




OnePortal | 2022

Phase 2

PERFORMANCE MEDIA KIT



OnePortal takes your digital advertising beyond search and social to access the Internet

BANDWIDTH

We are an extension of your team to grow your brand, optimize your digital media campaigns and grow your monthly site traffic.

TRANSPARENCY

We treat your money like it's our money. We also leverage world-class **deterministic** reporting from our trusted partner, Google, taking out all the guesswork.

KNOWLEDGE

We are your knowledge resource partner. Throughout each step of your digital media campaigns, we provide ongoing auditing and consulting services and apply best-practices that deliver results.



About OnePortal

OnePortal, is a digital advertising application that combines real-time bidding with human expertise. We help companies move their digital advertising beyond search and other social media platforms.

Our multi-channel solution leverages proprietary technology to make it easier for companies to expand their presence on the Open Internet. The application provides access to **premium inventory**, with advanced audience targeting capabilities, operating as a flexible extension of your team and partners with clients to deliver results.

LEADERSHIP TEAM

Paxton Song

Co-Founder/CEO

Leads OnePortal and our partners with 25 years of experience in the industry.

Dave Lienemann

Co-Founder/SVP Strategic Partnerships

Oversees the Strategic Partnerships team, AdOps team and client campaign strategy with over 15 years of experience in advertising, AdOps and AdTech.

Zach Nicolet

Sr. Strategic Partnerships Manager

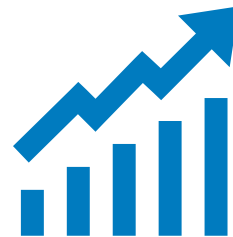
Works directly with clients from initial integration and campaign management to in-depth reporting and account strategy.



Why OnePortal?



ROAS



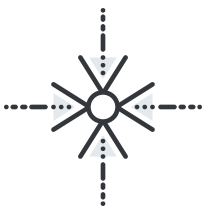
People spend **more time** on the Open Internet than on Social Media, are **more open** to make purchases on the Open Internet, and **trust publishers** on the Open Internet more than Social Media apps.

[source OpenX and The Harris Poll 2020]



Transparent Reporting

Not a "black box". Get 24 hour access to reporting via our application.



Deterministic Attribution

Served through the Google Data Pipeline to ensure trusted & verified data unlike other platforms that use their own probabilistic attribution.



Volume for Scale

With access to over 150 exchanges and billions of impressions available on a daily basis, OnePortal can help scale any size business.



