

Brand Intelligence

2022 Tentpole Insights
Indianapolis 500



Insights

IndyCar Racing viewers are equally likely to be male or female

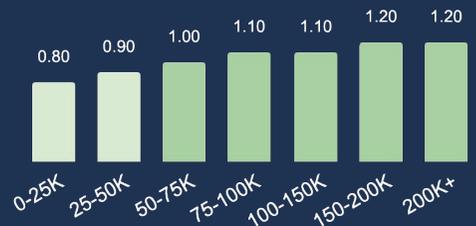
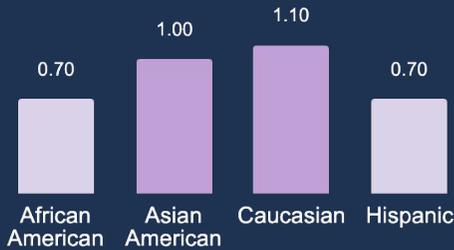
This slide displays the demographic profile and top skewing publishers among an audience who has viewed IndyCar Racing content on either linear or CTV over the last 12 months. Data shown represents skew, which compares this audience to the general population on a scale where 1.0 represents the general population.

This audience is **equally likely to be male or female** and **skews toward the 55+ age range**. IndyCar Racing viewers are slightly more likely to be Caucasian compared to the general population and **tend to have a higher HHI**.

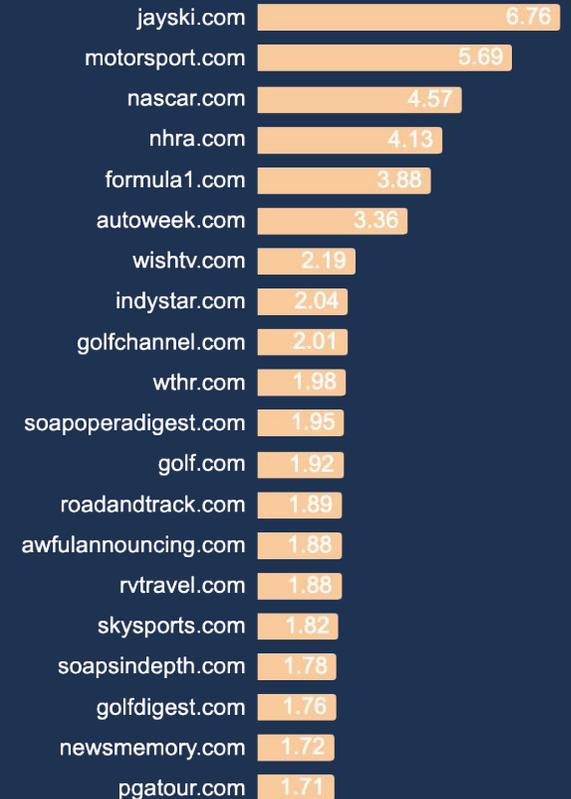
IndyCar Racing viewers' top skewing publishers express their passion for racing, but also indicate **interest in golf, travel, and soap operas**. Leverage **Amobee's Topic AI targeting for Golf, Travel, and Soap Operas** to contextually surround content in these areas. **All publishers shown have biddable inventory in Amobee's DSP for easy inclusion list activation.**

