

**LEVERAGING AI
TO BUILD
AND MEASURE
CORPORATE
REPUTATION**

MEET TUNNL'S CO-FOUNDERS



SARA FAGEN

CHIEF EXECUTIVE OFFICER
TUNNL



BRENT SEABORN

CHIEF DATA SCIENCE OFFICER
TUNNL

\$37 billion is wasted in ad spend every year from ads that fail to fully engage the target audience.

- Today's brands must navigate an increasingly complex and ever-changing landscape.
- Companies are left to piece together disjointed solutions to build, manage and measure their public affairs & brand campaigns.
- This fractured approaches often prevents decision-makers from making impactful decisions that drive the business forward.



Intelligence tools can protect and promote reputation with...

Audience Identification

Best In-Class Insights

Seamless Activation

Actionable Measurement & Optimization



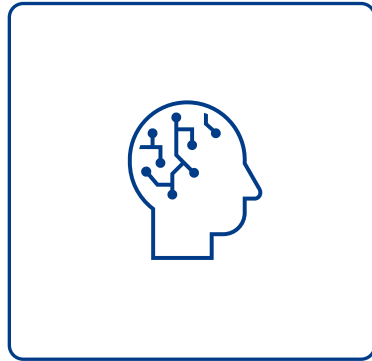
What We'll Cover

During Today's Webinar Session



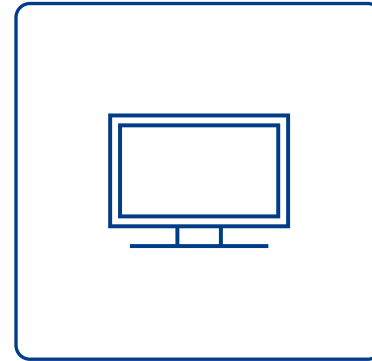
TWO BRAND STORIES

How optimizing your audience intelligence gives your brand flexible options when managing your reputation through good times, and bad



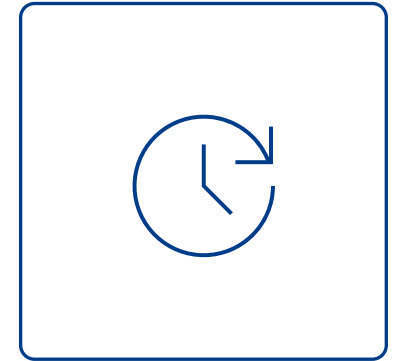
IDENTIFYING AUDIENCES

What better audience measurement looks like leveraging AI, machine learning, and neural nets



MEDIA HABITS MATTER

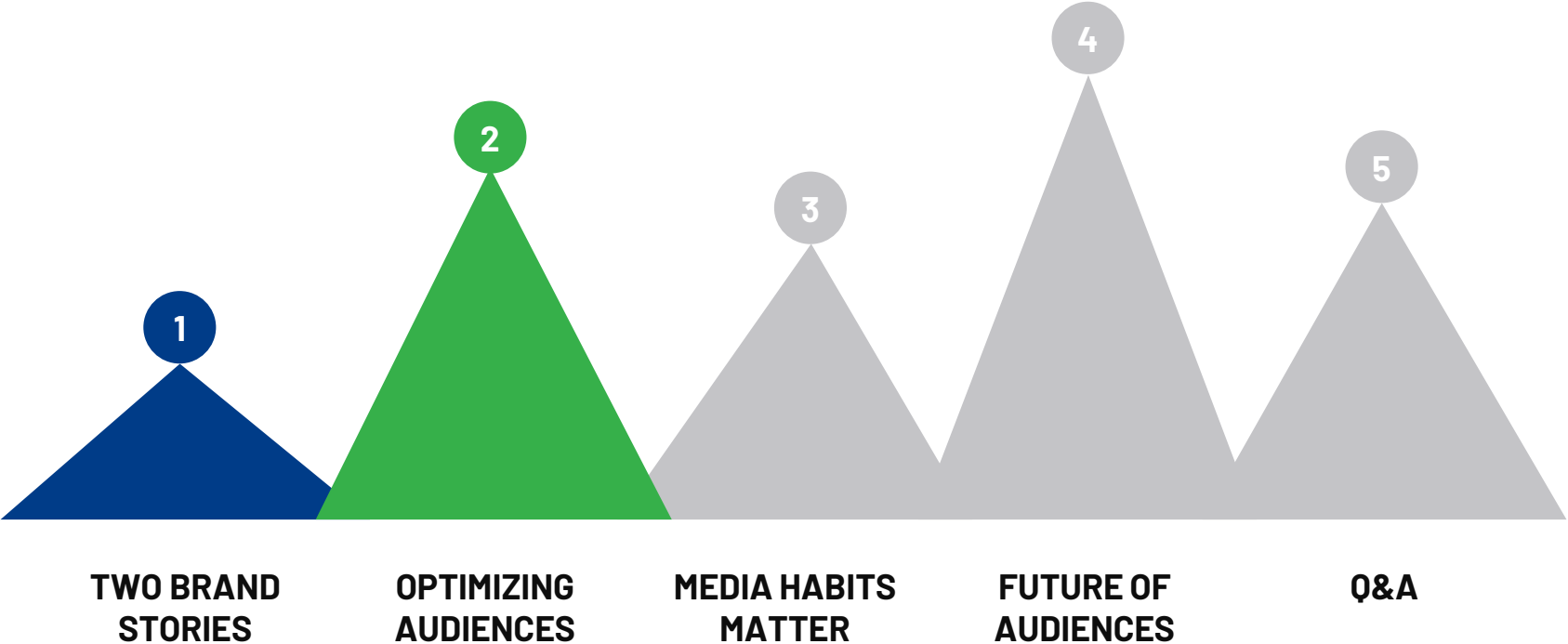
The value of layering in media consumption insights to help you find the best channels for your audience



