



**CONTRACT RENEWAL**

#5310-23-KF

Date: October 2, 2023

Firm: Viant Technology, Inc.

Description: 1<sup>st</sup> Year Contract Renewal for Advertising and Media Measurement Services

Congratulations, Viant Technology, Inc., is awarded the first (1<sup>st</sup>) year renewal option for Contract #5310-23-KF, 1<sup>st</sup> Year Contract Renewal for Advertising and Media Management Services.

Viant Technology, Inc. shall provide to the City of Grand Junction the products and/or services set forth in the Contract Documents dated November 17, 2022, for solicitation RFP-5102-22-SH, Advertising, and Media Measurement Services, as per the original Contract Documents. The renewal shall cover services from November 17, 2023, through November 17, 2024.

**Please send the current ACORD Certificate of Insurance to the Purchasing Division.**

**CITY OF GRAND JUNCTION, COLORADO**

DocuSigned by:  
*Duane Hoff Jr.*

Duane Hoff, Jr., Contract Administrator

**ACKNOWLEDGEMENT**

Receipt of this Contract Renewal is hereby acknowledged:

Firm: Viant Technology LLC

By: DocuSigned by:  
*Christina Gomeztrejo*

Name: Christina Gomeztrejo

Title: Legal Operations Manager

Date: 10/2/2023



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

12/7/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Woodruff-Sawyer & Co. 50 California Street, Floor 12 San Francisco CA 94111  License#: 0329598 VIANINC-01	<b>CONTACT NAME:</b> WS Certificates <b>PHONE (A/C No. Ext):</b> 844-972-6326 <b>E-MAIL ADDRESS:</b> certificates@woodruffswayer.com	<b>FAX (A/C, No):</b>
	<b>INSURER(S) AFFORDING COVERAGE</b>	
	<b>INSURER A:</b> StarNet Insurance Company	<b>NAIC #</b> 40045
	<b>INSURER B:</b> Tri-State Insurance Company of Minnesota	31003
	<b>INSURER C:</b> Arch Specialty Insurance Company	21199
	<b>INSURER D:</b>	
	<b>INSURER E:</b>	
	<b>INSURER F:</b>	

**COVERAGES** **CERTIFICATE NUMBER:** 1254271758 **REVISION NUMBER:**

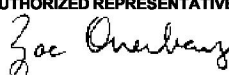
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	Y		TCP701565114	6/30/2023	6/30/2024	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 15,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
A	<input type="checkbox"/> <b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input checked="" type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			TCP701565114	6/30/2023	6/30/2024	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	<input checked="" type="checkbox"/> <b>UMBRELLA LIAB</b> <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$			TCP701565114	6/30/2023	6/30/2024	EACH OCCURRENCE \$ 20,000,000 AGGREGATE \$ 20,000,000 \$
B	<input type="checkbox"/> <b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	TWC701565214	6/30/2023	6/30/2024	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
C	Cyber E & O			C4LPE042731CYBER2023	6/30/2023	6/30/2024	Per Claim \$ 5,000,000 Per Aggregate \$ 5,000,000

**DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)**

Coverage:  
 Excess E&O, Carrier: Arch Specialty Insurance Company, Policy# NPL006814301, Term: 06/30/2023 to 06/30/2024, Limits: \$5,000,000 in excess of \$5,000,000  
 Excess E&O, Carrier: Lloyds of London, Policy# 01MRCT000028200, Term: 06/30/2023 to 06/30/2024, Limits: \$5,000,000 in excess of \$10,000,000  
 RE: Contract #5310-23-KF.  
 See Attached...

**CERTIFICATE HOLDER** **CANCELLATION**

City of Grand Junction 910 Main St. Grand Junction, CO 81501	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE 
--	---

© 1988-2015 ACORD CORPORATION. All rights reserved.



**ADDITIONAL REMARKS SCHEDULE**

<b>AGENCY</b> Woodruff-Sawyer & Co.		<b>NAMED INSURED</b> Viant Technology Inc., Viant Technology LLC, Viant US LLC, Adelphic LLC, and Myspace LLC 2722 Michelson Drive Ste. 100 Irvine, CA 92612	
<b>POLICY NUMBER</b>		<b>EFFECTIVE DATE:</b>	
<b>CARRIER</b>	<b>NAIC CODE</b>		

**ADDITIONAL REMARKS**

**THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,**  
**FORM NUMBER:** 25 **FORM TITLE:** CERTIFICATE OF LIABILITY INSURANCE

City of Grand Junction is included as additional insured as respects General Liability to the extent provided in the attached form.

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

## GENERAL LIABILITY EXTENSION FOR TECHNOLOGY COMPANIES ENDORSEMENT

This Endorsement modifies insurance provided under the following:

### COMMERCIAL GENERAL LIABILITY COVERAGE FORM

This endorsement broadens coverage. The following schedule of coverage extensions is a general coverage description only. Limitations and exclusions may apply to these coverages. Read all the provisions of this endorsement along with your entire policy carefully to determine the extent of coverage afforded.

#### SCHEDULE OF COVERAGE EXTENSIONS

A.	Additional Insured – Lessors of Leased Equipment	L.	Duties in the Event of Occurrence, Offense, Claim or Suit
B.	Additional Insured – Owners, Managers or Lessors of Premises	M.	Expected or Intended Injury or Damage (Property Damage)
C.	Additional Insured - Primary and Non-contributory	N.	Damage to Premises Rented To You
D.	Additional Insured – Vendors	O.	Medical Payments
E.	Additional Insured – Written Contract or Agreement	P.	Non-owned Aircraft
F.	Aggregate Limit Per Location	Q.	Non-owned Watercraft
G.	Amateur Athletic Participants	R.	Newly Acquired or Formed Organizations
H.	Bodily Injury Definition	S.	Supplementary Payments
I.	Broadened Named Insured	T.	Unintentional Omission
J.	Damage to Property – Borrowed Equipment, Customer Goods, Use of Elevators	U.	Waiver of Subrogation - Blanket
K.	Good Samaritan Services		

#### A. ADDITIONAL INSURED - LESSORS OF LEASED EQUIPMENT

Under **Section II - Who Is An Insured**, the following is added:

Any person or organization that is an equipment lessor is an insured, but only with respect to liability for “bodily injury”, “property damage”, “personal and advertising injury” caused, in whole or in part, by your acts or omissions in the maintenance, operation or use by you of equipment leased to you by such equipment lessor.

The insurance provided to such equipment lessor does not apply to any “bodily injury” or “property damage” caused by an “occurrence” that takes place, or “personal and advertising injury” caused by an offense that is committed after the equipment lease expires.

#### B. ADDITIONAL INSURED - OWNERS, MANAGERS OR LESSORS OF PREMISES

Under **Section II - Who Is An Insured**, the following is added:

Any person or organization that is a premises owner, manager or lessor is an insured, but only with respect to liability arising out of the ownership, maintenance or use of that part of any premises leased to you.

The insurance provided to such premises owner, manager or lessor does not apply to:

1. Any “bodily injury” or “property damage” caused by an “occurrence” that takes place, or “personal and advertising injury” caused by an offense that is committed, after you cease to be a tenant in that premises; or
2. Structural alterations, new construction or demolition operations performed by or on behalf of such premises owner, manager or lessor.

### **C. ADDITIONAL INSURED - PRIMARY AND NON-CONTRIBUTORY**

The following is added to the **Other Insurance** Condition and supersedes any provision to the contrary:

This insurance is primary to and will not seek contribution from any other insurance available to an additional insured under your policy provided that:

1. The additional insured is a Named Insured under such other insurance; and
2. You have agreed in writing in a contract or agreement that this insurance would be primary and would not seek contribution from any other insurance available to the additional insured.

### **D. ADDITIONAL INSURED - VENDORS**

Under **Section II - Who Is An Insured**, the following is added:

Any person or organization that is a vendor and that you have agreed in a written contract or agreement to include as an additional insured on this Coverage Part is an insured, but only with respect to liability for "bodily injury" or "property damage" that:

1. Is caused by an "occurrence" that takes place after you have signed and executed that contract or agreement; and
2. Arises out of "your products" which are distributed or sold in the regular course of such vendor's business.

The insurance provided to such vendor is subject to the following provisions:

1. The limits of insurance provided to such vendor will be the limits which you agreed to provide in the written contract or agreement, or the limits shown in the Declarations, whichever are less.
2. The insurance provided to such vendor does not apply to:
  - a. Any express warranty not authorized by you;
  - b. Any change in "your products" made by such vendor;
  - c. Repackaging, unless unpacked solely for the purpose of inspection, demonstration, testing, or the substitution of part under instructions from the manufacturer, and then repackaged in the original container;
  - d. Any failure to make such inspections, adjustments, tests or servicing as vendors agree to perform or normally undertake to perform in the regular course of business, in connection with the distribution or sale of "your products";
  - e. Demonstration, installation, servicing or repair operations, except such operations performed at such vendor's premises in connection with the sale of "your products"; or
  - f. "Your products" which, after distribution or sale by you, have been labeled or relabeled or used as a container, part or ingredient of any other thing or substance by or on behalf of such vendor.

Coverage under this provision does not apply to:

1. Any person or organization from whom you have acquired "your products", or any ingredient, part or container entering into, accompanying or containing such products; or
2. Any vendor for which coverage as an additional insured specifically is scheduled by endorsement.

### **E. ADDITIONAL INSURED - WRITTEN CONTRACT OR AGREEMENT**

Under **Section II - Who Is An Insured**, the following is added:

Any person or organization that is not otherwise an insured under this Coverage Part and that you have agreed in a written contract or agreement to include as an additional insured on this Coverage Part is an insured, but only with respect to liability for "bodily injury" or "property damage" that:

1. Is caused by an "occurrence" that takes place after you have signed and executed that contract or agreement; and
2. Is caused, in whole or in part, by your acts or omissions in performance of your ongoing operations to which that contract or agreement applies or the acts or omissions of any person or organization performing such operations on your behalf.

The limits of insurance provided to such insured will be the limits which you agreed to provide in the written contract or agreement, or the limits shown in the Declarations, whichever are less.

### **F. AGGREGATE LIMIT PER LOCATION**

1. Under **Section III - Limits Of Insurance**, the following is added:

The General Aggregate Limit applies separately to each of your "locations" owned by or rented or leased to you.

2. Under **Section V - Definitions**, the following is added:

“Location” means premises involving the same or connecting lots, or premises whose connection is interrupted only by a street, roadway, waterway or right-of-way of a railroad.

#### **G. AMATEUR ATHLETIC PARTICIPANTS**

Under **Section II - Who Is An Insured**, the following is added:

Any person representing you while participating in amateur athletic activities that you sponsor. However, no such person is an insured for:

1. “Bodily injury” to:
  - a. A co-participant, your “employee” or “volunteer worker” while participating in amateur athletic activities that you sponsor; or
  - b. You, any partner or member (if you are a partnership or joint venture), or any member (if you are a limited liability company), or any “executive officer” (if you are an organization other than a partnership, joint venture, or limited liability company); or
2. “Property damage” to property owned by, occupied or used by, rented to, in the care, custody, or control of, or over which physical control is being exercised for any purpose by:
  - a. A co-participant, your “employee” or “volunteer worker”; or
  - b. You, any partner or member (if you are a partnership or joint venture), or any member (if you are a limited liability company), or any “executive officer” (if you are an organization other than a partnership, joint venture, or limited liability company).

#### **H. BODILY INJURY**

Under **Section V - Definitions**, the definition of “bodily injury” is deleted and replaced by the following:

“Bodily injury” means physical injury, sickness, or disease sustained by a person, including death resulting from any of these. “Bodily injury” also means mental injury, mental anguish, humiliation, or shock sustained by a person, if directly resulting from physical injury, sickness, or disease sustained by that person.

#### **I. BROADENED NAMED INSURED**

Under **Section II - Who Is Insured**, the following is added:

Any person or organization named in the Declarations and any organization you own, newly acquire or form, other than a partnership, joint venture, or limited liability company, and over which you maintain more than 50% of the interests entitled to vote generally in the election of the governing body of such organization will qualify as a Named Insured if there is no other similar insurance available to such organization until the end of the policy period.

Coverage under this provision does not apply to any person or organization for which coverage is excluded by endorsement.

#### **J. BROADENED PROPERTY DAMAGE - BORROWED EQUIPMENT, CUSTOMERS’ GOODS AND USE OF ELEVATORS**

The insurance for “property damage” liability is subject to the following:

1. Under **Section I - Coverages, Coverage A, Bodily Injury and Property Damage Liability**, paragraph 2., **Exclusions**, item j., **Damage To Property** is amended as follows:
  - a. The exclusion for personal property in the care, custody or control of the insured does not apply to “property damage” to equipment you borrow while at a job site and provided it is not being used by anyone to perform operations at the time of loss.
  - b. The exclusions for:
    - (1) Property loaned to you;
    - (2) Personal property in the care, custody or control of the insured; and
    - (3) That particular part of any property that must be restored, repaired or replaced because “your work” was incorrectly performed on it;do not apply to “property damage” to “customers’ goods” while on your premises nor do they apply to “property damage” arising from the use of elevators at premises you own, rent, lease or occupy.
2. Subject to the Each Occurrence Limit, the most we will pay for “property damage” to “customers’ goods” is \$25,000 per “occurrence”.
3. Under **Section V - Definitions**, the following is added:

“Customers’ goods” means goods of your customer on your premises for the purpose of being:

  - a. Repaired; or

b. Used in your manufacturing process.

