MUNDIAL MEDIA

WHO WE ARE

The **only** minority-owned platform powered by contextual AI

Cadmus AI, **the first contextual engine** married to media, powers cultural understanding of multicultural digital voices & content across 350+ publishers

Cadmus AI creates the largest and most granular source of curated & nuanced contextual segments to **authentically plan, execute and measure media,** further driving meaningful connections at scale

Contextual advertising boosts engagement for Multicultural audiences by over 50%

- ✓ **100%** Minority-Owned

- ✓ **100%** Multicultural Founding & C-Level team

- ✓ **1st** AI contextual platform, Cadmus AI

- ✓ **350+** In-Culture Publishers integrated in Cadmus AI

- ✓ **500m+** Contextual data points analysed

- ✓ **30m+** Multicultural Audiences Monthly

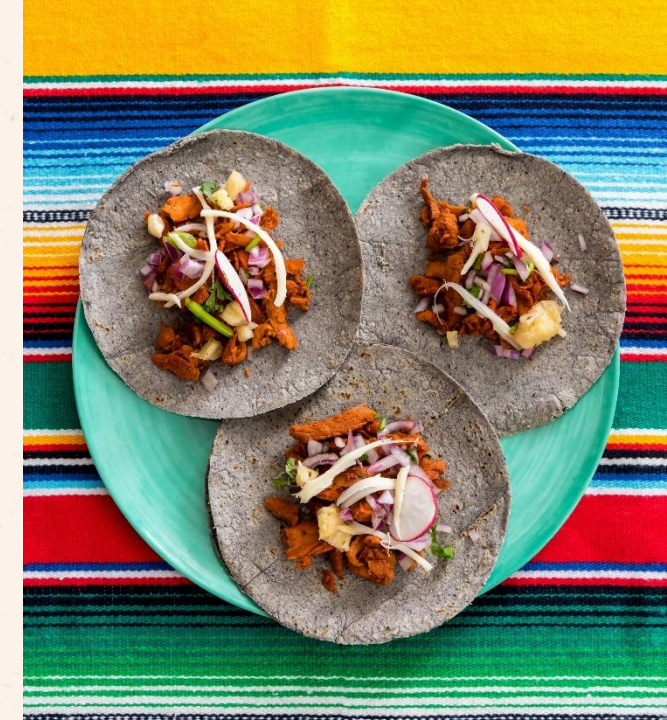- ✓ **AV** Hyper contextual insights intra & post campaign

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OUR BRAND PILLARS

RELEVANCY

Endemic content that creates an authentic connection with multicultural consumers through contextual targeting.

Through Cadmus AI, we position the **right advertisement** at the **right time and place** to the **right audience**