FUTURE OF AUDIENCES

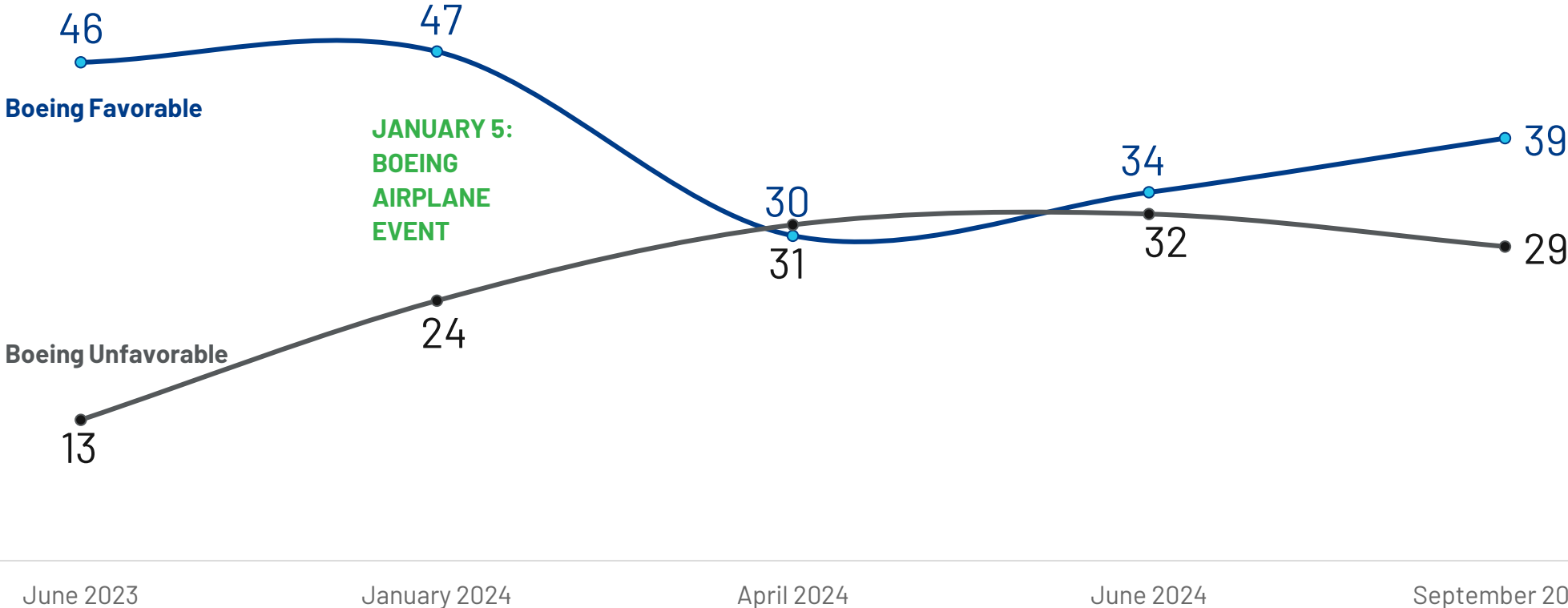
The future of audience measurement that accounts for both earned and paid media influence

ON DECK & UP NEXT



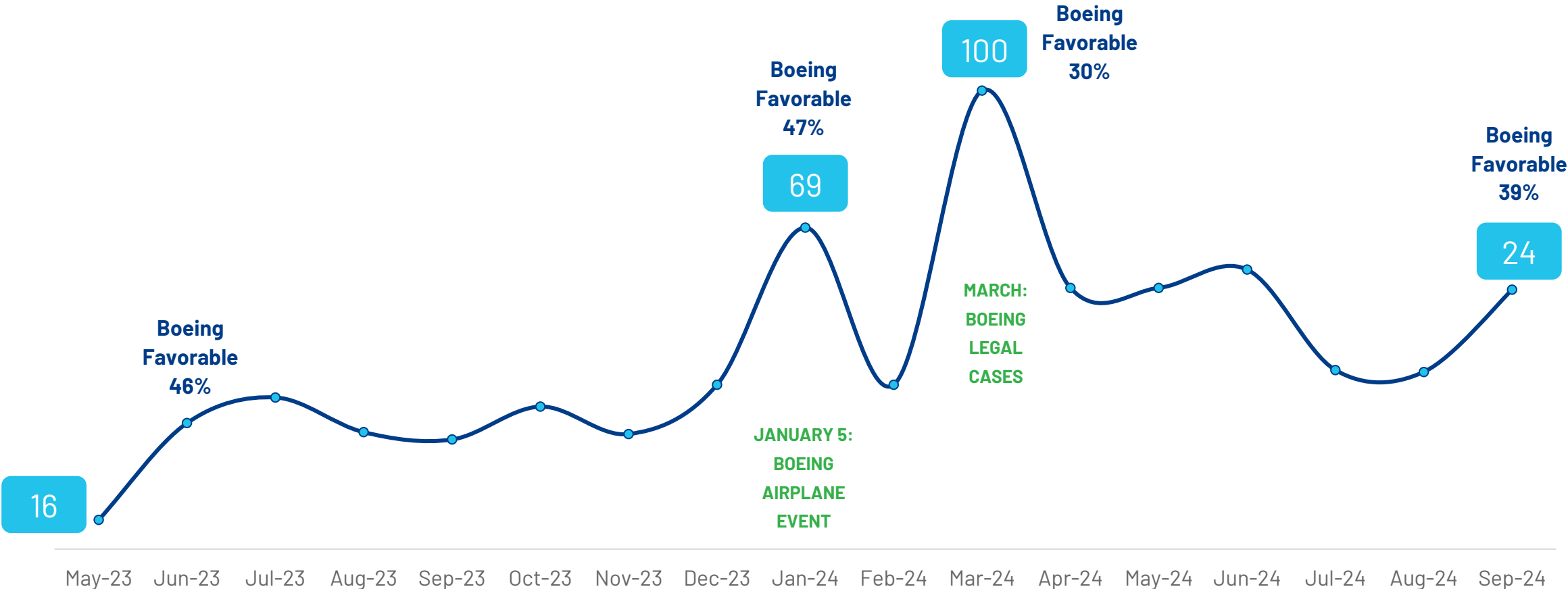
We frequently use our platform to monitor brand corporate reputation.

We used our audience intelligence to track Boeing's favorability over the last 15+ months. This looks just like public opinion polling, but it's an AI-powered average of individual level data across every single American adult.



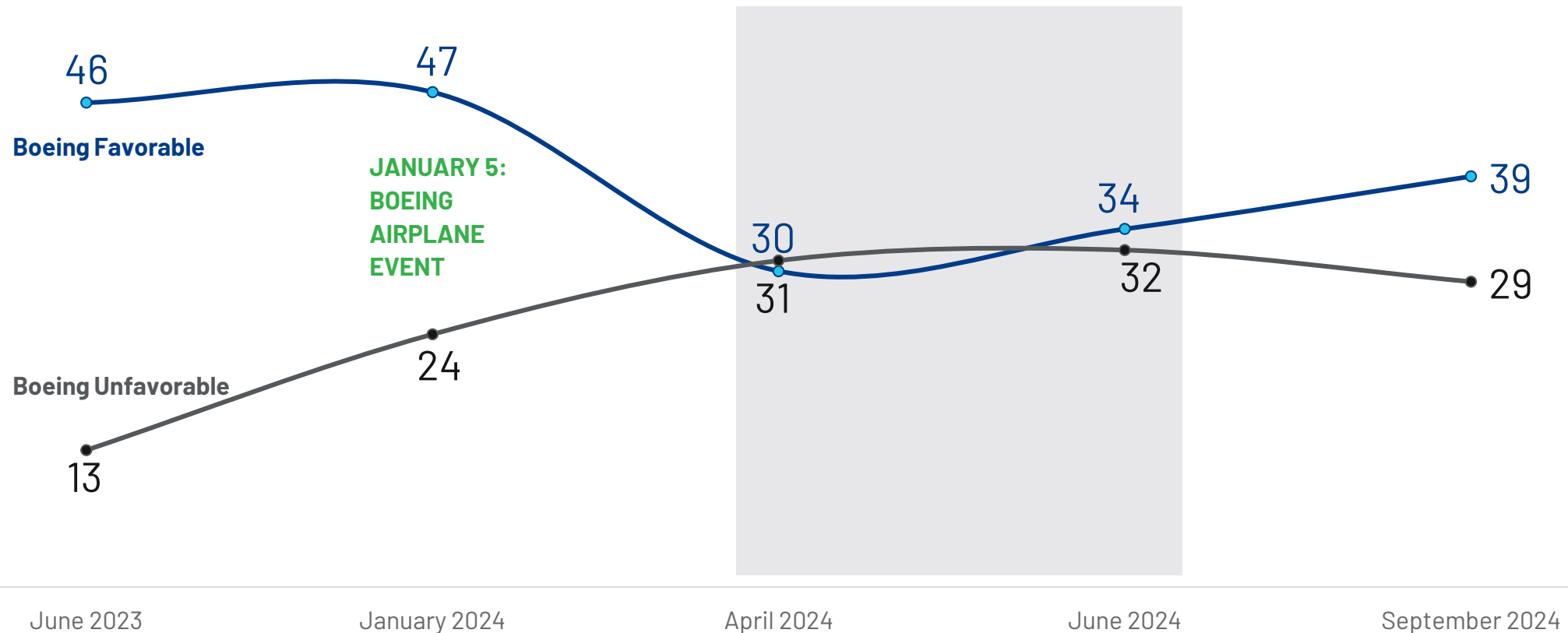
Google searches for “Boeing” over the last 15+ months show the media-brand impact.

