

BUILDING TOGETHER



OPEN FORUM



PRESENT LESS, ENGAGE MORE

We want to interact with you, not present to you

SHOWING RATHER THAN TELLING

We will spend as much time in platform, showing you how we work as possible

LET'S GO WHERE THE CONVERSATION TAKES US

Ask questions and prompt dialogue; let's go to the place that matters most to you

OMG BUILD



BUILDING UPWARDS



STRATEGIC RESPONSE
11TH APRIL

Global creative company,
land global work

DTT PART I
11TH APRIL

The need to build the foundations
of transformation

STRATEGY MEETING
15TH MAY

We are creating a window for
change and new behaviour

DTT PART II
21ST MAY

CREATIVE
21ST MAY

YOUR TEAM TODAY

DATA & TECH



**SLAVI
SAMARDZIJA**

DTT Exec Sponsor



**LAUREN
WALKER**

Client Solutions – Data +
Analytics



**DIMITRIS
TSIOUTSIAS**

Measurement +
Optimization



**DAN
BERNS**

Governance & Reporting



**TIM
WATKINSON**

Retail + Commerce EMEA



**PETER
OUZOUNOV**

Media Planning Tech



**ROHAN
TAMBYRAJAH**

Strategy Lead



**ALEX
SIDDALL**

Strategy Lead



**GUY
MARKS**

Exec Lead



**CHRISTINE
GAMBINO**

Retail + Commerce NA



**ERIC
WHITNEY**

Tech Infrastructure



**JEFF
ANDERSON**

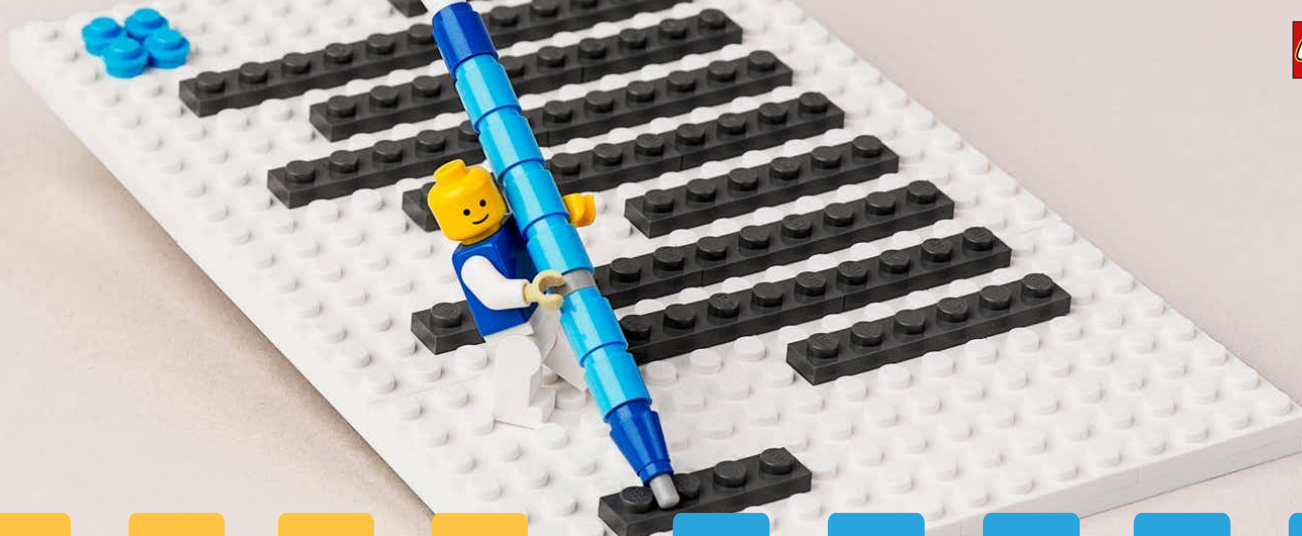
Media Operations



**CLARE
HART**

Creative Engineering

OUR AGENDA...



GENERAL TECH OVERVIEW

Capability Overview

Underlying Technology

Modularity of Tools

Tech Data Housing

Sharing

CAMPAIGN PLANNING / SPEND

Integrations with LEGO

Media Spend Tracking Tools

Taxonomy

Master Data Set-Up

ADVERTISING TECH LANDSCAPE

Tech in a Cookieless Future

Integrations with LEGO

TECH OVERVIEW



Capability Overview

Underlying Technology

Modularity of Tools

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Sharing



A POWERFUL MARKETING ORCHESTRATION PLATFORM



**AN ACCELERATOR
FOR STRATEGY &
CREATIVITY**



**WORKFLOW THAT
CONNECTS PEOPLE
AND PROCESS**



**SIGNAL INTELLIGENCE
THAT IMPROVES
PRECISION &
PERSONALIZATION**

A LEADER IN RETAIL, MEDIA AND COMMERCE



Omnicom media leads in retail and commerce media, audience intelligence capabilities, optimization, and operations automation.

FORRESTER®

CHALLENGERS

CONTENDERS

STRONG PERFORMERS

LEADERS

Stronger
Current
Offering



Weaker
Current
Offering

OMG



Publicis Media

IPG Mediabrands

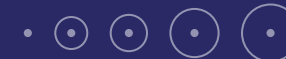
GroupM

dentsu Media

Havas

Stagwell Media Networks

Market Presence:*



Weaker Strategy



Stronger Strategy

A LEADER IN RETAIL, MEDIA AND COMMERCE



OMG's strength lies in initiatives to innovate its **Omni** portal, such as customized client workflow integrations; audience data integrations; marketing automation partnerships with google; and efforts to unite media, e-commerce, and shopper tactics.

OMG has the **strongest current offering score** in this evaluation.

FORRESTER®

JULY 2022

The Forrester Wave
Q3 2022 Global Media
Management Services

	Dentsu Media	GroupM (WPP)	Havas Media Group	IPG Mediabrands	Omnicom Media Group	Publicis Media
Retail Media	3.00	3.00	3.00	3.00	5.00	5.00
Commerce Media	5.00	3.00	1.00	3.00	5.00	3.00
Intelligence And Insights	3.00	1.00	3.00	5.00	5.00	3.00
Optimisation	3.00	5.00	3.00	3.00	5.00	3.00
Operations	3.00	3.00	1.00	3.00	5.00	5.00
Innovation Roadmap	3.00	3.00	1.00	1.00	5.00	5.00

DATA ORCHESTRATION BY DESIGN



NEUTRALITY

• **LEGO RELEVANT DATASETS VS. MONETIZATION FOCUS**



TRANSPARENCY

• **FULL VISIBILITY VS. BLACK BOX**

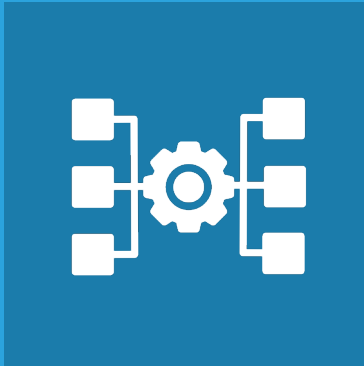


FUTURE PROOF

• **PRIVACY-FIRST PROTECTIONS VS. BRAND EXPOSURE**

OUR DATA AND TECHNOLOGY JOURNEY

2009 - 2017



POINT SOLUTIONS

Audiences

Planning

Activation

Measurement

2018 - 2023



UNIFIED PLATFORM

Connected Applications

Marketing Orchestration

2023+



INTELLIGENT OUTCOMES

GenAI / Omni Assist

Audience + Media Intelligence

+ Content Intelligence

+ Commerce Intelligence

= Intelligent Outcomes

OMNI DATA + APPLICATIONS + WORKFLOW

Workflow

VISION

STRATEGY & AUDIENCE

CREATIVE CONCEPT

CHANNEL AMPLIFICATION

MEASUREMENT & OPTIMIZATION

Applications

- Audience Explorer
- Q Cultural Insights

- Audience Explorer
- Audience Extensions
- Q Cultural Insights
- Data Science Utilities

- Creative Intelligence
- Creative Engineering
- Cradle

- Investment Planner
- Channel Planner
- Video Content
- Multi-screen Optimizer
- Demand Forecaster
- Path to purchase
- Social Intelligence
- Planit
- Digital Content
- Outdoor Planning
- Market Intelligence
- AMC Audiences

- MTA
- MMM
- Performance Reporting
- Cookie-less Targeting
- Inventory AI

AI & Algos

- Gen AI Intel x Culture, Audiences
- Audience Models LA/Action/LTV
- Cultural Intelligence (NLP)
- Content Intelligence (Image/Vision)
- Gen AI for Influencer Optimization
- Budget Setting and Allocation
- Gen AI Multi-modal Content Generation
- Inventory AI Bid/Supply/xAds
- ML for Creative / DCO
- Agile MMM and MTA
- Gen AI Optimization Recommendations

TAXONOMY & DATA GOVERNANCE

Data & Infrastructure

OMNI DATA ENVIRONMENT

[IDENTITY, 2P/3P DATA, PERFORMANCE DATA, CLEAN ROOMS]

OMNI DATA + APPLICATIONS + WORKFLOW

Workflow

VISION

STRATEGY &
AUDIENCE

CREATIVE
CONCEPT

CHANNEL
AMPLIFICATION

MEASUREMENT &
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Applications

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TAXONOMY & DATA GOVERNANCE

Data & Infrastructure

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[IDENTITY, 2P/3P DATA, PERFORMANCE DATA, CLEAN ROOMS]



AN ENGINE FOR GROWTH

Omnicom's End-to-End Marketing Orchestration Platform

A QUICK TOUR OF OMNI

Let's find your work.

Your recent activity

- Workflow: Play for Better**
Last Modified: Last month
- Planning: Digital Content - Inventory Curation (US)**
Last Modified: Last month
- Audience: Gifting Grandparents (Br+AAD)**
Last Modified: Last month
- Optimization: Planit - Global Spend Management**
Last Modified: Last month
- Audience: Gen Z Gaming Enthusiasts**
Last Modified: Last month

Work in progress

Recent Work	Audience	Insight	Planning	Creative	Activation	Optimization	Workflow
TITLE	TYPE			MODIFIED DATE	CREATED DATE	STATUS	
Play for Better	Campaign			Apr 9, 2024	Apr 9, 2024	Active	
Digital Content - Inventory...	Custom Planning Asset			Apr 9, 2024	Apr 9, 2024	Active	
Gifting Grandparents (Br+...	AE(O) Audience			Apr 5, 2024	Apr 4, 2024	Success	

your.name@kcc.com

[Sign In](#)

[Request a new account](#)

IDENTITY

For 1/2/3P Data Orchestration

Person-based & Fully Addressable

Built For a Cookieless World

Highest Standards of Differential Privacy



+1 BILLION
CONSUMER IDS

experian.

adstra

LOTAME

/LiveRamp

TAPAD

ZEOTAP

UNIFIED AUDIENCE DATA

50+ Privacy-first Data Partners

Clean Room Integrations

Co-developed Audience Extensions

1PD Enrichment & Activation

Powers Audience Explorer



+10,000 DATA ATTRIBUTES

Demo & Lifestyle



Automotive



Media & Entertainment



Purchases & Transactions



Need State & Passions



Location & Travel



Commerce & CTV Integrations



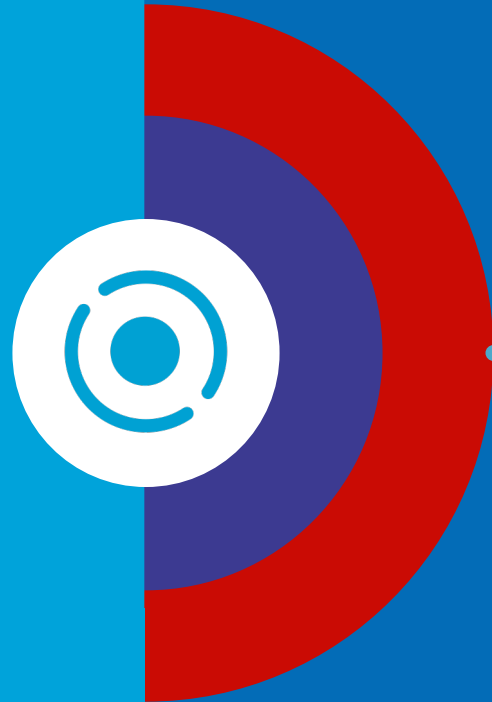
INVENTORY GRAPH

Best Price & Best Quality

Minimize Fraud, Maximize
Efficiency

100% Transparency Across
Supply Chain

Powers Digital Content



+10 TRILLION
MONTHLY IMPRESSIONS

+10M
AD UNITS ACROSS
PUBLISHERS

2744
PUBLISHERS ACROSS
41 COUNTRIES

CATEGORY BENCHMARK CURVES

Platform APIs & Local
Planning Systems

Easily Adjustable by Audience

Powers Channel &
Investment Planner



2,500
REACH CURVES

90
CHANNELS

85
MARKETS

14,000
REVENUE CURVES

183
CATEGORIES

80
MARKETS

FLYWHEEL RETAIL DATA

Added Value Ad Inventory

Alpha and Co-builds

Most Sophisticated Automation and Analytics Suite Available in e-retail



+4 MILLION
DAILY BIDS

- amazon
- CitrusAd
- CRITEO
- PromoteIQ
- instacart
- Kroger
- bukalapak
- Walmart*
- DOORDASH
- Shopee
- TikTok
- 京东 JD.COM
- Lazada
- 抖音
- 天猫 Tmall.com
- tokopedia
- 淘宝网 Taobao.com