4. Under **Section IV - Commercial General Liability Conditions**, the insurance afforded by this provision is excess over any other valid and collectible property insurance (including any deductible) available to the insured whether such insurance is primary, excess, contingent or on any other basis. Any payments by us will follow the Other Insurance - Excess Insurance provisions.

**K. GOOD SAMARITAN SERVICES**

1. Under **Section II - Who Is Insured**, paragraph 2., item d., the following is added:

This exclusion does not apply to your employees or volunteer workers, other than an employed or volunteer physician, rendering "Good Samaritan services".

2. Under **Section V - Definitions**, the following definition is added:

"Good Samaritan services" means any emergency medical services for which no compensation is demanded or received.

**L. DUTIES IN THE EVENT OF OCCURRENCE, OFFENSE, CLAIM OR SUIT**

Under **Section IV - Commercial General Liability Conditions**, paragraph 2., **Duties In The Event Of Occurrence, Claim or Suit** is amended to include the following:

1. The requirements that you must:

- a. Notify us of an "occurrence" offense, claim or "suit"; and
- b. Send us documents concerning a claim or "suit" apply only when such accident claim, "suit" or loss is known to:
- (1) You, if you are an individual;
  - (2) A partner, if you are a partnership;
  - (3) An executive officer of the corporation or insurance manager, if you are a corporation; or
  - (4) A manager, if you are a limited liability company.

2. The requirement that you must notify us as soon as practicable of an "occurrence" or an offense that may result in a claim does not apply if you report an "occurrence" to your workers compensation insurer which later develops into a liability claim for which coverage is provided by this policy. However, as soon as you have definite knowledge that the particular "occurrence" is a liability claim rather than a workers' compensation claim, you must comply with the Duties In The Event Of Occurrence, Offense, Claim Or Suit Condition.

**M. EXPECTED OR INTENDED INJURY OR DAMAGE (PROPERTY DAMAGE)**

Under **Section I - Coverages, Coverage A, Bodily Injury And Property Damage Liability**, paragraph 2., **Exclusions**, item a., **Expected Or Intended Injury**, is deleted and replaced by the following:

- a. **Expected or Intended Injury**

"Bodily injury" or "property damage" expected or intended from the standpoint of the insured.

This exclusion does not apply to "bodily injury" or "property damage" resulting from the use of reasonable force to protect persons or property.

**N. DAMAGE TO PREMISES RENTED TO YOU**

If damage to premises rented to you is not otherwise excluded from this policy or coverage part, then the following provisions apply:

1. The last paragraph under **2. Exclusions of Section I - Coverage A - Bodily Injury And Property Damage Liability** is deleted and replaced by the following:

Exclusions c. through n. do not apply to damage by fire, lightning, explosion, "smoke", or leakage from automatic fire protective systems to premises while rented to you or temporarily occupied by you with the permission of the owner, including the contents of premises rented to you for a period of seven or fewer consecutive days. A separate limit of insurance applies to this coverage as described in **Section III - Limits Of Insurance**.

2. The paragraph immediately after Sub-paragraph j.(6) of Paragraph 2. **Exclusions of Section I - Coverage A - Bodily Injury And Property Damage Liability** is deleted and replaced by the following:

Paragraphs (1), (3) and (4) of this exclusion do not apply to "property damage" (other than damage by fire, lightning, explosion, "smoke", or leakage from automatic fire protective systems) to premises, including the contents of such premises, rented to you for a period of seven or fewer consecutive days. A separate limit of insurance applies to Damage To Premises Rented To You as described in **Section III - Limits Of Insurance**.

3. Paragraph 6. of **Section III - Limits Of Insurance** is deleted and replaced by the following:
  6. Subject to Paragraph 5. above, the greater of:
    - a. \$500,000; or
    - b. The Damage To Premises Rented To You Limit shown in the Declarations; is the most we will pay under Coverage A for damages because of "property damage" to premises while rented to you, or in the case of damage by fire, lightning, explosion, "smoke", or leakage from automatic fire protective systems, while rented to you or temporarily occupied by you with permission of the owner, including the contents of such premises rented to you for a period of seven or fewer consecutive days.
4. Subparagraph b.(1)(a)(ii) of Paragraph 4. **Other Insurance of Section IV - Commercial General Liability Conditions** is deleted and replaced by the following:
  - (ii) That is fire, lightning, explosion, "smoke" or leakage from automatic fire protective systems insurance for premises rented to you or temporarily occupied by you with permission of the owner, or for personal property of others in your care, custody or control;
5. Subparagraph a. of Definition 9. "Insured contract" of **Section V - Definitions** is deleted and replaced by the following:
  - a. A contract for a lease of premises. However, that portion of the contract for a lease of premises that indemnifies any person or organization for damage by fire, lightning, explosion, "smoke" or leakage from automatic fire protective systems to premises while rented to you or temporarily occupied by you with permission of the owner is not an "insured contract".
6. As used in this provision "smoke" does not include smoke from agricultural smudging, industrial operations or a "hostile fire".

**O. MEDICAL PAYMENTS**

1. Under **Section I - Coverages, Coverage C, Medical Payments**, paragraph 1., **Insuring Agreement**, the requirement that expenses are incurred and reported to us within one year of the date of the accident is changed to three years.
2. The Medical Expense Limit is \$15,000 per person or the amount shown in the Declarations as the Medical Expense Limit, whichever is greater.
3. This provision O. does not apply if **Coverage C, Medical Payments**, is otherwise excluded either by the provisions of the Coverage Form or by endorsement.

**P. NON-OWNED AIRCRAFT**

1. Under **Section I - Coverages, Coverage A, Bodily Injury and Property Damage Liability**, item 2., **Exclusions**, item g., **Aircraft, Auto Or Watercraft**, does not apply to an aircraft that is:
  - a. Hired, chartered or loaned with a paid crew; and
  - b. Not owned by any insured.
2. The insurance afforded by this provision P. is excess over any other valid and collectible insurance (including any deductible or Self Insured Retention) available to the insured, whether such insurance is primary, excess, contingent or on any other basis. Any payments by us will follow the Other Insurance - Excess Insurance provisions in the Commercial General Liability Conditions.

**Q. NON-OWNED WATERCRAFT**

1. Under **Section II - Who Is Insured**, is amended as follows:
 

To include as an insured for any watercraft that is covered by this policy, any person who, with your expressed or implied consent, either uses or is responsible for the use of a watercraft. However, no person or organization is an insured with respect to:

  - a. "Bodily injury" to a co-"employee" of the person operating the watercraft; or
  - b. "Property damage" to property owned by, rented to, in the charge of or occupied by you or the employer of any person who is an insured under this provision.
2. In the exception to the **Aircraft, Auto Or Watercraft** exclusion under **Coverage A, Bodily Injury And Property Damage Liability**, the limitation on the length of a watercraft is increased to 75 feet.
3. The insurance afforded by this provision Q. is excess over any other valid and collectible insurance (including any deductible or Self Insured Retention) available to the insured, whether such insurance is primary, excess, contingent or on any other basis. Any payments by us will follow the Other Insurance - Excess Insurance provisions in the Commercial General Liability Conditions.



**R. NEWLY ACQUIRED OR FORMED ORGANIZATIONS**

Under **Section II - Who Is An Insured**, item **3.a.** is deleted and replaced by the following:

- a. Coverage under this provision is afforded only until the end of the current policy period.

**S. SUPPLEMENTARY PAYMENTS**

Under **Section I - Coverages, Supplementary Payments - Coverages A and B** is amended as follows:

1. The limit for the cost of bail bonds is amended to \$2,500; and
2. The limit for reasonable expenses incurred by the "insured" is amended to \$500 a day.

**T. UNINTENTIONAL OMISSION**

Under **Section IV - Commercial General Liability Conditions, paragraph 6., Representations**, the following is added:

The unintentional omission of, or unintentional error in, any information provided by you which we relied upon in issuing this policy will not prejudice your rights under this insurance. However, this provision does not affect our right to collect additional premium or to exercise our rights of cancellation or nonrenewal in accordance with applicable insurance laws or regulations.

**U. WAIVER OF SUBROGATION - BLANKET**

Under **Section IV - Commercial General Liability Conditions, paragraph 8., Transfer of Rights of Recovery Against Others to Us** the following is added:

We will waive any right of recovery we may have against any person or organization because of payments we make for injury or damage arising out of your ongoing operations done under a written contract or agreement with that person or organization and included in "your work" or the "products-completed operations hazard". This waiver applies only to persons or organizations with whom you have a written contract, executed prior to the "bodily injury" or "property damage", that requires you to waive your rights of recovery.



CITY OF GRAND JUNCTION, COLORADO

\*\*\*\*\*

**PROFESSIONAL SERVICES CONTRACT**

This CONTRACT made and entered into this **17<sup>th</sup>** day of **November, 2022** by and between the **City of Grand Junction, Colorado**, a government entity in the County of Mesa, State of Colorado, hereinafter in the Contract Documents referred to as the "Owner" and **Viant US LLC**, hereinafter in the Contract Documents referred to as the "Contractor."

The Contractor shall perform the work set forth and described by the Solicitation Documents and known as **RFP-5102-22-SH Advertising and Media Measurement Services**.

The Contractor shall accept as full and complete compensation for the performance of Services specified in the Contract Documents, the rates stated in the Contractor's submitted response. The Contractor shall be paid in accordance with the work done based on each individual campaign, or season, or key performance indicator (KPI) being driven by Visit Grand Junction (Visit GJ). **There is no guarantee that any work will be done, nor is there a guaranteed amount of work, or a minimum cost of work. There is no minimum or maximum guarantee as a result of this contract.**

Five (5) firms were chosen as finalists and all five (5) may or may not have the opportunity to participate in the advertising and media measurement needs of Visit GJ. The five (5) firms are as follows:

**Viant US LLC, AdTheorent, Basis Technologies, Epsilon and Foursquare**

The new contracts for AdTheorent, Basis Technologies, Epsilon and Foursquare will supersede any existing renewal at the time of this contract execution.

This contract signifies approval that Visit GJ may work with each individual firm as needed, if needed.

To receive payment, Contractor must **submit invoices to Elizabeth Fogarty, Visit Grand Junction Director at [elizabethf@gjcity.org](mailto:elizabethf@gjcity.org)** for work completed.

Project Administrator for the Owner is **Elizabeth Fogarty, Visit GJ Director, 970-256-4052, [elizabethf@gjcity.org](mailto:elizabethf@gjcity.org)**

Contract Administrator for the Contractor is **Samantha Johnson, Director of Sales, 310-701-8184, [sjohnson@viantinc.com](mailto:sjohnson@viantinc.com)**.

The term of this Contract shall be from **November 17, 2022 to November 17, 2023**, with the option for up to three (3) annual renewals.

Firms shall provide the insurance certificates required in the Solicitation Documents.

**Contract Documents:** The clauses provided in the Solicitation apply to the terms used in the Contract and all the Contract Documents. It is agreed by the parties hereto that the following list of instruments, drawings, and documents which are attached hereto, bound herewith, or incorporated herein by reference constitute and shall be referred to either as the "Contract Documents" or the Contract, and all of said instruments, drawings, and documents together as a whole constitute the Contract between the parties hereto, and they are fully a part of this agreement as if they were set out verbatim and in full herein. The order of contract document governance shall be as follows:

- a. The body of this contract agreement
- b. Solicitation Documents for the Project and all Addenda; **RFP-5102-22-SH**
- c. Contractors Response to the Solicitation
- d. Change Orders.

**CITY OF GRAND JUNCTION, COLORADO**

DocuSigned by:  
 By: Duane Hoff Jr. 11/28/2022  
 Duane Hoff, Contracts Administrator Date

**VIANT US LLC**

DocuSigned by:  
 By: Christina Gomeztrejo 11/28/2022  
 Title: Christina Gomeztrejo, [cgomeztrejo@viantinc.com](mailto:cgomeztrejo@viantinc.com) Date



**Request for Proposal  
RFP-5102-22-SH**

**ADVERTISING AND MEDIA  
MEASUREMENT SERVICES**

**RESPONSES DUE:**

October 20, 2022 prior to 2:30 P.M.

**Accepting Electronic Responses Only Submitted Through the Rocky  
Mountain E-Purchasing System (RMEPS)**

**[www.bidnetdirect.com/colorado](http://www.bidnetdirect.com/colorado)**

**(Purchasing Representative does not have access or control of the vendor side of RMEPS.  
If website or other problems arise during response submission, vendor MUST contact  
RMEPS to resolve issue prior to the response deadline. 800-835-4603)**

**NOTE: All City solicitation openings will continue to be held virtually.**

**PURCHASING REPRESENTATIVE:**

Susan Hyatt  
susanh@gjcity.org  
970-244-1513

This solicitation has been developed specifically for a Request for Proposal intended to solicit competitive responses for this solicitation and may not be the same as previous City of Grand Junction solicitations. All offerors are urged to thoroughly review this solicitation prior to submitting. Submittal by **FAX, EMAIL or HARD COPY IS NOT ACCEPTABLE** for this solicitation.

# **REQUEST FOR PROPOSAL**

## **TABLE OF CONTENTS**

### **Section**

- 1.0 Administrative Information and Conditions for Submittal**
- 2.0 General Contract Terms and Conditions**
- 3.0 Specifications/Scope of Services**
- 4.0 Preparation and Submittal of Proposals**
- 5.0 Evaluation Criteria and Factors**
- 6.0 Solicitation Response Form**

## REQUEST FOR PROPOSAL

### **SECTION 1.0: ADMINISTRATIVE INFORMATION & CONDITIONS FOR SUBMITTAL**

**NOTE:** It is the Firm's responsibility to read and review all solicitation documentation in its entirety, and to ensure that they have a clear and complete understanding of not only the scope, specifications, project requirements, etc., but also all other requirements, instructions, rules, regulations, laws, conditions, statements, procurement policies, etc. that are associated with the solicitation process and project/services being solicited.

