



NBCUniversal

**Full Funnel Solutions
with NBCU One Platform**

APRIL 2020

Building a Growth Strategy for Your Brand Through Full Funnel Marketing

1

Establish full funnel outcome objectives
aligned with brand's marketing strategy

2

Rethink the role of premium video
across each stage of the marketing funnel

3

Activate solutions that drive growth
across each stage of the marketing funnel

4

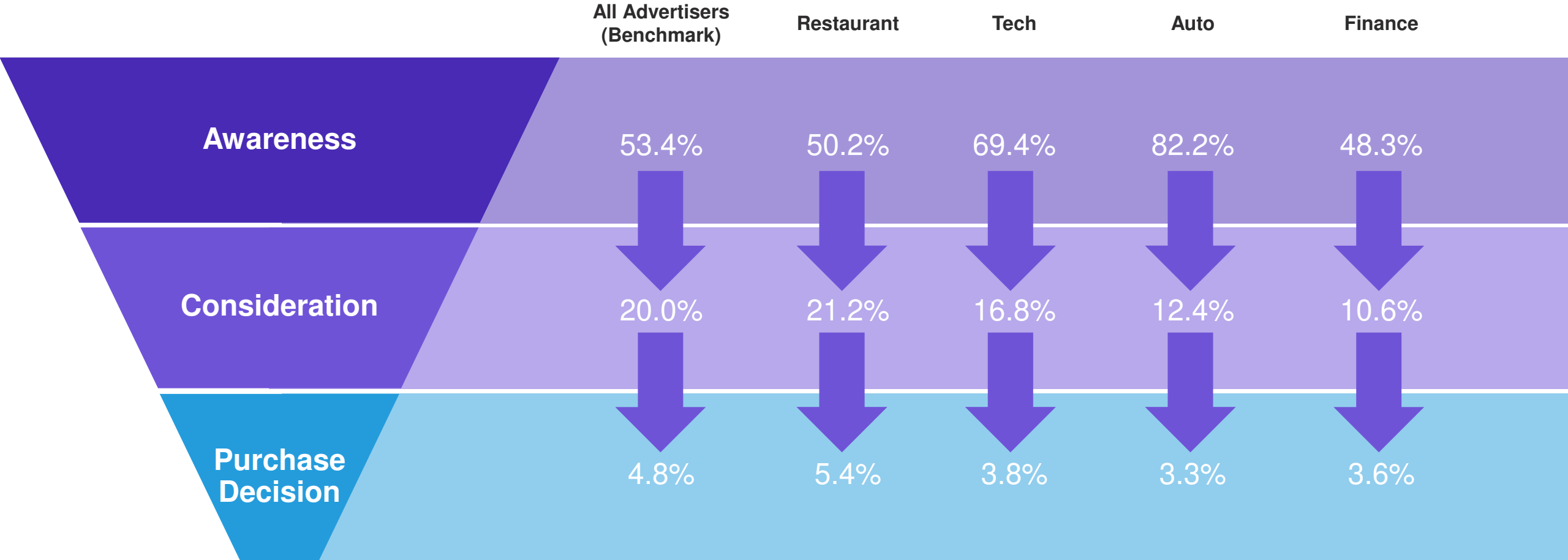
Measure and learn to deliver advertiser impact
across each stage of the funnel



