

# Bind Fully Insured Audience Insights



# What We'll Cover

1. True Media Overview and Approach
2. Audience Insights
3. Process and Timing
4. Media Brief

# About us

Providing clients a single point of contact with deep resources and expertise



- One of the North America's largest independent media strategy and communication companies
- 150+ full-time media experts in six offices
- Provide data-driven, strategic solutions and plan, purchase, and analyze all types of media

**true.** INDEPENDENT  
HOLDINGS

coegi  RADaR



Columbia, MO  
Headquarters



Local  
Minneapolis  
Office

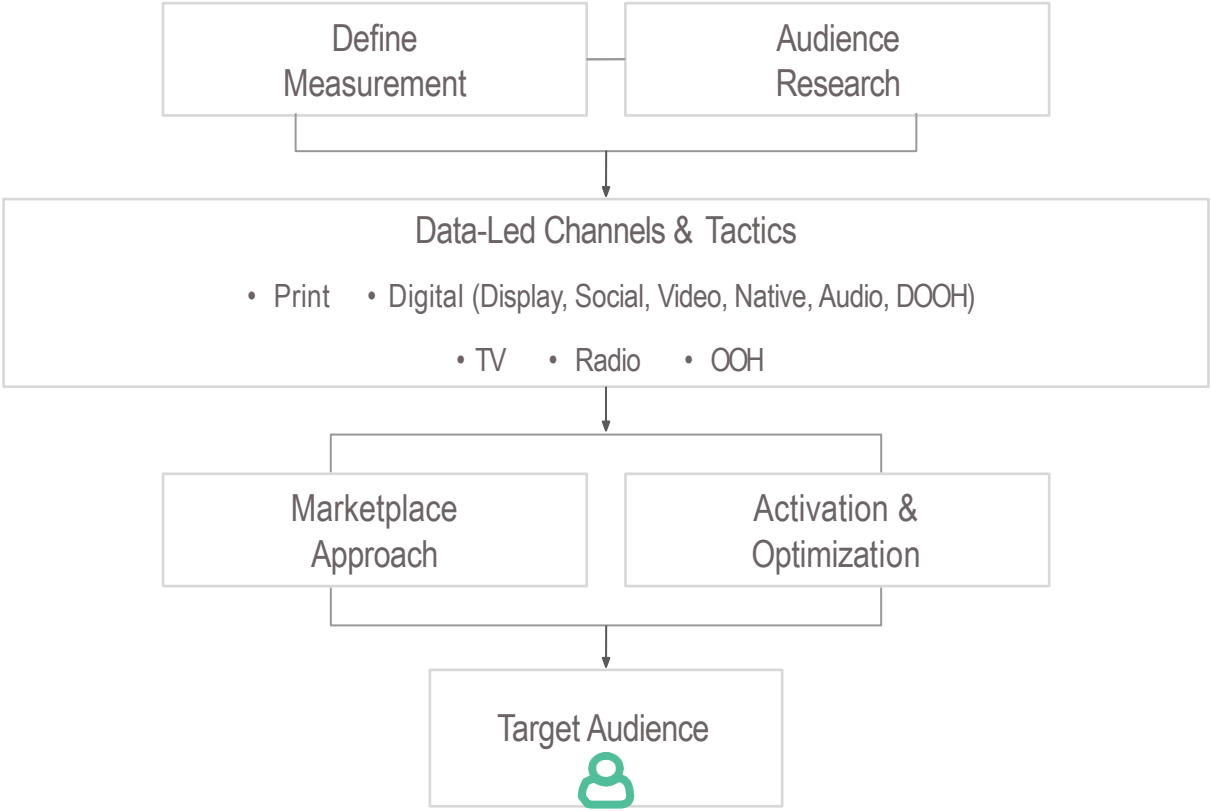
## Additional Offices Locations

- Kansas City & St. Louis, MO
- Calgary, AB
- Toronto, ON

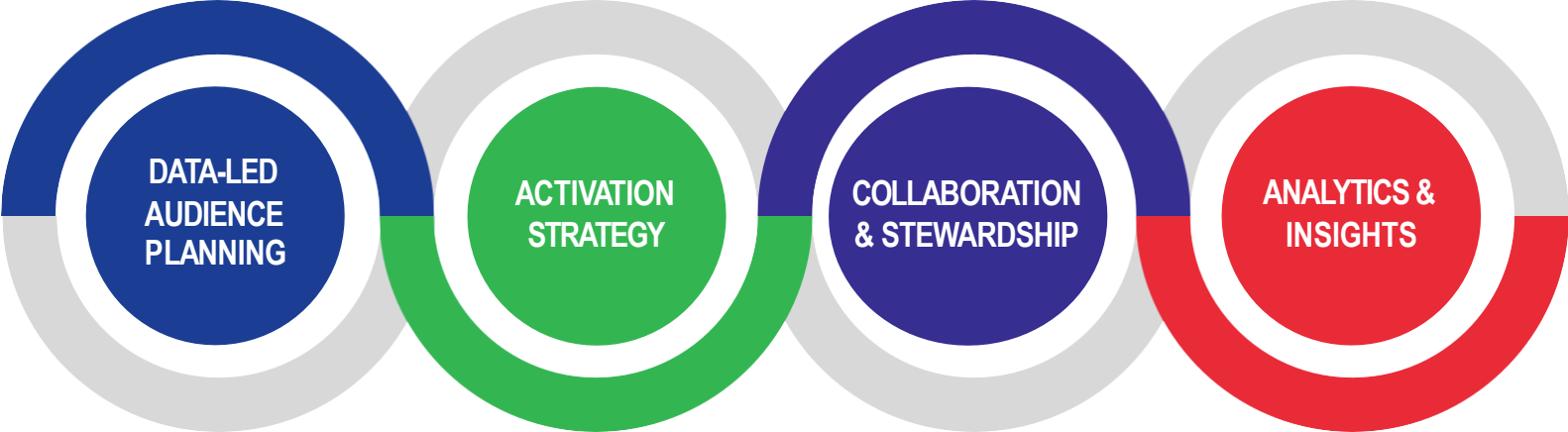
# Best-in-Class Tech Stack

<b>TARGETING &amp; COMPETITIVE ANALYTICS</b>					
<b>DPS/DMPs FOR PROGRAMMATIC CAMPAIGNS</b>		<b>DIGITAL DATA &amp; TARGETING</b>	<p>Offline-to-Online Matching    Mobile Location data    Contextual Matching    B2B Audiences</p> <p>Health Consumer Targeting    Social Targeting    HCP Targeting    Custom Audiences</p>		
<b>EXECUTION &amp; OPTIMIZATION</b>		<b>DATA MATCHING</b>		<b>BRAND SAFETY &amp; VERIFICATION</b>	
<b>DATA &amp; ANALYTICS</b>		<b>PRICING &amp; BILLING</b>		<b>MEDIA RATINGS &amp; DELIVERY</b>	

# Audience First Planning



# Approach Overview



# The Role of Measurement

Define business objectives and success KPIs through collaborative reviews of marketing goals, previous performance and number of inquiry targets



GOAL

OBJECTIVE

KPI

METRIC

# Audience Insights





# Audience Attributes

Primary Audience Defined as:

- Company Size 50+

AND

- Individuals involved in Business Purchasing Decisions for Medical Group Insurance over the last 12 months

Heavy users of:



Digital



Video



Magazine

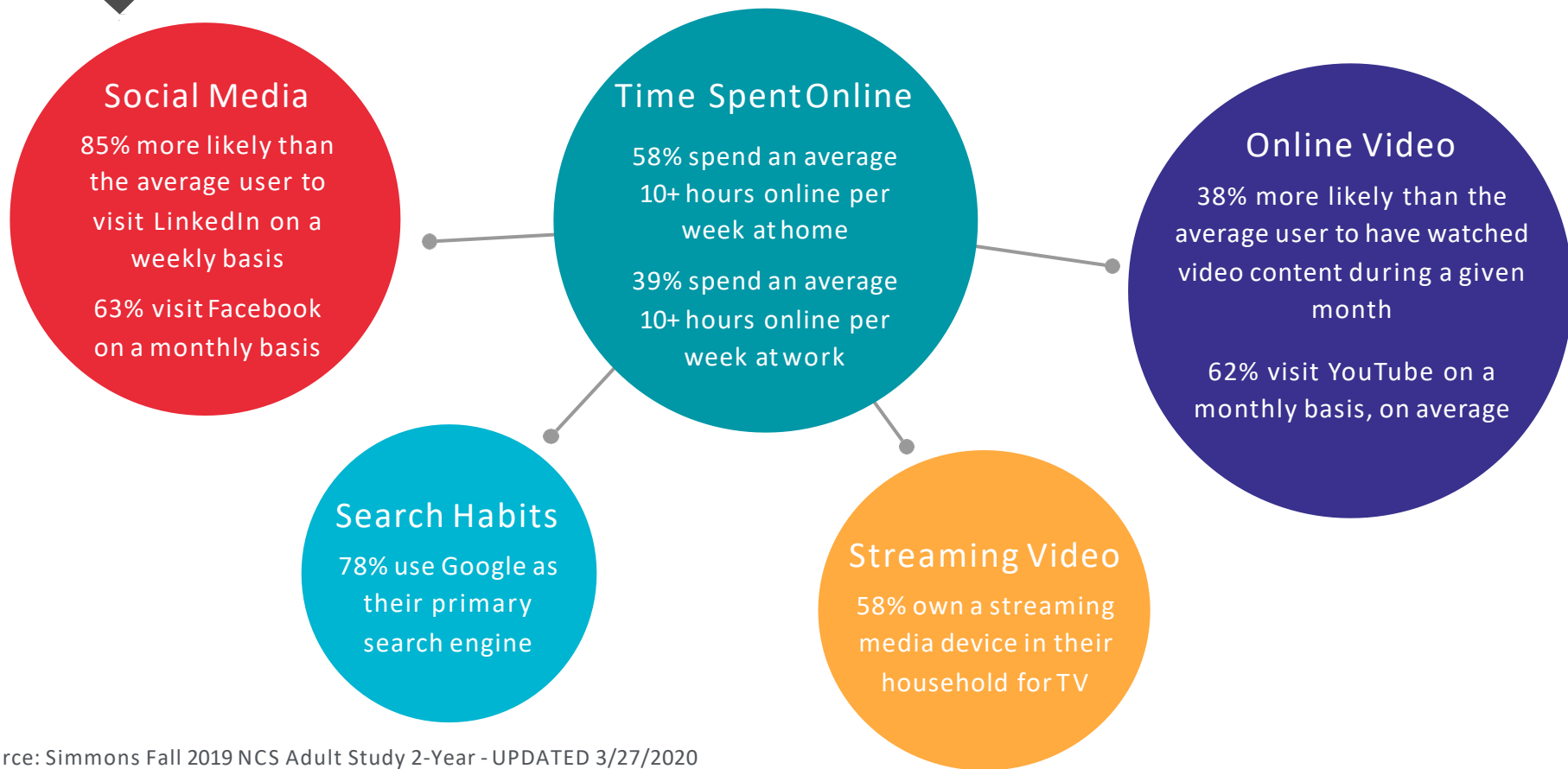


Newspaper

## Attitudes & Behaviors

- Over half agree that advertising helps them learn about the products companies have to offer
- 38% expect advertising to be entertaining
- 44% enjoy posting content on social networking or community websites
- When they need to solve a problem, they are 32% more likely to go online to ask people what they would do
- Almost half mostly download or stream entertainment rather than buying a CD or DVD

