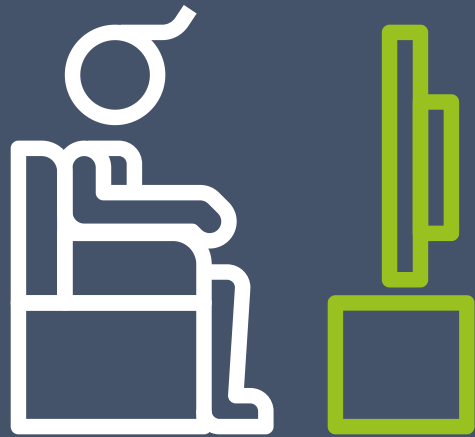




**A DATA-DRIVEN
GROWTH AGENCY**

**OUR PURPOSE:
TO HELP YOU ACHIEVE
CATEGORY DOMINANCE +
EXPONENTIAL GROWTH.**

WHAT WE DO: LINEAR TV



LINEAR TV reaches 103mm U.S. television households out of approximately 120mm total domestic households, offering unmatched reach.*

Our buys are executed on both a national and local basis, and include the full spectrum of available offerings including:

- **National Cable & Network**
- **Local & Regional Cable & Broadcast**
- **DigiNets**
- **Syndication**

At DirectAvenue we measure success based upon the KPIs unique to each campaign. Whether it's cost per lead or acquisition, with an overlay of traditional metrics such as reach and frequency, or a target CPM, we leverage a full suite proprietary and third-party research and analytical tools to ensure results.

* Source: Nielsen Total Audience Report, Q1 2019

WHAT WE DO: ADVANCED TV

ADVANCED TV viewers access TV content distributed digitally across devices ranging from Smart TVs to computers, smartphones, game consoles and the like.

The challenge with many advanced TV platforms is that access to precise data in a timely fashion can be difficult to access. This hinders the ability to track performance and optimize media based on consumer response, resulting in broken promises and advertiser disappointment.

In response, DirectAvenue has developed a cost-effective, proprietary tracking mechanism that provides detailed, real-time data. Our unique pixel gives advertisers access to source of traffic, allowing you to draw a line from media to consumer action, and measure media performance based upon your campaign KPIs.

The result: the data and tools necessary to optimize near-time campaign results, ensuring media is always optimized for performance.



ADVANCED TV: TRACKING DATA

Our proprietary pixel has the ability to track impressions based upon these criteria among others, based upon approval and allowance:

- Date & Time
- Custom fields, such as client, product, publisher/property & ISCI
- ISP IP (used for GEO Location)
- Device Type
- URL
- Server Name
- Referring URL
- Browser Type
- Video Click Through
- Video Quartiles (First, Midpoint, Third, Complete)
- Skips, if applicable
- Video Pause



WHAT WE DO: DIGITAL

DIGITAL: In addition to leveraging video advertising across advanced TV digital platforms, we also manage integrated campaigns across the digital landscape that include:

- Retargeting
- Search
- Social Media Advertising such as Facebook & Instagram
- Native Advertising
- YouTube
- Marketplace Advertising such as Amazon

...and the host of opportunities that comprise the digital ecosystem.

Each of our clients have different capabilities and resources. At DirectAvenue we do not subscribe to a one-size-fits-all model but, rather, partner with our clients and their internal and external resources so that we can provide the greatest value to accelerate growth.



WHO WE HELP GROW



TECH DISRUPTORS: Growth-focused companies using TV's unrivaled reach to upend industries, hyper-scale and grab market share. Examples: Aspiration, Babbel, Headspace and GoodRx



TV GONE WRONG: Advertisers burned by poor execution, whether it was a programmatic buy lacking scale or overpriced CPMs, seeking a results-driven partner. Examples: Credit Sesame, eharmony, and ZipRecruiter.



EMERGING BRANDS: Direct- or omni-channel marketers focused on the need to educate consumers and establish brand superiority that drives revenue. Examples: HealthIQ, Litter Robot, and SeroVital.

CASE STUDIES



GOODRX: A PRESCRIPTION FOR GROWTH



BACKGROUND: GoodRx is a smartphone app that allows consumers to save money on prescription medications. More than 10 million Americans trust GoodRx to help them find better information and prices every month. Since 2011, they've helped people save more than \$10 billion in prescription drug expenses.

