

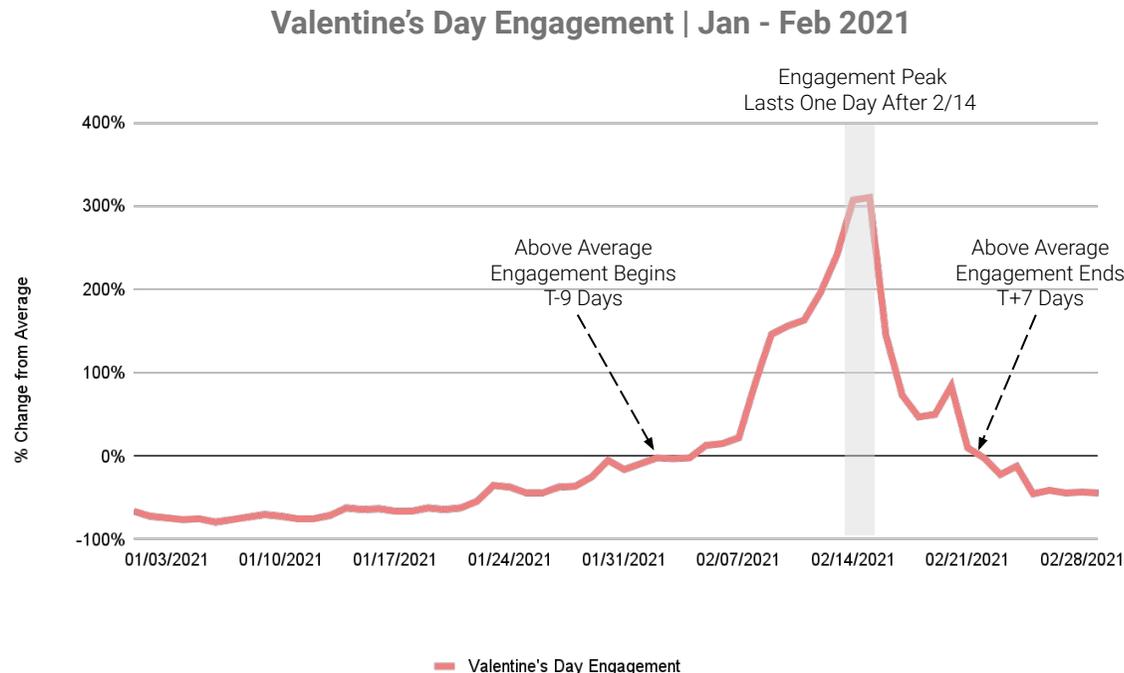
Brand Intelligence

2022 Tentpole Insights
Valentine's Day



Optimize media spend based on holiday engagement

Historically, Valentine's Day engagement begins on February 5th and sees a lingering peak in engagement the day after. Engagement begins to dwindle a week after the holiday.



This consumption trendline outlines online engagement of Valentine's Day during January and February 2021.

Valentine's Day engagement rises above average on February 5th.

Engagement is at its highest on the day of the holiday and the day after.

Engagement begins to fall below average after a week following the holiday.