# Digital Media Habits



# Platform Usage & Top Websites

## Social Platform Usage



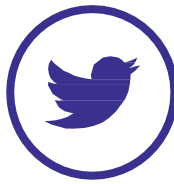
LinkedIn  
28% | 261



Instagram  
28% | 114



Facebook  
63% | 113



Twitter  
28% | 227

## Website + App + Platform Usage



# Market Insights

## Top Nielsen DMAs by State

- Minnesota - Minneapolis-St. Paul
- Wisconsin - Milwaukee
- Illinois - Chicago
- Ohio - Cleveland-Akron (Canton)
- Pennsylvania - Philadelphia
- Vermont - Burlington-Plattsburgh
- Florida - Tampa-St. Pete (Sarasota)
- Texas - Dallas-Ft. Worth
- Utah - Salt Lake City
- California - Los Angeles

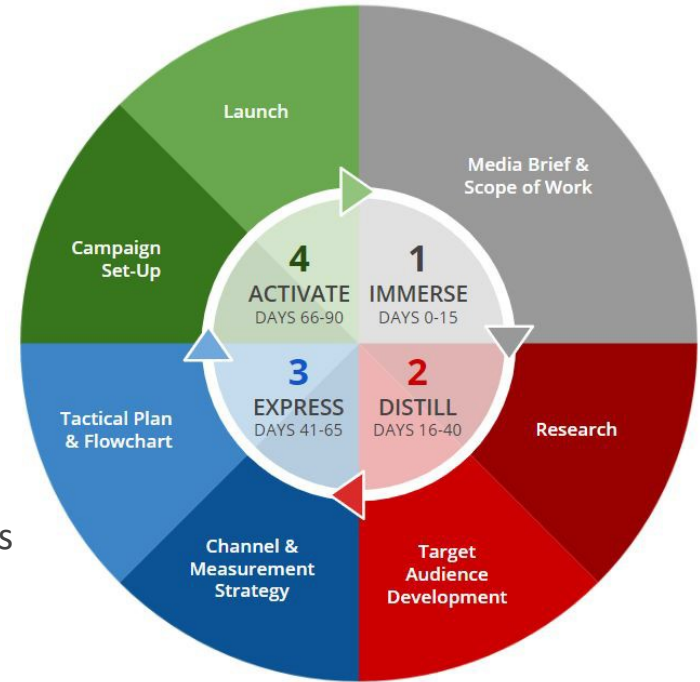
# Market Insights

	National	MN	WI	IL	OH	PA	VT	FL	TX	UT	CA
Demographics											
Gender (M   F)	63%   37%	46%   54%	52%   48%	59%   41%	75%   25%	62%   38%	35%   65%	70%   30%	56%   44%	40%   60%	70%   30%
Age (Median)	41	56	40	48	36	36	41	50	48	48	57
HHI (Median)	\$134k	\$106k	\$68k	\$114k	\$56k	\$93k	\$135k	\$69k	\$92k	\$82k	\$101k
Education	Grad School	Grad School	4 Year College	Grad School	Grad School	Grad School	Grad School	Grad School	4 Year College	Grad School	4 Year College
Digital Media Usage											
Facebook	✓			✓	✓	✓	✓	✓	✓		✓
Instagram	✓	✓	✓	✓	✓	✓	✓	✓			
LinkedIn	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Twitter	✓			✓	✓	✓	✓	✓			
YouTube	✓	✓			✓	✓	✓		✓		✓
Google	✓	✓	✓		✓	✓	✓	✓			✓
Bing	✓			✓	✓	✓	✓	✓	✓	✓	✓
Spotify	✓				✓	✓		✓			
Pandora	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Hulu	✓		✓	✓	✓	✓	✓	✓	✓		
Own a Smart TV, Apple TV, or Roku device	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

✓ = Index > 110

# Sample Timeline to Launch

1. Media Brief/SOW Approval (3 wks)
  - a. Out for approval 5-10 business days from input
  - b. Approval due within 5 business days
2. Measurement\* and Channel Strategy (4 wks)
  - a. Out for approval 10-15 business days after Media Brief approval
  - b. Approval due within 5 business days
3. Tactical Plan Presentation (4 wks)
  - a. Out for approval 10-15 business days later
  - b. Approval and Creative Assets due within 5 business days
4. Tentative Launch Date: (2 wks)
  - a. Launch 10 business from approval and assets received



\*Need landing page complete prior to measurement strategy completion