XAXIS

Xaxis at 10

WPP Investor Webinar Series

June 25th , 2021

Presented by

Nicolas Bidon, Global CEO
Silvia Sparry, Global COO
Sara Robertson, Global VP of Disruption
Arshan Saha, APAC CEO

On the call today

Nicolas Bidon
Global CEO

Silvia Sparry
Global COO

Arshan Saha
CEO, APAC

Sara Robertson
Global VP, Disruption

XAXIS

Today’s agenda

- Introduction
- **Programmatic & Xaxis evolution**
- Our differentiated capabilities
- Growth opportunities
- Wrap-up
- Q&A

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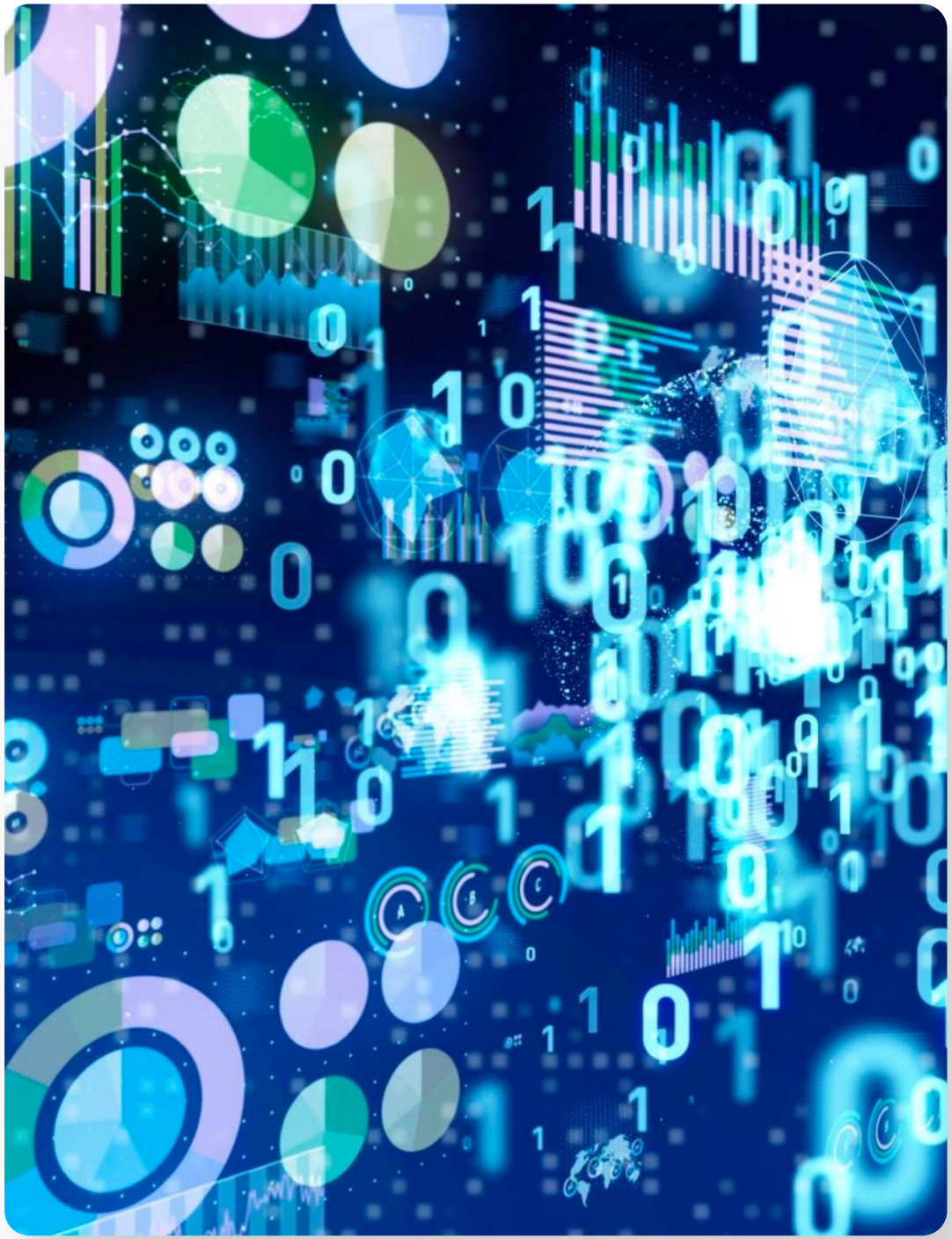
Ten years

of innovation

What is programmatic advertising?

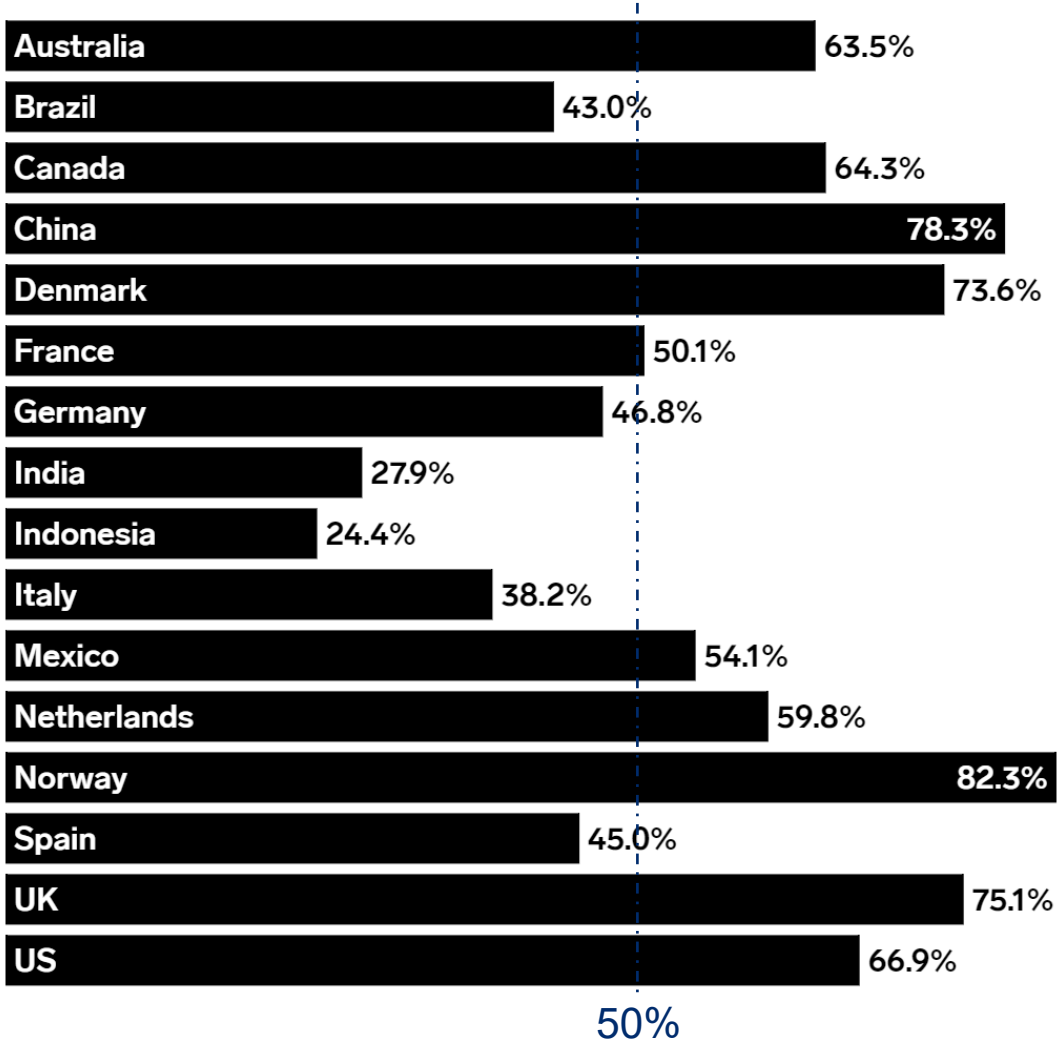
An automated method of buying digital media where data and technology are used to make real-time decisions on a per-impression basis about things such as:

- whether this is the right audience and environment for a brand
- what price should be paid
- what creative/offer should be shown



Digital Ad Spending Penetration Worldwide, by Country

2021, % of total media ad spending



Source: eMarketer, March 2021

eMarketer | InsiderIntelligence.com

#1

Global digital advertising spend has been greater than TV since 2016 with share increasing in all markets.