IndyCar Racing Viewers | April 2020 - April 2021

Demographic Profile



Top Skewing Publishers



Deliver CTV impressions to IndyCar Racing viewers with a TV amplifier segment

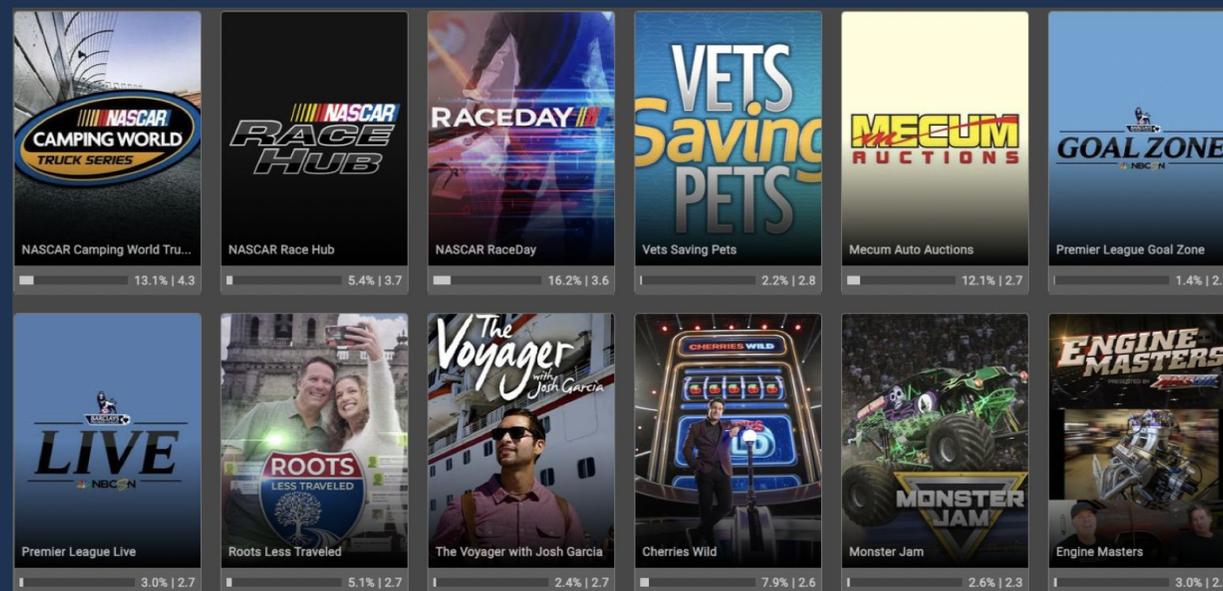
The tiles across the top of this slide represent the shows that IndyCar Racing viewers are more likely to watch compared to the general population. This audience is naturally more likely to view other motorsports content, but also demonstrates **an affinity for Premier League soccer and travel shows.**

Their top skewing genres further drive home their wide-ranging passions, such as **music, family, and nature content.**

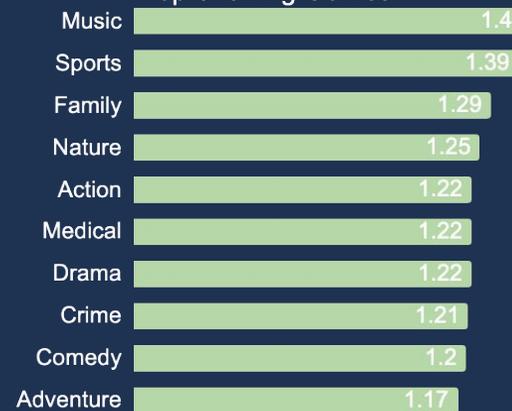
Use IndyCar Racing viewers' top skewing networks to strategically select publisher deals.

Reach the exact households who have viewed IndyCar Racing content using the dynamic, deterministic **IndyCar Racing Viewers TV Amplifier segment for CTV**. Target an IndyCar Racing viewers lookalike audience across digital and CTV using an amplified **IndyCar Racing Viewers TV Amplifier segment**.

