

Maximizing Marketing Impact

Make every dollar invested count—
with measurable results!

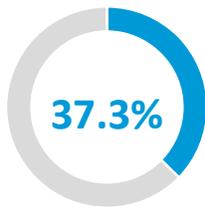


Today's Agenda

- Understanding and implementing measurable marketing strategies
- Deepening knowledge of target population
- Safely integrating AI into video marketing for senior living
- Leveraging Spectrum Reach for enhanced awareness and resident acquisition



Senior Living in Ohio: Key Insights



% of Population 50+
Rank: 14th | U.S. Ave. 35.30%



% of 55+ in Labor Force
Rank: 31st | U.S. Ave. 40.8%



% of 60+ who are POC
Rank: 34th | U.S. Ave. 27.6%



Median HHI of Adults 65+
Rank: 35th | U.S. Ave. \$43,735



- Ohio's 65+ seniors are expected to comprise 22% of the state's population by 2030.
- Ohio has 2,511 senior living providers across all types of care.

Source: <https://www.seniorliving.org/assisted-living/ohio/>

Higher Demand Spells Senior Living Upswing, But Risk of New Supply Shortfall

CMS Sets Minimum Staffing Standards for Long-Term Care Facilities

The ruling will significantly reduce the risk of unsafe and low-quality care for residents, requiring a minimum of 3.48 HPRD of total direct nursing care to residents, using a combination of RN, LPN, LVN or nurse aides.

Medicaid rate increase fuels interest from assisted living providers, developers

A "significant" bump in Ohio's assisted living waiver rate isn't just enticing existing operators to provide services to low-income older adults; it's also attracting developers that want a piece of the affordable senior housing business, according to industry advocates.

Senior Living Operator Silver Birch Readies Affordable Assisted Living Growth Strategy

As the largest owner and operator of affordable assisted living communities in Indiana with nine properties, Silver Birch Living is prepared to start developing eight to 10 more communities in Ohio "in the next few years."

Ohio Media Landscape



Buyers Want Flexibility And More Programmatic Execution In This Year's Upfronts
 quality audience data is the key to delivering marketing impact
 results based? I doubt that—but you
 "outcome" based—meaning sales
 Melting Iceberg Problem
 delivering marketing impact
 Nielsen report shows the frustration of streaming service market fragmentation and users' desire for bundling
 Netflix, Hulu, Amazon Prime and a wide range of network-specific services are gaining ground, but that doesn't mean linear TV is dead or dying.
 As viewers take a hybrid approach to

FRAGMENTATION

Where do you start?

How can you plan?

OPTIONALITY

DATA TRANSPARENCY

How do you know with confidence?

CHURN

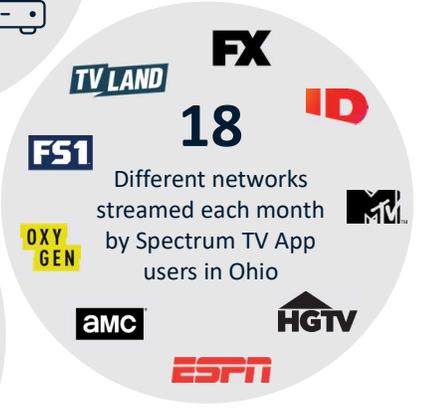
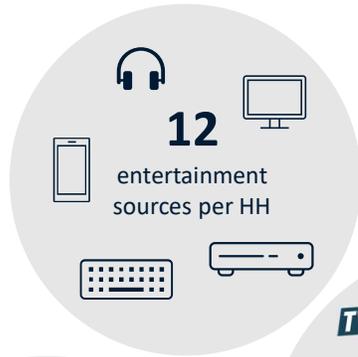
LINEAR VS STREAMING

Churn, Churn, Churn:

'Fragmentation is a pain in the ass': Proliferation of supported streaming services causing headaches

The media landscape has evolved—marketing campaigns must, too!

The curated customer experience has also led to fragmentation of audiences, making multiscreen campaigns a must for marketers.



*Source: Hub Q2 2023 Battle Royale; Spectrum Audience Measurement Platform, Linear & Streaming Viewing Data, All Spectrum Households in Ohio DMA, viewing Aug 2024.

Leading with Data



Spectrum Reach Understands The Connected Home



A home's CONNECTION point impacts all devices, platforms, and services.

We can help bring clarity to your campaigns as everyone in the home consumes media differently—and our first party, privacy-focused data allows us to know what, where, and how they are consuming. Our solutions allow us to reach up to **97% of households in Ohio.**



Source: Market/Release: Scarborough USA+ 2023 Release 1 Total (Dec 2021 - May 2023), Target Households, accesses internet or owns smartphone or subscribes to cable or telco or satellite service. Up to 99% in the SR Footprint and 97% in the total US.