Numbers represent search interest relative that moment in time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. Boeing searches peaked in March.



By using individual level audience data, you move from assumptions to action.

Looking at how individuals perceived Boeing between April and June of this year, we were able to identify the 11.6 Million individuals who shifted from Unfavorable to Favorable.



WHO ARE THE BOEING MOVERS?

The Boeing Movers only had a 24% favorable opinion of the brand in April but by June they were 41% favorable of the brand, a 71% improvement in about 3 months.

TV REACH

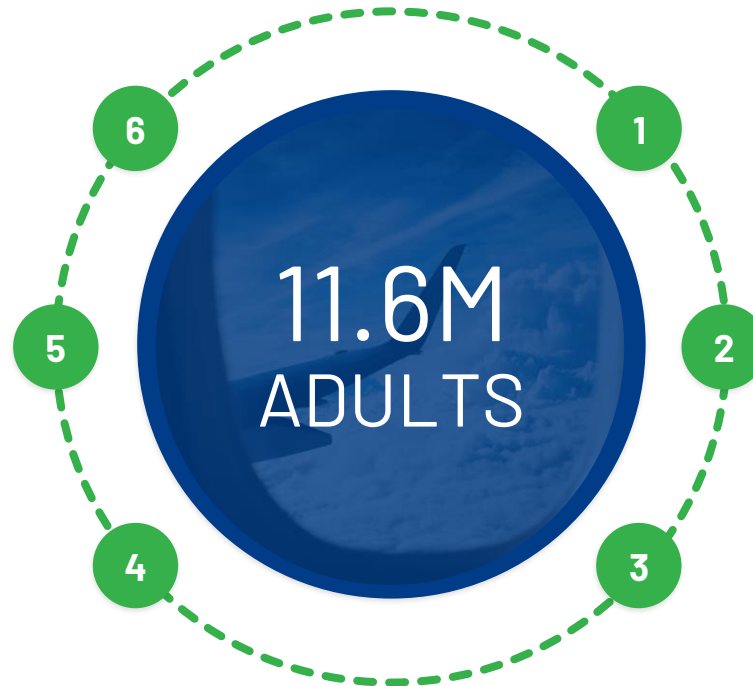
This audience is widely reachable on traditional linear TV with 53% in a high linear TV household.

SOCIAL MEDIA CONSUMPTION

While this audience is less likely than the average adult to use social media, when they're on platforms you might find them on Pinterest or NextDoor.

EASE OF REACH

About 21% of this audience is considered hard to reach on TV or streaming video and may best be reached through more traditional sources like mail or radio.



AGE & INCOME

About 67% of this audience is over the age of 45 and at the same time, about two thirds are making under \$75k.

RACE & GENDER

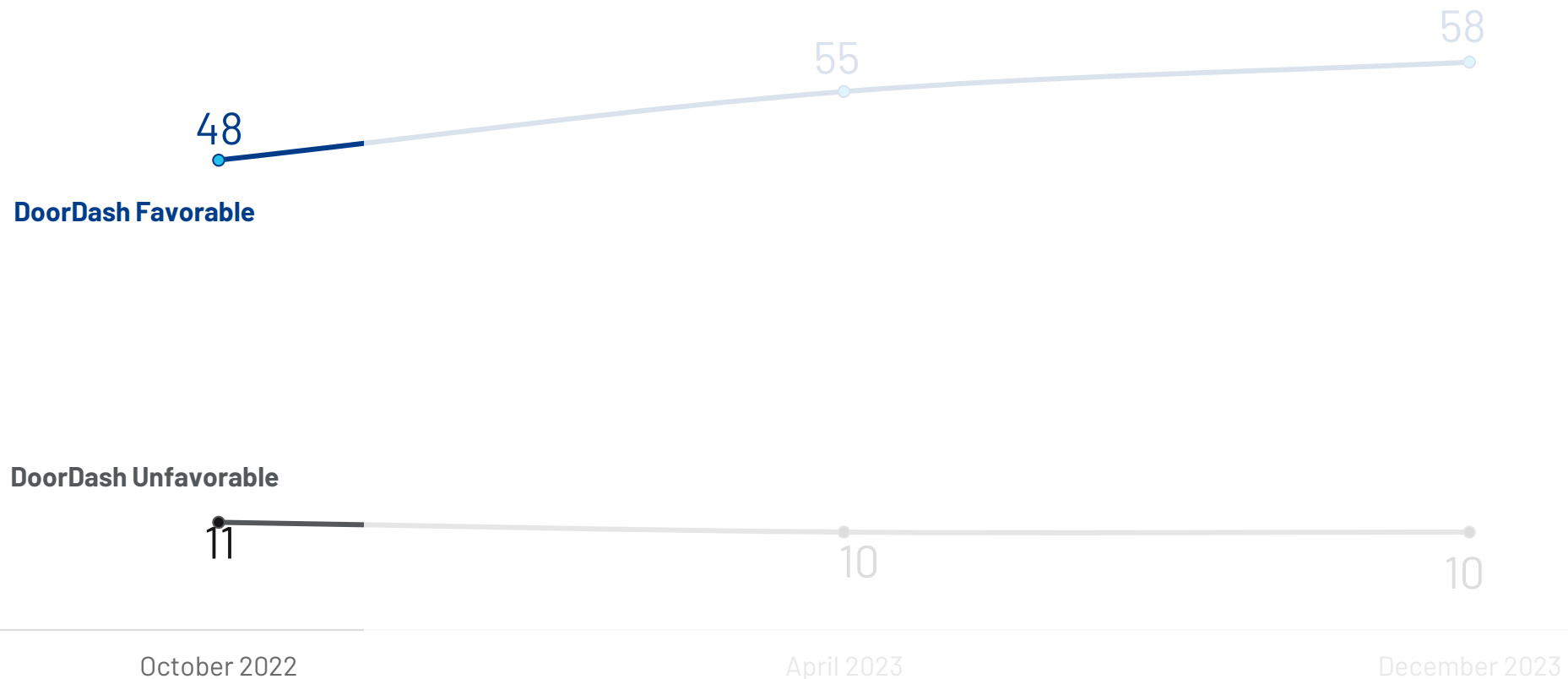
This is a very monolithic audience with 87% white and the rest non-white. 3 out of 4 adults in this adults are women.

