

MACS Paramount+ Brand Playbook

2023

Paramount



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Paramount

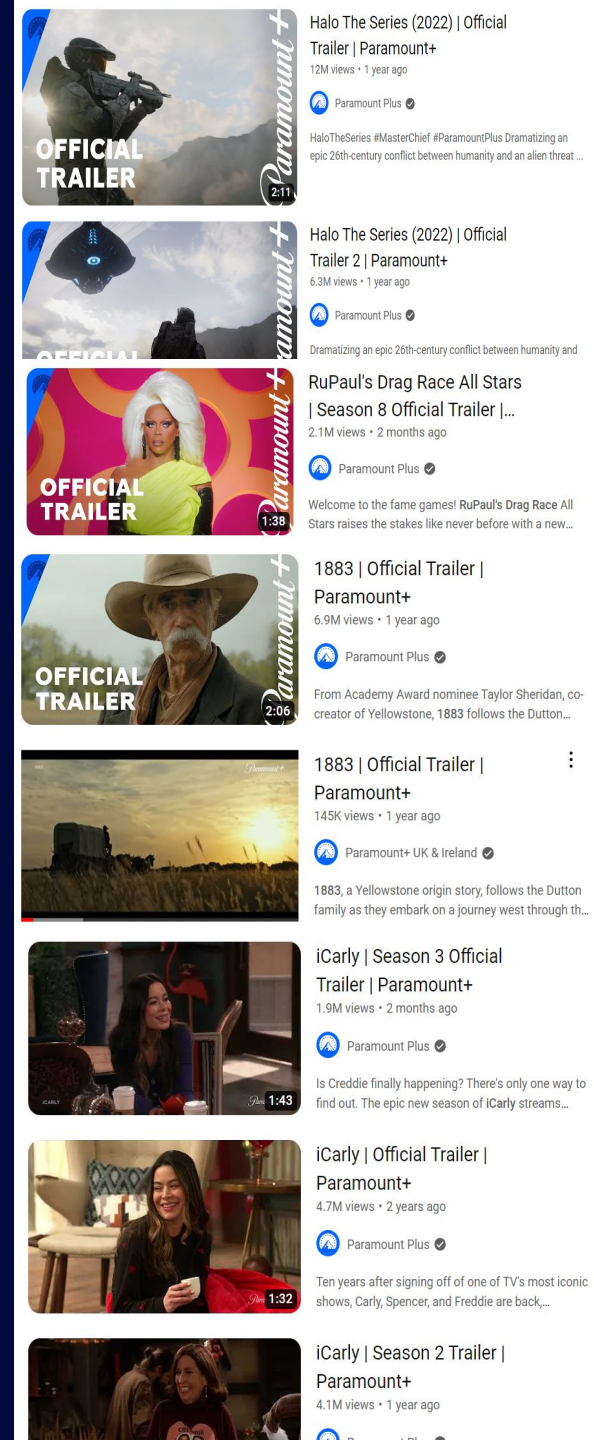


TACTICAL



Trailer

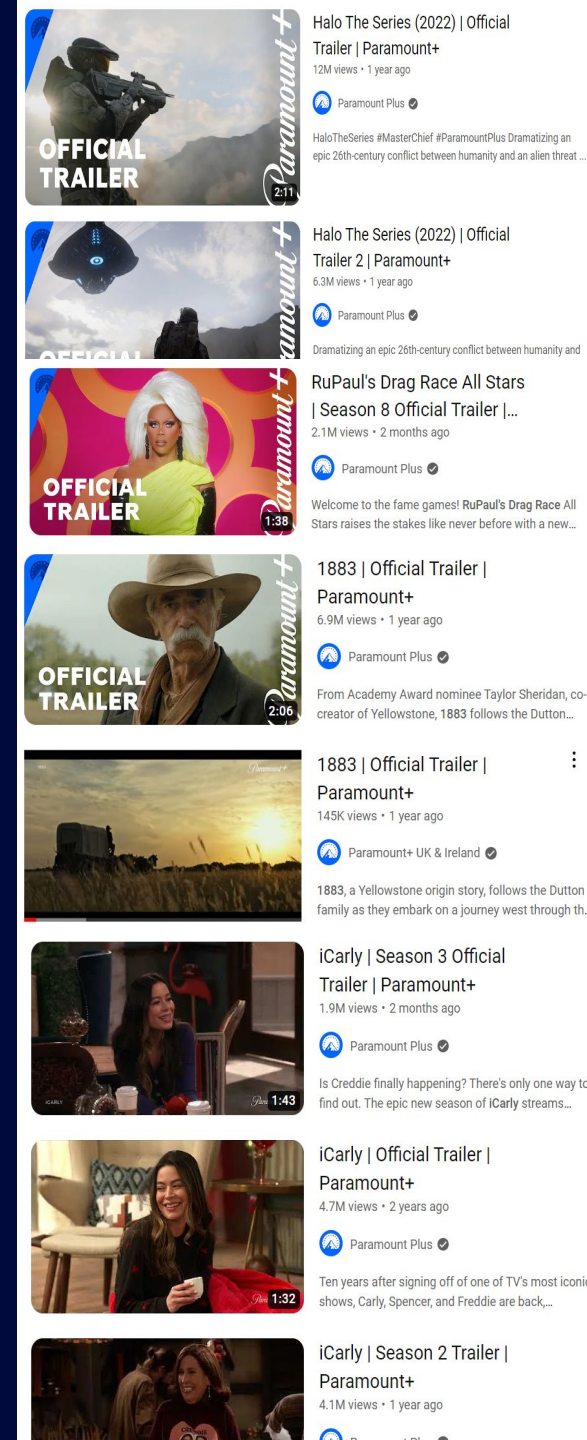
- Trailer beats are for early exposure - **optimize to video views**.
 - Identify internal comp show from Program Marketing & then plan budget to achieve the trailer views goal
 - Run across FB/IG, YouTube, X (fka Twitter) (and sometimes TikTok depending on audience)
- As a general rule of thumb for trailers, *we should never go live until Press has gone out*.
 - Hold on putting YT links live until Marketing sends through live links for social (that's the indicator press has gone out).
 - Make sure to confirm with marketing on launch times in the event one isn't specified.



Trailer

- **Budgeting**

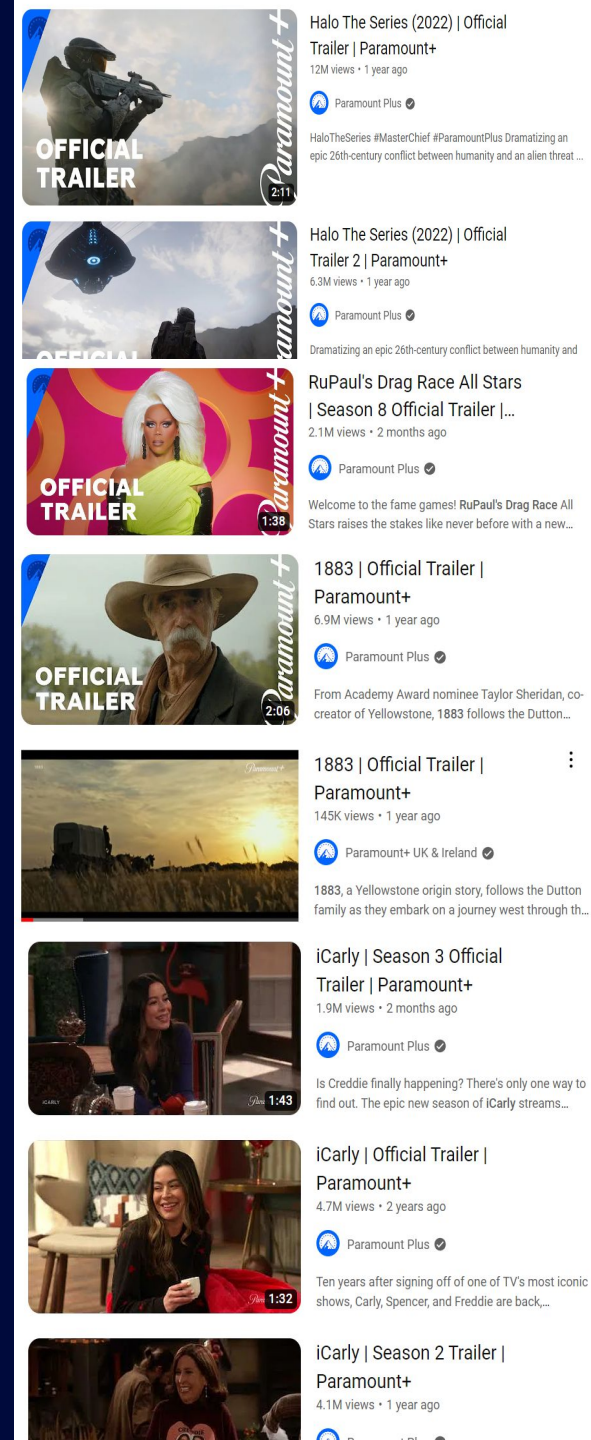
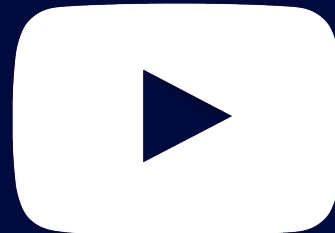
- Protocol per MSTRAT for Trailer views beats and heavy-up of views:
 - For Green titles - 50% heavy up of the budget in the first 3 days (Trailer view reports are broken up into days 1-3 and days 1-7)
 - Other titles - case by case basis, MSTRAT/Program Marketing must request ahead of time (5-7 business days)



Trailer

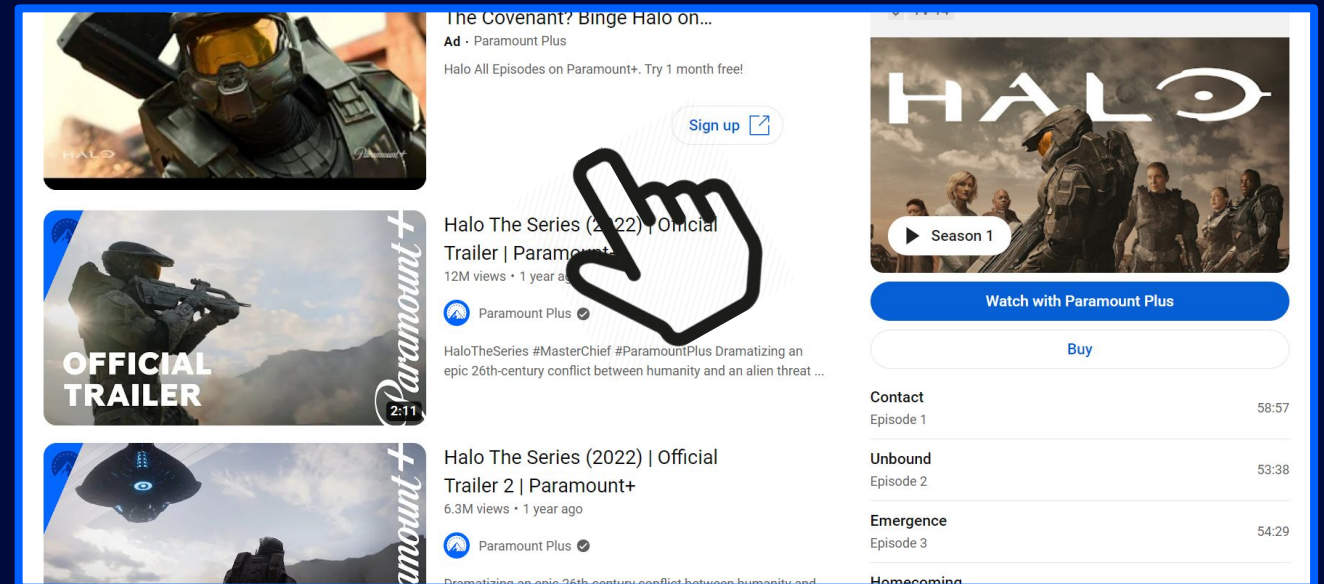
- **Trailer Views Reporting**

- Platforms take time to ramp up spend after a campaign starts, so seeing lower trailer views in the first 24 hours is not a cause for alarm (but can be flagged to reps if the trend continues)
- On YouTube, it takes a few hours for all of the views driven by paid campaigns to be reflected in the total view count



Lead Up

- More focused on starts, as we near the premiere of the initiative - **optimize to reach or website click/traffic**
 - Prioritize down funnel tactics (clicks or reach), and to re-engage trailer viewers and top performing audience segments
 - Key with channels lead for each genre (i.e. Drama - Social: CJ, etc)



Lead Up

Social

- 1-2 weeks of flight before premiere
- Prioritize reach objective for higher user reach and awareness
- We have moved to dark posts

CTV

- Weight Reco: 20%
- 5 to 7 day max flight, immediately before premiere
- Specifically targeting Core/Known Affinity audiences
- - Low Freq, Max Reach

Display Brand

- 2 - 3 day Max Flight
- Low freq, Max reach, Highly Viewable
- Prioritize video placements - 15 secs

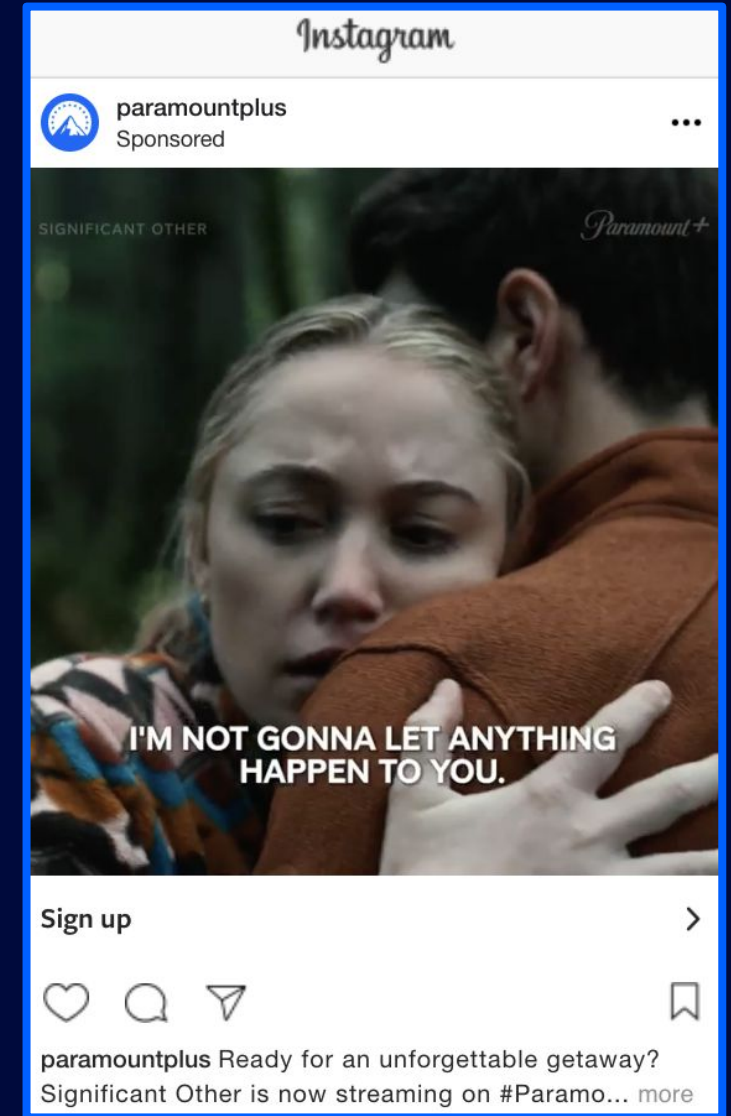
YouTube

- Weight Reco: 20-25%
- - Learn from trailer; use Best Performing Audiences from Trailer beat.
- For Green titles, "Heavy-up" the last few days before the premiere



Now Streaming

- Optimize to **website clicks or reach**
- **Social**
 - We have moved to dark posts for Now Streaming beats since video views is not a key focus area, and are instead focusing on starts
 - For Green titles might run amplifications as requested
 - Dark posts give the team more flexibility when it comes to trafficking
 - For Green titles (case by case) will run Premiere Weekend Heavy Up campaigns.
 - Use a 'Sign Up' CTA to focus on signups



Now Streaming

Social

- For Green titles (case by case) will bundle with Reach burst and/or high impact placement to run along with our auction media.
- Meta — Reach Burst (booked via r/f) or MMM (Meta Moment Maker)
- Reddit — CTO (category takeover)
- TikTok — Top Feed/Pulse
- Snap — FITO (First Impression Takeover)

CTV

- High SOV day of premiere and into premiere weekend - 50% of spend
- Open up audiences to peripheral audiences
- 2 to 3 maximps per user/household

Display Brand

- High SOV day of premiere and into premiere weekend - 50% of spend
- Open up audiences to peripheral audiences
- 2 to 3 maximps per user/household
- Prioritize video placements - 15 secs

YouTube

- Weight Reco: 40-50%
- Use Best Performing Audiences from Lead Up beat.