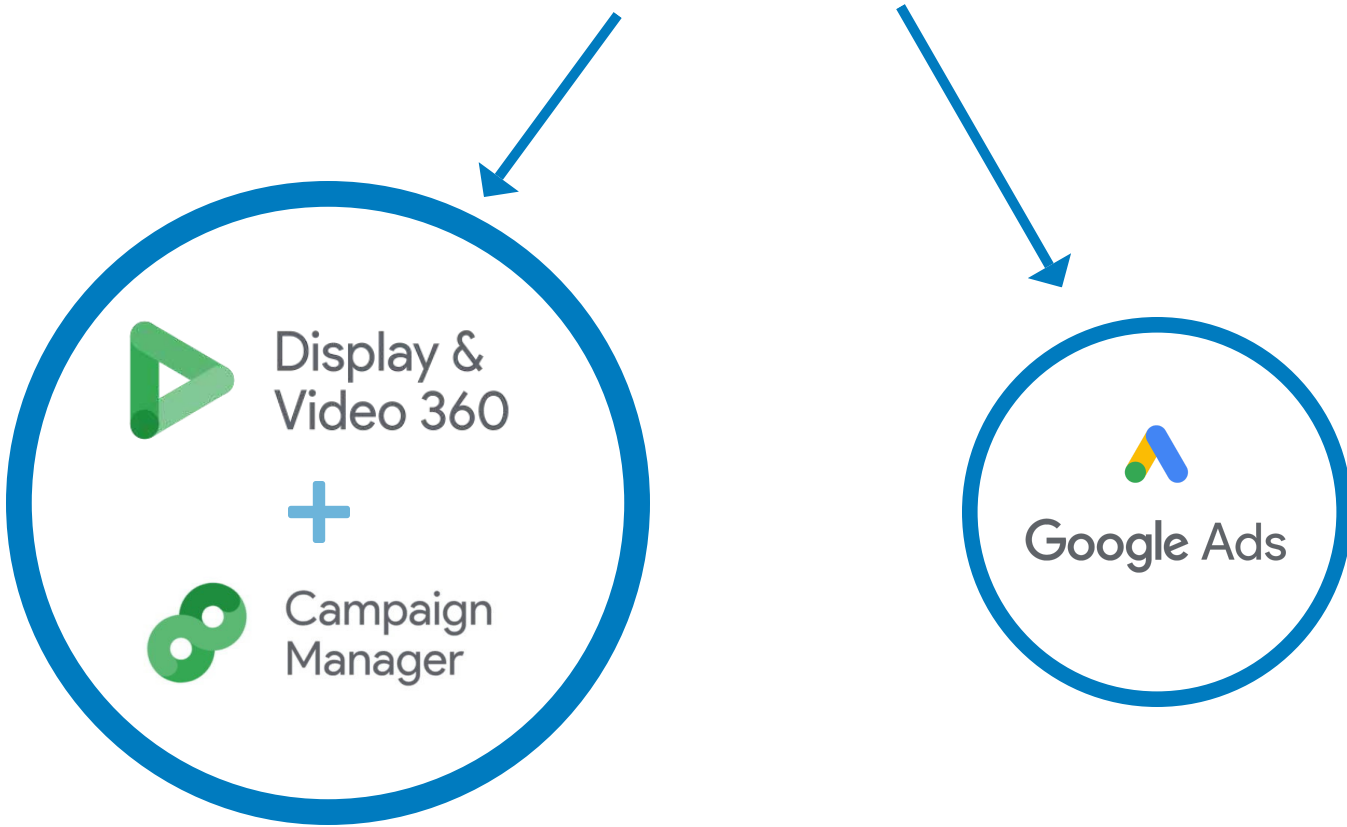
Managed Services

Our team takes the complexity out of programmatic ad buying and maximizes your ROAS through our industry knowledge, expertise and "white glove" service.

How Does OnePortal Work?

OnePortal is a digital advertising application that currently sits on top of Google products in order to aggregate the data curated by those DSP's, acting as a unified traffic & reporting platform. Currently, campaigns are run through CM360, DV360 & Google Ads.

ONE • PORTAL



CM360, in conjunction with DV360, is capable of serving billions of impressions through 150 different exchanges across the Open Internet.

Google Adwords utilizes their Google Display Network & YouTube, to serve ads on the Open Internet.

Custom Tailored Strategy

Your Unique Campaign Strategy

Every client has different strategy needs which is why we work together to align campaigns with your goals. The OnePortal Strategic Partnerships team works directly with your team to create a custom-tailored strategy for your campaigns running with us.

Campaign Creations:

- Creative sizes
- Sales periods
- Budget scaling
- Network allocation
- Demographic audit
- Responsive headlines and CTA
- Mobile to Desktop split
- Audience behavioral targeting
- Targeted placements
- Exchange optimization
- Nonbranded keywords
- A/B testing

Managed Services:

- Incremental scaling into monthly budgets
- Actively optimizing campaigns (daily basis)
- Proactively raising or lowering budget on performance
- Team of human experts guiding machine learning
- Providing weekly, monthly & quarterly basis data insights
- Creative & strategy suggestions
- Creating a scaling strategy around your sales calendar
- Budgeting flexibility around supply chain constraints



Roadmap

Insertion Order/Integration

Strategic Partnership Team



Pre-Launch

Post-Launch

Implement Tag

Integration Team



Test Transaction

Integration Team



Submit Creatives

Integration Team



Strategy Call

Strategic Partnership Team



Campaigns Set Live

Integration Team



Communication

Strategic Partnership Team

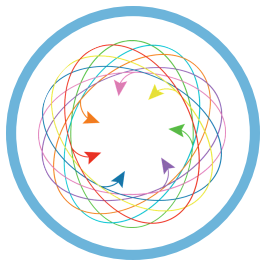


Billing

Finance Team

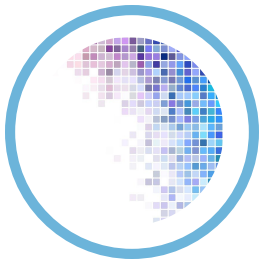


Pre-Launch



Insertion Order/Integration (Strategic Partnership Team)

