

Underdog Media

Maximize Viewability and KPIs with Innovative Ads

Opportunities for McDonald's

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The Opportunity

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Unique & Exclusive Inventory	Audience Targeting Through a PMP
Audience Insights & Data	Results <i>Average KPI's are 80% viewability with .34% CTR</i>
Global Reach <i>245+ million monthly uniques and 2B worldwide impressions</i>	Quality & Transparency
Programmatic CTV/OTT	Programmatic Expertise

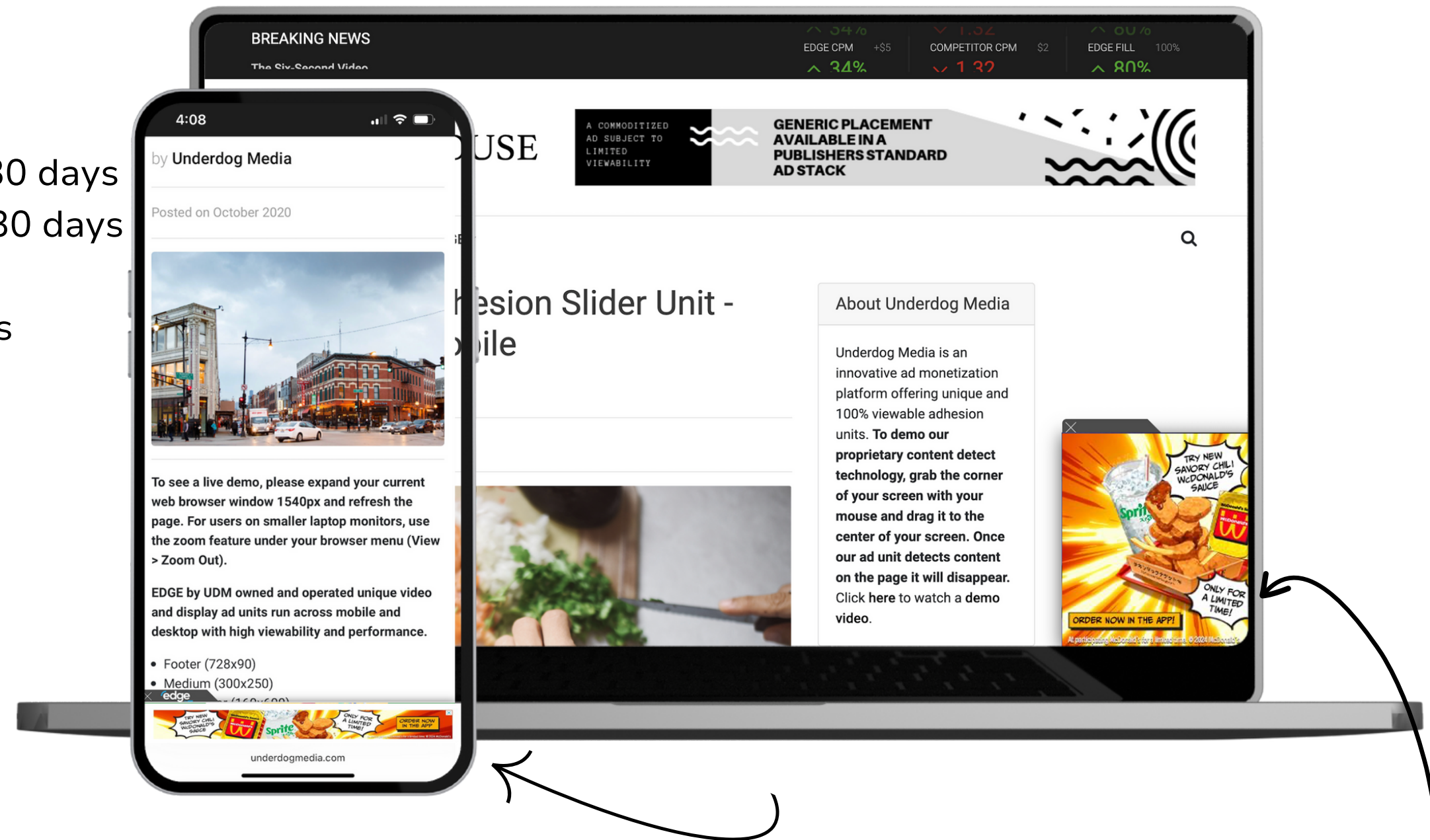
Audience Insights

General Demographics

- 113M in the USA
- 56M Females
- 57M Males

McDonald's Stats:

- 12.6M consider McDonald's their favorite
- 23.1M ate McDonald's (eat-in, take-out, delivery) in last 30 days
- 29.3M purchased from a casual dining restaurant in last 30 days
- 32.1M visited a fast food or family restaurant last 7 days
- 47.6M visited a fast food or family restaurant last 30 days
- 10.6M bought food/delivery (offline/last 30 days)
- 14.9M bought food/take-out (offline/last 30 days)
- 9.2M bought food/delivery (online/last 30 days)
- 12.5M bought food/take-out (online/last 30 days)
- 42.5M are the primary grocery shopper in HH



Target this audience with our custom
Audience Targeting Through a PMP

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Unique & Exclusive Inventory

100% Viewable, non-intrusive EDGE display and video ad units across mobile and desktop driving higher engagement

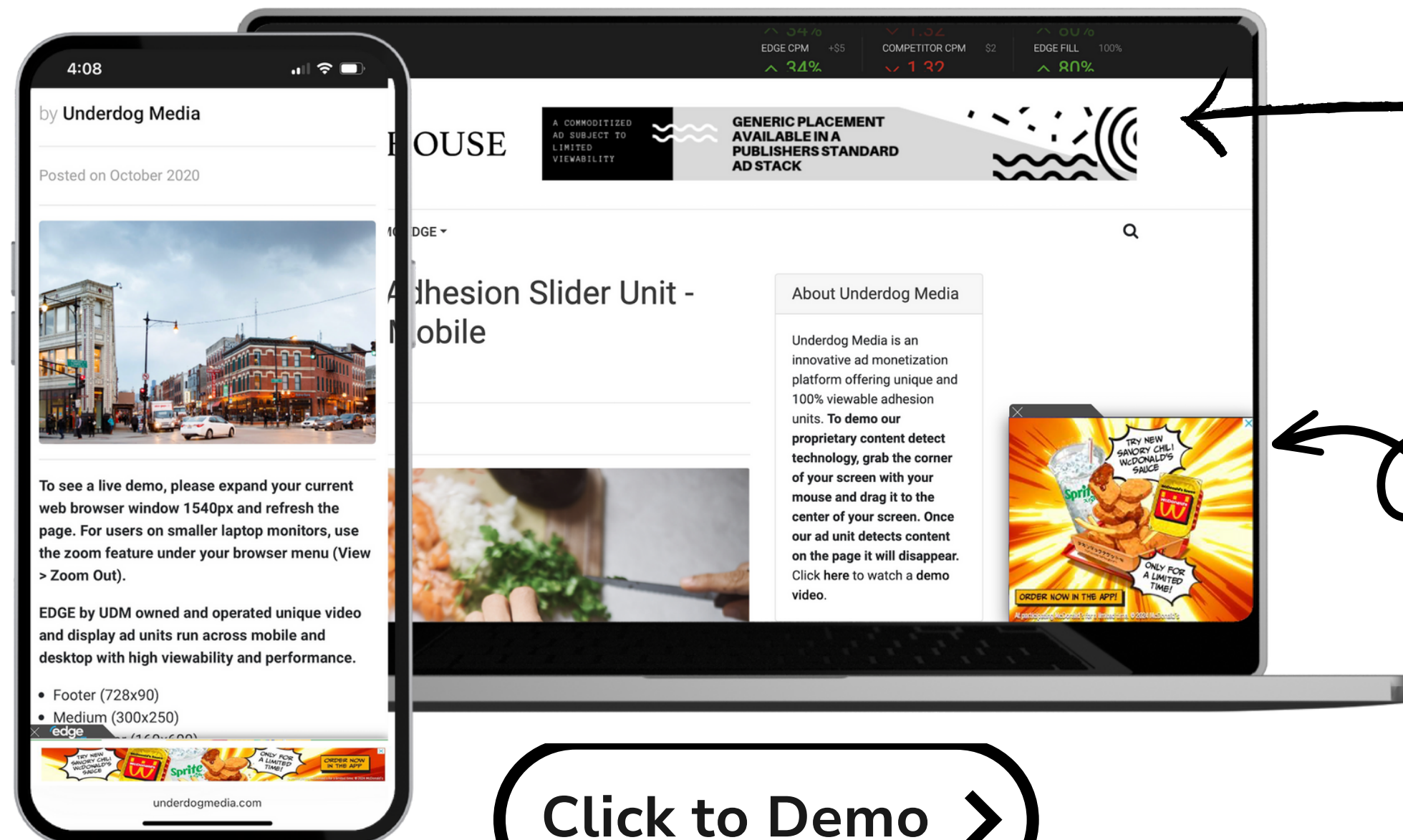
Placements available in a publishers standard ad stack, commoditized and subject to **limited viewability**