REPRESENTATION

Minority owned & 100% multicultural team

NMSDC
National Minority Supplier Development Council

Supplier Clearinghouse
Pursuant to CPUC General Order 156
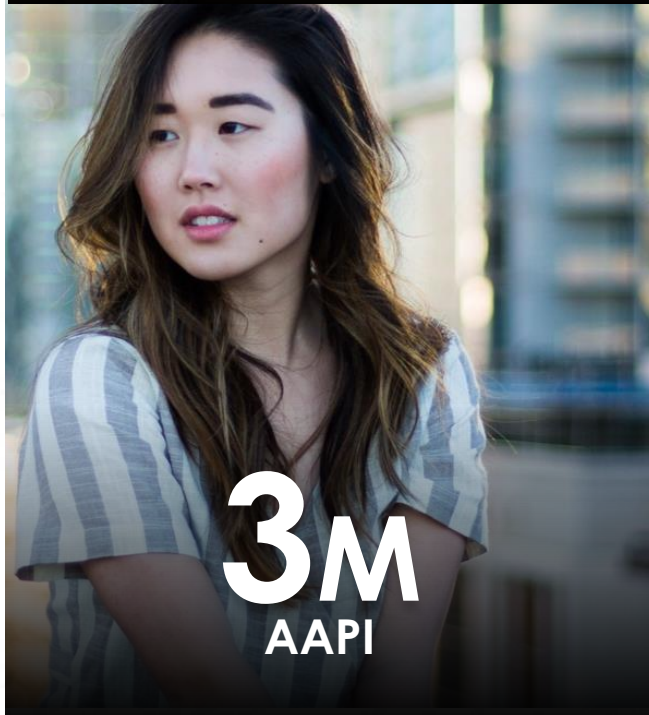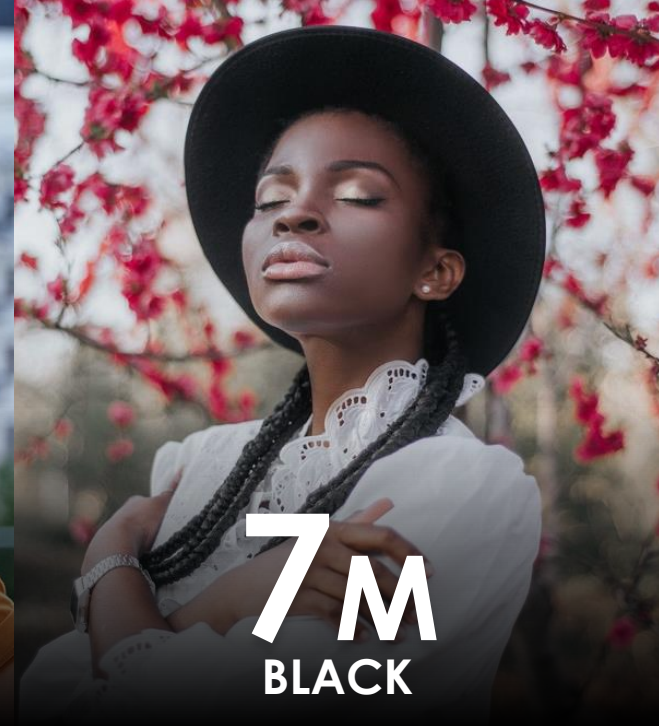Est. 1989

MBE
CERTIFIED
MINORITY BUSINESS ENTERPRISE

RESEARCH + INSIGHTS

1st party data from 30M monthly uniques enhanced with proprietary research

Drive brand equity and trust by running in **100% brand safe** environments
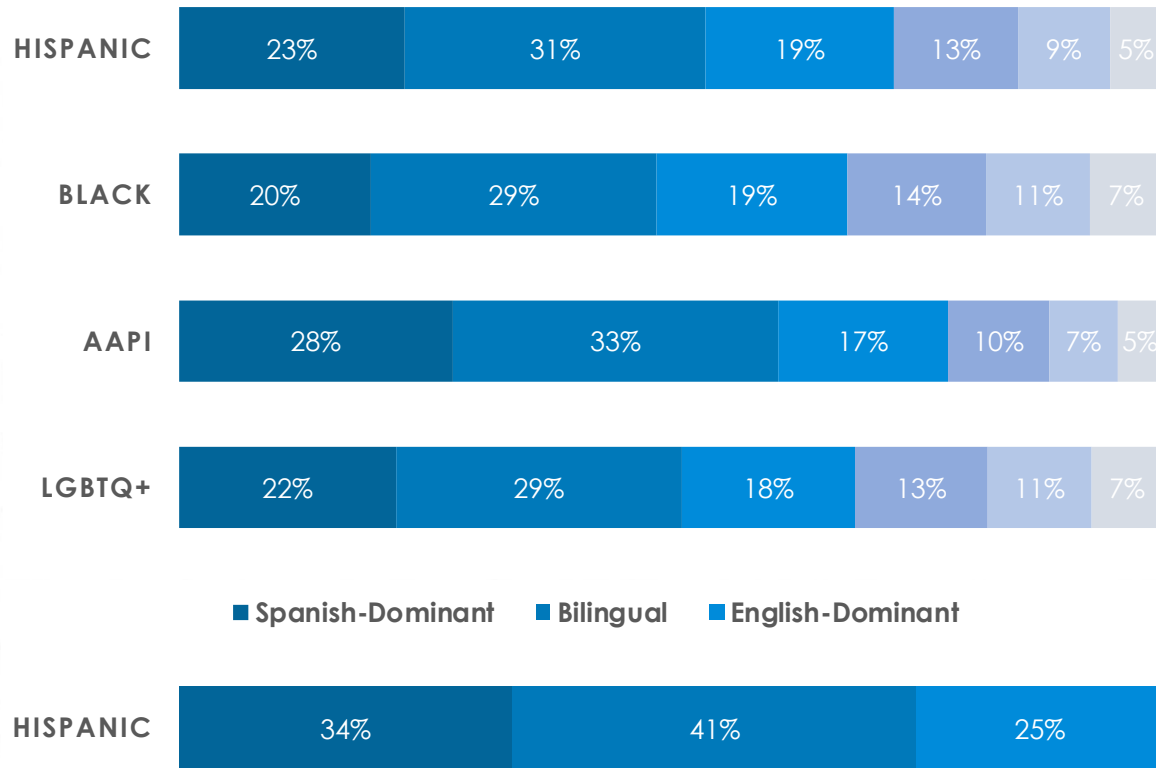
30M
MULTICULTURAL

