



Channel Factory Solutions Catalogue



**MEDIA PLACEMENT
CONTENT STRATEGY ANALYSIS**

BRAND SAFETY & SUITABILITY

**CUSTOM-MADE
SEGMENTATION**

INCLUSIVE ADVERTISING

**PREDICTIVE AUDIENCE
SEGMENTS**

PRECISION TARGETING

Our contextual targeting capabilities on walled gardens are unavailable anywhere else – even within the walled gardens themselves

Contextual Targeting



Media Optimization

Our AI-driven media automation, activation, optimization, and analytics to deliver unrivaled media efficiency for your campaign

**CROSS-PLATFORM
SOCIAL MEDIA CAMPAIGNS**

TV-LIKE INVENTORY

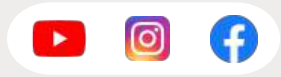
CONNECTED TV

PREMIUM FORMATS

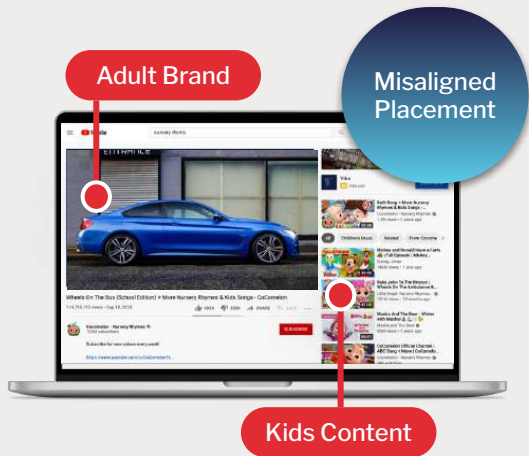
SOCIAL LEAD GENERATION

DIGITAL AUDIO

Media Placement Content Strategy Analysis



Media Placement Content Strategy Analysis



The Challenge

The digital ecosystem is complex and hard for brands to navigate. Brands may have individual suitability standards but it is difficult to see at the placement level where your ads are running. Are you running in the correct language? Have you avoided kids content? Are your ads placed in contextually relevant environments?

Channel Factory Solution

One of the most exciting features of ViewIQ is our Media Placement Content Strategy Analysis. It allows us to analyze your prior campaign placement at a video level and identify efficiencies opportunities for future ones.

The process is pretty simple and fast:

1. You provide us the historical campaign placement available in the media platform and campaign objectives.
2. We run it through ViewIQ and provide a deep understanding of the campaign placement revealing the total inefficiencies of the campaign and mapping the opportunity of improvement through our precision targeting solution.

Over the years we ran thousands of CSA across every industry and dozens of countries. In average, we identify that 30% of impressions are misaligned with the campaign objectives and brand guidelines.



30%

improvement in
future campaign
performance
typically as a
result of a CSA



Benefits

Improve Performance

Use placement insights and performance data by channel and video to select content that historically performs better for your desired KPIs.

Reduce Inefficiencies

Deliver ads only in videos that are contextually aligned with your brand and campaign, minimizing waste.

Granular Reporting

Gain real-time reporting on a channel and video level, improving your optimization and ensuring full transparency.

Brand Safety & Suitability



Brand Safety & Suitability



The Challenge

Industry and platforms standards for Brand Safety & Suitability are a starting point, but do not address brand guidelines and industry specific regulations

Delivering ads on misaligned or harmful content can damage your brand reputation and, even worse, fund unlawful content that are a liability for your company

Channel Factory Solution

Channel Factory enable advertisers to set custom-made standards adequate to their brand guidelines and industry specific regulations by **excluding channels and videos** that represents reputational or legal risk giving you control of where your ads are placed

Our solution also **include channels and videos** that might have been wrongly removed by wall-gardens standards

Look at us like an insurance for your brand reputation



This process runs every 4 hours, keeping our data secure and up-to-date

How It Works

Our multimodal content categorization solution that combines state-of-the-art technology with human vetting

We enable you to exclude and include channels and videos through our custom-made lists that addresses your specific needs



9%

increase in Purchase Intent when running next to brand suitable content

17%

higher ROI when ads are placed with contextual alignment

23%

less media wastage validated by PwC

Benefits

Brand Reputation

Take back the control of where your ads are placed and protect your brand from reputational risk

Mitigate Liability

Custom-made suitability standards adequate to your industry-specific regulations

Amplify Positivity

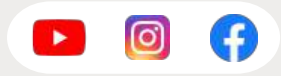
Align your ads with positive content that are good for your audience and society

Constrain Negativity

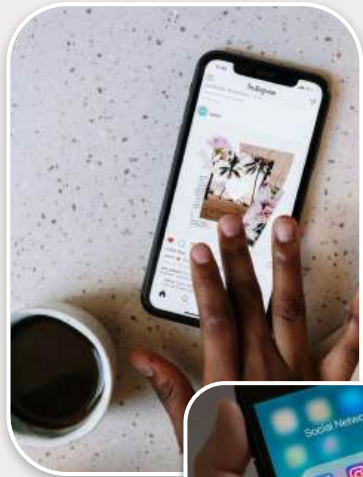
Defund harmful content and fake news and diminish their ability to spread their message



Custom-Made Contextual Segmentation



Custom-Made Contextual Segmentation



The Challenge

Social media platforms offer standard segmentations off-the-shelf for all advertisers regardless of their industry or size.

Your brand has access to the same options that every other brand — including your competitors.

Channel Factory Solution

With Channel Factory's Custom-Made Contextual Segmentation solution, ad placement is not limited to what is available off-the-shelf on walled gardens.

Tell us your dream in terms of audience and contextual segmentation, and we can deliver it beyond what is available on the largest media platforms in the world.

Instead of targeting interest categories like 'Sports,' you can exclusively target channels and videos about 'Football,' 'Tennis,' or 'Basketball.'