- Integration agreement for partnership
- Billing Contact / authorizer of payment provided / credit card information
- \$1,000 setup fee for Tag and Campaign integration
- Budget / monthly spend cap set
- Length of IO determined (monthly, quarterly, semi-annual, annual)
- IO signed and countersigned



Implement Tag (Integration Team)

- "OnePortal Tracking Code Placing Instructions" received
- "OnePortal Tag" implemented with two event tags for page views and conversions
- Test transaction conducted to ensure proper tag implementation



Submit Creatives (Integration Team)

- Creative Specs received / submitted to OnePortal as attachment or Zip file
- Strategy call with OnePortal
- OnePortal sets up campaigns for approval by networks and to test the pipelines

Post-Launch



Live Campaigns (Integration Team)

- The first 14 days live is within the learning phase
- After gathering data the Integration team will begin to optimize campaigns
- After the first month of being live more in-depth learnings allows for further optimizations
- Client access provided to OnePortal application for reporting



Communication (Strategic Partnership Team)

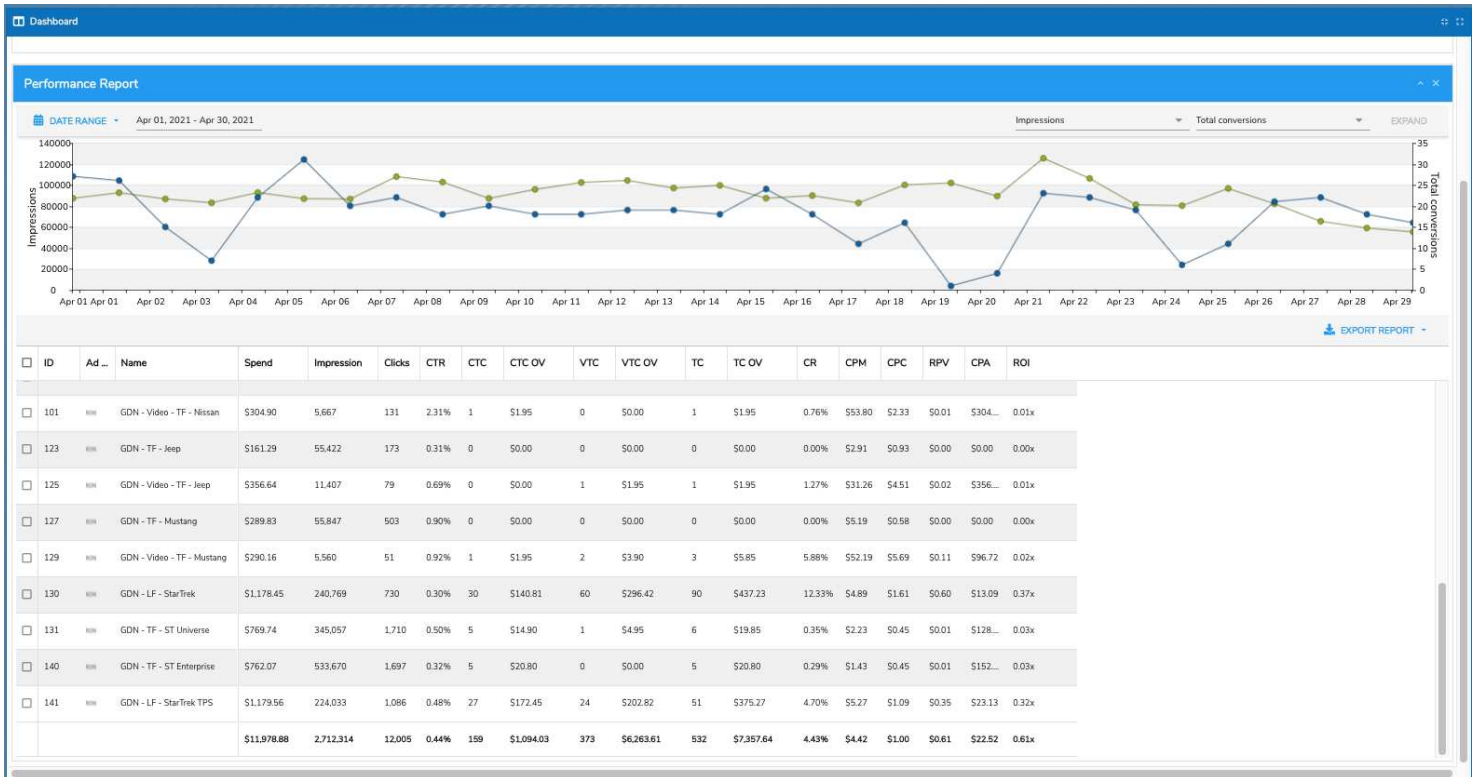
- We value open, honest, transparent communication as true partners
- Call cadence established with the Strategic Partnership team
- Quarterly Business Reviews (QBRs) to plan and scale strategies