- 1.1 Issuing Office:** This Request for Proposal (RFP) is issued by the City of Grand Junction. All contact regarding this RFP shall be directed to:

**RFP Questions:**

Susan Hyatt

[susanh@gjcity.org](mailto:susanh@gjcity.org)

The City would like to remind all Contractors, Sub-Contractors, Vendors, Suppliers, Manufacturers, Service Providers, etc. that (with the exception of Pre-Bid or Site Visit Meetings) all questions, inquiries, comments, or communication pertaining to any formal solicitation (whether process, specifications, scope, etc.) must be directed (in writing) to the Purchasing Agent assigned to the project, or Purchasing Division. Direct communication with the City assigned Project Managers/Engineers is not appropriate for public procurement prior to award and may result in disqualification.

- 1.2 Purpose:** The purpose of this RFP is to obtain proposals from qualified professional firms to provide paid advertising and media measurement services for the Grand Junction, CO, area as described in Section 4.0.
- 1.3 The Owner:** The Owner is the City of Grand Junction, Colorado and is referred to throughout this solicitation. The term Owner means the Owner or his authorized representative.
- 1.4 Compliance:** All participating Offerors, by their signature hereunder, shall agree to comply with all conditions, requirements, and instructions of this RFP as stated or implied herein. Should the City omit anything from this packet which is necessary to the clear understanding of the requirements, or should it appear that various instructions are in conflict, the Offeror(s) shall secure instructions from the Purchasing Division prior to the date and time of the submittal deadline shown in this RFP.
- 1.5 Procurement Process:** Procurement processes shall be governed by the most current version of the City of Grand Junction [Purchasing Policy and Procedure Manual](#).
- 1.6 Submission:** Each proposal shall be submitted in electronic format only, and only through the Rocky Mountain E-Purchasing website, [www.bidnetdirect.com/colorado](http://www.bidnetdirect.com/colorado). The uploaded response shall be a single PDF document with all required information included. This site offers both "free" and "paying" registration options that allow for full access of the City's documents and for electronic submission of proposals. (Note: "free" registration may take up to 24 hours to process. Please Plan accordingly.) For proper comparison and evaluation, the City requests that proposals be formatted as directed in

Section 5.0 "Preparation and Submittal of Proposals." Submittals received that fail to follow this format may be ruled non-responsive. (Purchasing Representative does not have access or control of the vendor side of RMEPS. If website or other problems arise during response submission, vendor **MUST** contact RMEPS to resolve issue prior to the response deadline. **800-835-4603**)

**Please join the virtual opening for Advertising and Media Measurement Services RFP-5102-22-SH**

Oct 20, 2022, 2:30 – 3:00 PM

**Please join my meeting from your computer, tablet or smartphone.**

<https://meet.goto.com/548511261>

**You can also dial in using your phone.**

Access Code: 548-511-261

United States: [+1 \(872\) 240-3311](tel:+18722403311)

**Join from a video-conferencing room or system.**

Meeting ID: 548-511-261

Dial in or type: 67.217.95.2 or [inroomlink.goto.com](https://inroomlink.goto.com)

Or dial directly: 548511261@67.217.95.2 or 67.217.95.2##548511261

**Get the app now and be ready when your first meeting starts:**

<https://meet.goto.com/install>

- 1.7 Altering Proposals:** Any alterations made prior to opening date and time must be initialed by the signer of the proposal, guaranteeing authenticity. Proposals cannot be altered or amended after submission deadline.
- 1.8 Withdrawal of Proposal:** A proposal must be firm and valid for award and may not be withdrawn or canceled by the Offeror for sixty (60) days following the submittal deadline date, and only prior to award. The Offeror so agrees upon submittal of their proposal. After award this statement is not applicable.
- 1.9 Acceptance of Proposal Content:** The contents of the proposal of the successful Offeror shall become contractual obligations if acquisition action ensues. Failure of the successful Offeror to accept these obligations in a contract shall result in cancellation of the award and such vendor shall be removed from future solicitations.
- 1.10 Addenda:** All Questions shall be submitted in writing to the appropriate person as shown in Section 1.1. Any interpretations, corrections and changes to this RFP or extensions to the opening/receipt date shall be made by a written Addendum to the RFP by the City. Sole authority to authorize addenda shall be vested in the City of Grand Junction Purchasing Representative. Addenda will be issued electronically through the Rocky Mountain E-Purchasing website at [www.bidnetdirect.com/colorado](http://www.bidnetdirect.com/colorado). Offerors shall acknowledge receipt of all addenda in their proposal. Addenda and solicitations are posted on the City's website, [www.gjcity.org/business-and-economic-development/bids](http://www.gjcity.org/business-and-economic-development/bids), for informational purposes.
- 1.11 Exceptions and Substitutions:** All proposals meeting the intent of this RFP shall be considered for award. Offerors taking exception to the specifications shall do so at their own

risk. The Owner reserves the right to accept or reject any or all substitutions or alternatives. When offering substitutions and/or alternatives, Offeror must state these exceptions in the section pertaining to that area. Exception/substitution, if accepted, must meet or exceed the stated intent and/or specifications. The absence of such a list shall indicate that the Offeror has not taken exceptions, and if awarded a contract, shall hold the Offeror responsible to perform in strict accordance with the specifications or scope of services contained herein.

- 1.12 Confidential Material:** All materials submitted in response to this RFP shall ultimately become public record and shall be subject to inspection after contract award. **“Proprietary or Confidential Information”** is defined as any information that is not generally known to competitors and which provides a competitive advantage. Unrestricted disclosure of proprietary information places it in the public domain. Only submittal information clearly identified with the words **“Confidential Disclosure”** and uploaded as a separate document shall establish a confidential, proprietary relationship. Any material to be treated as confidential or proprietary in nature must include a justification for the request. The request shall be reviewed and either approved or denied by the City. If denied, the proposer shall have the opportunity to withdraw its entire proposal, or to remove the confidential or proprietary restrictions. Neither cost nor pricing information nor the total proposal shall be considered confidential or proprietary
- 1.13 Response Material Ownership:** All proposals become the property of the City upon receipt and shall only be returned to the proposer at the City’s option. Selection or rejection of the proposal shall not affect this right. The City shall have the right to use all ideas or adaptations of the ideas contained in any proposal received in response to this RFP, subject to limitations outlined in the section titled “Confidential Material”. Disqualification of a proposal does not eliminate this right.
- 1.14 Minimal Standards for Responsible Prospective Offerors:** A prospective Offeror must affirmably demonstrate their responsibility. A prospective Offeror must meet the following requirements:
- Have adequate financial resources, or the ability to obtain such resources as required.
  - Be able to comply with the required or proposed completion schedule.
  - Have a satisfactory record of performance.
  - Have a satisfactory record of integrity and ethics.
  - Be otherwise qualified and eligible to receive an award and enter into a contract with the City.
- 1.15 Nonconforming Terms and Conditions:** A proposal that includes terms and conditions that do not conform to the terms and conditions of this Request for Proposal is subject to rejection as non-responsive. The City reserves the right to permit the Offeror to withdraw nonconforming terms and conditions from its proposal prior to a determination by the City of non-responsiveness based on the submission of nonconforming terms and conditions
- 1.16 Open Records:** All proposals shall be open for public inspection after the contract is awarded. Trade secrets and confidential information contained in the proposal so identified by offer as such shall be treated as confidential by the City to the extent allowable in the Open Records Act.



- 1.17 Sales Tax:** City of Grand Junction is, by statute, exempt from the State Sales Tax and Federal Excise Tax; therefore, all fees shall not include taxes.
- 1.18 Public Opening:** Proposals shall be opened virtually at the time and date noted on the Cover Page. Offerors, their representatives and interested persons may attend virtually. See Section 1.6 for details. Only the names and locations on the proposing firms will be disclosed.

**SECTION 2.0: GENERAL CONTRACT TERMS AND CONDITIONS**

- 2.1. Acceptance of RFP Terms:** A proposal submitted in response to this RFP shall constitute a binding offer. Acknowledgment of this condition shall be indicated on the Cover Letter by the Offeror or an officer of the Offeror legally authorized to execute contractual obligations. A submission in response to the RFP acknowledges acceptance by the Offeror of all terms and conditions, as set forth herein. An Offeror shall identify clearly and thoroughly any variations between its proposal and the City's RFP requirements. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms of performance, except as outlined or specified in the RFP.
- 2.2. Execution, Correlation, Intent, and Interpretations:** The Contract Documents shall be signed by the City and Contractor. By executing the contract, the Contractor represents that they have familiarized themselves with the local conditions under which the Work is to be performed, and correlated their observations with the requirements of the Contract Documents. The Contract Documents are complementary, and what is required by any one, shall be as binding as if required by all. The intention of the documents is to include all labor, materials, equipment, services and other items necessary for the proper execution and completion of the scope of work as defined in the technical specifications and drawings contained herein. All drawings, specifications and copies furnished by the City are, and shall remain, City property. They are not to be used on any other project.
- 2.3. Acceptance Not Waiver:** The City's acceptance or approval of any work furnished hereunder shall not in any way relieve the proposer of their present responsibility to maintain the high quality, integrity and timeliness of his work. The City's approval or acceptance of, or payment for, any services shall not be construed as a future waiver of any rights under this Contract, or of any cause of action arising out of performance under this Contract.
- 2.4. Change Order/Amendment:** No oral statement of any person shall modify or otherwise change, or affect the terms, conditions or specifications stated in the resulting contract. All change orders/amendments to the contract shall be made in writing by the City Purchasing Division.
- 2.5. Assignment:** The Offeror shall not sell, assign, transfer or convey any contract resulting from this RFP, in whole or in part, without the prior written approval from the City.
- 2.6. Compliance with Laws:** Proposals must comply with all Federal, State, County and local laws governing or covering this type of service and the fulfillment of all ADA (Americans with Disabilities Act) requirements. Contractor hereby warrants that it is qualified to assume the responsibilities and render the services described herein and has all requisite corporate authority and professional licenses in good standing, required by law.
- 2.7. Debarment/Suspension:** The Contractor hereby certifies that the Contractor is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Governmental department or agency.
- 2.8. Confidentiality:** All information disclosed by the City to the Contractor for the purpose of the work to be done or information that comes to the attention of the Contractor during the course of performing such work is to be kept strictly confidential.

- 2.9. Conflict of Interest:** No public official and/or City employee shall have interest in any contract resulting from this RFP.
- 2.10. Contract:** This Request for Proposal, submitted documents, and any negotiations, when properly accepted by the City, shall constitute a contract equally binding between the City and Offeror. The contract represents the entire and integrated agreement between the parties hereto and supersedes all prior negotiations, representations, or agreements, either written or oral, including the Proposal documents. The contract may be amended or modified with Change Orders, Field Orders, or Amendment.
- 2.11. Cancellation of Solicitation:** Any solicitation may be canceled by the City or any solicitation response by a vendor may be rejected in whole or in part when it is in the best interest of the City.
- 2.12. Project Manager/Administrator:** The Project Manager, on behalf of the City, shall render decisions in a timely manner pertaining to the work proposed or performed by the Offeror. The Project Manager shall be responsible for approval and/or acceptance of any related performance of the Scope of Work.
- 2.13. Contract Termination:** This contract shall remain in effect until any of the following occurs: (1) contract expires; (2) completion of services; (3) acceptance of services or, (4) for convenience terminated by either party with a written *Notice of Cancellation* stating therein the reasons for such cancellation and the effective date of cancellation at least thirty days past notification.
- 2.14. Employment Discrimination:** During the performance of any services per agreement with the City, the Offeror, by submitting a Proposal, agrees to the following conditions:
- 2.14.1.** The Offeror shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, age, disability, citizenship status, marital status, veteran status, sexual orientation, national origin, or any legally protected status except when such condition is a legitimate occupational qualification reasonably necessary for the normal operations of the Offeror. The Offeror agrees to post in conspicuous places, visible to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
- 2.14.2.** The Offeror, in all solicitations or advertisements for employees placed by or on behalf of the Offeror, shall state that such Offeror is an Equal Opportunity Employer.
- 2.14.3.** Notices, advertisements, and solicitations placed in accordance with federal law, rule, or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.
- 2.15. Immigration Reform and Control Act of 1986 and Immigration Compliance:** The Offeror certifies that it does not and will not during the performance of the contract employ workers without authorization or otherwise violate the provisions of the Federal Immigration Reform and Control Act of 1986 and/or the immigration compliance requirements of State of Colorado C.R.S. § 8-17.5-101, *et. seq.* (House Bill 06-1343).

