



# A Media Attribution Partnership Like No Other

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# Warner Bros. Discovery's Selection of Attribution Partners Enables Proof of Performance Throughout the Sales Funnel

Warner Bros. Discovery can now deliver comprehensive offerings proving the value of our diverse portfolio across both linear and digital, as well as the value of advanced audience campaigns compared to broad demo. With a portfolio that spans from live sports to lifestyle content, to premium streaming and everything in between, Warner Bros. Discovery has partnerships in place to ensure that across all campaign types, proof of performance is available to advertisers.



 We Bare Bears



KPIs differ from brand to brand and campaign to campaign. While some advertisers want to understand a campaign's impact on bottom-line sales, others are interested in building upper funnel brand metrics. Warner Bros. Discovery intentionally selected vendors with unique and complementary strengths to offer solutions that meet advertiser needs and can be utilized across our broad portfolio, from the largest sponsorships to addressable campaigns.

★ **AWARENESS**

💡 **CONSIDERATION**

💰 **SALES**

 The Cube

## ★ AWARENESS

Historically, TV has been very good at reaching a lot of people in a short amount of time, helping marketers build brand awareness. This is very much still the case. Warner Bros. Discovery reaches 238 million viewers monthly across our portfolio. With live sports like the NBA Playoffs and Post-Season Baseball and water cooler hits like Succession, Warner Bros. Discovery can deliver scale that is hard to beat for building brand resonance.

WBD is working with DISQO, LoopMe and ABCS Insights to help prove success in moving upper funnel metrics.

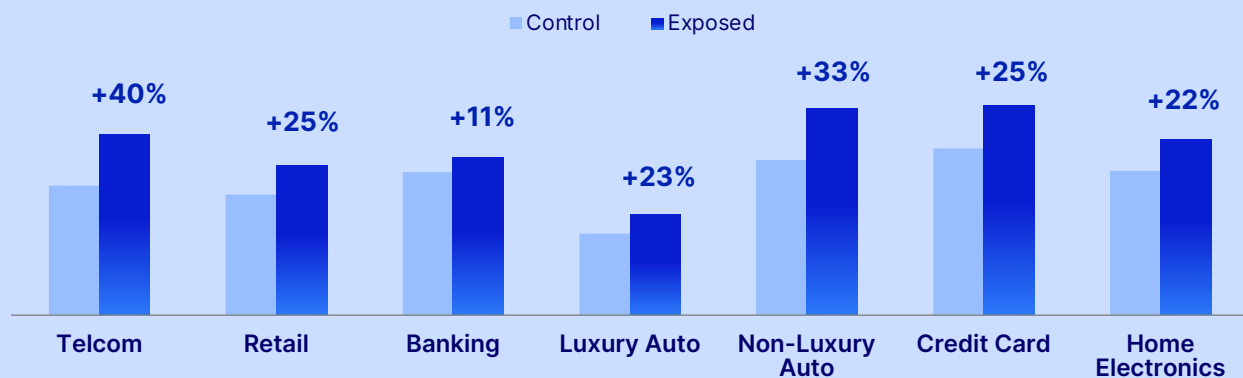


CX platform, DISQO's robust first-party audience (20+ million people opted in to share customer experiences) allows for quick access to a wide range of niche consumer audiences for brand and digital behavior studies.

Rather than utilizing a panel, LoopMe leverages one of the industry's largest digital id graphs (250MM devices, 90MM HHs) to distribute survey questions via mobile ad inventory. This allows for large volumes of sample against small campaigns (which may not meet other providers' feasibility requirements).

Utilizing both DISQO and LoopMe, Warner Bros. Discovery has been able to understand the effectiveness of HBO Max campaigns from launch, even as it was a nascent platform. Through working with advertisers, Warner Bros. Discovery has been able to demonstrate that HBO Max drives lifts in brand consideration among non-current customers across categories.

