



OCTOBER 24, 2024

Using Cutting-Edge Technology to Curate Moving Omnichannel Experiences

MOOORE



**Humans Want to
Be *Known***

Humans Like Helping Humans



Focus on the Data

- Attitudinal
- Transactional
- Behavioral
- Demographic




11:02

← Search Amazon

Visit the JOFAMY Store
JOFAMY Tiered Bubble Ceramic Plant Pot, Creamy White 6
4.9 ★★★★★ 1,235
Inch Ceramic Planter with Drainage Holes, Ceramic Flower
Pot with Mesh Pad, Rubber Plugs, Ceramic Pots for Indoor
Plants Outdoor, Modern Decor



 Sherry [Edit](#)

Help your friend make a decision on this item!
Tap an emoji below to give your opinion. Only
your friend will see your vote.





AI is Exploding

Dynamic Content Optimization (DCO)



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Dynamic Content Optimization

Makes hyper-personalized ads a reality:

- Creative assembly automation
- Dynamic delivery
- Smart Server AI with constant optimization

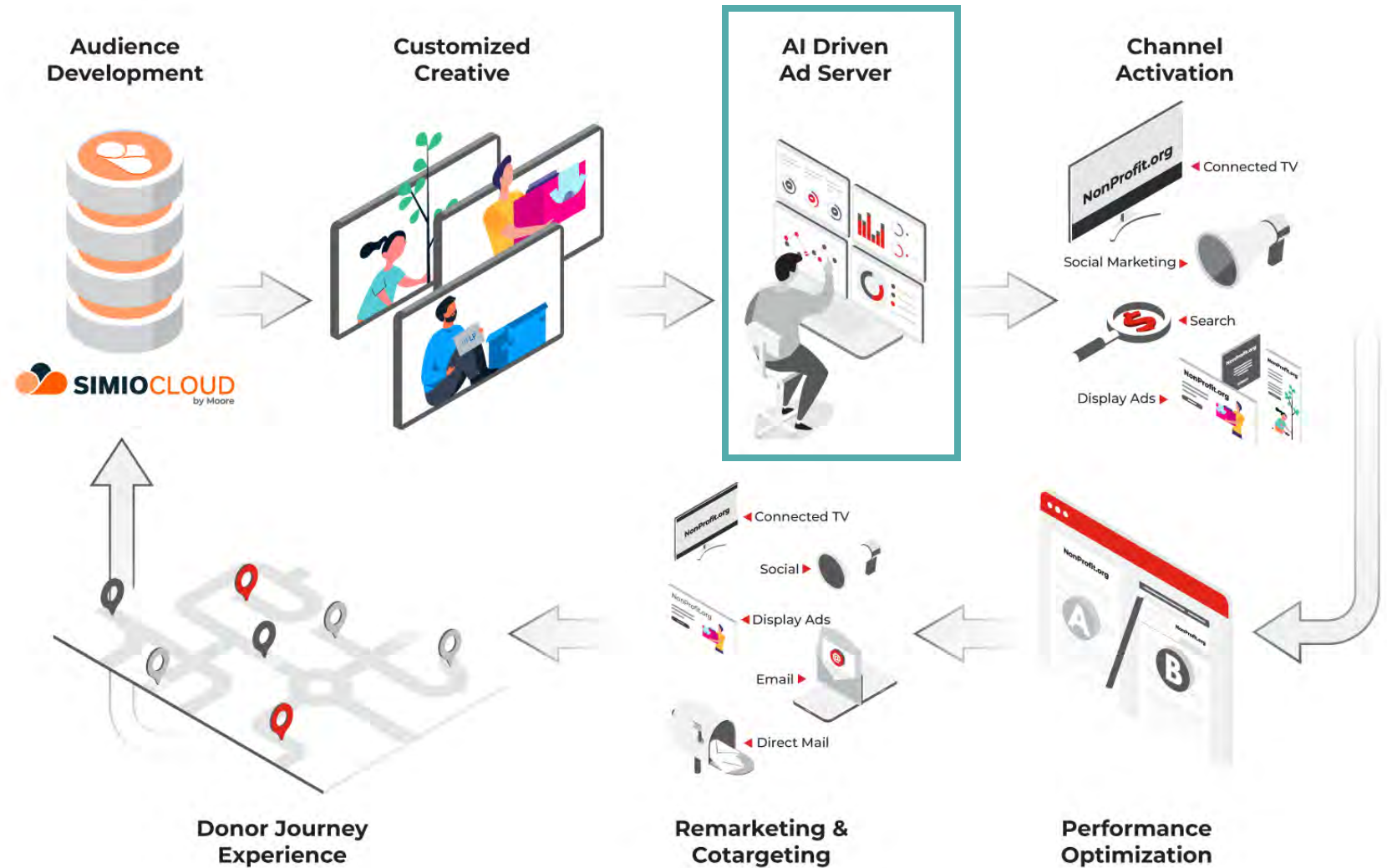
MOORE

MOUNTAINS LOW SINGLE ACTIVIST
FOREST HIGH SINGLE ECOTOURIST
OCEAN MONTHLY PARENT
DESERT MATCHING RETIRED
GRASS URGENT ANIMALS