Accolades/Binge

- Optimize to website clicks or reach.
- Generally we plan to spend about 10-15% of a channel's total campaign budget during this phase
- YouTube CPM Masthead needs a minimum of \$35K in order to run
- Use a 'Sign Up' CTA to focus on signups



General Reminder:

- All incremental/budget must include both media & tech fees (Sprinklr, CM360, etc)

MACS Benchmarks (Internal Overview)

Internal Brand Benchmarks By Partner				
Data pull 4/01/22-12/31/22	Last Updated: 6/06/23		Overall Site Averages	
Partner Name	Avg. CPV	Avg. CTR	Avg. CPM	Notes
Apple News	\$0.0078	1.54%	\$7.73	
Facebook/Instagram	\$0.0055	0.32%	\$5.40	
Kargo	\$0.0101	0.64%	\$9.84	
Pinterest	\$0.0066	0.25%	\$6.50	
Programmatic	\$0.0296	N/A	\$27.41	
Red Ventures	\$0.0428	2.87%	\$42.83	
Reddit	\$0.0064	0.61%	\$6.87	
Snap	\$0.0087	0.45%	\$8.61	
TikTok	\$0.0054	0.49%	\$5.32	
Twitter	\$0.0080	0.08%	\$7.85	
Yahoo	\$0.0126	0.61%	\$12.57	
Youtube/Google	\$0.0097	0.03%	\$9.54	



*Click [here](#) for the MACS Benchmarks term definitions.

*Click the table or [here](#) for the link to the MACS Benchmarks Google Sheet.

MACS Benchmarks (Social)

Internal Brand Social Benchmarks By Partner

Partner Name	Package	Avg. CPV	Avg. CPC	Avg. CTR	Avg. VVR	Avg. CPM	Notes
Facebook/Instagram	Overall Site Averages	\$0.0055	\$46.62	0.32%	23.10%	\$5.40	
Facebook/Instagram	Feeds (FED)	\$0.0058	\$51.79	0.29%	23.38%	\$5.16	
Facebook/Instagram	Instream Reserve (ISR)	\$0.0258	\$3.53	0.90%	76.68%	\$21.83	
Facebook/Instagram	Universal (UNI)	\$0.0061	\$24.15	0.45%	18.73%	\$5.25	
Facebook/Instagram	Story (STY)	\$0.0060	\$6.21	0.02%	27.56%	\$6.86	
Facebook/Instagram	Carousel*						
Facebook/Instagram	Reels*						
Pinterest	Overall Site Averages	\$0.0066	\$2.72	0.25%	32.92%	\$6.50	
Pinterest	Feeds (FED)	\$0.0075	\$2.66	0.29%	38.13%	\$7.37	
Pinterest	Universal (UNI)	\$0.0056	\$2.77	0.22%	27.68%	\$5.62	
Reddit	Overall Site Averages	\$0.0064	\$7.90	0.61%	8.56%	\$6.87	
Reddit	Rotational (ROT)	\$0.0073	\$7.54	0.12%	10.32%	\$7.25	
Reddit	Feeds (FED)	\$0.0064	\$8.19	0.66%	9.04%	\$6.20	
Reddit	Universal (UNI)	\$0.0065	\$6.69	0.58%	6.42%	\$6.45	
Reddit	Conversation	\$0.0082	\$3.07	0.60%	N/A	\$5.51	
Reddit	Carousel	\$0.0100	\$0.90	1.99%	N/A	\$6.25	
Reddit	Reddit Category TKO	\$0.0178	\$21.43	0.08%	18.51%	\$15.80	
Reddit	Reddit Trending TKO	\$0.2216	\$15.63	0.50%	8.50%	\$221.63	
Reddit	Reddit First View TKO	\$0.0125	\$7.85	0.16%	49.18%	\$12.50	
Snap	Overall Site Averages	\$0.0087	\$8.33	0.45%	14.08%	\$8.61	
Snap	Filter	\$0.0080	N/A	N/A	N/A	\$8.67	No Clicks data
Snap	Snap Lens	\$0.0247	\$41.75	0.25%	N/A	\$24.63	
Snap	Collection Ads	\$0.0134	\$1.09	1.22%	5.86%	\$13.38	
Snap	Snap Ads/ Commercial Ads	\$0.0065	\$4.57	0.47%	55.44%	\$14.94	
Snap	Story Ads	\$0.0050	\$21.27	0.05%	3.02%	\$2.96	
TikTok	Overall Site Averages	\$0.0054	\$3.79	0.49%	95.61%	\$5.32	
TikTok	Feeds (FED)	\$0.0055	\$3.88	0.49%	93.35%	\$5.35	top feed vs top view?
TikTok	Carousel*						

TikTok	Display Card*						
TikTok	Countdown Sticker*						
TikTok	Collection Ads (feed add on)	\$0.0057	\$0.65	0.91%	89.77%	\$5.54	
TikTok	Super Like (feed add on)	\$0.0047	\$1.66	0.62%	92.15%	\$4.78	
Twitter	Overall Site Averages	\$0.0080	\$102.06	0.08%	37.53%	\$7.85	
Twitter	Feeds (FED & UNI)	\$0.0076	\$94.46	0.15%	35.06%	\$7.48	
Twitter	Carousel*?						
Twitter	Amplify (TWA)	\$0.0063	\$120.95	0.06%	31.74%	\$6.21	
Twitter	Timeline TKO	\$0.0126	N/A	N/A	32.12%	\$12.64	No Clicks data
Twitter	Heart to Remind (HTR)	\$0.0146	\$704.20	0.21%	17.85%	\$18.09	

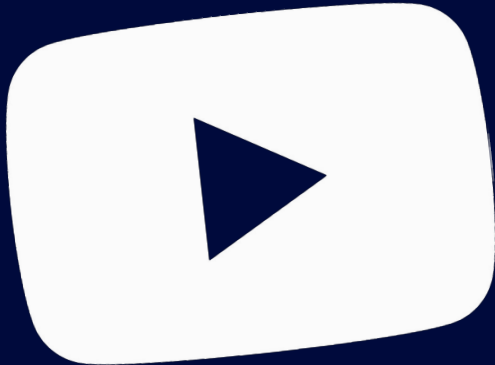
*Click the table or [here](#) for the link to the MACS Benchmarks Google Sheet.



MACS Benchmarks (YouTube)

Internal Brand Google/YouTube Benchmarks						
Partner Name	Package	Avg. CPV	Avg. CTR	Avg. VVR	Avg. CPM	Notes
Youtube/Google	Overall Site Averages	\$0.0097	0.03%	43.28%	\$9.54	
Youtube	Standard TrueView	\$0.0096	0.03%	55.74%	\$9.55	
Youtube	TrueView Max Frequency	\$0.0136	0.05%	20.32%	\$13.61	
Youtube	TrueView for Reach	\$0.0077	0.04%	20.17%	\$7.63	
Youtube	TrueView for Consideration	\$0.0070	0.02%	17.82%	\$7.00	
Youtube	Select	\$0.0227	0.01%	95.22%	\$22.52	
Youtube	Auction Forced (includes Bumpers)	\$0.0091	0.04%	16.13	\$9.09	(data pull errors? zero video views logged for most campaigns)
Youtube	Video Reach	\$0.0085	0.04%	16.34%	\$8.49	

*Click the table or [here](#) for the link to the MACS Benchmarks Google Sheet.



MACS Benchmarks (PROG + display)



Internal Brand Programmatic and Display Benchmarks By Partner						
Partner Name	Package	Avg. CPV	Avg. CPC	Avg. CTR	Avg. CPM	Notes
Apple News	Overall Site Averages	\$0.0078	\$2.43	1.54%	\$7.73	unable to track video views
Apple News	SOV	\$0.0122	\$2.68	1.21%	\$12.16	
Apple News	ROS Display	\$0.0069	\$2.57	2.50%	\$6.84	
Apple News	Large Banner	\$0.0072	\$2.83	0.27%	\$6.71	
Apple News	300x600	\$0.0084	\$0.55	19.66%	\$7.86	
Apple News	Contextual (CHA)	\$0.0077	\$2.08	0.63%	\$7.69	
Apple News	Preroll (PRL)	\$0.0209	\$6.00	0.35%	\$20.85	
Kargo	Overall Site Averages	\$0.0101	\$6.60	0.64%	\$9.84	unable to track video views
Kargo	BTO	\$0.0167	\$19.58	0.29%	\$16.69	
Kargo	Social Canvas	\$0.0147	\$5.33	0.29%	\$14.69	
Kargo	Vertical Viewstream	\$0.0140	\$0.84	0.18%	\$13.50	only ran on Halo campaign in 2022
Kargo	ROS Display (320x50)	\$0.0166	\$56.79	0.05%	\$16.55	
Kargo	ROS Display (300x250)	\$0.0166	\$13.65	0.13%	\$16.63	
Kargo	Breakaway	\$0.0095	\$1.03	1.04%	\$9.18	
Kargo	Venti Video	\$0.0087	\$8.56	0.12%	\$8.49	
Programmatic	Overall Site Averages	\$0.0296	N/A	N/A	\$27.41	
Programmatic (CTV)	Samsung DSP	\$0.0296	N/A	N/A	\$27.42	no click function on CTV
Programmatic (CTV)	Amazon	\$0.0254	N/A	N/A	\$20.68	unable to track video views
Red Ventures	Overall Site Averages	\$0.0428	\$40.63	2.87%	\$42.83	
Red Ventures	Takeovers	\$0.0480	\$45.86	3.29%	\$47.99	
Red Ventures	ROS (300x250)	\$0.0089	\$13.68	0.08%	\$8.93	
Red Ventures	ROS (320x50)	\$0.0089	\$10.63	0.11%	\$8.95	
Yahoo	Overall Site Averages	\$0.0126	\$11.70	0.61%	\$12.57	
Yahoo	Preroll	\$0.0238	\$25.71	0.14%	\$23.77	
Yahoo	Mobile Moments TKO	\$0.0093	\$2.43	1.74%	\$9.28	
Yahoo	Mobile Moments ROT	\$0.0098	\$4.95	0.48%	\$9.76	
Yahoo	Billboard	\$0.0094	\$7.53	0.14%	\$9.40	
Yahoo	Stage TKO (DT, Mob, Table)	\$0.0087	\$83.17	1.21%	\$8.55	
Yahoo	Homepage TKO	\$0.0070	\$6.75	2.56%	\$6.84	
Yahoo	Login Full Screen Video	\$0.0082	\$2.04	6.79%	\$8.18	

*Click the table or [here](#) for the link to the MACS Benchmarks Google Sheet.

PARTNER PRODUCTS/ CAPABILITIES



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6. [Reddit](#)
7. [Pinterest](#)

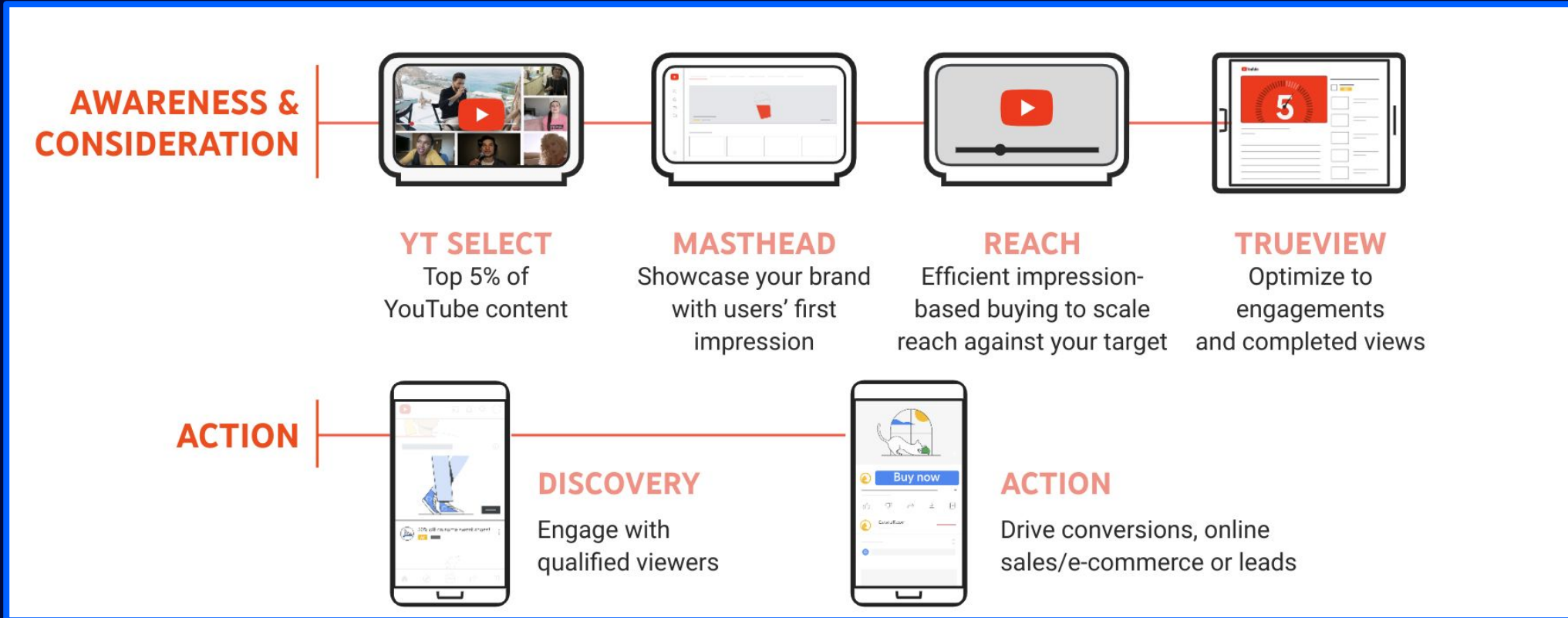


Paramount



YouTube

Plan + Buy Across the Funnel



*Click [here](#) for the link to the Streaming YouTube Playbook.