Household-Level Healthcare Targeting Informed by Data

Data-Informed **Audience** + **Addressable** Targeting = More Efficient and Effective Campaign Results



Caregivers of Aging Parents or Relatives in Ohio

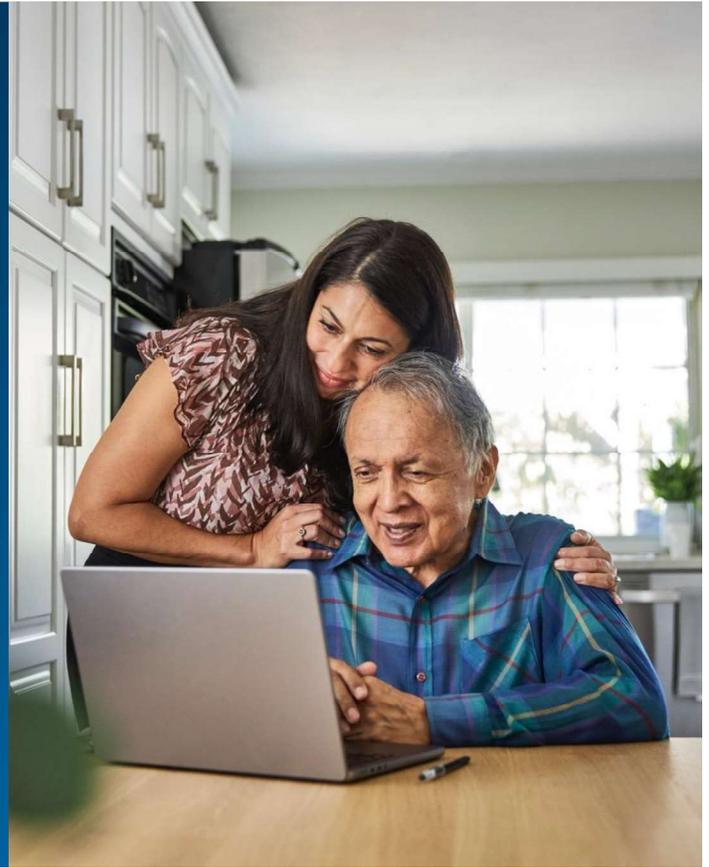


Female 71%	Median Age 56	Median HHI \$64K	Personal Care and Service Occupation Index 303
Access Internet 98%	Use Streaming Service 81%	It's essential that I get to select what I watch through Internet streaming services 72% agree	Use Facebook or Instagram 82%

Favorites

Sports: NFL, NCAA BB Tournament, Horse Racing, NBA, Olympics, MLB, PGA
Show Types: Movies, Comedies, Docs., Dramas, Local News, Crime, Food

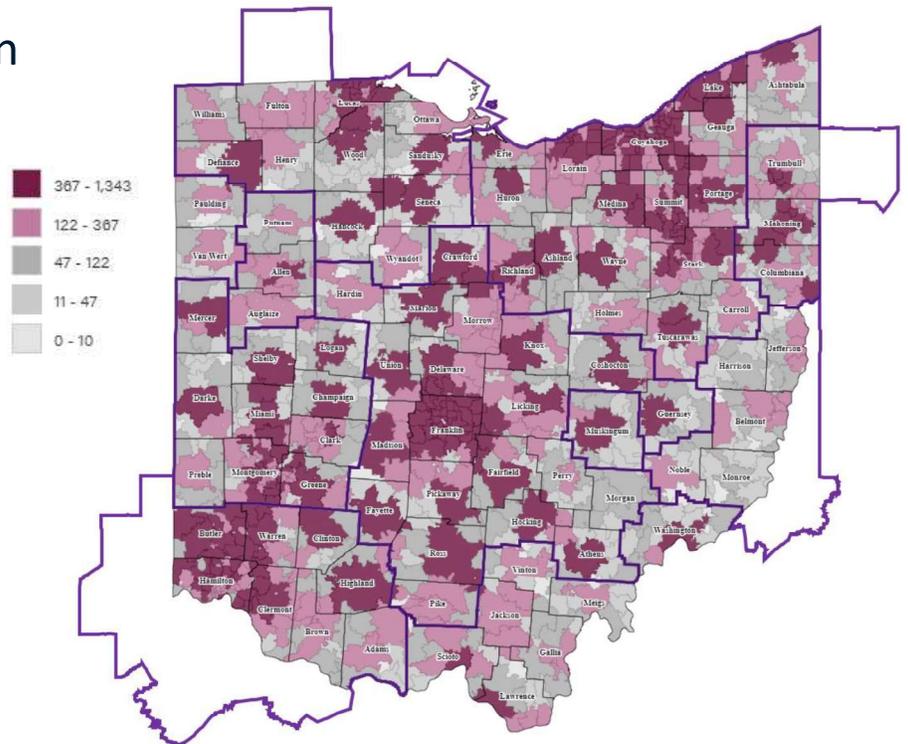
Source: Nielsen Scarborough USA+ 2024 Release 1 *Revised 09/04/24* Total (Jan 2023-Apr 2024), Base: A18+ in CCCDT, Target: Lifestyle characteristics: Caregiver of aging parent or relative. Extrapolated by Prime Lingo. AF (CLE) 9/24/24



