



INTRO TO

**fifty.**

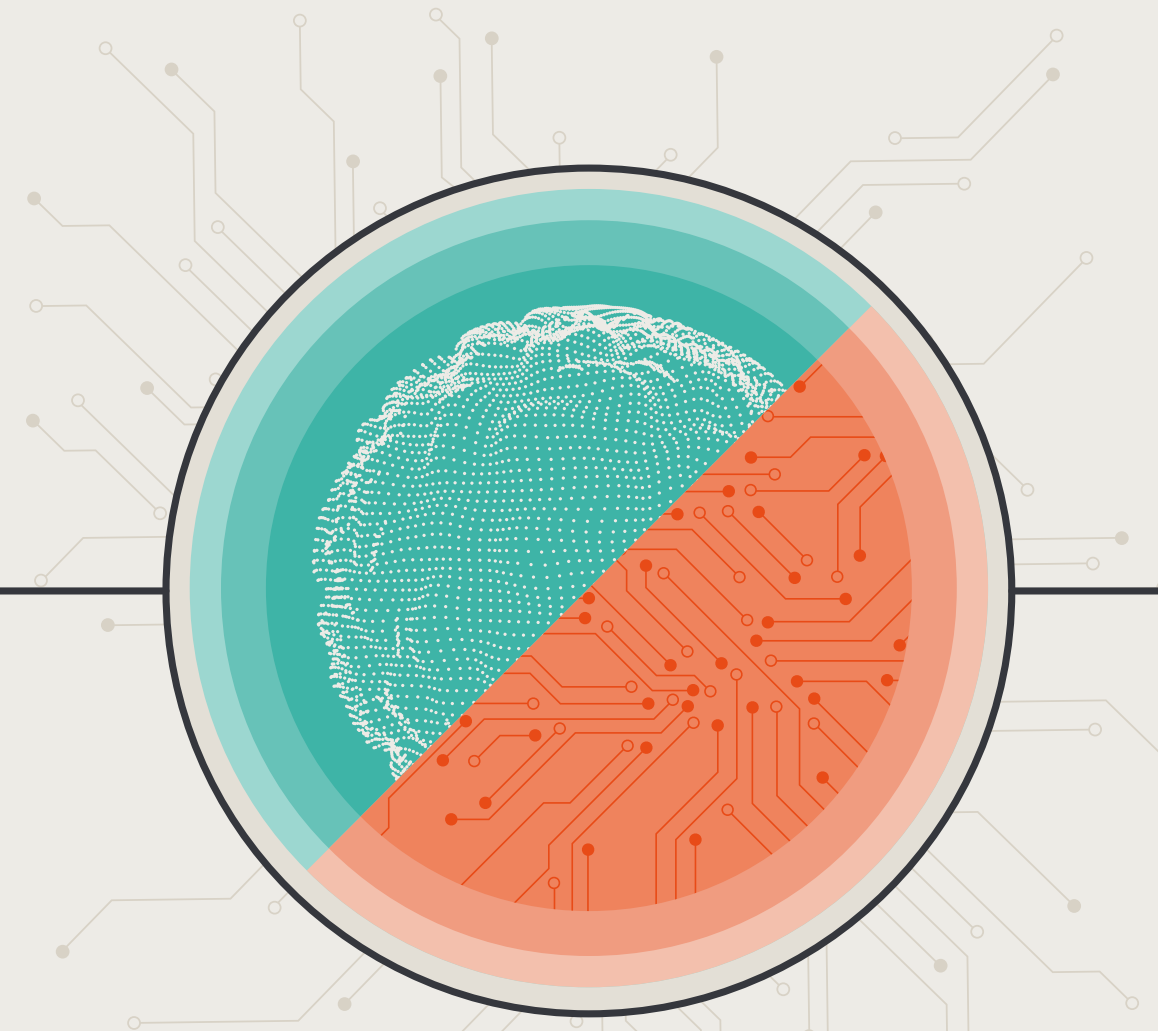
Capabilities  
& Creds

# Fifty turns insights into actions



## Unparalleled Insights

Uncover audience insights from real-time social data



## AI Digital Planning

Translate insights into actionable media plans



## Omnichannel Activation

Future-proofed, privacy-centric media delivery

# We provide end to end services

## BRAND AUDIENCE INSIGHT & INTELLIGENCE

Understand your audience and discover current & future customers

Audience Identification

Audience Sentiment & Trends

Competitor Analysis

Influencer Identification

## STRATEGY & PLANNING FUELLED BY AI

Build a plan to reach your full audience like never before

Seamless Audience Targeting Tactics

AI Optimised Comms Planning

AI Powered Digital Media Plans

Informed Offline Media Planning

## MULTI-CHANNEL ACTIVATION

Execute data led media plans across any channel or platform

Audience Led Tracked Media Buys

Omnichannel Execution

Cookieless Based Activation

In-House Channel Expertise

## TRANSPARENT REPORTING & REAL TIME OPTIMISATION

Optimise in real time using live campaign signal

Audience To Results Reporting

Dynamic Realtime Optimisation

Performance-Based Feedback