WE REPRESENT ALL MINORITY & MULTIGENERATIONAL AUDIENCES IN THE U.S.

18M
HISPANIC

7M
BLACK

3M
AAPI

2M
LGBTQ+

A LOOK INTO OUR MULTICULTURAL AUDIENCE

AGE BREAKDOWN

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

HISPANIC	23%	31%	19%	13%	9%	5%
BLACK	20%	29%	19%	14%	11%	7%
AAPI	28%	33%	17%	10%	7%	5%
LGBTQ+	22%	29%	18%	13%	11%	7%

■ Spanish-Dominant ■ Bilingual ■ English-Dominant

HISPANIC	34%	41%	25%

REACHING MULTICULTURAL AUDIENCES THROUGH AUTHENTIC PUBLISHING PARTNERS IN THE U.S.

350+ Cadmus AI Certified In-Culture Publishers

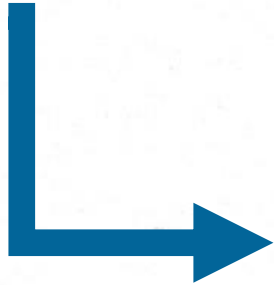EL TIEMPO · LA NACION · COMPLEX · PUNCH · AsAmNews · américa · the grio · depor · trome

COSMO.PH · El Comercio · BOSSIP · elsalvador.com · ONDemand KOREA · BLACK ENTERPRISE · eHow En Español · lapatilla · ESPN

TVNOTAS · EL UNIVERSAL · pluto TV · LA PRENSA GRAFICA · HBCU Lifestyle Black College Living · LEE BAILEY'S eurweb EVERYTHING URBAN + RADIOSCOPE · CP CLUTCHPOINTS · RÉCORD · LaJornada

MILENIO · EL MUNDO · MARCA · HOLA.com · gay city news · ALLMUSIC · diez · Clarín · La Prensa

infobae · LA VANGUARDIA · EBONY · La República · RAP-UP · VLADTV · mamás LATINAS · MUNDO DEPORTIVO · Soy Carmín

OUR STRATEGY

Campaign RFP

Brand KPI's / metrics / goals

Target audience

Contextual segments

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CONTEXTUAL ENGINE

Analyze premium publisher partners

Build contextual segments via proprietary image and text analysis

Identify dataset of brand safe placements

Ability to address all ad requests on open web without the use of cookies

MEDIA EXECUTION

Formats: Display, High Impact, OLV, CTV/OTT

Creative development of high impact media units

Daily optimization to achieve both delivery and performance goals

Work with measurement and verification vendors

DV   IAS   MOAT

345 MULTICULTURAL PUBLISHER PARTNERS

EL TIEMPO   LA NACION   eurweb

COSMO.PH   El Comercio   diez

TVNOTAS   EL UNIVERSAL   the grio

MILENIO   EL MUNDO   La Prensa

infobae   LA PRENSA GRAFICA   Clarín

RESEARCH + INSIGHTS

Cookie-less advertising solution (1P)

Contextual reporting

Real-time campaign insights

Deliver High Performing Campaigns

Premium service to fulfill brand KPI's / metrics / goals

Exceed industry benchmarks

100% Brand Safe

Verified multicultural audience

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CADMUS AI – FULL PAGE ANALYSIS THAT GUARANTEES 100% BRAND SAFE ENVIRONMENTS