- 2.16. Ethics:** The Offeror shall not accept or offer gifts or anything of value nor enter into any business arrangement with any employee, official, or agent of the City.
- 2.17. Failure to Deliver:** In the event of failure of the Offeror to deliver services in accordance with the contract terms and conditions, the City, after due oral or written notice, may procure the services from other sources and hold the Offeror responsible for any costs resulting in additional purchase and administrative services. This remedy shall be in addition to any other remedies that the City may have.
- 2.18. Failure to Enforce:** Failure by the City at any time to enforce the provisions of the contract shall not be construed as a waiver of any such provisions. Such failure to enforce shall not affect the validity of the contract or any part thereof or the right of the City to enforce any provision at any time in accordance with its terms.
- 2.19. Force Majeure:** The Offeror shall not be held responsible for failure to perform the duties and responsibilities imposed by the contract due to legal strikes, fires, riots, rebellions, and acts of God beyond the control of the Offeror, unless otherwise specified in the contract.
- 2.20. Indemnification:** Offeror shall defend, indemnify and save harmless the City and all its officers, employees, insurers, and self-insurance pool, from and against all liability, suits, actions, or other claims of any character, name and description brought for or on account of any injuries or damages received or sustained by any person, persons, or property on account of any negligent act or fault of the Offeror, or of any Offeror's agent, employee, subcontractor or supplier in the execution of, or performance under, any contract which may result from proposal award. Offeror shall pay any judgment with cost which may be obtained against the City growing out of such injury or damages.
- 2.21. Independent Firm:** The Offeror shall be legally considered an Independent Firm and neither the Firm nor its employees shall, under any circumstances, be considered servants or agents of the City. The City shall be at no time legally responsible for any negligence or other wrongdoing by the Firm, its servants, or agents. The City shall not withhold from the contract payments to the Firm any federal or state unemployment taxes, federal or state income taxes, Social Security Tax or any other amounts for benefits to the Firm. Further, the City shall not provide to the Firm any insurance coverage or other benefits, including Workers' Compensation, normally provided by the City for its employees.
- 2.22. Ownership:** All plans, prints, designs, concepts, etc. shall become the property of the City.
- 2.23. Oral Statements:** No oral statement of any person shall modify or otherwise affect the terms, conditions, or specifications stated in this document and/or resulting agreement. All modifications to this request and any agreement must be made in writing by the City.
- 2.24. Patents/Copyrights:** The Offeror agrees to protect the City from any claims involving infringements of patents and/or copyrights. In no event shall the City be liable to the Offeror for any/all suits arising on the grounds of patent(s)/copyright(s) infringement. Patent/copyright infringement shall null and void any agreement resulting from response to this RFP.
- 2.25. Remedies:** The Offeror and City agree that both parties have all rights, duties, and remedies available as stated in the Uniform Commercial Code.

- 2.26. Venue:** Any agreement as a result of this RFP shall be deemed to have been made in, and shall be construed and interpreted in accordance with, the laws of the City of Grand Junction, Mesa County, Colorado.
- 2.27. Expenses:** Expenses incurred in preparation, submission and presentation of this RFP are the responsibility of the company and cannot be charged to the City.
- 2.28. Sovereign Immunity:** The City specifically reserves the right to sovereign immunity pursuant to Colorado State Law as a defense to any action arising in conjunction to this agreement.
- 2.29. Public Funds/Non-Appropriation of Funds:** Funds for payment have been provided through the City's budget approved by the City Council/Board of County Commissioners for the stated fiscal year only. State of Colorado statutes prohibit the obligation and expenditure of public funds beyond the fiscal year for which a budget has been approved. Therefore, anticipated orders or other obligations that may arise past the end of the stated City's fiscal year shall be subject to budget approval. Any contract will be subject to and must contain a governmental non-appropriation of funds clause.
- 2.30. Collusion Clause:** Each Offeror by submitting a proposal certifies that it is not party to any collusive action or any action that may be in violation of the Sherman Antitrust Act. Any and all proposals shall be rejected if there is evidence or reason for believing that collusion exists among the proposers. The City may or may not, at the discretion of the City Purchasing Representative, accept future proposals for the same service or commodities for participants in such collusion.
- 2.31. Gratuities:** The Contractor certifies and agrees that no gratuities or kickbacks were paid in connection with this contract, nor were any fees, commissions, gifts or other considerations made contingent upon the award of this contract. If the Contractor breaches or violates this warranty, the City may, at their discretion, terminate this contract without liability to the City.
- 2.32. OSHA Standards:** All Offerors agree and warrant that services performed in response to this invitation shall conform to the standards declared by the US Department of Labor under the Occupational Safety and Health Act of 1970 (OSHA). In the event the services do not conform to OSHA Standards, the City may require the services to be redone at no additional expense to the City.
- 2.33. Performance of the Contract:** The City reserves the right to enforce the performance of the contract in any manner prescribed by law or deemed to be in the best interest of the City in the event of breach or default of resulting contract award.
- 2.34. Benefit Claims:** The City shall not provide the awarded Firm/s any insurance coverage or other benefits, including Worker's Compensation, normally provided by the City for its employees.
- 2.35. Default:** The City reserves the right to terminate the contract immediately in the event the Contractor fails to meet delivery or completion schedules, or otherwise perform in accordance with the accepted proposal. Breach of contract or default authorizes the City to purchase like services elsewhere and charge the full increase in cost to the defaulting Contractor.

**2.36. Cooperative Purchasing:** Purchases as a result of this solicitation are primarily for the City. Other governmental entities may be extended the opportunity to utilize the resultant contract award with the agreement of the successful provider and the participating agencies. All participating entities will be required to abide by the specifications, terms, conditions and pricings established in this Proposal. The quantities furnished in this proposal document are for only the City. It does not include quantities for any other jurisdiction. The City will be responsible only for the award for our jurisdiction. Other participating entities will place their own awards on their respective Purchase Orders through their purchasing office or use their purchasing card for purchase/payment as authorized or agreed upon between the provider and the individual entity. The City accepts no liability for payment of orders placed by other participating jurisdictions that choose to piggy-back on our solicitation. Orders placed by participating jurisdictions under the terms of this solicitation will indicate their specific delivery and invoicing instructions.

**2.37. Public Disclosure Record:** If the Proposer has knowledge of their employee(s) or sub-proposers having an immediate family relationship with a City employee or elected official, the proposer must provide the Purchasing Representative with the name(s) of these individuals. These individuals are required to file an acceptable "Public Disclosure Record", a statement of financial interest, before conducting business with the City.

**2.38. Keep Jobs in Colorado Act:** Contractor shall be responsible for ensuring compliance with Article 17 of Title 8, Colorado Revised Statutes requiring 80% Colorado labor to be employed on public works projects. Contractor shall, upon reasonable notice provided by the City, permit the City to inspect documentation of identification and residency required by C.R.S. §8-17-101(2)(a). If Contractor claims it is entitled to a waiver pursuant to C.R.S. §8-17-101(1), Contractor shall state that there is insufficient Colorado labor to perform the work such that compliance with Article 17 would create an undue burden that would substantially prevent a project from proceeding to completion, and shall include evidence demonstrating the insufficiency and undue burden in its response.

Unless expressly granted a waiver by the City pursuant to C.R.S. §8-17-101(1), Contractor shall be responsible for ensuring compliance with Article 17 of Title 8, Colorado Revised Statutes requiring 80% Colorado labor to be employed on public works projects. Contractor shall, upon reasonable notice provided by the City, permit the City to inspect documentation of identification and residency required by C.R.S. §8-17-101(2)(a).

**2.38.1. "Public Works project"** is defined as:

- (a) any construction, alteration, repair, demolition, or improvement of any land, building, structure, facility, road, highway, bridge, or other public improvement suitable for and intended for use in the promotion of the public health, welfare, or safety and any maintenance programs for the upkeep of such projects
- (b) for which appropriate or expenditure of moneys may be reasonably expected to be \$500,000.00 or more in the aggregate for any fiscal year
- (c) except any project that receives federal moneys.

<b>SECTION 3.0: INSURANCE REQUIREMENTS</b>
--

**Insurance Requirements:** The selected Contractor agrees to procure and maintain, at its own cost, policy(s) of insurance sufficient to insure against all liability, claims, demands, and other obligations assumed by the Contractor pursuant to this Section. Such insurance shall be in addition to any other insurance requirements imposed by this Contract or by law. The Contractor shall not be relieved of any liability, claims, demands, or other obligations assumed pursuant to this Section by reason of its failure to procure or maintain insurance in sufficient amounts, durations, or types. Contractor shall procure and maintain and, if applicable, shall cause any Subcontractor of the Contractor to procure and maintain insurance coverage listed below. Such coverage shall be procured and maintained with forms and insurers acceptable to the City. In the case of any claims-made policy, the necessary retroactive dates and extended reporting periods shall be procured to maintain such continuous coverage. Minimum coverage limits shall be as indicated below unless specified otherwise:

(a) Worker Compensation: Contractor shall comply with all State of Colorado Regulations concerning Workers' Compensation insurance coverage.

(b) General Liability insurance with minimum limits of:

ONE MILLION DOLLARS (\$1,000,000) each occurrence and  
ONE MILLION DOLLARS (\$1,000,000) per job aggregate.

The policy shall be applicable to all premises and operations. The policy shall include coverage for bodily injury, broad form property damage (including completed operations), personal injury (including coverage for contractual and employee acts), blanket contractual, products, and completed operations. The policy shall include coverage for explosion, collapse, and underground hazards. The policy shall contain a severability of interests provision.

(c) Comprehensive Automobile Liability insurance with minimum limits for bodily injury and property damage of not less than:

ONE MILLION DOLLARS (\$1,000,000) each occurrence and  
ONE MILLION DOLLARS (\$1,000,000) aggregate

(d) Professional Liability & Errors and Omissions Insurance policy with a minimum of:

ONE MILLION DOLLARS (\$1,000,000) per claim

This policy shall provide coverage to protect the contractor against liability incurred as a result of the professional services performed as a result of responding to this Solicitation.

With respect to each of Contractors owned, hired, or non-owned vehicles assigned to be used in performance of the Work. The policy shall contain a severability of interests provision. The policies required by paragraph (b) above shall be endorsed to include the City, and the City's officers and employees as additional insureds. Every policy required above shall be primary insurance, and any insurance carried by the City, its officers, or its employees, or carried by or provided through any insurance pool of the City, shall be excess and not contributory insurance to that provided by Bidder. No additional insured endorsement to any required policy shall contain any exclusion for bodily injury or property damage arising from completed operations. The Bidder shall be solely responsible for any deductible losses under any policy required above.

## SECTION 4.0: SPECIFICATIONS/SCOPE OF SERVICES

- 4.1 General:** The City of Grand Junction, Colorado (City) is again seeking proposals from qualified firms with the experience, resources, and expertise to provide paid advertising and ad measurement services. Ad measurement includes both media attribution for conversions and ad impression quality (e.g., waste and bot traffic/click fraud). **The existing pool of vendors who are currently contracted only need to submit a letter of continued interest. Include any new strategies, value, technology, etc. that has evolved since the original contract was signed.**

**This solicitation is an attempt to expand the pool. All interested parties not already contracted shall follow the instructions included in this solicitation.**

- 4.2 Background:** Visit Grand Junction (Visit GJ or VGJ), a Department of the City, deploys paid media to promote the area as a destination to attract year-round travel and tourism, thereby providing for a sustainable and consistent economy and enhanced quality of life for residents. Visitor spending accounts for about 30 percent of the City's sales tax revenue and helps to diversify the local economic base. Visit GJ measures the results of advertising through a variety of indicators depending on the nature of the campaign (e.g., long-term brand awareness/inspiration vs. short-term arrivals/conversions). However, the two primary Visit GJ outcome measures (i.e., conversions) are: (1) in-person visitor arrivals in the destination that can be attributed to Visit GJ marketing & advertising exposure, and (2) visitor spending in the destination. Visit GJ also measures ad results based on media metrics, including click-through-rate (CTR), cost-per-click (CPC), quality of impressions (e.g., lack of waste or bot traffic/click fraud), and average website landing page duration, among others.

Visit GJ operates the official destination marketing website: VisitGrandJunction.com. In addition, Visit GJ operates a walk-in Visitor Center staffed by volunteer Tourism Ambassadors year-round, five days a week. The Official Visitor Guide is published by Visit GJ and is distributed to all 50 states and internationally.

The City of Grand Junction is located along the I-70 corridor, halfway between Denver and Salt Lake City. Community partnerships and collaboration are vital to the success of destination marketing in Grand Junction. The City partners with a private management company to operate the Grand Junction Convention Center and Avalon Theatre located in the downtown Main Street area. Main Street is a well-preserved business and leisure district with award-winning public art sculptures in the area.

The lodging tax, which funds Visit Grand Junction, is 6 percent of overnight lodging for less than 30 days within the City of Grand Junction. The tax collection is shared with the Grand Junction Air Alliance and Grand Junction Sports Commission. Visit Grand Junction receives 4.25%, Air Alliance receives 1%, and Sports Commission receives .75%.

The Grand Junction airport is the fourth largest airport in Colorado with numerous non-stop flights, including Denver, Dallas, Phoenix, Los Angeles, and Las Vegas via Allegiant, American Airlines and United. The City is facilitating the redevelopment of the Colorado riverfront area as a mixed-use, outdoor-friendly business and recreation area connected to downtown. The Grand Junction Sports Commission recruits and facilitates sporting events & tournaments in the local area.

- 4.3 Scope of Work:** The City is soliciting proposals to develop a travel destination advertising solution with results that can be attributed to the ad campaigns. Components include the



following: (1) digital paid advertising campaigns (both managed-service and self-service will be considered), including search-engine marketing, display (both prospecting and retargeting), and other digital advertising formats (e.g., digital audio & video, native ads, and digital out-of-home), and (2) ad-measurement solutions relevant to destination marketing and tourism. Ad measurement includes both media attribution for conversions and ad impression quality (e.g., waste and bot traffic/click fraud). Proposers could provide some or all these components. If offering some components but not all, proposers should state which of these components the proposer wishes to provide.