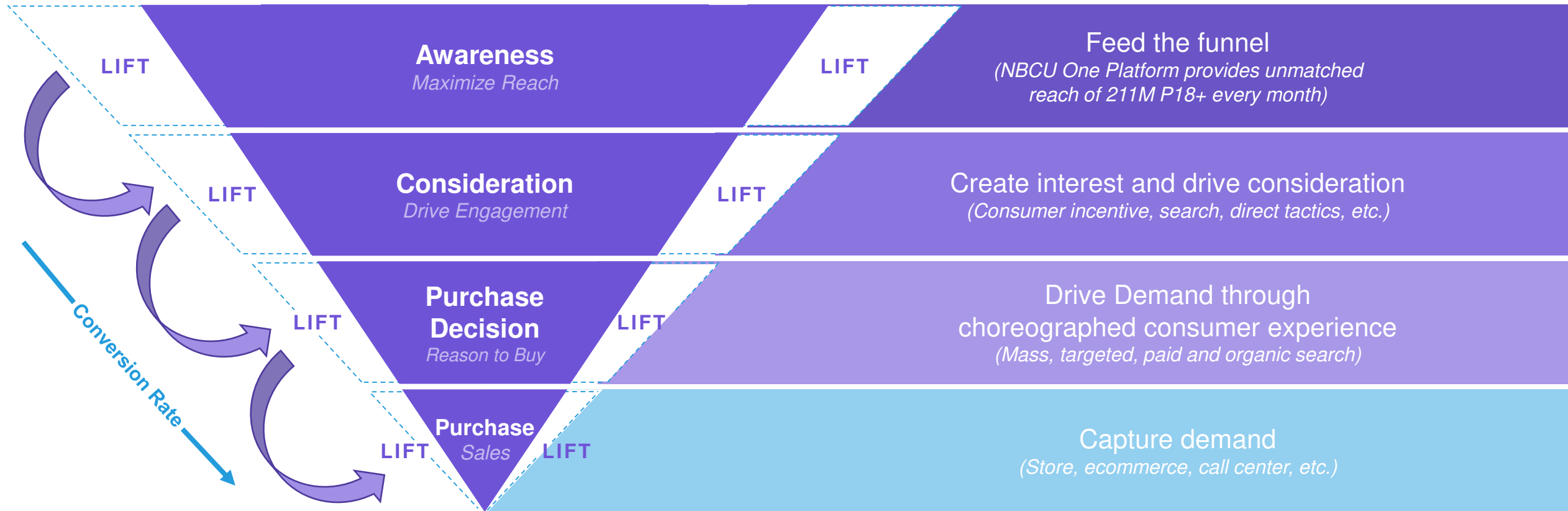
1.

Establish Full Funnel Outcome Objectives

The Journey from Awareness to Purchase is an On-Going Challenge



A Coordinated, Full Funnel Growth Strategy is Necessary to Achieve a Multiplier Effect



NBCU One Platform Delivers Impact Through Full Funnel

One buy feeds the Funnel with 211M+ adults every month – more than any other platform

Stated

Action

Awareness

Our 211M P18+ monthly reach drives higher awareness than any other platform

Brand Awareness
+13%

Ad Recall
+53%

Consideration

Consumers actively connect with brands and that sparks consideration

Brand Favorability
+11%

Purchase Consideration
+10%

Site Visitation
+10%

Purchase Decision

Consumers then decide to make the purchase...

Purchase Intent
+16%

Foot Traffic
+7%

Purchase/Repeat

And then they make the purchase online or in stores

Brand Recommendation
+12%

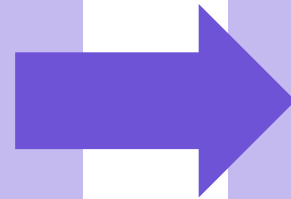
Sales Lifts
+7%

Full Funnel Marketing Approach in the Post-COVID World

Need to evolve along with consumers as their path to purchase may change moving forward

Current Approach

with disparate objectives and tactics at every stage of the journey resulting in limited conversion



Evolved Approach

that drives consumers from awareness all the way to purchase through an interconnected, choreographed journey