CLICK HERE TO
DONATE MONTHLY

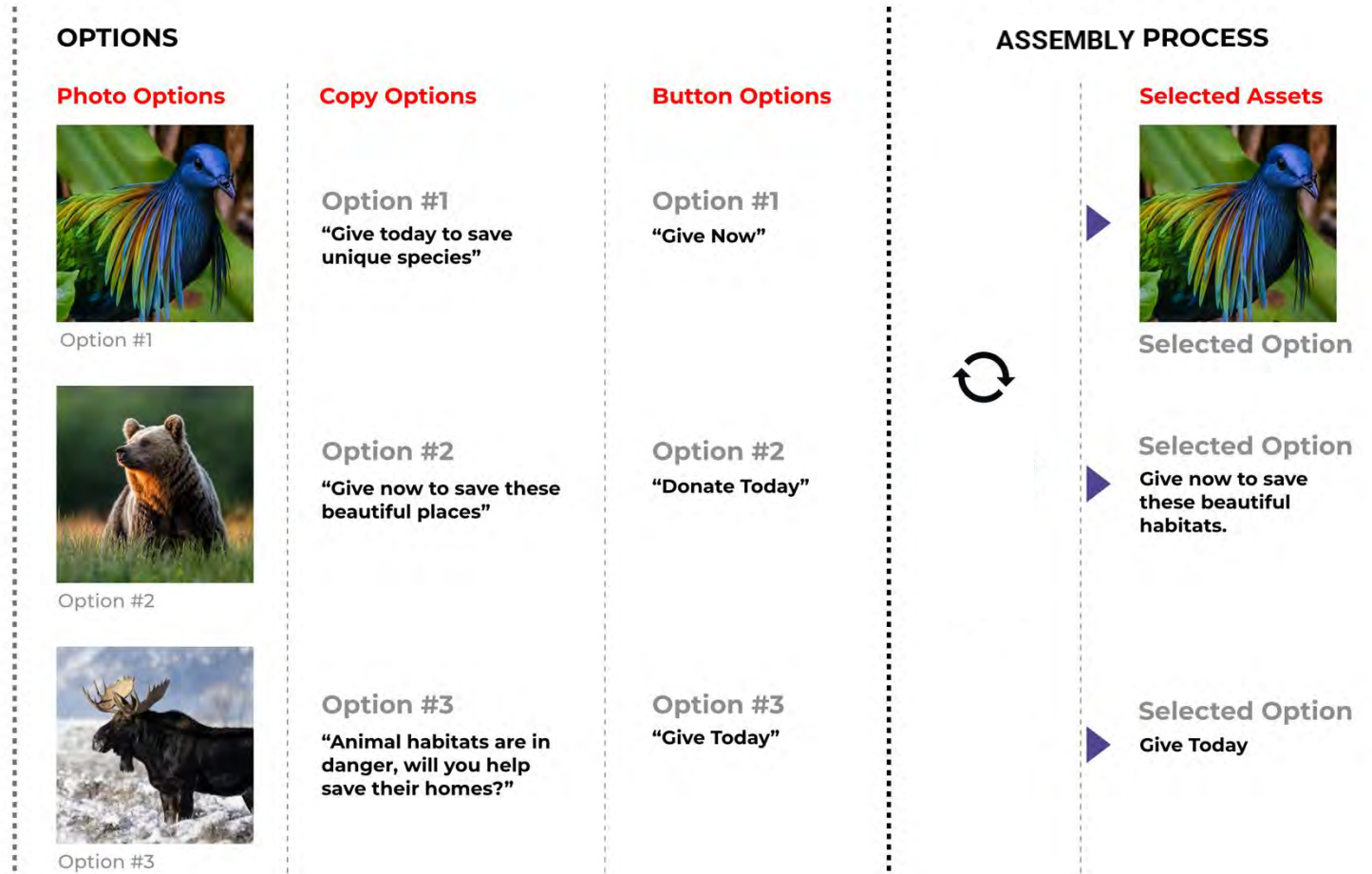
Data Informed Activation

- DCO tool sits between creative development and channel activation



Creative Automation Dynamic Ad Assembly

- Builds permutations of various ad components (headlines, buttons, images, body copy)



Creative Automation Dynamic Video Assembly

- Builds permutations of various spot components (footage, music, on screen graphics)

Dynamic Elements may be placed on top of or in between video clips.

HEART DISEASE IS THE #1 KILLER IN AMERICA

With your gift of just \$19 a month, you'll get this FREE T-SHIRT as a thank you.

HelpHeart.org
855-687-2705

WE SAVE LIVES

Video files must have consistent specs: length, timing, focal points, frame rate, cuts, etc

Audio files must all be the same length & frame rate.

COMPILED DYNAMIC AD

Dynamic Delivery

- Utilize **audience segments** and sub-segments to deliver customized creative:
 - Prospect vs. Existing donor
 - One-time vs. Monthly donor

Dynamic Delivery

- Utilize **DSP data** to deliver customized creative:
 - **Pixel** data such as web pages visited
 - **Location** data which would be useful for nonprofits with local programs or presence
 - **Weather** data which is useful if weather is a driver of donations
 - **Date and time** data which can be used for match countdowns

Dynamic Delivery Examples

User in Tampa sees...

MARCH FOR BABIES
MARCH OF DIMES

JOIN US AGAIN

Will you join us for another March for Babies in **Tampa**?

Amelie Arena - Downtown Tampa
September 3rd, 9AM

REGISTER NOW

User in Los Angeles sees...

MARCH FOR BABIES
MARCH OF DIMES

JOIN US AGAIN

Will you join us for another March for Babies in **Los Angeles**?

Crypto.com Arena - Downtown LA
August 31st, 10AM

REGISTER NOW

A heart attack can strike any time.
You can help.