The City reserves the right to select more than one company under this solicitation to increase the pool of firms to provide the full array of advertising and performance measurement services needed. More than one contract may be executed under this solicitation and more than one partner may be utilized at the same time for any given campaign. There could be overlap among tasks within each component that could require collaboration with other agencies. The award of a contract for a component does not guarantee the agency exclusivity to perform the tasks under that component. This solicitation is not about a specific ad campaign. The goal is to select ad tech solutions that VGJ intends to use for multiple campaigns throughout the contract period.

**4.3.1** Visit GJ places a high value on its ad agency partnerships. The contracted agencies should demonstrate a high level of expertise in the following areas: (1) media planning & buying (i.e., ad deployment), (2) account services, (3) data-driven marketing & advertising strategy, (4) channel & media mix planning, (5) target markets & segmentation, (6) behavioral audience profiling, (7) campaign monitoring & optimization, (8) collaboration, (9) data-driven measurement, return on investment, and reporting of results, and (10) integration of first-party data and/or the ability for Visit GJ to upload first-party data into the agency's platform.

The budget is derived from a lodging sales tax paid by out-of-town guests and subject to annual appropriation by the Grand Junction City Council. The exact amount spent each year on ads will vary depending on actual lodging tax revenues in that year and other factors affecting Visit Grand Junction's annual budget.

**4.3.2** Specific elements to address in a proposal include the following:

- Integrated (one view) people-based, cross-device, omni-channel (online and offline) vs. fragmented (multiple views) cookie-based, online only, and browser-based marketing approach.
- Mass & general segments vs. one-to-one, personalized messaging.
- Visitor arrival attribution methodology and reporting, including last click vs. multi-touch attribution.
- Arrival-lift methodology and reporting, including incremental arrivals (i.e., visitors who can be attributed to the incremental effect of the ads vs. those who would have visited anyway) and sample/panel-based arrival methodology vs. population/one-to-one arrival methodology.
  - On incremental visitors exposed to ads, including control group reporting, and how the solution addresses potential contamination of the control group.
  - Describe how the proposed solution is deterministic or probabilistic modeling.
- Visitor economic yield and return on investment reporting.
- Segmenting and tracking of business vs. leisure travelers to target leisure travelers who are more addressable through marketing.

- Segmenting and tracking of leisure travelers by origin market, behavioral, and demographic profiles.
- Segmenting and tracking of leisure travelers by fly market vs. drive market.
- Key performance indicators, including ad-media metrics, ROI & ROAS, and economic/visitor-revenue metrics by consumer category.
- Relevant metrics that lead to an arrival in the destination and consumer spending in the destination.
- Reporting should include designated landing-page visits.
- State the actual number of individual, unique consumers (i.e., real people) within reach of the proposer's ad-tech solution.
  - State percentage of unique consumer reach by mobile operating system (Android, Apple).
- Describe how the proposer's solution would be affected by existing and future Apple iOS updates and what the proposer intends to do to maintain its ability to deliver personalized, relevant ads.
- How will the proposer reach those who opt out on iOS devices?
- How will the proposer maintain reporting attribution at the individual level with deterministic and granular insights into mobile marketing return on ad spending for iOS?
- Explain how your solution uses first-party vs. third-party audience identity data to gain insights, predict future patterns, personalize content, and deliver ads.
- Include what percentage of your clients are Destination Marketing Organizations.
- What does the proposer's solution do that other solutions cannot do (to the best of your understanding)?
- State how your solution protects brand safety, and prevents ad waste, bot traffic, and click fraud.
- State how your solution ensures consumer protection, privacy, and compliance protocols.
- Include any ad campaign spending thresholds that need to be met to obtain higher levels of campaign performance reporting.
- Share if you provide mid-campaign reporting and how often.
- Indicate how you approach inspirational campaigns compared to arrival/conversion campaigns.
- Describe your methodology for measuring length-of-stay in a destination.
- State how you can determine that a visitor is not just passing through *en route* to a different place.
  - Do you have the ability to measure visitors who have stayed at least four hours in Mesa County and exclude those, in your reporting, who have not? If yes, please describe the method to ensure this.
  - Do you have the ability to measure and exclude visitor foot traffic that is less than 50 miles from their origin city in your reporting? If yes, please describe the method to ensure this.
- Do you have an online performance dashboard that we can access in real time? If so, please describe.
- Do you include ad design/creative design at no cost for all campaigns (programmatic, CTV, etc.) if Visit GJ provides visual assets?

**4.3.3** Visit GJ's ad campaigns are multi-faceted and coordinated. The total advertising amount could be subdivided and allocated among the agencies selected under this solicitation.

The ad agencies selected under this solicitation would create advertising solutions to market the Grand Junction area brand to visitors. Selected vendors need to provide both planning and reporting reach data related to ad campaigns.

Proposers should describe their experience with tourism-related accounts. However, agencies with more general experience are also encouraged to apply for an award under this RFP. While both leisure and business travelers are important, VGJ's target market is leisure travelers.

**4.3.4** It is critical that proposals come from solutions that allow for performance data to be exported to Visit GJ for use within a Tableau software environment. Visit Grand Junction has an in-house data analytics platform, brand named Tourismo, to support data-driven destination marketing. Visit GJ uses various data sources, including social listening, website analytics, real-time consumer surveys, and location intelligence, which are integrated using Tableau-based visualizations to provide the department actionable insights and strategic direction.

Proposers should state how data analytics and reporting from ad campaigns will flow into Tableau. The data will then be integrated with the Tourismo data platform. If there is no pre-built integration with Tableau, VGJ will need raw data in CSV or Excel format so data can be uploaded into Tableau.

**4.3.5** Visit GJ has access to robust visitor profile data through a marketing research contract with Longwoods International. This visitor profile information would be made available to the selected agencies along with other behavioral data collected through other data platforms from existing partners of Visit GJ.

**4.4 RFP Tentative Time Schedule:**

- Request for Proposal available on or about October 4, 2022
- Inquiry deadline at noon, no questions after this date October 11, 2022
- Addendum issued, if needed October 13, 2022
- Submittal deadline for proposals prior to 2:30 PM October 20, 2022
- Evaluation of proposals October 21 – 26, 2022
- Invitations to Interview (video conferencing possible) October 27, 2022
- Interviews expected October 31 – November 4, 2022
- Selection of agency(ies) November 8, 2022
- City Council Approval November 16, 2022

**4.5 Questions Regarding Scope of Services:**

Susan Hyatt  
[susanh@gjcity.org](mailto:susanh@gjcity.org)

**4.6 Contract:** The initial contract period shall be for one (1) year from **November 17, 2022 through November 17, 2023**. The awarded Firm(s) and the City agree the contract may, upon mutual agreement of the Firm(s) and the City, be extended under the terms and conditions of the contract for three (3) additional one (1) year contract periods, contingent upon the applicable fiscal year funding.

## SECTION 5.0: PREPARATION AND SUBMITTAL OF PROPOSALS

**Submission:** Each proposal shall be submitted in electronic format only, and only through the BidNet website, [www.bidnetdirect.com/colorado](http://www.bidnetdirect.com/colorado). This site offers both "free" and "paying" registration options that allow for full access of the City's documents and for electronic submission of proposals. (Note: "free" registration may take up to 24 hours to process. Please Plan accordingly.) (Purchasing Representative does not have access or control of the vendor side of RMEPS. If website or other problems arise during response submission, vendor **MUST** contact RMEPS to resolve issue prior to the response deadline; **800-835-4603**). For proper comparison and evaluation, the City requests that proposals be formatted as directed. The uploaded response to this RFP shall be a single PDF document with all required information included. Offerors are required to indicate their interest in this Project, show their specific experience and address their capability to perform the Scope of Services in the Time Schedule as set forth herein. For proper comparison and evaluation, the City requires that proposals be formatted **A** to **E**.

- A. Cover Letter:** Cover letter shall be provided which explains the firm's interest in the project. The letter shall contain the name/address/phone number/email of the person who will serve as the firm's principal contact with City's Contract Administrator and shall identify individual(s) who will be authorized to make presentations on behalf of the firm. The statement shall bear the signature of the person having proper authority to make formal commitments on behalf of the firm. By submitting a response to this solicitation the Contractor agrees to all requirements herein.
- B. Qualifications/Experience/Credentials:** Proposers shall supply their qualifications for consideration as a contract provider to the City of Grand Junction, including any prior research conducted in the State of Colorado. Include experience designing and conducting economic impact studies; as well as capabilities for data collection, analysis and technology. Staff profiles are necessary for those assigned to this project.
- C. References:** A minimum of three (3) **references** with name, address, telephone number, and email address that can attest to your experience in projects of similar scope and size. Include a brief narrative of the relationship.
- D. Fee Proposal:** Provide total cost using Solicitation Response Form found in Section 7.
- E. Additional Data (optional):** Provide any value-added products or services/modules in addition to the RFP scope of work.

## SECTION 6.0: EVALUATION CRITERIA AND FACTORS

- 6.1 Evaluation:** An evaluation team shall review all responses and select the proposal or proposals that best demonstrate the capability in all aspects to perform the scope of services and possess the integrity and reliability that will ensure good faith performance.
- 6.2 Intent:** Only respondents who meet the qualification criteria will be considered. Therefore, it is imperative that the submitted proposal clearly indicate the firm's ability to provide the services described herein.

Submittal evaluations will be done in accordance with the criteria and procedure defined herein. The Owner reserves the right to reject any and all portions of proposals and take into consideration past performance. The following parameters will be used to evaluate the submittals **(with weighted values)**:

The following collective criteria shall be worth 85%
--

- |  |
|--|
| <ul style="list-style-type: none"> <li>• <b>Responsiveness of Submittal to the RFP (12)</b><br/>(Firm has submitted a proposal that is fully comprehensive, inclusive, and conforms in all respects to the Request for Proposals (RFP) and all of its requirements, including all forms and substance.)</li> <li>• <b>Understanding of the Project and Objectives (15)</b><br/>(Firm's ability to demonstrate a thorough understanding of the City's goals pertaining to this specific project.)</li> <li>• <b>Experience, necessary resources and skills (24)</b><br/>(Firm's proven proficiency in the successful completion of similar projects.)</li> <li>• <b>Data collection, analysis and technology capabilities (24)</b><br/>(Firm has proven the capability in each field.)</li> <li>• <b>Additional value-added products and services/modules (10)</b><br/>(Firm has addressed other areas of expertise)</li> </ul> |
|--|

The following criteria shall be worth 15%
---

- |                    |
|--------------------|
| * <b>Fees (15)</b> |
|--------------------|

Owner also reserves the right to take into consideration past performance of previous awards/contracts/campagins with the Owner of any vendor, Firm, supplier, or service provider in determining final award(s). References of the short-listed firms will be assessed during the final phase of the evaluation process.

- 6.3 Oral Interviews:** The City may invite the most qualified rated proposers to participate in oral interviews. Video conferencing will be considered.
- 6.3 Award:** Firms shall be ranked or disqualified based on the criteria listed in Section 6.2. The City reserves the right to consider all of the information submitted and/or oral presentations, if required, in selecting the firm.

**SECTION 7.0: SOLICITATION RESPONSE FORM  
RFP-5102-22-SH**

*Offeror must submit entire Form completed, dated and signed.*

Total cost to provide services as described: \$ \_\_\_\_\_

WRITTEN: \_\_\_\_\_ dollars.

-----  
*The City reserves the right to accept any portion of the work to be performed at its discretion*  
-----

The undersigned has thoroughly examined the entire Request for Proposals and therefore submits the proposal and schedule of fees and services attached hereto.

This offer is firm and irrevocable for sixty (60) days after the time and date set for receipt of proposals.

The undersigned Offeror agrees to provide services and products in accordance with the terms and conditions contained in this Request for Proposal and as described in the Offeror's proposal attached hereto; as accepted by the City.

Prices in the proposal have not knowingly been disclosed with another provider and will not be prior to award.

- Prices in this proposal have been arrived at independently, without consultation, communication or agreement for the purpose of restricting competition.
- No attempt has been made nor will be to induce any other person or firm to submit a proposal for the purpose of restricting competition.
- The individual signing this proposal certifies they are a legal agent of the offeror, authorized to represent the offeror and is legally responsible for the offer with regard to supporting documentation and prices provided.
- Direct purchases by the City of Grand Junction are tax exempt from Colorado Sales or Use Tax. Tax exempt No. 98-903544. The undersigned certifies that no Federal, State, County or Municipal tax will be added to the above quoted prices.
- City of Grand Junction payment terms shall be Net 30 days.
- Prompt payment discount of \_\_\_\_\_ percent of the net dollar will be offered to the City if the invoice is paid within \_\_\_\_\_ days after the receipt of the invoice. The City reserves the right to consider any such discounts when determining the bid award that are no less than Net 10 days.

**RECEIPT OF ADDENDA:** the undersigned Contractor acknowledges receipt of Addenda to the Solicitation, Specifications, and other Contract Documents.

**State number of Addenda received:** \_\_\_\_\_.

It is the responsibility of the Proposer to ensure all Addenda have been received and acknowledged.

\_\_\_\_\_  
Company Name – (Typed or Printed)

\_\_\_\_\_  
Authorized Agent – (Typed or Printed)

\_\_\_\_\_  
Authorized Agent Signature

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Address of Offeror

\_\_\_\_\_  
E-mail Address of Agent

\_\_\_\_\_  
City, State, and Zip Code

\_\_\_\_\_  
Date



**Purchasing Division**

**ADDENDUM NO. 1**

**DATE:** October 13, 2022  
**FROM:** City of Grand Junction Purchasing Division  
**TO:** All Interested Parties  
**RE:** Advertising and Media Measurement Services RFP-5102-22-SH

Bidders responding to the above referenced solicitation are hereby instructed that the requirements have been clarified, modified, superseded and supplemented as to this date as hereinafter described.