Want to be even more specific? You can target videos from a specific league, such as the 'NFL,' 'NBA,' 'Formula 1,' 'Nascar,' 'UEFA Champions League,' or 'ATP Tournaments.'



How It Works

Custom-made contextual segmentation is unavailable within the walled gardens themselves.



1 Video-level content analysis & categorization

V IQ Series

Channels in List 2,393	Total Subscribers 5.3B	Monthly Subscribers 200.8M
View Rate 25%	Likes 97.5B	Dislikes 3.9B
Total Views 3.6T	Monthly Views 148.5B	
Avg eCPV \$0.0452	CTR(t) 0.2178%	

2 Custom-made list of videos



3 Contextually aligned activation within high quality and high performing content



17%

higher ROI when ads are placed with contextual alignment

19%

Contextual targeting outperforms demographic targeting

9%

increase in Purchase Intent with ads next to brand-suitable content.

Benefits

Exclusive Segmentation

Run campaigns focused on content that aligns with your brand's specific needs without compromising reach.

Reduce Inefficiencies

Deliver ads only in videos that are contextually aligned with your brand and campaign, minimizing waste.

Granular Reporting

Gain real-time reporting on a channel and video level, improving your optimization and ensuring full transparency.

Improve Performance

Leverage performance data by channel and video to select content that historically performs better for your desired KPIs.



Predictive Audience Segments



Predictive Audience Segments



The Challenge

Consumers interested in a category are always in different stages of their purchase journey and reaching them when they are about to make their decision is critical to drive sales and ROI

Also, consumers interested in a category are usually interested in something specific and segmentation capabilities offered by digital platforms are usually too broad leading to a lot of inefficiency on media buying and negatively impacting ROI

To make it worse, with third-party cookies accuracy limitations and its unavoidable deprecation getting closer each day, the negative impact on ROI will be massive even outside wall-gardens

Channel Factory Solution

Channel Factory brings to YouTube the ultimate solution that combines our custom-made contextual segmentation *and brand suitability capabilities* with exclusive in-market audiences for multiple categories

We offer over 1,850 in-market audiences that enables brands to reach consumers with specific needs and different stages of their consumer journey reducing inefficiencies and improving ROI

Our solution is cookie-free and privacy centric by design



How It Works

Exclusive in-market and category specific predictive audience segments leveraging cookie-free data from industry-leading data providers



PANELS

Best-in-class digital, mobile, TV & wi-fi panels



COOKIE-FREE

Data-privacy by design



DATA SET

Consumer behaviors from industry-leading providers covering multiple verticals



Privacy-centric targeting for maximum reach.

Audience Targeting

Reach people based on granular consumer behavior or characteristics

All segments available as

ID-Free Predictive Audiences



TV + CTV
Viewership



TV Ad Exposure



Personas



Demos



Website & Search
Behaviors



1st Party Data*



Partner Personas*



Key Verticals Covered

- Automotive
- B2B
- CPG
- Financial
- Gaming
- Health
- Media & Entertainment
- Political
- Retail
- Technology
- Travel



Key verticals covered:

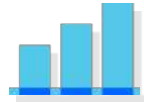
Automotive • B2B • CPG • Financial • Gaming • Health •
Media & Entertainment • Political • Retail • Technology • Travel

+1,850 predictive audiences available on YouTube
exclusively through Channel Factory



Finance & Insurance

- Credit Behavior
- Up & Coming Consumers
- High Credit Card Spenders
- Most Likely to Apply for a Mortgage
- Estimated Household Income
- Home Insurance
- Auto Insurance
- Most Likely to File a Claim
- Investment & Wealth
- Stock Market
- And more



B2B

- B2B Decision Makers
- IT Industry
- Employment
- Healthcare Industry
- Health Professionals: Doctors
- Health Professionals: Surgeons
- Company Size
- Employment Status
- Job Seekers
- New Homeowners
- And more



Retail & QSR

- Retail Merchant: Fast Food
- Retail Merchant: Online Shopping
- Retail Merchant: Clothes
- Retail Category: Restaurants
- Retail Category: Coffee
- Retail Category: Airlines
- Dining
- Entertainment
- Gyms
- Big Box Stores
- And more



Health

- Caregivers
- ADHD
- Cholesterol
- Hypertension
- Diabetes
- Migraine
- Eczema
- Cough / Cold
- Allergy
- Crohn's Disease and Caregivers
- And more



Benefits

Precision

Over 1,850 predictive audiences available on YouTube exclusive through Channel Factory

In-Demo Guarantee

Pay only for impressions in to your verified audience

Data Quality

Data sets for precision audiences provided by industry leaders in their practice

Data Privacy

Cookie-free and ID-free solution privacy centric solution



Inclusive Advertising



Inclusive Advertising



The Challenge

The advertising industry evolved from chaos to extreme caution on targeting led by overblocking

The unintended consequence is that channels ran by diverse creators are wrongly excluded leading to unintentional discrimination and marginalization, and their ability to grow their audience and monetize their content

Channel Factory Solution

Channel Factory partner with brands that want to move into the era of inclusivity and help to fix inherent biases in the advertising industry to drive change

We enable brands to align with diverse creators, communities and conversations and support positive narratives, foster inclusivity, and create safer and more equitable platforms

