

vidmob

SERIES D PRESENTATION /// 2022

PROUD PARTNERS WITH



hulu



PROUD RECIPIENT OF



Intelligent Creative is a key driver of marketing performance.

Data-driven approach uncovers insights that inspire and inform creativity

- + Marketers are navigating a changing economy and continuing pressures from privacy regulations and cookie deprecation, significantly impacting their ability to drive results.
- + Creative data is a powerful lever for marketers, with creative performance impacting up to 70% of digital media effectiveness.
- + Marketers are challenged with the sheer volume of assets needed to support media campaigns with creative that works across channels and formats.
- + In a time where every dollar spent is measured against return on investment, marketers need to demonstrate impact of creative effectiveness and efficiencies.

→ Why Now?

Everyone is looking for a solution.

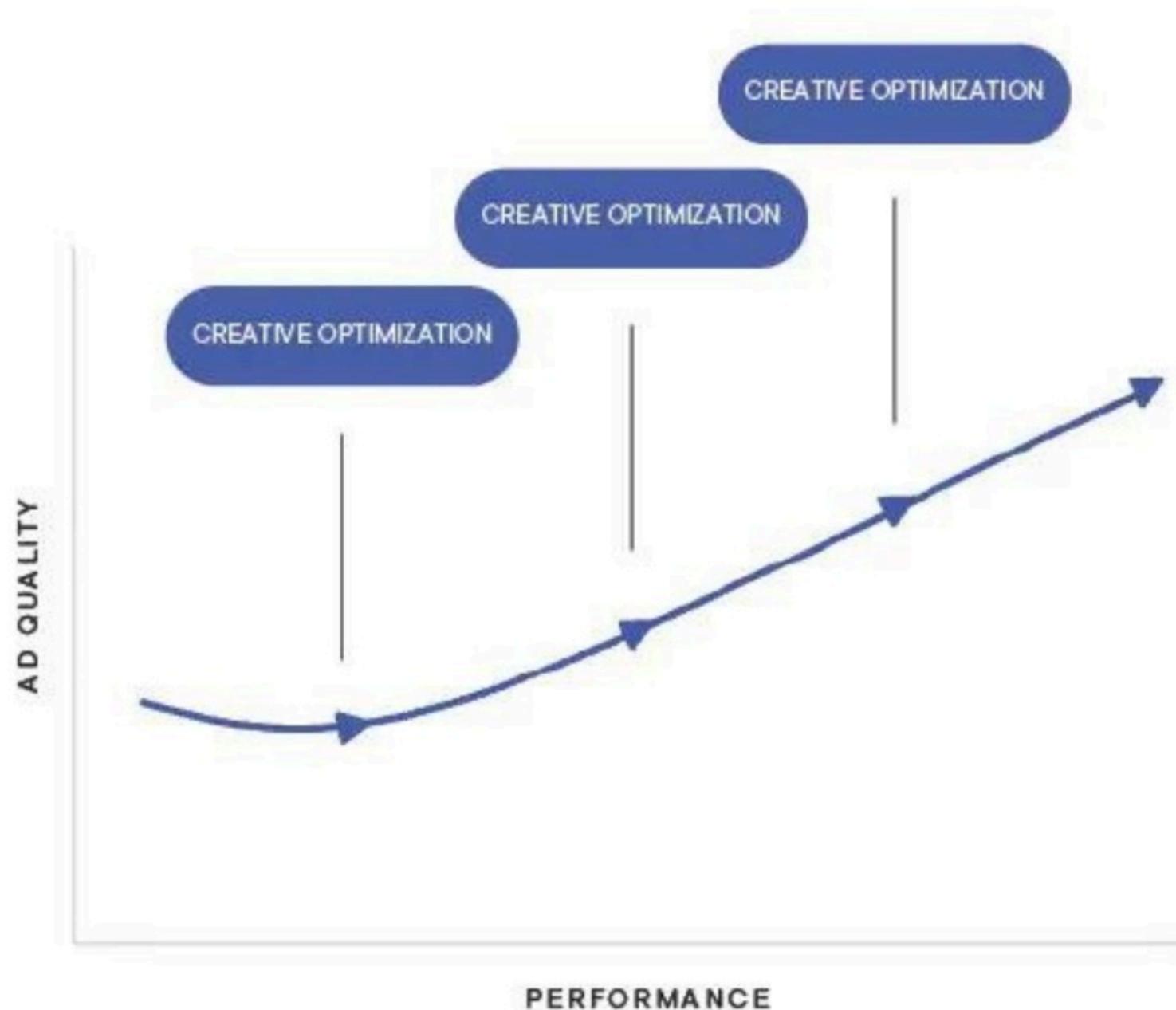


- + Advances in AI / machine learning technology is giving rise to intelligent creative, creative that is infused with data.
- + Platforms benefit from intelligent creative to help them measure creative performance against best practices.
- + Marketers need to infuse data into creative decision-making process to drive campaign effectiveness, compensate for signal loss.
- + Agencies need to scale their creative ideas across digital platforms and increase the impact of their creative assets.