Caregivers of a Relative with a Medical Condition

Count by ZIP Code in Ohio

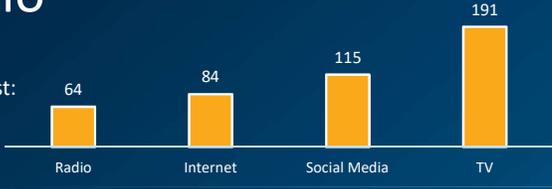
ZIP Code	Count
43055 (Newark)	1,343
44035 (Elyria)	1,340
43130 (Lancaster)	1,317
44256 (Medina)	1,229
43701 (Zanesville)	1,225
44060 (Mentor)	1,217
43123 (Grove City)	1,205
45011 (Hamilton)	1,168
43081 (Westerville)	1,155
43015 (Delaware)	1,155



Source: TruAudience Marketing Solutions and Ampersand-CableTrack 2Q24, data extrapolated via TruAudience Consumer Insights Platform

Healthcare Practitioners in Ohio

Media Interest:
Average Daily
Minutes



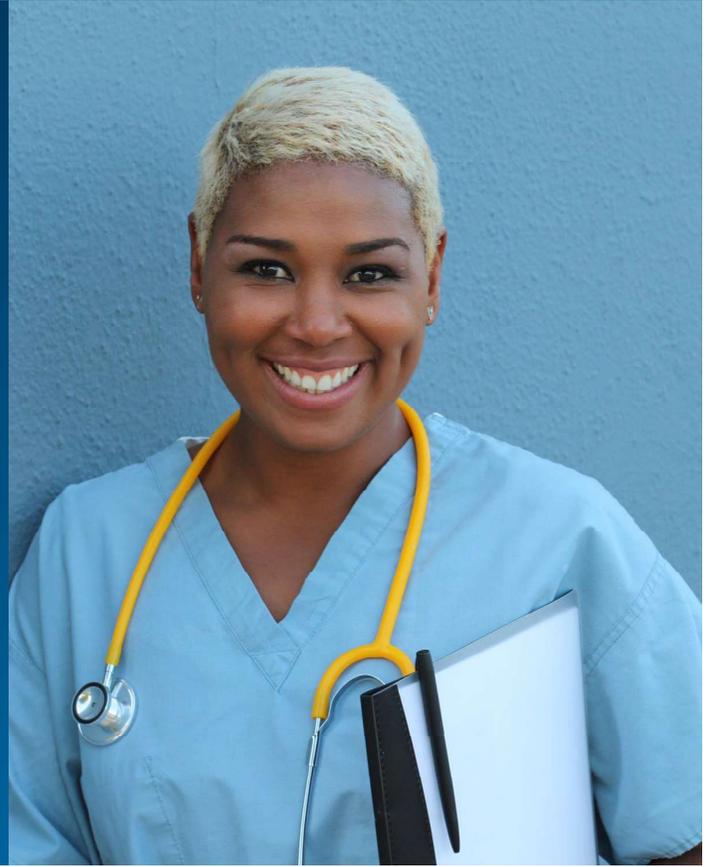
Female 85%	Median Age 39	Median HHI \$88K	Not Married 64%
Access Internet 97%	Use Streaming Service 92%	It's essential that I get to select what I watch through Internet streaming services 86% agree	Use Facebook or Instagram 83%

