

# Survival of the Quickest

OPTIMIZING AUDIENCES & MEDIA WITH REAL-TIME INSIGHTS

Compound disruptions — market swings, lockdowns, layoffs, protests, and changing priorities — are quickly impacting purchase decisions.

In addition, shoppers only want to engage with a brand when they're ready.

**So how can you use real-time data to deliver relevant, real-time solutions to them?**

1

## Know Your Audience

Purchase behaviors are dramatically shifting across all shoppers. Pivot to target them more quickly by going beyond demographics. Turn to a data partner with scale and a myriad of ways to dig deeper and identify shoppers' wants and needs.

2

## Flex Your Media

Build more flexibility into your media plan and seek out data-driven insights to better target your best customers. The pandemic has accelerated the need to respond quickly to dramatically shifting media consumption.

For example, during lockdown out-of-home advertising tanked, but now holds new power as shoppers readily stand in line to enter their favorite stores.



Never has the need for speed been more important for **finding the right person at the right time in the right place**



CURRENT CART CONTENTS



RESPONSIVENESS TO MARKET



LIFESTYLE



PRICE/VALUE TRAITS



BRAND PURCHASING HISTORY



At home, streaming has overtaken linear TV as the preferred entertainment source

*Advance planning in the upfront marketplace has become an “antiquated system” that gives networks an unfair advantage because it forces marketers to provide budget estimates to register.*



3

### **Always Be Optimizing**

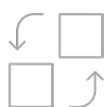
Today's buyers don't behave like yesterday's shoppers. Take advantage of optimizing your campaigns/media in-flight. Use multiple data sources to tell you how particular audiences are responding to your offers — and inform the creative you use to engage them. Always know which messaging and timing works best to move the needle across all media metrics.



## **PUT OUR REAL-TIME INSIGHTS TO THE TEST**

**Get 35% off any new custom audiences**

We make it easy for you to try our audiences powered by the richest shopper data in the industry. Our Data Nerds will recommend custom digital audiences aligned with your specific objectives:



**CURRENT & LAPSED  
BRAND BUYERS**



**COMPETITIVE  
& ADJACENCY  
TARGETS**



**PREDICTIVE  
MODELS**  
*(i.e. Likely Triers,  
Likely to get Flu)*



**CUSTOM AFFINITY  
GROUPS**

**Work with a partner who is adaptable and forward-looking.  
Reach out to your Catalina Representative for more details or  
go to [www.catalina.com/2020audienceoffer](http://www.catalina.com/2020audienceoffer)**

# **CATALINA®**

Introductory \$0.85 CPM rate applies to new custom audience(s) purchased between 9/15 – 12/1/2020 for digital activation that starts before 12/31/2020. Minimum purchase of \$10K in Catalina Custom Audiences is required. Custom Audiences can be purchased through direct integration with LiveRamp for programmatic buying.