YouTube



Awareness: sparking reach and conversation

Support buzzy creative and initiate mass reach to build fans of your content

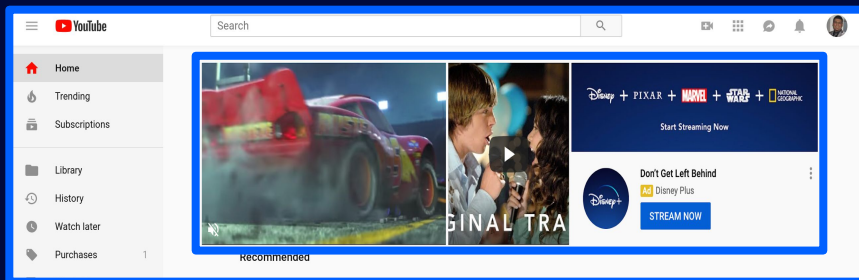
DRIVE | broad awareness and reach to build broad and niche audience base for subs

ACHIEVE | optimal reach and frequency measuring awareness, consideration and search lift

CPH and CPM Mastheads*

Massive reach on YT homepage premiere placement. Splashy execution to surround a moment & announcement (ie. promo, title launch, announcement, sports moment, etc)

Cross-Screen Mastheads



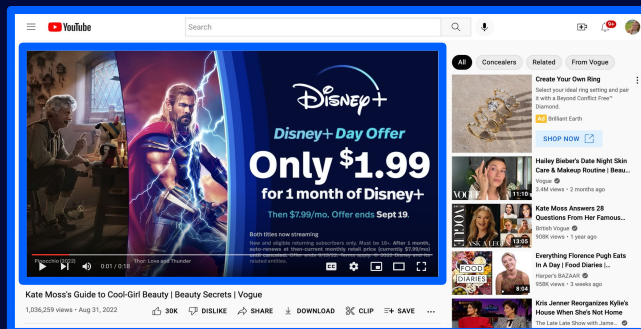
Video Reach

In-Stream inventory that uses Bumpers + Skippable assets. optimizing to efficient unique reach is an excellent driver of cheap reach, awareness, and consideration

Video Reach 2.0

Optimizes to efficient reach, however can access new inventory such as In-Feed and YouTube Shorts (9x16 assets).

YT Select First Position Blast 3 Second Promo Card Prior to Trailer



*Click [here](#) for the link to the Streaming YouTube Playbook.

Forced 15s YouTube Select and Auction*

Non-skips ads drive highest lift in Awareness amongst all video auction formats and shown to drive efficient Consideration lift

- CTV NonSkippable as an extension to TV

Bumpers

Cost efficient, short (6sec) forced reminder

Increments reach count + audience from Non Skippable and Skippable media. Used as a way to build frequency and remind users of promo, title, etc.



YouTube

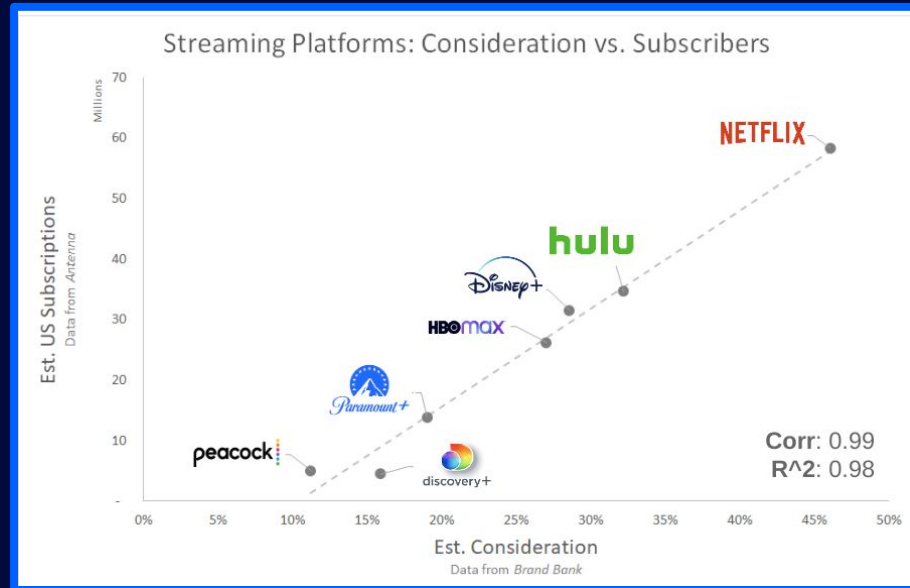


Consideration: boosting conversation and insights

Create a groundswell of support with efficient, always-on media known to drive consideration

DRIVE | Consideration amongst your core and opportunity audiences

ACHIEVE | Optimal consideration lift and CPLU learnings based on benchmarks



*Click [here](#) for the link to the Streaming YouTube Playbook.

TrueView CTV*

Effective consideration driver of consideration for leaned back audience and a great way to learn more about your CTV creative insight

Target Freq*

Set frequency goal of 3-4x per week to help with boosting **headroom consideration lift** of **core audience**

15s Forced*

NonSkippable works as a great compliment to help **boost consideration of core audiences** with good creative

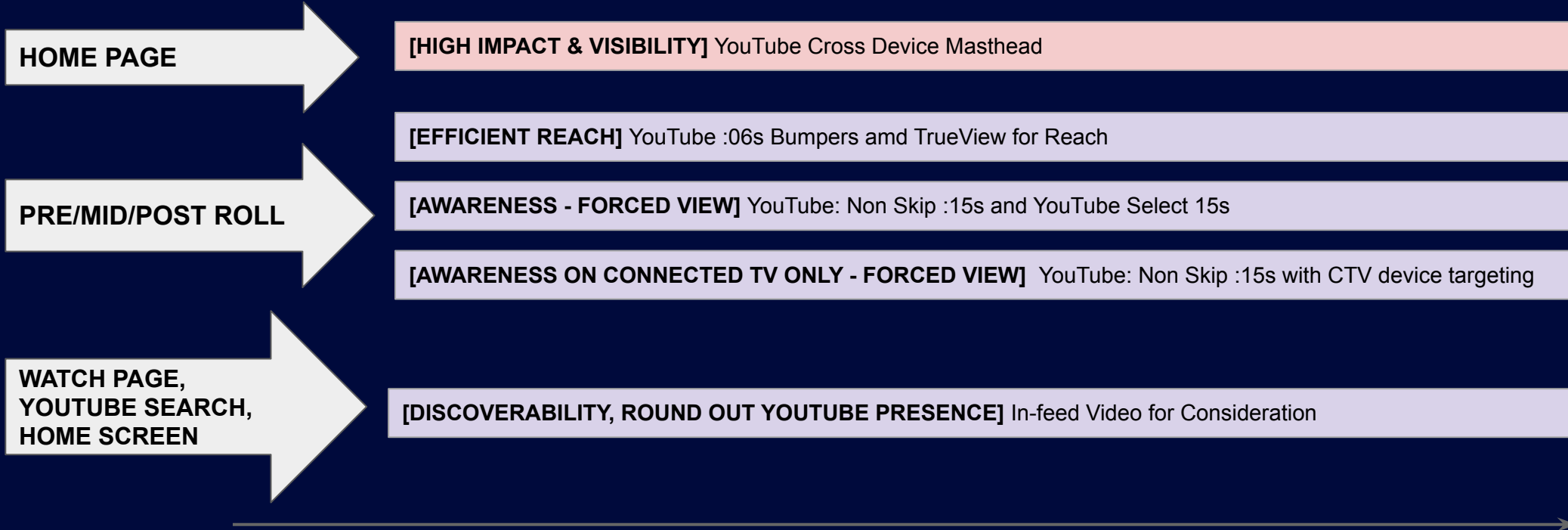
YouTube Discovery*

Home Feed ads meet users looking to discover new content. YouTube Search matches users intent for your Brand.



YouTube

YouTube Product Breakdown



Red = Reserve Format
Purple = Auction Format

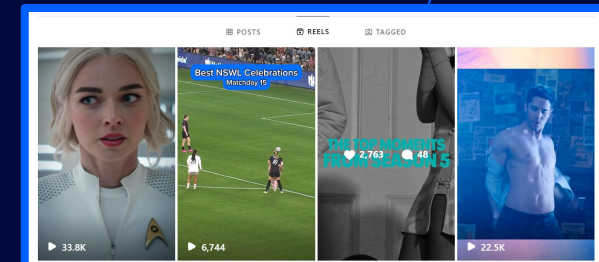
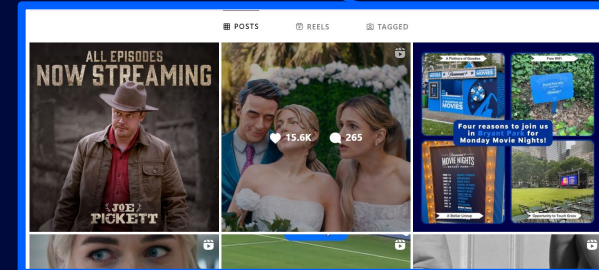


*Click [here](#) for the link to the Streaming YouTube Playbook.

Products

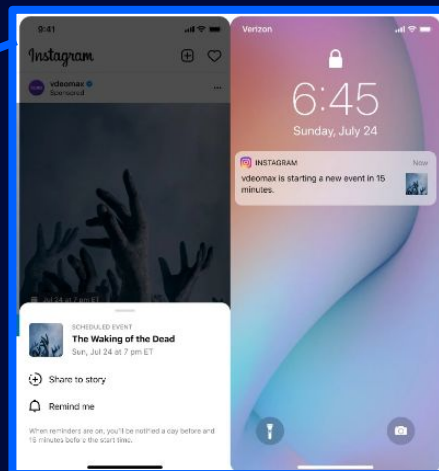


- **Facebook:** Feed, Marketplace, video feeds, right column, Facebook Stories, in-stream videos, instant articles, search results, and Messenger
- **Instagram:** Feed, Explore page, Instagram Shop, Stories, Reels, and in-stream videos
- **Audience Network:** External apps and websites that “rent” advertising space to Facebook



New Ad Format: Reminder Ads

- Turns organic Instagram posts with reminders into ads
- Helps bridge the gap between promotion time and launch time by allowing people to set reminders for upcoming events or moments
- After users engage with reminder ad, they will receive an IG notification 24 hours before, 15 minutes before, and at the time of event
- Only avail. in IG feed with Link Clicks optimization/Traffic Objectives
- Timing: Mid-April - 50% Advertisers, Mid-May 100% rollout

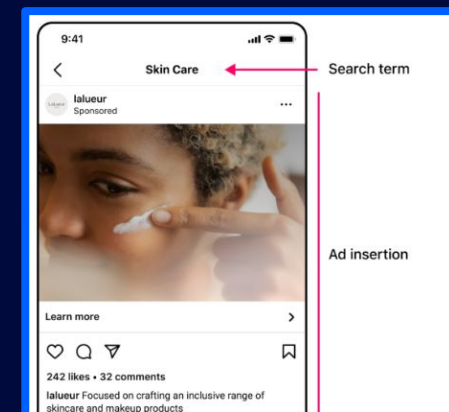


Launching Brand Suitability Controls for Feed along with Third-Party Verification

- A new inventory filter for FB and IG Feed - allows advertisers to control which content their ads may show up next to in Feed based on brand suitability preferences
- Now avail. for FB Feed though Zefr (Meta Business Partner)

Launching Ads in Search Results on Instagram

- A new ad placement which allows advertisers to reach people actively searching for businesses, products, and content
- Ads will show up in the feed that people can scroll when they tap into a post from search results
- Only avail. via Manual placements and not included in Advantage+ placements
- Ads delivered based on variety of different signals - search terms, interactions with search terms, or other interactions on IG, for ads ranking and delivery
- Global availability expected in mid-May 2023



- **Branded Content Ads (renamed to Partnership Ads)**

- More types of organic Instagram content can be promoted as partnership ads, including Instagram Collabs and other content without the paid partnership label



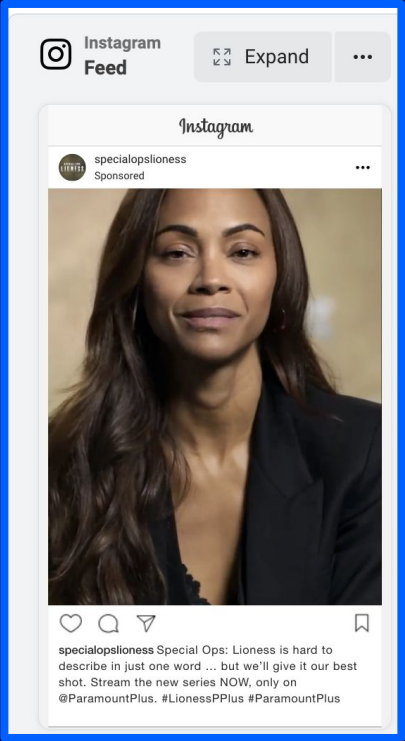
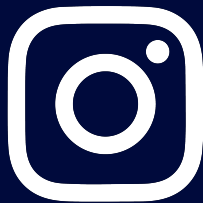
- **AR Ads Placement Expansion: IG + FB Reels & FB Stories**

- AR ads are already avail. on Instagram and Facebook Feeds + Instagram Stories
- 750M people use AR effects across Meta technologies every month
- AR Ads are an important step towards the metaverse, enabling you to deepen your connection with your customers and improve the overall experience for people on Facebook and Instagram
- **Leverage below objectives:**
 - Awareness: Awareness of brand/product being advertised not the AR effect
 - Traffic: Optimized for link clicks to AR ads effect, not the website

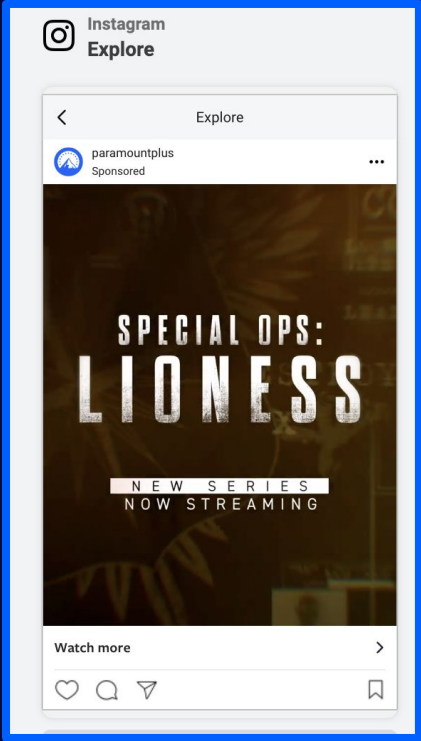
- Simplified and expanded permissions for partnership ads:
 - New and existing account-level permissions initiated through Meta Business Suite now allow advertisers to boost content in which they are explicitly tagged (via @mentions, people tags, product tags, or Instagram Collabs) in addition to branded content denoted by the paid partnership label.
 - The Instagram partnership ad code can now be used to boost any content, regardless of whether the advertiser is tagged.
 - Partnership ad permissions are no longer required to run partnership ads between two assets owned by the same Business Account if a user is assigned Ads access to both accounts in Meta Business Suite. Learn more about managing task-based access to people in Meta Business Suite [here](#).
 - All advertisers need partnership ad permission from their partners in order to run partnership ads, even if the ads will run from their handle. This change means that permission requirements are now the same regardless of which partner is the advertiser.

*Click [here](#) for the link to the Partnership Ads step-by-step.

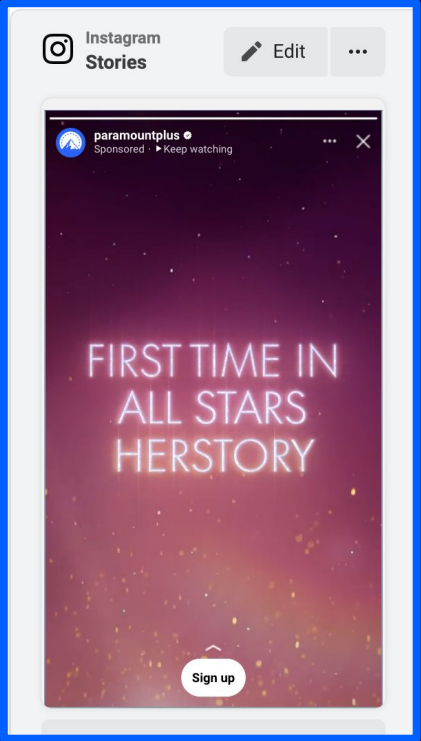




Feeds



Explorer



Stories



Reels



Reminder
Ad

Instagram



Facebook Feeds

Paramount+ Sponsored

Chicago is who they are.
#TheChi is back! August 4 with the Paramount+ with SHOWTIME Plan.

paramountplus.com

The Chi returns 8/4

Watch more

Like

Comment

Share

Feeds

Facebook Video feeds

Paramount+ Sponsored

Chicago is who they are.
#TheChi is back! August 4 with the ...See more

PARAMOUNTPLUS.COM

The Chi returns 8/4

WATCH MORE

3

Like

Comment

Share

Disclaimer

Vertical videos (with aspect ratio taller than 4:5) may be masked to 4:5.