vs

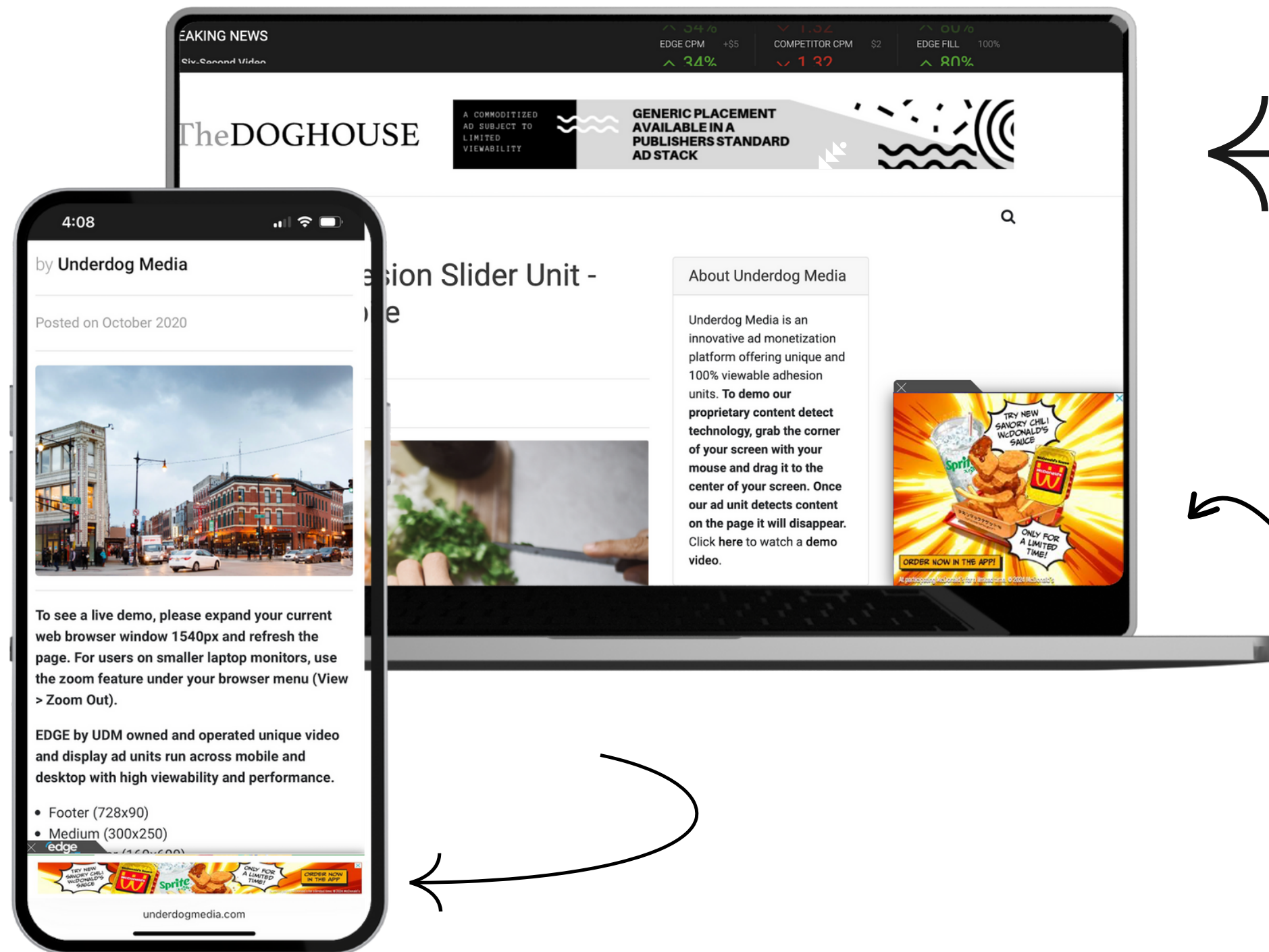
EDGE by UDM: Direct publisher partnerships, outside the normal ad stack with 100% viewability