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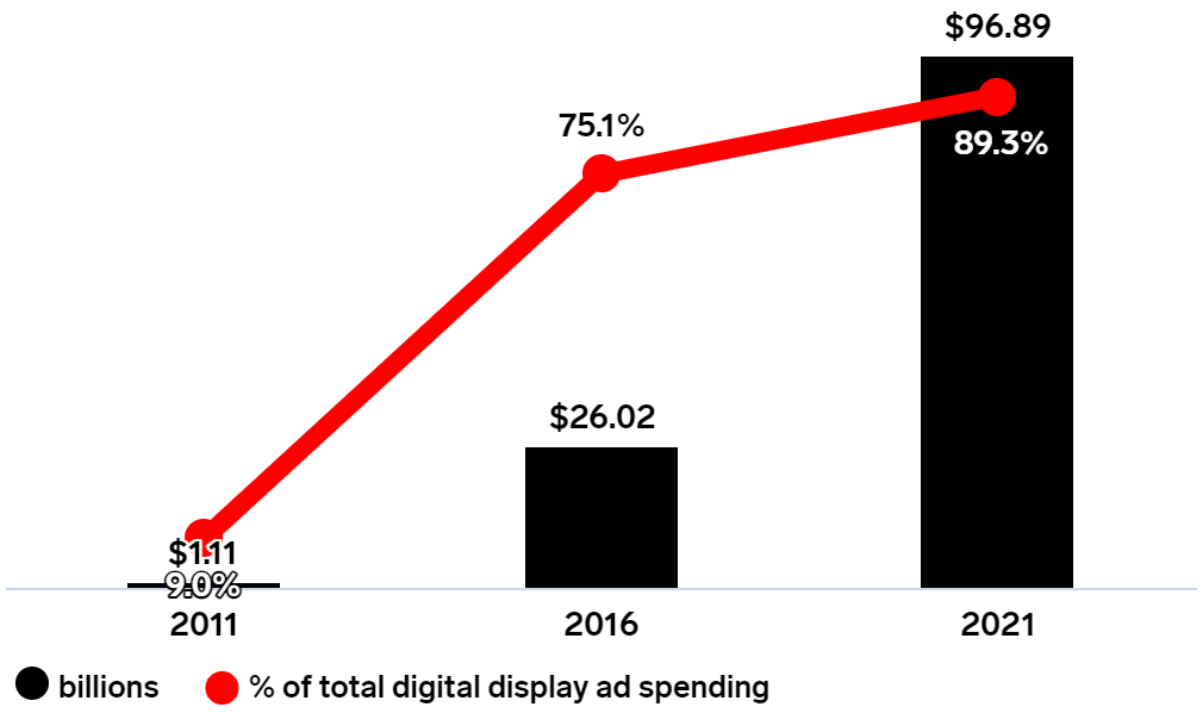
Programmatic Digital Display Ad Spending

US, 2011-2021



Source: eMarketer, April 2021

eMarketer | InsiderIntelligence.com

89%

Over the last decade, programmatic skills have become essential to buy digital media effectively.

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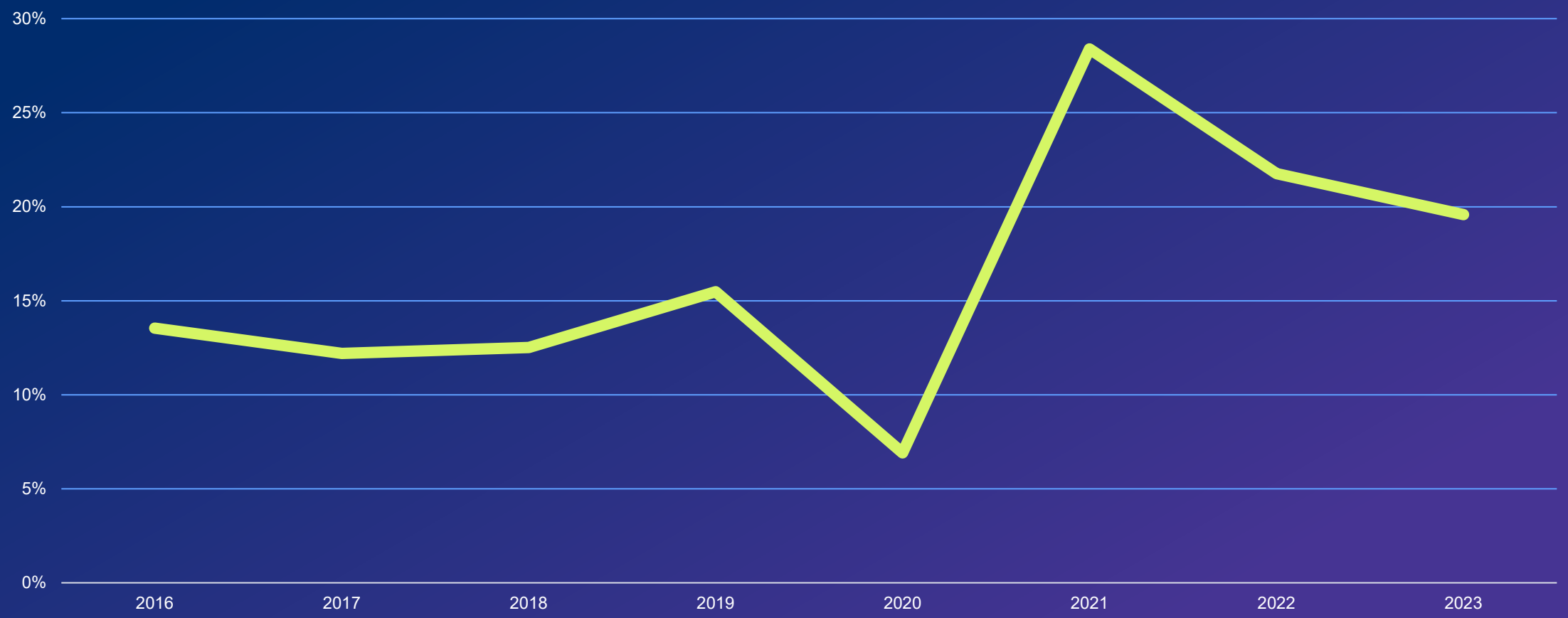
The outlook for programmatic is strong, fueled by increased digital share and new activation channels



Source: GroupM revenue estimates and Wall Street consensus estimates for pro forma revenue growth for each of Criteo, Magnite, Pubmatic, DoubleVerify, Viant and The Trade Desk

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Xaxis is a globally-scaled programmatic specialist