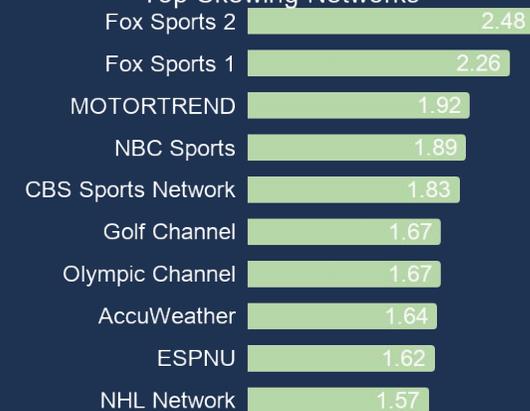
Smart TV Affinities | IndyCar Racing Viewers



Top Skewing Genres



Top Skewing Networks



Female IndyCar fans are an advantageous target for many verticals

Because IndyCar Racing viewers over the last year were equally likely to be male or female, female IndyCar Racing fans are a key audience many advertisers may be interested in reaching.

More than half of Female IndyCar Racing fans are age 55+, a key demographic group for advertisers in the health and pharma, insurance, finance, and travel verticals.

In addition to their passion for motorsports, Female IndyCar Racing fans demonstrate above average interest in beauty skin and fashion, travel, and food drink and dining content.

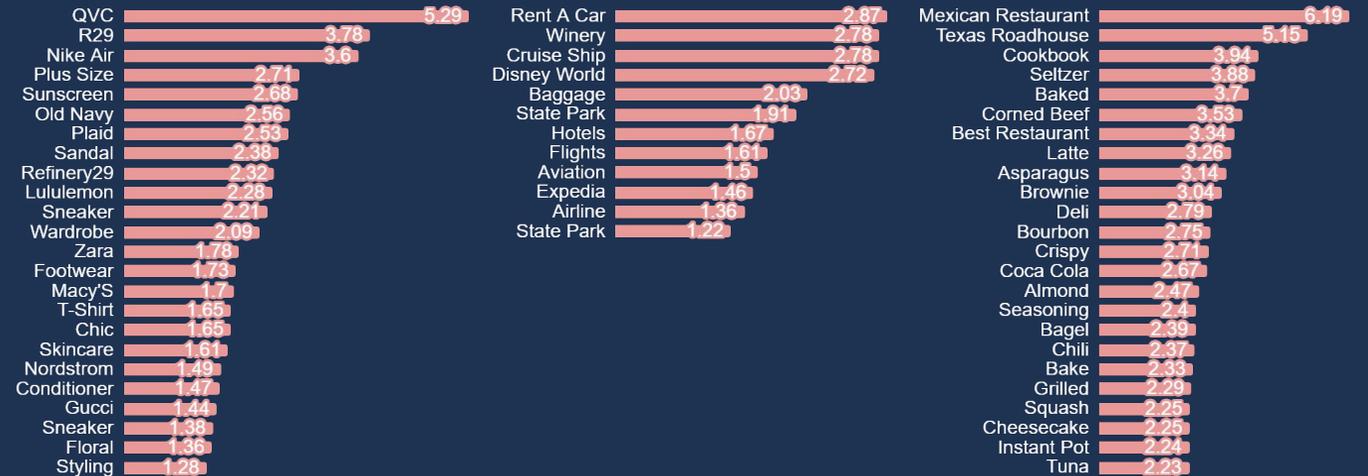
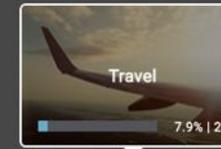
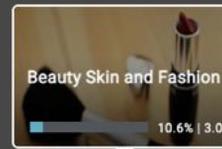
Reach Female IndyCar Racing fans and others like them using **Amobee's Female IndyCar Racing Fans Custom Persona**, a behavioral targeting solution for digital, social, and CTV.