Billing (Finance Team)

- Credit Cards are billed every 7 days for the previous 7 days of impressions served
- Questions on billing can be directed to our Finance team

OnePortal Dashboard



Gain access to individual campaign performance from various DSP's, all in one place



Use adjustable charts for X and Y-axis to toggle between different KPI's for clearer analysis



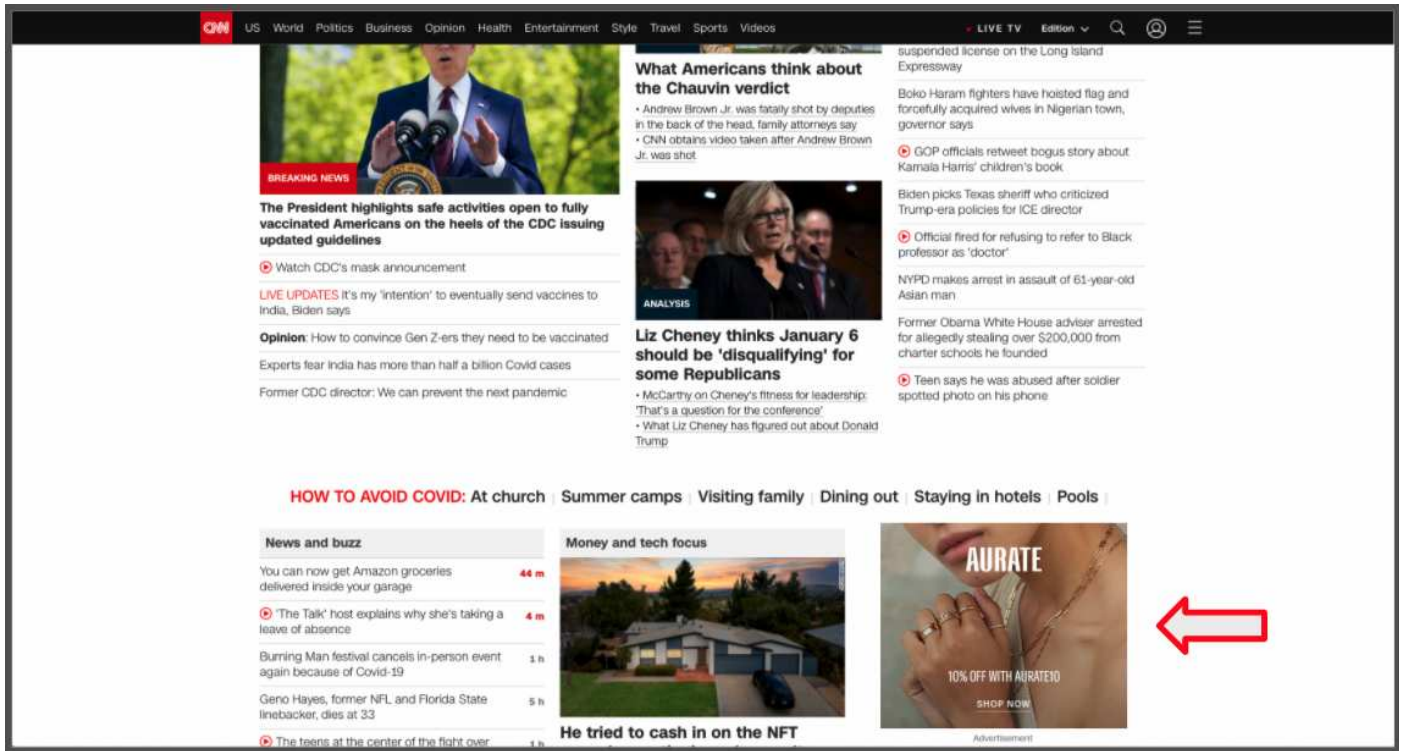
Downloadable daily, aggregated and blended reports for date range selected (CSV, XLSX format)