+\$10 BILLION
RETAIL MEDIA SPEND WITH OMNICOM

OPEN DESIGN TO PLAY WELL WITH YOUR PLATFORMS

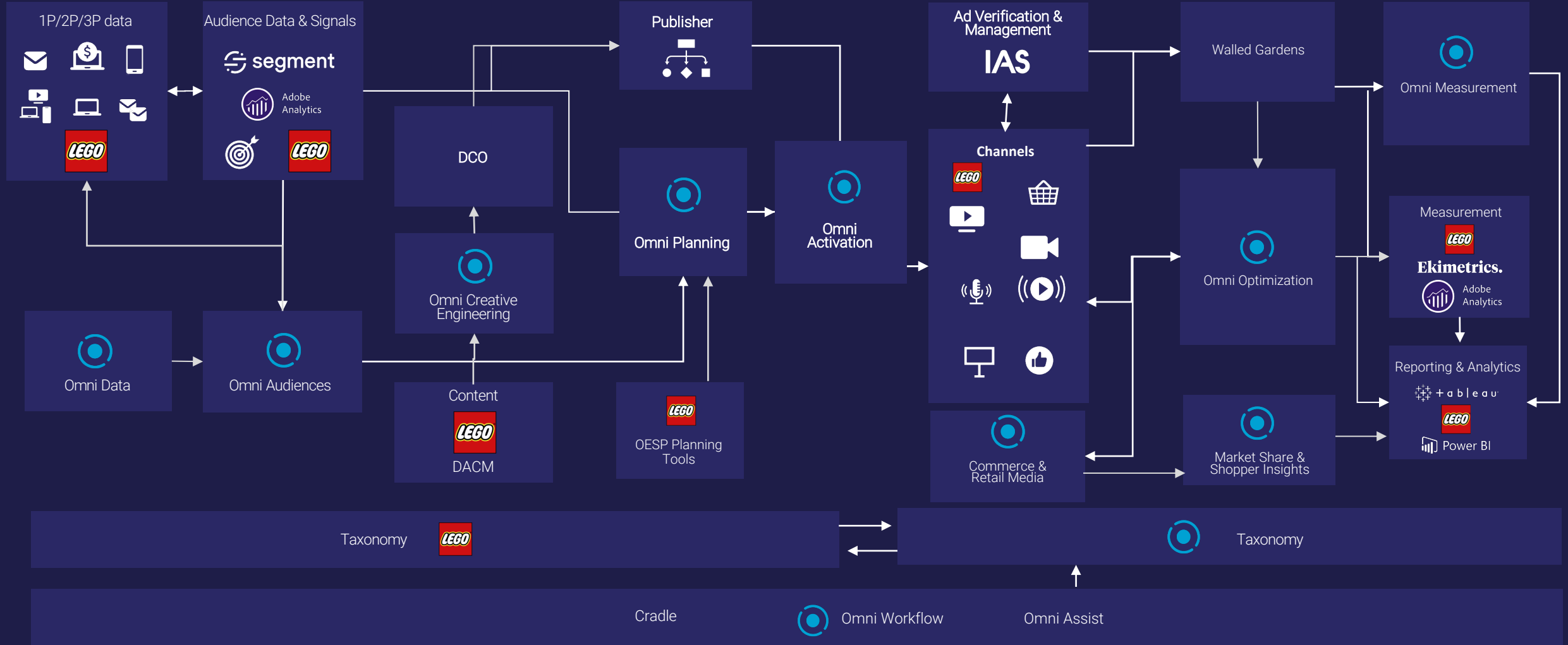
ILLUSTRATIVE

STRATEGY & AUDIENCE

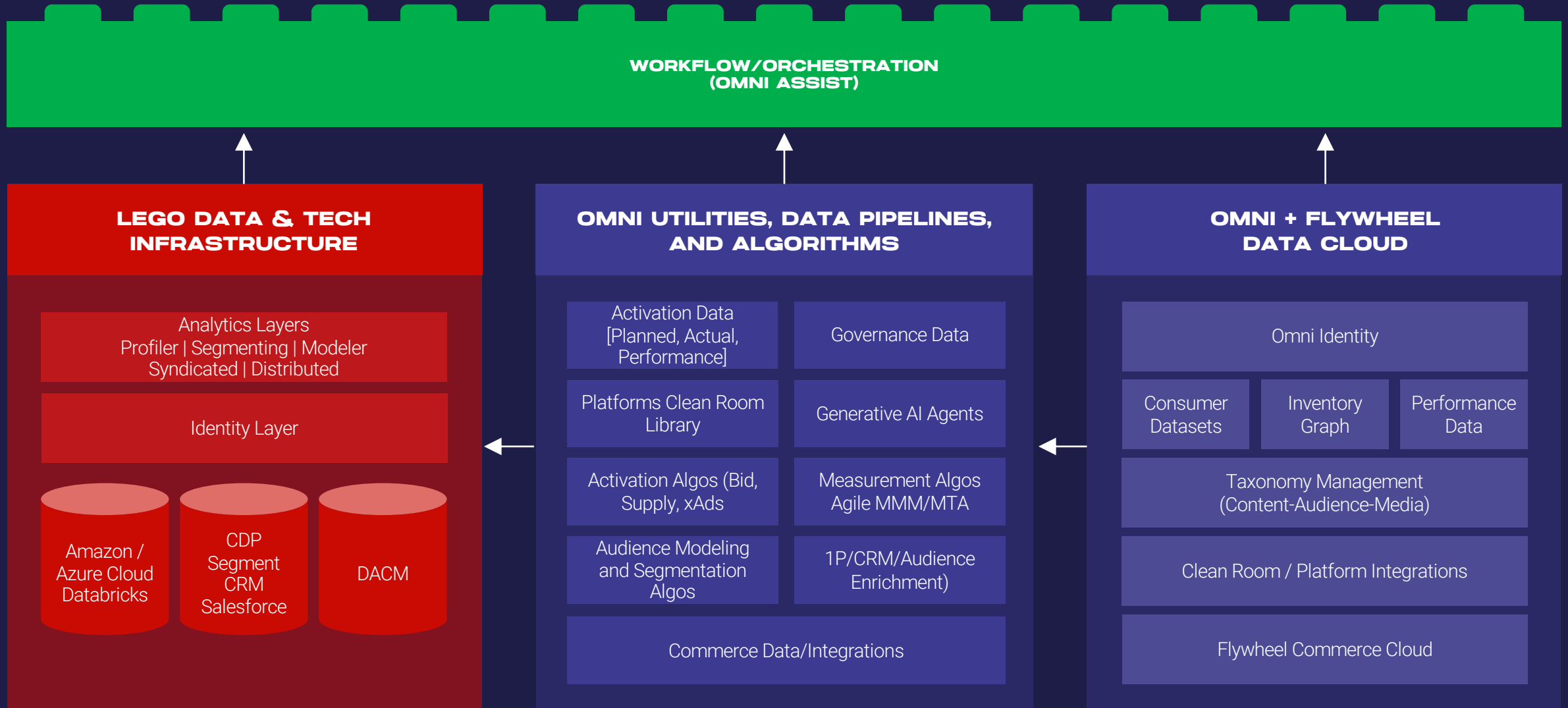
CREATIVE

CHANNEL AMPLIFICATION

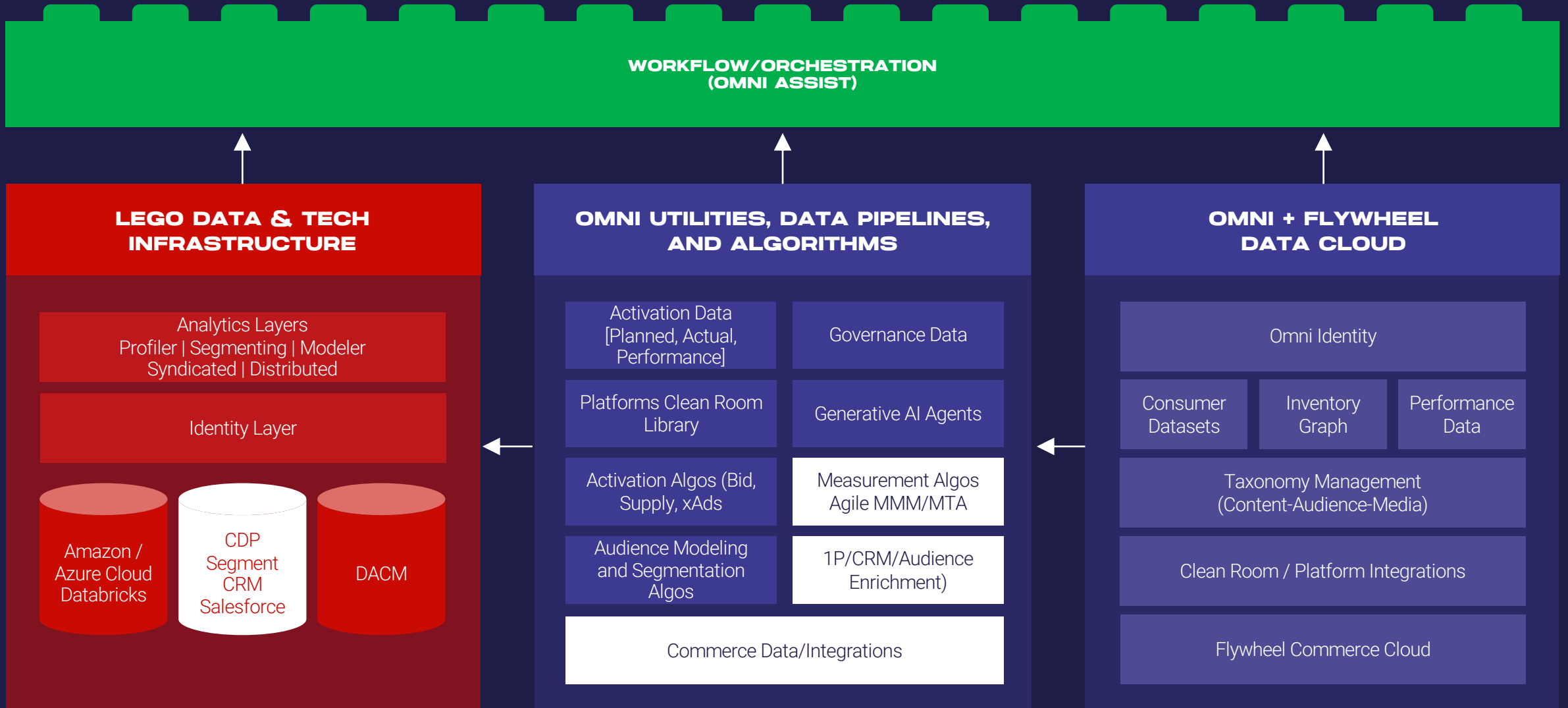
MEASUREMENT & ANALYTICS



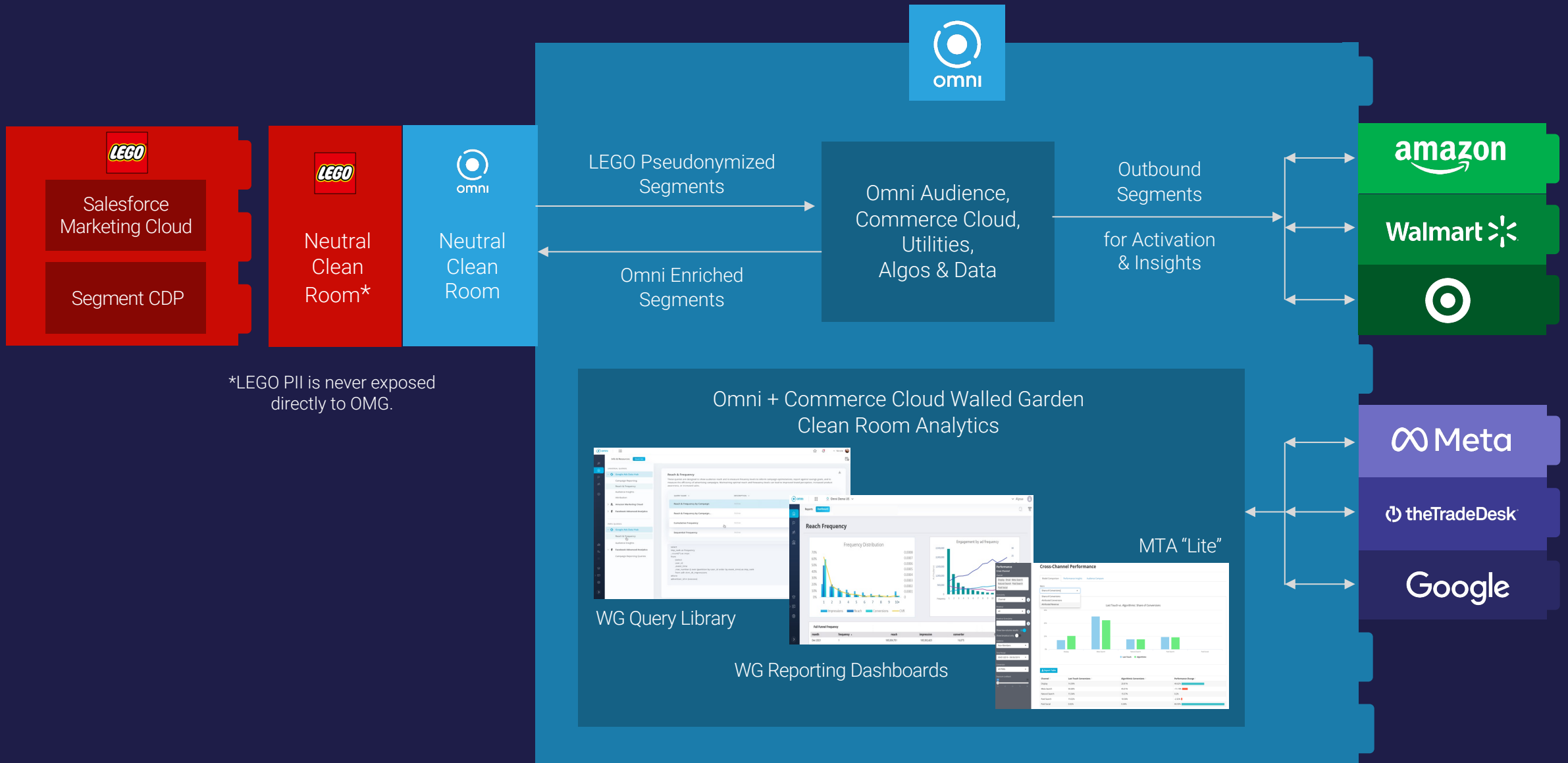
ACCELERATING YOUR DATA/TECH TRANSFORMATION JOURNEY



ACCELERATING YOUR DATA/TECH TRANSFORMATION JOURNEY



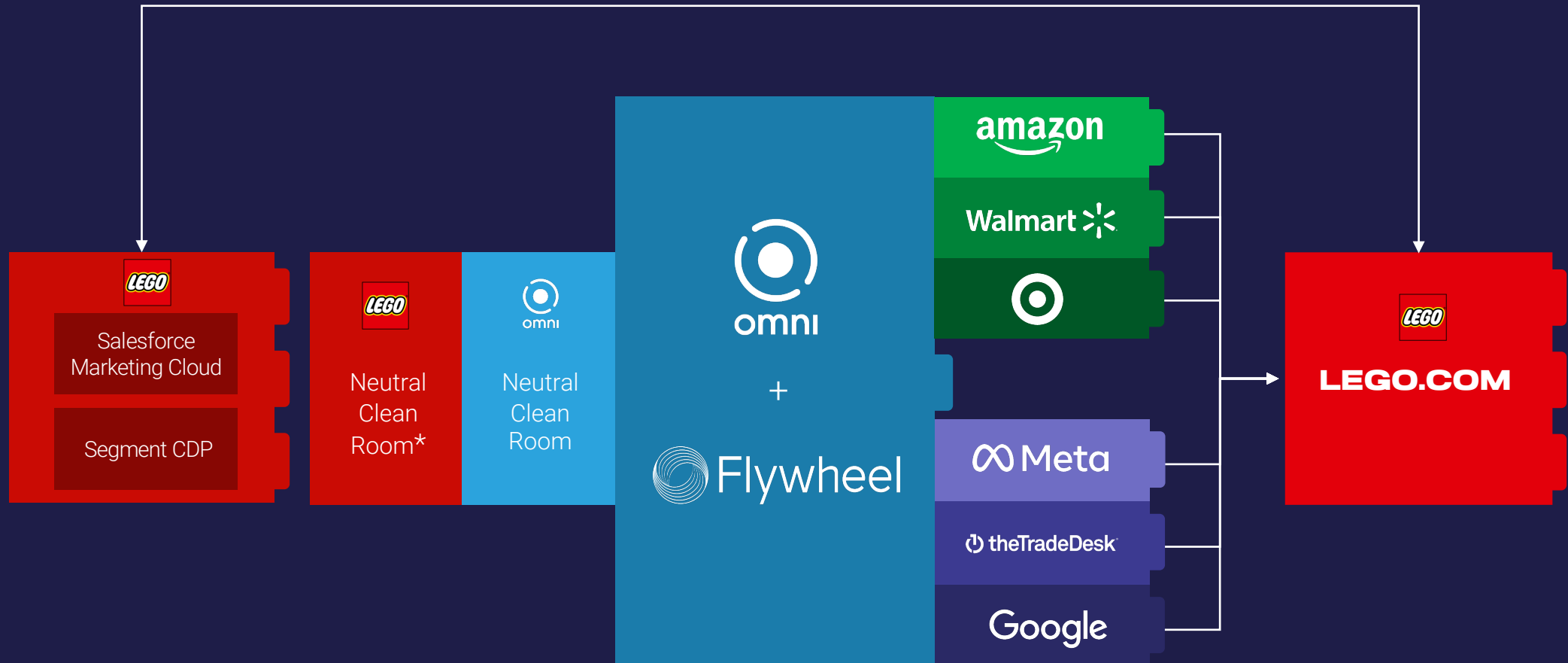
CRM/CDP + OMNI DEEPER DIVE



*LEGO PII is never exposed directly to OMG.