- + The creator economy is looking for ways to connect their creative skills with brands that benefit from their work.

Data-infused creative is the next frontier to drive results.

Creative is responsible for **70%** of performance

- + The ad tech industry has mostly focused on the levers that impact 30% of potential performance (e.g. targeting).
- + By focusing on the creative lever, clients can benefit from 2-5x improvements in their KPIs.



Insights can only impact business results if they're acted upon.

- + Clear leader in emerging data & technology field.
- + Marrying of data and creativity creates limitless insights to inform creative decisions – faster, smarter to drive performance over time.
- + Integrations with all major media platforms.
- + Agile, data-driven creative process that supports business outcomes of effectiveness and efficiencies.
- + Intelligent Creative has become one of a kind for creative, supporting a function long “left behind” by data and tech.
- + Greater than 75% improvement in lift when creative data applied.

Solution

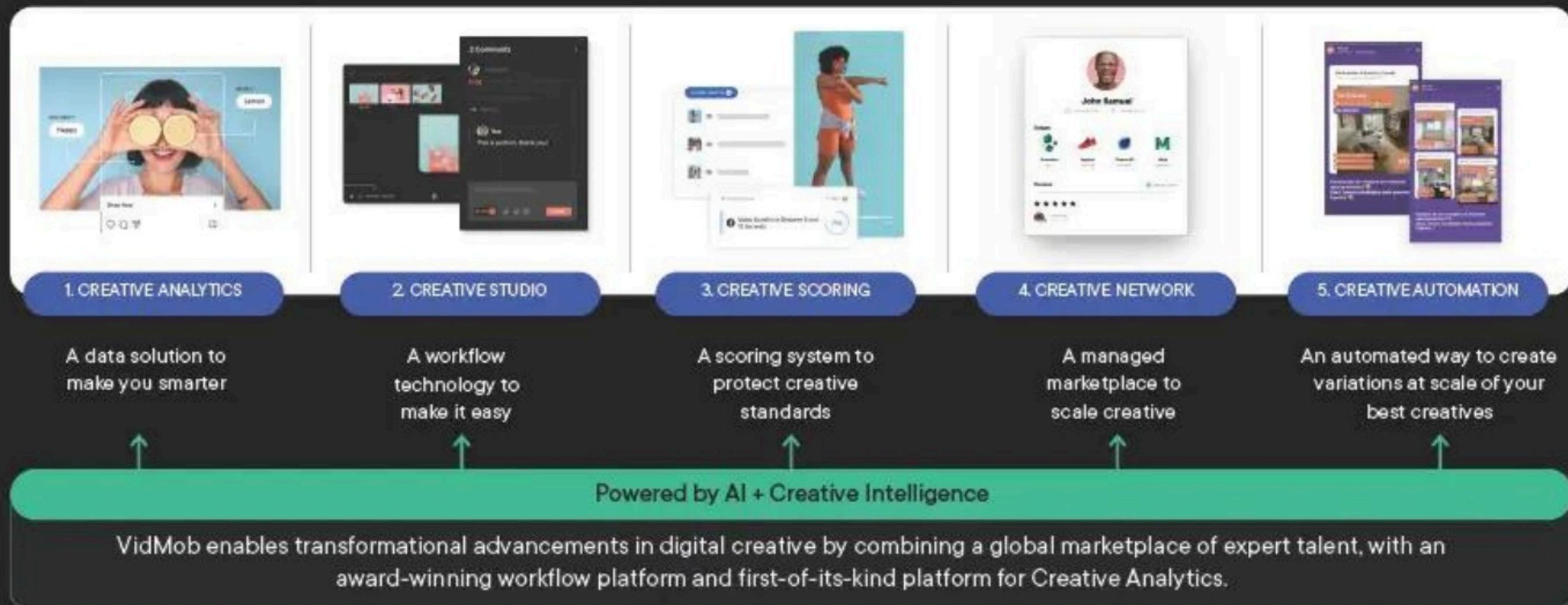
“VidMob is quickly becoming an industry standard for creative measurement. Their platform gives marketers what they have always wanted, a way to objectively monitor creative element performance across all channels, and an integrated way to use that data to improve the actual creative assets.”