Trending Content Targeting



# We activate digitally on all channels

Fifty run all digital activity in-house using our own proprietary data and platform to build targeted audiences.

## Activation Channels

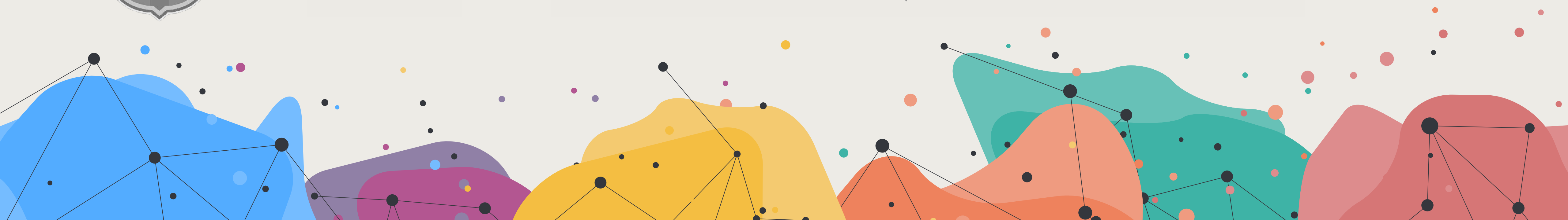
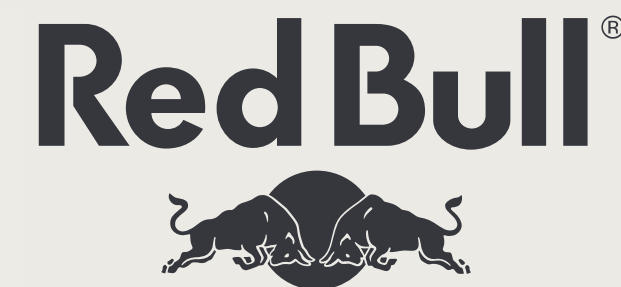


fifty.

DOOH  
WRANGLER CAMPAIGN 22'



# Trusted to deliver **results** for brands:



# Proven outcomes through the funnel

REACH

FORMULA 1

BANDAI  
NAMCO

500m

450%

Fans identified & engaged

Improved CTR

ENGAGE

CHIPOTLE  
MEXICAN GRILL

WTTW  
GAMES

Bethesda™

230%

154%

55%

Improved VTR

Improved CTR

Improved VTR

CONVERT

LIVERPOOL  
FOOTBALL CLUB  
EST. 1892

BREWDOG

RADLEY  
LONDON

193%

949%

130%

Uplift in app downloads

ROI

ROI

# Solving media's three key challenges

WE'VE BUILT

A **greener** way of buying media, verified by Scope3's CO2 analysis

WE'VE BUILT

A **compliant** platform build on audience understanding

WE'VE BUILT

**One hub** for activation and measurement across all channels

SUSTAINABILITY

DATA PRIVACY

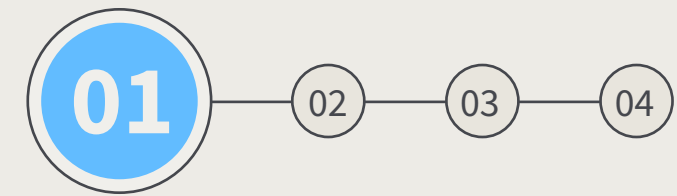
FRAGMENTATION

# Fifty is **reinventing** **media planning** and digital execution in four key steps

fifty.