Female IndyCar Racing Fans

Age Breakdown



Incremental Web Affinities



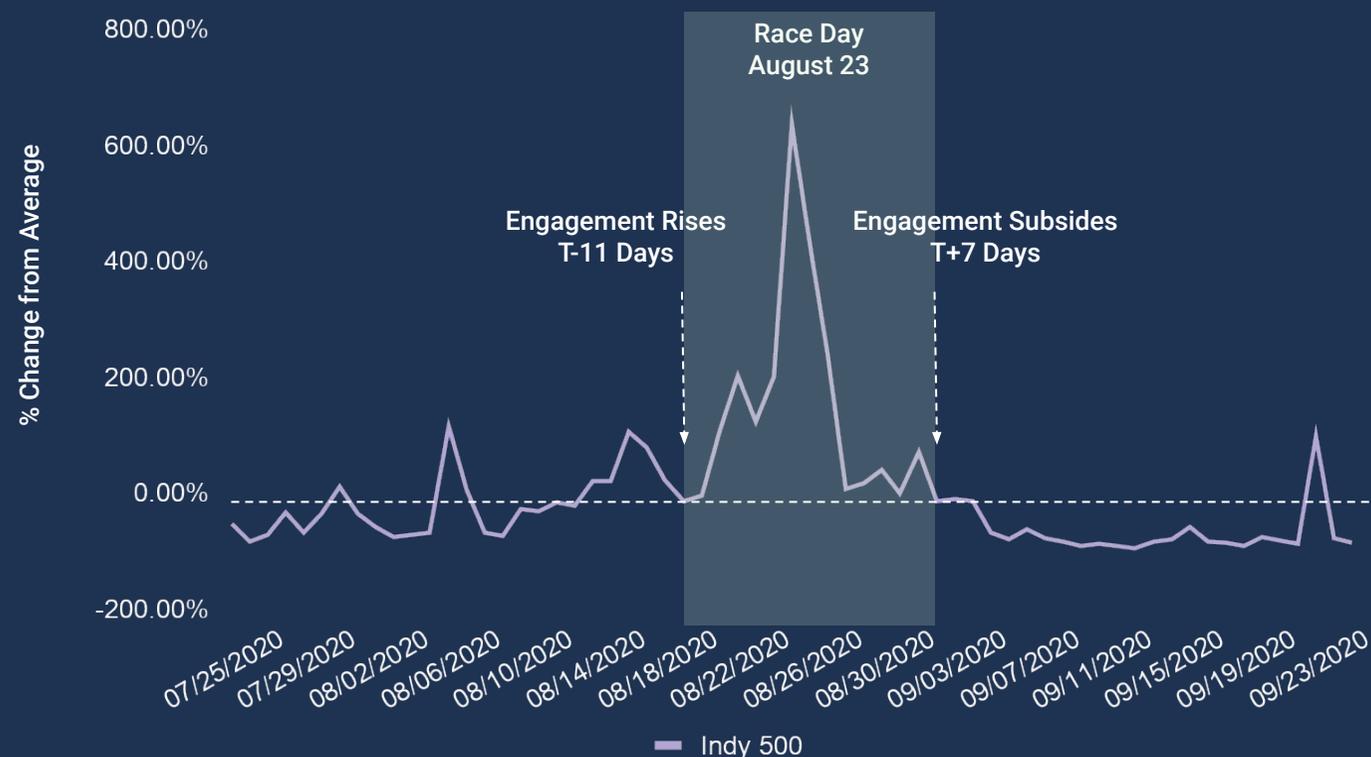
Optimize media spend by honing in on key moments of audience engagement

This graph outlines consumption of Indy 500-related web content within the Motorsports vertical in the two months surrounding the 2020 Indy 500. Data shown represents percent change from average.

Engagement with this content was most consistently above average from August 12 through August 30, spanning from one and half weeks before the August 23 race through the week after.

Consider choosing 2021 Indy 500 campaign flight dates based on last year's peak period of audience engagement. Leverage Amobee's custom **Indy 500 Contextual Target** to automatically surround trending and relevant content in the moments that matter most.