JONAH GOODHART
CO-FOUNDER AND FORMER CEO
MOAT

We enable mission-critical functions for creative operations.

VidMob has solved the marketing industry's creative technology and performance data shortcomings through a single platform.





We have analyzed over
14.4 trillion impressions across
6 million creative assets.

We are partners with the entire modern ad ecosystem.



We work with 300+ companies around the world.

NETFLIX



ULTA
BEAUTY



FRAMEBRIDGE



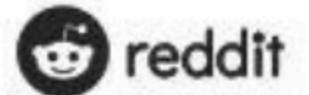
L'ORÉAL
PARIS



MGM RESORTS
INTERNATIONAL



Bloomberg



dentsu

BBDO

Johnson & Johnson



JPMORGAN CHASE & Co.

Huel®



purple



citi



amazon

DIAGEO



MOBLY

Google



Zillow



TikTok

Localiza
Rent a Car

Marriott
HOTELS · RESORTS · SUITES

BACARDÍ

What our customers say about us.

“VidMob shared eye-opening creative insights that we were able to take immediate action on to make our ads work harder. Optimizing our Sugar Rush assets based on objective creative data led to incredible result, 2x lift in ROAS!”



TROY HAYES
VIDEO MANAGER
ULTA



“They delivered the new creative optimizations within a few days that actually performed way better, increasing our engagement by over 30%. This is AI turned into practice in an extremely handy tool for us marketers. That’s exactly the definition of Better, Faster, Cheaper.”



NILSON KALILI
HEAD OF MARKETING
ZX VENTURES



“VidMob is our closest and most-strategic ad production partner. Our collaboration is rooted in our shared commitment to scaling best-in-mobile ad creative. We are achieving this goal by prioritizing cost-efficiency, creative quality and real-time measurement to deliver true business impact for our clients.”



JEFF MILLER
GLOBAL HEAD OF
CREATIVE, SNAPCHAT



The NFL wins big with VidMob.



CHALLENGE

The NFL was interested in **driving the performance** of their ads with real-time learning and optimizing. The team had discussed trying to build this process on their own but didn't have the time or internal manpower to manage efficiently with their third-party creative agency.

SOLUTION

During the 2020-21 season, VidMob began providing creative analytics and the NFL's creative agency made ads based on the data and insights. At the end of 2020, the NFL determined that leveraging the VidMob Creative Network to make the data-informed creative with heroes, versions and optimizations would allow them to be much more agile, faster and efficient.

OPTIMIZATION

VidMob leads both learning and creating for many of their league and club (team) initiatives in '21-'22 season (6 accounts). We do some form of work for them across 15 clubs.



RESULTS

- ▲ **+107%** Click Through Rate
- ▲ **+262%** Engagement Rate
- ▲ **+424%** Video Completion Rate
- ▲ **+40%** Improved Cost Per View

VidMob is the OS for Creative Operations,

offering **1** SaaS creative intelligence platform

fueled by proprietary VidMob data which provides

actional insights for digital marketing creative,

2 a managed marketplace to immediately act on those

insights and an award-winning workflow to simplify

the whole process.

SELECT CUSTOMERS



PLATFORM RELATIONSHIPS / PARTNERSHIPS



HEADQUARTERS

New York City

EMPLOYEES

350+

OFFICES

10

YEAR FOUNDED

2014

2017-22E CAGR

104%

CO-FOUNDERS



Alex Collmer, CEO



Jason Donnell, COO



Craig Coblenz, Co-founder