The background features a dark grey field with a network of black dots connected by thin black lines. Overlaid on this are several large, overlapping, semi-transparent shapes in teal, red, blue, yellow, and purple. Small, solid-colored dots in various colors (red, blue, yellow, purple) are scattered throughout the composition.





# Unparalleled Audience Understanding

- Core customer understanding
- Competitor analysis
- Deep persona enrichment



fifty.

fifty.

LUXURY 2021 - 9. SIGMA INSIGHT EXTENSION

## ness

was not sufficiently  
tial across our analysis to  
territory in and of itself.

we did see it surface as a component  
style territories of Food & Drink and  
thin these, it formed of three  
nts: Healthy Eating & Dieting,  
ce & Fitness and Mental Wellbeing.

ch as 'natural', 'organic' and 'nutrition'  
he essence of healthy dieting, while  
rs such as Lululemon and the Yoga  
highlight the modern approach to  
nd activity. Brands such as Headspace  
ryday Mindfulness index highly,  
ig the progressive attitude and effort  
mental wellbeing.

## Affinity Tribes

Bentley 2021 Full Study  
**Wealthy Sophisticates**  
While luxury is the core passion, as we dig  
deeper we see elements of healthy eating and  
lifestyles shine through.

Bentley 2021 Full Study  
**Healthcare Innovators**  
While this tribe is primarily focused on the  
healthcare industry, we do see elements of a  
broader engagement with personal health and  
wellbeing.





# Strategy & Planning Fuelled by AI

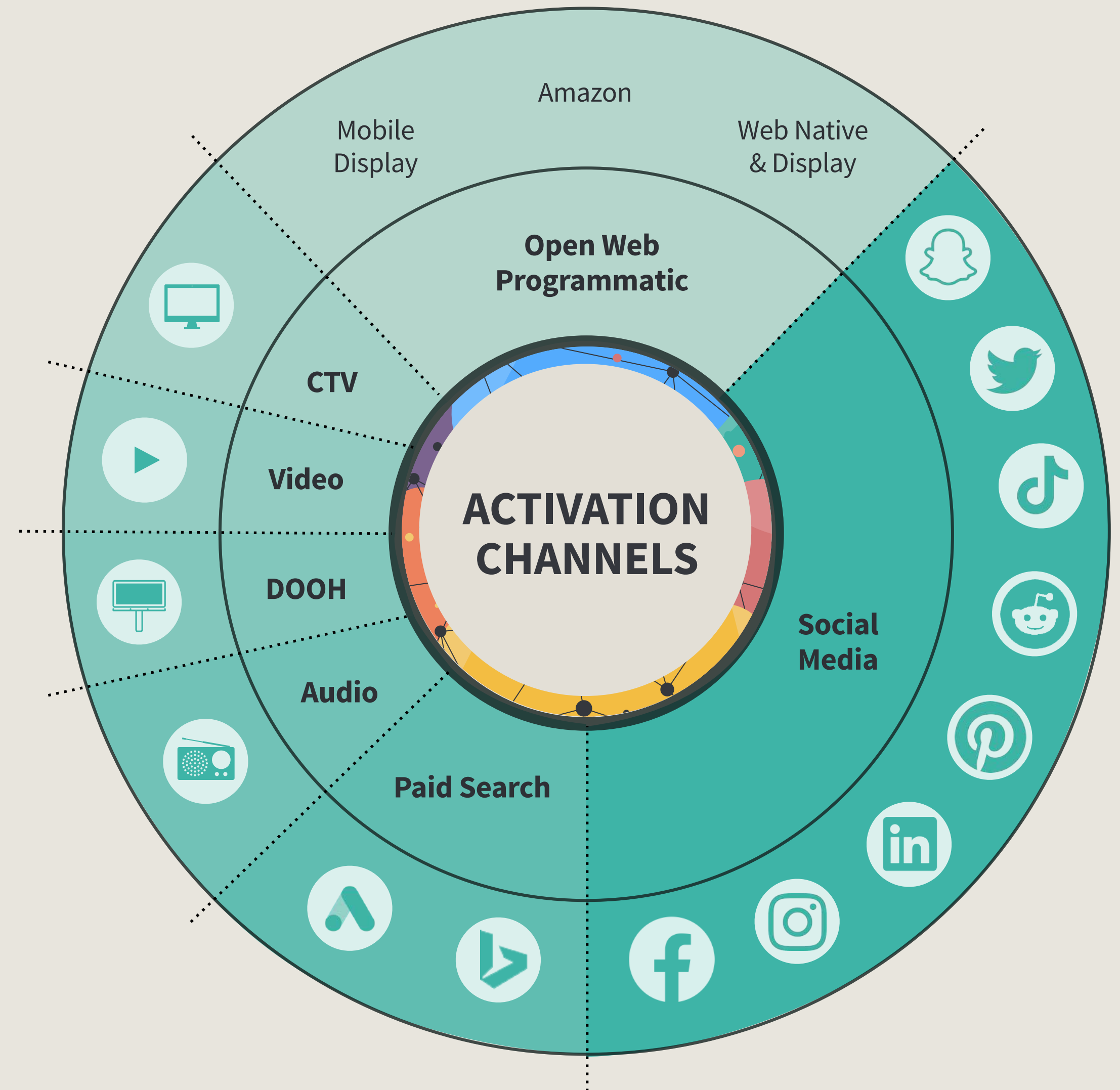
- Omniaudience AI: AI-powered media planning
- Cross-channel capabilities
- Automatically target trending content