PROPRIETARY CONTEXTUAL ENGINE

Text Analysis

- Machine Learning Solution
- Natural Language Processing
- Structural Analysis
- Contextual Semantic Analysis
- Sentiment Analysis

Contextual Results

Personal Finance
Investing
Beginning Investing

Image Results

Animal	95.3%
Mammal	95.3%
Pig	95.3%
Piggy Bank	93.2%
Brand Safe	99.9%

Sentiment Results

Positive	94.5%
Neutral	0.1%
Negative	5.5%

Forbes Staff
agosto 9, 2023 @ 5:47 pm

15 formas de ahorrar dinero a diario

Estas son algunas ideas que, dependiendo de tu situación personal, puedes aplicar para terminar con más dinero en la cartera a fin de mes.

Foto: Freepik/elleaon

¿Cansado(a) de que todo el mundo te diga que tienes que ahorrar? Optimizar la forma en la que usas y administras tu dinero no va

Header
Author
Title
Image
Content

Image Analysis

- Deep Learning Solution
- Image Detection
- Object/Scene Detection
- Text Detection
- Unsafe Detection

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CONNECT WITH AUDIENCES DURING KEY TIMING

JANUARY	FEBRUARY	MARCH	APRIL
Día De Los Reyes Chinese New Year Martin Luther King	Día De San Valentin Black History Month GRAMMYs	Women's History Month Holi Tax Season	Earth Day / Sustainability Semana Santa (Easte4r Break) Spring Break Tax Season Coachella Latin Billboards

MAY	JUNE	JULY	AUGUST
5 De Mayo Día De Las Madres Mental Health Month AAPI Heritage Month	Summer Break Día De Los Padres Juneteenth UEFA Champions League Pride Month UEFA Euro	Summer Break Summer Beauty Premios Lo Nuestro Olympics UEFA Euro	Back To School Fall Vaccines VMA's

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Fall Beauty Fall TV Premiers Hispanic Heritage Month	Día De La Raza Hispanic Heritage Month Smile Day Fall Vaccines / Flu Shots Diwali Halloween	Día De Los Muertos Thanksgiving Black Friday Cyber Monday Latin GRAMMYs Diabetes Month Diwali	Noche Buena Navidad Posadas Año Nuevo Holiday Beauty

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NEW FOR Q2 2024
BRANDED & EDITORIAL CONTENT OPPORTUNITIES

Powered by Cadmus AI

Cadmus AI

Mundial Mundia leverages authentic granular insights from Cadmus AI to create content strategies for brands

- Nuanced hyper-contextual insights
- Content seasonality trends
- Cultural key moment content
- Competitive intel
- Tone & intent analysis
- Country of descent
- Demographic & behavioral traits
- Language preference

Development & hosting of content across key in-culture publisher partnerships

SOCCERGATOR   gay city news

EBONY   ALLMUSIC

HOLA.com   mamás LATINAS   COCINA Delirante

Soy Carmín   ACTITUD FEM

Additional content + media amplification layered with hyper-contextual targeting technology