Video Feeds

Facebook Stories

Billions Sponsored

Watch more

Stories

Facebook Reels

Edit

...

Billions

Sponsored

#Billions is getting back to ...more

Watch more

Like

Comment

Share

...

Reels



Facebook

TikTok

- **Top View**

- **Description:** Most premium, high impact placement. The 1st video users see when they open TikTok. Effective in driving reach, engagement and brand lift. Sold as a one-day buy with a CPM model.
- **Pricing:** Scalable - \$275K+ Regular with \$12 CPM*, \$500k+Holiday

- **Top Feed**

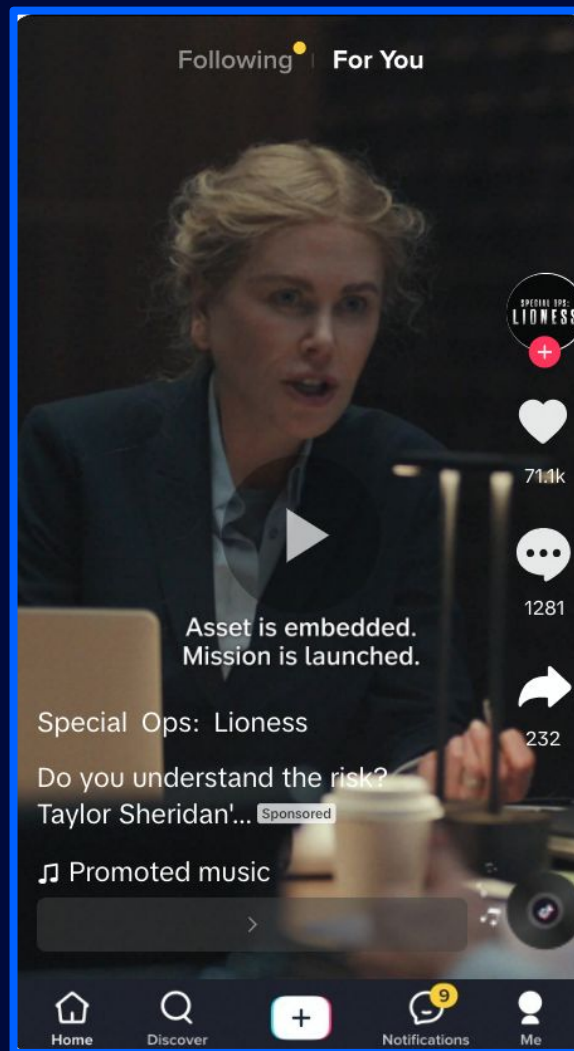
- **Description:** R&F's premium ad placement that delivers as the first in-feed ad slot within a user's For You Page after 3-4 organic videos are served.
- Reach + Freq Only

- **Pulse**

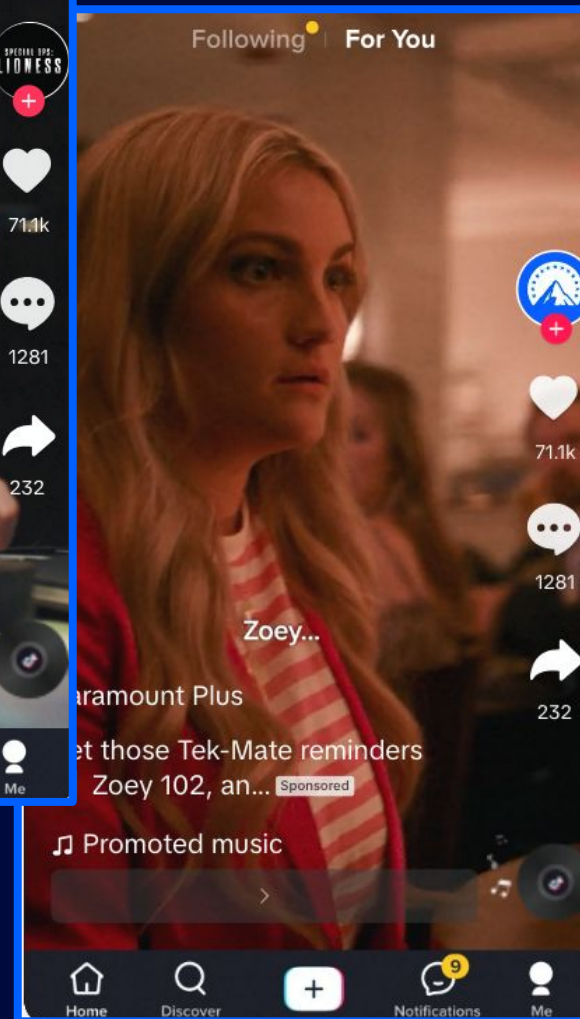
- **Description:** Pulse enables advertisers to align their brand with the videos driving TikTok culture by showing their ads immediately after the top 4% content on the platform within a certain category
- Reach + Freq Only

- **In-Feed**

- **Description:** Appears in a users For You Page between 3-7 organic videos.



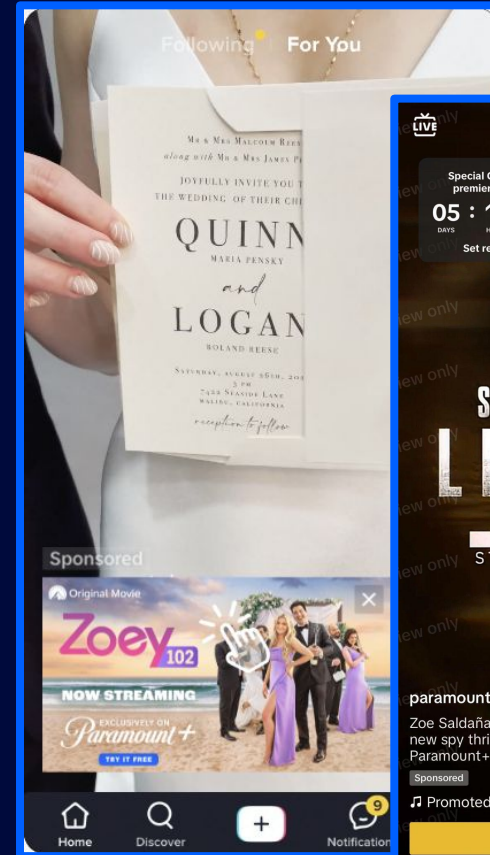
*Click [here](#) for the link to the full TikTok 2023 Product Menu.



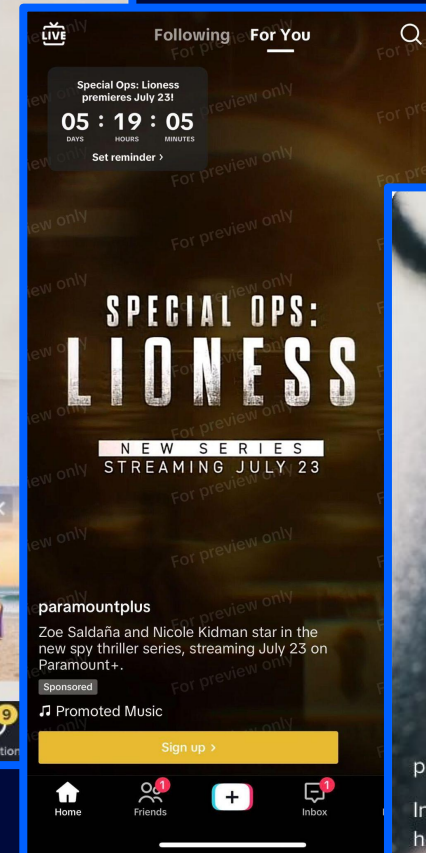
TikTok

Interactive Add-Ons

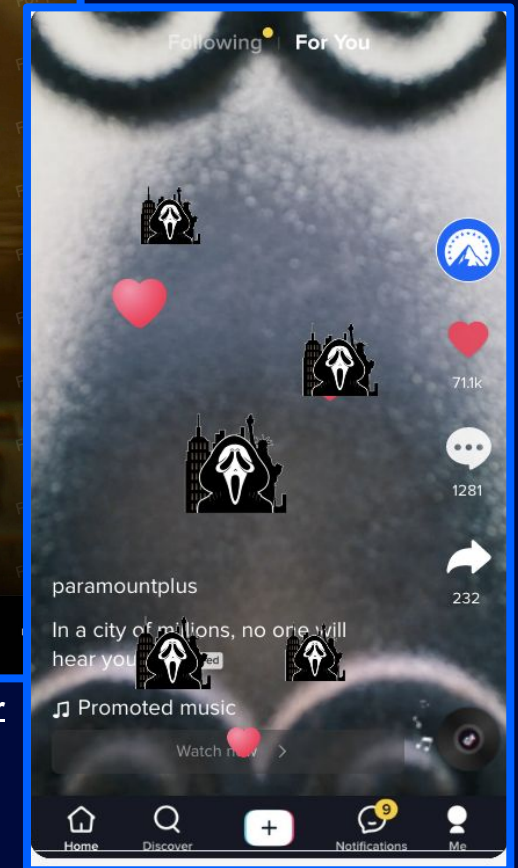
- **Display Card:** Clickable card that brands can add to their in-feed videos to draw attention to special promotions, products, or CTAs.
- **Countdown Sticker:** Build buzz around events. The scrolling timer can drive user's awareness and engagement, increasing their interest and intrigue for the event itself.
- **Gift Code Sticker:** Enlarge the appearance of gift code details and facilitate the code copy and redemption to drive more clicks and conversions.
- **Voting Sticker:** Voting Stickers compose a voting topic and two poll options for users to click. Ensure the question is relatable to your audience.
- **Pop-Out Showcase:** Allows for brands to implement an icon that centers on the screen and encourages users to click on the icon.
- **Gesture Ads:** Appears at any time and guides users to follow a motion in order to unlock a popup card.
- **Super Like:** Allows for advertisers to upload an icon that floats on screen when views like the ad, giving that extra layer of engagement.
- **Story Selection:** Allows users to choose their own ad experience and select from 2 sub-video options.



Display Card



Countdown Sticker

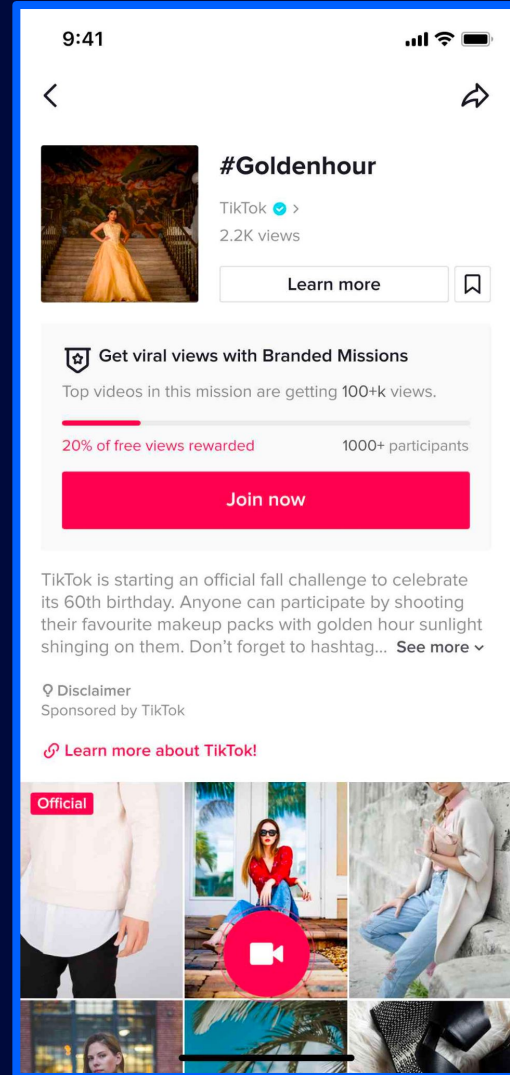


Super Like

TikTok

Branded Mission

- **Description:** Connects brands with TikTok creators by offering them engagement and/or monetary incentives to develop authentic content. TikTok creators will produce videos based on the requirements set by the advertiser. There are two models: Branded Mission Hashtag Challenge and Branded Mission Branded Effect.
- **Pricing:** \$434,100+



Branded Effect

- **Description:** Branded Effects create the ultimate interactive experience by getting users to participate in campaigns with their own videos.
- **Pricing:** \$150K Standard / \$180K Advanced



TikTok Reservation Ad Products Change and Cancellation Policies

RESERVATION AD PRODUCTS			
REQUEST	RESOURCES	DAYS BEFORE THE SCHEDULED FLIGHT DATE	COMPENSATION RULE
Change	Standard Ads (TopView)	7-14 days	50%
		Less than 7 days	100%
	Non-Standard Ads (Branded Effect, Branded Mission)	14-30 days	50%
		Less than 14 days	100%
Cancellation	Standard Ads (TopView)	14-30 days	50%
		Less than 14 days	100%
	Non-Standard Ads (Branded Effect, Branded Mission)	30 days or more	50%
		Less than 30 days	100%

X (fka Twitter)

Ad Formats (High Impact Offers)

- **Twitter Takeover**

- Most premium, mass-reach placements that drive results by taking over the Timeline and Explore tabs
- Give brands exclusive ownership of Twitter's premium real estate across desktop and mobile

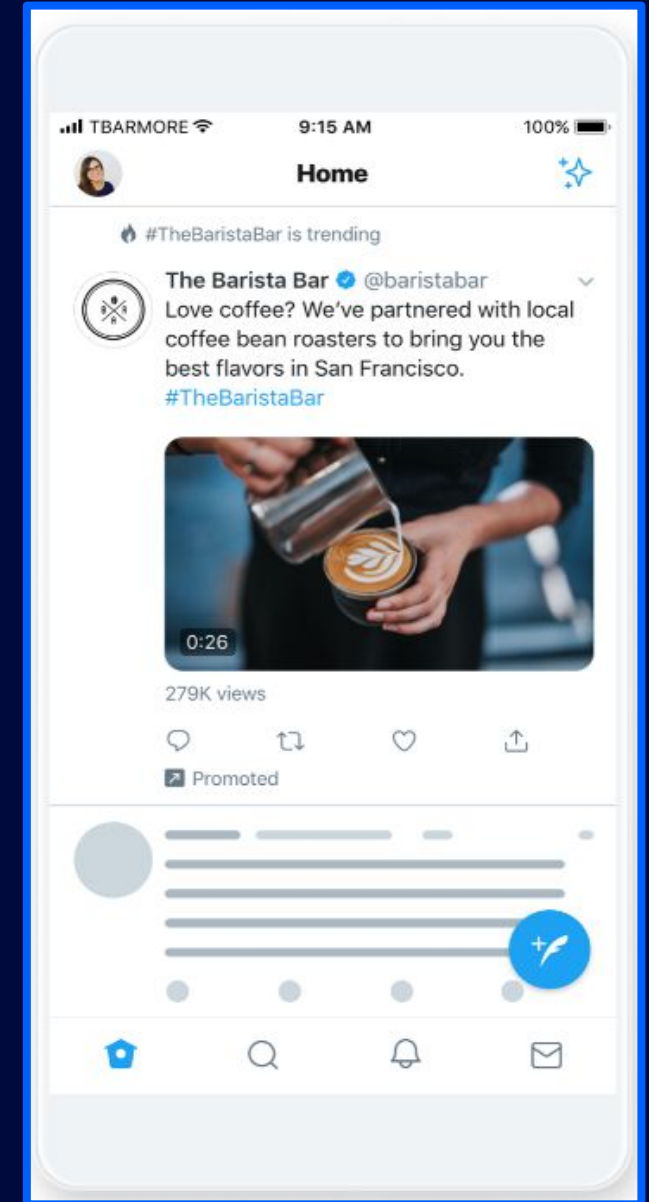
- **Timeline Takeover**

- Puts brand at the top of the conversation as the first ad of the day
- Delivers ~38M video starts.