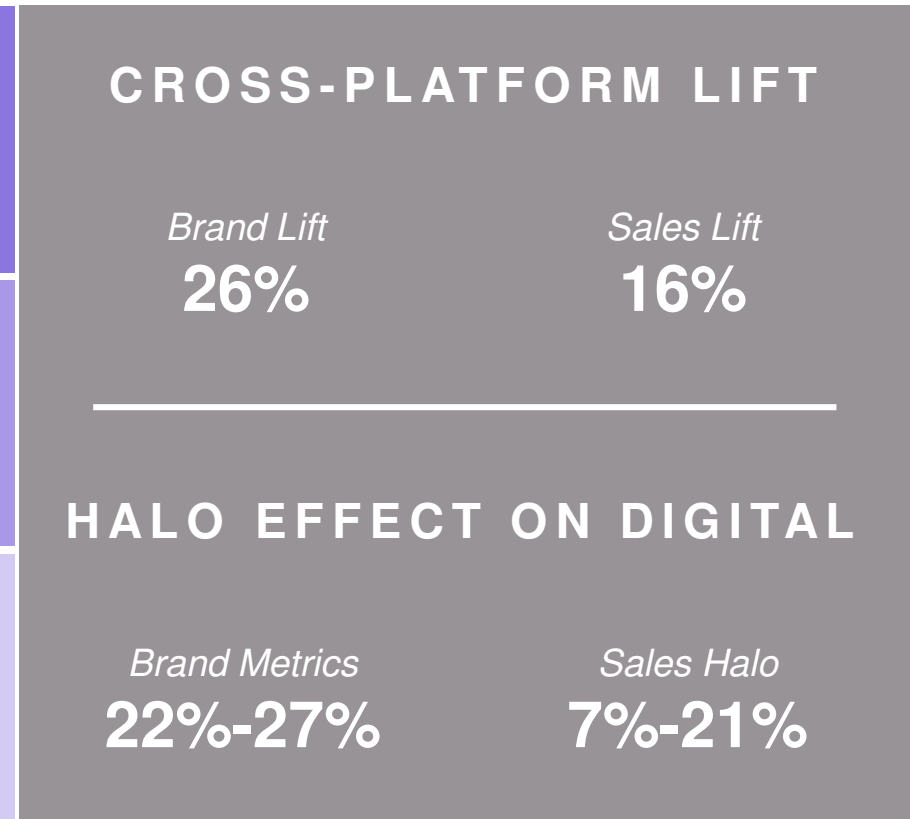
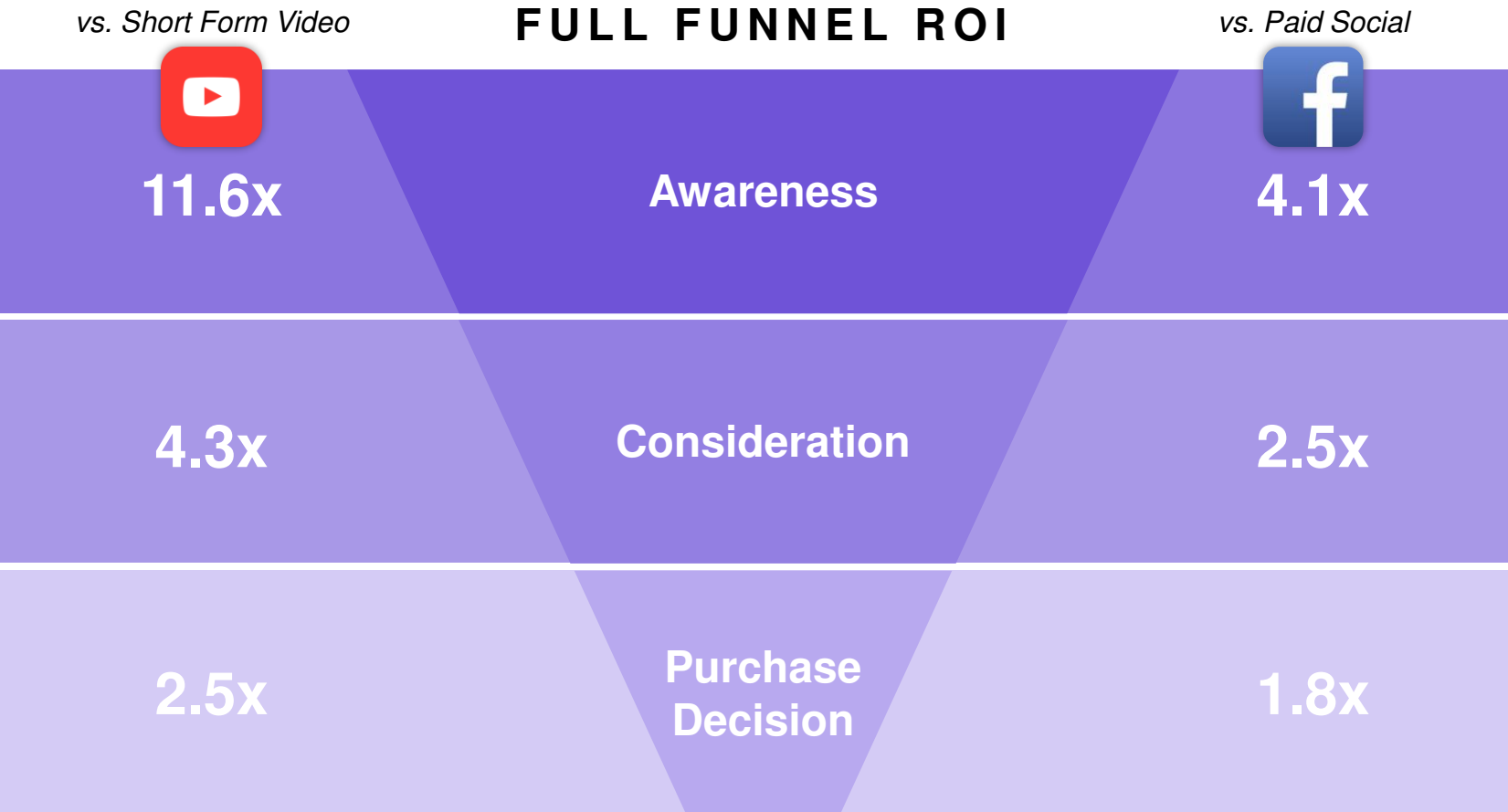