350 Cadmus AI Certified In-Culture Publishers

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IMPACTFUL MEDIA TO DRIVE AWARENESS & ENGAGEMENT

To deliver relevant messages across audiences, Mundial Media offers in-house creative services* for display and high-impact units as AV. We create in-language culturally relevant units leveraging brand PSD files
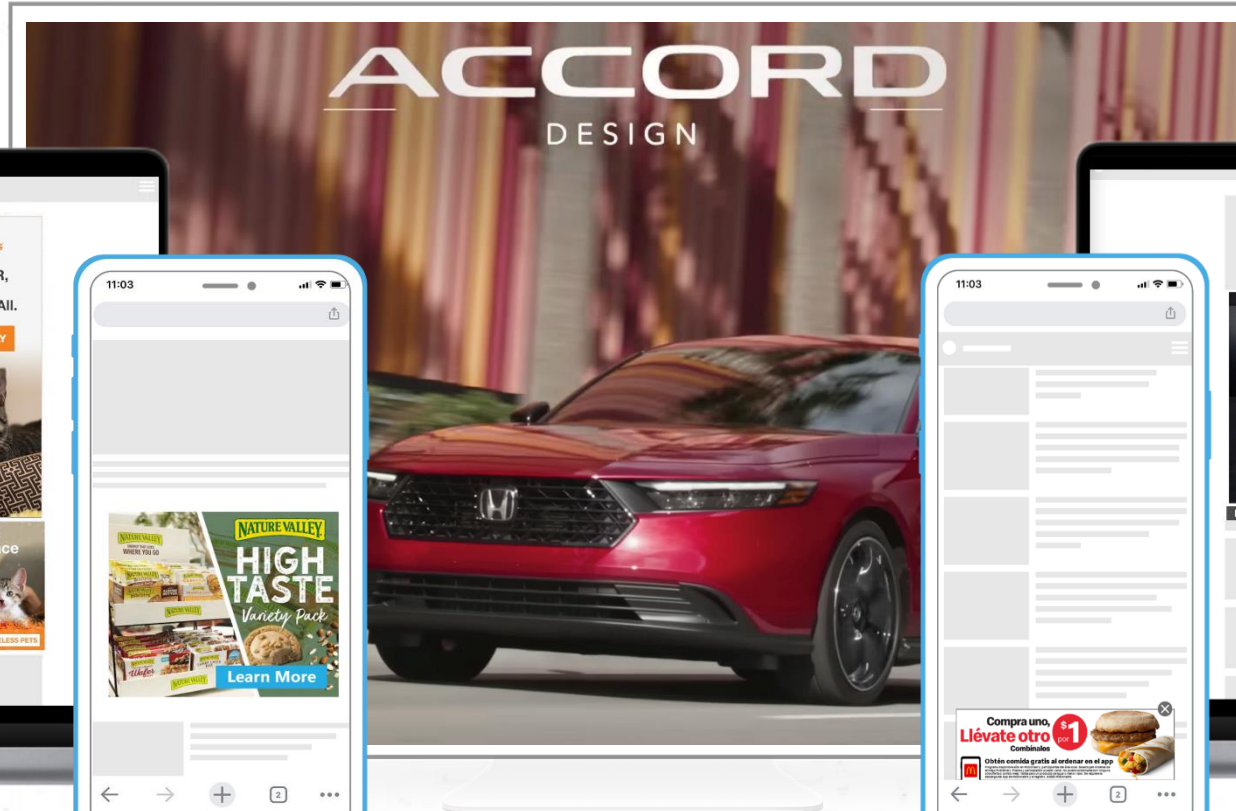
DISPLAY

INTERSTITIAL

Mobile: 320x480
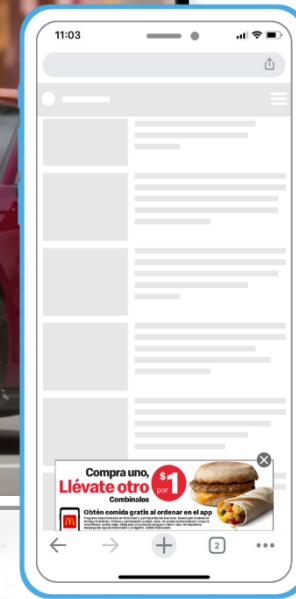**Desktop**: 800x600

Benchmarks:
CTR: 1% - 3%
Viewability: 90%+
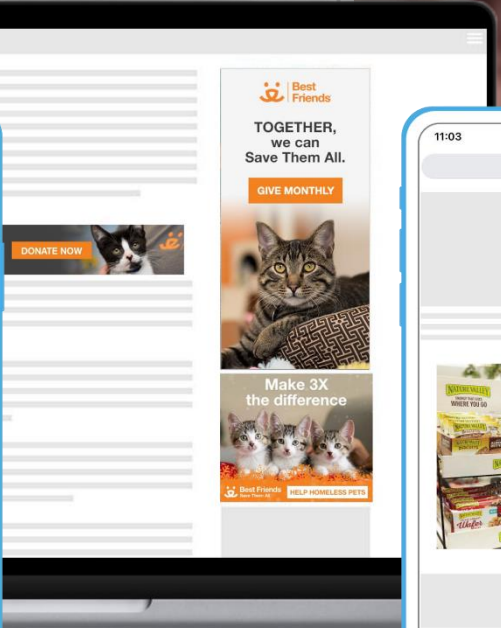
Cross-screen
320x50, 728x90, 300x250
160x600, 300x600, 970x250