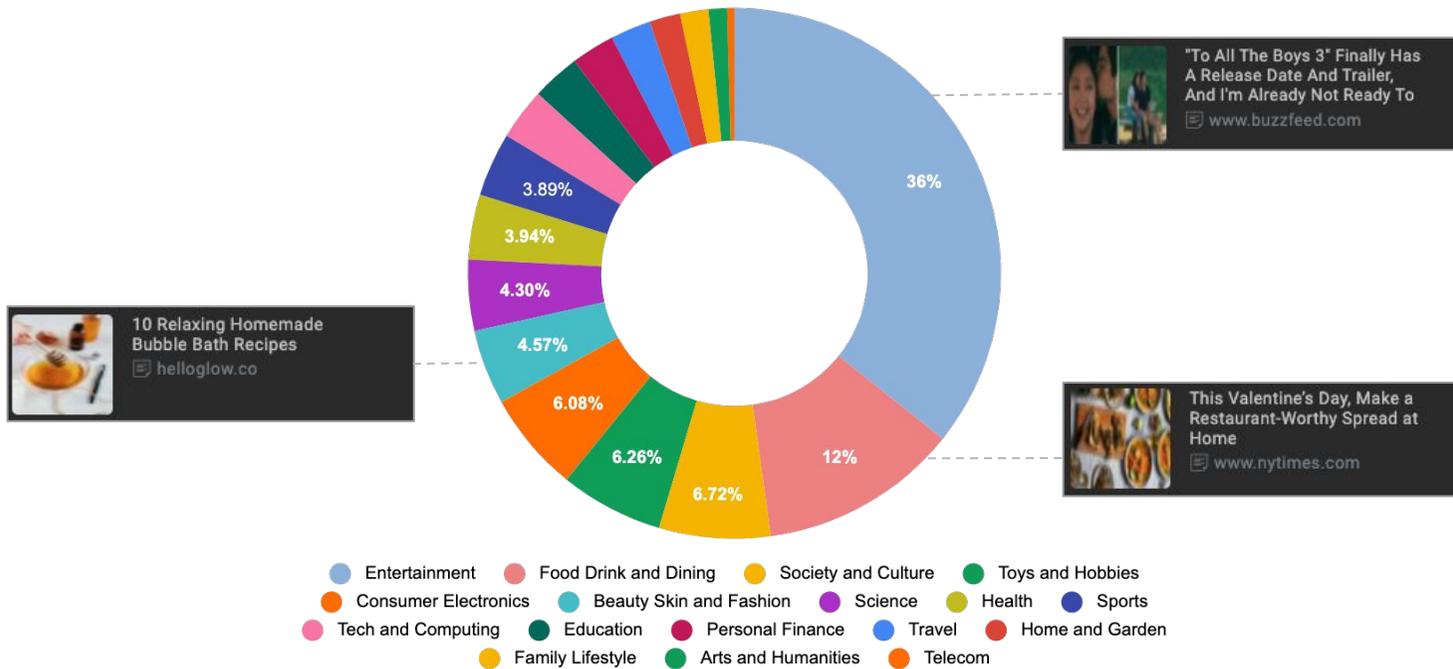
Recommendation

Consider a flight beginning nine days prior to February 14, 2022 and extending until the following week.

Target users through non-endemic topic areas

Valentine's Day calls for romantic movies, celebrity gossip, gourmet recipes, and self-care.

Top Consumed Non-Endemic Topics for Valentine's Day



This chart displays the top consumed non-endemic topics around Valentine's Day.

Valentine's Day is typically consumed within the Entertainment and Food Drink and Dining topics.

Entertainment sees much buzz due to engagers' interest in romantic movies and celebrity couples.

Food Drink and Dining sees large engagement for couples who opt to cook at home amid the COVID-19 pandemic. Steaks, lobster tails, pasta, chocolate desserts, and cocktail recipes are required to be "the best" and "restaurant-worthy".

While jewelry, lingerie, and perfumes are popular gifts for the holiday, self-care is of focus as well. Engagers are seeking relaxing moments at home.

