

S U N
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> Get Personal or Get Ignored

The Power of On-the-fly
Video Storytelling



INTRODUCTION: BRANDS TODAY FACE A SERIOUS PROBLEM

People are tuning out, everywhere. On the street they no longer notice billboards. On TV, when commercials air people look at their smartphones instead. Online, they block ads. No matter how much data marketers have, no matter how relevant marketers think their programmatic ad buying is, the result is the same.

People aren't buying like they used to. They're not being persuaded, because they're not even being reached.

It's nothing personal, and that's why none of it works.

Consumers couldn't care less if they're delivered a precisely targeted commercial that explains at length why one brand is better than another.

They just desire the easiest route to get exactly what they want.

So, how are brands expected to keep up? Marketers can no longer do it the way they did it with TV, or even the early days of digital, when they delivered targeted messages to specific segments. With the power of the entire internet at their fingertips, consumers are more informed than ever before and this means their buying decisions are more self-educated. Therefore, in today's market, marketers need their messages to be as relevant as Google's real-time search results, and as persuasive as Amazon's recommendations.

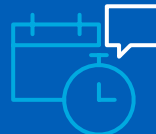
Enter: personalization. The way that brands keep up with the educated and ever-changing preferences of the modern consumer is by personalizing their engagements in order to predict their behavior and to help them make the most educated decision when performing their next action.

Successful personalization is:



Helpful

Delivers valuable and useful information to the customer to achieve his or her goals



Contextually relevant

Proactively provides what the customer wants and needs in the moment



Emotionally engaging

Makes the customer feel known, appreciated and valued



Motivating

Influences behavior change by inspiring customers to take the next-best action

Personalization sounds like a great solution to this problem, but how does a brand deliver truly personal experiences to millions of customers at scale?

SOLUTION: IT'S TIME FOR SUNDAYSKY

Showing customers stale engagements that were created months, or sometimes even years, ago simply doesn't cut it anymore. This is why SundaySky's technology leverages the power of on-the-fly video storytelling to deliver real-time, personalized customer experiences that provide real value to the customer at each touchpoint. SundaySky works with brands like AT&T, Williams Sonoma, and Citi to provide powerful, individualized customer experiences at scale.

Here's what personalized advertising with SundaySky looks like:

1. An individual is identified on a brand's website
2. As he or she navigates the web, their digital footprint paints a picture of who they are for the SmartVideo platform
3. When he or she watches a video on a publisher site, the platform selects and sequencethe most relevant message, audio, video and visual assets, creating the ideal ad story for that viewer



SundaySky's SmartVideo is the only form of online video that delivers personally relevant content to keep up with today's ever-evolving consumers.

Personalized video advertising is more than audience targeting and dynamic creative optimization, though. True individualization goes beyond 'who are we targeting?' and 'what are they buying?' It compels the data to answer questions such as 'what does she need?' and 'how does she feel about this?'

OUR ALGORITHM IN ACTION: HOW SUNDAYSKY KEEPS UP

With SundaySky, every element of a video—from scene content to creative assets — is an individual entity that can be arranged and rearranged in countless ways according to a customer's behavior. This modular approach allows SmartVideos to select and align each moving part to match a specific person's goals in real-time. SmartVideo ads also don't sell like typical video ads, which don't understand context and treat people like predetermined segments. Instead, they target an audience of one and enable brands to actually be useful: with a clear understanding of context, and with the aim of helping the consumer achieve his or her goals.

Let's take a look at this in action:



STEP 1: RECOGNIZE BETH AS A PERSON ON YOUR SITE

Let's say Beth visits your airline's website, SundaySky then immediately starts creating a profile — everything from your tracking pixel, cookie and everything you want to know about her from your brand's DMP.

That gives us the basics to create an opportunity score for Beth, which examines if she'll do what you hope if SundaySky serves her the right personalized video with the right elements at the right time. We start out with a fuzzy picture, and refine our focus as we learn more about what Beth wants to accomplish by tracking her data.



STEP 2: RECOGNIZE BETH ON PUBLISHER SITES

When Beth visits a publisher website to watch a rock climbing video, SundaySky recognizes Beth and automatically triggers a bid request to ask if your brand wants to serve her a personalized video. With each interaction, SundaySky gains a sharper sense of which personalized video is likely to work best for Beth.

For example, we already know Beth has been looking at camping videos. We know Beth has been shopping for airfares to Utah, and now we see that our Beth is a rock climber. Beth's needs are coming into focus.



STEP 3: JUMP IN TO HELP BETH

From there, we evaluate that the opportunity score and the bid price for the impression both make sense. Once the impression is won, SundaySky instantly creates a video specifically for Beth based on everything we know about what she wants.

And we know a surprising amount. We have all the contextual data from the publisher site where Beth is watching the video, including time of day, geo-location and content topic. We know a lot about what Beth is interested in at the moment – and that she responds best to empowering images of women in nature, inspiring music, and social scenes around the campfire.

When Beth sees the video, it doesn't feel like an intrusion. It feels familiar and like a natural next step. Then the video shows that your brand is offering great airfare, and it takes Beth just one click to buy it. Beth then feels like your brand truly understands her and gets excited for her trip. That's the power of SundaySky.