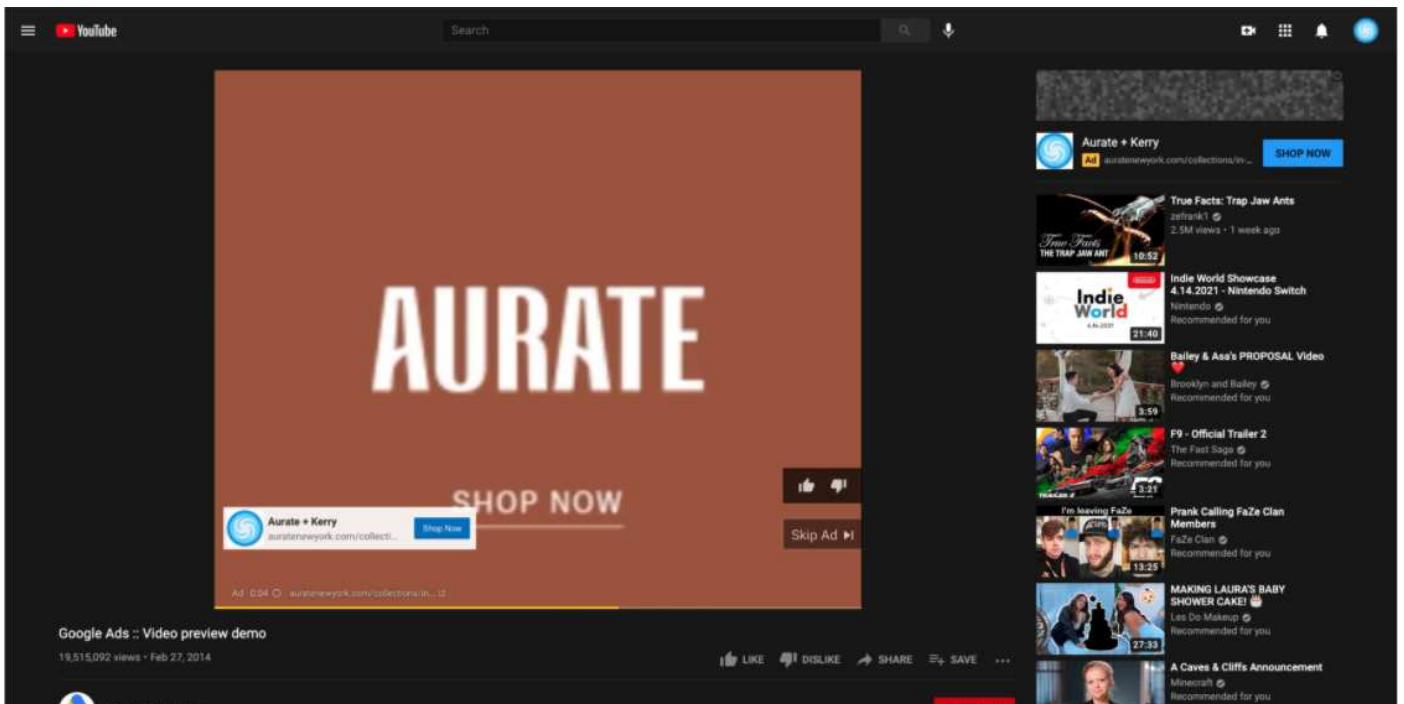
Get 24/7 access with stats updating each morning with the previous day's data, allowing for reconciliation

Where Ads are Shown

Example Display Website Screenshot



Example Video Website Screenshot



Where Ads are Shown

Example Domains

realclearpolitics.com	rebelscum.com
reddit.com	postfun.com
upbeatnews.com	wowhead.com
yahoo.com	fandom.com
tcdb.com	aol.com
livingmgz.com	ebay.com
trivia.com	hillnews.com
ranker.com	historychronicle.com
definition.org	reuters.com
freshedits.com	foxnews.com
investing.com	cbr.com
dailymail.co.uk	auctionzip.com
tacorelish.com	tmz.com
screenrant.com	msn.com
people.com	honesttopaws.com