PARTISANSHIP

This audience leans liberal with 44% Democratic leanings, 13% Republican leanings, and the rest Independent or less ideologically leaning.

Using another example of brand monitoring, we can drill down to state level KPIs.

We used our audience intelligence to track delivery company DoorDash's favorability over the last two years. This slice of data is from a recent active state-specific brand campaign.



WHO ARE THE DOORDASH MOVERS?

The DoorDash Movers are individuals that the data showed moved between the first base measurement point and the midway of the campaign. They were most likely in need of repeat education and persuasion to stay positive about the brand.

TV REACH

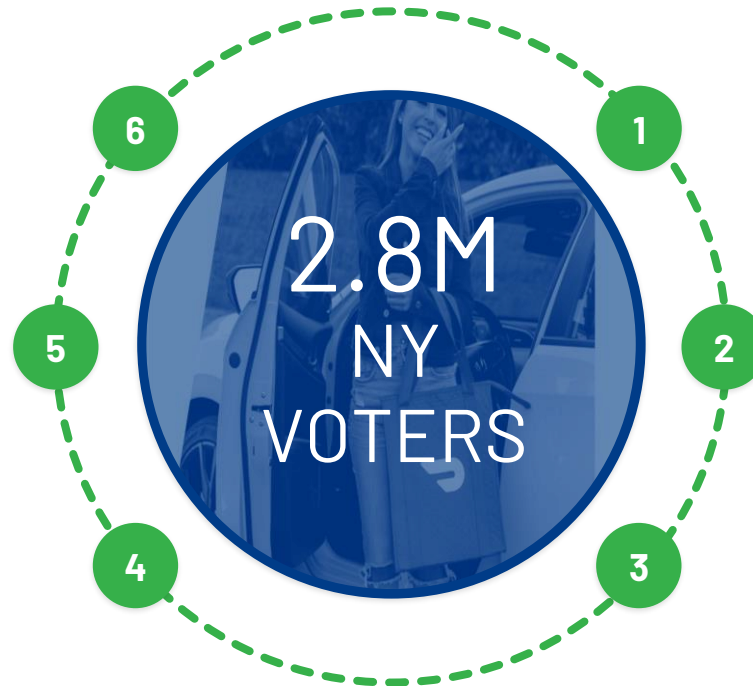
91% of this audience lives in a household with high streaming consumption and 42% of the audience live in households with high linear TV consumption.

SOCIAL MEDIA CONSUMPTION

This audience is more likely than the average adult to use social media, you might find them on Twitch, Snapchat, or TikTok.

EASE OF REACH

About 5% of this audience is considered hard to reach on TV or streaming video, showing this group is hyper plugged in to video content.



AGE & INCOME

This group is younger with more than 60% under age 44 and a diverse set of incomes.

RACE & GENDER

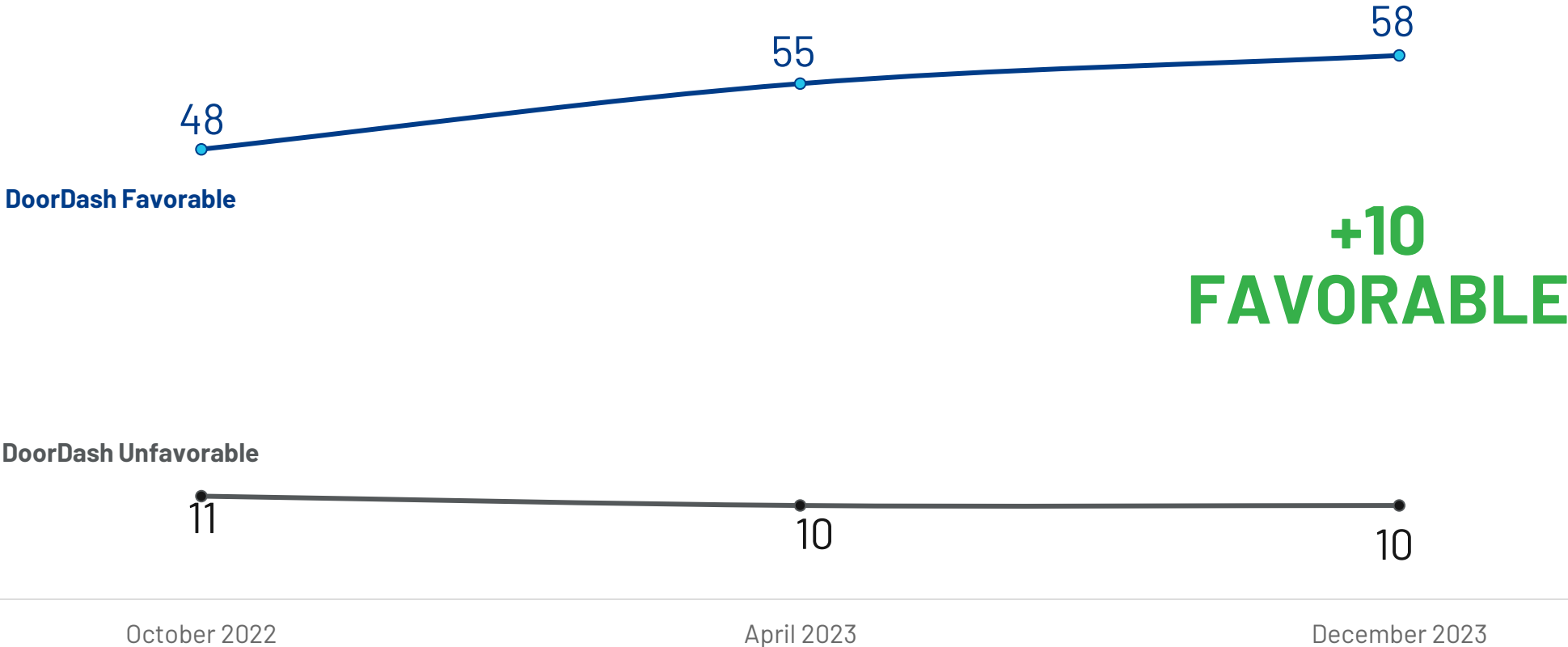
This is a more diverse audience with a quarter Black, and 63% white. Almost 2 out of 3 audience members are male.