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EDGE 100%
In View



Click to Demo ➤



Adhesion

EDGE Desktop & Mobile

160x600 – desktop

728x90 - desktop

300x250 - desktop

300x600 – desktop

336x280 – desktop

970x90 – desktop

320x50 – mobile

320x100 – mobile

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VIDEO

EDGE Desktop & Mobile

- 272x178
- 336x280
- 400x250
- 640x400

Desktop & Mobile: Slider Instream and Outstream

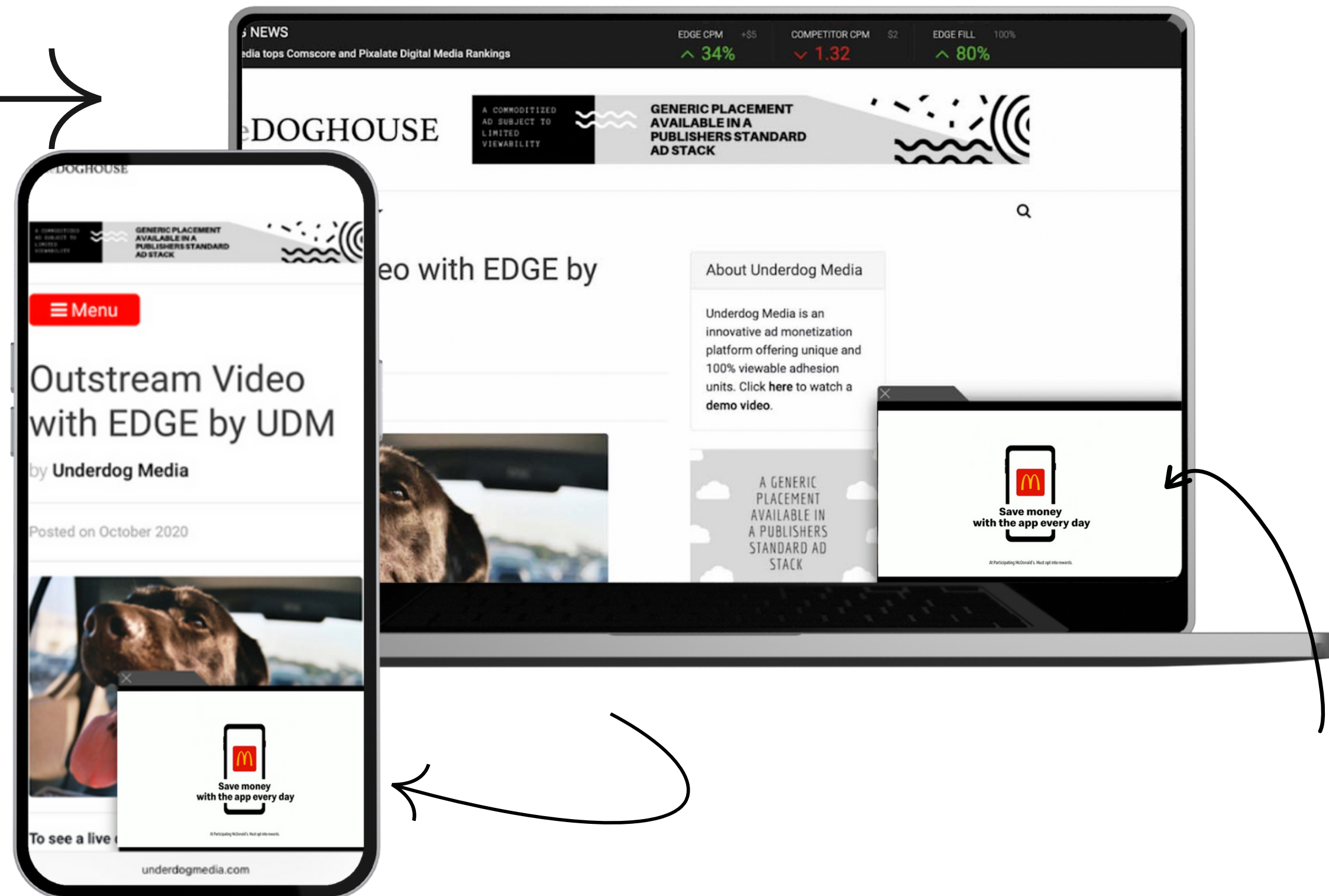
- Duration - :06, :15, :30 sec
- Mouse rollover user-initiated sound