Example Exchanges

Adform	Kargo
AppNexus	MoPub
BidSwitch	One By AOL
Google Ad Manager	OpenX
Google Display Network	Permodo
i-mobile	Pubmatic
IBillboard	PulsePoint
Improve Digital	Smaato
Index Exchange	YouTube

Brand Safety

Preset Exclusions

Adult
Derogatory
Downloads & Sharing
Weapons
Gambling
Shocking
Sensitive Social Issues

Additional Exclusion Possibilities

Suggestive
Profanity
Alcohol
Drugs
Tobacco
Politics
Religion
Tragedy
Transportation accidents

Creative Specs

Display (Required)

	Required	Max File Size
300x250	x	150kb, JPEG or PNG
320x50	x	150kb, JPEG or PNG
300x600	x	150kb, JPEG or PNG
250x250		150kb, JPEG or PNG
300x50		150kb, JPEG or PNG
728x90		150kb, JPEG or PNG

Responsive/Discovery Ads (Required)

	Required	Max File Size
* Background Image 1: 1200x628 (1.91:1)	x	5120kb, JPEG or PNG
* Background Image 2: 1200x1200 (1:1)	x	5120kb, JPEG or PNG
Logo 1: 1200x300, (4:1)	x	5120kb, JPEG or PNG
Logo 2: 1200x1200, (1:1)	x	5120kb, JPEG or PNG
(Discovery) Portrait: 960x1200 (4:5)	x	5120kb, JPEG or PNG
(Discovery) Square Image: 1200x1200 (1:1)	x	5120kb, JPEG or PNG
Responsive Copy	Versions	Max Character Count
Headline	up to 5	30 (40 for Discovery)
Long Headline	1	90
Description	up to 5	90
Business Name	1	25

*Note: Background Images should only be lifestyle images and not contain text

Video* (Required)

	File Type	Max File Size	Dimensions	Aspect Ratio	Length
Video	MP4 or MOV	5MB	1280x720 (minimum)	16:9 (1:1 will be rejected by networks)	15 to 30 sec. (min of 10 sec.)

*Recommended: Sound or captions, Call-to-action in upper or middle of video, logo in upper or middle of video

Creative Specs

Connected TV

	File Type	Max File Size	Dimensions	Length
Video	MP4	1GB	1920x1080	15 to 30 sec.

Audio

	File Type	Max File Size	Landing Page URL	Dimensions
Audio	MP3	1 GB	Required	-
Companion Ad	JPEG, PNG, ZIP	<150KB	-	Various

App Installs

	File Type	Max File Size	Dimensions	Length
Mobile Interstitial Requirements	Images, HTML5	150kb	320x480 (smartphones) 768x1024 (tablets)	
Mobile Animation Requirements	PNG, JPEG, GIF or HTML5	150kb (initial load)	-	<30sec
Mobile Video Requirements	MP4 or MOV	5MB	1280x720 (16:9 aspect ratio)	15 to 30 sec.

Product Feed

	Product Feed URL	Product Title	Product Images	Product Prices
Product Feed	Required	Required	Required	Required

Creative Best Practices

Display

- Maximum size requirements (i.e. 1:1 → 1200x1200, NOT 1:1 → 300x300)
- Closest to <5120kb as possible
- Quality mix of non-text creatives exemplifying actual product & lifestyle images (responsive)
- Quality mix of bannered creatives exemplifying actual product & lifestyle images, as well as adding different CTA's within banners (static)
- LF will require more lifestyle images (learn more), TF will require more static actual product (buy now)
- 5+ images for Responsive Ad (headlines, descriptions, long headlines) → leads to GDN responsive video ads being formulated
- Seasonality of creatives → creatives leading up to current events (holidays etc.)

Video

- Video compressed to <5mb
- 2 video lengths: 15sec & 30sec (optimal)
- Product showcasing videos for TF & lifestyle videos for LF
- If no access to video, highly suggest creating a slideshow of images and saving as mp4.
- Do not place CTA in bottom right corner of video (will be covered by Skip Ad button)

Search

- List of keywords & negative keywords from client (past and current keywords)
- Buzzwords around product & client
- Sitelink Extensions, Callout Extensions, and Call Extensions

Contact Us

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