CHALLENGE: This fast-growth tech trailblazer understood the power of television's massive reach but was struggling to achieve scale. Previous efforts relied on seasonal cycles that considered factors such as early enrollment and flu season which limited their ability to achieve growth with TV advertising.

INSIGHT: With the cost of prescription drugs rising, we knew that GoodRX's message would resonate with a broader audience throughout the year, so our mission was to find efficient media that would consistently deliver results across the entire year.

STRATEGY: Working with GoodRx's internal team, we developed a custom attribution model that enabled us to reliably measure response to specific media. Armed with this insight, we were able to optimize and scale media budgets using low-risk individual unit rates that consistently drive desired consumer behavior (download their app and redeem a coupon).

RESULTS: With the ability to accurately measure response rates, we were able to buy the right units at the right rate across all 52-weeks of the year. With careful testing and measurement, we have been able to grow GoodRX's presence across 300+ media properties, resulting in as much as an 8x increase in weekly spend, while holding cost-per-acquisition at or below goal. In 2019, they ranked 6th on the CNBC Disruptor 50 list of the top tech disruptors changing the way that business is conducted.

THE HONEST CO.: CONTINUITY CLEANS UP



BACKGROUND: The Honest Company is an ethics-driven consumer goods firm, co-founded by actress Jessica Alba, with a mission focused on supplying safe, ecofriendly household products sold on a direct-to-consumer basis.

CHALLENGE: We needed to drive customers into a subscription model at a lower cost per acquisition, while maintaining high-reach, brand-building media placements that would help build awareness and drive direct sales traffic.

INSIGHT: Excessively expensive, and inefficient media led to a high customer-acquisition cost that wasn't sustainable. We had to cut the cost of media to deliver profitable customers.

STRATEGY: Maintain tier-one media presence for brand awareness, but shift significant budget resources toward lower-cost, higher-frequency direct-response media while aggressively optimizing media buys on a daily and weekly basis.

RESULTS: Within three months, the low-cost, high-frequency media strategy decreased the customer-acquisition cost by 22 percent, creating a profitable direct-to-consumer sales channel that received a \$100 million venture capital round of funding.

SEROVITAL: REVERSING SIGNS OF AGING



BACKGROUND: SeroVital is marketed by Basic Research. In the past they relied on direct advertising that drove inbound leads into an integrated call center.

CHALLENGE: As consumers avoided telemarketing in favor of online shopping, the company became increasingly reliant on Amazon.com for online sales in addition to their own website. At the same time, they grew their brick and mortar retail distribution significantly to the point that this became the dominant focus of their business. Given this, the marketer had to literally reinvent how they thought about the priorities of their business, moving away from a primary focus on DTC and one more keenly focused on supporting their retail partnership.

INSIGHT: As SeroVital's retail distribution matured, one warehouse retailer became extremely important. This is retail space where sell-through is essential for survival and where consumers are left to their own devices to pick and choose what to buy.

STRATEGY: Using lengths of commercials that range from two minutes to 15 seconds, we accomplish different aims. The two minute and 60 second commercials educate consumers about the product's unique benefits so that when they are in the retail aisle, they understand what the product does and buy it. These longer lengths also help drive D2C sales on their site and at Amazon. In turn, the shorter lengths are used to gain frequency and remind consumers of SeroVital's singular advantages.

RESULTS: In the first six months of 2019, retail sell-through is up 45% and D2C sales are up 242%. Working together to create a common operating picture, we meet with C-level executives weekly to review results and ensure that retail sell-through is meeting both the goals of the client and their retail partners.

ZIPRECRUITER: JOB WELL DONE



BACKGROUND: ZipRecruiter boasts the #1 rated job search app with millions of job seekers seeking careers from thousands of employers.

CHALLENGE: As the category has heated up, ZipRecruiter has faced competition from Indeed, a challenger with deep pockets, as well as new entrants such as Glassdoor and LinkedIn that have entered the fray, making share of mind critical.

INSIGHT: In order to outflank this competition, we needed to take a shrewder approach by balancing our national purchasing power to buy high-profile, tent

pole media events on an opportunistic basis along with highly targeted media that delivers effective response.