Engagement with Indy 500 Content
Motorsports Content Only | July 23 – September 23, 2020



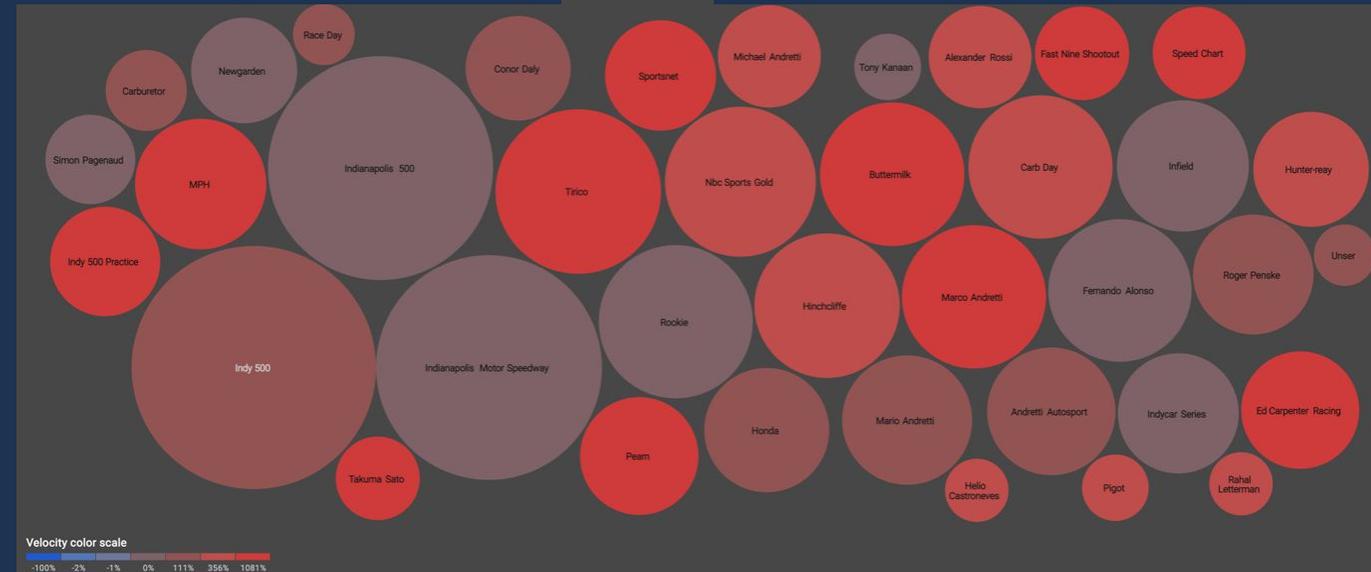
Contextual Targeting ensures your campaign aligns with popular drivers, teams, and race highlights

These bubbles represent trending topics related to the Indy 500 within Motorsports content. The top set of bubbles draw from the month leading up to the 2020 Indy 500 and the bottom set of bubbles draw from the past month.

Trends remain consistent year over year, with a primary focus on popular drivers, testing events, and racing teams.

The **Indy 500 Contextual Target** automatically aligns your digital campaign with these and other trending Indy 500 topics as they arise, including targeting refreshes once every 15 minutes. This dynamic capability your contextual tactics are not static, particularly on race day.

Trending Indy 500 Topics | Motorsports Content Only July 23 – August 23, 2020



March 16 - April 16, 2021



Indy 500 Fans can be reached across the nation

This map represents engagement with content about the Indy 500 within the motorsports vertical over the last three months by state. Data on the map represents skew, which compares each state's engagement to the national average engagement. The darker each state is shaded, the greater its skew.

While interest in **Indy 500 content is naturally highest in Indiana**, other top skewing states demonstrate the geographic diversity of IndyCar Racing fans in 2021.

Leveraging an Indy 500-related campaign has the potential for national reach from the West to Midwest to Southeast markets.