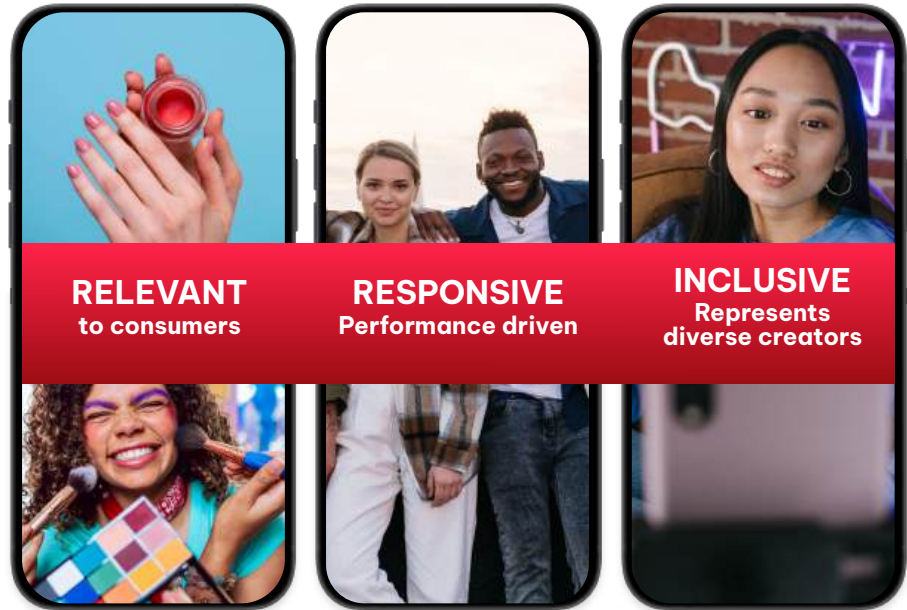
Groups that have been traditionally marginalized and overblocked can now thrive by reaching their audience and monetizing their content



How It Works

Our multimodal content categorization solution that combines state-of-the-art technology with human vetting

Our exclusive inclusion lists are curated to include diverse creators, channels and content



44%

increase in purchase intent when representation of different gender, race, and sexual orientation in ads is more accurate

73%

of consumers are more likely to buy from a brand whose ads are relevant to the content they are consuming

300%

increase in CTR

6%

higher VTR vs. standard campaigns

Benefits

Align your brand with diverse creators and content

Fund diverse creators and content that are endemic to their communities

Make a positive impact to build a more inclusive and conscious digital landscape

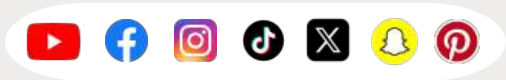
Reach growth audiences traditionally marginalized by advertising overblock



Cross-Platform Social Campaigns



Cross-Platform Social Campaigns



The Challenge

All social media platforms have great native solutions to optimize media spend towards pre-established KPIs, but optimizing your budget across platforms is a nearly impossible task

Despite all the evolution on those native tools, no platform guarantee the outcome of your campaigns

Channel Factory Solution

Through ActivateIQ, Channel Factory's proprietary AI Technology, we enable brands to plan, test, buy and optimize their campaigns across multiple social platforms

We also guarantee your campaign performance based on the KPIs that are more relevant to your business goals and take the risk of bidding price out of the table. Our guarantee performance delivers an average of **30% cost savings**

Our AI model act like an army of media planning and buying experts, but without any human limitation



How It Works

Planning

*Pre-testing
at scale*

1K+ scenarios tested with AI to find best copy, creatives & audiences

90% less budget for testing vs. native platform solutions

30%

average improvement on your campaign performance

Execute

Pre-Bid

Cross-Platform Scenario Planner

Cross-Platform Bid & Budget Optimization

Dynamic goal setting, spend & seasonality pacing trackers

Guaranteed Outcomes

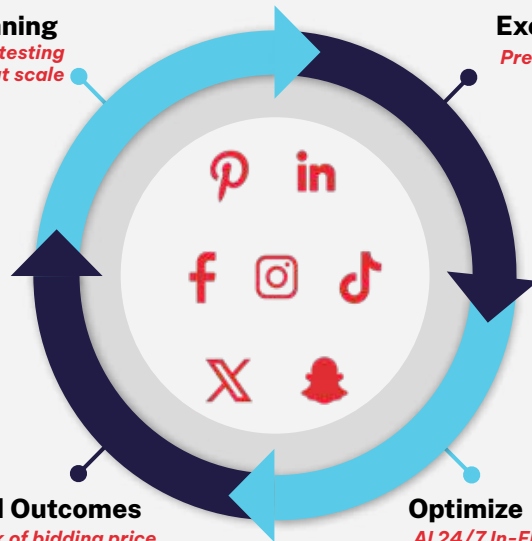
Remove the risk of bidding price and focus on outcomes

Optimize

AI 24/7 In-Flight Performance Optimization

10K+

AI-driven optimizations made vs. an average of 40 from a human media buyer



30%

average
improvement on
campaign
performance

Benefits

Cross-Platform

Deploy and optimize your budget based on where it drives better results for your brand

24/7 AI Optimization

Over 10,000 AI-driven optimizations made per campaign vs. an average of 40 from a human media buyer

Custom-Made Segmentation

Custom-made contextual segmentation unavailable even within wall-gardens themselves

Reduce Risk & Protect Your Brand

Safe & Suitable placement mitigating reputational risk and liability

Guaranteed Campaign Performance

Remove the risk of bidding price and focus on brand's pre-established KPIs



TV-Like Inventory



 Google TV



TV-Like Inventory



The Challenge

Despite the rapid and continuous decline of Linear TV audience, media price is not following it and cost to reach consumer is increasing. Digital media platforms outpaced Linear TV in terms of reach and time spend for every demographic and also enable more accurate targeting and in-flight optimization, but struggle to deliver the same level of attention.

Linear TV also offers better control as there's transparency on media placement and lower reputational risk as a consequence. Social media channels struggles to offer the same level of content quality as advertisers do not control the placement of their ads.

Channel Factory Solution

Our proprietary video-level data and granular categorization enable us to deliver the same level of **reach, attention, safety** and **content quality** from Linear TV on YouTube, the world's largest TV network.