Give Now

Prospect visits Heart Health webpage

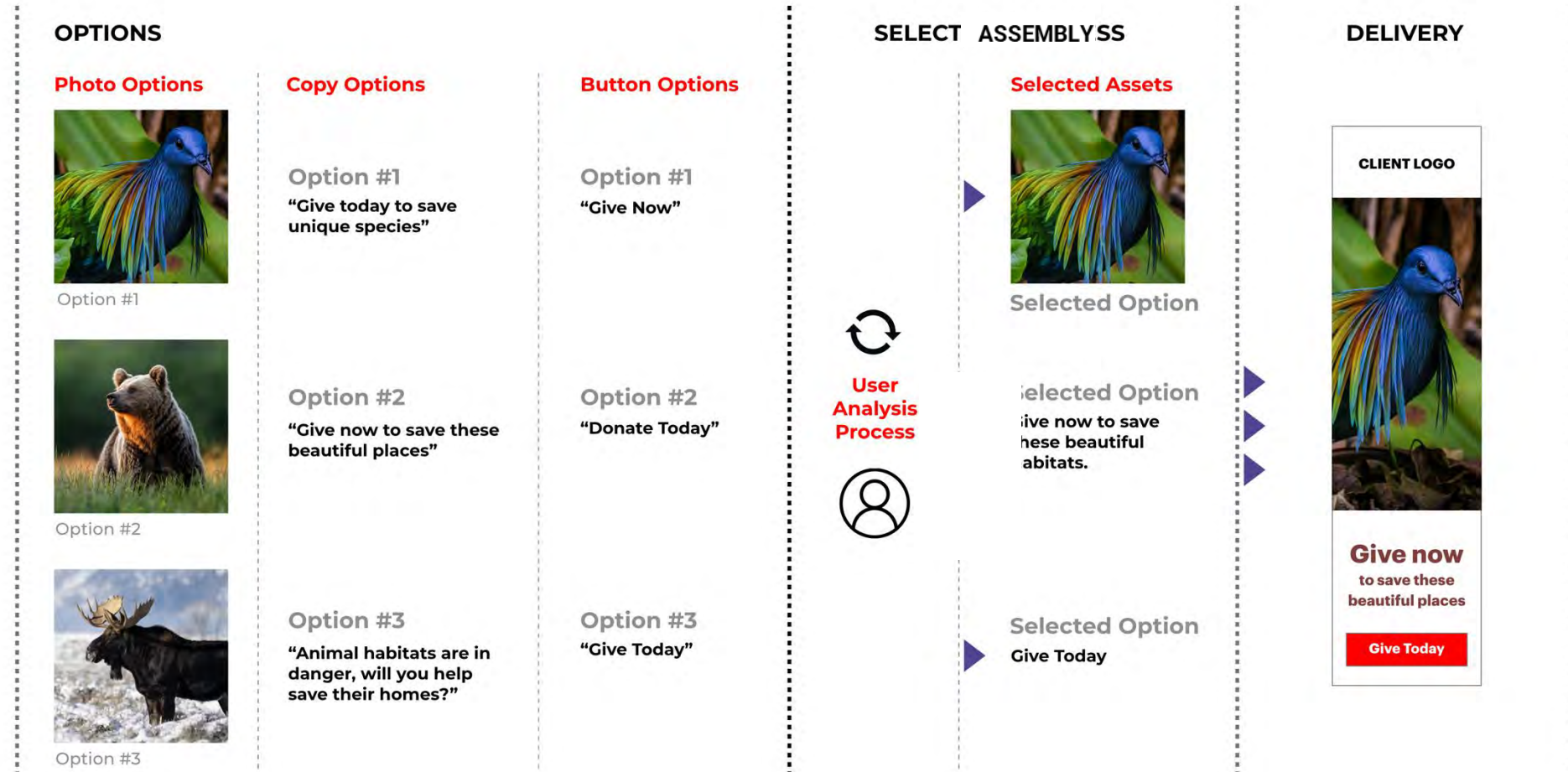
A stroke can happen any time.
You can help.

Give Now

Prospect visits Stroke Symptoms webpage

Optimization

- A/B testing
- Smart Server AI tool will test and optimize to deliver best performing ad set per audience



The Digital Press

- Capable of 1:1 communication
- Fueled by data
- Automates workflow
- Streamlines production touchpoints
- Accelerates time-to-mailbox



A Tale of Two Donors



Malinda Stewart

- 26 years old
- Hershey, Pennsylvania
- Veterinarian
- Plays frisbee
- Volunteers at nursing home



Austin Tate

- 50 years old
- Phoenix, Arizona
- Married
- Engineer
- Two boys in college

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American Heart Association
7272 Greenville Ave.
Dallas, TX 75231

No more missed football games
A pacemaker from AHA saved John's life last year. Now he goes to every game.
Your support makes a real difference.

Dear Austin,

4 We wanted to share an inspiring story about a father named John, whose life has been profoundly changed thanks to the heart treatment he received at our facility. John had been suffering from a severe heart condition that made it difficult for him to engage in everyday activities, let alone attend his son's college football games. Thanks to the generosity of donors like you, we were able to provide John with a pacemaker that has not only stabilized his heart condition but also allowed him to be there for his son during these important moments. Today, John is cheering from the stands, filled with pride and joy, all because of the support from our community.