Favorites

Sports: NFL, NCAA W. BB Tourn., NHL, US Soccer, NFL, NBA, PGA, Lacrosse

Show Types: Movies, Comedies, Dramas, Food, Crime, Reality/Dating

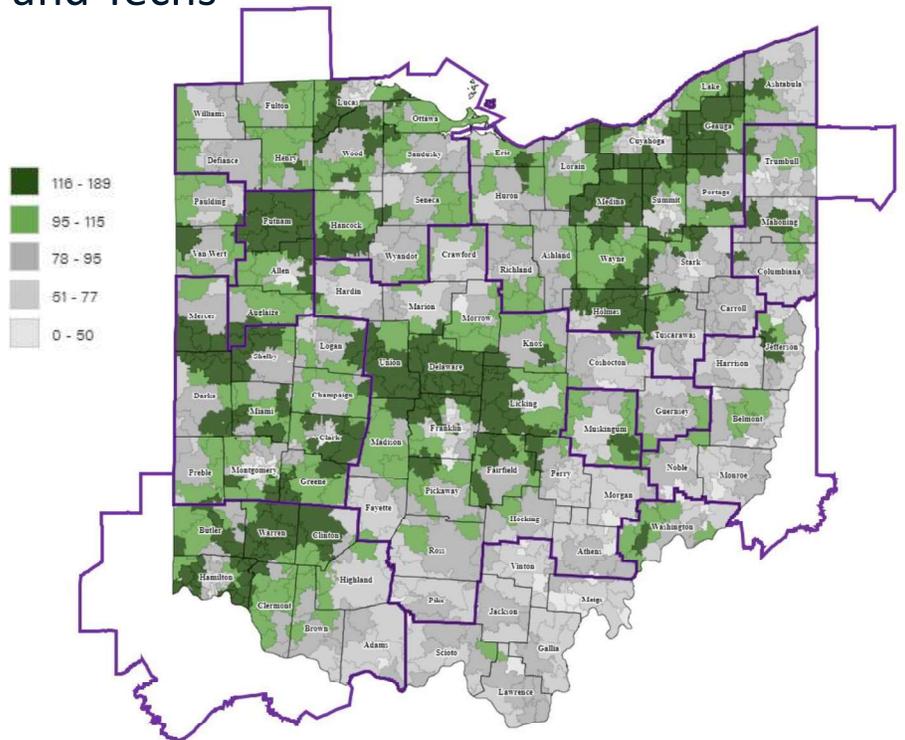
Source: Nielsen Scarborough USA+ 2024 Release 1 *Revised 09/04/24* Total (Jan 2023-Apr 2024), Base: A18+ in CCCDT, Target: Healthcare practitioners AND HH \$75K-\$100K. Extrapolated by Prime Lingo. AF (CLE) 9/24/24



Healthcare Practitioners and Techs

Index by ZIP Code in Ohio

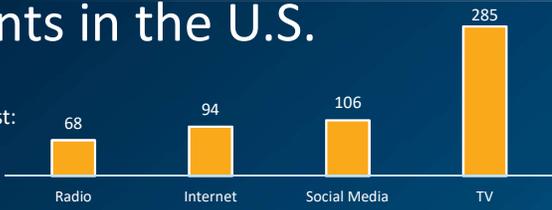
ZIP Code	Index
45243 (Cincinnati)	189
45174 (Terrace Park)	185
43021 (Galena)	183
44022 (Chagrin Falls)	181
44236 (Hudson)	179
43054 (New Albany)	178
45388 (Yorkshire)	176
44023 (Chagrin Falls)	175
44233 (Hinckley)	174
45883 (Saint Henry)	174



Source: TruAudience Marketing Solutions and Ampersand-CableTrack 2Q24, data extrapolated via TruAudience Consumer Insights Platform

Age-Related Memory Loss Patients in the U.S.

Media Interest:
Average Daily
Minutes



Male 58%	Median Age 67	Median HHI \$69K	Married 64%
Medicare: 41% Medicare Advantage: 31% Group Insurance: 30%	Access Internet 95%	Use Streaming Service 68%	Use Facebook or Instagram 76%

Favorites

Sports: MLB, NCAA M & W, BB Tourn., NFL, Olympics, UFC, NBA

Show Types: Local News, Movies, Dramas, Comedies, Game Shows, Nat. News

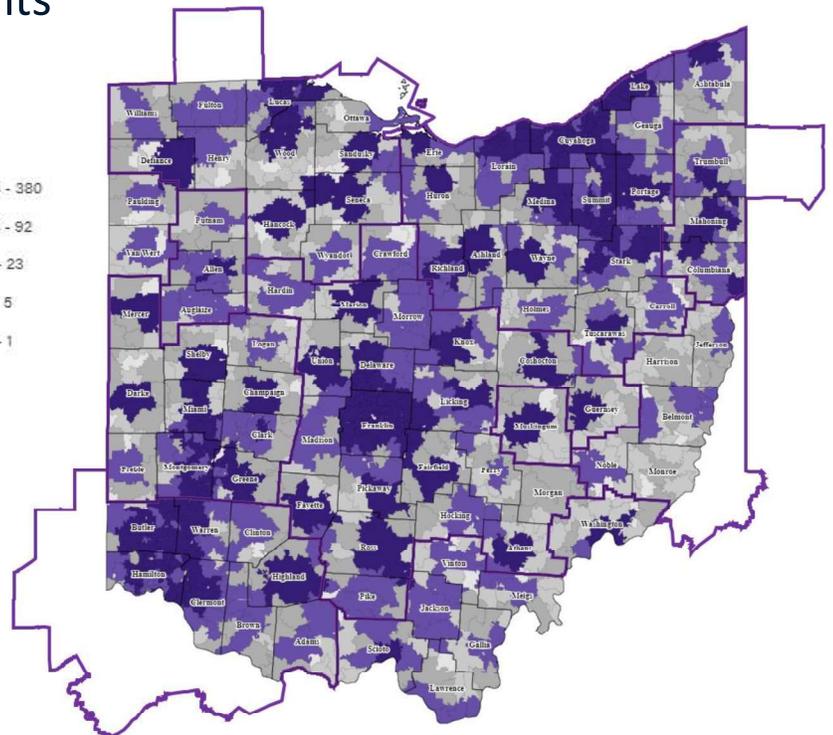
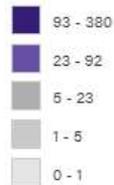
Source: Nielsen Scarborough USA+ 2024 Release 1 *Revised 09/04/24* Total (Jan 2023-Apr 2024), Base: A18+, Target: Conditions: Professionally diagnosed: Age Related Memory Loss. Extrapolated by Prime Lingo. AF (CLE) 9/24/24