Please make note of the following:

**Question 1.** I am confused as to when the submission is due the RFP states 10/20/22 as both the date for question deadline and for submissions due, can you clarify?

**Answer:** Please see Section 4.4 of the RFP document and the Rocky Mountain E-Purchasing System. Questions are due October 11, 2022, and Proposal responses are due October 20, 2022 prior to 2:30 P.M.

**Question 2.** Can you direct me to where to find the budget for advertising and marketing?

**Answer:** The actual budget will not be shared at this time.

**Question 3.** Based on our capabilities, the "total cost to provide services as described" is difficult to assess. We can provide a list of fees based on appropriate reporting tools and ancillary elements but since we work in a CPM structure, there is not one total cost to provide. It is all dependent on the specific campaign developed. How should we address that in our proposal?

**Answer:** A list of fees is acceptable.

**Question 4.** Please confirm that the virtual opening for Advertising and Media Measurement Services call on 10/20 between 2:30 – 3:00PM is simply to confirm we have submitted our proposal.

**Answer:** Yes, only the names of firms who submit proposals will be read at the virtual opening.

**Question 5.** Is there an opportunity to present our proposals to the Visit Grand Junction team after we've submitted all materials?

**Answer:** Yes, if chosen to move forward in the evaluation process. Short listed firms will be invited to interview.

**Question 6.** Who is the incumbent or current AOR for this business?

**Answer:** Visit Grand Junction does not have an AOR.

The original solicitation for the project referenced above is amended as noted.

All other conditions of subject remain the same.

Respectfully,

Susan Hyatt, Senior Buyer  
City of Grand Junction, Colorado



Firm: Viant US LLC.

Principal Contact: Samantha Johnson, Director of Sales ([sjohnson@viantinc.com](mailto:sjohnson@viantinc.com), 310-701-8184)

Subject: 2023 Advertising and Media Measurement Services RFP – 5102-22-SH for City of Grand Junction Colorado

Date: October 19, 2022

---

Thank you for the opportunity to introduce you to Viant, showcase our innovative capabilities and be considered to participate during this exciting time of growth for Grand Junction.

Throughout our submission we will highlight our advertising software Adelphic as a leader in people-based solutions for individual and household-level advertising. Adelphic's specialization in emerging channels like connected TV (CTV), digital out-of-home (DOOH) and digital audio allows for best-in-class omnichannel execution, providing marketers the ability to plan campaigns based on people-based audience insights, optimize across premium supply as well as effectively measure offline and online business outcomes resulting from those exposures.

The Viant Household ID™ operates without the reliance on third-party cookies or device IDs. Our patented technology, filed in 2012, leverages the physical address and GPS verification to translate over 1.5 billion IPs, and other programmatic and integrated partner identifiers, into 115 million actionable consumer household relationships.

Our software, Adelphic, has built-in identity resolution capabilities that power the Viant Household ID. Since it is inherently cross-device it allows advertisers to target all eligible devices in a household to deliver personalized advertisements, drive conversions, as well as manage effective reach and frequency to reduce waste.

We have the largest integrations in the industry across Programmatic Audio (Pandora, Spotify, Tunein, Targetspot), Connected TV, Cross Device Display & Pre-roll, and Digital Out of Home (Vistar, Clear Channel, Lamar, Outfront, Captivate).

Our responses reflect how Viant's compelling capabilities and experience within the Travel and Tourism industry uniquely position us to help City of Grand Junction deliver meaningful, effective, and impactful outcomes. By selecting Viant you will gain:

- **Reach:** Reach addressable audiences across 115M households with real individuals. Scalable access to premium supply across all channels and insights from over 70 data partner integrations.
- **Measurement:** Ability to measure visitation to a custom location (ie state, city, or specific location) to help determine impact campaign had on driving visits. 'Cookieless' measurement on formats such as CTV.



- **Personalization:** People-based data and attributes at the household level provide the personalization that consumers desire while still respecting privacy.
- **Strategic Targeting:** Leverage custom segments using validated visitation data to identify and target U.S. consumers in different categories, from staying home to those out and about.
  - Purchase-based data helps reach enthusiasts of outdoor activities and drive market exploration.
  - B2B data helps reach professional travelers based on categories such as industry or title \$80K+, Active vacationers interested in running, skiing, biking, backpacking, climbing, fishing, rafting
- **COPPA and CCPA Compliance:** Complete COPPA and CCPA compliance in all aspects of media execution.
- **Campaign Management:** Reach and frequency management at the household level and seamless activation across critical channels like connected TV.
- **Performance Management:** Measure across all devices and channels (online & offline) down to audience segments and creative levels. Understand Lift & Incrementality/ ROAS across all channels. Real-time campaign optimization.
- **Closed Loop Advanced Reporting:** Advanced Reporting is the hub for all aspects of attribution, providing closed-loop Return on Ad Spend (ROAS) and Lift & Incrementality reporting, integrating both online and offline activity.

Thank you for your time and consideration. We look forward to further discussing your proposal. If you require any further information or clarification on any of the elements of our submission, please contact Samantha Johnson at [sjohnson@viantinc.com](mailto:sjohnson@viantinc.com).

Sincerely,

Samantha Johnson  
Director of Sales | Denver  
sjohnson@viantinc.com  
c 310.701.8184

**VIANT.**

**VIANT.**<sup>®</sup>

**THE CITY OF GRAND JUNCTION, COLORADO**

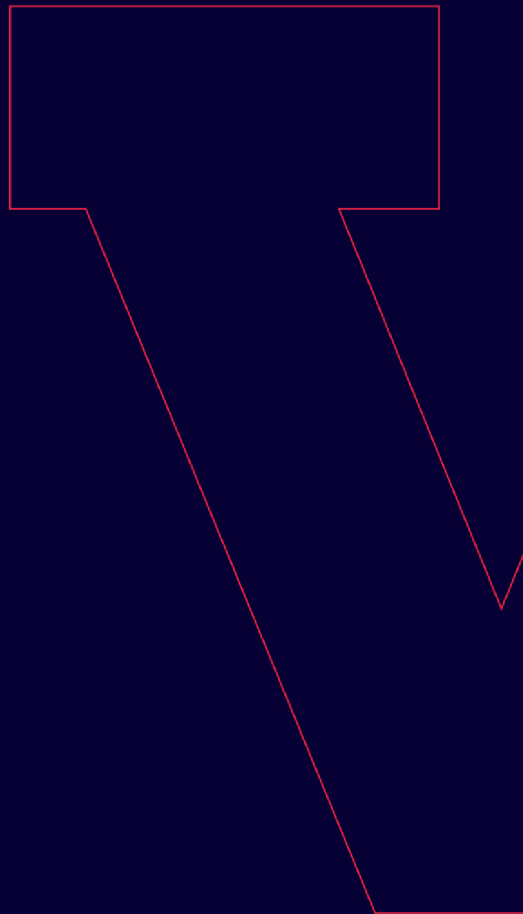
RFP – 5102-22-SH

ADVERTISING & MEDIA MEASUREMENT SERVICES FOR 2023 VISIT GRAND JUNCTION

OCTOBER 19, 2022



# **VIANT: A LEADING ADVERTISING SOFTWARE COMPANY**



**YOU CAN BE READY TODAY. RIGHT NOW.**  
**WITH VIANT & ADELPHIC**

**VIANT.**

**Adelphic** | A VIANT DSP





# VIANT HOUSEHOLD ID: AN ANCHOR FOR THE COOKIELESS PRESENT AND FUTURE

Built with **performance** in mind, it is one of the most **scalable** and **sustainable** currencies for the new **programmatic digital universe**.





