However, there are many more patients like John who urgently need our help. Your past contributions have made a significant impact, and we are incredibly grateful. We are reaching out to you again because your continued support is crucial. Every dollar you donate goes directly to providing essential treatments and support services for patients facing similar life-threatening conditions. Your generosity ensures that we can continue to offer the highest level of care and hope to those in need.

Please consider making a gift today to help us save more lives. Together, we can make a difference and give more patients like John the chance to live healthier, happier lives.

Thank you for your kindness and unwavering support.

AI-Generated letter for demonstration purposes only

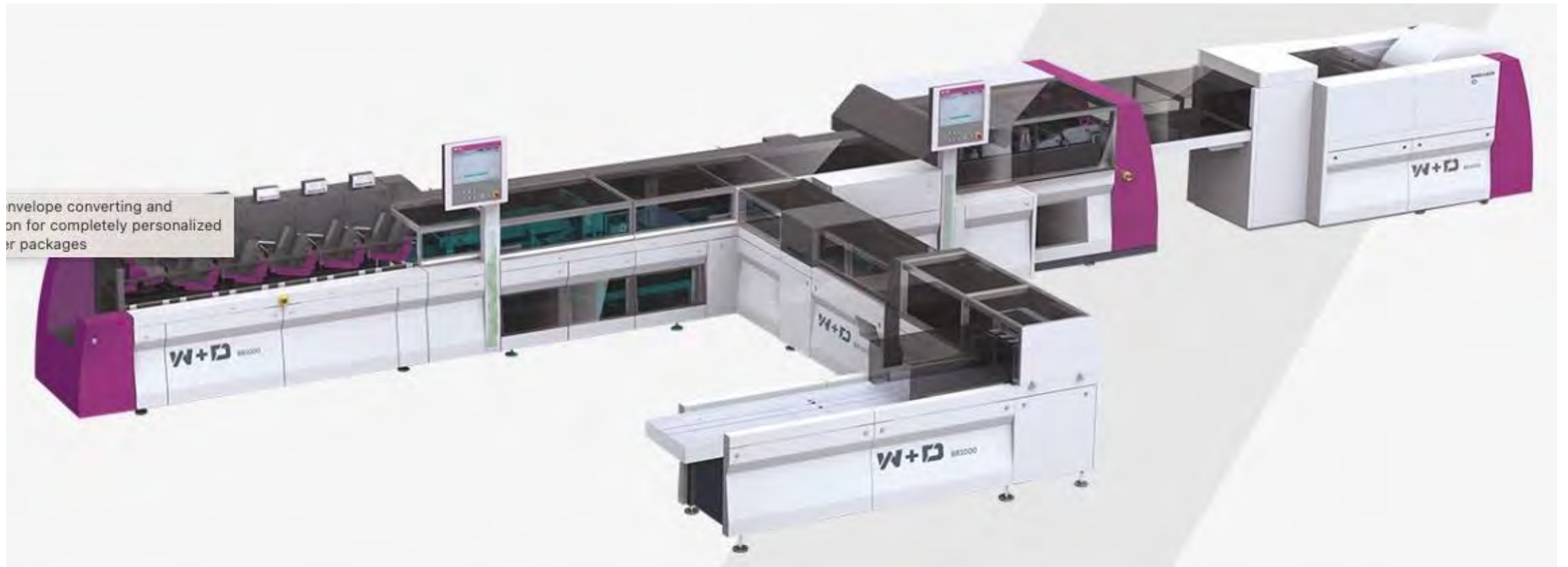
American Heart Association
7272 Greenville Ave.
Dallas, TX 75231

1 Austin Tate
1234 Cambelback Dr.
Phoenix, AZ 85003

Personalization

1. Name & Address
2. Envelope photo
3. Letter Photo
4. Story

W+D BB1000



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Personalized journeys raise more revenue

“Companies that excel at personalization generate **40% more revenue** from those activities than average players. Players who are leaders in personalization achieve outcomes by tailoring offerings and outreach to **the right individual**, at **the right moment**, with **the right experiences**.”

Research from McKinsey & Company in
“The value of getting personalization right –or wrong – is multiplying,”



Questions?

THANK YOU