CRM/CDP + OMNI + LEGO.COM

DEEPER DIVE



CO-CREATING CLEAN ROOM POWERED CONNECTIONS

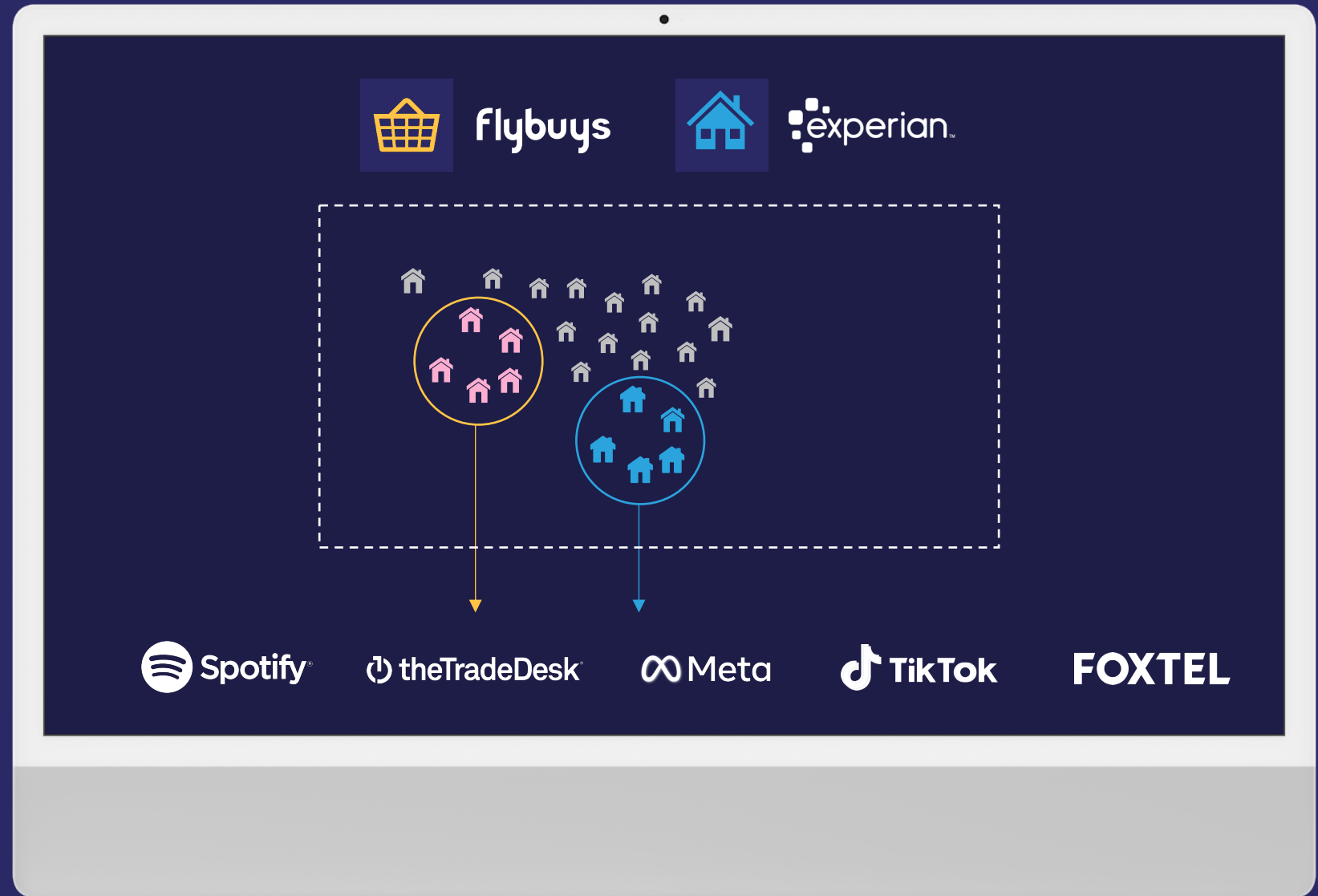
Revolutionizing an audience strategy with a cutting-edge data initiative to power a truly connected consumer journey. Within a neutral clean room, we matched together Flybuys (transactional data), Experian (household data) for deeper audience insights and more precise connections.

SOLUTION RESULTS:

Richer profiles for creative messaging, planning & activation

95% increase in addressable data

Connectivity into Walled Garden publishers including TV/cable networks using clean room audiences



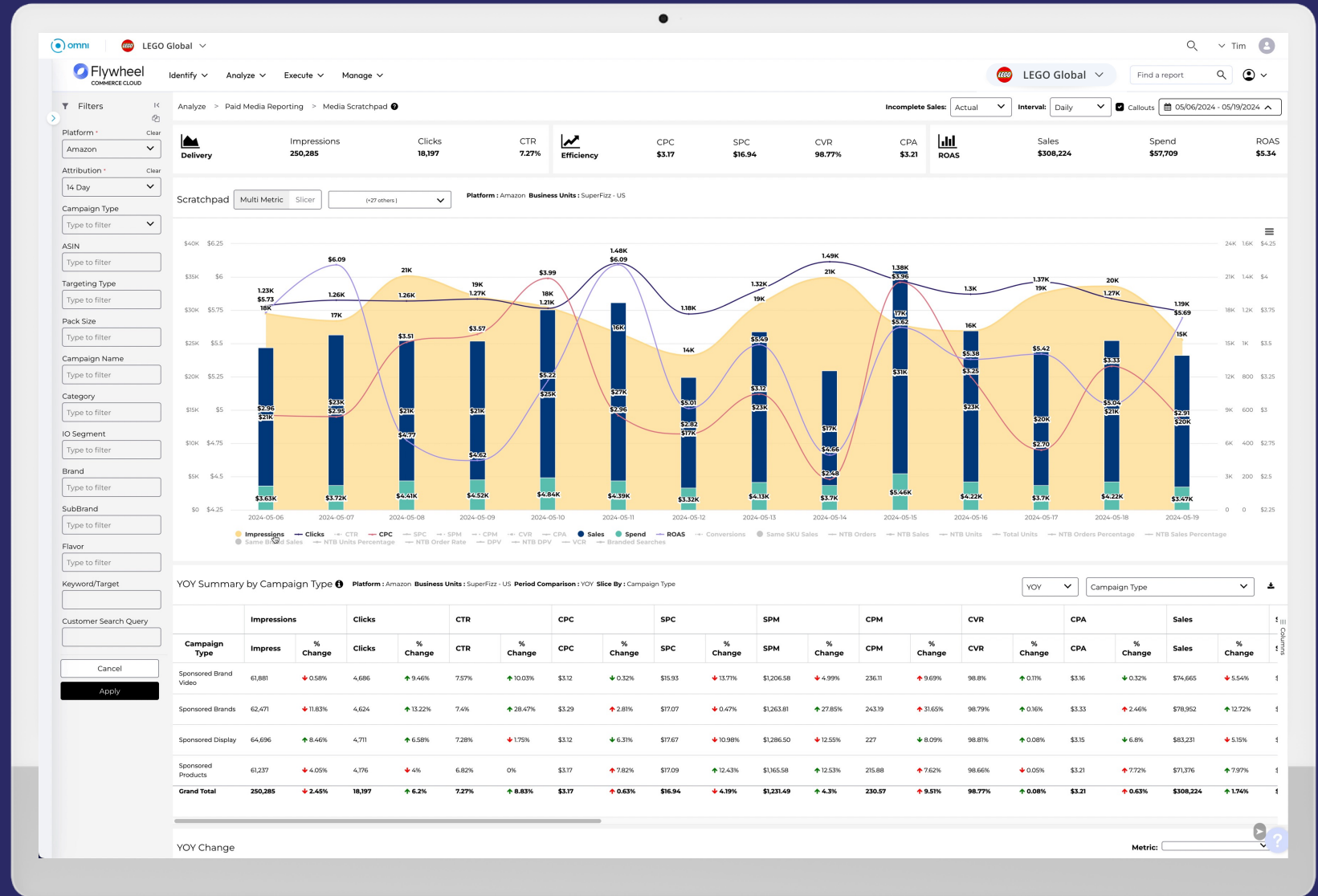
FLYWHEEL COMMERCE CLOUD

Tap into Our Wealth and Scale of the Digital Commerce Ecosystem

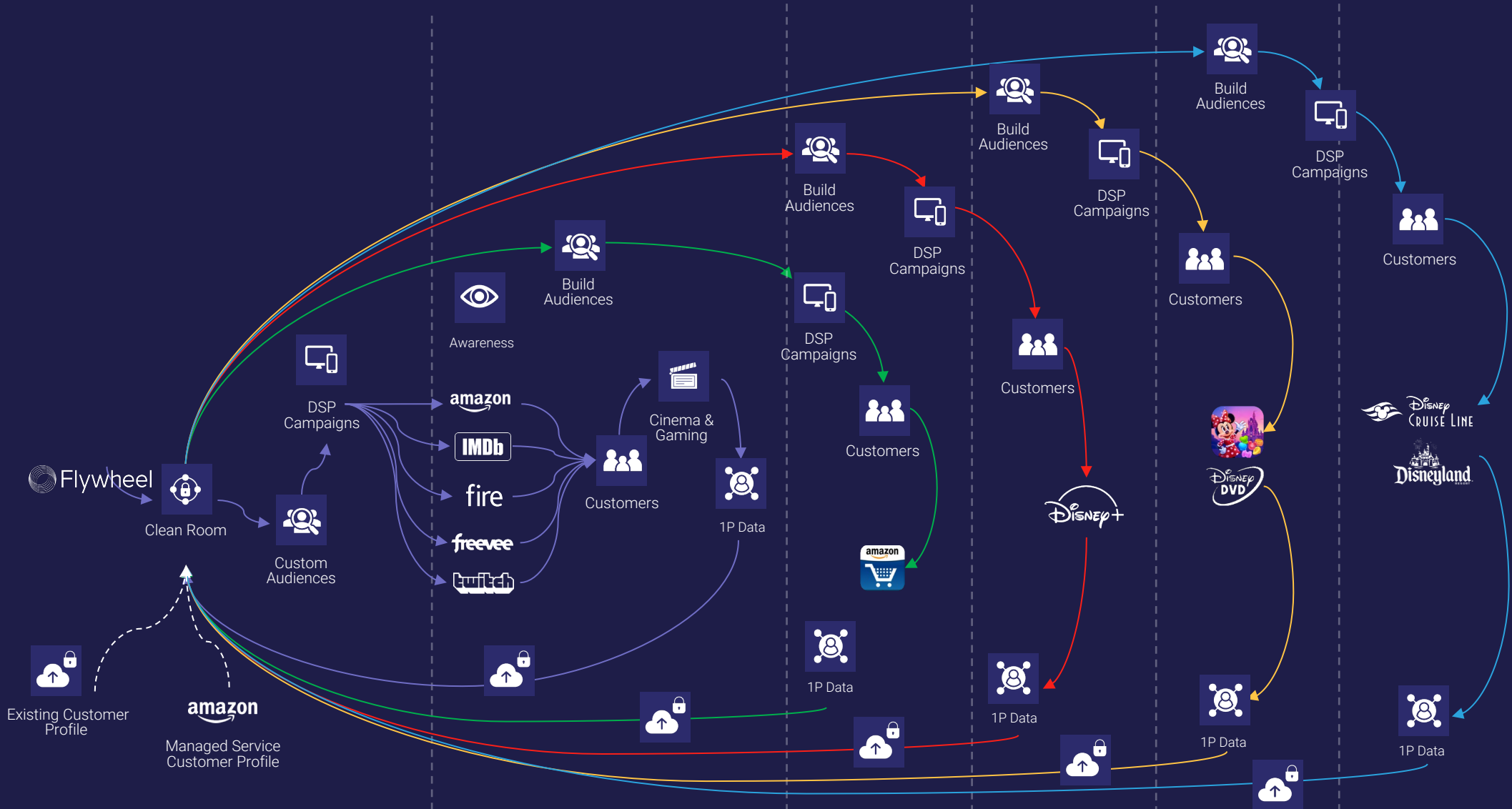
A Single Source of Truth For Retail Media, Search and Sales Data

Over **90+** Direct API integrations

Integration with **100+** Retailer Platforms



AMAZON MARKETING CLOUD (AMC) AND ACTIVATION MAP



CO-CREATION WITH AMAZON AND AN FMCG CLIENT

Optimizing customer lifetime value (CLTV) and activating audiences using Amazon Marketing Cloud (AMC).

Co-build with Amazon and our FMCG client.

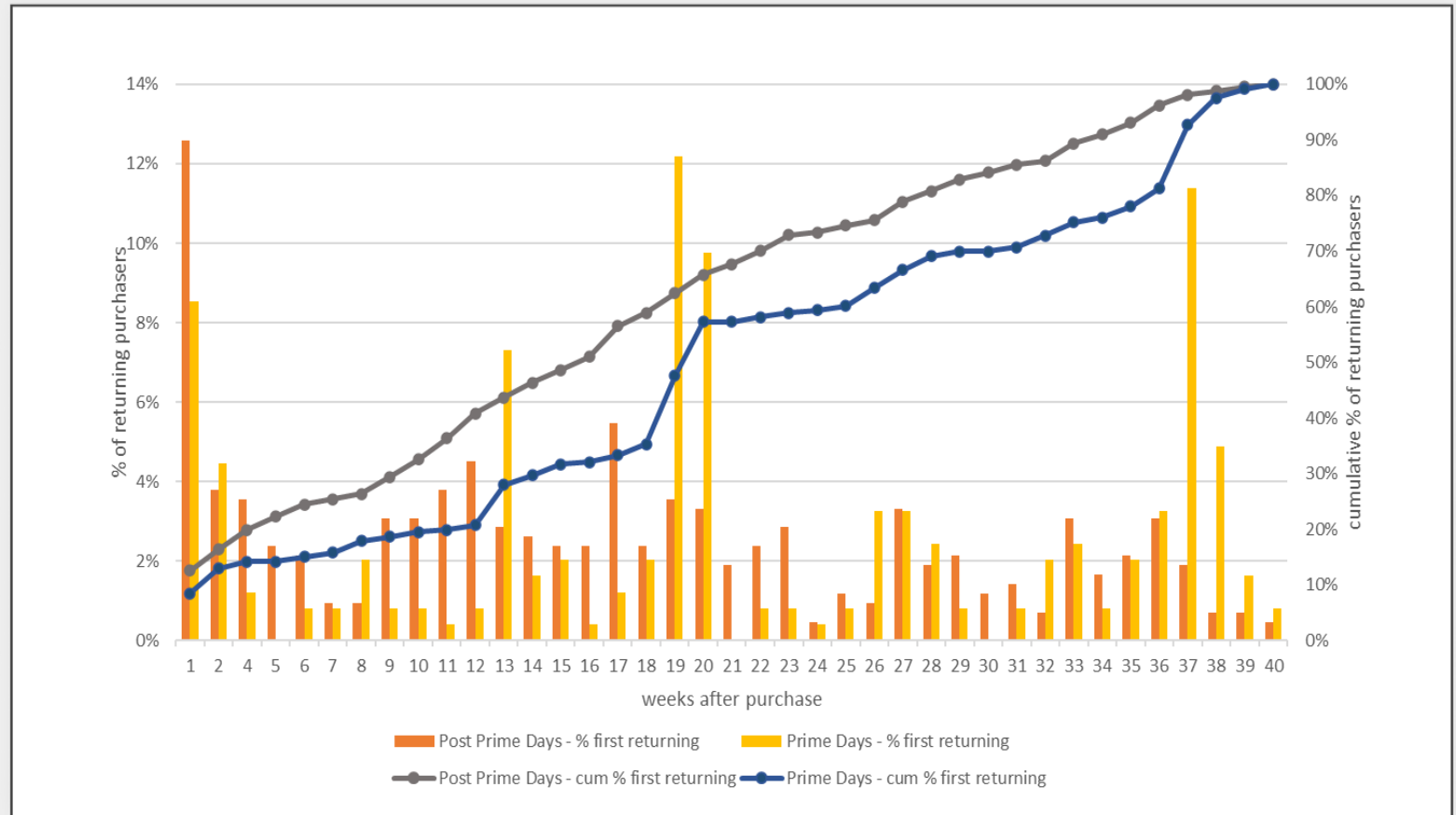
Custom analytics built for local markets.