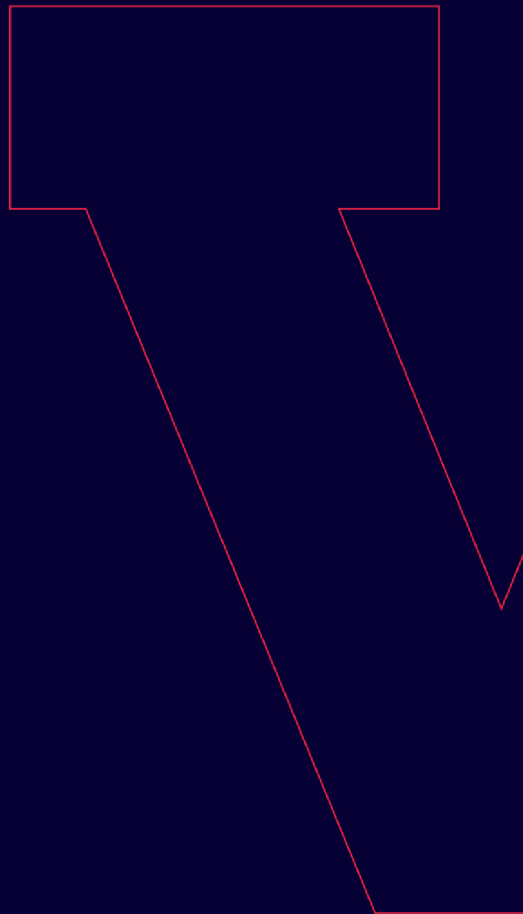








# ADELPHIC: OUR OMNICHANNEL DSP











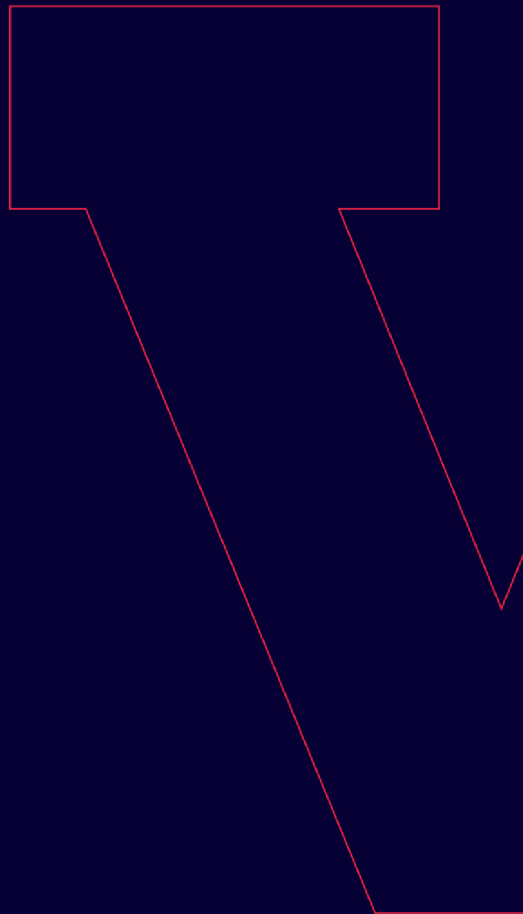








# TRAVEL & TOURISM SOLUTIONS













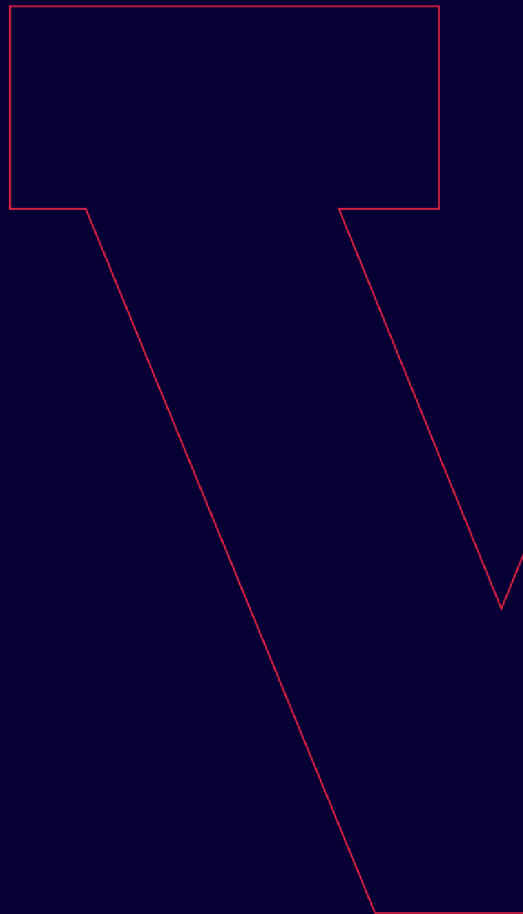








# OMNICHANNEL: INVENTORY & SUPPLY































# CREATIVE DESIGN & SERVICES



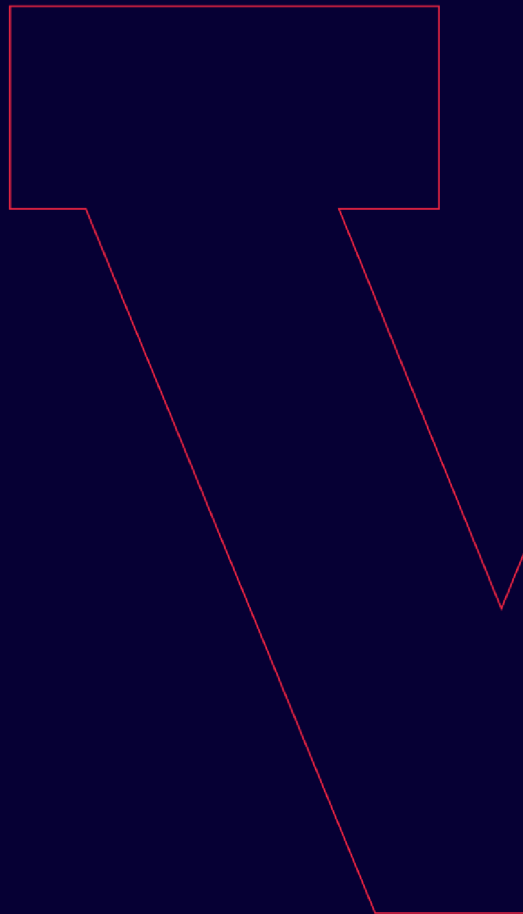








# ADVANCED REPORTING & MEASUREMENT



































# BRAND SAFETY, AD QUALITY & PRIVACY













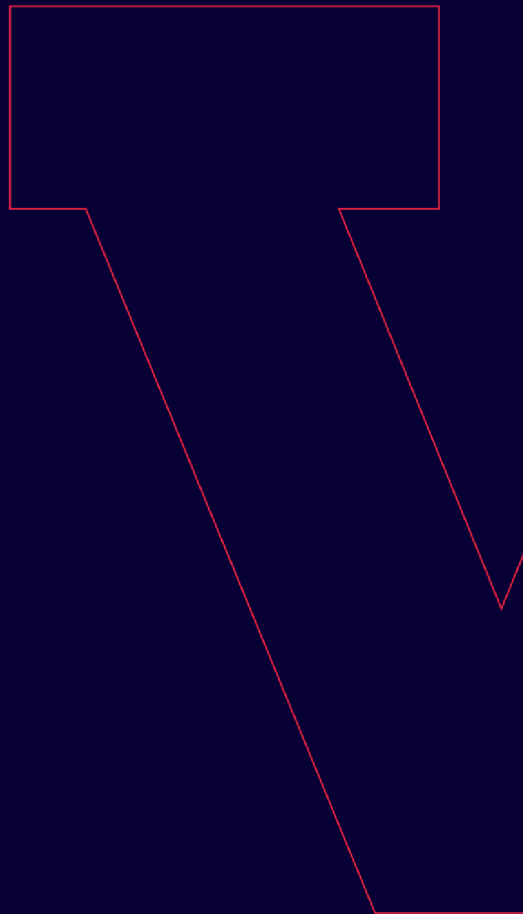


# PRIVACY REQUIREMENTS BY CATEGORY





**ADDED VALUE**





# 95%+ CUSTOMER SATISFACTION RATING

BY OUR CUSTOMERS, THREE YEARS IN A ROW

- Easy to use, intuitive user interface
- Programmatic University and Adelphic certification
- A dedicated Programmatic Account Specialist
- Online knowledge base with robust documentation
- User interface tutorials to support ease of use
- Intercom online chat
- Slack support channels





# AWARDS & RECOGNITION

We're honored to have been recognized as an advertising software leader and one of the best places to work.



*In addition, Adelphic's customer service satisfaction is consistently above 95%.*

# GRAND JUNCTION DEDICATED VIANT TEAM



Patrick Derdeyn, RVP of Sales

[pderdeyn@viantinc.com](mailto:pderdeyn@viantinc.com)

Patrick has been with Viant for 13 years and oversees the Central Region. He has been an integral player in growing the region and a driving force to bring innovation to clients. He with a breadth of knowledge of all things Viant & Adelphic.



Samantha Johnson, Director of Sales

[sjohnson@viantinc.com](mailto:sjohnson@viantinc.com)

Samantha has 20+ years for media experience having worked at multiple Agencies throughout her career. She brings this experience to Viant helping clients build strategic campaigns and has quickly become the subject matter for the Travel & Tourism vertical.



Bianca White, Senior Account Manager

[bwhite@viantinc.com](mailto:bwhite@viantinc.com)

Bianca started her career in Media and Marketing and brings a level of detail and organization to all campaigns and clients she works with. She is focused on seamless set-up and flawless execution.

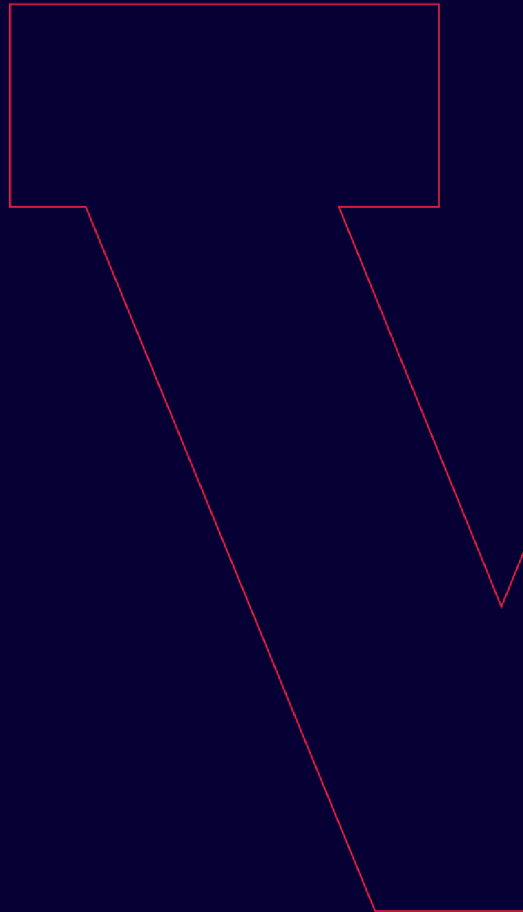
# THANK YOU

Samantha Johnson

Director of Sales

310-701-8184

[sjohnson@viantinc.com](mailto:sjohnson@viantinc.com)











Reporting	Unstructured Queries								
	Viewable Attribution								
	Cross-Channel Attribution								
		<b>Total:</b>	<b>#DIV/0!</b>					<b>\$0.00</b>	<b>\$0</b>



**Campaign Summary**

**Finance Notes/Special Instructions/Other Insertion Order Terms**

This Insertion Order is subject to the Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less published by the Interactive Advertising Bureau and the American Association of Advertising Agencies (Version 3) (the "IAB Terms"), currently found at [http://www.iab.net/media/file/IAB\\_4As-tsandcs-FINAL.pdf](http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf), and as revised by the addendum to the IAB Terms below. Except as noted herein, no other terms or conditions apply to this Insertion Order. Should there be any conflict between the provisions of this Insertion Order and the IAB Terms, then the terms of this Insertion Order shall prevail.

Addendum to the IAB Terms: The State of California is hereby designated as the state law governing this Insertion Order and the IAB Terms and as the sole jurisdiction for disputes under Section XIV(d) of the IAB Terms.

To be eligible for a makegood, Viant must be given access to the approved MRC accredited 3rd party vendor report showing suspicious impressions in violation within the first 3 days of the campaign start and updated every 3 days throughout the remaining flight of the campaign.

All payments are due on net 30 basis. Viant shall use commercially reasonable efforts to perform the services under this Insertion Order and Advertiser shall pay to Viant the fees and other amounts set forth herein, in each case, in accordance with the IAB Terms.

Start Date 01/00/00

End Date 01/00/00

Total # of days 1

Total # of Imps #DIV/0!

Total # of Actions N/A

**Total \$0**

**[Advertiser/Agency]**

**Viant US LLC**

Authorized Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_













# PLANNING TOOLS DETAILS

## ADELPHIC PLACES

Adelphic Places leverages over 5.4M locations across the U.S. to easily access visitation trends, audience estimates, estimated avails and location intelligence. Activate geofencing strategies with Adelphic location lists or build custom visitation segments.

## VISITATION BENCHMARKING

Visitation Benchmarking produces insights based on the visitation universe, recognizing where consumers go before and after they visit specific locations including competitors, helping to strategically build audience segments.

## OMNICHANNEL PLANNING

Omnichannel Planning maximizes performance based on real data enabling recommended budget allocations to reach audiences across all channels including linear & connected TV, desktop, mobile, digital out-of-home and audio

# ADELPHIC PLACES

Access visitation trends, audience estimates and estimated avails for your customers who have visited your stores within California

**INPUT**

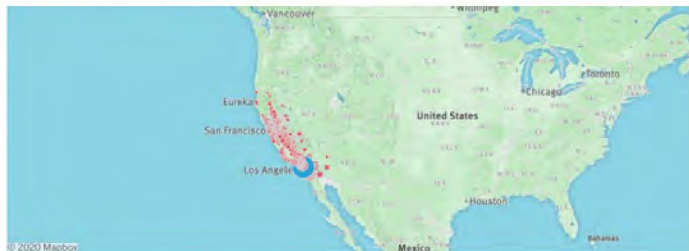
Business X in California

**OUTPUTS**

Visits, Avails, Location Lists



Audience Estimate by Business Location



**Audience Details: All Channels + Formats - Top 500**

Show  
Top 500

To view all locations by business, hover over "Business" and select ">"

Business	State	DMA	# Locations	Audience Estimate	Available Impressions	Visits
McDonald's	California	LDS ANGELES	513	217,559	9,383,581	337,827
		SACRAMENTO-STIKTON-MODESTO	172	63,710	2,516,545	93,186
		SAN FRANCISCO-OAK-SAN JOSE	204	53,679	2,120,321	77,100
		SAN DIEGO	101	34,612	1,368,359	49,443
		PRESNO-VISALIA	87	26,426	1,041,827	39,776
		BAKERSFIELD	32	11,125	439,438	16,682
		PALM SPRINGS	18	7,109	280,806	10,248
		SANTABARBARA-SANMAR-SANLUOB	28	6,887	271,037	10,305
		MONTEREY-SALINAS	21	3,931	155,275	5,667
		CHICO-REDDING	14	3,802	150,179	5,823
		YUMA-EL CENTRO	5	1,781	70,350	2,860
		EUREKA	6	1,013	40,093	1,763
		RENO	4	976	38,552	1,428
		MEDFORD-KLAMATH FALLS	3	424	16,748	759

# ADELPHIC PLACES

Leverage Lat & Long coordinates and physical addresses to easily plan Digital Out-of-Home campaigns within local markets or location based retargeting programs to known devices who have previously visited a location