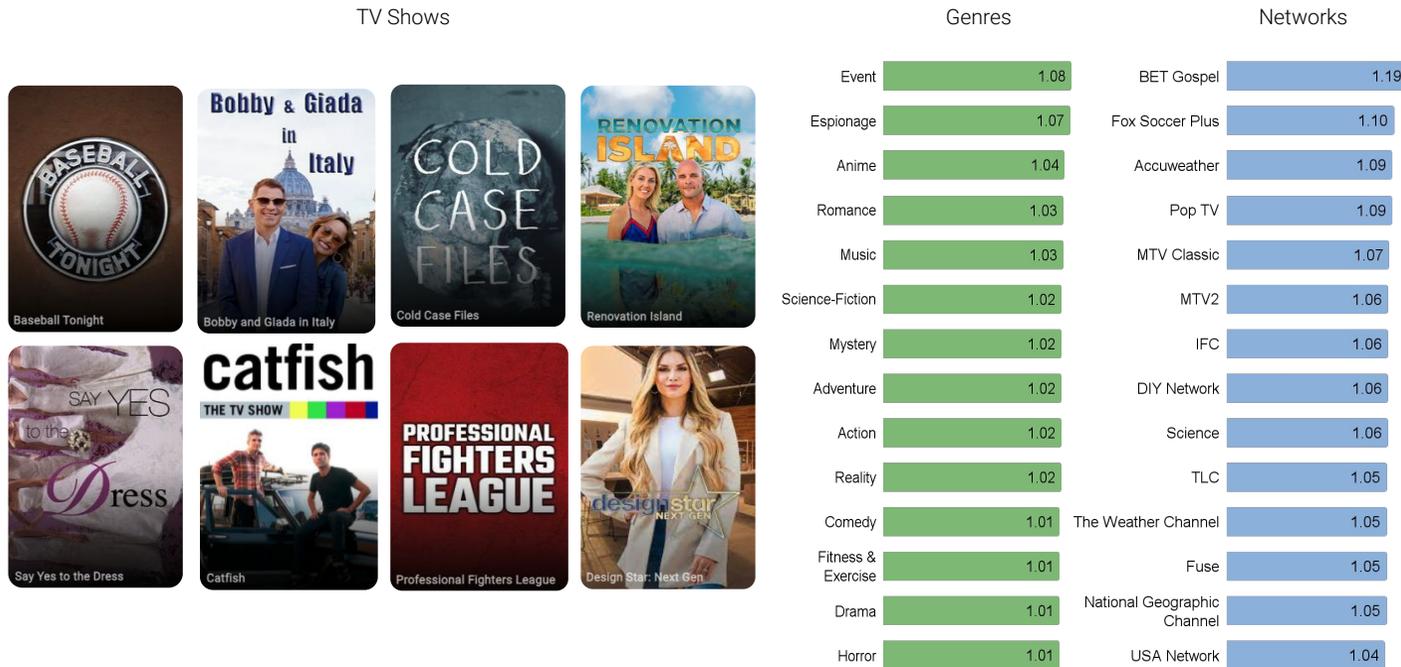
Recommendation

Consider aligning with non-endemic topics such as Entertainment, Food Drink and Dining, and Beauty Skin and Fashion.

Reach your audience across CTV

Valentine's Day engagers prefer a mix of (but not limited to) sports, global cuisines, home renovations and DIY, crime, and reality television.

CTV Affinities of Valentine's Day Engagers



The visualizations show the top tv shows, genres, and networks of Valentine's Day Engagers by skew.

Based on their CTV interests, this audience is interested in a mix of sports (i.e., baseball, MMA), global cuisines, home renovations and DIY, crime, and reality television.

They hold unique interest in channels such as BET Gospel and National Geographic.

Recommendation

Deterministically reach users on CTV through Amobee's TVA segment or leverage lookalike modeling to reach consumers across digital/CTV using Amobee's Amplified TVA segment.

Understand and reach your audience

Overall, women see the most engagement with romantic interests in comparison to men – with focus on gift buying and romantic restaurants. Men hold focus on romantic movies and dating.

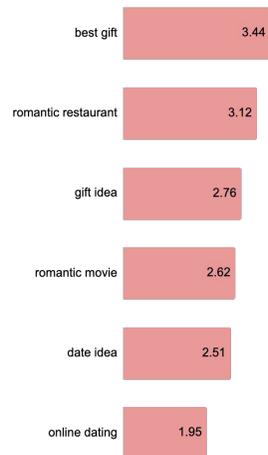
Valentine's Day Engagers | Romantic Interests

Women

Top Category Interests



Romantic Interests by Skew

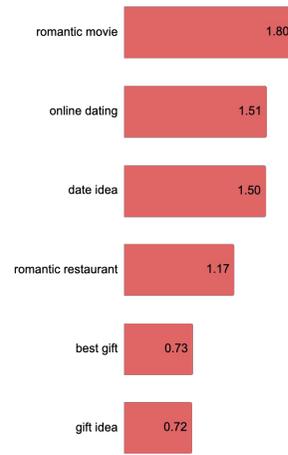


Men

Top Category Interests



Romantic Interests by Skew



The visualizations show the top category and romantic interests of Valentine's Day Engagers (women and men separately).

Women are most likely to view Family Lifestyle, Food Drink and Dining, and Beauty Skin and Fashion content when online. Men are most likely to view Entertainment, Government and Politics, and Consumer Electronics (inclusive of gaming).

When it comes to their romantic interests, women are most focused on finding ideal gifts and romantic restaurants, while men are most focused on romantic movies and dating.

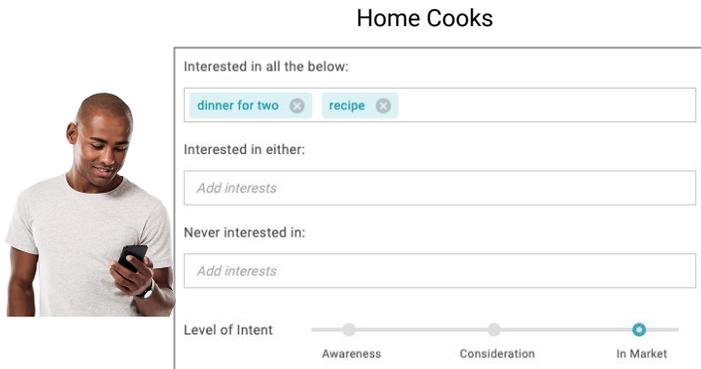
Recommendation

Utilize Brand Intelligence to reach your audience with Amobee Custom Personas, audience segments based on real-time engagement with digital interests.

Reach target audiences using omni-channel activations

Amobee Custom Personas facilitate deterministic audience targeting across digital, social, audio, and CTV.