3.3X

Increase in lifetime value during events

1.24

Average units per prime day shopper



CO-CREATION WITH AMAZON AND AN FMCG CLIENT

Optimizing customer lifetime value (CLTV) and activating audiences using Amazon Marketing Cloud (AMC).

Applied globally to other client teams and brands in the US.

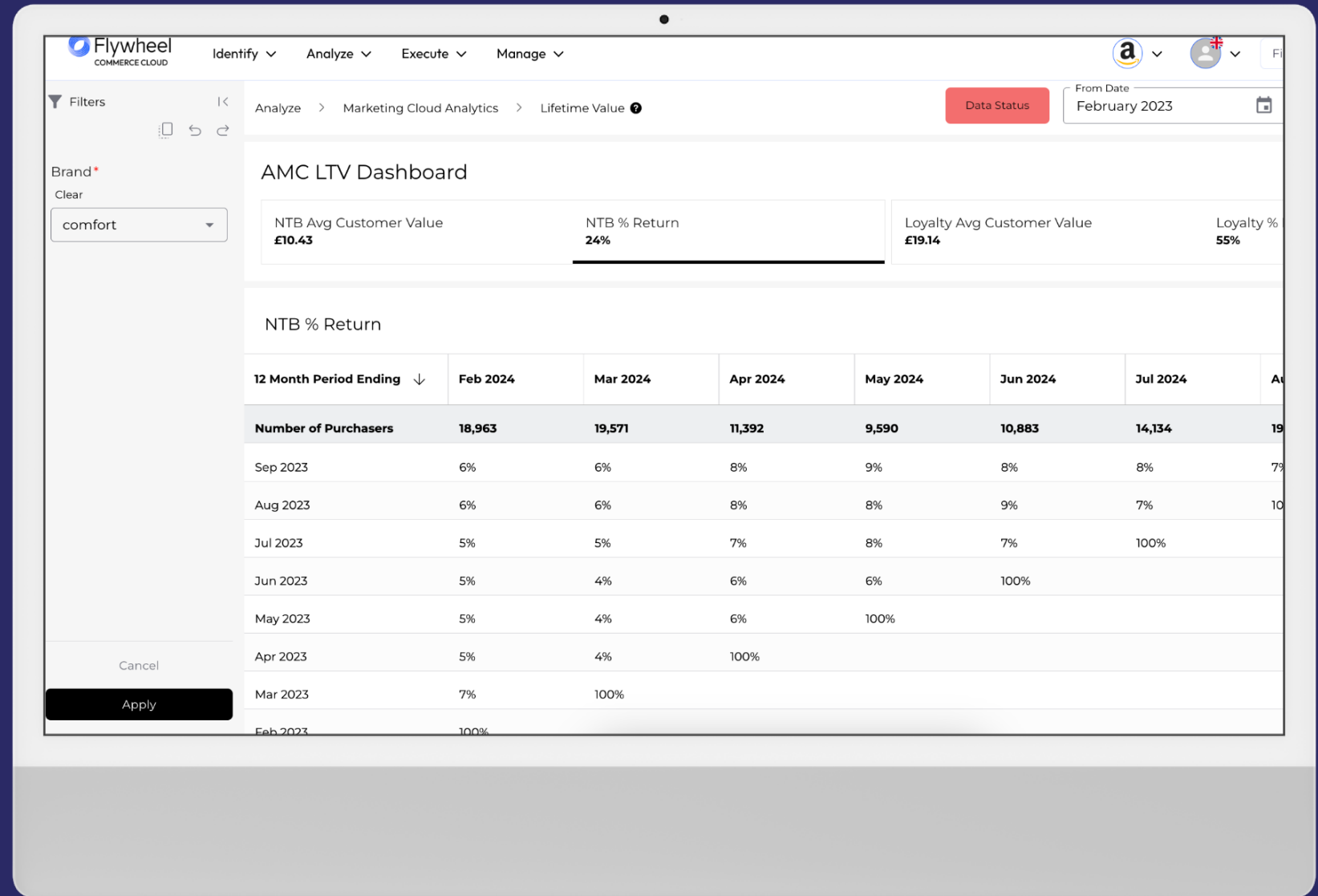
Scaled dashboard for global availability.

3.3X

Increase in lifetime value during events

1.24

Average units per prime day shopper



EVOLVING TRADITIONAL MMM INTO AGILE MMM

Evolution of traditional MMM, Improving
Frequency & Granularity of Readouts

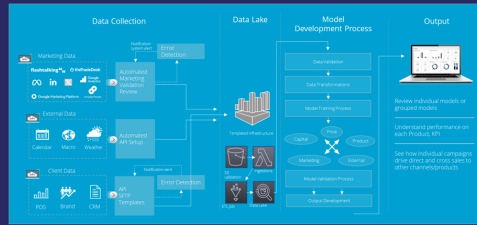
Monthly Calibration of 3P MMM by
ML Algorithms that Iterate Through All
Combinations of LEGO taxonomy

Enhanced Top-down & Bottom-up Planning

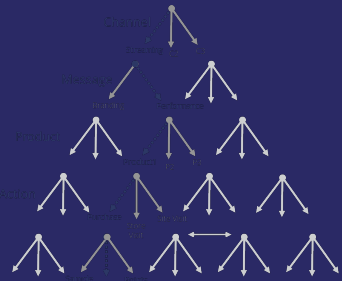


FLEXIBLE SUPPORT MODEL FOR LEGO INTERNAL TEAM

INFRASTRUCTURE SET-UP



Data Harmonization



Data Taxonomizing



CODE TRANSFER



Machine Learning



Bayesian Regression



Modeling Deep-Dive

- 1 Modeling Overview
- 2 Bayesian Regression Model Framework
- 3 Data Transformations
- 4 Model Testing
- 5 Model Results
- 6 Post Model Calculations
- 7 Unlearning Process

1 Modeling Overview

In this section we will briefly go over background on modeling and benefits it provides.

1.1 What is Modeling?

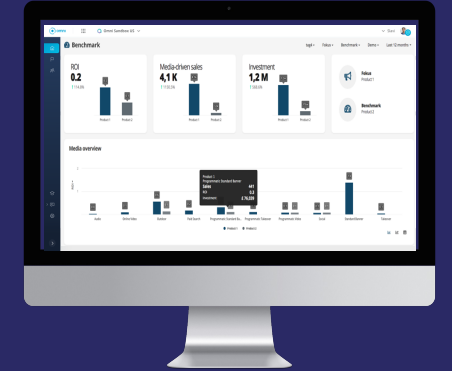
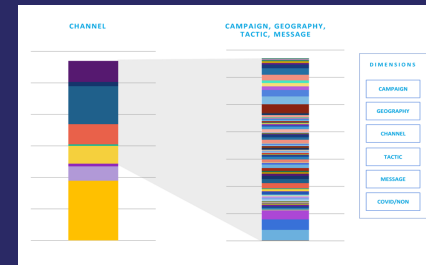
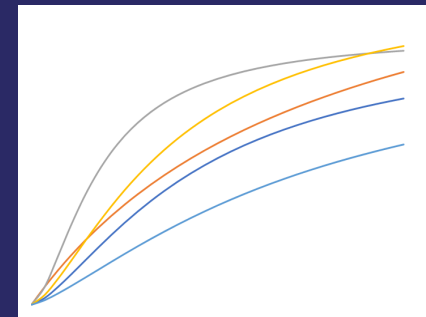
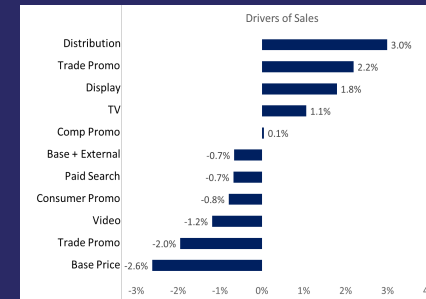
- Modeling is a statistical method for examining the relationship between one dependent variable and a set of explanatory variables.

$$NPT = \beta_0 + \beta_1 (Price) + \beta_2 (Media) + \beta_3 (Promotions) + \dots$$

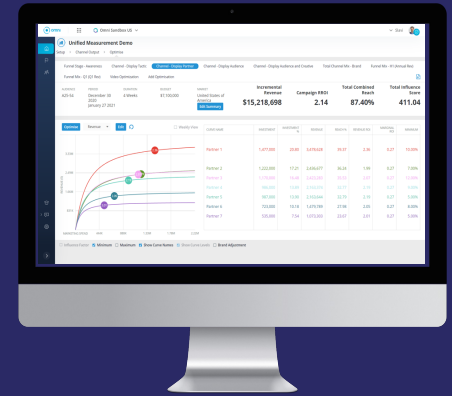
- Our model measures the impact of marketing and non-marketing factors. We include:
 - Media
 - Promotions
 - Economic Trends
 - Market Trends
 - Brand Health
 - Pricing
 - Competitive Media
 - Seasonality
 - etc.

Transparent

RESULTS DELIVERY



Application / Activation Support



ACCELERATING CLIENT 3P MMM INSIGHTS

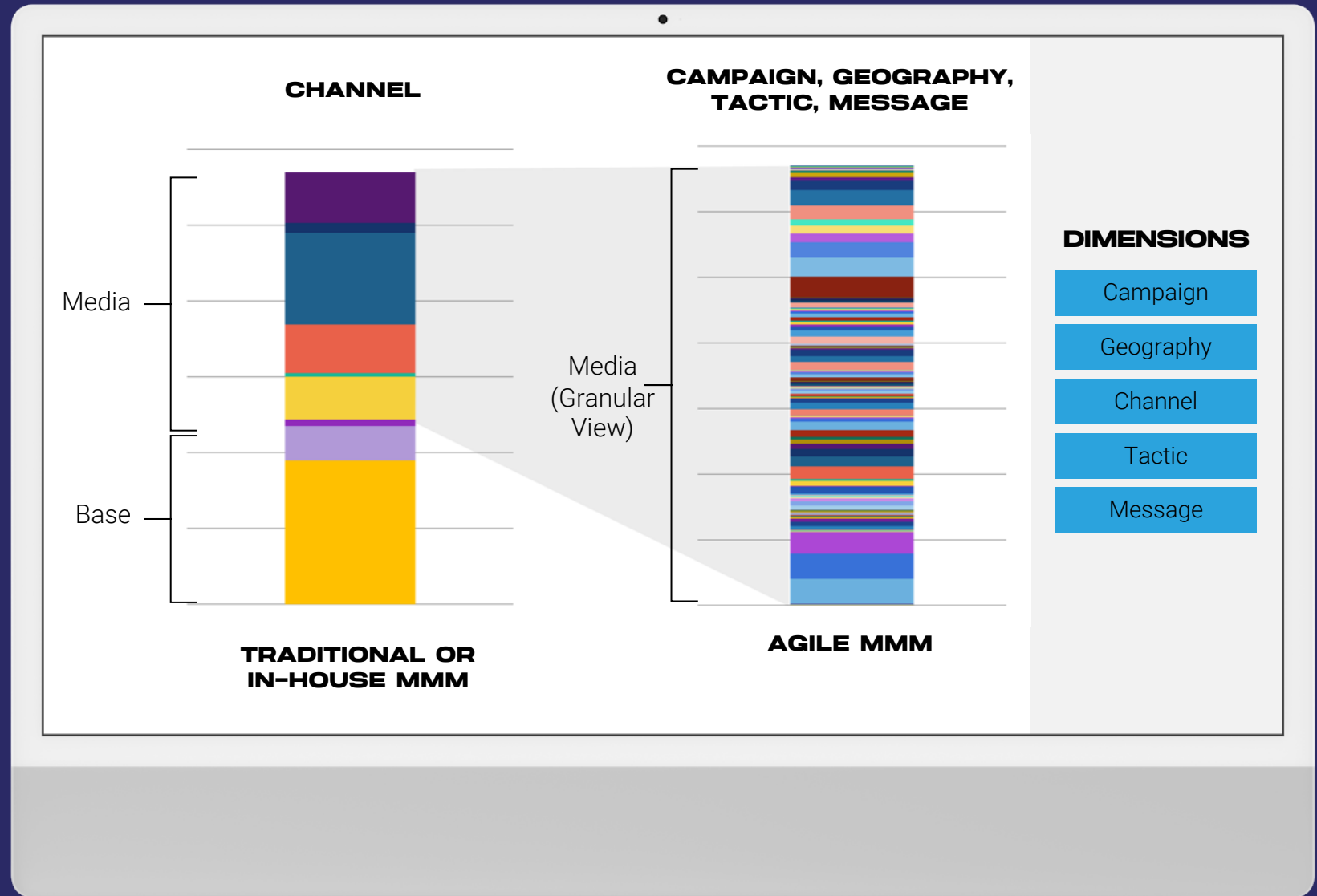
We provided an FMCG client with monthly, deeper-dive insights built around their marketing mix models (MMM). Our Agile MMM solution uses their 3P MMM as input and generates granular tactic-level views of KPI performance. Agile MMM tracks ROI and incremental sales from media targeted against 5 key business pillars for their Infant and Child Nutrition brands.

SOLUTION RESULTS:

Full Year Coverage (12 readouts)

Monthly results track against forecast

+6% Incremental returns from same spend due to Agile optimizations



CO-CREATING AI IN A CLIENT'S CLOUD

Working with a Beauty client's Media Team, we co-developed a media ML solution leveraging One Media Tech Data and Infrastructure. This solution enables brands in the markets to analyze media sufficiency and gauge the effectiveness of their marketing investment against Brand vs. Conversion goals by optimizing Audiences, Assets, Formats, & Search Keywords

PRIMARY SOLUTION USE CASES:

Planning Benchmarks

Budget Allocation

Impact of Awareness on Conversion

“

... provided the whole team with a good understanding of the kind of insights and learnings we could gather

... we're glad we got this unique opportunity to work together as a team.