Benchmarks:
CTR: 0.2% - 0.5%
Viewability: 80%+
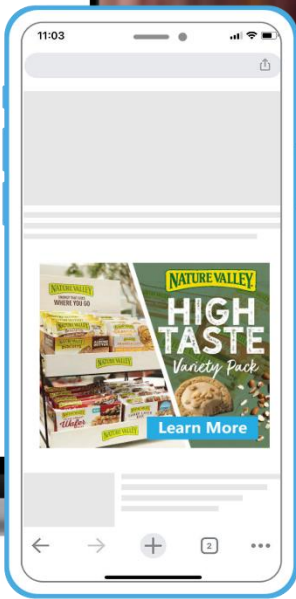
MINISCROLLER

Mobile: 300x250
Desktop: 600x250

Benchmarks:
CTR: 0.5% - 2%
Viewability: 90%+

CTV

Format: 15 or 30 seconds

Benchmarks:
VCR: 90%+

ADHESION

Mobile: 320x100 or 320x50
Desktop: 728x180 or 728x90

Benchmarks:
CTR: 0.5% - 2%
Viewability: 90%+
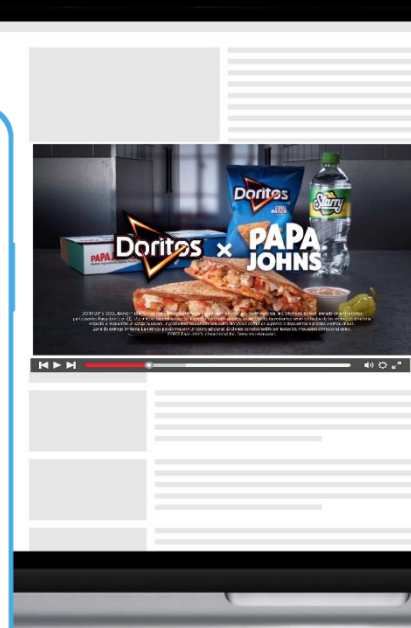
PREMIUM VIDEO

Cross-screen
15, 30 or 60 seconds

Benchmarks:
VCR: 75%+
Viewability: 90%+

INTERSCROLLER

Mobile: 320x480
Desktop: 800x600

Benchmarks:
CTR: 0.5% - 2%
Viewability: 90%+

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WHY MUNDIAL MEDIA?

DIFFERENTIATION POINTS

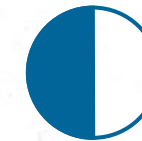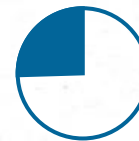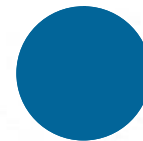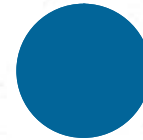|	MUNDIAL MEDIA	NGL Collective mitú	MY CODE	adsmovil
Minority-owned & operated 100% Multicultural team	●	○	○	●
Cadmus AI, our proprietary contextual technology A cookie-less advertising solution that guarantees brand safety	●	○	○	○
Scaled reach across all digital ad formats	◕	◔	◑	◐
Drive emotional connections with all multicultural audiences: Hispanic, Black, AAPI, LGBTQ+	●	◔	◐	◔
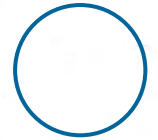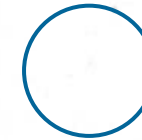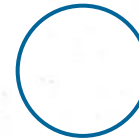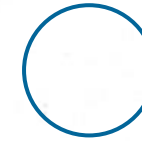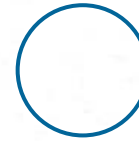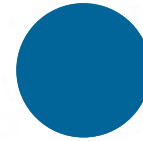
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THANK YOU!

team@mundialmedia.com

BRAND LIFT STUDY
Added Value to measure brand KPI's

MEASUREMENT PARTNER: LUCID

TARGET AUDIENCE:

Determined by Brand

MEASUREMENT FEATURES:

TRACK UP TO 5 BRAND KPIs (Pending investment level)
Brand Awareness (Aided), Brand Consideration,
Purchase Intent, Ad Recall, Brand Favorability, Brand
Recommendation, Message Awareness