You can find your audience where they are irrespective of the device and deliver **more efficient CPM, CPP and GRP.**

Our AI Bidding & Optimization Platform enables automated in-flight optimization of your campaigns that are not possible to do in Linear TV campaigns

We combine those capabilities with **impactful formats like CTV and mobile** that reaches millions of consumers within a short period of time, while you pay only for in-target audience reached.



How It Works



TV-Like Inventory

Our TV-Like Inventory solution is a simple way for AV buyers to buy YouTube like TV.

Advertisers define their goals and KPIs, audience target, contextual segmentation, content quality expectations, and attention levels and Channel Factory builds their TV-Like Inventory plan and gives full transparency on formats and channels



1. Brand Safe & Suitable Content

Curated brand safe content with Channel Factory proprietary ViewIQ technology



3. TRP & CPP as Buying Metrics

Leverage TRP and CPP as planning and buying metrics, and use quarterly rate cards



2. Pay Only For The Desired Contacts

Only pay for contacts in your defined audience, all delivery verified independently



4. Independent Verification & Reporting

We don't mark our own homework. We use partners like Nielsen DAR for post campaign reach, frequency and TRP reporting



100%

in-target paid impressions
on TV screens through
YouTube

90%

lower Cost Per Point vs.
Linear TV

2x

more cost effective CPP
compared vs.
Broadcast VOD

Benefits

Campaigns at a Better Rate Than TV

Cost-efficient reach for TV-like audiences at a lower CPM and lower cost per GRP/TRP/CP

Contextually Aligned & Brand Sage

Eliminate misaligned impressions from Linear TV off-audience target while keeping contextual relevance

Guaranteed Rates

Guaranteed TRP/CP/CPM in-demo delivery. Only pay for your in-demo with quarterly rate card with fixed pricing

Better Performance

We will manage your campaigns and deliver a better performance than the open auction with real-time optimization

Independent Verification

Independent audience delivery reporting by Nielsen DAR



Connected TV



Connected TV



The Challenge

While Linear TV is on a steady decline in terms of audience, inventory price is not following at the same pace

But the big screen is still strong: almost 90% of US households have at least one CTV device and 50% of YouTube viewing time is on CTV devices

With the raise of CTV, new challenges emerge: **excessive fragmentation across CTV devices and streaming platforms; challenges with contextual alignment and brand safety and suitability; duplicate reach and excess frequency while buying through multiple vendors; leverage the best data for segmentation and optimization without paying excessive tech fees; in-flight optimization across multiple inventory sources**

Channel Factory Solution

Channel Factory brings to CTV our state-of-the-art segmentation capabilities to deliver contextual alignment and suitability, the power of predictive audiences and our AI-powered media optimization to Connected TV to empower advertisers to deliver unrivaled cost saving and performance

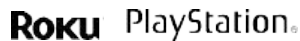
We mimic the best characteristics of Linear TV combining high impact formats that reach and capture the attention of millions of people on CTV home screens with continuous reach across multiple streaming platforms and augment it with the in-flight optimization that only digital can offer



How It Works

Supply

Data and inventory across multiple partners



Channel Factory Content Analysis & Categorization

CF leverages the power of our multimodal content analysis and categorization for CTV/OTT inventory to ensure contextual alignment, brand safe and suitability across ad placement to keep the same levels of control that brands are used to on Linear TV

Programmatic CTV Reporting and Intelligence

Channel Factory provides managed service to optimize campaigns in real-time, cost savings and drive performance across the best inventory for your brand



With Channel Factory, agencies and advertisers decide how they want to deploy their CTV budget with transparency:

CTV ONLY

Mimic a linear TV buy with 100% of your campaign investment allocated toward CTV devices

CTV HEAVY

Execute a cross-platform video campaign combining CTV and YouTube for optimal cost savings and campaign performance



10%

increase in ad recall

95%

of CTV viewers
watches ads to
completion

90%

lower Cost Per Point vs.
Linear TV

Benefits

Device Targeting

Control what platform your creative appears on

Predictive Audiences

Leverage our predictive audiences with over 1,850 exclusive segments to reach the right audience beyond Linear TV capabilities

Contextual Alignment

Ensure contextual alignment between your ads and content to deliver optimal performance

Brand Suitability

Control the quality and safety of your ad placements to keep your brand on suitable inventory

Exclusive Predictive Audiences

Utilize exclusive data to reach 700+ exclusive segments of in-market and specific-interest consumers



Premium Format: GoogleTV Masthead

 Google TV



Premium Format: GoogleTV Masthead

 Google TV



The Opportunity

With Linear TV fast decline in terms of audience and watch time, finding high reach and high impact formats on Connected TV is critical for agencies and advertisers

GoogleTV is one of the dominant Operating Systems on Connected TV devices and are present on some of the most popular hardware brands like Sony, Hisense, Philips and TCL. GoogleTV brings together all your streaming services on one screen and make it seamless to viewers to find content across them