...we just wanted to take a moment to say thank you and kudos on a job well done.

”

**CLIENT
MEDIA DIRECTOR**

OMNI APPLICATIONS AND CUSTOMIZATION READINESS



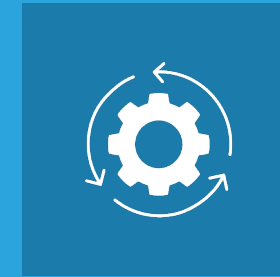
READY NOW

IMMEDIATE SET-UP

Omni Portal and Applications

Team Access

Direct Push / Integration with LEGO Tech



CLIENT INTEGRATION

2 TO 8 WEEKS FOR CUSTOMIZATION

1P Data/Audiences in Omni

Reach and Response Curves

LEGO Owned Apps

Data Lake Migrations

Algos in LEGO Environment

A red four-pointed star and a white four-pointed star.

CAMPAIGN PLANNING & SPEND

A white four-pointed star and a blue four-pointed star.

Integrations with LEGO

Media Spend Tracking Tools

Taxonomy

Master Data Set-Up

OMNI DATA + APPLICATIONS + WORKFLOW

Workflow

VISION

STRATEGY &
AUDIENCE

CREATIVE
CONCEPT

CHANNEL
AMPLIFICATION

MEASUREMENT &
OPTIMIZATION



Applications

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- Q Cultural Insights

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Gen AI Intel x Culture, Audiences

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Cultural Intelligence (NLP)

Content Intelligence (Image/Vision)

Gen AI for Influencer Optimization

Budget Setting and Allocation

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ML for Creative / DCO

Agile MMM and MTA

Gen AI Optimization Recommendations

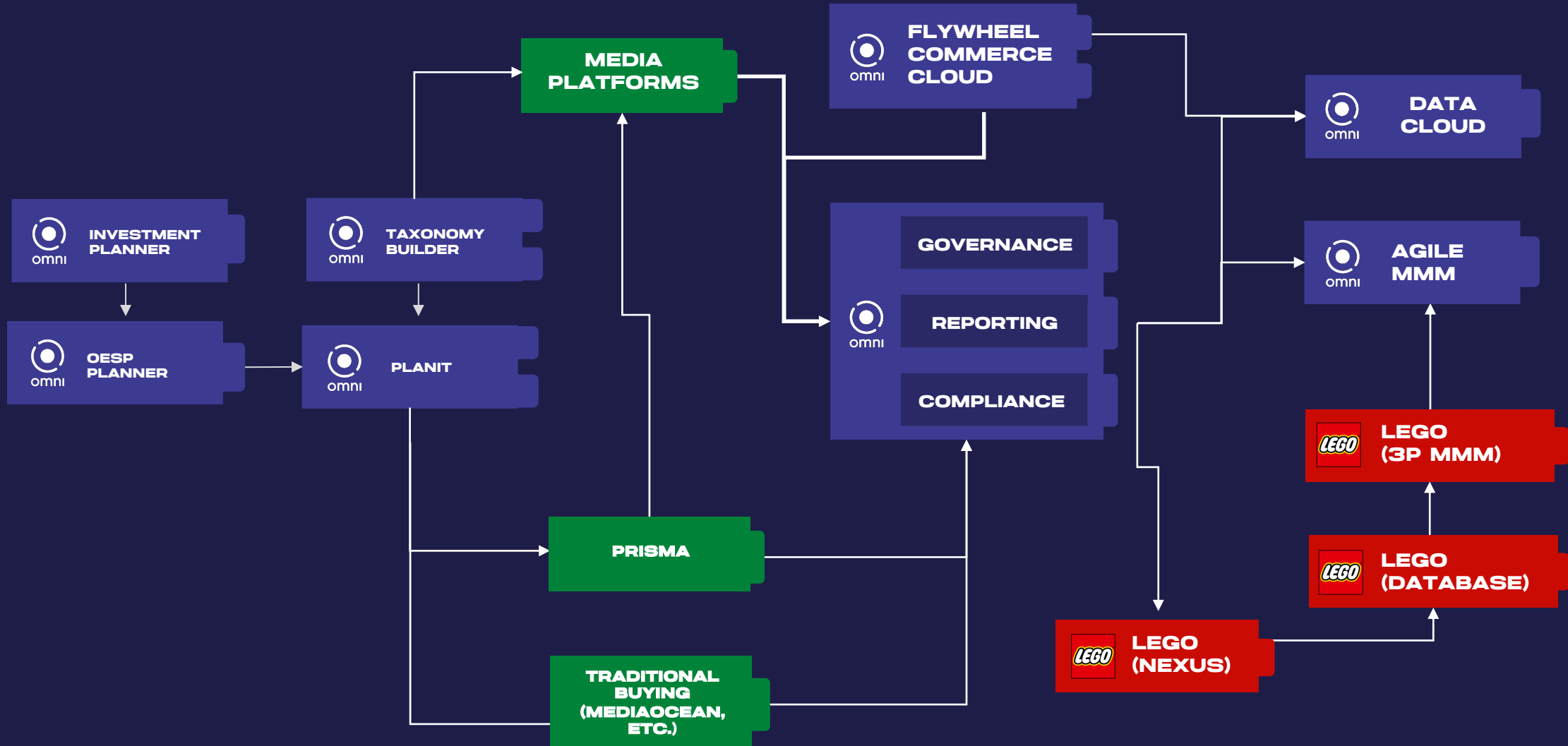
TAXONOMY & DATA GOVERNANCE

Data & Infrastructure

OMNI DATA ENVIRONMENT

[IDENTITY, 2P/3P DATA, PERFORMANCE DATA, CLEAN ROOMS]

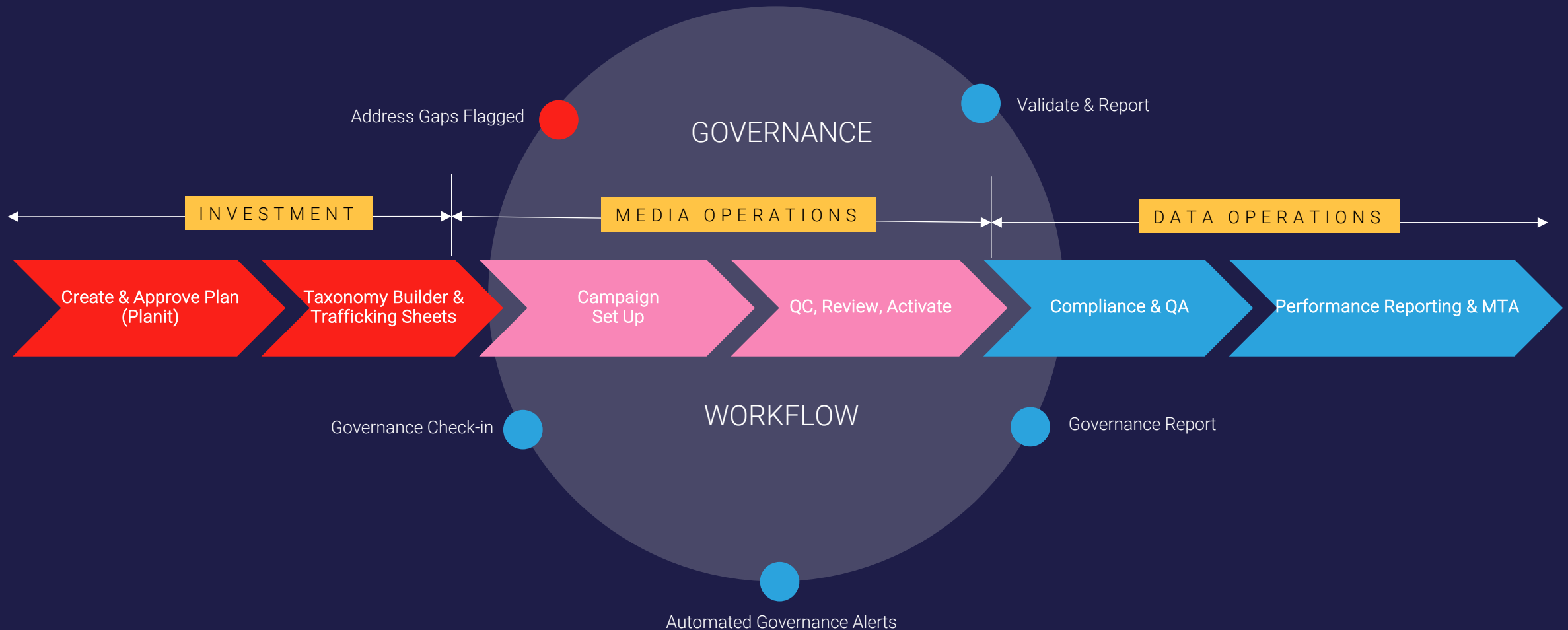
OMNI CAMPAIGN PLANNING & TRACKING DATA FLOW



**MASTER DATA
MANAGEMENT
FOR HOLISTIC
& ACCURATE
REPORTING**

END-TO-END DATA GOVERNANCE WORKFLOW CONFIRMS PRECISION & ACCURACY OF MEDIA TAXONOMY

Data Precision & Accuracy with Scaled Naming Convention & Governance



DATA OPERATIONS CLIENT IMPACT



TECHNOLOGY

99%
Data Accuracy

26
Markets

26+
Data Sources



CPG

98%
Data Accuracy

AI/ML Optimization
Foundation



AUTOMOTIVE

98%
Data Accuracy

\$3.5MM
Savings

15%
Decrease In
Cost Per Action



TECHNOLOGY

99%
Data Accuracy

60+
Countries

18+
Data Sources

4X
Speed To Insights



RETAIL

99%
Data Accuracy

350+
QA Checks

95%
Time Saving On Financial
Compliance Reporting

Two sparkles, one yellow and one white, positioned to the left of the main title.

ADVERTISING TECH LANDSCAPE

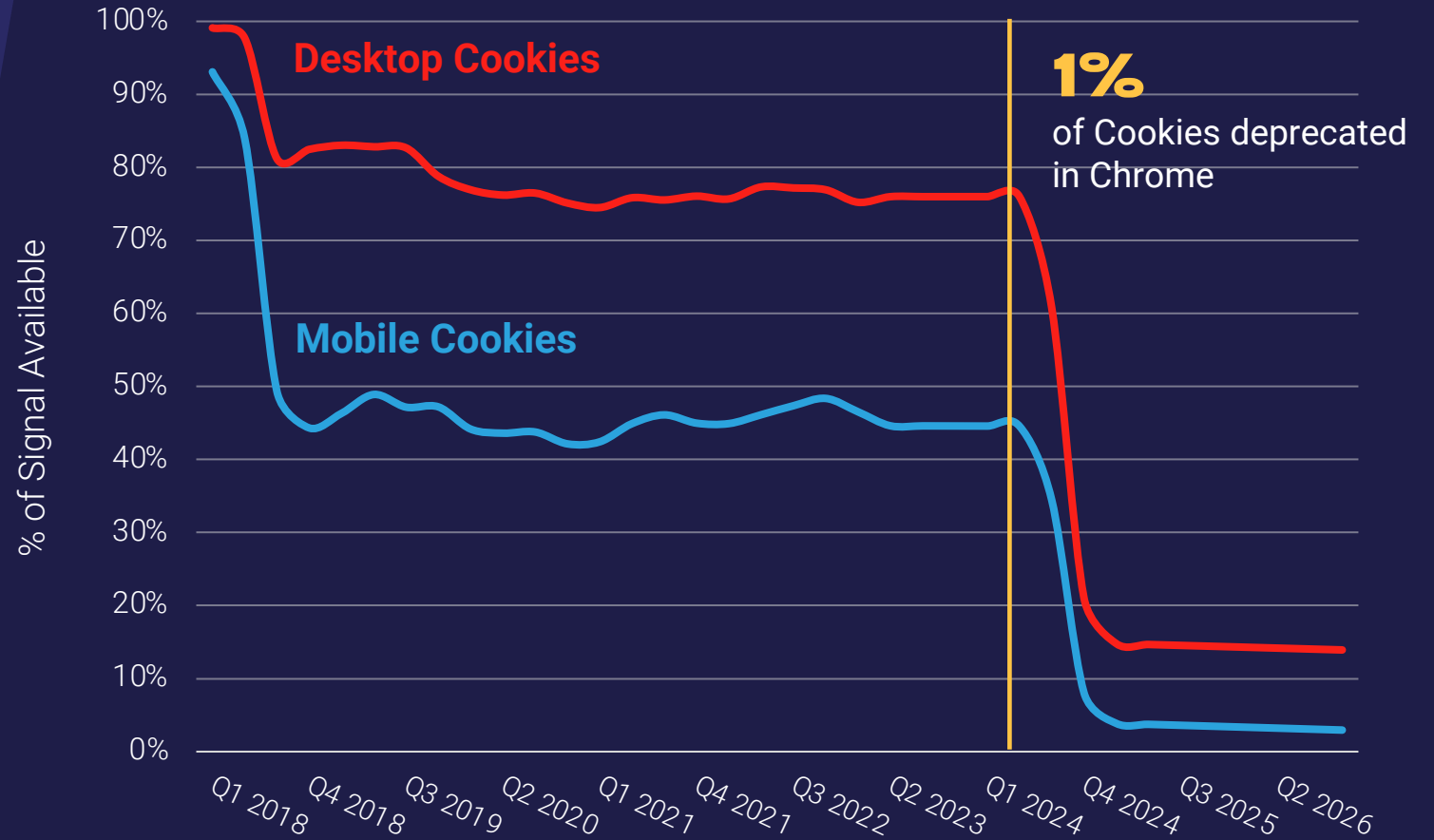
Two sparkles, one white and one pink, positioned to the right of the main title.