Lift in Purchase Consideration Among Non-Current Brand Users



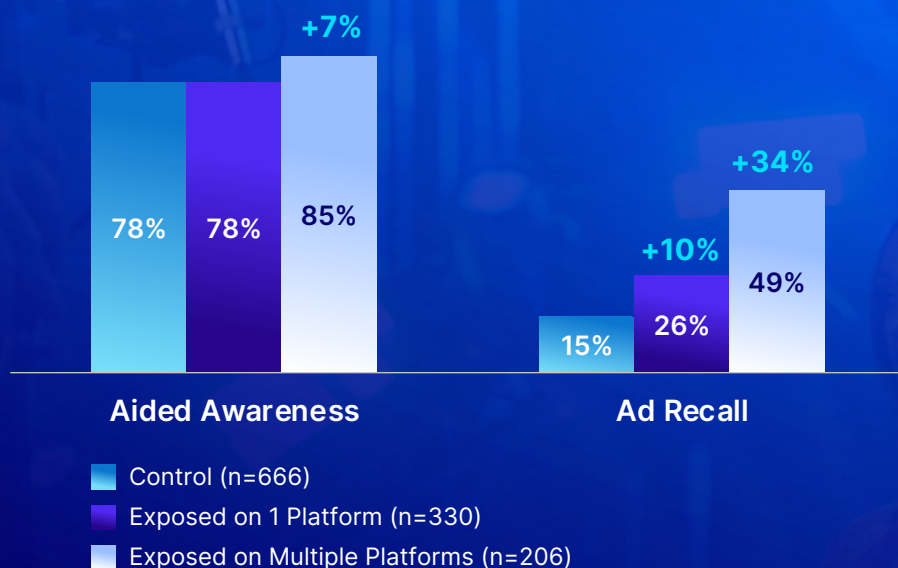




Warner Bros. Discovery is also working with ABCS Insights for top-of-funnel metrics for Warner Bros. Discovery's multiplatform (linear, digital, social) sponsorships that leverage world-class Warner Bros. Discovery IP to tell compelling brand stories. Utilizing ABCS Insights, Warner Bros. Discovery has demonstrated that the multiplatform nature of a sponsorship has a significant impact on aided awareness and recall (higher among those exposed on multiple platforms compared to those exposed on one platform).

### Advertiser Brand Metrics | Any Custom Ad Exposure by No. of Platforms %

Overall Audience Results (Delta vs. Control)



Source: LoopMe Q4 '21, Q2 '22; Disqo Q3 '22. " should be under the chart on the previous page; this page should read "Source: ABCS Insights Q2'22. All lifts statistically significant at 95%+.



UNITE AEW Dynamite





## CONSIDERATION

TV has traditionally been used to deliver broad reach for advertisers. Today, thanks to big data and the ability to reach specific audiences, TV can do so much more than build brand awareness. Advancements in measurement and moving beyond age/gender demos allow marketers to follow their desired audiences outside of typical network/daypart combinations. Optimizing a campaign to a desired audience creates greater efficiency and enables marketers to push consumers further down the path to purchase. With advanced advertising capabilities such as data-driven linear, Warner Bros. Discovery is very effective at driving impact in mid-funnel KPIs like consideration.

Warner Bros. Discovery is working with EDO, ABCS Insights, DISQO and 605 to prove mid-funnel effectiveness.

**EDO**

Know What Works

 **ABCS Insights**

 **DISQO**

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0ERO  
5IVE.**





Know What Works

EDO analyzes predictive behavior outcomes, such as search, for individual brands. Their scaled view of the total linear marketplace allows for performance comparisons of Warner Bros. Discovery products, such as data-driven linear, to a wide array of competitive linear benchmarks. For example, an analysis for a telco advertiser proved that data-driven linear ad placements across numerous network/daypart combinations within Warner Bros. Discovery advanced advertising solutions outperformed non-Warner Bros. Discovery linear ad placements.

Network/Daypart  
Search Engagement  
Rate Index vs.  
Non-WBD



Prime

217



Prime

183



Fringe

155



Fringe

150



Prime

137



Prime

137



Fringe

135



Daytime

135



Weekend

131



Fringe

131



ABCS Insights has a data platform that allows for pixel-less measurement of website visits driven by linear TV. This can be used to show how different portions of a TV campaign drive impact. Warner Bros. Discovery worked with an insurance advertiser that wanted to measure the same creative across broadcast TV, Warner Bros. Discovery linear and Warner Bros. Discovery data-driven linear (DDL) to understand how each impact consideration, website visits and quote requests. In the end, DDL proved to be the most effective at driving mid-to-lower-funnel KPIs. Warner Bros. Discovery DDL outperformed broadcast by up to 50% for consideration and conversion.