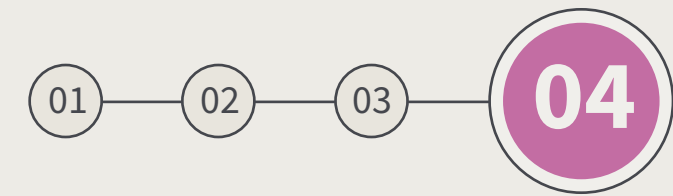




# Multi-Channel Activation

- Solve fragmentation on one platform
- Aurora: proprietary cookieless tech
- Seamless agency coordination





# Transparent Reporting & Real Time Optimisation

- Dynamic optimisation
- Unified API reporting
- Full transparency





# Brand Safety: Gold Standard and TAG Criteria include



## Inclusion Lists

Curating and adopting various Inclusion and Exclusion lists, ensuring we are buying from reputable brand safe domains



## Partner Adoption

Adopting pre-bid brand safety and bot prevention (via IAS or DV) as standard - offering a layered



## Creative Quality Controls

Ensuring all creatives are Coalition for Better Ads compliant - ensuring publisher quality controls and fighting intrusive ads



## Industry Change



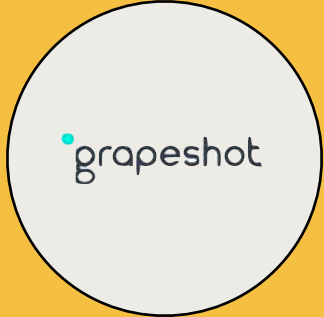
Encouraging adoption of initiatives such as ads.txt, buyers and sellers.json and supplychainobject with upward and downward partners



## Team Training

Programmatic traders complete Gold Standard online training modules - passing an end of training test and renewing on a yearly basis

# Multi Layered Approach to Brand Safety

 <p>TAG &amp; IAB GOLD</p>	<ul style="list-style-type: none"> <li>• Domain Inclusion Lists</li> <li>• URL Keyword Exclusion Lists</li> <li>• Filtering buying by quality control (ads.txt, sellers.JSON)</li> </ul>	<ul style="list-style-type: none"> <li>• Viewability, frequency capping and soft metric controls</li> <li>• Traders trained in spotting and controlling brand safety exposure and monitoring campaigns in flight</li> </ul>
 <p>IAS PREBID</p>	<ul style="list-style-type: none"> <li>• Utilising Integral Ad Sciences prebid technology to block medium &amp; high risk brand safety risks</li> </ul>	<ul style="list-style-type: none"> <li>• Overlaying IAS anti fraud technology to ensure our programmatic activity is buying legitimate traffic free from bots and fraud</li> </ul>
 <p>ORACLE/GRAPESHOT</p>	<ul style="list-style-type: none"> <li>• Overlaying Grapeshot technology to eliminate negative sentiment alongside sensitive categories ie violence, politics and natural disasters</li> </ul>	<ul style="list-style-type: none"> <li>• Excluding Page Content Keywords</li> </ul>



# Thank you

DUNCAN MCCRUM, CHIEF GROWTH OFFICER  
[duncan@fifty.io](mailto:duncan@fifty.io)