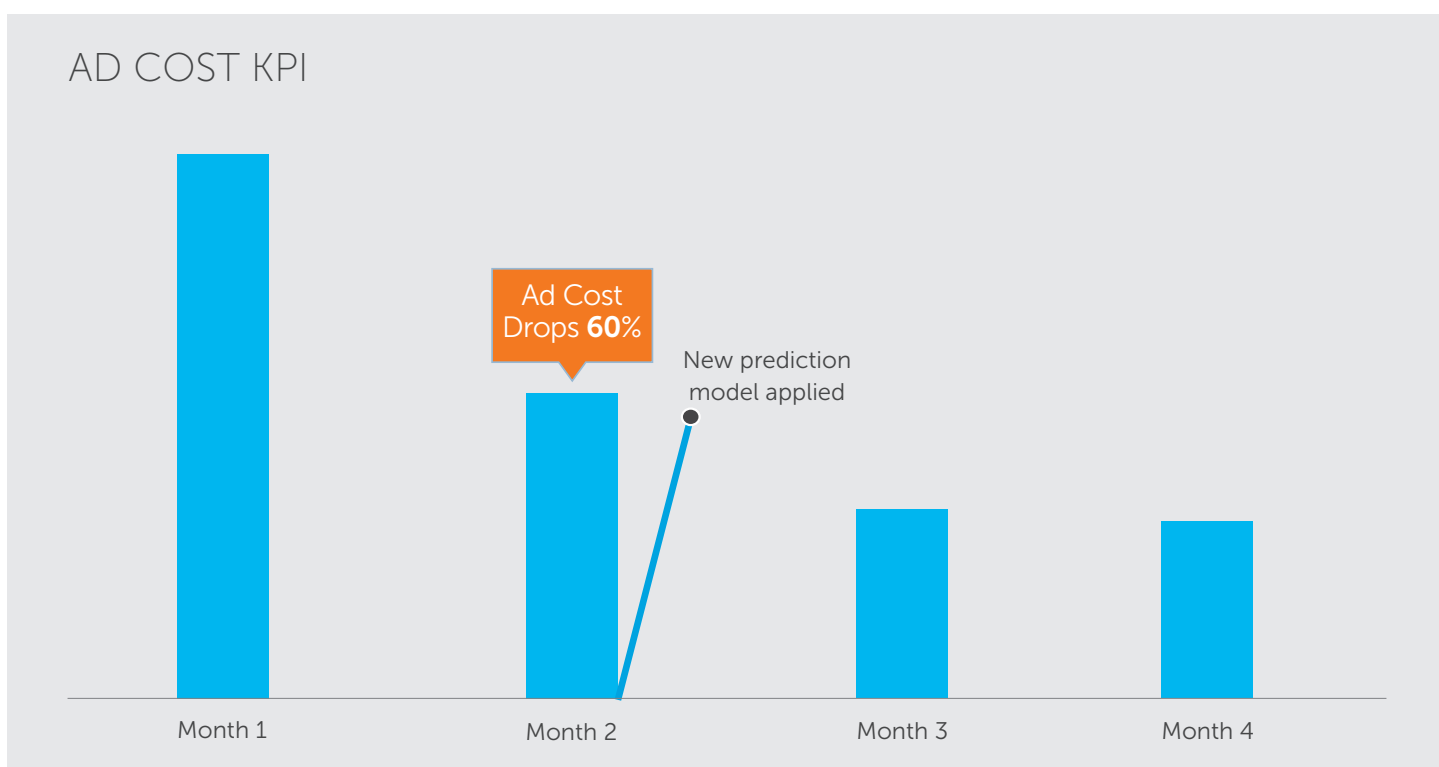
BEHIND THE SCENES: HOW SUNDAYSKY GETS SMARTER

With every interaction your brand has with Beth, SundaySky helps you get to know her even better. The opportunity score gets better and better at predicting how persuasive the next personalized video will be at helping Beth take her next natural step.

That's the part Beth sees, and it makes her feel great. But there's another part that only the media buyers and CFO see, and it makes them feel great too.

The better SundaySky gets at making Beth happy, the better we get at doing it efficiently.

The performance results shown below, measured by the customer's cost performance KPI, improved significantly early in the program. During the first month, while SundaySky was still learning about Beth and optimizing for better results, the cost fell by 60%. Once we got really good at understanding Beth, the cost shrank another 50% within just a few weeks.



Beth, the customer, is a happy camper. Joy, the Media Buyer, is a happy businesswoman. Felicity, the Brand Manager, is a happy customer.

Even Kathy, the CFO (who hardly ever smiles, even on her birthday), is a happy executive. That's the power of getting personal.

The moral of the story: When Beth is happy, everybody is happy.

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About SundaySky

SundaySky is transforming the relationship between brand and customer through personalized video. Our platform, built on proprietary SmartVideo technology, combines the power of video with personalized storytelling at scale to foster long-term customer relationships. The SmartVideo Platform lets marketers communicate to an audience of one and easily create, manage and optimize real-time personalized video programs throughout the customer lifecycle. AT&T, Comcast, Citi and other industry-leading brands partner with SundaySky to engage prospective and current customers, resulting in higher revenue, lower costs and deeper loyalty. SundaySky is headquartered in New York City with offices in Tel Aviv and Tokyo.



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