Valentine's Day Sample Custom Personas



Home Cooks

Interested in all the below:

dinner for two x recipe x

Interested in either:

Add interests

Never interested in:

Add interests

Level of Intent

Awareness Consideration In Market



At-Home Self Care Considerers

Interested in all the below:

Add interests

Interested in either:

self-care x Home Massage x spa at home x

Never interested in:

Add interests

Level of Intent

Awareness Consideration In Market



Gift Buyers

Interested in all the below:

Add interests

Interested in either:

gift ideas for women x gift ideas for men x Best Gifts x

Never interested in:

Add interests

Level of Intent

Awareness Consideration In Market

Choose from our sampling of relevant Super Bowl LVI campaign target audiences on this slide or connect with your Amobee team on building out Custom Personas unique to your campaign needs.

Custom Personas use a single audience definition to identify Amobee IDs across every channel, and are built to scale based on a combination of your audience's nicheness and other targeting factors such as demos, geos, etc.

DSP Campaigns: Insights to activation

1 Discover Insights

- Surface & Align with Trending Interests
- Define Your Target Audience

2 Build Out Activations

- Aggregate Interests into a Custom Contextual Target
- Amplify TV Amplifier Segment or Activate it as a Deterministic Segment
- Amplify Custom Persona Segments

3 Push Activations to Amobee's DSP



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.

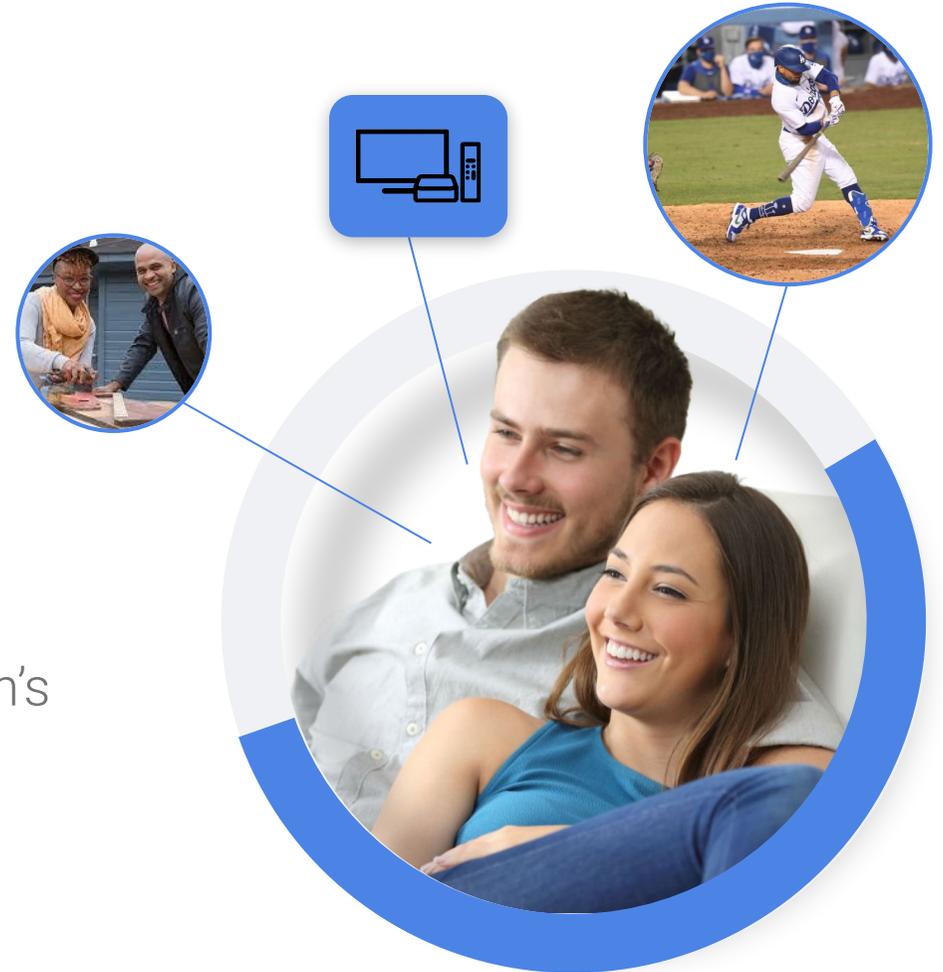
Advanced TV Campaigns: Insights to activation

1 Discover Insights

- Surface & Align with Trending Interests
- Define Your Target Audience

2 Layer on Targeting

- Select strategic behavioral targets within Amobee's DSP to be pushed over to campaign's within Amobee's Advanced TV Platform



Thank you