## Campaign Results

18%

Lift in Brand  
Consideration

+50% vs. Broadcast TV



7%

Lift in Website  
Visits

+17% vs. Broadcast TV



33%

Lift in Quote  
Request

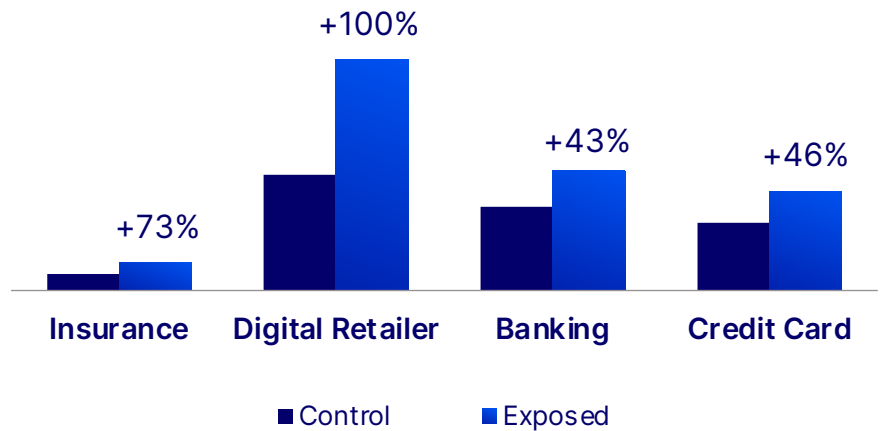
+50% vs. Broadcast TV





DISQO has an audience opted into passive metering of digital behaviors which is used for holistic digital campaign measurement. Importantly, this allows for the seamless integration of walled-garden impressions, as well as a view into behavioral outcomes such as search, web visits and e-commerce. With DISQO, Warner Bros. Discovery has proven the impact of HBO Max AVOD campaigns in driving search across categories.

### Lift in Advertiser Search



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605's capabilities demonstrate the effectiveness of driving real business outcomes, across Warner Bros. Discovery's full portfolio for a variety of category advertisers. Specifically, when utilizing 605's attribution solution to garner in-store visitation metrics, an integration with PlacelQ's geo-location data, we compared 12 campaigns across the QSR, Retail, Theatrical, Auto and Telcom categories and uncovered that campaigns on Warner Bros. Discovery were +60% more effective than Broadcast TV (+3.7% lift in location visits for Warner Bros. Discovery, compared to an average +2.3% lift on Broadcast TV) at generating foot traffic.

### Average Campaign Lift\* (12 Campaigns)

Warner Bros. Discovery

3.7%

Broadcast TV Average

2.3%

Discovery Gold Rush

Source: Disqo Q2 '22, Q3 '22 All lifts are statistically significant at 90%+\* belongs under the chart on the previous page. This slide should read "Source: \*Lift in Physical Location Visits, 605 Impact/PlacelQ Q1 '22; QSR/Retail/Theatrical/Automotive/Telcom"



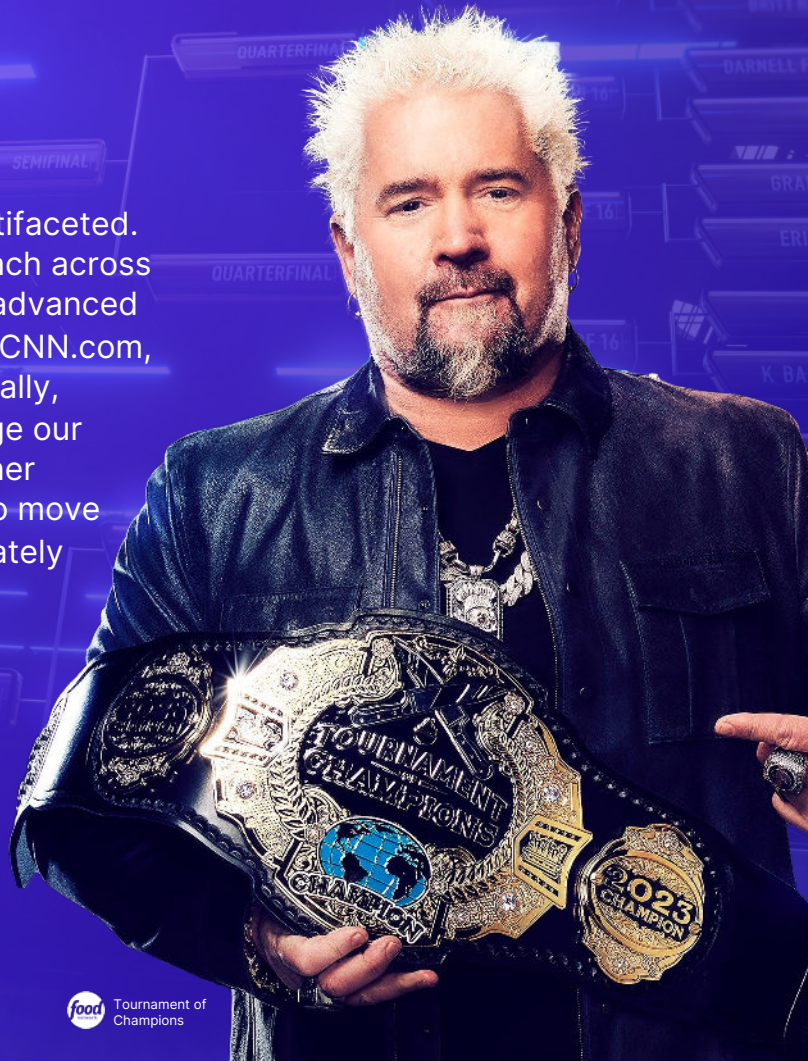
## \$ SALES


Today's marketing campaigns need to be multifaceted. At Warner Bros. Discovery, we offer broad reach across our linear networks; audience reach with our advanced advertising solutions; incremental reach from CNN.com, Bleacher Report, Discovery+ and Max; and finally, sponsorships that allow advertisers to leverage our premium IP, brands, and franchises. The Warner Bros. discovery media mix allows marketers to move consumers throughout the sales funnel, ultimately impacting their bottom line by driving sales.