Channel Factory Solution

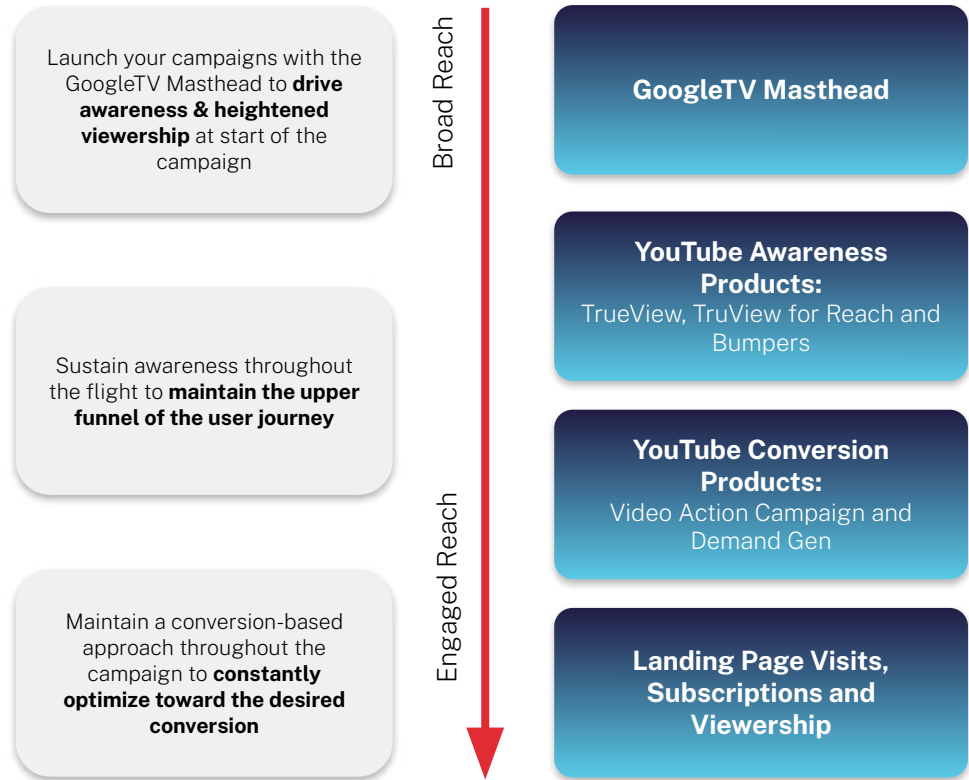
Google TV Masthead is the first ad unit users see after turning on their Google TV device. It is high-impact, immersive and deep links directly into content

Channel Factory is Google's only partner to offer GoogleTV Mastheads for agencies and advertisers in the world. You can over 20 million households simultaneously and break the barrier of audience fragmentation across streaming platforms



How It Works

Channel Factory provides a full-funnel, multi-pronged approach to drive mass impact and continuous reach



Benefits

Action-Oriented

Deep link into your content on your TV or mobile app to increase watch time

High-Impact Video Format

Upon user interaction, promoted video plays full-screen and capture attention

Prominent Living Room Reach

The default first position reaches everyone the living room

Designed for Content Advertisers

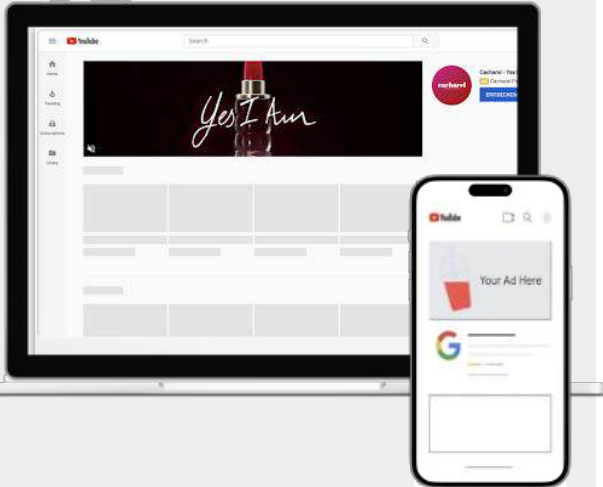
Placement optimized to be content-forward



Premium Format: YouTube Masthead



Premium Format: YouTube Masthead



The Challenge

In the past, when a brand wanted to reach and capture attention of millions of consumers, they could simply buy ads on Linear TV prime time. Excess audience fragmentation across billions of digital videos make it extremely challenging for brand to do the same on digital platforms

The Solution

YouTube dominates online video audience with over 2.7 billions of users and over 1 billion hours of videos watched every day and an average of 45 minutes per day on the platform

YouTube Masthead is killer format for digital video that put brands on the spotlight for millions of consumers simultaneously

Running YouTube Mastheads with Channel Factory allows you to showcase your brand, product, or service in a native video-based ad format that appears in the YouTube Home feed across all devices



How It Works

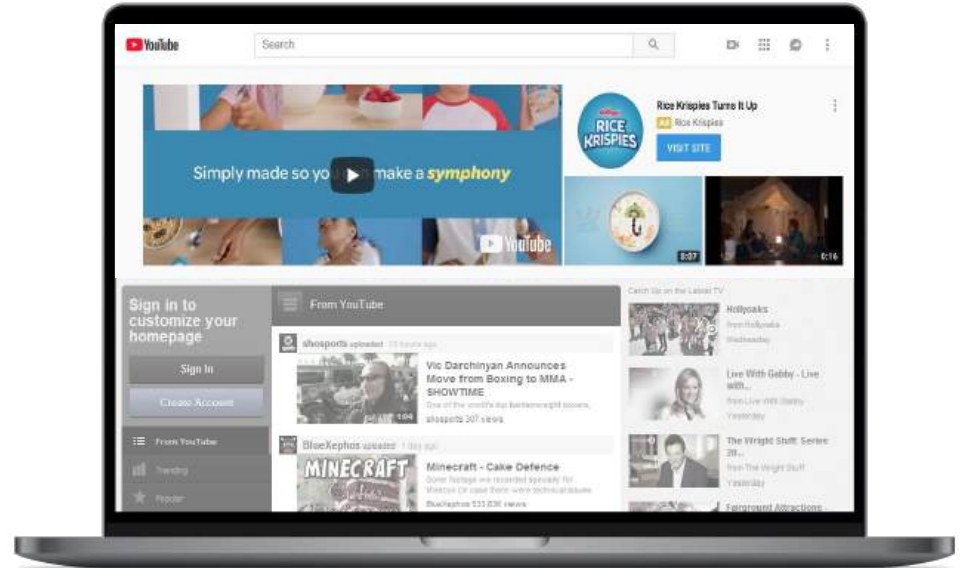
YouTube Mastheads are offered through two different options

CPM

Customizable reach across the YouTube Home feed audience with advanced targeting options