2.

Rethink Role of Premium Video Across Full Funnel

Over the Past 4 Years, Accenture Studies in North America Prove

The Power of Premium Content in Driving Purchase Decisions Throughout the Funnel



NBCU is the Only Platform That Can Deliver on Both Audiences & Content



We Have Proven the Impact of NBCU One Platform

Click logos to view

Awareness



Consideration



Purchase Decision



3.

Activate NBCU One Platform Premium Video Solutions

Full Funnel Solutions Toolkit

NBCU One Platform



Dynamic Delivery

Advanced & Demo Optimized
Powered by AdSmart

High-Profile Content & Sponsorships

Big Shows, Live Events & Tentpoles

Commercial Innovation

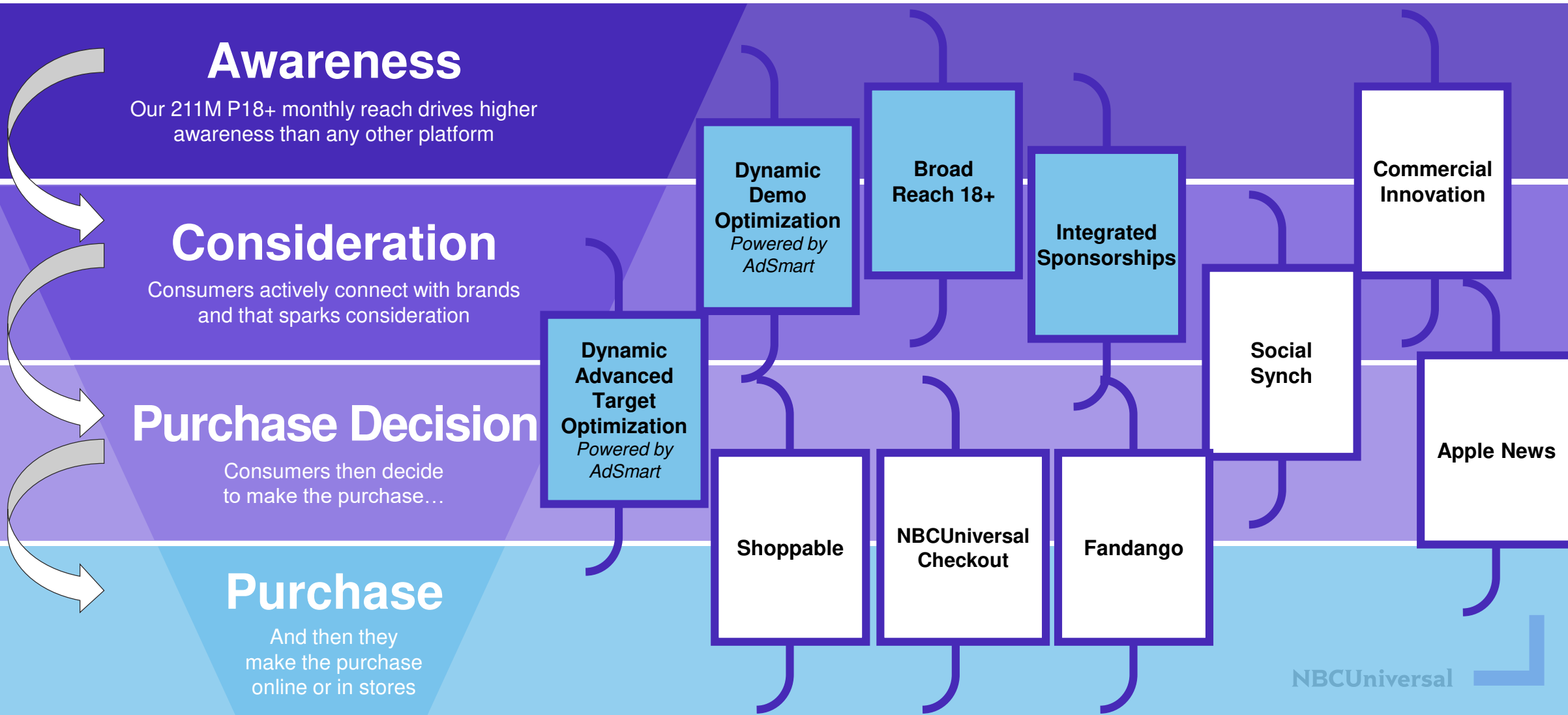
Prime Pods, Shoppable, NBCUniversal Checkout, etc.