1,500 employees

47 markets

$1.5bn spend

Source: Q2RF, 2021 Data

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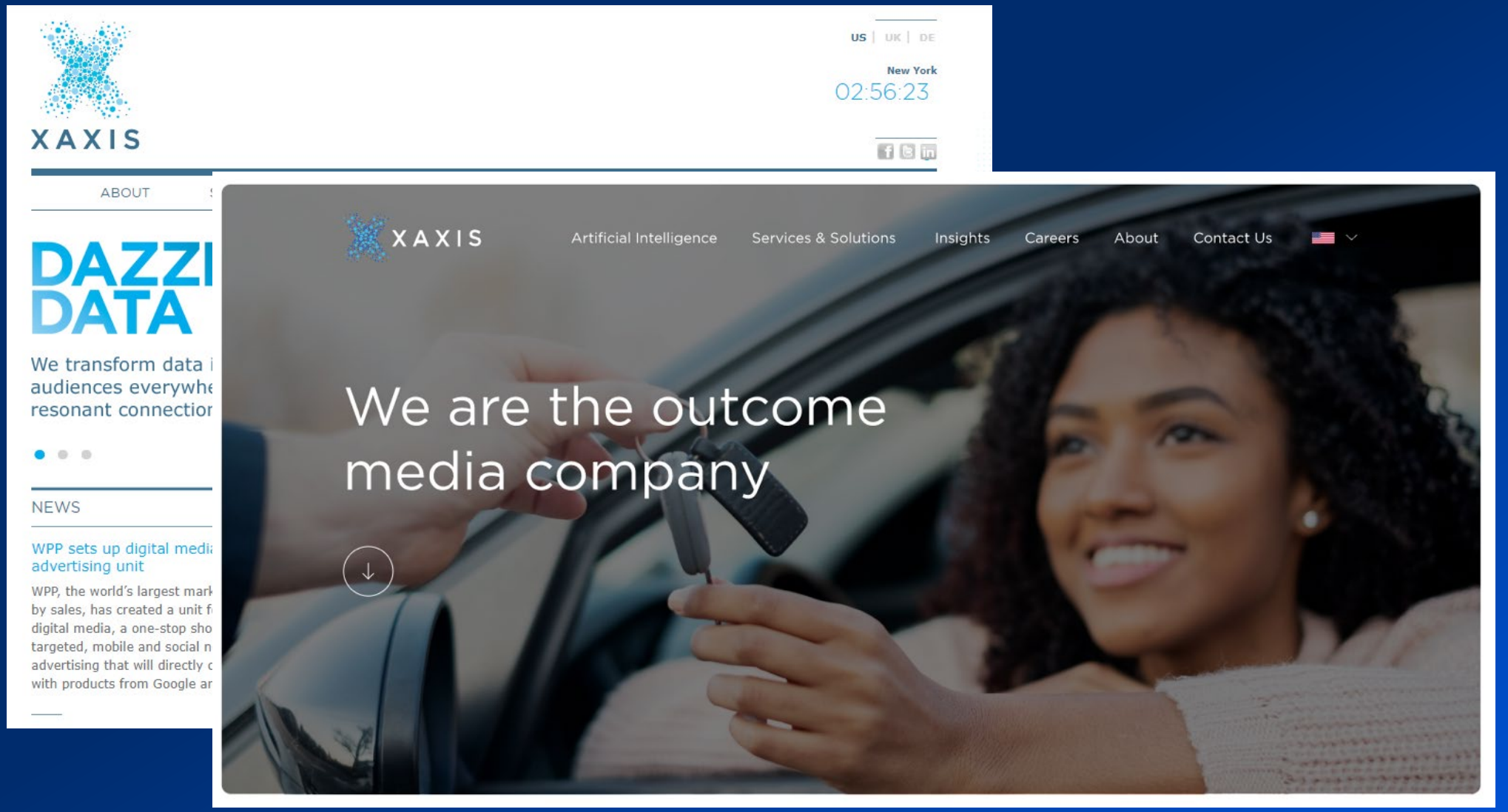
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US | UK | DE
New York
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ABOUT
DAZZI
DATA
We transform data i
audiences everywhe
resonant connectior
NEWS
WPP sets up digital medi
advertising unit
WPP, the world's largest mark
by sales, has created a unit f
digital media, a one-stop sho
targeted, mobile and social n
advertising that will directly c
with products from Google ar
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We are the outcome
media company

XAXIS

Outcome-driven Media in Action

MEDIA OUTCOMES

SAVE

FMCG

55%

Reduced CPCV

Guaranteed savings against popular media outcomes such as vCPM, CPCV, and CPA.

Our AI-powered predictive prospecting strategy reduced CPCV by 55%.

ADVANCED OUTCOMES

GROW

Retail

+$13

ROAS

$17m

Revenue

Sophisticated multi-metric KPIs such as brand lift, ROAS, exposure, and dwell time.

Customized AI across the funnel drove a $13 increase in return on ad spend (2x goal) and $17m extra in revenue.

CUSTOM OUTCOMES

TRANSFORM

Auto

25%

Lower Cost per PI

5x

Test drive requests

Tailor-made metrics, bespoke to a brand and its business objectives

We co-created a bespoke outcome, Purchase Intent, that helped to drive 25% more efficiency in display spend and 5x more test drive requests.

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Xaxis’ 5 key pillars

(OPERATIONAL)
SCALE

(SPECIALIZED)
TALENT

(COMPREHENSIVE)
DATA

(OUR OWN)
AI

(AGILE)
CREATIVE

We deliver full transparency

DOMAIN

SUPPLY SOURCE

IMPRESSIONS

PERFORMANCE

OUTCOMES

OUTCOME PRICING

FREQUENCY

UNIQUE REACH

VIEWABILITY

BRAND SAFETY

NON-HUMAN TRAFFIC

AD FRAUD

SEGMENT

OS

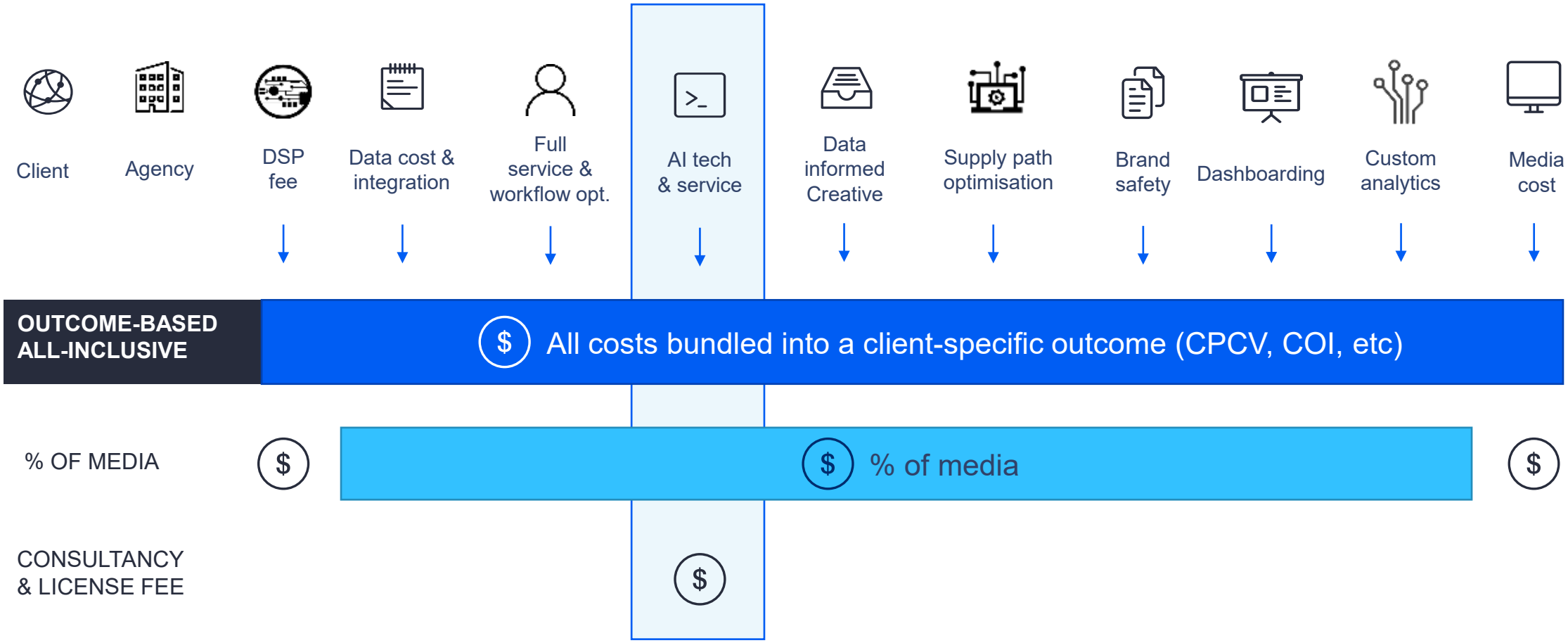
BROWSER

DEVICE

CREATIVE

GEO

Service models flex according to client needs



Xaxis is operating at scale for global clients

8

-figure annual programmatic budget

34

Countries

125

Pilot tests run in 2020

>2 billion

Ads delivered per month across all programmatic channels

Ten years of transformation

FROM	TO
• Audience-focused	• Outcome-focused
• Black box	• Transparent & flexible models
• 11 countries	• 47 countries & global clients at scale
• Display-only	• Omnichannel (Video, Audio, DOOH)
• Powered by 3rd-party cookies	• Powered by AI