VAST Versions Supported:

- Vast 1, vast 2, vast 3, vast 4 partial

VPAID Versions Supported:

- 1 and 2



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Make an Impact with CTV/OTT

Access top programmatic CTV/OTT inventory and tap into some of the most well-known streaming apps!

Large-screen targeting only available

Layer in a tailor-made audience that we create using 3rd party data to improve performance

Create a custom CTV/OTT app list that yields a high ranking against your targeted audience to target for your campaign

Large scale with over 200M consumers to target



VIZIO MLB.TV fubo^{TV}

pluto^{tv} AMC NETWORKS Paramount+

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Audience Targeting Through a PMP Display, Video, and CTV

AUDIENCE TARGETING BY BEHAVIORS

Have us build out a Tailor-Made Audience using data segments and 3rd party data points

- **Points of Interest:** Users who have been observed visiting specific points of interest
- **Personas:** Specific Demographics, Lifestyle, Interests, Psychographics and Life Event data
- **Credit Card Spend:** Users whose credit card spend history and other related factors make them qualified customers

AUDIENCE TARGETING BY CUSTOMIZED DOMAINS

- Customized Site list that yields a high Index compatible to your desired targeted audience, designed to cater to your overall market

EXAMPLES OF TAILOR-MADE AUDIENCES REQUESTED BY CLIENTS:

QSR purchasers
Commuters
College Students
Parents with Young Kids

CTV/OTT App List

- AMC
- Animal Planet GO
- CBS Interactive
- Cheddar
- Court TV
- Dailymotion
- DirecTV
- Discovery GO
- E! News
- E.W. Scripps
- Food Network GO
- FuboTV
- FutureToday
- Glewed.TV
- Hallmark Channel Everywhere
- Haystack
- Hearst Television
- Investigation Discovery GO
- LIN Digital
- MLB
- MTV
- NFL
- Outside Television
- Plex
- Pluto TV
- Raycom Media
- Redbox
- Samsung TV Plus
- Science Channel GO
- Sling TV
- T-Mobile Play
- TLC GO
- TMZ
- Univision
- UnivisionNOW
- VH1
- VIZIO
- Viziochannels
- Xfinity Stream
- Xumo

Quality Control - Inventory and Brand Safety

- Abide by standard IAB Placement requirements
- IP and Domain Block Lists
- Domain Masking Protection
- Prescreen and Safeguard Publishers before activating
- Domain and Seller Ratings
- Hand-operated analytics for fraud detection, faulty URLs, and vulnerable site activity
- Ability to block specific categories
- Ability to block specific site domains
- Can implement an exclusion list of sites
- Brand safety vendors include: Pixalate, Confiant, Coalition for Better ads, Tag Registered
- GDPR & CCPA compliant
- For more privacy policy information click [here](#)



245M
Monthly
Uniques
Worldwide

113M in the USA

33M in Turkey

22M in Egypt

16M in the UK

9M in India

9M in Japan

7M in Canada

5M in Brazil

5M in Germany

4M in Australia

+ Many more

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Thank you!

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