Unique Digital and Social Extensions

Apple News, Fandango, Social Synch, etc.

NBCU One Platform Offers Full-Funnel Solutions

- Ways to Buy Audiences & Content
- Commercial Innovation & Unique Digital/Social Extensions



Real World Full-Funnel Results

When an established tech brand wanted to launch a new product in a highly competitive category with high levels of loyalty, they turned to NBCU to help them break through.

NBCU's solution was a synchronized campaign that aided each layer of the funnel to create a successful launch resulting in +15% sales lift for the brand.

The Right Combination of NBCU One Platform Assets Improved the Full Funnel Results

NBCU Campaign Ingredients

Lift for All Core Campaign KPIs

Awareness

Cross-platform broad reach NBCU campaign



+21% Brand Awareness
+60% Ad Awareness

Consideration

Sponsorships of key NBCU programs including organic product integrations



+12% Brand Opinion Lift
+13% Consideration

Purchase Decision

Programmatic digital + branded content distributed digitally and socially



+14% Purchase Intent
+16% Recommendation Lift

Outcome

Market Impact

+15% Sales over first six months vs. prior model

4. Measure & Learn

NBCU Full Funnel Measurement Solutions Continuum

Impressions to Impact

	CFlight Impressions	Brand Impact	Direct Attribution	ROI Modelling
Objective	Unify Cross Platform IMPRESSIONS	Return on BRAND OBJECTIVES	Return on CAMPAIGN SPEND	Return on TOTAL SPEND
Metrics	Impressions Reach	Upper to Mid Funnel Brand Impact	Mid to Low Funnel Impact (Visits/Traffic/Sales)	Sales
Measurement Solutions	Consumption Insights Cross Platform Reach Reporting Dashboards	Syndicated (YouGov, EDO, TVBE) Custom (e.g. MWB)	Campaign Measurement Attribution BOG	BOG (Auto Only) Outcome Driven Investment Optimization

INSIGHTS & MEASUREMENT



NBCU's Full-Funnel Measurement Partners

Across All Platforms

Best Providers by Category

Brand impact, site traffic, & foot traffic partners the same across brands; sales impact partners selected from the best available per category

	Auto	CPG	Finance	Insurance	Healthcare & Pharma	Movie Studios	QSR & food Services	Retail	Wireless	
Brand Impact										
Site Traffic										
Foot Traffic										
Sales Impact		 	 Nielsen Buyer Insights			 Nielsen Buyer Insights	 	 Nielsen Buyer Insights		
1st Party										

PATH TO ACHIEVING FULL FUNNEL IMPACT

Partner with NBCU One Platform

to identify and achieve your goals

We're Here to Help



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