PARTISANSHIP

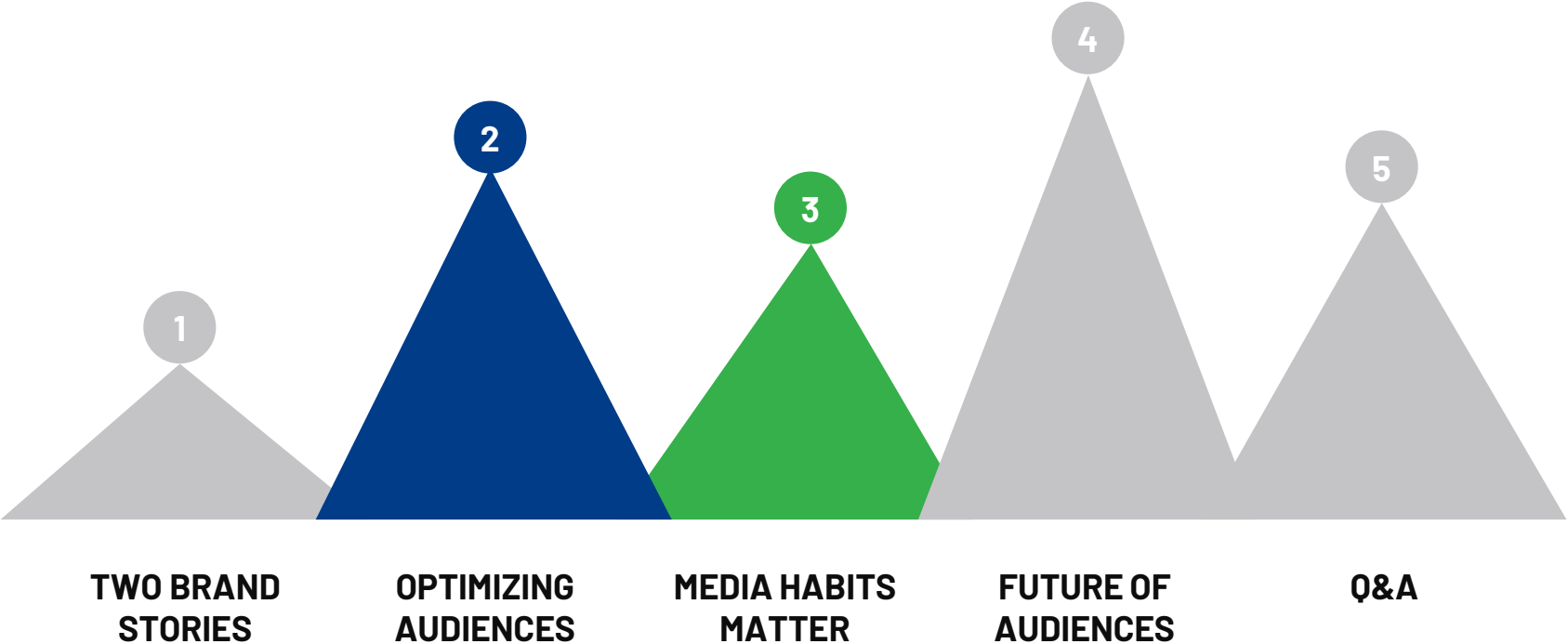
We know less about the partisanship of such a young audience but almost half the audience is liberal leaning.

Ultimately, running a well-targeted campaign should show movement over time.

This proactive, multi-channel, targeted approach to the campaign resulted in positive movement in the net DoorDash favorability score.



ON DECK & UP NEXT



Leveraging artificial intelligence through machine learning builds a bridge from a snapshot of polling to a model that fits the entire population.

Public opinion polling and modeling both serve as tools to understand the preferences and behaviors of a population, but they approach the task differently.

Using deep learning techniques, the polls or surveys that measure a brand's KPIs are taken, and statistical techniques, powered by AI, are applied to scale or predict behaviors across a larger population. This is how you move from survey question, to full scale model, to actionable audience intelligence.

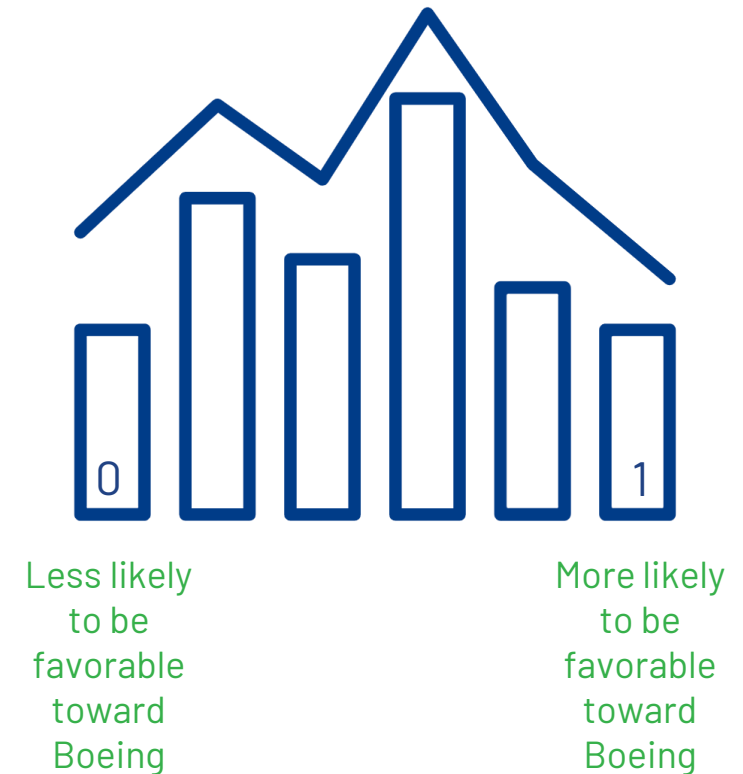


Each brand is going to care about specific KPIs that tell the story of how consumers perceive your image, company, service, or product.

Take a question like Boeing Favorability as an example of how we go from survey question to model.

Do you have a favorable or unfavorable opinion of Boeing?

- 1 Very favorable
- 2 Somewhat favorable
- 3 Somewhat unfavorable
- 4 Very unfavorable
- 5 I don't know enough to have an opinion



The model of the population means every single person gets a “score” for every opinion.

The limited sample of the survey means that some groups won't be analyzed or considered, and your strategy for connecting to the broader population is not at scale. This process adjusts for that – giving you a fully flexible set of data and multiple models to cross and cut into audiences.