- **Trend Takeover/Trend Takeover+**

- Puts ads alongside what's trending, placing messages where the conversation starts on the Explore tab
- Trend Takeover+ adds an additional immersive video creative element
- Estimated Impressions = ~65M - 75M, includes Spotlight placement.

- *Cancellation Policy -- Standard Trend Takeovers and Timeline Takeovers can be cancelled 30+ days before run date. Premium Trend Takeovers and Timeline Takeovers cannot be cancelled.*



*Click [here](#) for the link to the full X (fka Twitter) Advertising Product Catalog.

X (fka Twitter)

Ad Formats

- **Promoted Ads**

- Image Ads
- Video Ads
- Carousel Ads
- Moment Ads
- Text Ads

- **Follower Ads**

- Increase visibility
- Promote account to a targeted audience to build awareness and attract new followers

- **Reach Block**

- Single day media buy providing brands with targetable, mass-reach inventory in the Home Timeline.

- **Collection Ads**

- Showcase a collection of product images through a primary hero image and smaller thumbnail visuals below

- **Branded Notifications**

- Let users set a reminder to engage with content at a future date

- **Twitter Amplify**

- Align ads with premium video content from the most relevant publishers (two formats)
 - Amplify pre-roll
 - Amplify sponsorships

- **Dynamic Product Ads**

- With DPA Retargeting, advertisers can serve ads to targeted consumers, featuring products they have engaged with on the advertiser's website but haven't yet purchased
- With DPA Prospecting, advertisers can acquire new customers who haven't visited their website

- **Branded Likes**

- Spark delight and amplify participation around your Timeline Takeover

- **Hashfetti**

- Supercharge your Hashmojis by raining down custom emojis

- **Twitter Live**

- Create a moment, broadcast it to the world, and allow your audience to interact with you in real time

- **Twitter Ad Features**

- Polls
- Conversation Buttons
- App Buttons
- Website Buttons
- Branded Hashtags
- Branded Notifications

- **Hashmojis**

- Express your brand's personality by adding a fun, visually appealing creative element whenever your hashtag is used



*Click [here](#) for the link to the full X (fka Twitter) Advertising Product Catalog.

X (fka Twitter)

Ad Products

- Twitter Spaces
- Communities
- Twitter Blue
- Subscriptions
- Media Studio
- TweetDeck
- Amplify Pre-roll
- Amplify Sponsorships
- Ticketed Spaces
- Recorded Spaces
- Moments
- Twitter Analytics
- Embedded Tweets
- Media Studio Producer
- Tips

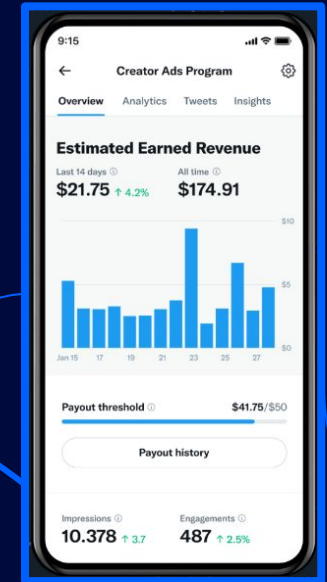
*Click [here](#) for the link to the full X (fka Twitter) Advertising Product Catalog.



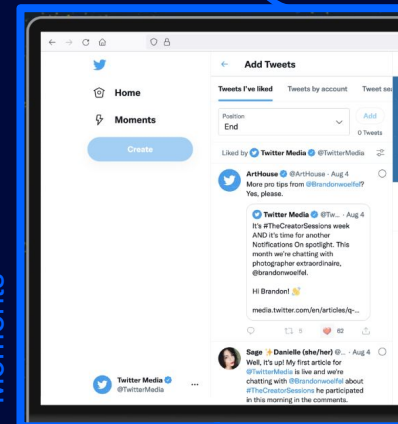
Twitter Spaces



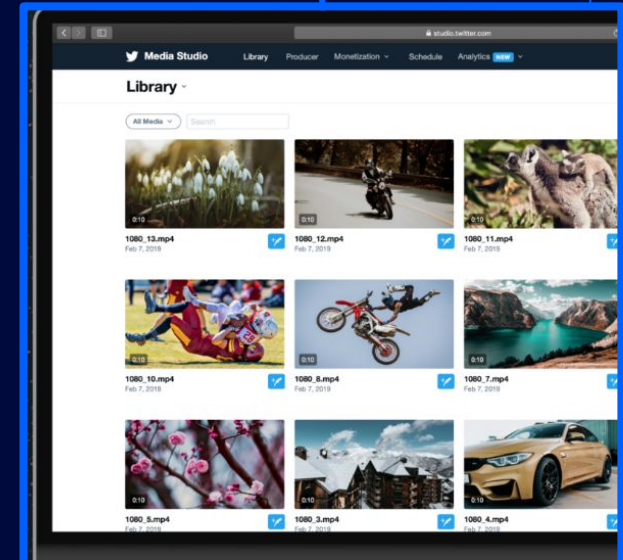
Twitter Analytics



Moments



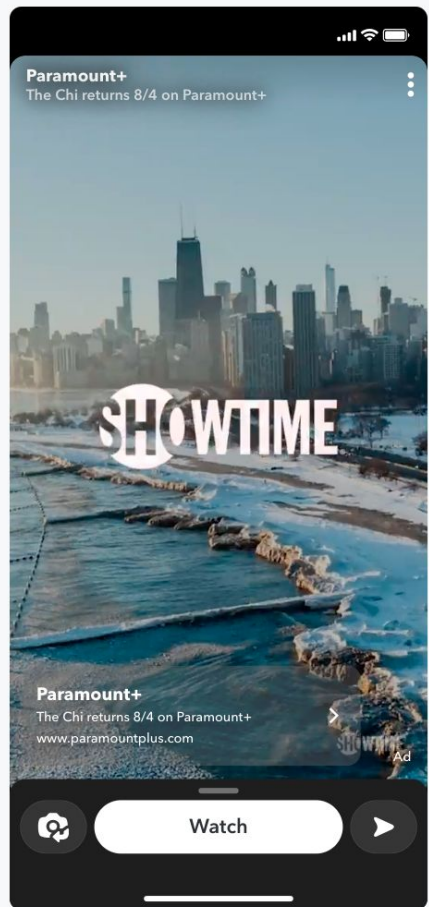
Media Studio



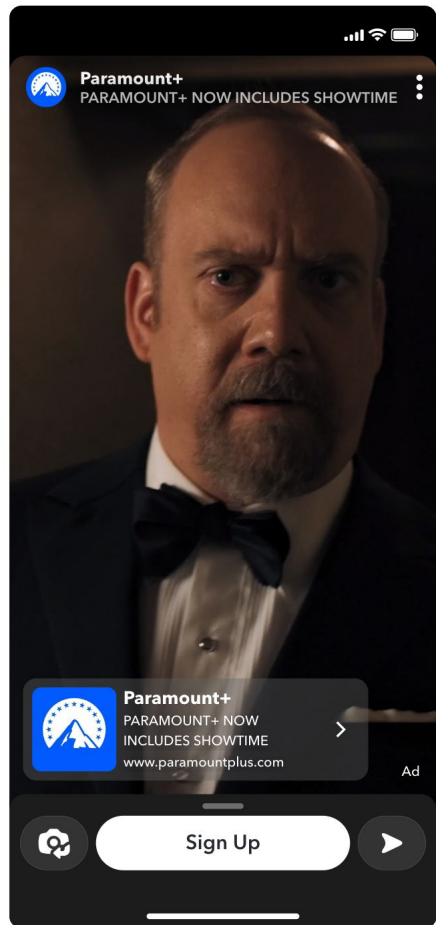
Snapchat

Ad Type/Placement

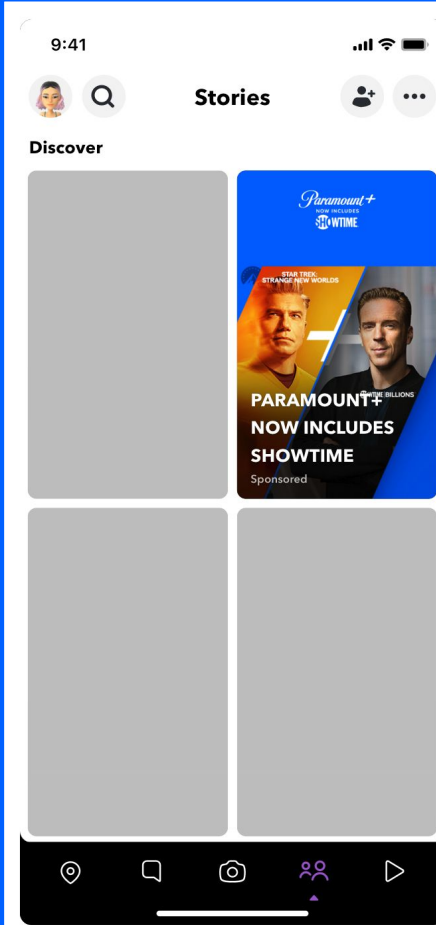
Snap Ads



Snap App



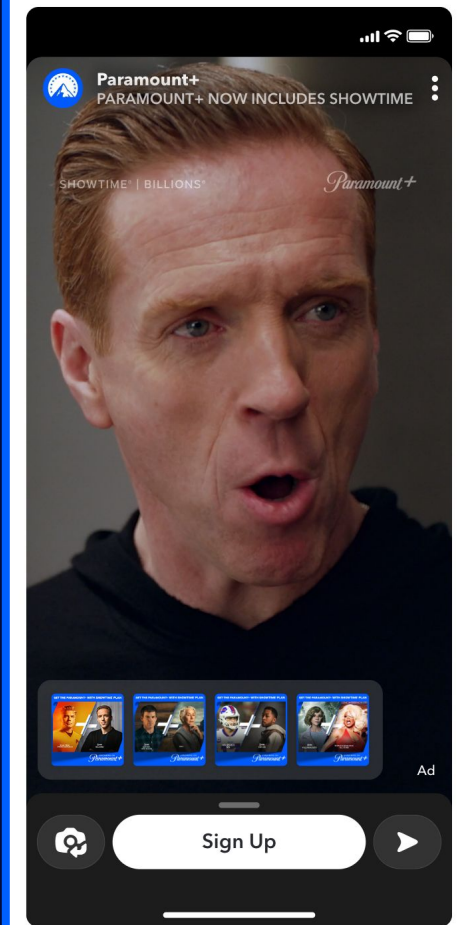
Snap Story



Commercial



Collection



Snapchat

Ad Formats

- **Snap Ads**

- Single Image or Video ads offer a variety of creative freedom to communicate your message. They can take the form of video — whether it be motion graphic, live, cinema-graph, still, or gif style.

- **Snap Lense**

- Create memorable, interactive moments with augmented reality experiences Snapchatters can play with and send to friends.

- **Collection**

- Collection Ads are made-for-commerce ad types that allow you to feature a series of products that Snapchatters can tap to get more details.

- **Snap Story**

- Story Ads allow you to reach Snapchatters with a series of ads in between content, or with a branded tile in Snapchat's Discover section. The tile in the Discover Feed opens up to a collection of 1 - 20 images or videos.

- **Commercial**

- Commercials are non-skippable six-second video ads. Commercials appear within Snapchat's Curated Content.



Snapchat

Ad Formats (High Impact Offers)

• First Story

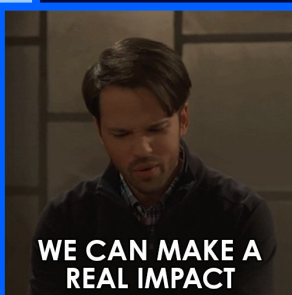
- A single day, first impression takeover allowing a brand to own the first ad a user sees within Friends User Stories.
- Higher impact when run ads with multi-products/placements
 - Pricing:
 - \$500K Non-Holiday
 - \$600K Holiday Rate (Flat Fee)
 - Reach/Impressions:
 - 50M
 - Creative: 1 - 3 Snap Story ads
 - Placement: Users Stories

• First Commercial

- Fixed, high impact, non-skip video takeover in Snapchat Shows
 - Pricing:
 - \$250K Non-Holiday
 - \$300K Holiday Rate (Flat Fee)
 - Reach/Impressions:
 - 10M
 - Creative:
 - 6s Non-Skippable Video
 - Extended Play Commercials (7-180 seconds) supported
 - Placement: Discover Content

• First Lens

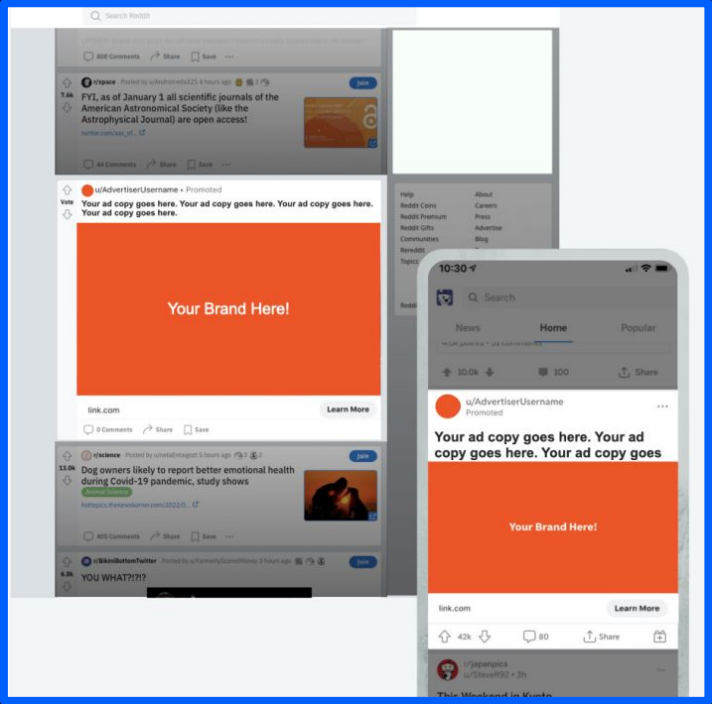
- First Impression, First Position takeover of Snap's Lens Carousel
 - Pricing:
 - \$200K Non-Holiday
 - \$250K Holiday Rate (Flat Fee)
 - Reach/Impressions:
 - 8M - 10M
 - Creative: AR Lens
 - Placement: Camera Carousel