STRATEGY: We collaborated with the client's internal data team to design a model that would allow ZipRecruiter to track a conversion back to a lead's first exposure and touchpoint. This metric allows for more precise media efficiencies. Armed with this insight, our media plans leverage a combination of top tier media and value-added sponsorships on high-performing networks, along with more niche, performance-based media, and opportunistic buys on the likes of the World Series and College Football National Championship Game, paying a fraction of what the competition pays.

RESULTS: This combination of performance-based and high-profile media delivers a steady lead flow that has led to unprecedented growth. In Q4 2018, ZipRecruiter joined the exclusive company of tech unicorns defined as private companies valued at \$1B+, after receiving \$156M in funding and a valuation of \$1.5 billion.

AGENCY FLASH STATS



13

YEARS IN BUSINESS



\$150MM

ANNUAL BILLING



35

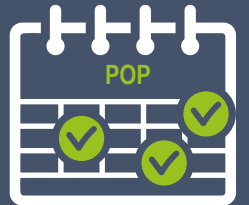
EMPLOYEES

PILLARS OF SUCCESS



HANDS-ON SENIOR MANAGEMENT: At DirectAvenue senior leadership will be involved in your business daily and participate in client meetings. We do not hand you off to a junior team--we remain involved on a day-to-day business to ensure your success.

PRE-OPTIMIZATION PROCESS: Our team is in contact with the stations several times a day to ensure that your media schedule will clear at the most aggressively allowable rates. We manage pre- and post-logs with extreme vigilance. After all, what good is a media schedule if you never air?



PURSUE PERFECTION THROUGH ANALYTICS: Our approach to data analytics is a process of continuous refinement to glean insights that are actionable and that will improve performance. We are in constant motion with our clients to make sure that we are using data to optimize your results.

PERFORMANCE-DRIVEN REWARDS SYSTEM: Our media buyers and client services executives as well as upper management are all incentivized to produce results. Simply put: the more you succeed, the more they succeed; in short: the more we all succeed.



THE CONFLUENCE OF DATA SCIENCE, HUMAN EXPERIENCE & RELATIONSHIPS

- Data models are designed and run by our internal team and are specific to each client.
- Our data science and analytics team is committed to deep, ongoing collaboration aimed at continuous campaign improvement.
- Campaign data is always available via customized visualizations in Tableau.
- Refresh cycle is daily + weekly with final post-logs.



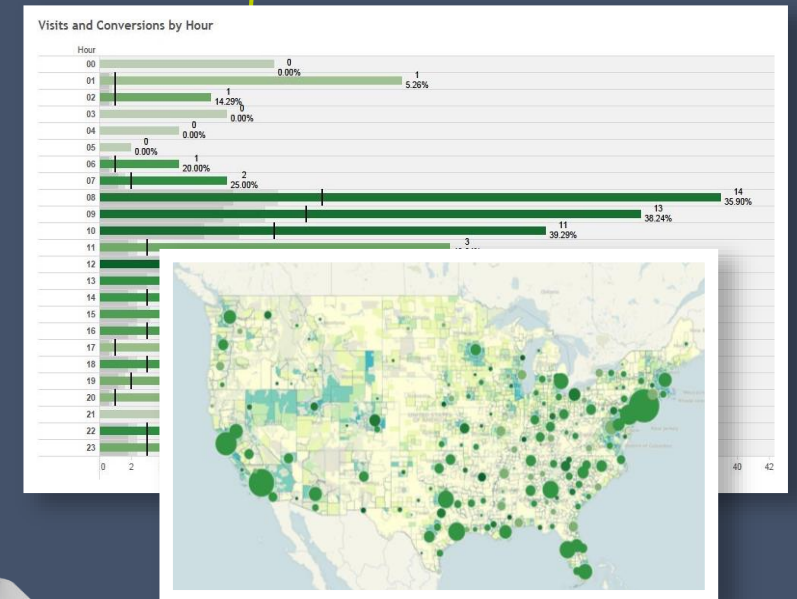
- Our media team monitors results daily and plans and negotiates media based upon your unique KPIs in relation to real-time marketplace dynamics.
- With over \$1b in legacy buys and 25+ years experience in performance media, we have developed the systems, knowledge, clout, and negotiating skills to deliver superior results.
- The cadence and style of communication with each client is customized to align with *your* preferences (cloud-based, email, phone, text) versus being pre-determined.

High Definition Reporting

Dashboards



Drilldown Reports



Heat Maps