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Four trends that will shape our future

1. The end of 3rd-party cookies
2. The golden age of video
3. New programmatic channels
4. E-commerce acceleration

Increasing complexity & fragmentation

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chiefmartec.com

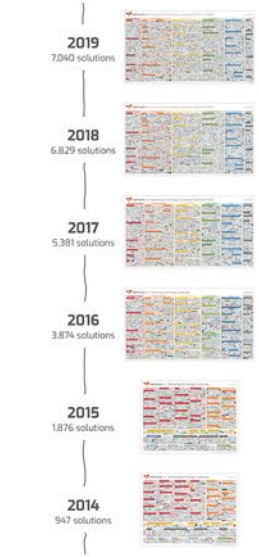
April 2020

Marketing Technology Landscape

The Martech 5000

Total Solutions	8,000
Advertising & Promotion	922
Content & Experience	1,936
Social & Relationships	1,969
Commerce & Sales	1,314
Data	1,258
Management	601

Access all the data of this landscape & more at martech5000.com



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Produced by Scott Brinker (@chiefmartec) and Blue Green Brands (@bluegreenbrands).

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Xaxis’ 5 key pillars

(OPERATIONAL)
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AI ~~Artificial~~
Amplified
Intelligence

Today's

Programmatic challenges

Benefits of

Copilot - Amplified Intelligence

Difficult to find value in massive volumes of data.	Leverage the data with the strongest proven value for your business goal.
Online KPI's do not reflect business results.	Combine multiple metrics into optimization decisions.
Brands want to increase efficiency despite rising industry complexity.	Identify & shift delivery to unique patterns humans don't have time to identify.
Brands want to improve performance and save time.	Dynamically predict performance and alter bids and investment in real time.

Find every granular opportunity

HUMAN

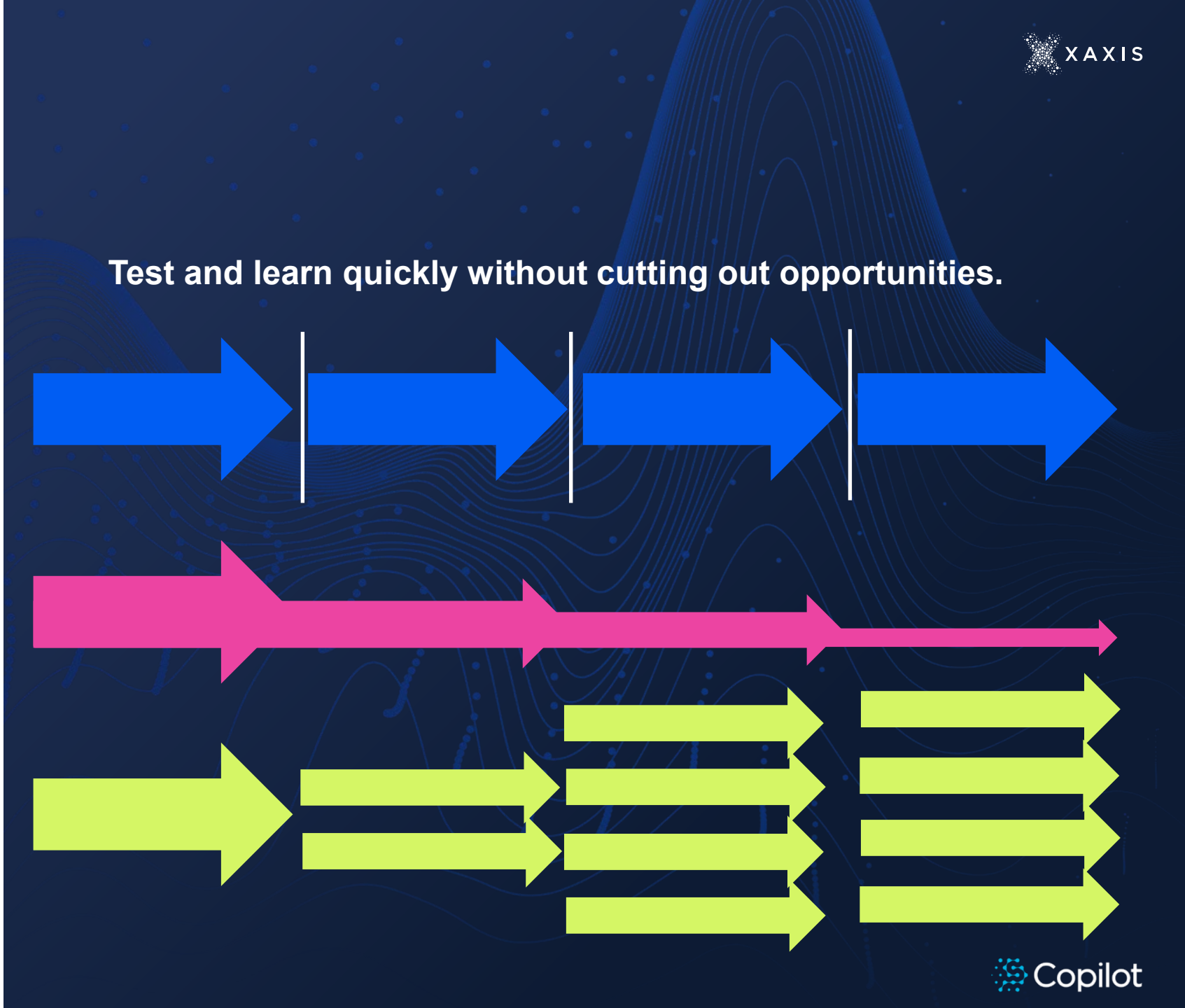
test a hypothesis and learn

DSP

lock in on best performance

COPILOT

find granular value of each opportunity in real time

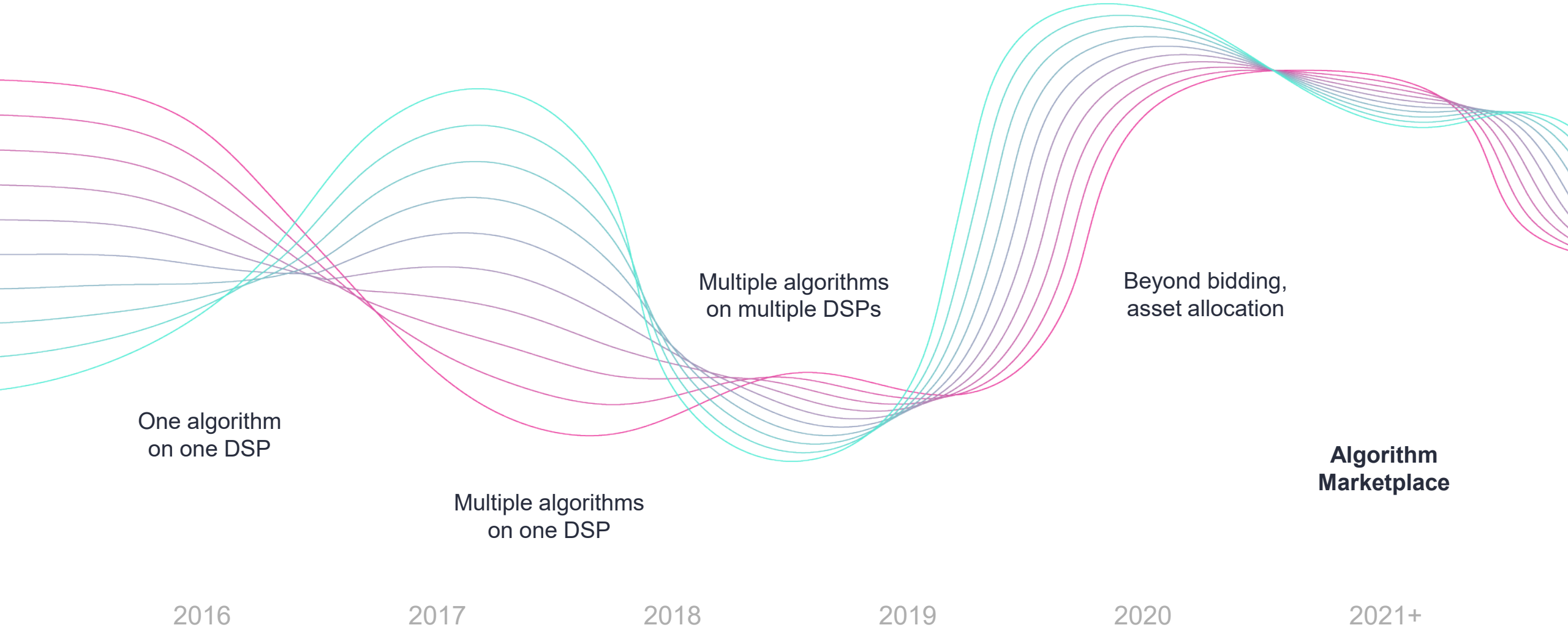


Copilot

The engine behind better advertising for everyone.

