TUBI ELIMINATES EXCESSIVE AD REPETITION

- REMOVE WASTE by avoiding overexposure
- DELIVER the optimal brand experience
- MAXIMIZE REACH to underexposed households on Tubi

CASE STUDY: RETAIL

Working with a large international retailer, Tubi implemented Advanced Frequency Management (AFM) to cap exposure at the brand level, regardless of demand source.

**INCREASED Unique Reach**

56%

increase in unique devices reached on campaigns using Advanced Frequency Management

**PREVENTED Over-frequency**

20M

ad pods across 20 partners were prevented from serving excessive impressions.

**DECREASED Cost-Per-User**

40%

reduction in cost per unique user delivering maximum ROI for the brand through AFM

**FREQUENCY Distribution Impact**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Non- AFM</th>
<th>AFM</th>
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</table>

Source: Tubi 2021 Internal Campaign Data
TUBI ELIMINATES EXCESSIVE AD REPETITION

REMOVE WASTE by avoiding overexposure

DELIVER the optimal brand experience

MAXIMIZE REACH to underexposed households on Tubi

CASE STUDY: INSURANCE

Working with a major insurance brand, Tubi implemented Advanced Frequency Management (AFM) to cap exposure at the brand level, regardless of demand source.

INCREASED Unique Reach

113% increase in unique devices reached on campaigns using Advanced Frequency Management

PREVENTED Over-frequency

118M ad pods across 18 partners were prevented from serving excessive impressions.

DECREASED Cost-Per-User

16% lower average daily cost per unique user delivering maximum ROI for the brand through AFM

FREQUENCY Distribution Impact

Source: Tubi 2021 Internal Campaign Data
TUBI ELIMINATES EXCESSIVE AD REPETITION

**REMOVE WASTE** by avoiding overexposure

**DELIVER** the optimal brand experience

**MAXIMIZE REACH** to underexposed households on Tubi

CASE STUDY: QSR

Working with a national chain restaurant, Tubi implemented Advanced Frequency Management (AFM) to cap exposure at the brand level, regardless of demand source.

**INCREASED** Unique Reach

108% unique devices were reached on campaigns using Advanced Frequency Management

**PREVENTED** Over-frequency

1.8M ad pods across 10 partners were prevented from serving excessive impressions.

**DECREASED** Cost-Per-User

20% reduction in cost per unique user delivering maximum ROI for the brand through AFM

**FREQUENCY** Distribution Impact

- Non-AFM
- AFM

Source: Tubi 2021 Internal Campaign Data
TUBI ELIMINATES EXCESSIVE AD REPETITION

REMOVE WASTE by avoiding overexposure

DELIVER the optimal brand experience

MAXIMIZE REACH to underexposed households on Tubi

CASE STUDY: PERSONAL TECH

Working with a major personal tech brand, Tubi implemented Advanced Frequency Management (AFM) to cap exposure at the brand level, regardless of demand source.

DECREASED Cost-Per-User

30% reduction in cost per unique user delivering maximum ROI for the brand through AFM

PREVENTED Over-frequency

2M impressions from 18 partners were prevented from serving because it would have exceeded the desired frequency.

FREQUENCY Distribution Impact

Source: Tubi 2021 Internal Campaign Data