Engagement with Indy 500 Content By State
Skew | Motorsports Content Only | January – April 2021



States Most Engaged with the Indy 500



Activation & forecasting

Amobee Brand Intelligence DSP activation menu

Amobee Contextual	Align with emerging interests to reach your audiences on real-time trending and top resonating content across programmatic channels.
TV Amplifier (Audience)	Activate custom audience segments based on user and household level TV viewership, ad exposure, and digital interests for targeting across programmatic, social, and/or connected TV channels.
Custom Persona (Audience)	Activate custom audience segments based on real-time engagement with digital interests for targeting across programmatic, social, and/or connected TV channels.

Summary: Insights into activations

BI Insights	Activations
IndyCar Racing Viewers are highly engaged with golf and travel publishers, and love other sports TV content.	Leverage the IndyCar Racing Viewers TV Amplifier segment to reach this key audience before, during, and after the big race.
Female IndyCar Racing Fans also have a passion for beauty and fashion, travel, and food content.	Activate on the Female IndyCar Racing Fans Custom Persona to reach this unique audience across digital, CTV, and social.
Last year consumption of Indy 500 content jumped ~11 days before the race and stayed high up to a week after.	Optimize media spend with insights-based flight dates , heavying-up media spend during these time frames to leverage key engagement.
Drivers, testing events, and racing teams are popular areas of Indy 500 content year after year.	Capture the attention of audiences anticipating the Indy 500 and align with real-time race highlights with the Indy 500 Contextual Target .
Indy 500 fans can be reached nationally, not just in Indiana-based markets.	Take advantage of one of the first major sporting events of 2021 to achieve scale and driver consideration.

Insights to activation: Custom Dynamic Contextual Targets

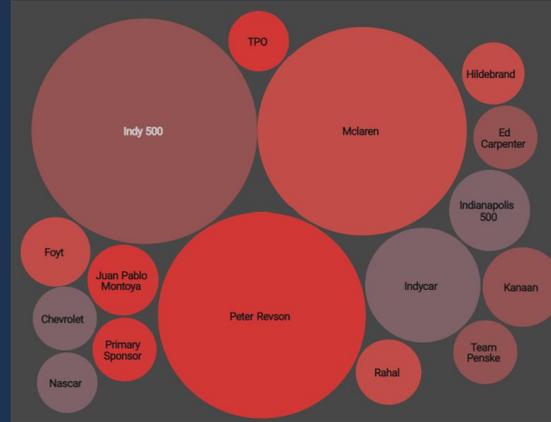
The graphic to the right details the creation process for Amobee's **Indy 500 Contextual Target**.

As visualized by the bubbles, the platform identifies trending Indy 500 interests among consumers. Phrases are then selected and added to the target by looking at different metrics such as velocity, specificity score, and estimated volume.

By enabling the Dynamically Add Trends feature, phrases will automatically be added into the target in real time as conversations rise in popularity, and removed from the target when interest drops.

Leverage Amobee's Bid Forecaster to predict reach and spend across both video and display.

Surface & Align with Trending Interests



Aggregate Interests into Target

Phrase (54)	Velocity	Specificity Score	Estimated Vol
Peter Revson	3.2K %	6.97	253.5K
Ed Carpenter Racing	-14 %	6.93	96.6K
Motorsports	-50 %	5.41	14.3M
Indycar Series	476 %	4.90	9.3M
Juan Pablo Montoya	98 %	4.73	1.0M
Rahal Letterman	200 %	4.47	108.7K
Indycar Season	2.7K %	4.47	7.9M
Chip Ganassi Racing	-37 %	4.23	1.7M
Kanaan	3 %	3.89	350.1K