- **43 countries**
- 1,400 + models run every day
- 1,900+ advertisers served
- 2,100+ customized algorithms

Copilot milestones

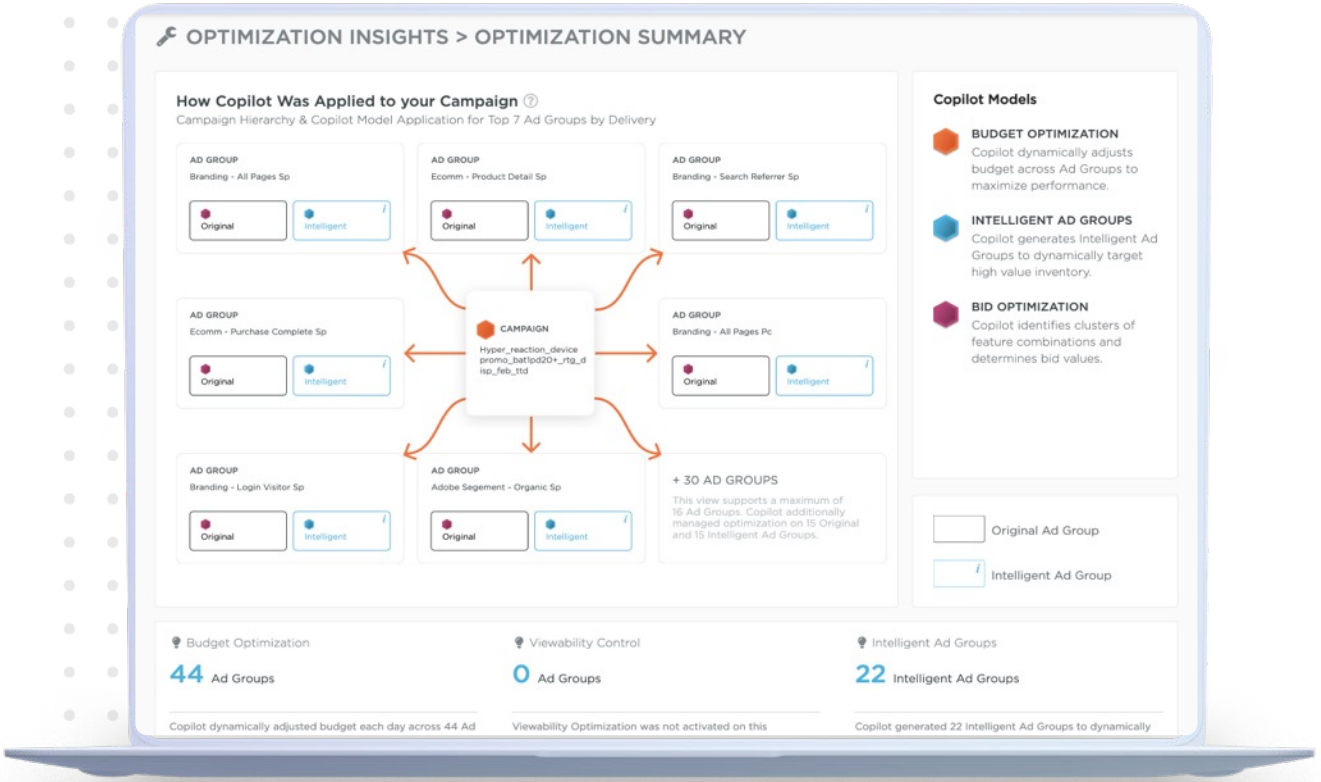


Algorithm marketplace

We will make activating advanced algorithms as easy and commonplace as buying audience segments.

We secured significant additional investment from the WPP Product Board to pursue this vision.

Copilot



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The future of AI

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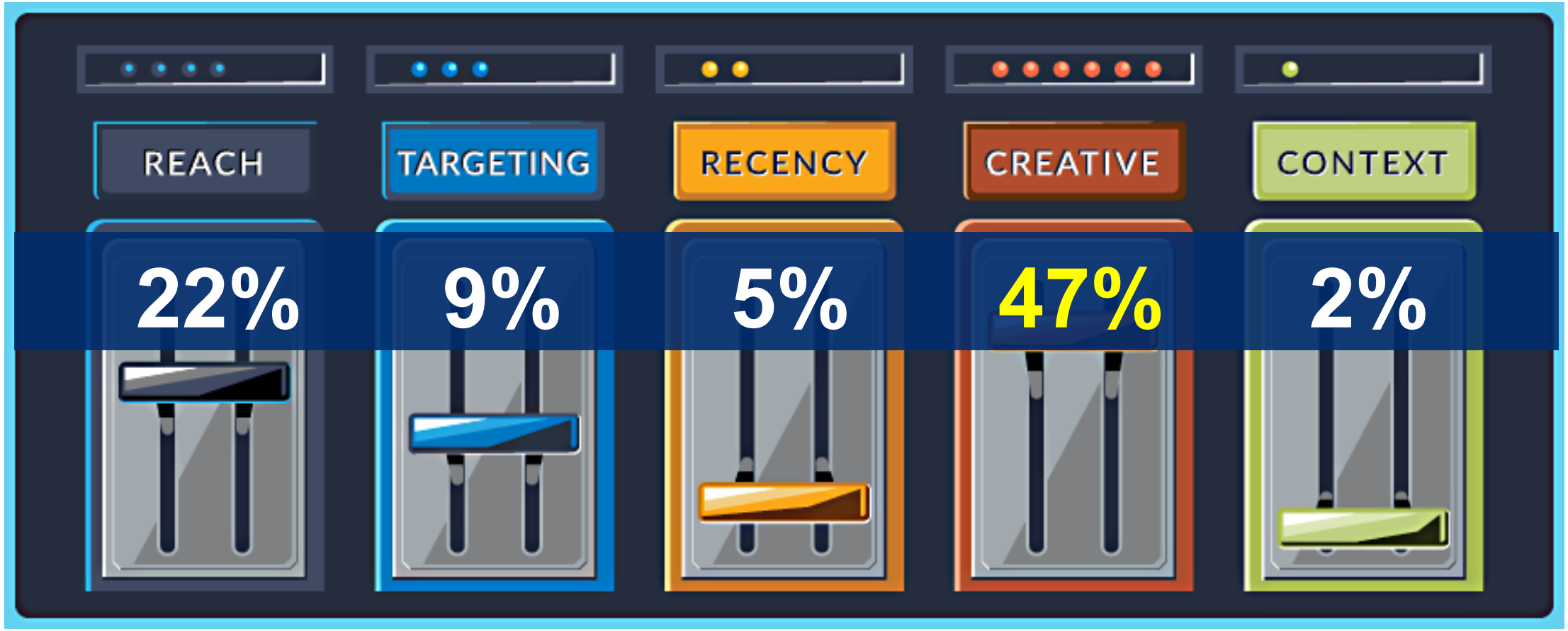
We are focusing on the next, big frontier to deliver better outcomes for clients