Tech in a Cookieless Future

Integrations with LEGO

TODAY, WE ARE
SEEING THIS
COME TO LIFE

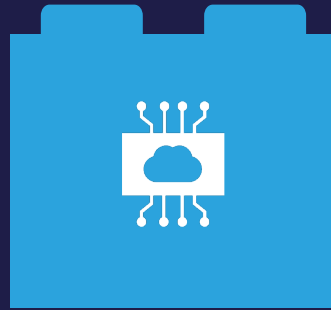
3RD PARTY COOKIE SIGNAL AVAILABILITY



FUTURE SIGNALS TASKFORCE



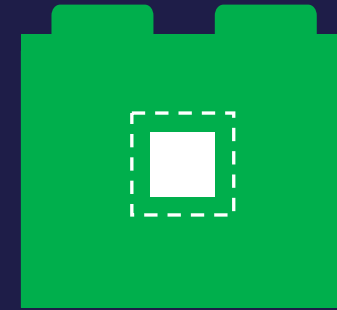
PRIVACY



MARTECH



INVESTMENT



PRODUCT

7

Future Signals Sessions

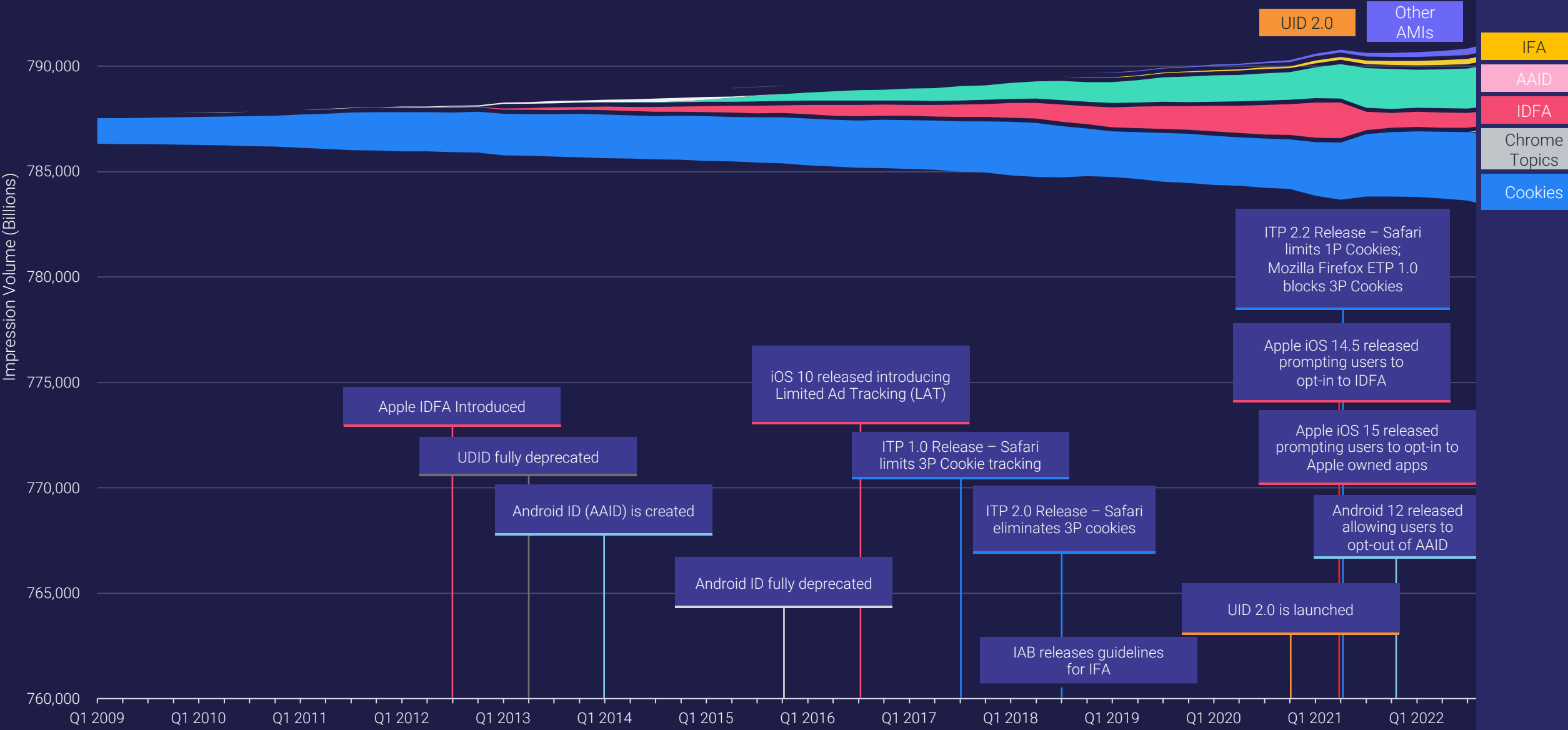
~2650

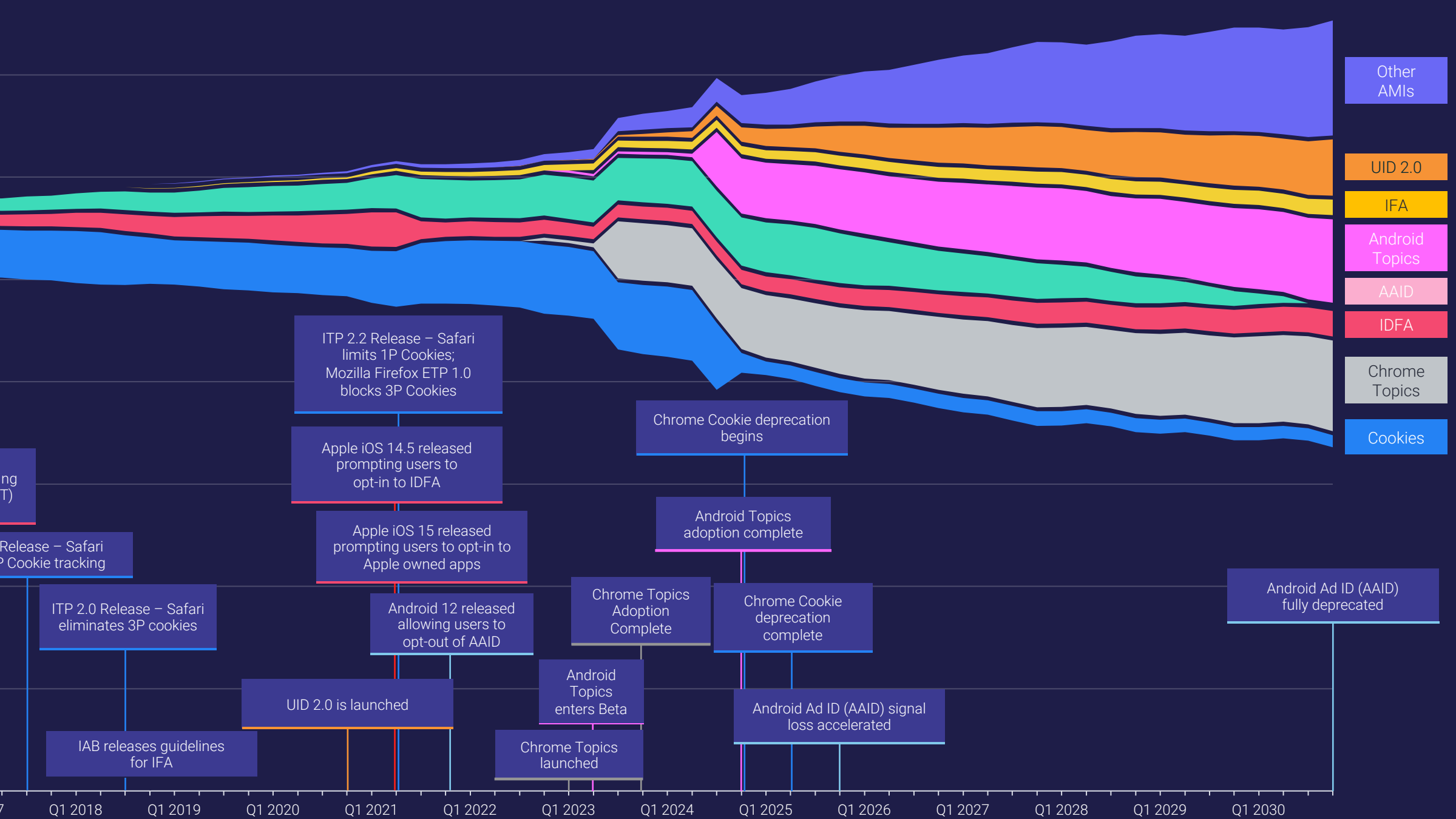
Clients Invited per Session

10:45:00

of Recorded Content

BUT IT IS IMPORTANT TO REMEMBER SIGNAL FLUX IS MORE THAN A COOKIE CONVERSATION





THE RISING FUTURE SIGNALS

BROWSER

Chrome Topics

Cookies

IN-APP

AAID

IDFA

Android Topics

CONNECTED TV

IFA

Other AMIs

UID 2.0



THE MOVE TO PRIVACY IS A UNIFYING FORCE



CONSUMERS

Becoming more
privacy-aware



BROWSERS AND OS OWNERS

Deprecating signal



REGULATORS

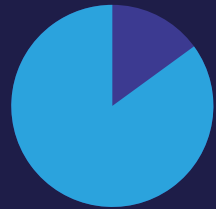
Enacting privacy
regulation



MEDIA PLATFORMS

Locking down
consumer data

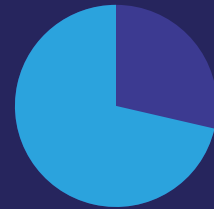
CONSUMERS CARE NOW MORE THAN EVER ABOUT DATA PRIVACY



88%

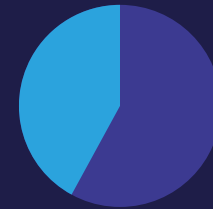
of consumers care significantly about their data privacy

and only 2% say they don't care about their data privacy at all



72%

of consumers are willing to give their data in exchange for content or products/ brands they want, but perspectives vary



42%

of consumers said brands should take a stand to protect consumers' data privacy...

...up from 28% in Jan 2022.

MEDIA PLATFORMS ARE LOCKING DOWN CONSUMER DATA

SOCIAL

 Meta

 TikTok

 Pinterest



RETAIL MEDIA NETWORKS

Walmart 



Sainsbury's

ENTERTAINMENT

NETFLIX

NBCUniversal



ROKU



SEARCH

Google

 Microsoft

WHAT IS REQUIRED FOR FUTURE SIGNALS IN 5 YEARS?



**INDIVIDUAL
CONSENTED IDs**



GEO/SCORING



FUSION

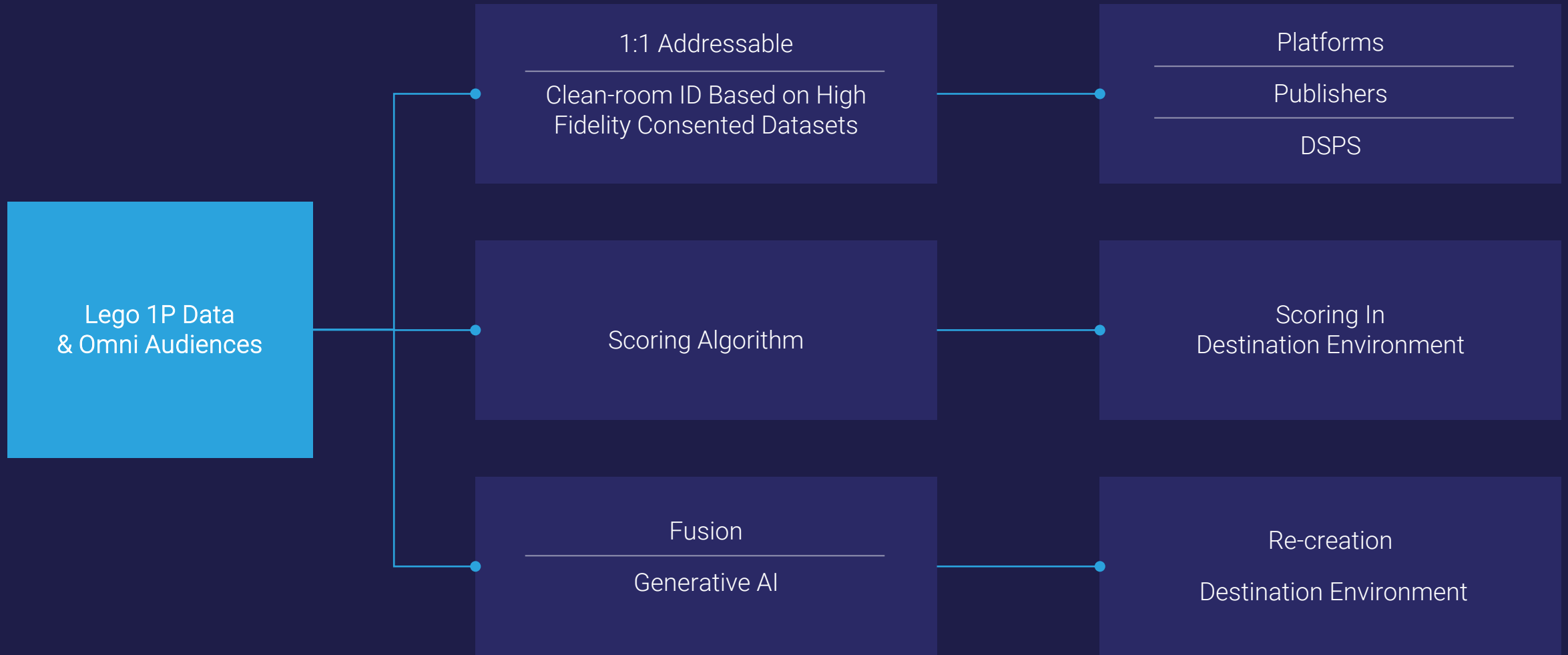
AI/ML

CLEAN ROOMS

HIGH-FIDELITY DATASETS

FROM INSIGHTS TO ACTIVATION:

A FULL SPECTRUM OF FUTURE PROOFED DECISIONING SOLUTIONS





ACCELERATING PARTNER INTEGRATIONS

Deep experience across all clean room partners

Innovative use cases in planning, in-market optimization, and data science / measurement

First to market innovation in CTV and Retail Media Clean Rooms



META • AA

Proprietary frequency optimization queries co-developed with Meta Data Science



AMAZON • AMC

Most global instances active, first hold-co with Global Data Science Certification



GOOGLE • ADH

First agency partner integrated, global scale with 100s of Data Scientists active



NEUTRAL CLEAN ROOMS

Developed global partnership & leveraging techs for both brands & media owners



TV LINEAR & CTV

Industry first clean room integrations with supply side linear & CTV at HH level



RETAIL MEDIA NETWORKS

First-to-market access to clean rooms for high-value audience & performance insights