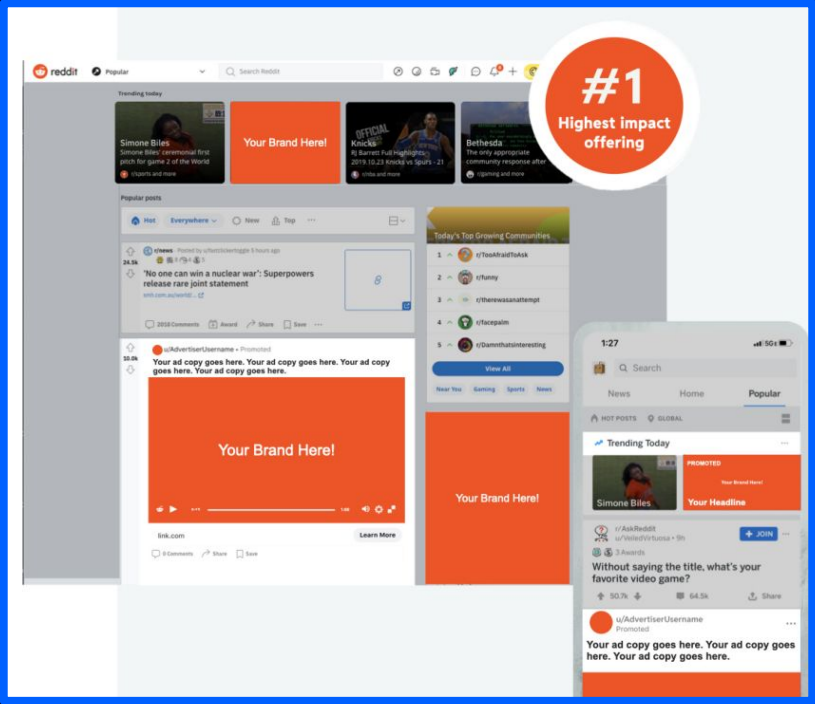
Reddit

Ad Products Overview

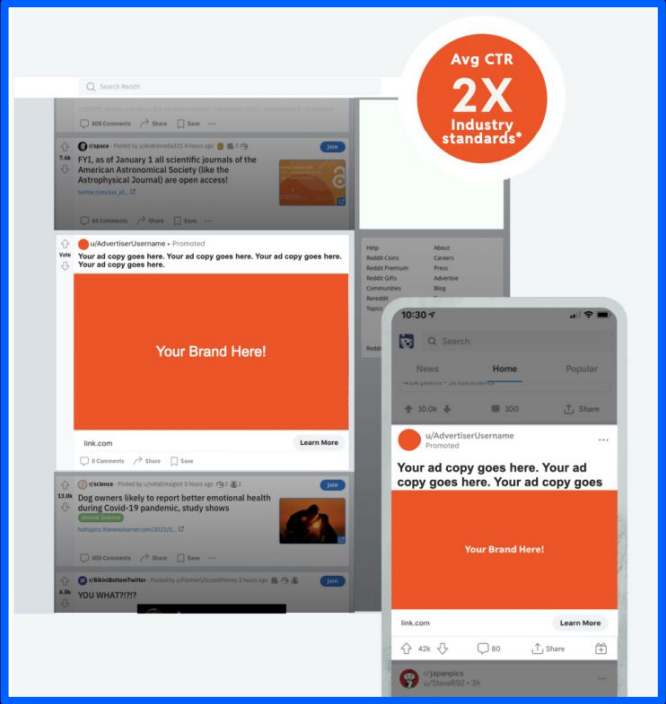
Promoted Post



Takeovers



First View



Reddit

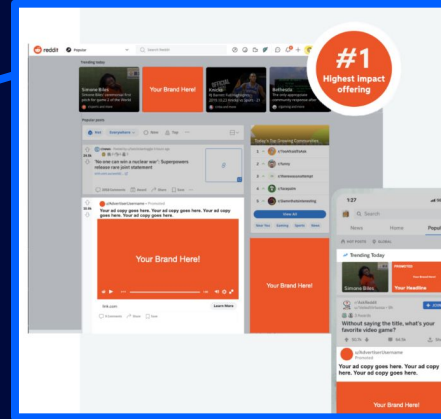
Ad Products (High Impact Offers)

Takeovers

*Click [here](#) for the link to the full Reddit Ad Product Overview and Specs.

- **Reddit Takeover**

- Widest-reaching package
- Top brand seen when a user visits Home, Popular, or Search for 24 hours
- Both Front Page Takeover and Trending Takeover



- **Takeover Units**

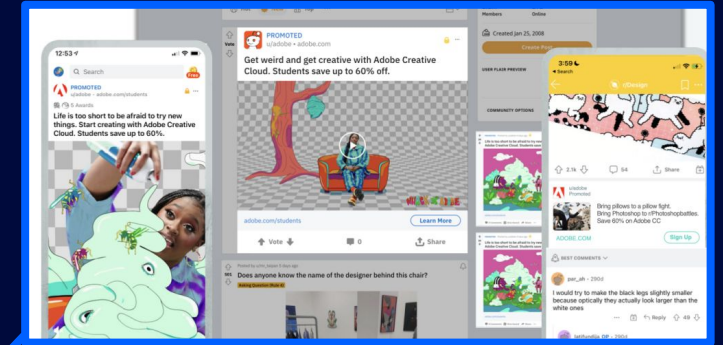
- Banners
- Trending tile on Popular & Search pages
- Promoted post on Trending page
- Vertical video placement
- Video spotlight unit

- **Front Page Takeover**

- Top brand across Home and Popular for 24 hours
- Own the Front Page for 24 hours

- **Trending Takeover**

- Only brand under Trending Today where people see most popular topics on Reddit
- Trend front and center under Popular and Search



- **Category Takeover**

- Own top communities in your target category for 24 hours or more
- Select one of 15+ categories most aligned with your brand to target key audience
- Brand seen across the feed, banners, and within conversation in that category

Reddit

Ad Products



Promoted Post

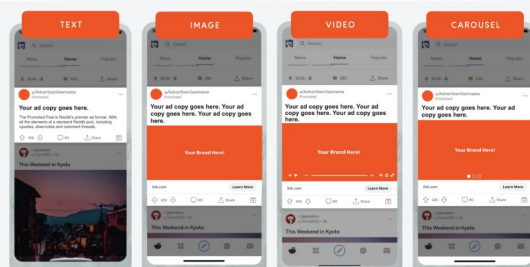
- **Key Features**
 - Image, text, video or carousel
 - Call-To-Action (CTA) button (optional)
 - Multiple bid types (CPM, CPC, CPV)
 - Ad placement in feed, conversation, or both

*Click [here](#) for the link to the full Reddit Ad Product Overview and Specs.

First View

- First unique ad impression on Home and Popular
- Promoted post or video (first in-feed ad placement)

Promoted Post functionality at-a-glance



Megathread

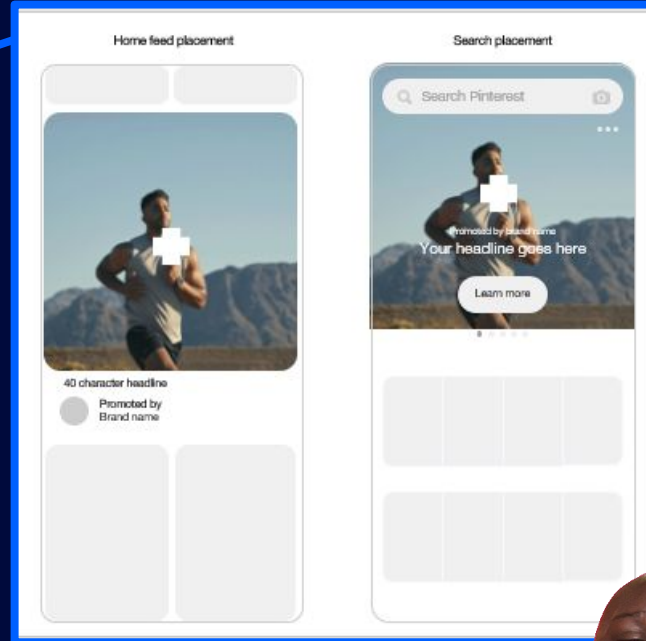
- Allows for including text, images, and videos in one place.
- Useful for conveying a lot of information and showcasing brand expertise. Megathreads can be promoted by amplifying the profile post or driving traffic to the post (i.e. tune-in, subscriptions, showtimes, schedule, etc).

Pinterest

Ad Products (High Impact Offers)

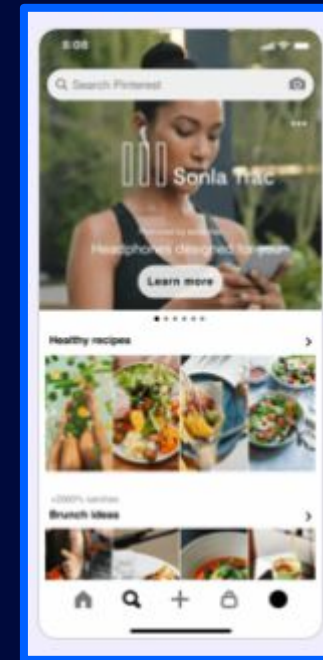
Takeovers

- Premiere Spotlight
 - Highest impact takeover placement
 - First ad impression on each page
 - Reach 100% of qualified daily users
- Home takeover placement
 - Reach users with video ad content that stands out in a reservation-only placement on the second page of the home feed
 - First ad impression on the home feed
 - Video either 1:1 or 16:9



*Click [here](#) for the link to the full Pinterest Ad Formats & Capabilities guide.

*Click [here](#) for the link to the Pinterest High Impact Offers pricing breakdown.



- Search takeover placement
 - First spot on the search page carousel for an entire day
 - Takes up approximately 50% of the screen on mobile

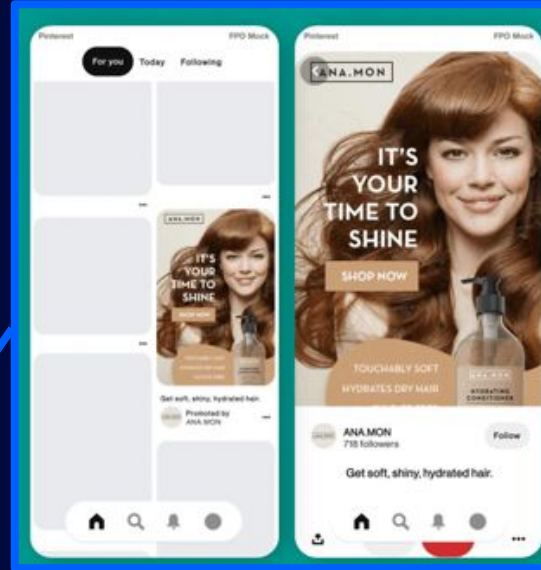


Pinterest

Ad Formats

- **Standard**

- Showcase products and content in simple vertical or square image format



- **Idea Ads**

- Use brand or creator video content that is helpful, original, or personal.

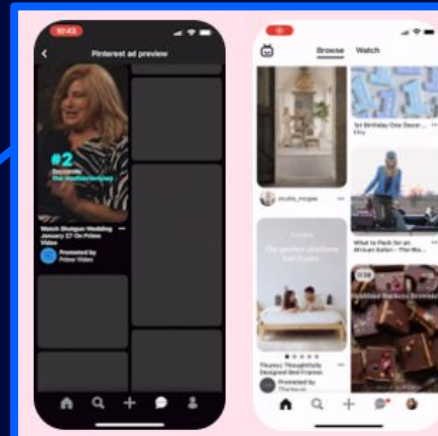


- **Carousel**

- Showcase multiple items in a Pin with up to 5 cards

- **Video Ads**

- Showcase products and content in simple vertical or square video format



- **Collections**

- Display products in action with a hybrid format that mixes imagery with featured products

*Click [here](#) for the link to the full Pinterest Ad Formats & Capabilities guide.

Pinterest

Ad Formats

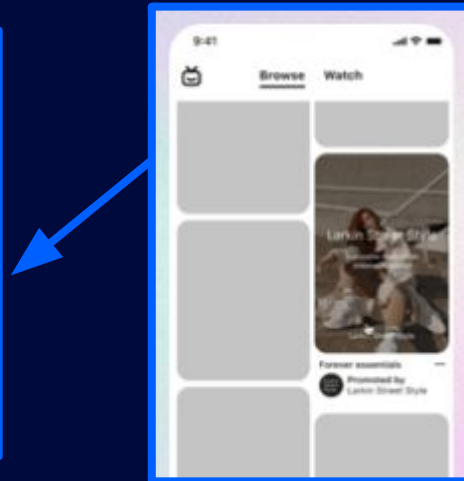
- **Quiz Ads**

- Interactive ad experience to connect with audience
- A few simple questions for the Pinner to reveal something about themselves



- **Showcase Ads**

- Feature seasonal or trending products
- Users swipe through branded imagery



- **API for Conversions**

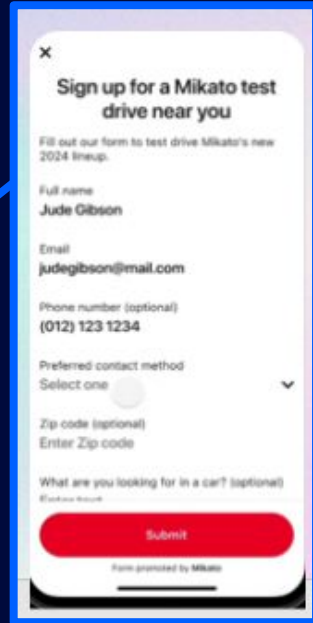
- Secure and reliable way for advertisers to send their conversions to Pinterest, via server-to-server method

- **Mobile Deep Linking**

- Takes Pinner from the Pinterest app directly to the product page in your app

- **Lead Ads**

- New ad format to quickly capture high quality leads using native, low-friction forms that feel like a part of Pinterest



- **Outbound Click Optimization**

- Enables advertisers to optimize their consideration spend for Pinner who are ready to shop their ideas
- Choose to focus on driving engagement volume or qualified website traffic

*Click [here](#) for the link to the full Pinterest Ad Formats & Capabilities guide.



CREATIVE



PAID SOCIAL OBJECTIVES

VIDEO VIEWS

VIDEO VIEWS CAMPAIGNS EXTEND VIEW COUNT OF YOUR VIDEOS, AND HELP BRANDS DRIVE AWARENESS WITH EFFICIENT, QUALITY VIEWS. THESE CAMPAIGNS ALSO FOSTER CONNECTIONS WITH CUSTOMERS WHO ARE MORE LIKELY TO ENGAGE AND WATCH YOUR VIDEO.

MEDIA ACCEPTED:
Organic link for amplification
OR dark post.
A dark post is needed to be able to click out to a destination URL. An organic link won't allow that.

REACH

MAXIMIZES THE NUMBER OF PEOPLE WHO SEE YOUR AD WITHIN A SET PERIOD OF TIME. SELECT THIS OBJECTIVE WHEN YOU WANT TO BUILD BRAND AWARENESS, AND IMPROVE BRAND PERCEPTION WHILE OPTIMIZING TO QUANTITY OF PEOPLE VIEWING.

MEDIA ACCEPTED:
Organic link for amplification
OR dark post.
A dark post is needed to be able to click out to a destination URL. An organic link won't allow that.

WEBSITE CLICKS

INCREASE TRAFFIC TO AN ONLINE DESTINATION OF YOUR CHOICE. SEND PEOPLE TO A DESTINATION, LIKE YOUR WEBSITE OR APP.

MEDIA ACCEPTED:
Dark post.
A dark post is needed to be able to click out to a destination URL. An organic link won't allow that.

For any trailer beat, use a Watch More/Watch Now CTR to encourage trailer views



OUR RECOMMENDATION BY BEAT:

★ Trailer - Video Views

Goal: To gain exposure for the title across our target audiences, while also garnering healthy video view counts for trailer assets' goals.

★ Lead Up - Reach

Goal: To maximize the amount of people in the funnel ahead of launch. We'll sometimes do website clicks here as this allows us to feed our remarketing audiences leading up to premiere and performance campaign support.

★ Now Streaming - Website Clicks or Reach

★ Accolades - Website Clicks

★ Binge/Sustain - Website Clicks

Goal: To move people down the funnel while also feeding our remarketing audiences which we can use for performance campaigns (and future targeting).