Source: NCS & Nielsen meta-analysis of 500 advertising effectiveness studies between 2016 – 2017

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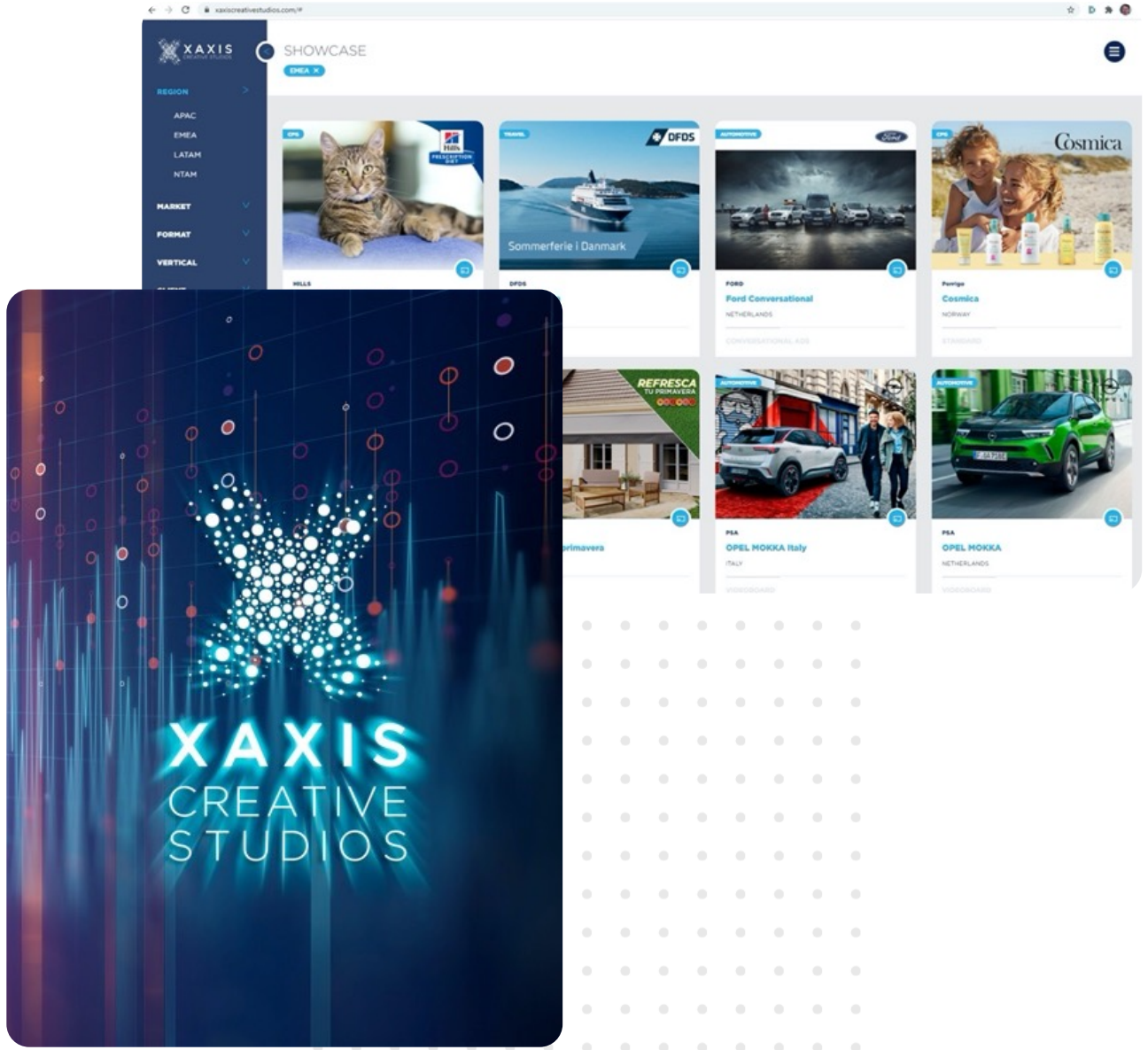
Xaxis Creative Studios

Xaxis Creative Studios brings digital and creative together.

- Talent and technology applied to transform campaign results
- Relevant, personalized creative executions
- Tested and optimized in real-time for audience, environment, and performance



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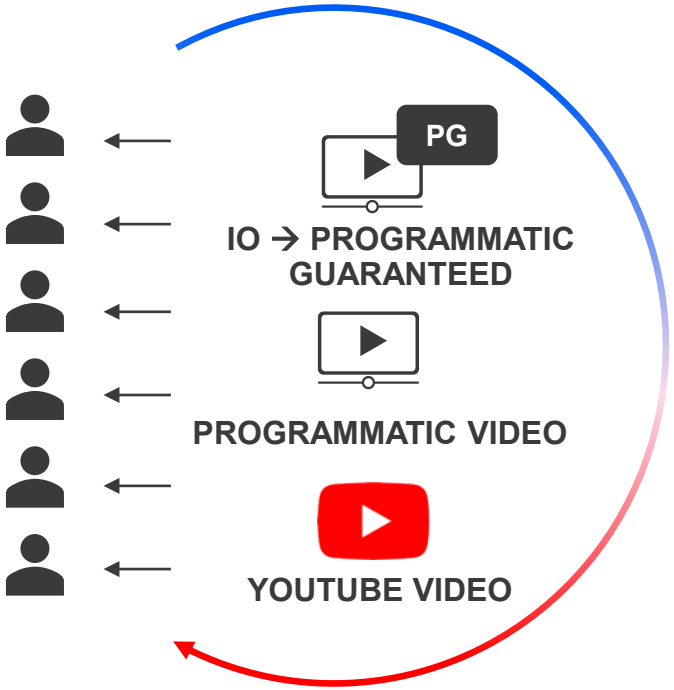
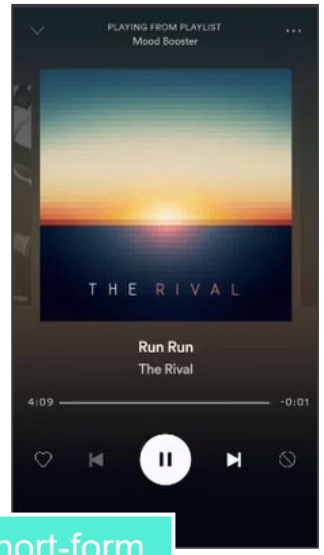
Integrated video

Consolidated video buying

AI – Powered
Optimization & Budget Allocation



Maximize Your Video Investments
CROSS-CHANNEL VIDEO SOLUTION SUITE

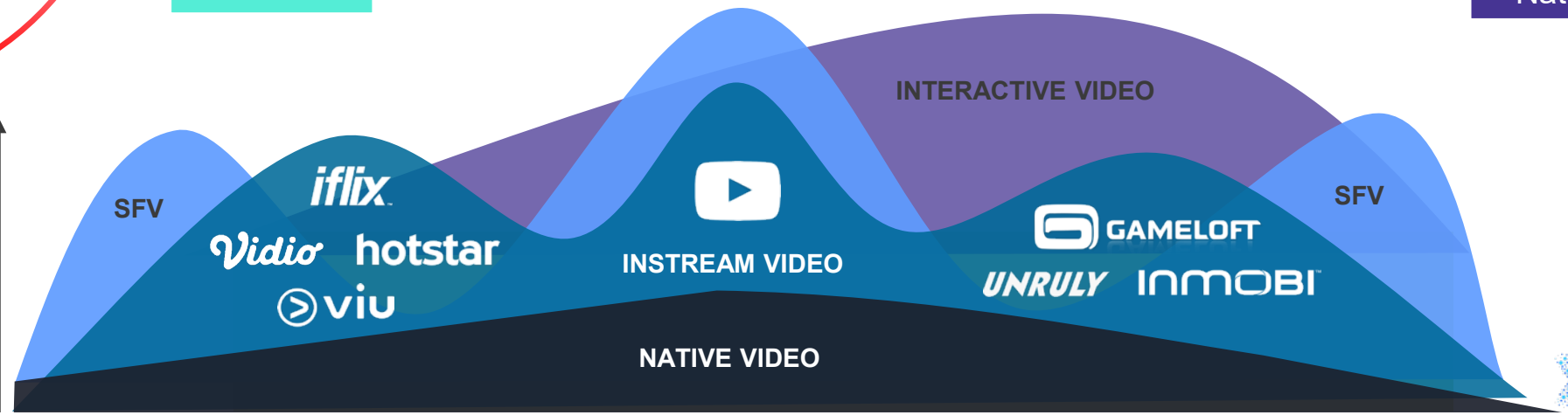


Short-form

Interactive

Native

Maximize reach across devices and formats



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Digital out-of-home

Sightline

PLAN — Leverage audience-based planning capabilities

EXECUTE — Combine OOH visibility with the agility of programmatic digital campaigns