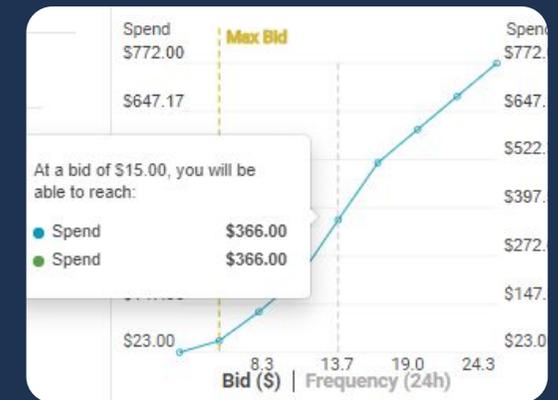
Dynamically add trends

Push Dynamically Updating Target to DSP & Forecast

Display



Video



Insights to activation: Custom TV Amplifier audience segments

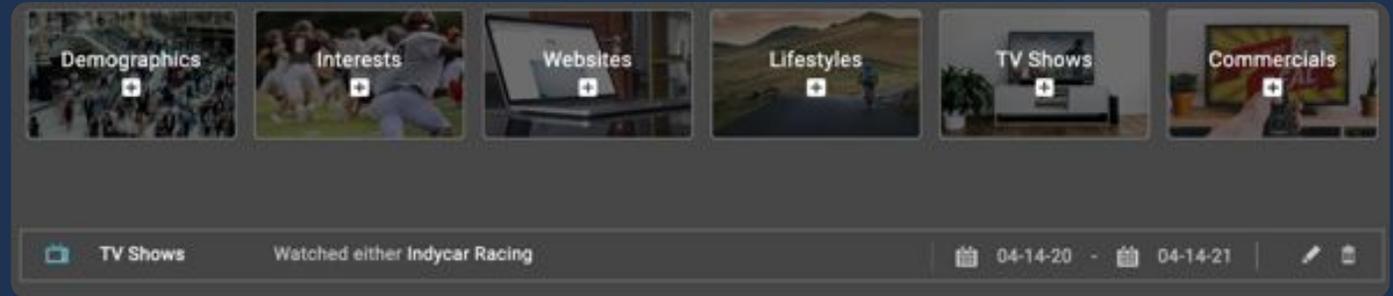
On the previous slides, we identified IndyCar Racing Viewers' Smart TV streaming affinities, which include sports and travel shows and networks like Fox Sports and MOTORTREND.

Target users with these affinities through custom amplified or deterministic **IndyCar Racing Viewers TV Amplifier** segments.

Amplified segments – take the seed population and choose amplification level to reach 1-20% of the targetable audience, *run across CTV, desktop and mobile*.

Deterministic segments - find and target exact households with in the seed audience, *run across CTV environments and set segment to be static or dynamically aligned*.

Activate Custom TVA Audience Segments | Amplified | Deterministic | Dynamic



Activate to market:

59 - Amobee Demo

All advertisers

Amplify your audience with a lookalike model

Select audience size

2% 4% 6% 8% 10% 12% 14% 16% 18% 20%

Audience size ranges from 1% to 20% of the targetable audience. A 1% amplification consists of the people most similar to your audience source. Increasing the percentage creates a bigger, broader audience.

Estimated reach: 3.903M users

Create a deterministic segment based on your defined audience

Dynamically update segment

Estimated reach: 17.887K households

Cancel Activate

Insights to activation: Custom Brand Intelligence Personas

Utilize Brand Intelligence's Custom Personas to target consumers through amplified audience segments.

The graphic to the right details the creation process for Amobee's **Female IndyCar Racing Fans Custom Persona** segment.

Amplified segments – take the seed population and choose an amplification level to reach 1-20% of the targetable audience, run across CTV, desktop, mobile, or social environments.

Activate Custom BI Personas

Demographics Interests Websites Lifestyles TV Shows

Include people who match ALL of the attributes below Advanced segmentation

Demographics	Female, United States	
Interests	IndyCar or IndyCar racing or IndyCar series or IndyCar season or IndyCar driver, Level of Intent Consideration	



Select audience size

2% 4% 6% 8% 10% 12% 14% 16% 18% 20%

Audience size ranges from 1% to 20% of the targetable audience. A 1% amplification consists of the people most similar to your audience source. Increasing the percentage creates a bigger, broader audience.

Thank you