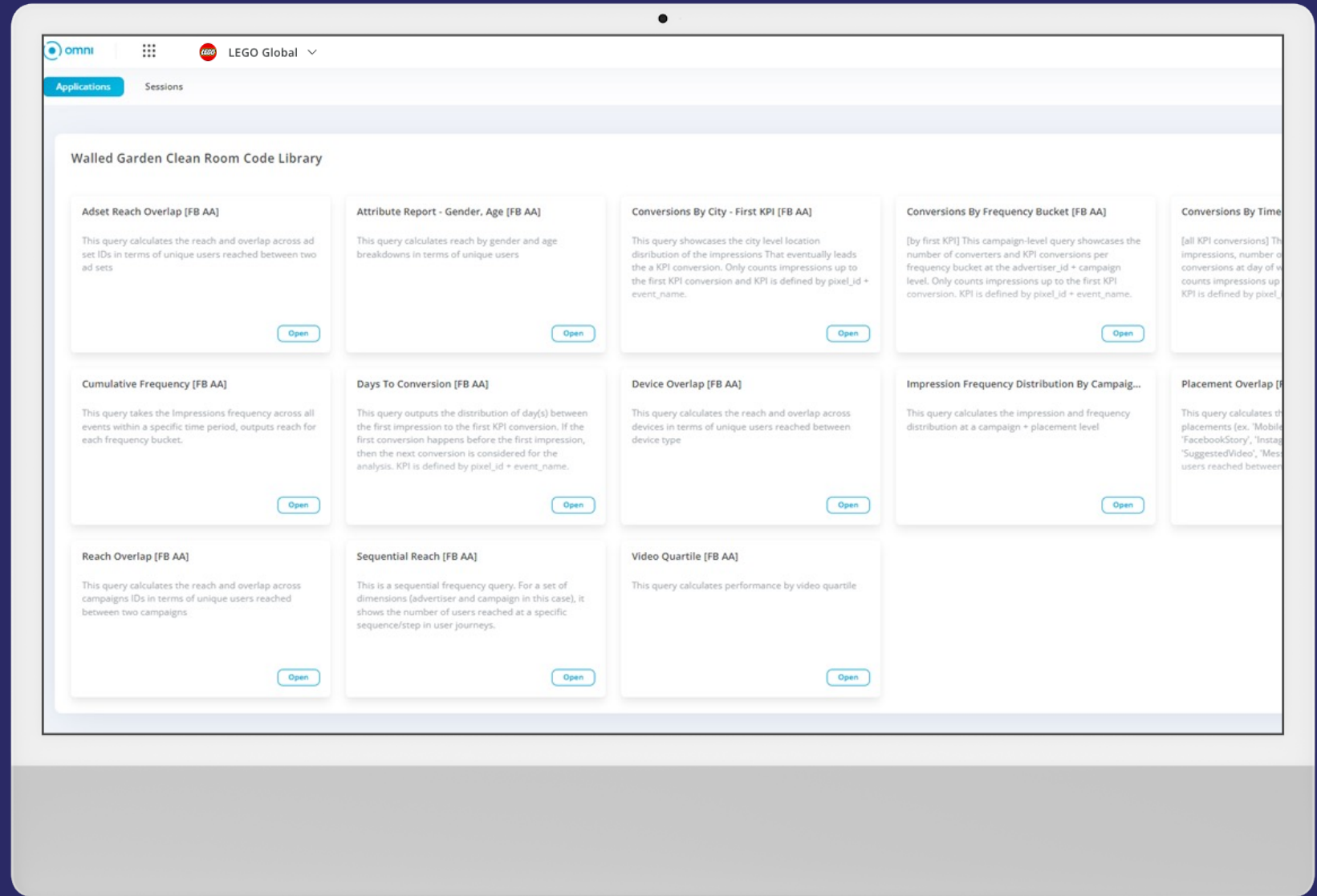
CLEAN ROOM QUERY LIBRARY

Custom-built Query
Automation System

Co-developed, Highest
Quality Queries

Uncover Actionable 1P Insights
Within Walled Gardens

Reduce time to Action with
Automated Analysis



DRIVING SALES VIA CLEAN ROOM ACTIVATION

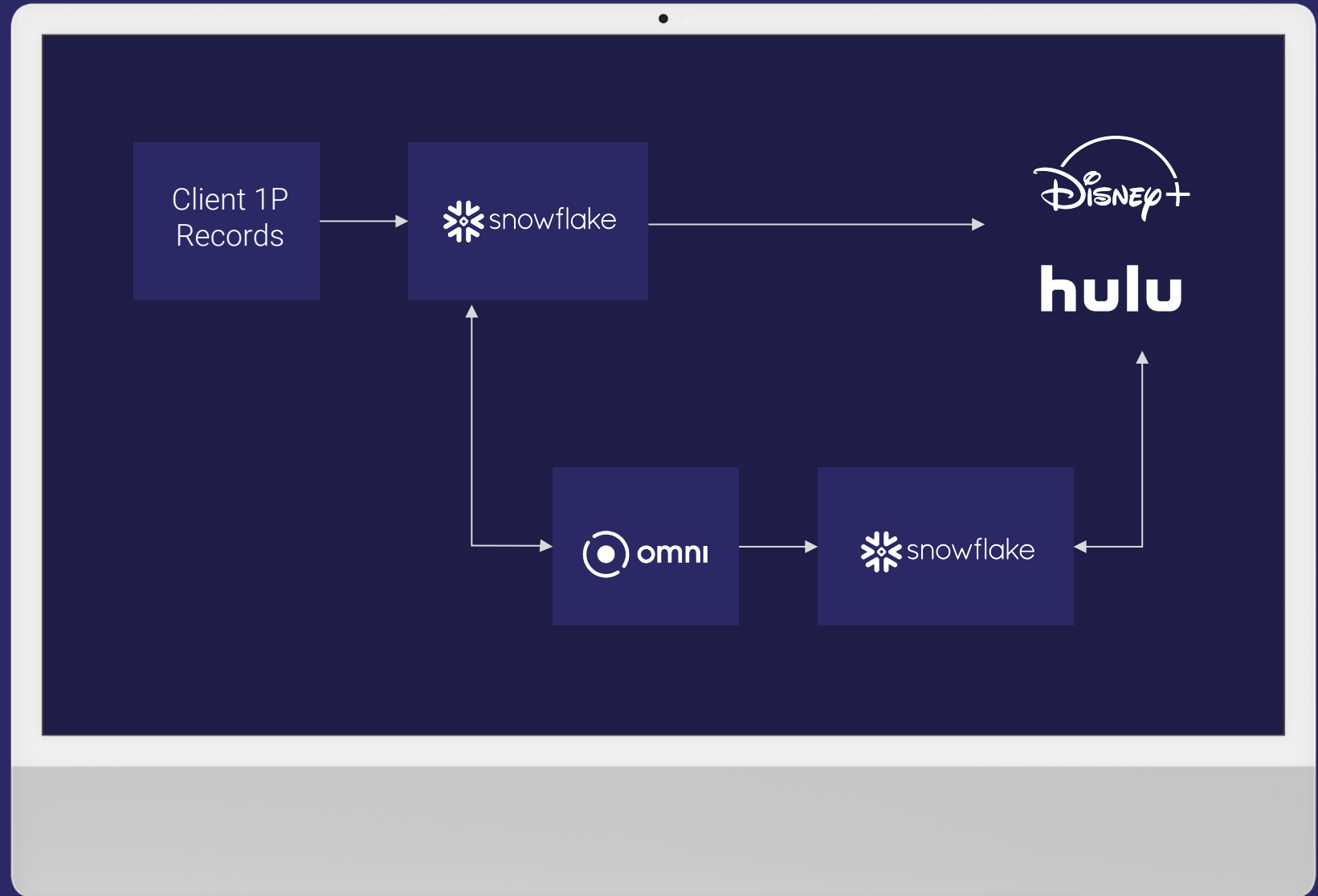
For a large manufacturing company, we ran a pilot activation via a neutral clean room enabling the use of customer data across the consumer journey while the client maintained complete ownership. Client's 1PD was matched with Omni's audience data for enriched target audience for activation.

SOLUTION RESULTS:

Activated Across Streaming Channels
(Disney & Hulu)

229% Increase in ROAS
(\$2.63 → \$8.66)

4.4% Sales Lift



AMAZON MARKETING CLOUD AUDIENCE BUILDER

19+ custom AMC Audiences
integrated directly through the API

Build rule based or lookalike audiences
with different degrees of fuzziness

Consolidated view for all
AMC Audiences

Monitor spend and audience
performance

The screenshot displays the Amazon Marketing Cloud Audience Builder interface. At the top, there are logos for 'omni', 'LEGO', and 'Flywheel Commerce Cloud'. The main header shows 'AMC Audience Builder' with navigation options: 'Identify', 'Analyze', 'Execute', and 'Manage'. On the right, there are dropdown menus for 'Instance ID' (amcfzdemo) and 'DSP ID' (1234567891011). Below the header, there are four summary cards showing metrics: 'Audiences Activated (Lifetime)', 'Audiences Activated (Last 4 weeks)', 'Total Audience Spend (Lifetime)', and 'Audience Spend (Last 4 weeks)'. The main content area is titled 'Build New Audience' and features a search bar and filters for 'Audience Type' and 'Funnel'. A modal window titled 'Create New Audience: Multiple DPVs' is open in the foreground, containing the following fields and options:

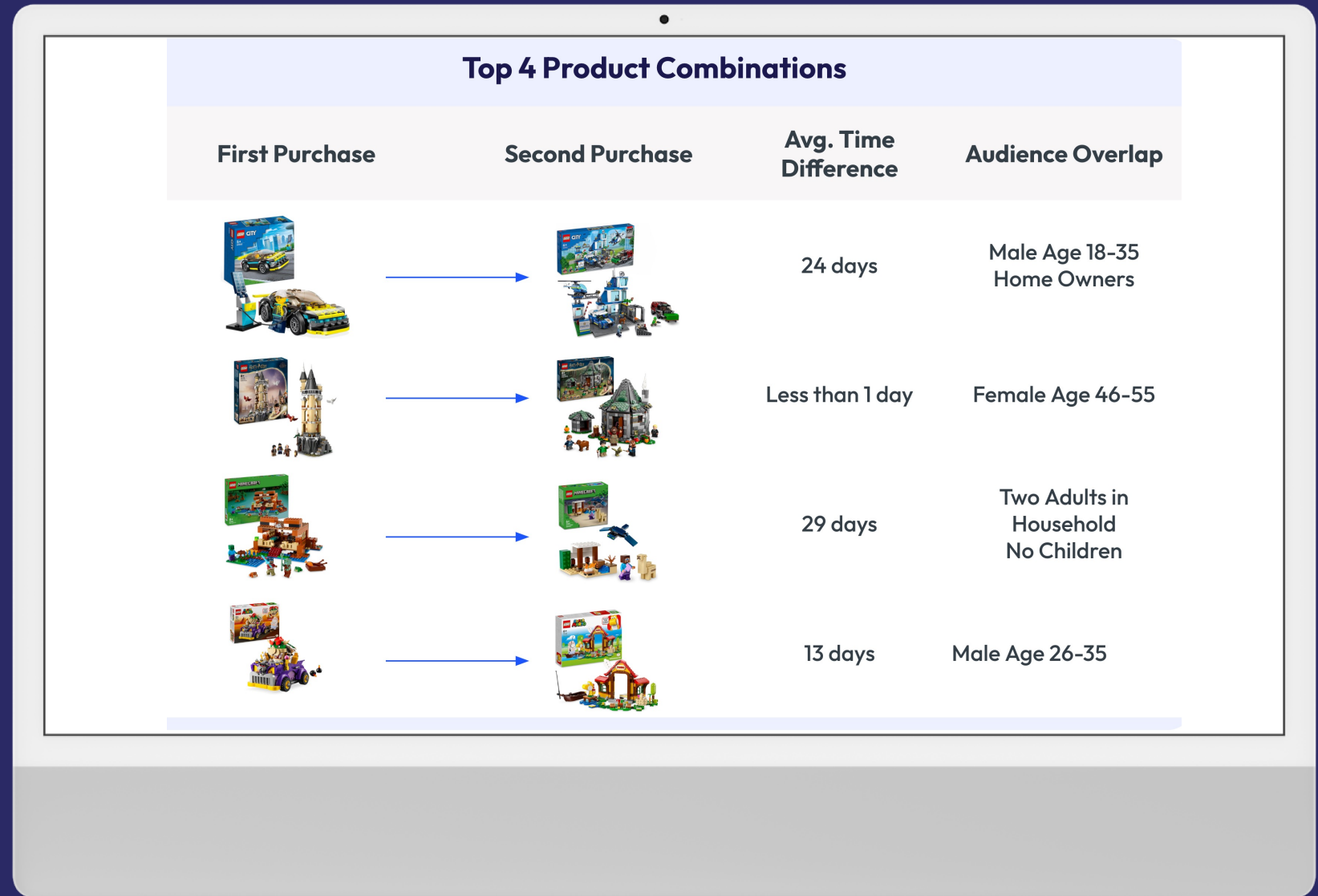
- Audience Name (Optional):** A text input field with a placeholder 'i.e. placeholder audience name'.
- Minimum DPVs:** A numeric input field set to '4'.
- Filter on ASINs (Optional):** A text input field.
- Refresh Audience (1 day):** A toggle switch set to 'Yes'.
- Time Window:** A date range selector showing '05/12/24 to 05/19/24' and a 'Preset Time Win...' dropdown set to 'Last 7 Days'.

At the bottom of the modal are 'Cancel' and 'Create' buttons. The background interface shows a grid of audience categories like 'SP Keywords', 'NTB Purchasers Lookalike', 'DSP Impressions', 'Frequent Shopper Lookalike', 'Past Purchasers Lookalike', 'Multiple DPVs', 'DSP Views', 'High Value Shopper', 'SWS Purchasers', 'SWS Willingness Lookalike', 'DSP Clicks', 'Frequent Shopper', and 'NTB Purchasers', each with a brief description and associated tags.

CROSS-CHANNEL ANALYSIS & AMC ACTIVATION

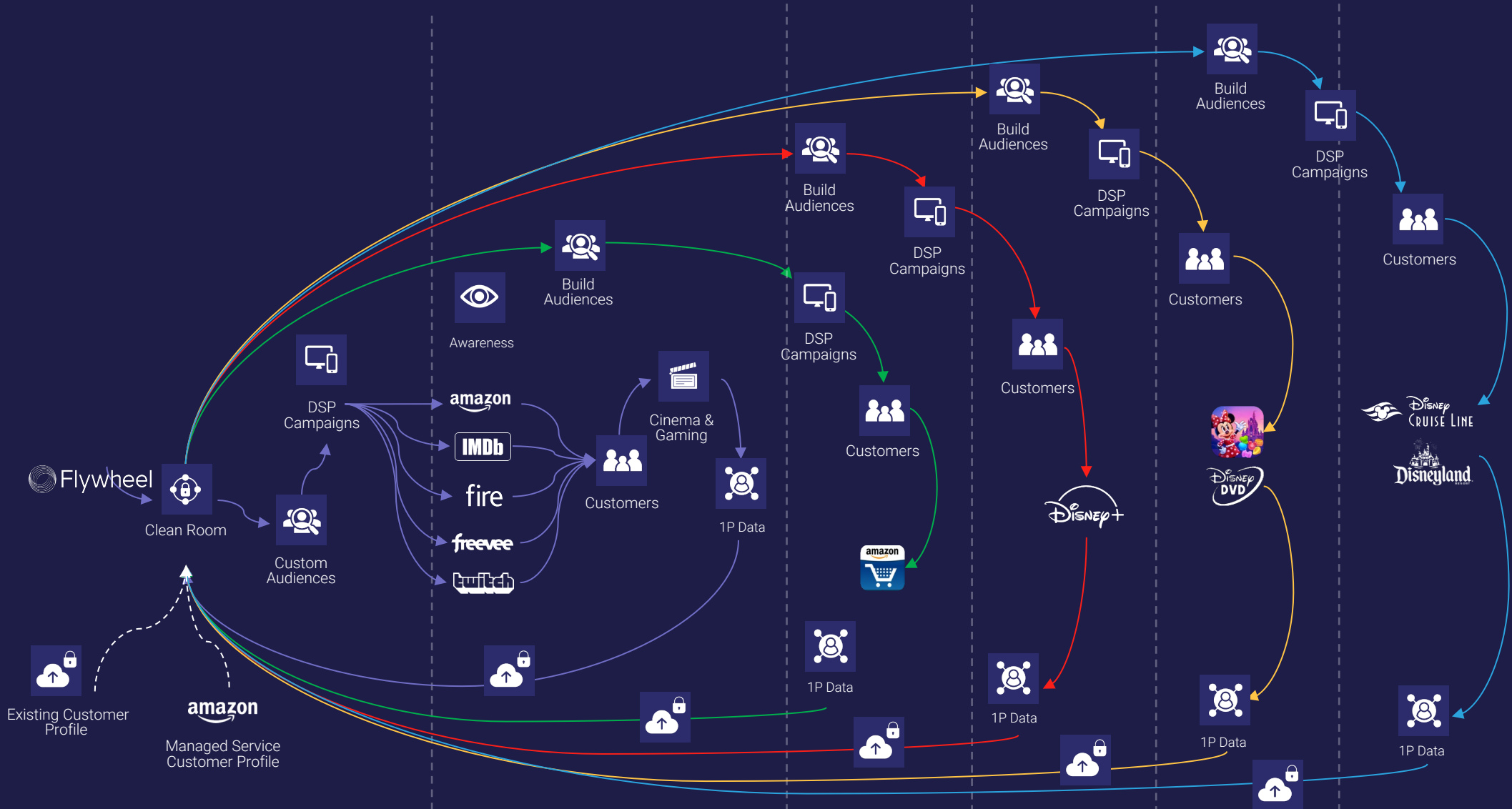
Using AMC to determine the brand overlap within a portfolio, Flywheel looks to determine areas of high opportunity for basket building.