MEASURE — Track exposure & attribute the effectives of DOOH campaigns to business outcomes

INTEGRATE — Reach audiences through the entire consumer journey with fully integrated omni-channel campaigns

XAXIS kinetic

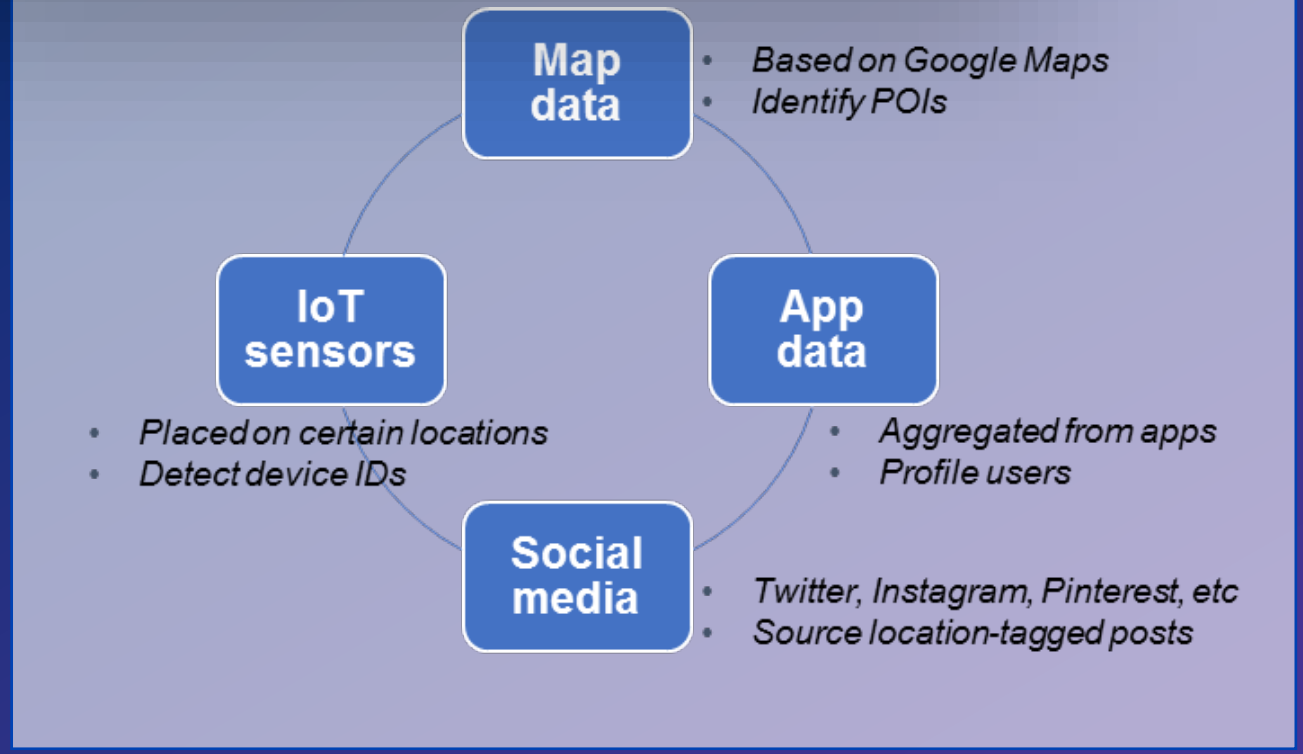
Pioneering

programmatic dooh

with Domino's

MEASURE

Track exposure & attribute the effectives of DOOH campaigns to business outcomes



5.4m reach

>1.3k in-store footfall

10% footfall lift

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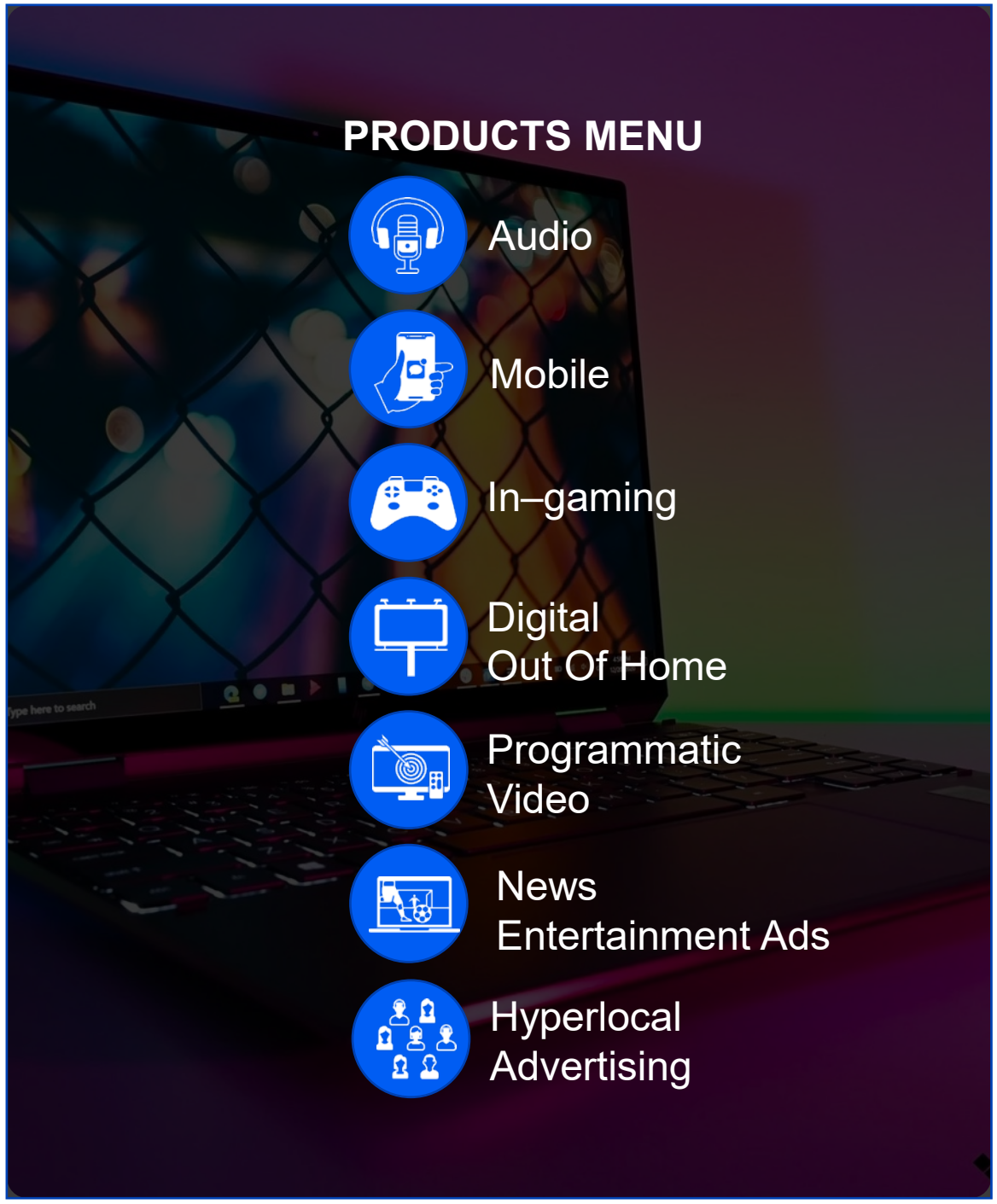
Self-serve advertising