.66

propensity to have a favorable opinion of Boeing

.46

propensity to have a credit card that earns travel points

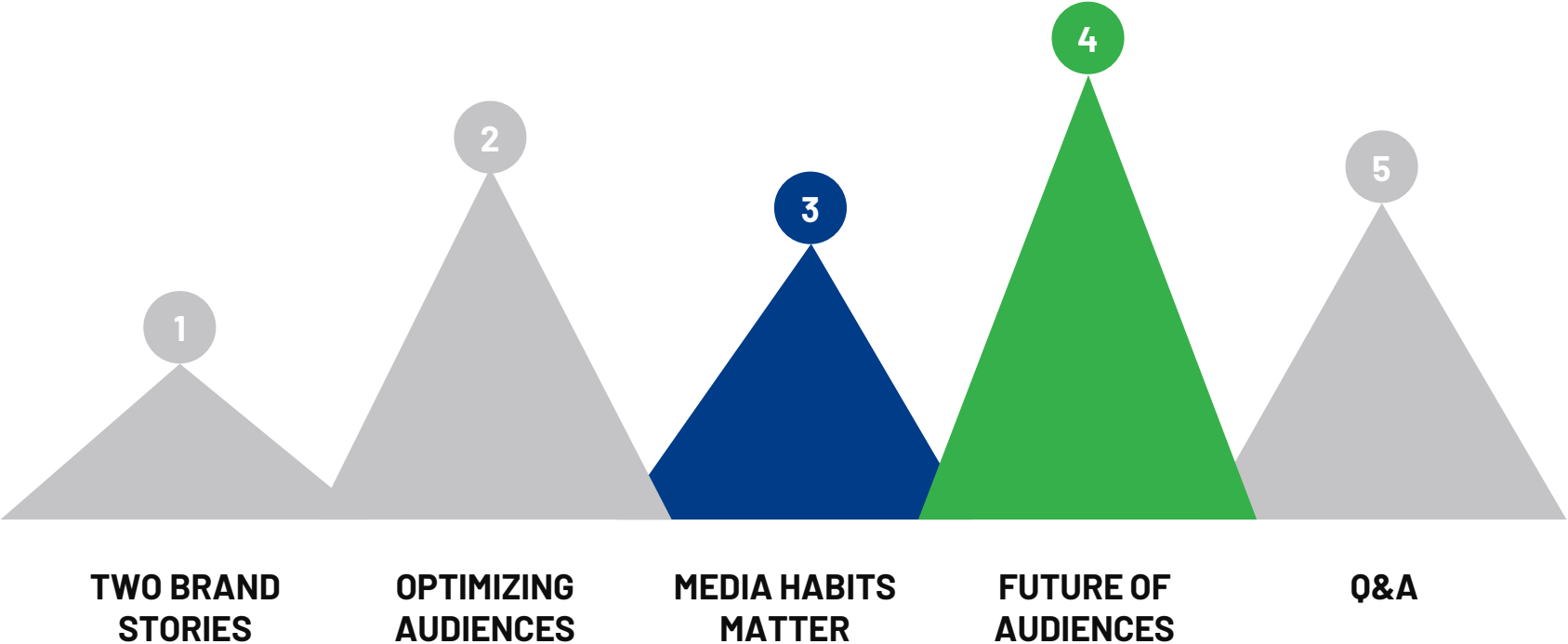
.92

propensity to be a frequent traveler who flies multiple times a month

.53

propensity to be concerned about carbon emissions and carbon offsets

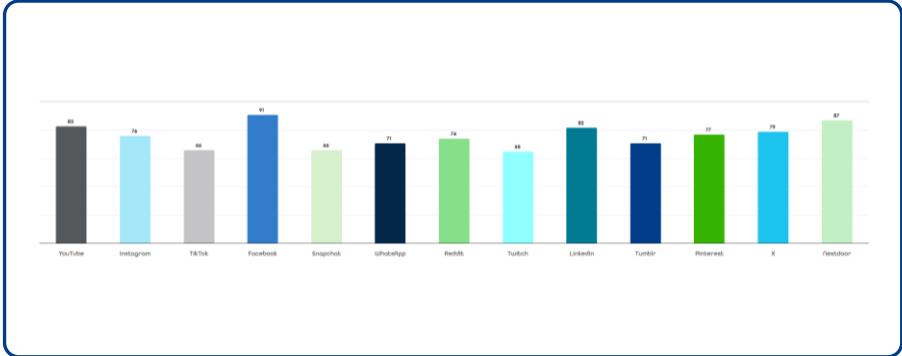
ON DECK & UP NEXT



We no longer have to rely on channel-by-channel media information to make strategic decisions about reaching audiences.



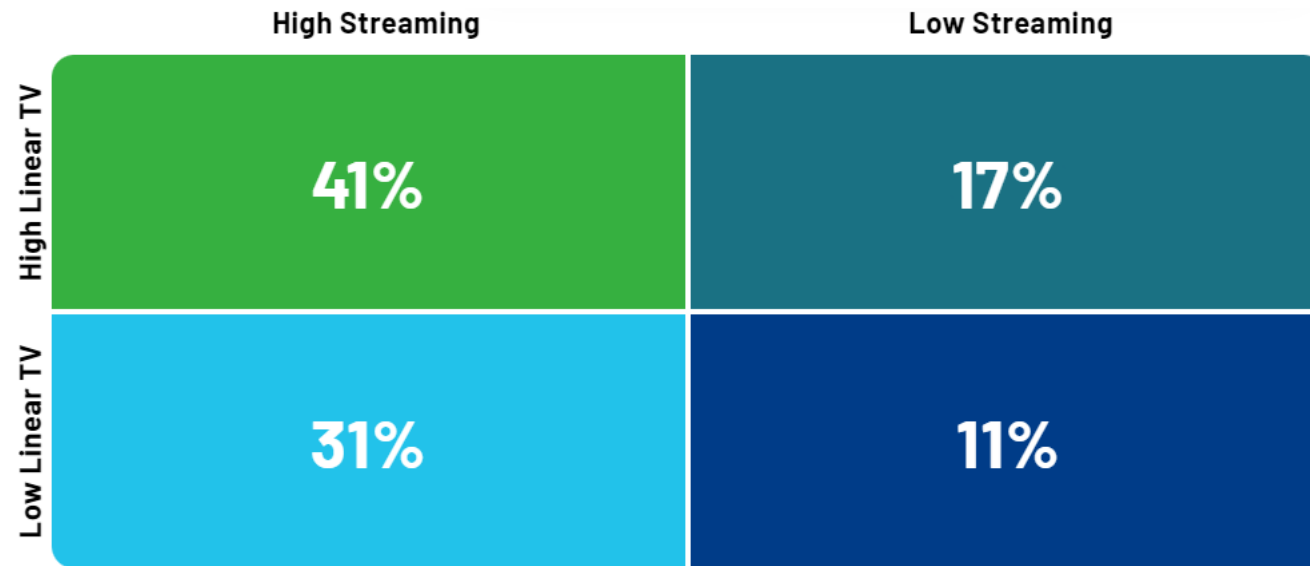
TRADITIONAL MEDIA STRATEGY



MODERN MEDIA STRATEGY

We think video engagement insights matter quite a bit. Not everyone is reachable with video content.