Primary Caregiver for Patients with Alzheimer's/Dementia

Count by ZIP Code in Ohio

ZIP Code	Count
44035 (Elyria)	380
44060 (Mentor)	335
43123 (Grove City)	326
45011 (Hamilton)	315
43055 (Newark)	315
43081 (Westerville)	308
43130 (Lancaster)	301
44077 (Painesville)	291
44107 (Lakewood)	287
44130 (Cleveland)	283

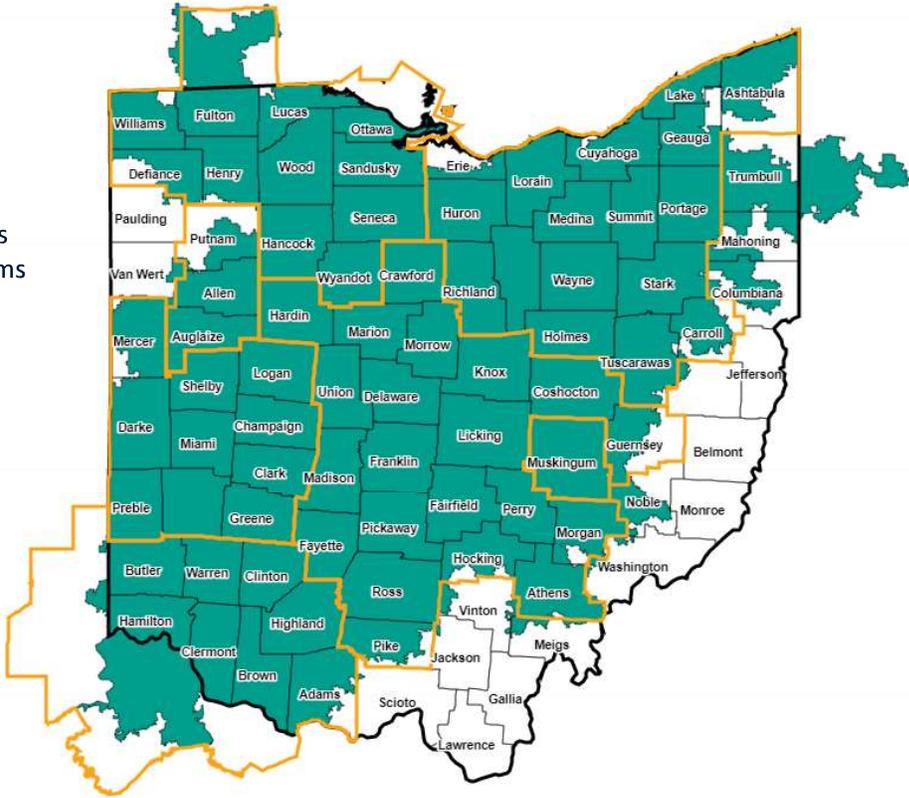


Source: TruAudience Marketing Solutions and Ampersand-CableTrack 2Q24, data extrapolated via TruAudience Consumer Insights Platform



Reaching nearly **2.8M Spectrum** subscribers across traditional and streaming TV platforms

- Regions**
- SN1 Available
 - DMA
 - State
 - County



Source: Mapping from TruAudience E1, 1Q24 Spectrum Reach Internal HSD and Video Subscriber Estimates