DELIVERABLES NEEDED



From Lead Up, Now Streaming, on, use a 'Sign Up' CTA to focus on signups

*Use Call to Action/CTA button for brand campaigns

PAID SOCIAL CREATIVE BEST PRACTICES

X (FKA TWITTER)

- Cap your video at 15-seconds or less to maximize branding impact and higher completion rates.
- The best performing Tweets are only 50-100 characters.
- Include a strong call-to-action. For example: Be clear and straightforward with your desired action.
- Show movement in the first few seconds to grab attention quickly.
- Include clear branding within the first three seconds of the ad, if not for the full length.

FACEBOOK

- Use vertical videos: Use a vertical or square aspect ratio (1x1)
- Recommended to run 15s or shorter videos.
- Shorten text: People on Facebook and Instagram scan quickly.
- Headline Copy: keep the headline copy short, simple, and clear.
- Use calls to action: A range of call-to-action (CTA) buttons are available for Facebook and Instagram ads. These buttons draw attention and encourage people to engage with your ad.

INSTAGRAM

- Use vertical videos: Use a vertical or square aspect ratio (1x1)
- Recommended to run 15s or shorter videos.
- Shorten text: People on Facebook and Instagram scan quickly.
- Use calls to action: A range of call-to-action (CTA) buttons are available for Facebook and Instagram ads. These buttons draw attention and encourage people to engage with your ad.

TIKTOK

- Shorter videos perform better. 1 in 4 top-performing videos have a duration between 21 and 34 seconds.
- Tap into this motivation by making sure your TikToks have a clear CTA on screen through text or copy.
- Videos that included an end card summarizing key information (like download details or tips and tricks) saw a 47.3% lift in impressions!



*Click the respective text boxes for each platform to see their respective visual specs guides or [here](#) for the entire MACS Visual Specs Guide for all platforms.

PAID SOCIAL CREATIVE BEST PRACTICES

SNAP

- Story ad is the best performing placement and make up of the most volume when running mix placements
- Use 3 videos within story for best performance
- Use at least two thumbnail image for collection ad
- Tile image should be designed with larger upper space to fit the logo

YOUTUBE

- Keep ads between 15s to 60s
- Create content with sound on and mobile first viewing habits in mind
- Direct traffic to the brand's YouTube channel or website with additional video content
- Use clear but creative CTA's
 - We recommend:
 - Sign Up
 - Learn More
 - Watch Now

REDDIT

- Use 4:5 aspect ratio for images and video or 1:1 aspect ratio for images
- Add closed captions for videos and text overlay in images and video
- Brand top left corner on images
- Show clear branding in the first 3s of video
- Maximize headline copy with brand and product name
- Keep headlines to 150 characters or less
- Include CTA in headline copy

PINTEREST

- Use a 2:3 vertical aspect ratio
- Use a CTA encouraging audience to save and follow
- Use a logo, avoiding the lower right corner
- Add text overlay
- Use up to 100 characters for your title and up to 500 characters for your description
- Keep it at 6-15 seconds for videos



*Click the respective text boxes for each platform to see their respective visual specs guides or [here](#) for the entire MACS Visual Specs Guide for all platforms.

AUDIENCES + AUDIENCE STRATEGY



Audiences

PROSPECTING

- Demo (Gender/Age, Geo, Device/OS, etc)
- Interest, Hashtag, Keyword, Fans, Conversation, Topics, Event, Interactions (w/ video or creator)
- Lookalike

REMARKETING/WINBACK

- Video viewers/campaign engagers, Page Likers/Followers
- Website Custom Audiences
- Custom SAMBA Audiences
- Adobe/AAM + LiveRamp (inclusive of subs, ex-subs, content viewers within service, etc)



*Click [here](#) for the link to the Audiences Platform Compatibility slide in the Appendix.

*Click [here](#) for the link to the Audiences Definitions of Terms slide in the Appendix.



Audiences

R&F Practices

Platform	Tier	Reach	Freq	Products	Notes
Meta	Overall	30%-60%	3x		
	Tentpoles	50%-80%			
TikTok			3x-4x per week		<p>More than 60% of the total lift can be captured at frequency of 2, and more than 80% of the total lift can be captured at frequency of 3.</p> <p>Lower funnel campaigns should have a higher freq \$150K</p>
YouTube	Tentpoles (but good base for all titles)	50%-70%	4x-5x		YouTube Streaming Playbook
Snap					
Reddit		50%-70%	4x+		
Twitter					



*Click [here](#) for the link to the Streaming YouTube Playbook.

*Click [here](#) or the table for the link to the Audience Planning Google Sheets.



Audiences

Biddable Platforms Audience Sizing & R/F Process

1. Audience Sizing Template

- a. In conjunction with the MACS GTM / Brief, MSTRAT list the audiences they want to target by platform and shares the template w/ MACS to complete
- b. Once MACS provides the audience sizes by platform, MSTRAT allocates budget by audience, by partner, by phase in the bottom portion of the template
- c. MSTRAT shares the completed template w/ MACS for them to build their plan
- d. MACS can shift budget b/w partners and phases but reach b/w audiences shouldn't shift too drastically as they build out their plan
- e. MACS plan is presented as part of standard process. Potential Update to current process: MACS team has a slide that shows the R/F by audience, by platform

2. Media Mix

- a. MSTRAT finalizes media mix based on audience sizes and established reach/freq

3. Performance

*Click [here](#) for the link to the Biddable Platform Audience Sizing & R/F Process Google Doc.



GENRE RULES/ GUIDELINES



Overview Genre Rules/Guidelines

Movies and Theatrical Genre

- Streaming is heaviest on weekends (Fri, leading into Sat/Sun) - plan a weekend heavy-up during premiere weekend.



SLAs

Brand and Performance Campaigns

FOR ALL PRIORITY LEVELS: CREATIVE MUST BE RECEIVED **5-7 BUSINESS DAYS** PRIOR TO LAUNCH

PLEASE NOTE THESE GUIDELINES ONLY PERTAIN TO MACS TRAFFICKING TURNAROUND AND DO NOT INCLUDE PARTNER PLATFORM TIMELINES

IF THERE ARE CONCERNS REGARDING THESE SLAS, PLEASE REACH OUT TO CAMPAIGN OPERATIONS (PPM_PAIDMARKETING_CREATIVEOPS@CBSINTERACTIVE.COM) AS FAR IN ADVANCE AS POSSIBLE

General Guidelines	Creative Delivery	Priority Level	MACS Trafficking Hours	Late Creative Delivery	Media Launch	Weekend/Holiday Launch - Pre-scheduled Media	Weekend/Holiday Launch - Social Organic Links	Timely Requests/New Variations
<p>- SCHEDULED START TIME IS ALWAYS 12AM PT UNLESS OTHERWISE NOTED</p> <p>- CREATIVE DELIVERED OUTSIDE OF TRAFFICKING HOURS WILL BE SET UP ACCORDING TO TEAM BANDWIDTH AND PRIORITY</p> <p>- TIMELINES PROVIDED ARE ASSUMING ALL CREATIVE DELIVERED MEETS SPEC AND AD POLICY AS LAID OUT IN THE SPECS TAB IN THE MEDIA PLAN</p> <p>-TIMELINES SUBJECT TO CHANGE DUE TO HOLIDAY/OFFICE CLOSURES, CURRENT SCHEDULE, AND TEAM'S BANDWIDTH</p>	<p>CREATIVE IS NOT CONSIDERED DELIVERED IN FULL UNTIL MACS TEAM IS NOTIFIED AND ALL ELEMENTS FOR THE PARTNER, PLACEMENT, AND BEAT ARE RECEIVED (COMS, FTAGS, COPY, START TIME, ETC)</p> <p>IF A CTA IS NOT PROVIDED, WE WILL USE "SIGN UP". IF A HEADLINE IS REQUIRED BUT NOT PROVIDED WE WILL USE THE TITLE OF THE SHOW/MOVIE</p> <p>IF AN ASSET (CREATIVE/COPY/FTAG, ETC) IS RE-DELIVERED, MACS MUST BE ALERTED VIA THE CREATIVE EMAIL THREAD. THIS WILL RESET TIMELINES</p>	GREEN	MONDAY - FRIDAY 9AM - 5PM (PER RESPECTIVE TIME ZONE) (IF GIVEN AT LEAST 72 HOUR ADVANCED NOTICE, CAN ACCOMMODATE TRAFFICKING HOURS OUTSIDE OF THIS)	CREATIVE WILL BE TRAFFICKED MINIMUM 12-24 HOURS AFTER IT IS RECEIVED	START DAY AND TIME SHOULD BE WITHIN TRAFFICKING HOURS WHEN POSSIBLE. IF GIVEN AT LEAST 72 HOUR ADVANCED NOTICE, A LAUNCH OUTSIDE OF TRAFFICKING HOURS CAN BE ACCOMMODATED	AS LONG AS CREATIVE IS DELIVERED IN FULL AND ON TIME, WEEKEND/HOLIDAY LAUNCH WILL PROCEED AS PLANNED	ORGANIC LINKS CAN BE AMPLIFIED IN REAL TIME, DURING WEEKENDS AND HOLIDAYS, IF GIVEN AT LEAST 72 HOUR ADVANCED NOTICE. TIME FRAME MUST BE PROVIDED TO MACS IN ADVANCE HOLIDAYS - FAILURE TO DELIVER ORGANIC LINKS DURING AGREED TIME FRAME WILL RESULT IN PUSHING THE AMPLIFICATION OF THE ORGANIC LINK TO THE NEXT BUSINESS DAY	<p>REQUESTS OUTSIDE OF THE ORIGINAL MACS RECOMMENDATION OR APPROVED MEDIA PLAN THAT REQUIRE ADDITIONAL PLANNING AND CREATIVE SHOULD FOLLOW THE BELOW PROCESS:</p> <p>- REQUEST MUST BE SENT VIA EMAIL TO PPM_PAIDMARKETING_CREATIVEOPS@CBSINTERACTIVE.COM</p> <p>- MACS TO REGROUP INTERNALLY AND DETERMINE PRIORITIZATION STRATEGY AND NEXT STEPS</p> <p>- CAMPAIGN OPS TO KICK-OFF EMAIL COMMS WITH RELEVANT STAKEHOLDERS FOR THE TASK REQUESTED AND THE AFFECTED PROJECTS</p> <p>NOTE: TURNAROUND TIMES ARE DEPENDENT ON TEAM'S SCHEDULE AND BANDWIDTH</p>
		ORANGE	MONDAY - FRIDAY 9AM - 5PM (PER RESPECTIVE TIME ZONE)	CREATIVE WILL BE TRAFFICKED MINIMUM 48 HOURS AFTER IT IS RECEIVED	START DAY AND TIME SHOULD BE WITHIN TRAFFICKING HOURS. EXCEPTIONS SHOULD BE REQUESTED TO MACS TEAM TO ENSURE COVERAGE	AS LONG AS CREATIVE IS DELIVERED IN FULL AND ON TIME, WEEKEND/HOLIDAY LAUNCH WILL PROCEED AS PLANNED	ORGANIC LINKS CAN BE AMPLIFIED IN REAL TIME, DURING WEEKENDS AND HOLIDAYS, FOR TRAILER AND LEAD UP BEATS ONLY . MACS WILL PROVIDE A TIME FRAME. DELIVERY OUTSIDE OF THAT TIME FRAME WILL RESULT IN PUSHING THE AMPLIFICATION OF THE ORGANIC LINK TO THE NEXT BUSINESS DAY. DARK POSTS ARE EXPECTED FOR NOW STREAMING AND BEYOND	
		YELLOW	MONDAY - FRIDAY 9AM - 5PM (PER RESPECTIVE TIME ZONE)	CREATIVE WILL BE TRAFFICKED MINIMUM 72 HOURS AFTER IT IS RECEIVED	START DAY AND TIME SHOULD BE WITHIN TRAFFICKING HOURS. EXCEPTIONS SHOULD BE REQUESTED TO MACS TEAM TO ENSURE COVERAGE	AS LONG AS CREATIVE IS DELIVERED IN FULL AND ON TIME, WEEKEND/HOLIDAY LAUNCH WILL PROCEED AS PLANNED	ORGANIC LINKS WILL ONLY BE AMPLIFIED DURING TRAFFICKING HOURS. EXCEPTIONS SHOULD BE REQUESTED TO MACS TEAM TO ENSURE COVERAGE	
		BLUE	MONDAY - FRIDAY 9AM - 5PM (PER RESPECTIVE TIME ZONE)	CREATIVE WILL BE TRAFFICKED WHEN THE TEAM HAS BANDWIDTH, WITHIN 5-7 BUSINESS DAYS	START DAY AND TIME SHOULD BE WITHIN TRAFFICKING HOURS. EXCEPTIONS SHOULD BE REQUESTED TO MACS TEAM TO ENSURE COVERAGE	AS LONG AS CREATIVE IS DELIVERED IN FULL AND ON TIME, WEEKEND/HOLIDAY LAUNCH WILL PROCEED AS PLANNED	ORGANIC LINKS WILL ONLY BE AMPLIFIED DURING TRAFFICKING HOURS. EXCEPTIONS SHOULD BE REQUESTED TO MACS TEAM TO ENSURE COVERAGE	

ADDITIONAL DETAIL:

- *MACS WILL NOTIFY ALL TEAMS IN ADVANCE OF ANY CHANGES TO THESE GUIDELINES DUE TO HOLIDAY/OFFICE CLOSURES. **HOLIDAY SLAS** WILL BE COMMUNICATED SIX WEEKS IN ADVANCE
- *MACS TEAM REQUIRES A 72 BUSINESS HOUR NOTICE OF ANY ANTICIPATED DELAY IN CREATIVE DELIVERY
- *IF THERE ARE CONCERNS REGARDING THESE SLAS, PLEASE REACH OUT TO CAMPAIGN OPERATIONS (PPM_PAIDMARKETING_CREATIVEOPS@CBSINTERACTIVE.COM) AS FAR IN ADVANCE AS POSSIBLE
- * WHEN REQUESTING AN EXCEPTION, FOLLOW THESE GUIDELINES:
 - SEND EMAIL TO PPM_PAIDMARKETING_CREATIVEOPS@CBSINTERACTIVE.COM WITH THE SUBJECT LINE "INITIATIVE - SLAS EXCEPTION REQUEST" AT LEAST FIVE BUSINESS DAYS BEFORE THE INTENDED START DATE

*Click the table above or [here](#) for the link to the MACS SLA Google Sheet.



BLS

BLS Guidelines

- MACS will need full platform budget approval **2 weeks prior to campaign launch** to lock in brand lift studies. Studies will not begin until media budgets are **locked in and approved**.
- All questions must be finalized **2 weeks prior to campaign launch** (this includes competitive titles etc.)
- All studies must begin **before any media goes into market** for paid campaigns run through the MACS team
- **6 first/third party studies per quarter, per partner maximum.** Nielsen studies will be reserved for Green and higher priority Orange IP's that have a **minimum spend of \$350,000 per platform**. First party studies will be reserved for Green and Orange titles that don't meet the \$350,000 minimum spend for a Nielsen study and any remaining Yellow IP's
- Studies will be on a first come, first serve basis. Once maxed out for the quarter, studies will not be accommodated for that title

*Click [here](#) for the link to the 2023 Paid Social Brand Lift Studies Google Sheet.



BLS Guidelines Cont.

- Completed Study Delivery Time:**
 6-8 weeks (depending on either first or third party study) after a campaign has concluded in its entirety (inclusive of all beats), MAC'S social team will add the completed study recap to the "Lift Studies" tab in the media plan and flag the greater team via the brand lift studies email chain

*Click the table to the right or [here](#) for the link to the 2023 Paid Social Brand Lift Studies Google Sheet.