CPH

Buy 100% Share of Voice during the reserved hours you chose



Benefits

Mass Reach & Awareness

YouTube Mastheads reached millions of viewers simultaneously and it's ideal to drive mass reach and awareness

Optimal Ad Location

Mastheads appear on the top of YouTube's home feed giving your brand massive exposure and unrivaled visibility

Flexibility

Choose what is more adequate for your campaign between buying through CPM with advance audience targeting options or CPH for 100% share of voice on YouTube during the flight

Ability To Plan Ahead

Mastheads can be bought on reservation giving your brand the ability to plan ahead with a fixed cost



Premium Format: YouTube Shorts



Premium Format: YouTube Shorts



The Challenge

More and more people, especially GenZ and Millennials are spending more time watching short video formats on mobile screens

YouTube Shorts amassed over 70 billion daily views across over 2 billion logged YouTube users and consolidated the format as one of the most relevant across all digital platforms

Channel Factory Solution

Through Channel Factory, agencies and advertisers have access to YouTube Shorts as a standalone for broad reach, bundled in products like VVC and VRC 2.0 or add the format on top of an already existing strategy to boost reach, awareness, demand and action

With Channel Factory inclusion and exclusion lists, advertisers can ensure contextual alignment and brand suitability on their YouTube Shorts campaigns



How It Works



* Not applicable on Inclusion/ Exclusion



Benefits

Reach Younger Generations

Run your campaigns in the fastest growing format for GenZ and Millennials that reaches over 2 billion people amasses over 70 billion views every month

Brand Safe & Suitable Activation

Leverage Channel Factory inclusion and exclusion lists for brand safe and suitable placement within YouTube Shorts

Flexibility

Shorts can be bought as a standalone for broad reach, bundled in products like VVC and VRC 2.0 or add the format on top of an already existing strategy to boost reach, awareness, demand and action



Digital Audio



Digital Audio



The Opportunity

YouTube audio ads provide a unique opportunity to tap into audiences listening to music, podcasts, and other audio content on the platform. With over 98% of YouTube's audio listeners on ad-supported content, and a larger potential audience than platforms like Spotify and iHeartRadio, YouTube Audio offers advertisers unmatched reach. However, its vast library of audio content, while full of potential, can also lead to media wastage without the right targeting strategy.

Channel Factory Solution

Channel Factory offers advertisers access to over 700K channels across music, comedy, sports, and podcasts, providing a powerful platform for reaching new listening audiences.

Our YouTube audio offering not only extends your reach but leverages advanced contextual targeting and

our proprietary technology to place ads in suitable, brand-safe environments.

We can also reduce ad duplication across platforms like Spotify, Pandora, and iTunes — cutting media wastage while driving more efficient and effective targeting.



How It Works

Channel Factory's YouTube audio solution uses advanced contextual targeting to deliver ads based on audio type, genre, geography, and context.

By leveraging our proprietary ViewIQ technology, we analyze content to ensure your ads appear in high-quality, relevant environments.

This **audio-focused** approach minimizes inefficiencies and reaches engaged audiences — even when they are passively listening in the background



1 Content Strategy Analysis

Technology, we map the most relevant audio content, ensuring contextual alignment.

2 Brand Suitability Survey

We analyze your brand's specific needs for safety and suitability, ensuring the right fit for the campaign.

3 Optimized for Results

Throughout the campaign, we monitor performance and make real-time adjustments to enhance efficiency and maximize results.

4 Data-Driven Insights

We continuously optimize the campaign using data insights to improve targeting and reduce media wastage.



98%

of YouTube's audio users listen to ad-supported content

5x

Greater ad recall from audio, even while multitasking

81%

of measured audio campaigns drove a lift in brand awareness

25%

lower CPM when compared to other audio platforms

Benefits

Efficient reach

Expand video campaigns into new inventory with cost-effective audio placements.

Simplified buying

Easily create campaigns using the same process as other YouTube ad formats.

Streamlined targeting and measurement

Benefit from advanced, contextually relevant targeting with access to the latest brand lift measurements.

Lower creative production costs

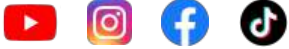
Take advantage of lower production costs for audio ads (when compared to video). Audio often relies on still images or simple animations.

Incremental Audiences

Amplify your audio placements across other streaming platforms by leveraging YouTube's extensive audio-first content — from music to comedy, sports, podcasts, and more.



Social Lead Generation



Social Lead Generation



The Challenge

Lead generation is critical for many brands that must acquire new consumers, but it comes with a plethora of risks and challenges

Brands either will compromise on the cost per lead if they want to control the media placement or will leverage partners that commits to a specific cost per lead and operates in a black box delivering impressions on low quality inventory that might represent a risk for the brand reputation

Fraudulent leads and inaccurate content information are the norm on CPL-based campaigns

Also, timing is key: after a lead is captured and is ready to take action, the brand must act fast.

Channel Factory Solution

Channel Factory's Social CPL solution find the best prospects, capture high quality leads and integrate them seamlessly to your CRM removing the price fluctuation of Facebook bid price and ensure that media placement is done without compromising brand suitability



How It Works

1. Lead Gen Platforms

We help clients capture leads through YouTube, Meta & TikTok

2. Find the Right Audience

ViewIQ can test budgets, experiment creatives & find the best performing combination to guarantee leads from your target audience

3. Quality In, Quality Out

By ensuring your client's ads only reach the right audience drives better & more relevant leads who are ready to take action



4. AI Lead Validation

We validate all email, phone & contact details to ensure only valid leads, saving time, effort and money

5. Data Scoring

Validated leads are scored enabling us to nurture them & optimize future campaigns through historical results

6. CRM Integration

The validated leads captured can be seamless integrated to CRM platforms within just 10 mins, ensuring time to market to convert leads into clients



20%

better quality leads

+2104%

increase in
Optimizations
Per Campaign (OPC)