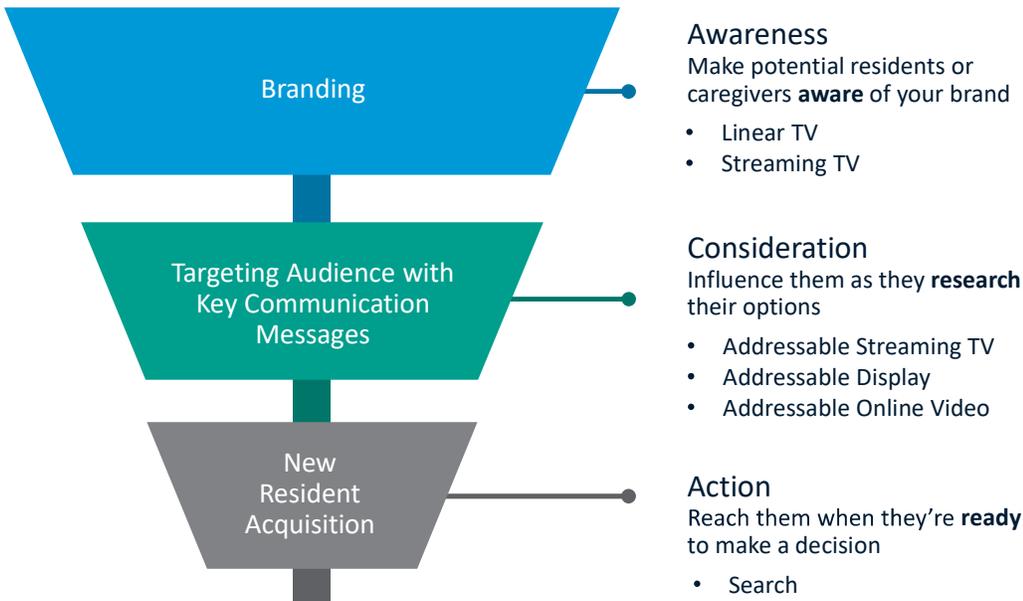


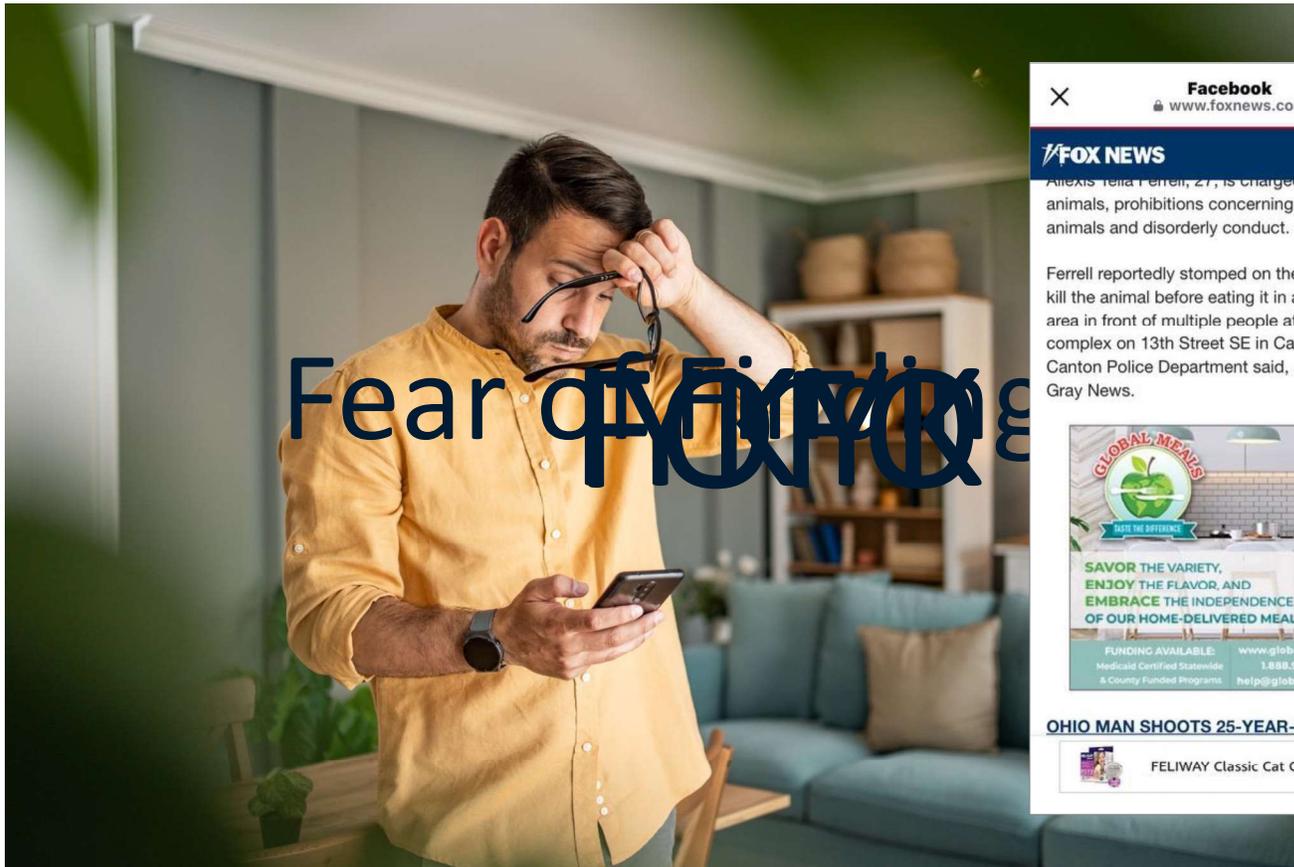
Measurable Marketing Strategies



A Multiscreen Solution Boosts Resident and Patient Acquisition

Reach your target audience throughout their journey—and ensure they see you when they're ready to act





What is Attribution?