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eCommerce

Xaxis Commerce

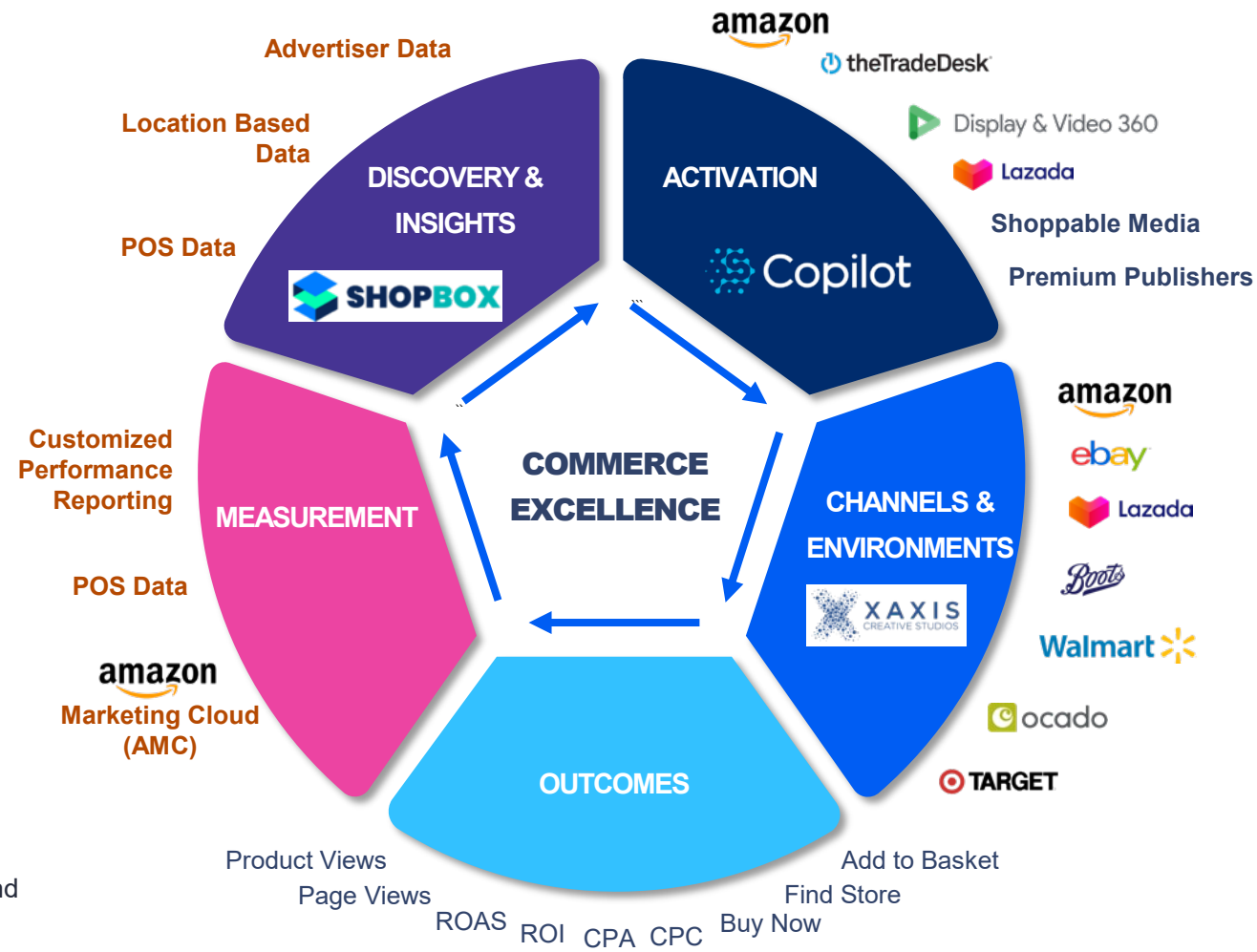
Reaching shoppers and delivering measurable performance across Retail Media

$41bn opportunity by 2024*

Acquire new customers

Win market share

Drive repeat purchases



*Source: eMarketer March 2021 - US Forecast for eCommerce ad Spend

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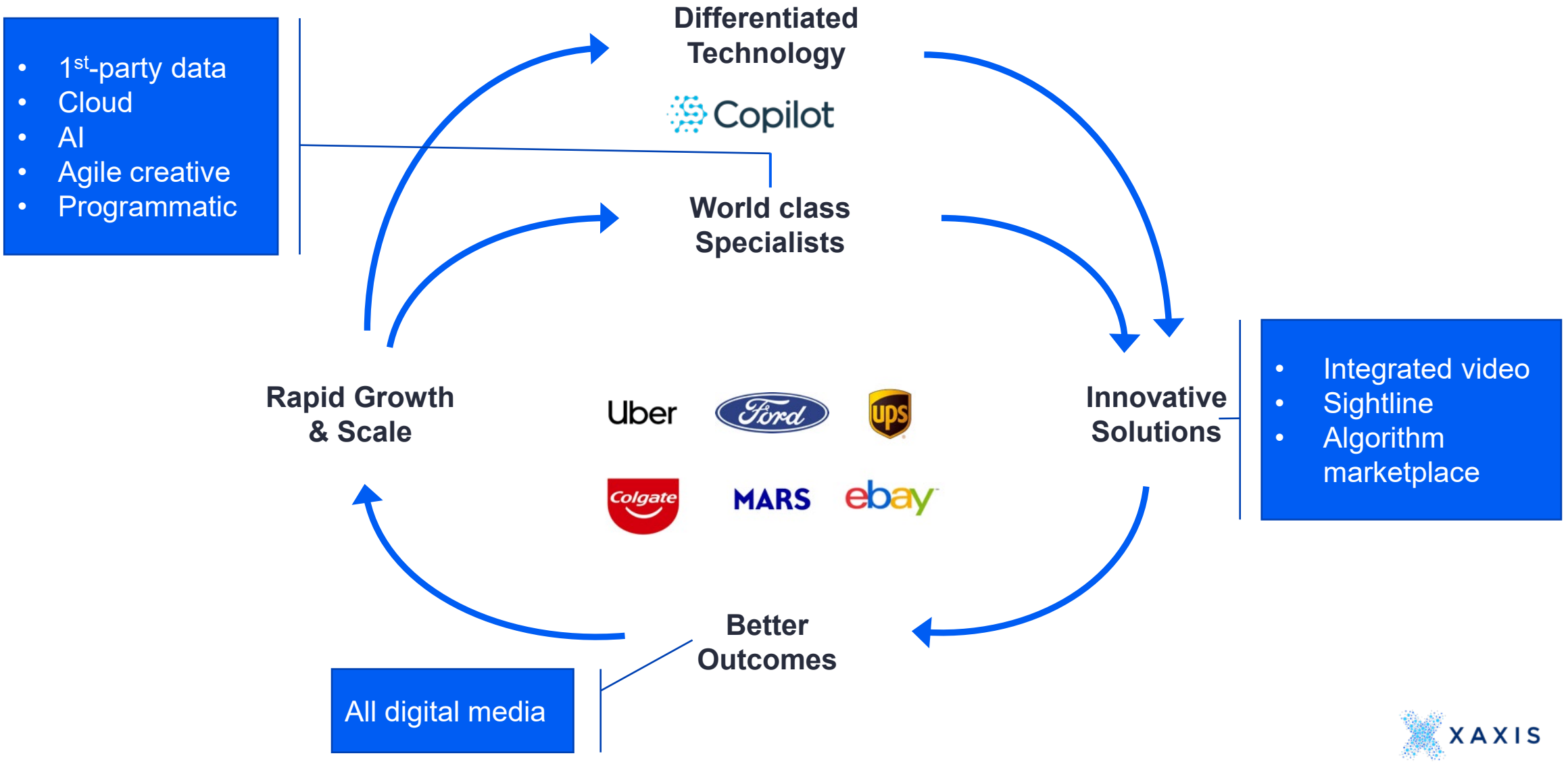
The Xaxis flywheel



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Thank you

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