107%

improved performance
across main KPIs (CPX,
VTR, Reach, Audience
Delivery and more)

Benefits

Guaranteed CPL on Social Media

Channel Factory takes all the risk of price fluctuation typical on any bid-based platform

Guaranteed Lead Quality

We leverage our multiple data sources and AI to validate the accuracy of the contact information of every single lead

Time-to-market

We integrate every validated lead into clients CRM every 10 minutes to ensure that they can be contacted when they are ready to take action

Data Regulations Compliance

Our solution is fully compliant to the highest data regulation standards (GDPR, CCPA, etc.) on data gathering, storage, management and sharing

Media Placement Transparency

All leads are captured within the world' and not through unknown and potentially shady sources



Brand Suitability: Kids-Safe



Brand Suitability: Kids-Safe



The Challenge

Digital platforms like YouTube dominate viewing amongst kids and teens. More than **84% of kids** consume video on YouTube on a regular basis

But targeting on contexts made for kids is not without strict challenges and severe implications because:

- It's illegal to use personal data (PII) to target minors
- Single data approach like browser data is classed as PII
- Google targeting cannot identify topics, in-market and affinities on minors
- Video creator's own labels can be miscategorised or misleading

Channel Factory Solution

Our ViewIQ platforms recategorizes YouTube at a video level to identify context made for kids based on the content of each video without cookies or PII data

Our tech, data practices, human verification and targeting methodologies are kidSAFE and Coppa Compliant certified, making us a powerful resource for advertisers to responsibly work kids and teens advertisers



How It Works

ViewIQ Analyzes & Categorizes Content

Multi-Modal Detection Methodology

Content & Creator Quality

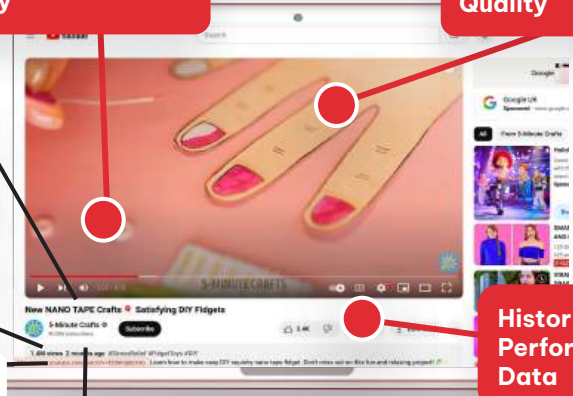
Title

Viewership Trend

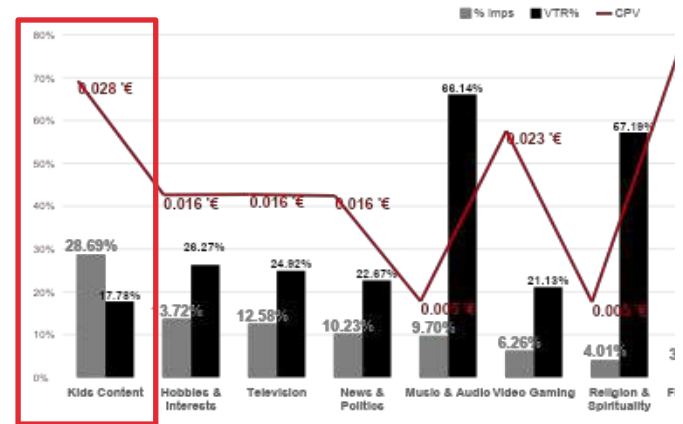
Description

Subscriber Count

Historical Performance Data



Providing Unique Delivery Insights On Previous Campaigns



28%

of average campaign impressions are misaligned

+288K

channels identified on ViewIQ with an under 17 audience

49+

languages for keywords on ViewIQ

Benefits

49+ Languages Covered

Global and local keywords applied for data analysis through ViewIQ methodology on a channel/video level to identify contexts made for kids and teens.

5+ Years of Historical Data

Historical data from over 5 years of running ads for kids and teen advertisers has built up a foundation for ViewIQ's kids and teens inventory.

Human Verification

Channel Factory adds a layer of human verification for suitable channels particularly when it concerns <18 content.

Deeper API Access to YouTube

The YTMP badge means we have been carefully vetted by Google. In fact, we have 900x more daily API usage approved compared to a typical Google user.

KidSAFE, Coppa & PwC Certified

We are backed by kidSAFE, Coppa and PwC for our advertising practices for excluding kids on YouTube.



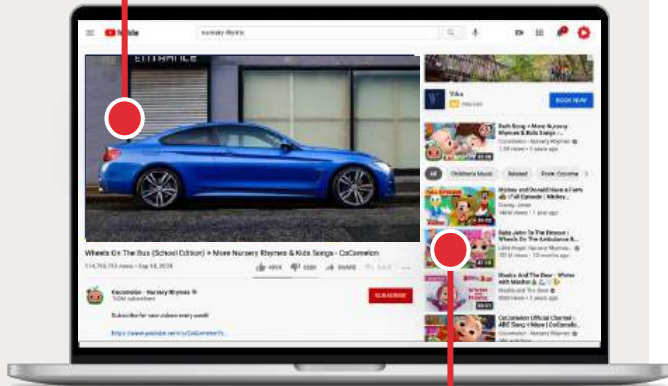
Brand Suitability: Kids-Free



Brand Suitability: Kids-Free



Adult Brand



Kids Content

The Challenge

Under 18s who are not financially dependent are not the target audience for many 'adult' brands. While some brands are even restricted by legislations like HFSS to strictly avoid reaching minors with their advertising.