Warner Bros. Discovery is working with 605 and ABCS Insights to prove sales lift and bottom-of-the-funnel impact.

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 ABCS Insights



 Tournament of Champions





6IX  
0ERO  
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605 is able to isolate the unique contribution of various components of a campaign to understand their impact on bottom line sales. 605 utilizes multi-source household viewership data from 34 million households. Warner Bros. Discovery further augments this with Comcast STB data, creating one of the largest consent-based deterministic TV viewership data sources in the US. An established crosswalk allows for the inclusion of digital exposures on top of this. This is paired with a multitude of outcomes data including website visits, geolocation, credit card, CPG purchases and auto sales. All of this enables advertisers across diverse categories to get a de-duplicated view of outcomes across various tactics running simultaneously, including traditional linear, streaming, premium sports, data-driven linear and addressable.

In one example, Warner Bros. Discovery has been able to demonstrate the effectiveness of both traditional linear (+1.6% sales lift) and targeted cross-platform (2.4% sales lift) in impacting sales for a CPG client.

Warner Bros.  
Discovery Campaign  
Results

(8/1/2022-9/25/2022)

The targeted cross-  
platform campaign drove a  
2.4% lift in sales among  
the exposed audience

**2.4%** SALES LIFT

The non-targeted  
linear campaign drove  
a 1.6% lift in sales among  
the exposed audience

**1.6%** SALES LIFT



ABCS Insights utilizes a hybrid insights approach, connecting the dots behind survey-based KPIs and behavioral outcomes to understand the “why” behind campaign performance. They have access to the industry’s largest receipt-capture panel. This, in addition to other outcome data sets, including geolocation and auto sales, allows for proof of performance across a variety of categories (CPG, QSR, Retail and Auto). ABCS Insights has the unique ability to conduct full-funnel attribution, looking at awareness down to sales from a single source of data due to their established partnerships paired with their proprietary data platform. Warner Bros. Discovery has been able to prove efficacy throughout the sales funnel for advertiser partners. In one QSR example, increases were seen across all metrics throughout the funnel, culminating in a +6.5% lift in sales (well above the +2.2% category norm).

	KPI	CONTROL	EXPOSED	DELTA	QSR CATEGORY NORMS
Survey Data	Upper Funnel				
	Unaided Awareness	39%	46%	+7	+3
	Ad Recall	29%	50%	+21	+6
	Lower Funnel				
	Favorability	77%	87%	+10	+5
	Interest	31%	46%	+15	N/A
	Purchase Intent	56%	74%	+19	+5
	Recommendation	46%	67%	+20	+2
Sales Data	Sales				
	Total Sales per HH	\$1.42	\$1.51	+6.5	+2.2



# AD EFFECTIVENESS



Campaigns are only going to be as successful as the ads within them. Therefore, creative messaging is an integral part of campaign effectiveness, which is different than ad effectiveness, a crucial component of understanding attribution and efficacy. Warner Bros. Discovery is working with Pilotly on messaging and ad format testing. Pilotly can measure viewer sentiment and in-video question sets for “in the moment” viewing analysis. Warner Bros. Discovery is utilizing Pilotly to tease out various levers of ad effectiveness, whether it be ad format, frequency, or context, to help advertisers optimize their campaigns beyond traditional sales funnel KPIs.

In working with Pilotly, Warner Bros. Discovery was able to demonstrate that the context of surrounding programming had a halo effect on brand perceptions for a financial services client. The client was able to align their brand with the prosocial causes and support of diverse voices showcased in the long-form content.

Brand Attributes	Pre	Post	Delta
Creates opportunities for underserved and underprivileged audiences	<b>56%</b>	<b>88%</b>	<b>+32</b>
I feel like I know them and what they stand for	<b>58%</b>	<b>85%</b>	<b>+27</b>
Is a company that welcomes and values people from all backgrounds	<b>65%</b>	<b>90%</b>	<b>+25</b>
Acts as a proactive partner in helping me reach my goals	<b>58%</b>	<b>83%</b>	<b>+25</b>

## CONCLUSION

Warner Bros. Discovery has intentionally partnered with ABCS Insights, 605, EDO, DISQO, LoopMe, and Pilotly to build a toolbox of attribution and efficacy offerings that will serve clients across categories, audiences, platforms and KPIs throughout the sales funnel. This toolbox allows Warner Bros. Discovery to further demonstrate our award-winning storytelling's true value and impact.