This can help us identify which consumers to retarget with media upon exposure.



Measure at a LEGO brand level, category, theme or SKU level & how audiences are shopping

AMAZON MARKETING CLOUD (AMC) AND ACTIVATION MAP



AUDIENCE SCORING

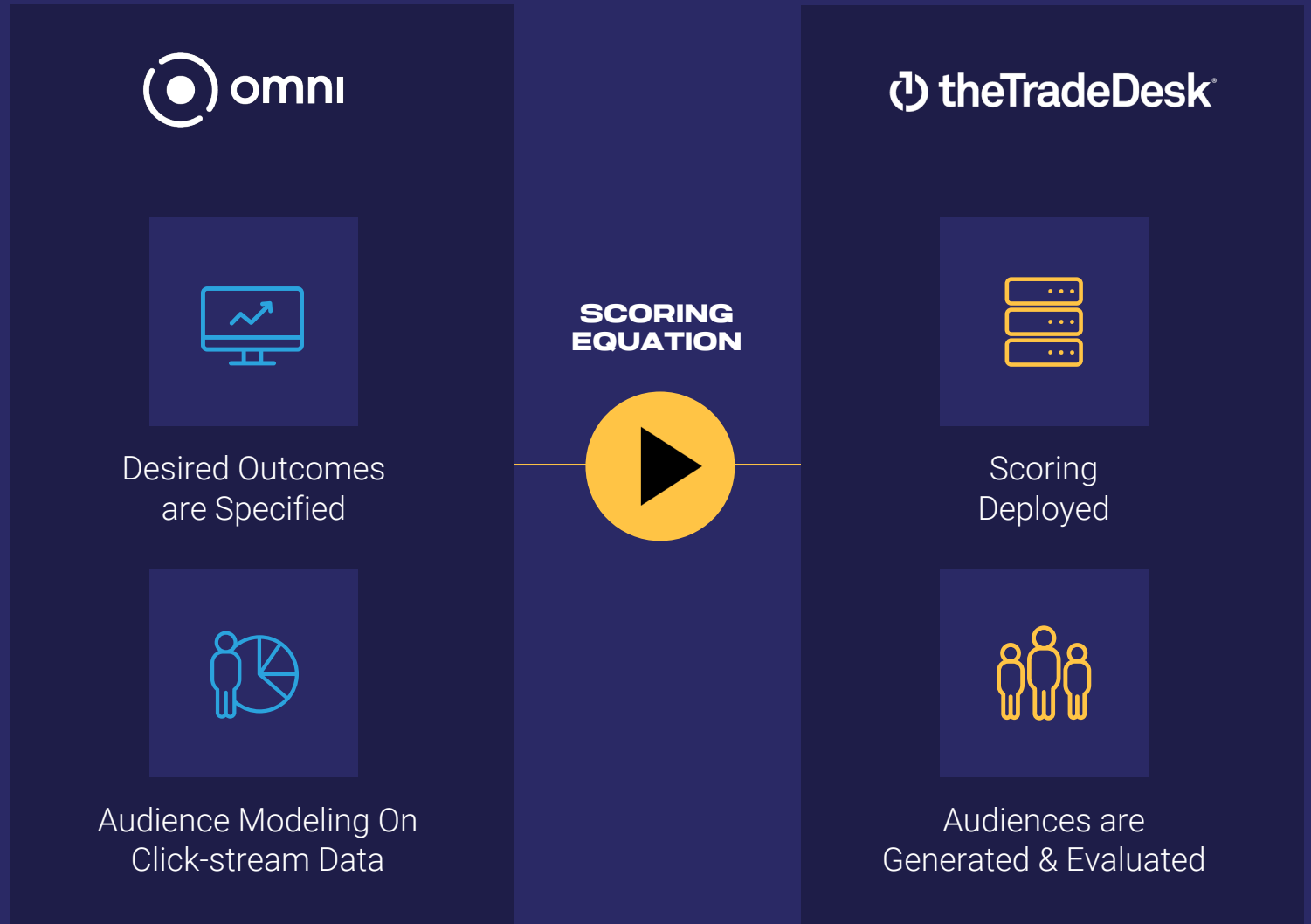
Engages with consumers as their browsing signals relevant intent

Dynamically updates scores to add/remove individuals based on their propensity

Delivers Privacy-first, ID-less targeting

Removes identity and onboarding costs

Generates audiences across the funnel to deliver incremental Reach and Scale



REACHING IN-MARKET CONSUMERS

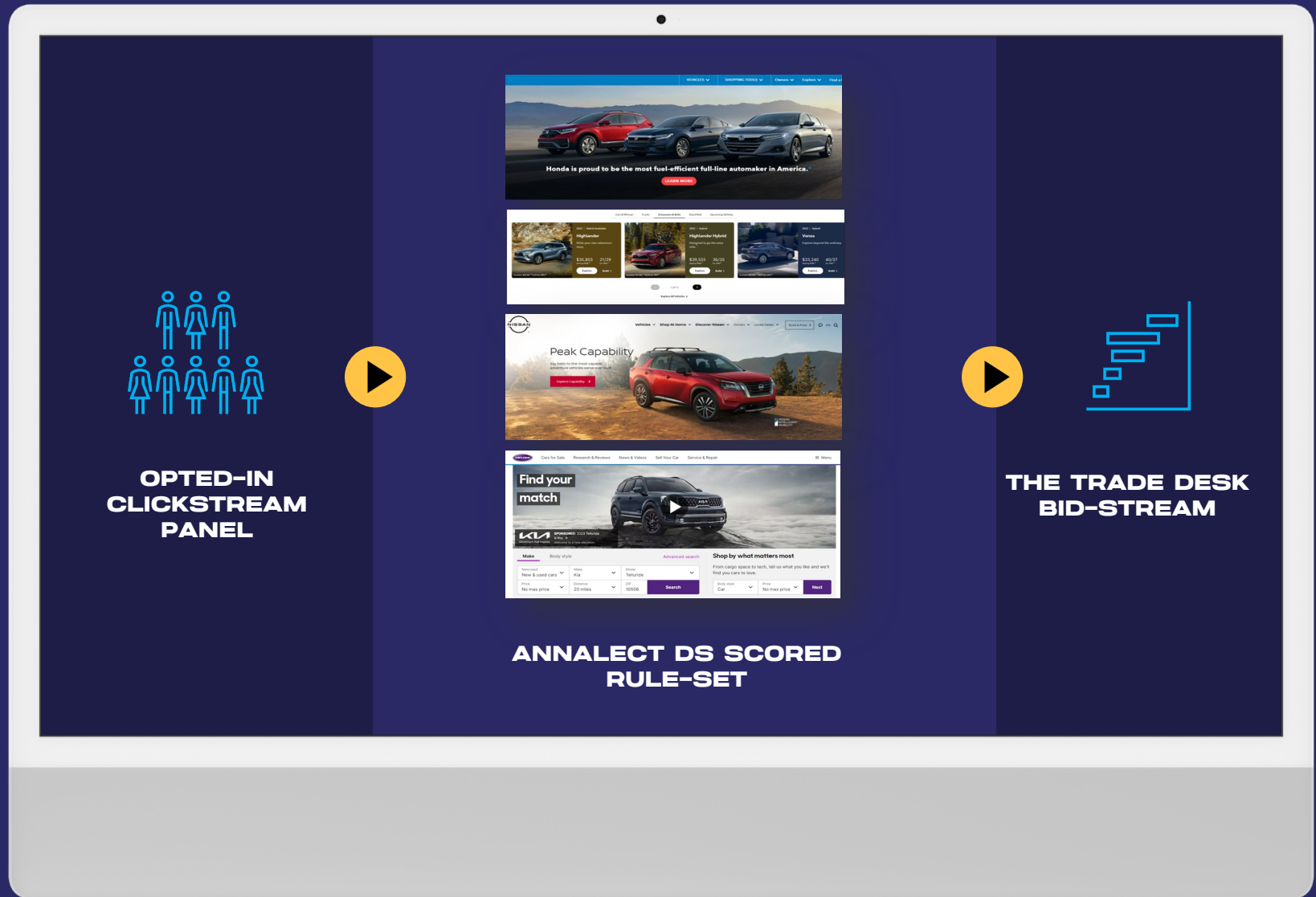
Using Omni's audience scoring method, our auto OEM client leveraged competitor site visits to build out a predictive audience to engage consumers likely to visit competitor websites. This allowed them to reach in-market consumers earlier in their path to conversion.

SOLUTION RESULTS:

+54% Unique Reach

59% CPA Improvement

-9% CPM Reduction



OMNI FUSION (GOOGLE)

Unlock the Power of Google Data for
Insights & Activation

Automated Data Matching between
Omni Data & Google Segments

Connected & Streamlined
Audience Strategies

Streamlined Activation Process

omni | LEGO Global

Audience Explorer (Google)

Build a Google Insights Audience

* Audience Name
Gifting Grandparents (Br+AAD)

Audience attributes
Audience Attributes
Holidays & Seasonal Events

Location and date
* Location: United States
* Date: Last 30 Days

Audience details
Gender: Select gender
From age: 55 to To age: 82

Affinity segments
Search segments
 Frequently Visits Salons

In-market segments
Search segments
 Apparel & Accessories
 80955
 Baby & Children's Products

OMNI FUSION (AMAZON)

Create Amazon Personas using
Amazon's Public Audience Data

Gain in-depth Amazon
audience insights

Connected & Streamlined
Audience Strategies

Streamlined Activation Process

omni | LEGO Global

Amazon Persona Builder

Build an Amazon Persona Audience

[Browse](#) Use default image
1MB Max

* Audience Name
Gifting Grandparents (Br+AAD)

Demographics

* Gender
Male Female

* Age
55-64

Property Ownership
Owning

Relationship
Couple

Income
\$100,000 - \$149,999 \$150,000 +

Interests, Life Events, Lifestyles, In-Market

Interests

WHAT WE COVERED TODAY



GENERAL TECH OVERVIEW

Overview of Omni

A Live Tour

Omni's Data Layer

Connectivity to LEGO Stack

Omni Readiness & Customization

Customization Client Success

CAMPAIGN PLANNING / SPEND

Connectivity to LEGO Stack

Investment Planner

OESP Planner

Marketshare

Demand Forecaster

Planit

Data Governance & Process

Performance

Data Ops Client Success

ADVERTISING TECH LANDSCAPE

Our POV on the AdTech Landscape

Our Future-proof Solutions/Requirements

Omni's Clean Room Integrations

Clean Room Query Library

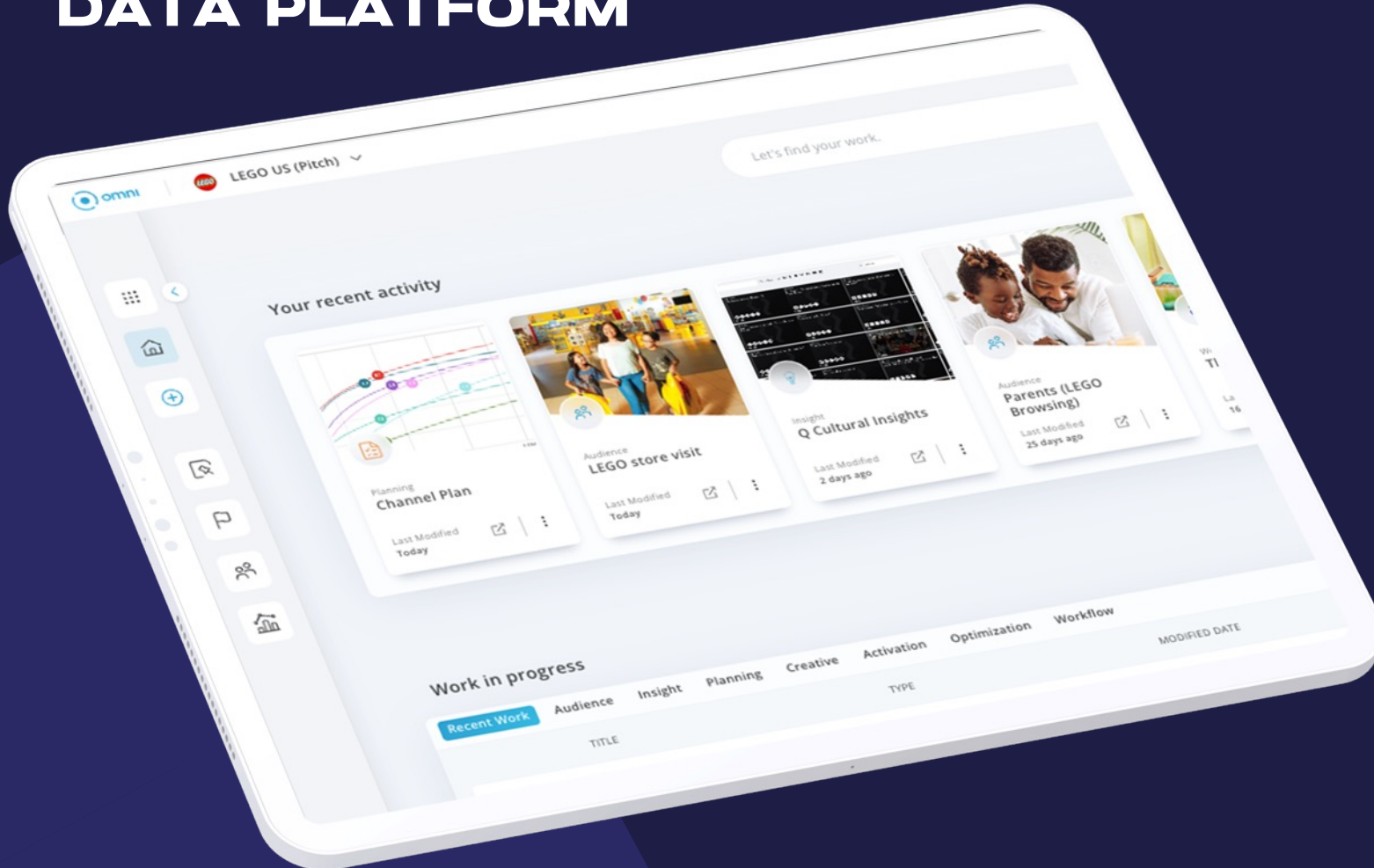
Audience Scoring

Flywheel Commerce Cloud

Omni Fusion (Google)

Omni Fusion (Amazon)

MARKET-LEADING, NEUTRAL AND TRANSPARENT DATA PLATFORM



Optimize holistically across media,
commerce & content

Deliver consistent global to
local marketing workflow

Connect 1PD/CDP/CRM &
media activations

Deliver 360° culturally relevant
consumer view