In reality, it's difficult to exclude impressions on kids:



Kids Share
Accounts with
their Parents



Parents Are Not
Always Watching
With Them



Not All Kids
Channels Are
Declared



Kids Are Not
Limited to
'YouTube Kids'

Channel Factory Solution

Contextual approach is the only solution to effectively exclude kids and teens. Our ViewIQ platforms recategorizes YouTube at a video level to accurately identify and exclude kids and teen environments. Through our special access to YouTube API we can identify brand safe and suitable media placements, reducing media wastage and hit on ROI, while preventing brand reputation risk.



How It Works

ViewIQ Analyzes & Categorizes Content

Multi-Modal Detection Methodology

Content & Creator Quality

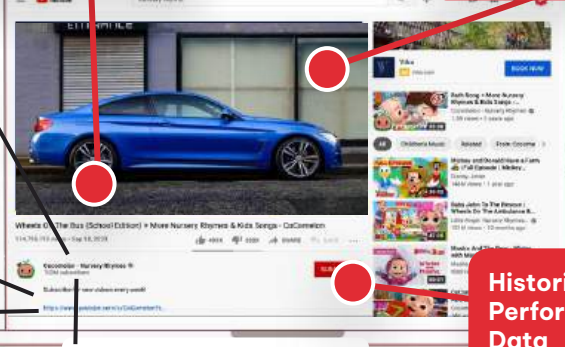
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We Can Prevent Misaligned Impressions

Verticals	Average Imps on Kids Content (Based on CF Campaign Analysis)
Cosmetics	28.1%
Banking Finance	22.8%
Travel / Airlines	17.4%
Telecom	17.1%
Soft Drinks	15.1%
QSR	14.8%
Alcoholic drinks	14.3%
High Fat, Salt & Sugar (HFSS)	12.8%
Automotive	12%
Gambling	9.6%
Pharmaceuticals	9.2%



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Gaming



Gaming



The Challenge

Reaching the right gaming audience is challenging due to its vast scale on YouTube. Brands face issues with the lack of data categorization, making it hard to identify relevant content. There's also a grey zone when avoiding kids' content, as regulations on tracking kids' data vary across regions, making it difficult for brands to navigate compliance. The global nature of gaming also leaves brands struggling to find contextual alignment, leading to media waste and reputational risk.

Channel Factory Solution

Channel Factory's proprietary ViewIQ technology ensures your ads are placed in contextually relevant, brand-safe, and suitable gaming environments.

By utilizing detailed content categorization and monitoring key metrics like sentiment analysis and metadata, we target high-quality videos and creators.

Our continuous optimization process filters out low-performing placements and ensures your campaigns scale efficiently across YouTube's vast gaming audience.

We also offer custom audience targeting based on user behaviors and search history to reach niche gaming communities effectively.



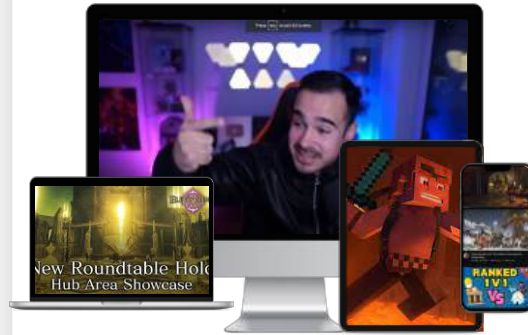
How It Works

CTV Campaigns



Mimic a linear TV buy by allocating 100% or a portion of your campaign investment to CTV devices.

PC, Laptop & Mobile



Run on your choice of devices to reach your target audience, with post-campaign delivery reports broken down by device.

All Devices



Activate your YouTube campaign across all devices to reach your audience wherever they watch their favourite YouTube content.

30%

increase in performance by leveraging historical performance data

23%

less media wastage

Benefits

Brand Placements

Channel Factory continuously monitors brand placement to ensure optimal contextual suitability and performance.

Low Performance Filters

We make constant optimisations to identify and remove underperforming tactics — reducing media waste and while maximising performance.

Contextual Monitoring

We track emerging trends and relevant content throughout the campaign, making adjustments to select the best content for maximum suitability.

Recommendation API

Our proprietary technology allows us to identify the top-performing placements, helping generate new and scalable content.



Attention Lift



Attention Lift



The Challenge

In a crowded digital space, it's becoming harder for brands to know if their advertisement captures genuine attention. Users spend over 2.5 hours per day on social platforms, exposed to hundreds of ads, yet traditional metrics like completion rates, viewability, and CTRs offer only limited insights into true engagement. Attention is recognized as a more powerful metric for predicting campaign success, being 7x more effective at predicting awareness and 5x more effective at predicting recall compared to viewability.

Channel Factory Solution

Channel Factory drives attention on YouTube by utilizing contextual alignment and advanced measurement techniques.

A recent audit by Playground xyz, a leading attention measurement platform, showed that our contextual alignment solutions consistently deliver higher attention than industry benchmarks.

By optimizing ads based on platform, content, and creative context, we ensure that your ads achieve maximum attention and better campaign outcomes.



How It Works

Measure & Benchmark

We measure and benchmark the attention performance of your current YouTube campaign to set a clear baseline.

Optimise Attention

We optimise your campaign to maximise attention by adjusting content placement and targeting for better engagement.

Guarantee Attention

We guarantee attention by leveraging audits and benchmarks, delivering a higher attention score, better recall, and stronger performance.



28%+

more attention on average compared to industry benchmarks

80%

of campaigns measured delivered above benchmarks

35%

more performance on skippable ads on average in H1 2024 — meaning audiences are choosing not to skip

Benefits

Higher Attention Rates

Our attention-optimised campaigns deliver 28% more attention than industry benchmarks, ensuring stronger engagement and better results.

Improved Brand Recall

With an attention-focused approach, your ads achieve higher recall and drive meaningful connections with your audience.

Optimised Ad Spend

By targeting high-attention environments, we reduce media waste, ensuring your budget is spent more effectively.

Verified Results

Independent audits confirm that Channel Factory delivers superior performance, with measurable improvements in attention and campaign success.