In marketing, it is the process of **measuring how effective advertising campaigns are at influencing consumer behavior.**

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In marketing, it is the process of **measuring how effective advertising campaigns are at influencing consumer behavior.**

In reporting, it assigns or gives credit to a specific marketing channel, platform, or campaign for **how their ads contributed to user actions, like app downloads or website visits.**



How much success can you **attribute** to your campaign?



Measuring Multiscreen Attribution

Spectrum Reach partners with industry experts Innovid and Blockgraph to provide accurate attribution reporting.

How it works:



Case Study: How Spectrum Reach helped a Senior Living organization reach their occupancy goals

Recovery campaign test leads to immediate ROI



The Situation: The client had a goal of 90% occupancy for all of their communities. The multimarket organization had just hired a new CMO who agreed to do a three-month test campaign with us for eight properties struggling with occupancy.

The Approach: Based on the goals shared by the client, we built a strategic TV campaign which included high profile programming like the Summer Olympics and MLB baseball.

The campaign was built for a custom audience which included adults 65+, caregivers and households diagnosed with specific medical conditions.

To round out the strategy, we identified the highest indexing ZIP Codes for these audiences and executed a paid search campaign to ensure that when a potential resident or decision maker is searching online, these communities rank high.

Campaign Results

- **Occupancy Impact:** 7 of the 8 recovery plan properties have seen **occupancy increases** since the campaign launched in July 2024. The net move in/move out results for the first two months of the recovery campaign was a positive **23, equaling a 10x return on investment!**
- **Value in Search:** Our Search CPCs are significantly lower than the other search vendor the client is working with—while our campaigns are driving **far more clicks**.
- Most properties saw **immediate increases in website traffic**. All eight properties have **renewed** for the balance of 2024.



See how a **Spectrum Reach multiscreen campaign** revitalized North Carolina 911's recruitment efforts, driving 20X more career site visits.



Spectrum Reach proved that a multiscreen campaign across the full product suite generated

20X
More Page Visits.

YEAR OVER YEAR CAMPAIGN IMPACT:



+32%
INCREASE
Overall Site Traffic



+45%
INCREASE
Time Spent on Site



+32%
INCREASE
New Users

The Situation

North Carolina faced increasing difficulty in recruiting qualified 911 operators. L.V. Pokey Harris, the Executive Director of the North Carolina 911 Board, knew that the shortage of applicants threatened the efficiency and effectiveness of North Carolina's emergency response services.



"Spectrum Reach delivered on every aspect of our 911 recruitment campaign, from defining the target audience, to finding that audience across multiple platforms and screens, in every county in North Carolina. Our Account Specialist, Cindy Morgan, was phenomenal to work with on this initiative. Once she understood our goal, she committed the team resources to accomplish it."

L.V. Pokey Harris
Executive Director
North Carolina 911 Board



Source: Spectrum Reach Audience Trak, January 30-March 14, 2023. Google Analytics, NCDIT, December 17, 2022-May 23, 2023.

MULTISCREEN MARKETING



The Approach

Defining and Targeting the Audience

Spectrum Reach helped define qualified and interested 911 operator candidates as Prospects were identified¹:



Women 25-49



High School Graduate or Some College



\$25K-\$75K Household Income

Spectrum Reach Developed Ads That Made an Impact



Click to view video (Password: kernel)

A **TV advertising campaign** using of a diverse cross-section of entertainment networks.

Advertising on **Spectrum News** delivered widespread reach and included a Spectrum News sponsorship and live streaming.

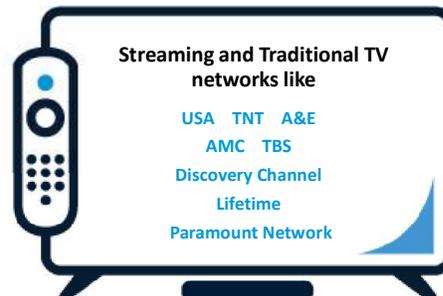
Online Video and Display **Banner Ads**.

A paid **Social Media** campaign across Facebook and Instagram.

Search Engine marketing campaign on Google, Yahoo, and Bing.

Spectrum Reach Delivered a Full Data-Driven Media Suite

North Carolina 911 engaged all 100 counties in North Carolina across all platforms in and out of Spectrum Reach's footprint.



¹Zippia Careers, Scarborough USA.





Bonus Exposure

In recognition of the campaign's innovative strategies North Carolina 911 was invited to present at the national conference of all the 911 centers across the United States.

