implies internal visibility you shouldn’t confirm.

□ Summary Rules

□ Confidentiality: Never disclose internal data, decisions, or client-specific info.

□ Attribution: Speak from public info and industry experience, not privileged knowledge.

□ Discretion: When in doubt, reframe your insight as a general market observation.