Studio	Title	Prioritization	Premiere	Genre Identifier
MTVE	Sometimes When We Touch (80s Soft Rock Music Doc)	BLUE	1/3/23	Global Music
Third Party / Paramount Home Ent	Devotion (Post-Theatrical)		1/8/23	P+ Exclusive (for 6 months)
MTVE	Mayor of Kingstown S2	GREEN	1/15/23	
MTVE	Are You The One?	YELLOW	1/18/2023	P+ Original
MTVE	Teen Wolf: The Movie	ORANGE	1/26/23	P+ Original Movie
MTVE	Wolf Pack	ORANGE	1/26/23	P+ Original
Paramount Pictures	Babylon (60 days post theatrical)		2/21/23	P+ Exclusive (Through 6/20/23)
Viacom International Studios	At Midnight	BLUE	2/10/23	P+ Original Movie
CBS Studios	Star Trek: Picard S3	GREEN	2/16/23	P+ Original
MTVE	The Challenge World Championship	YELLOW	3/8/23	P+ Original
Nickelodeon/Awesome	School Spirits	ORANGE	3/9/23	P+ Original
CBS Studios	Rabbit Hole	GREEN	3/26/23	P+ Original
MTVE	Queen of the Universe S2	BLUE	3/31/23 TBC	P+ Original
MTVE	Rush: Beyond the Lighted Stage	BLUE	4/12/23	TBD
Nickelodeon	Rugrats S2	TBD	4/14/23	P+ Original
MTVE	MTV's Family Legacy	BLUE	4/25/23 TBC	TBD
Paramount TV	Fatal Attraction	GREEN	4/30/23	P+ Original
MTVE	Mixtape - El Soundtrack de Mi Vida (MixTapes with Thalía)	BLUE	5/2/23 TBC	P+ Original
MTVE	Mike Judge's Beavis & Butthead Series S2	ORANGE	5/11/23 TBC	P+ Original
MTVE	RuPaul's Drag Race All Stars S8	ORANGE	5/19/23 TBC	P+ Original
Paramount TV	Grease: Rise of the Pink Ladies	GREEN	4/6/23	P+ Original
Paramount Pictures	80 For Brady (Post-Theatrical)	TBD	3/21/23	N/A Movie
MTVE	De La Calle	BLUE	5/23/23 TBC	Doc (music)
MTVE	The Family Stallone	ORANGE	5/24/23 (tbc)	P+ Original
MTVE	The Lady & The Legend (Gaga & Bennett Doc)	BLUE	5/30/23 TBC	P+ Original
MTVE	I Wanna Rock	BLUE	6/6/23 TBC	Global Music
MTVE	Unplugged	BLUE	6/25/23	P+ Original
MTVE	All Star Shore S2	BLUE	June TBD	P+ Original
CBS Studios	Star Trek: Strange New Worlds S2	GREEN	June 2023	

APPENDIX

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Paramount



MACS Benchmarks (External - Partner Averages)

External Partner Averages for Entertainment/Media industry										
Partner	Package	Creative Format	CPM	CPV	VCR	VTR	CTR	Misc Metric	Notes	
Apple News	Overall Site Avgs									
Apple News	Large Banner	Banner					0.2-0.4%			
Apple News	300x600	Banner					0.75-2%			
Apple News	Preroll	Video			30%		0.25%			
Apple News	Interstitial	Banner					3-5%			
Facebook/Instagram	Overall Site Avgs		\$6.00	\$0.02	6%		0.90%		Meta does not share metric benchmarks	
Google/Youtube	Overall Site Avgs	Video						95% viewability AVG CPLU \$1.25		
Google/Youtube	TrueView for Reach	Video	\$7-\$10	\$0.02-\$0.04		25%-29%	.05%-.07%	CPC: \$7.50-\$13 vCPM: \$6-\$10		
Google/Youtube	Bumpers	Video	\$5-\$6				.02%-.05%	CPC: \$12-\$17 vCPM: \$4-\$6		
Google/Youtube	TrueView Instream	Video	\$9-\$11	\$0.02-\$0.04		53%-59%	.04%-.07%	CPC: \$10-\$17 vCPM: \$9-\$11		
Kargo	Overall Site Avgs									
	Standard BTO	Video/Display	\$18.00		30-40%		1%-1.3%		Unit can be either a standard or '2.0' with interactive features (changeover, sequential messaging, pickup), because these are full takeover experiences, the VCR and CPV will vary greatly depending on the order the video is served in the experience.	
	BTO 2.0	Video/Display	\$20.00		30-40%		1.5%-2%			
	Breakaway	Display	\$8.50				0.75% - 0.85%			
	Social Canvas	Display	\$8.50				0.10% - 0.15%			
	Social Canvas Video	Video	\$15.00				0.15% - 0.25%		Based on 15s video	
	Venti	Display	\$7.20				0.08% - 0.15%			
	Venti Video	Video	\$7.20		35% - 45%		0.08% - 0.15%			
	Branded Canvas Viewstream	Video	\$13.50		35% - 45%		0.30 - 0.50%		Based on 15s video	



*Click the table or [here](#) for the link to the MACS Benchmarks Google Sheet.

*Click [here](#) for the MACS Benchmarks term definitions.

MACS Benchmarks (External - Partner Averages)

External Partner Averages for Entertainment/Media industry									
Partner	Package	Creative Format	CPM	CPV	VCR	VTR	CTR	Misc Metric	
Reddit	Overall Site Avgs		\$6.82		4%-7%	10%	0.08%-0.1%		
Snap	Overall Site Avgs								
	Snap Ads	Video	\$8-\$12	\$0.03 - \$0.04	6.00%				
	Snap Ads	Video/Display	\$9-\$12	\$0.01 - \$0.03	33.00%				
	Story Ads	Video	\$1-\$5	\$0.20 - \$0.40	0.30%				
	AR Lens (Auction)	Lens	\$6-\$15	Cost per swipe: \$9-\$20	Avg Swipe Up Rate: 0.08%-0.22%	Avg Share Rate Range: 0.12%-4%	Cost Per Share: \$1-\$3	Average play time 4s-10s	
	AR Lens (Takeover)	Lens	\$19-\$30	Cost per swipe: \$8-\$15	Avg Swipe Up Rate: 0.1%-0.5%	Avg Share Rate Range: 1.7%-2%	Cost Per Share: \$0.50-\$3	Average play time 8s-15s	
Teads									
	InRead				70%		0.10%	70% viewability	
	3D Cube	Video			70%		0.30%	45% viewability	
TikTok	Overall Site Avgs								
	Auction - Reach				0.38%-0.54%	2 sec: 9.6%-13.15% 6 sec: 1.86%-2.64%	0.23%-0.28%	0.34%-0.46% engagement rate	
	Auction - Video View				3.43%-5.46%	2 sec: 49.09%-58.77% 6 sec: 18.05%-23.86%	0.42%-0.58%	1.08%-1.86% engagement rate	
Twitter	Overall Site Avgs		\$6.50-\$8.50 (reach obj)	\$0.03		VVR (views objective) 46%-52% VVR (preroll views objective) 41%-46%		CPLC: \$1.25 - \$2.50 LCR: 0.40% - 0.65% CPI (Installs Objective): \$1.75 - \$2.50	



*Click the table or [here](#) for the link to the MACS Benchmarks Google Sheet.

*Click [here](#) for the MACS Benchmarks term definitions.

Audiences

Definitions of Terms



*Terms from
[slide 38](#).



- **Demo:** A targeting segment according to gender, age, education, language, and location, income, prenatal status, etc. These data can effectively be segmented into different markets
- **Interest:** A targeting segment according to the audience interests, such as, movie/show genre, lifestyle, music, food, sports, etc that is relevant to the promoting product/services
- **Hashtag:** Advertiser can promote their content to audiences who are actively searching for a specific type of content with hashtag
- **Keyword:** Using keywords relevant to your product or service in website and ad copy to achieve a top listing in the search engines
- **Fans:** Someone who likes your Facebook Page. "Fan" is sometimes used generally to refer to someone who follows you on any social channel, but only Facebook officially uses this term.
- **Conversation:** This is an additive targeting, also known as "OR" targeting. If advertiser select 5 conversation topics and 35 follower @handles in their campaign, the campaign is eligible to serve to anyone who fits any part of that 40-piece targeting. (X (fka Twitter))
- **Topics:** Tags or hashtags that can be used to categorize, browse, and follow specific content
- **Event:** A logged action based on a specific action the advertiser want their audiences to take on their website, app or offline
- **Interactions (w/ video or creator):** All the two-way conversations and touchpoints that occur between companies and consumers
- **Lookalike:** A way ads can reach new people who are likely to be interested in your business because they share similar characteristics to your existing customers. A lookalike audience uses an existing custom audience you select for its source audience
- **Video viewers/campaign engagers:** An engagement custom audience based on people who watch the advertiser's video on Facebook or Instagram or interact with the campaign. These include videos delivered to Feed, Stories and other eligible placements on Facebook and Instagram.
- **Page Likers/Followers:** When someone likes a Facebook Page, they're showing support for the Page and that they want to see content from it. When someone follows a Page, it means they may receive updates about the Page in their Feed.
- **Website Custom Audiences:** Information the advertiser provides to the platform/channel, such as activity from a pixel or a list of email addresses from a customer database

1P Audiences



LiveRamp

- Liveramp is not a true audience platform and is only acting as a matching tool for subscriber data that was originally created for a centralized, secure way to make the entire subscriber list actionable along with some additional general flags. The raw data itself is owned, maintained, and loaded by the Data & Insights Group (DIG) via our team's instance.
- Since the data being loaded into Liveramp is email based, there are extremely strict privacy guidelines on what flags can be attached. This includes the current mandate that viewership of an single show cannot be sent, matched, or used.
 - The workaround here is that viewership for a specific title can be combined with other shows (e.g. Drama, etc) to create an actionable segment.
 - The caveat with this workaround is that these different genre targets need to be run by the DIG team for technical approval



1P Audiences



Adobe Audience Manager



- The true workaround for creating an audience list based on viewership for a single title, is using the primary general audience platform for Paramount+ which is currently Adobe Audience Manager. This information is owned and maintained by the Ad Sales Operations team but with MACS Data Ops having full access.
 - This platform is based on Adobe Analytics and Freewheel ad server data.
 - It is anonymous and not email-based.
 - Kim Mazzuco or Bonnie Wei can assist in porting segments to desired platforms. Please keep in mind that these segments can only be sent by the MACS team to Paramount-owned instances. Any other ports (i.e. to HMI's buying platforms) can't be commented on or initiated by us.



3P Audiences



AdPredictive (SAMBA)

- AdPredictive is a premiere TV viewership partner. Its unique ID graph provides high impact matches and extra layers of ID definition. This program gives us the ability create custom segments targeting viewers that watched specific shows/movies via linear tv or streaming, and viewers of specific networks. These segments can then be shared to programmatic and social platforms.

Data Collection Methods	Key Metrics	Brand Data
<p>TV Ad Schedule – Direct capture of TV content from Top 100 US National Networks</p> <p>TV Chipset Level ACR – Video ACR integrated to TV's for content recognition including linear, VOD, and OTT recognition</p> <p>Precise Device Identity– Device map de-duplicates data to identify which TV's, phones, tablets, and PC's belong to households</p> <p>Non Biased Large Panel– 6.5m household panel size is normalized and curated to be representative of US Census</p>	<p>100 TV ad schedules for top 100 national networks in the US</p> <p>31 Streaming sites available in data set</p> <p>210 DMA's in the US</p> <p>100% Consumer opt-in for GDPR & CCPA compliance</p> <p>447K Hours of unique linear and OTT TV programming tracked monthly</p> <p>Weekly viewership data refreshes</p> <p>3 Years of historical viewing data available</p>	<ul style="list-style-type: none">LGSonyBekoTLCToshibaPhilipsSharpSanyoMagnavoxGraetzVestelSeikiWestinghouseTelefunkenGrundigPanasonicFinluxRocElementHitachi

Audiences

Platform Compatibility

PROSPECTING

- **X (fka Twitter):** Interest, Hashtag, Keyword, Fans, Conversation, Topics, Event
- **TikTok:** Hashtag/Keyword, Int, Interactions (w/ video or creator)
- **Snap:** Interest
- **Meta:** Interest
- **Reddit:** Interest (aka Communities) + Keyword



*Corresponds to [slide 38](#).

REMARKETING/WINBACK

- **META:** Video viewers/campaign engagers, Website, SAMBA Custom Audiences, Adobe/AAM + LiveRamp (inclusive of subs, ex-subs, content viewers within service, etc)
- **TikTok:** Video viewers/campaign engagers
- **Snap, TW, Reddit:** Video viewers/campaign engagers, Website, SAMBA Custom Audiences (Only Snap & X (fka Twitter)), Adobe/AAM + LiveRamp (inclusive of subs, ex-subs, content viewers within service, etc)



MACS Benchmarks

DEFINITIONS OF TERMS

*Click [here](#) for the link to the MACS Benchmarks Google Sheet.



DEFINITIONS OF TERMS

acronym/term	definition	notes
1. CPV	1. Cost Per View = Total Spend / Total Impressions (\$)	1. Formula from Google Analytics
2. CTR	2. Click Through Rate = Total Clicks / Total Impressions (%)	2. Formula from Google Analytics
3. VCR	3. Video Completion Rate = Completed Video Views / Video Starts	3. Formula from Google Analytics

DEFINITIONS OF TERMS

acronym/term

4. CPM

5. VTR

definition

4. Cost Per Thousand:
the amount an
advertiser pays per
one thousand visitors
who see its
advertisements

5. View Through Rate
- measures the
percentage of
individuals who
watched a video ad to
the end

notes

4. These benchmarks
have filtered out any
\$0 or "null" CPM
results

5. Definition from
Google Analytics

DEFINITIONS OF TERMS

acronym/term

6. CPC

7. vCPM

definition

6. "Cost Per Click - amount an advertiser is charged for a click on their ads= $\text{Total Spend} / \text{Total Clicks}$ "

7. Viewable Cost Per Thousand: a metric used to determine how many people actually see ads on a web page, instead of simply how many users see the website

notes

6. Definition from Google Analytics

7. Definition from Publift



DEFINITIONS OF TERMS

acronym/term

8. VVR

9. Viewability

definition

8. Video View Rate: A ratio showing the number of paid views of a video ad to the number of impressions.

9. An ad is counted as viewable if at least 50% of its area is visible for at least 1 second for display ads, or at least 2 seconds for video ads.

notes

8. Definition from Google Analytics. For the purpose of this document, this benchmark was determined by dividing video views by impressions

9. Definition from Amazon Advertising

DEFINITIONS OF TERMS

acronym/term

10. Engagement Rate

definition

10. An engaged session is a session that lasted longer than 10 seconds, had a conversion event, or had at least 2 pageviews or screen views. The rate is the number of engaged sessions divided by the total number of sessions over a specified time period.

notes

10. Definition from Google Analytics

DEFINITIONS OF TERMS

acronym/term

11. Unique Viewers

definition

11. A unique viewer is counting a viewer as an individual rather than counting up their views. For example, a unique viewer might watch your video on their computer, but then might watch it again on their phone. That would count as two views. But only one unique viewer.

notes

11. Definition from LinkedIn Learning



DEFINITIONS OF TERMS

acronym/term	definition	notes
12. CPLU	12. Cost Per Loyal User = $\text{Ad Spend} / \# \text{ of new loyal users in response to ads}$	12. Definition from Apptentive; defined as anyone who launches the app at least three times
13. CPLC	13. Cost Per Link Click	
14. LCR	14. Lead Conversion Rate: is the percent of site visitors who submit a lead form vs. the number who visit and take no action	14. Definition from GoConvert

DEFINITIONS OF TERMS

acronym/term

15. CPI

definition

15. Cost Per Install = Ad Spend / # of new installs directly tied to ad campaign

notes

15. Definition from Apptentive



Paramount



nickelodeon



pluto^{tv}