CAMPAIGN OVERVIEW
Summary of brand lift performance by KPI, Age, Gender,
and Frequency of Exposure across all KPIs for your
campaign

OPTIMIZE MEDIA
Drill into lift by Site, Placement, Creative, Device, Media
Channel, and Frequency of Exposure for each KPI to
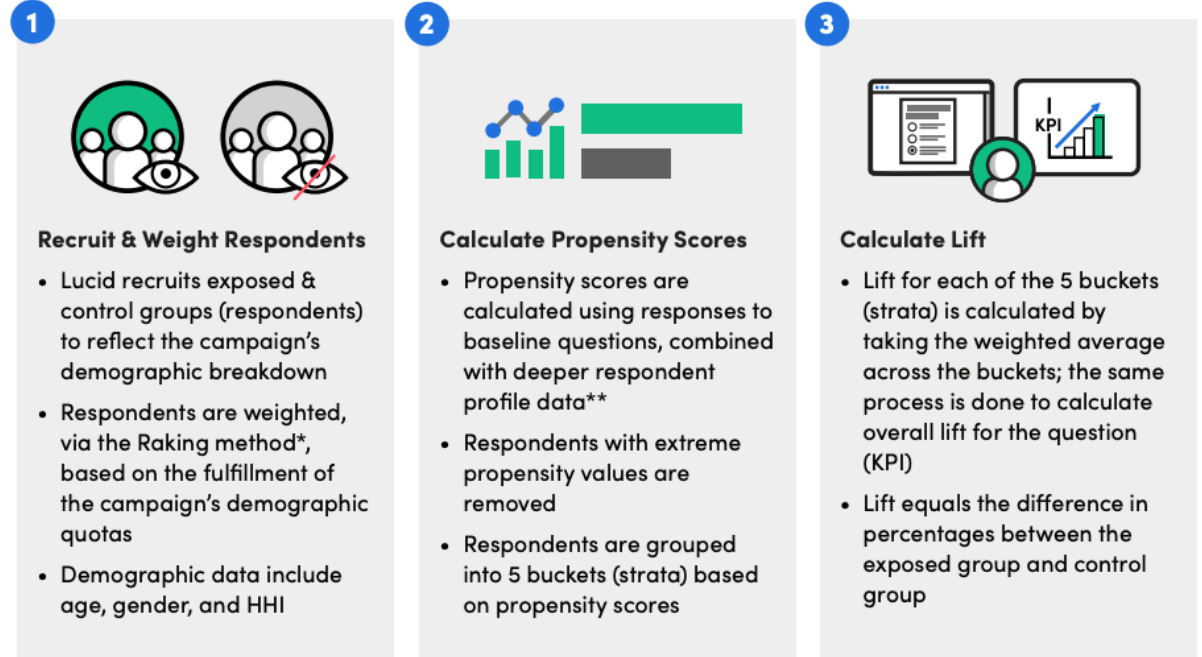identify optimization opportunities

AUDIENCE INSIGHTS
Filter insights by Age, Gender, HHI, Region, State,
Education, Ethnicity, Employment Status & Occupation,
or a customizable
Target Audience

TIMING:

1 month lead time for set-up prior to launch

How Lucid Calculates Lift

1 Recruit & Weight Respondents

- Lucid recruits exposed & control groups (respondents) to reflect the campaign's demographic breakdown
- Respondents are weighted, via the Raking method*, based on the fulfillment of the campaign's demographic quotas
- Demographic data include age, gender, and HHI

2 Calculate Propensity Scores

- Propensity scores are calculated using responses to baseline questions, combined with deeper respondent profile data**
- Respondents with extreme propensity values are removed
- Respondents are grouped into 5 buckets (strata) based on propensity scores

3 Calculate Lift

- Lift for each of the 5 buckets (strata) is calculated by taking the weighted average across the buckets; the same process is done to calculate overall lift for the question (KPI)
- Lift equals the difference in percentages between the exposed group and control group

*The Raking method is a respondent weighting method that ensures that the campaign sample is representative of the target population and reduces bias associated with non-response and coverage errors.

**Includes respondent survey history and additional demo data (education & region)

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NOTE: FEASIBILITY CHECK REQUIRED FOR ALL STUDIES