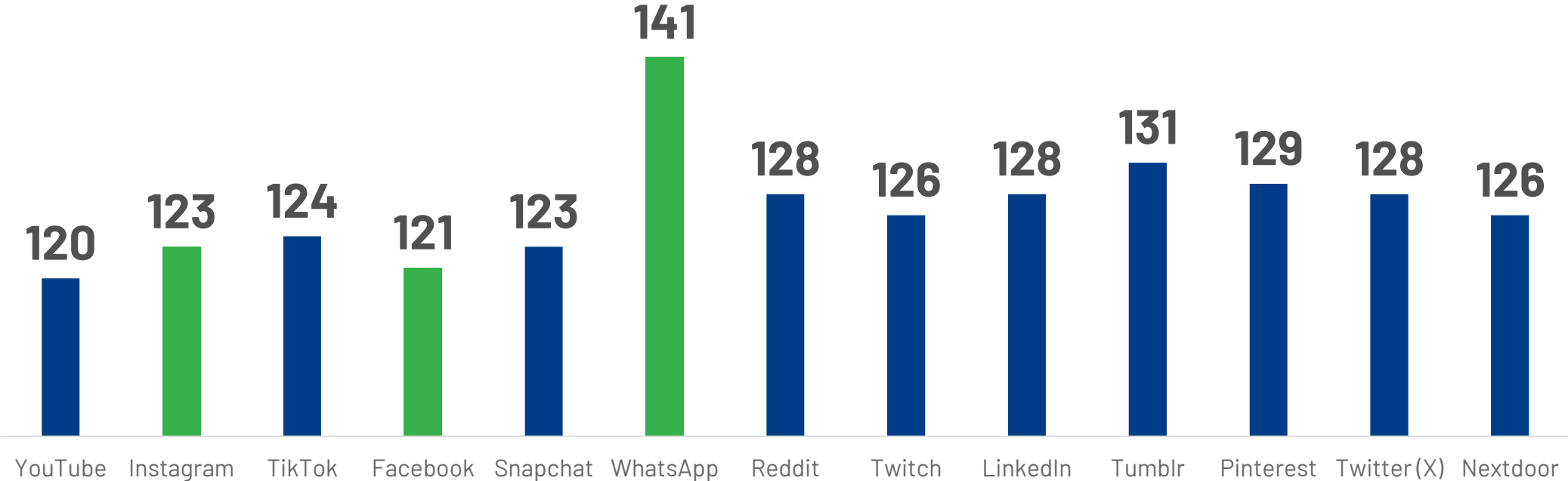
Understanding how your audience consumes media between between traditional linear TV and streaming TV helps you see the level of reachability they might have. This shows an audience of people favorable to Boeing and their engagement matrix.



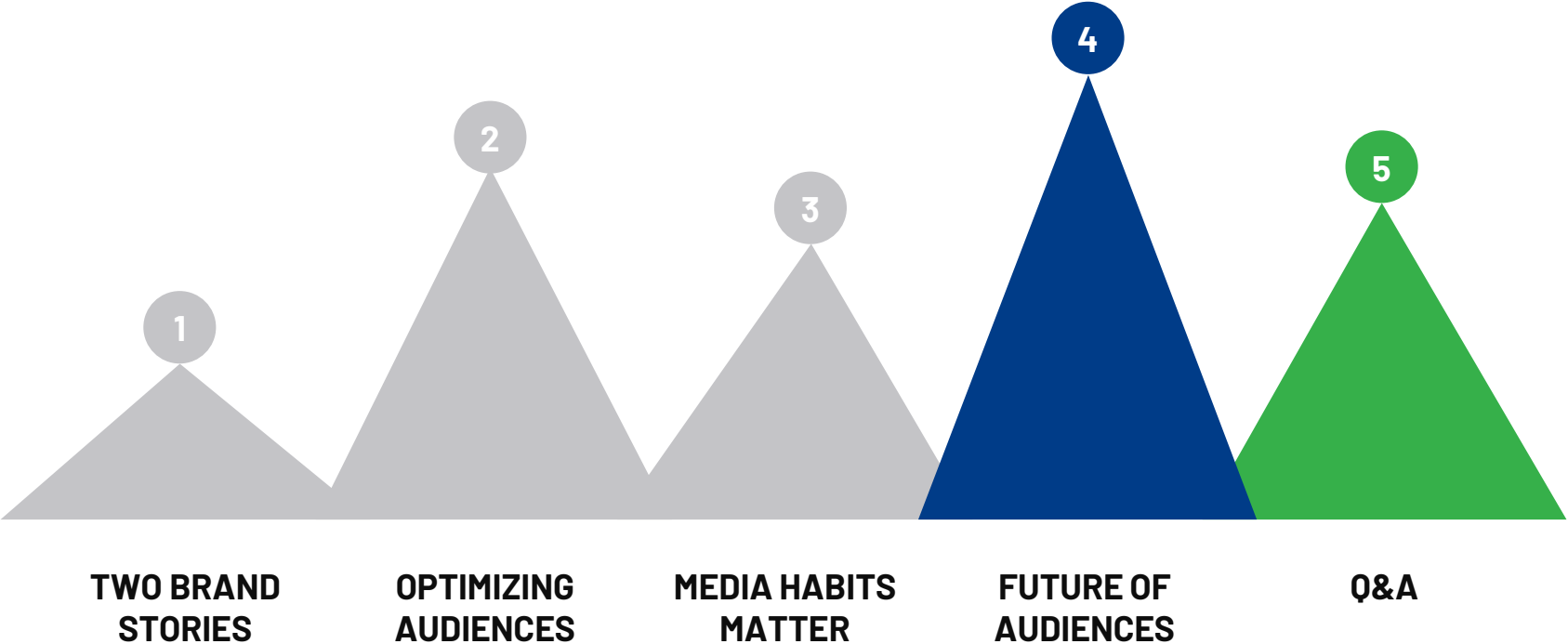
We also want to see how reachable an audience might be across not just mediums but platform by platform.

Our audience of individuals favorable toward Boeing are engaged on social media and are easily reachable across a number of platforms. They're also spending a good amount of time on some of these platforms during the day.

Social Media Platform Reach - How Much of this Audience Can I Reach?



ON DECK & UP NEXT



The world generates almost 100 zettabytes of data each year. That's the equivalent of about 1 trillion iPhones of data storage.

- Brands everywhere are dealing with data paralysis.
- Your teams are likely sitting on troves of data about your audiences that they can't make actionable because it's not properly connected.
- At the same time, you're collecting and creating more data that needs to be plugged in across the brand ecosystem to be fully useful.



The future of audience intelligence ultimately removes the friction between all the teams tasked with reputation management.



The future of audiences includes advancements in the TV space.

It's critical to gain complete visibility into how your target audience is exposed to your – and your competitors' – messages.

You don't want to oversaturate your message to some people and completely miss others. It's both a waste of finite budget dollars and will diminish your campaign impact.



LINEAR TV EXPOSURE

Which of my audiences saw my ad on TV? Who hasn't seen my ad that still needs to?

STREAMING TV EXPOSURE

Which of my audiences saw my ad while streaming their shows? Who hasn't seen my ad that still needs to?