"What's important to the North Carolina 911 Board is that our multiscreen media campaign drove outcomes. **The campaign exceeded expectations on every KPI.**"

L.V. Pokey Harris
Executive Director
North Carolina 911 Board

The Results

The full product suite from Spectrum Reach delivered outstanding performance.

+32%

Overall Site Traffic Increased
Year over Year

45%

Time Spent on Site

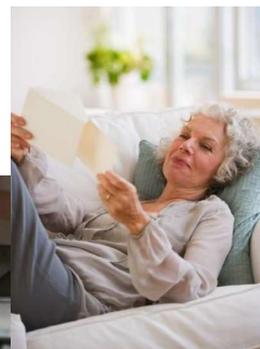
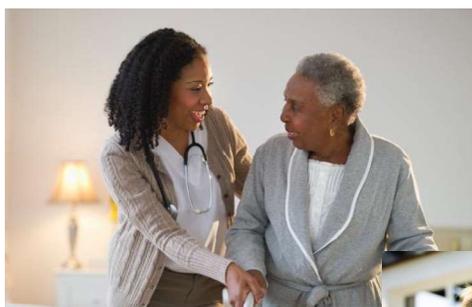
+32%

New Users

**20X
MORE**

Career page visits to the 911 telecommunicator careers page have increased from **1,800 to over 37,000**, proving the effectiveness of the recruitment campaign in delivering results.

Standing Out in a "Sea of Same"



Swim the
other way!



Creative Matters

Creative quality is the single biggest driver of growth in brand impact – driving **49%** of brand impact across ad campaigns.

Strong creative drives **56%** of impact on purchase intent.

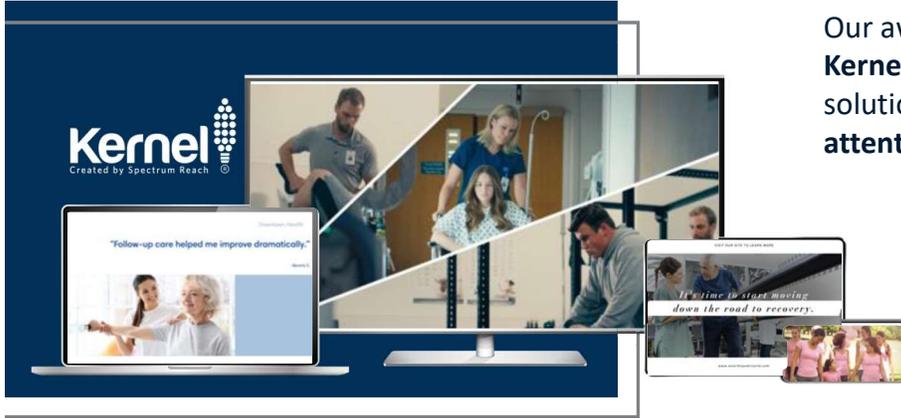
80% of marketers deem creative quality the key to marketing effectiveness.

Source: Kantar Creative Effectiveness Study 2024; Magna Media Trials Custom Study with Yahoo – 2023; Marketing Week – Language of Effectiveness Study 2023





We understand how to produce Senior Living **creative that gets noticed!**



Our award-winning, in-house creative agency, **Kernel**, provides the full-service creative solutions you need to **get the right customers' attention and help your business grow.**

We specialize in:

Campaign strategy

Multiscreen video and campaigns

Design and production across all platforms

Content creation, and more!

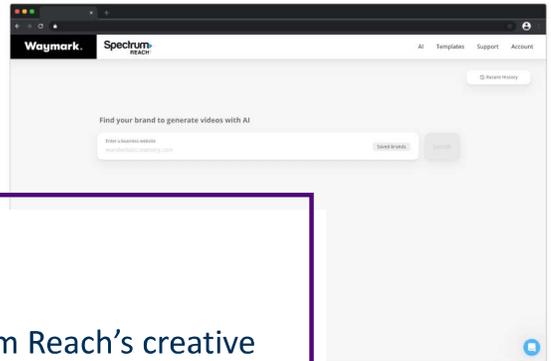






Waymark Technology

Leverage the power of AI for ad creation.



Instant Video Creative—At Your Fingertips

- Our clients have access to Waymark, Spectrum Reach's creative technology partner, at **no cost to you**.
- Cutting-edge artificial intelligence powered by Waymark creates ready-to-air, **TV-quality ads for your business in minutes**—including a voiceover! It's customized based on the content you already have online.

**Way-
mark**



Your Free Commercial

Leverage the power of AI for ad creation.

Claim your complimentary 30-second video, ready to elevate your marketing across all channels.



Use code: KERNELVIP

Key Learnings

- You CAN measure your marketing results
- The Ohio population represents a significant opportunity to influence the census
- The importance of working with quality, data-safe marketing partners
- You don't have to invest a fortune to create quality video that stands out

Thank you! Questions?