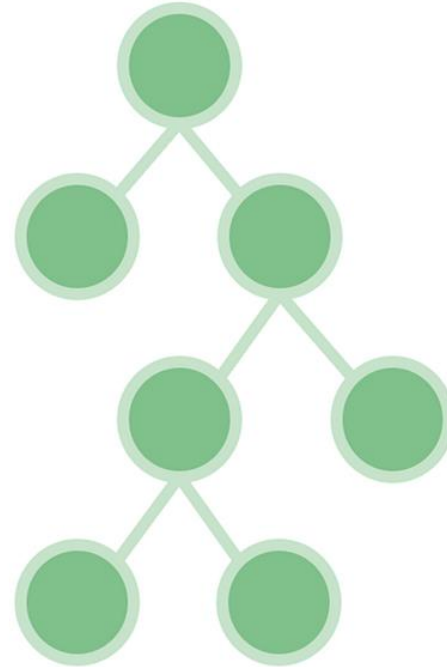
EARNED MEDIA EXPOSURE

Which of my audiences saw news about my brand while watching TV or browsing online?

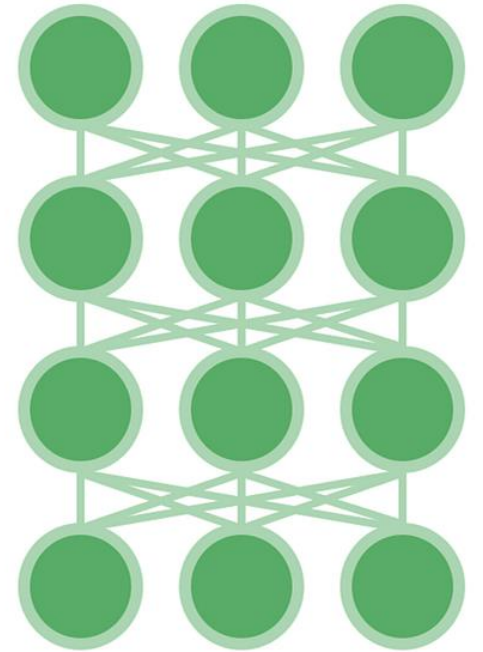
The future of audiences includes advancements in modeling.

The more data we have accessible to us, the more complex and layered our modeling techniques will need to be to handle that sophistication.

The interactivity between all the data will be much more like a web of information and inputs working together will create more powerful outputs and predictions.



**TRADITIONAL
MODEL
CONCEPT**



**FUTURE
MODEL
CONCEPT**

The future of audiences includes generative AI layers for strategic discovery.

The future of generative AI will enable organizations to rapidly analyze massive and disparate datasets to move their decision-making forward.

Teams will be extracting insights on brand performance and audience movement with unprecedented speed and precision utilizing data across the organization as well as inputs from various intelligence suites.

I need to write a strategy brief for my CEO on our current brand reputation and action steps.

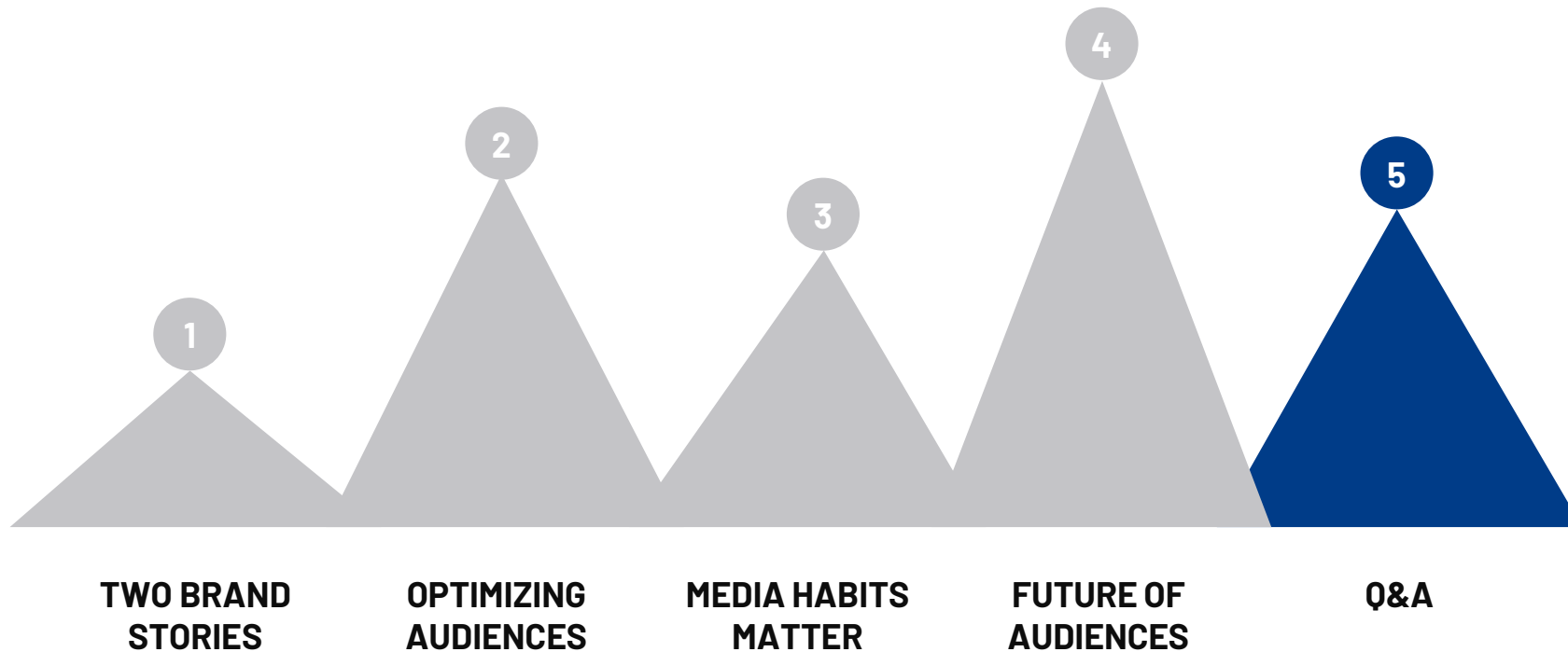
I can help with that task. How long do you want the brief to be?

I'd like the brief to be no more than 2 pages long. I need to pull from our recent audience KPIs and show how our advertising from last month's campaign is performing.

Your 2-page KPI brief has been delivered to your email for download and review. It includes the latest data that shows two of your target audiences are performing well across all 5 KPIs but the third target audience is lagging. I've made some suggested improvements to the current campaign. Do you want me to also email this to your CEO?

I'm going to review the recommendations and data - don't send the brief right now.

ON DECK & UP NEXT



ASK SARA & BRENT



SARA FAGEN

CHIEF EXECUTIVE OFFICER
TUNNL



BRENT SEABORN

CHIEF DATA SCIENCE OFFICER
TUNNL

THANK YOU

Sara Fagen sfagen@tunnldata.com

Brent Seaborn bseaborn@tunnldata.com