Planning Tools > Adelphic Places

Filter: SafeGraph Avails Business Locations

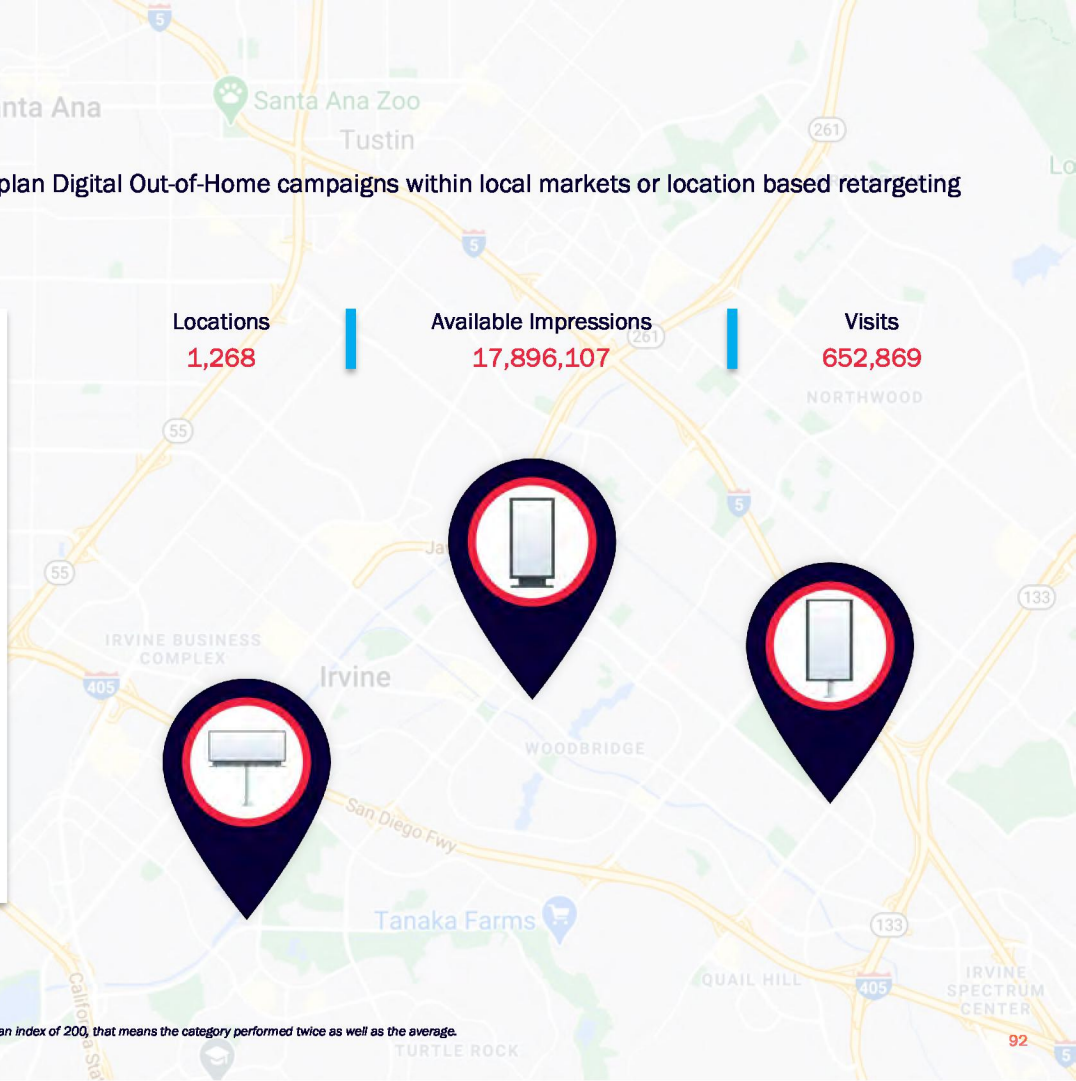
Business Locations

LATITUDE (DEC)	LONGITUDE (DEC)	RADIUS (OPT)	NAME (OPT)	ST	STREET (OPT)	CITY (OPT)	STATE (OPT)	ZIPCODE (OPT)	PHONE NUMBER (OPT)
32.544388	-117.329014		McDonald's	CA	727 E San Ysidro Blvd	San Ysidro	CA	92173	
32.540887	-117.329714		McDonald's	CA	4440 Camino Del Rio Pl	San Diego	CA	92123	
32.555485	-116.939305		McDonald's	CA	2120 Buell Dr	San Diego	CA	92134	
32.307330	-117.254289		McDonald's	CA	397 W San Ysidro Blvd	San Diego	CA	92173	
32.761741	-117.238879		McDonald's	CA	732 Camino del Rio	San Diego	CA	92104	
32.362474	-117.209636		McDonald's	CA	1131 Palm Ave	Orange Beach	CA	91661	
32.584142	-117.029701		McDonald's	CA	4855 Palm Ave	San Diego	CA	92134	
32.400706	-117.279301		McDonald's	CA	1284 Broadway	Chula Vista	CA	91911	
32.468125	-117.308339		McDonald's	CA	1100 Broadway	Chula Vista	CA	91911	
32.613333	-117.080424		McDonald's	CA	1110 Third Ave	Chula Vista	CA	91911	
32.434716	-117.325435		McDonald's	CA	687 E Palomar St	Chula Vista	CA	91911	
32.632424	-116.968127		McDonald's	CA	1870 Millenia Ave	Chula Vista	CA	91933	
32.628977	-117.387493		McDonald's	CA	619 Broadway	Chula Vista	CA	91933	
32.828862	-117.038741		McDonald's	CA	951 Telegraph Canyon Rd	Chula Vista	CA	91930	
32.840442	-117.389192		McDonald's	CA	725 E St	Chula Vista	CA	91933	
32.847265	-116.96689		McDonald's	CA	2224 Ohio Lakes Rd	Chula Vista	CA	91933	
32.951331	-117.086475		McDonald's	CA	75 W Broadview	Chula Vista	CA	91933	
32.85272	-117.089176		McDonald's	CA	3480 Highland Ave	National City	CA	91950	
32.969377	-117.339413		McDonald's	CA	4340 Bonita Rd	Bonita	CA	91902	
32.476778	-117.286614		McDonald's	CA	1400 Highland Ave	National City	CA	91902	
32.672486	-115.498353		McDonald's	CA	705 S Imperial Ave	Carlsbad	CA	92011	
32.877332	-117.382387		McDonald's	CA	2140 E Plaza Blvd	National City	CA	91910	
32.878264	-117.239079		McDonald's	CA	1264 W Market Street Bldg 3485	San Diego	CA	92126	
32.889306	-117.044722		McDonald's	CA	6925 Paradise Valley Rd	San Diego	CA	92139	
32.893861	-117.134424		McDonald's	CA	2796 Main St	San Diego	CA	92113	
32.799111	-117.009323		McDonald's	CA	8730 Jamacha Blvd	Spring Valley	CA	91977	
32.718997	-117.154659		McDonald's	CA	1280 Elm St	San Diego	CA	92116	
32.720289	-117.084719		McDonald's	CA	1513 Euclid Ave	San Diego	CA	92125	
32.727884	-117.128751		McDonald's	CA	1824 Rosecrans St	San Diego	CA	92126	
32.743862	-117.053897		McDonald's	CA	1412 College Ave	San Diego	CA	92115	
32.742387	-117.048853		McDonald's	CA	7184 Broadway	Lamar Heights	CA	91945	
32.744663	-116.95389		McDonald's	CA	2846 Jamacha Rd	El Cajon	CA	92029	
32.747508	-116.96123		McDonald's	CA	1761 Avocado Blvd	La Mesa	CA	91941	
32.748895	-117.100139		McDonald's	CA	1414 University Ave	San Diego	CA	92128	
32.748893	-117.100194		McDonald's	CA	1679 Farmount Ave	San Diego	CA	92125	
32.753376	-117.118427		McDonald's	CA	1820 Midway Dr	San Diego	CA	92110	
32.754813	-117.139361		McDonald's	CA	2345 El Cajon Blvd	San Diego	CA	92124	
32.759292	-117.071432		McDonald's	CA	1824 Monterey Rd	San Diego	CA	92115	

Locations  
**1,268**

Available Impressions  
**17,896,107**

Visits  
**652,869**



All categories are indexed against average performance relative to other categories. The average performance index is 100. If a category has an index of 200, that means the category performed twice as well as the average.



# VISITATION BENCHMARKING

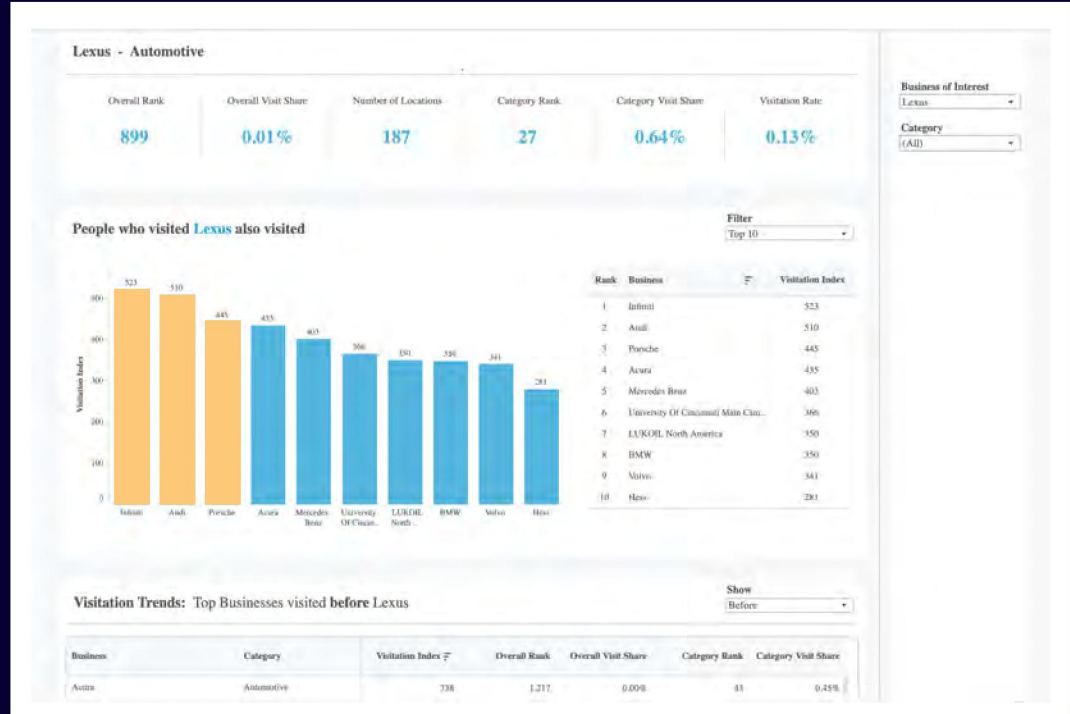
Understand the highest indexed locations for people who have visited your business as well as where they visited before and/or after your business

## INPUT

Business X in California

## OUTPUTS

Visitation index (Before/After/Total),  
Visitation rate, Competitive intel



# OMNICHANNEL PLANNING

Access key trends, media consumption habits and behaviors to inform omnichannel campaign strategy

## ALLOWS YOU TO UNDERSTAND

- What network shows your visitors watch on TV
- What DOOH locations/formats are certain customers most frequently exposed to
- What apps and websites do your customers typically engage with across all their devices



# OMNICHANNEL PLANNING OVERVIEW

## INPUTS



OR



People Within Segment

People Who Visited Location

## OUTPUT



Top Performing Network, Show, and Daypart



Highest Indexing Digital Out-of-home Formats



Highest Indexing Sites Across All Devices & Channels

MEDIA STRATEGY

# OMNICHANNEL INSIGHTS: TV CONSUMPTION

Top recommendations to reach a similar audience across TV based off customers who have visited your location in February

Top Network

KSCIDT

Top Show

AAA BENEFITS AND SAVINGS

Top Daypart

LATE FRINGE (12AM)

Index: People who visited a CA McDonalds are 11.27 times more likely to watch CBS Warner Network Morning News from 6am – 9am

## Recommended TV Plan by Network | Show | Daypart

Unduplicated Nielsen Households

2,864,590

Network   Show   Daypart	Nielsen TV Population	Index
CBS-Warner Network   KTLA 5 Morning News at 9am   Early Morning (6AM-9AM)	764,257	1,127
CBS-Warner Network   KTLA 5 News at 10   Prime Time (8PM-10PM)	665,018	1,144
ABC   Eyewitness News 11:00PM   Late News (11PM)	634,884	1,137
Fox Broadcasting Corporation   Good Day LA at 7am   Early Morning (6AM-9AM)	552,072	1,167
CBS-Warner Network   KTLA 5 News at 3   Daytime (10AM-4PM)	540,892	1,132
CBS-Warner Network   KTLA 5 News Coronavirus Update   Early Fringe (5PM-7PM)	508,840	1,123
Fox Broadcasting Corporation   Fox 11 Ten O'Clock News   Post Late Fringe (1AM)	482,190	1,194
CBS-Warner Network   KTLA 5 Morning News at 6   Early Morning (6AM-9AM)	453,170	1,119

# OMNICHANNEL INSIGHTS: DOOH

Top recommendations for highest indexing DOOH formats to reach consumers like those who have visited your locations

Top Board  
HERO WALL - HERRINGBONE

Top Venue  
VEHICLE

Top Media Owner  
BULLETIN DISPLAYS

Leverage the highest indexing DOOH formats based on users who have visited a business of interest

## Recommended Plan by Venue Type | Board Type | Media Owner | Coordinate

Unduplicated DOOH Reach

**1,899,074**

Venue Type	Board Type	Media Owner	Coordinate	DMA	DOOH Reach	Index
Airport	Airport (lounge)	Global Eagle	32.731743,-117.203	San Diego CA	8,457	458
Airport	Airport (lounge)	Global Eagle	33.941589,-118.409	Los Angeles CA	4,734	528
Airport	Airport (lounge)	Global Eagle	37.617062,-122.386	San Francisco-Oaklan..	15,040	349
Bars	Indoor Public Panel	Atmosphere	38.4965763,-121.4104	Sacramento-Stockton..	4,008	1,113
Bars	Indoor Public Panel	Atmosphere	38.5630433,-121.3805902	Sacramento-Stockton..	4,011	1,084
Bars	Indoor Public Panel	Atmosphere	38.5665884,-121.44281	Sacramento-Stockton..	1,040	1,089
Bars	Indoor Public Panel	Atmosphere	38.5724038,-121.4880374	Sacramento-Stockton..	1,040	1,084
Bars	Indoor Public Panel	Atmosphere	38.5738091,-121.46978	Sacramento-Stockton..	1,071	1,085
Cinemas	Digital Screen	CEN	36.80857,-119.70684	Fresno-Visalia CA	4,882	1,155
Cinemas	Hero Wall - Herringbone	CEN	34.102117,-118.34094	Los Angeles CA	3,783	803
Cinemas	Hero Wall - Herringbone	CEN	36.80857,-119.70684	Fresno-Visalia CA	4,882	1,155
Cinemas	Indoor Public Panel	CEN	34.102117,-118.34094	Los Angeles CA	3,783	803
Convenience Stores	Checkout Screen	Lightbox	32.543983,-117.042915	San Diego CA	1,895	613
Convenience Stores	Checkout Screen	Lightbox	33.8507,-118.139	Los Angeles CA	1,495	1,172

# OMNICHANNEL INSIGHTS: APPS AND WEBSITES

Top recommendations for highest performing sites/apps by index across all channels

Top Desktop Site

[usatoday.com](http://usatoday.com)

Top Mobile App

[meetme-iosmatchbuy](#)

Top Tablet Site

[paintbynumbers\(ios\)](#)

Top CTV Site

[mediterraneanfoodby...](#)

View the highest indexing sites across all devices & channels based on users who have visited a business of interest

Recommended Sites for Desktop Unduplicated Digital Population  
**28,624,786**

Sites	Digital Population <sup>2</sup>	Index
<a href="http://espn.com">espn.com</a>	208,641	475
<a href="http://foodandwine.com">foodandwine.com</a>	113,571	314
<a href="http://soaps.com">soaps.com</a>	77,236	771
<a href="http://travel.alot.com">travel.alot.com</a>	68,530	262
<a href="http://saveur.com">saveur.com</a>	59,831	848
<a href="http://travelandleisure.com">travelandleisure.com</a>	53,144	305
<a href="http://motortrend.com">motortrend.com</a>	49,008	795
<a href="http://rakuten.com">rakuten.com</a>	45,502	815
<a href="http://qndemandkorea.com">qndemandkorea.com</a>	36,816	288



























## DIGITAL OUT-OF-HOME (DOOH) LIFT

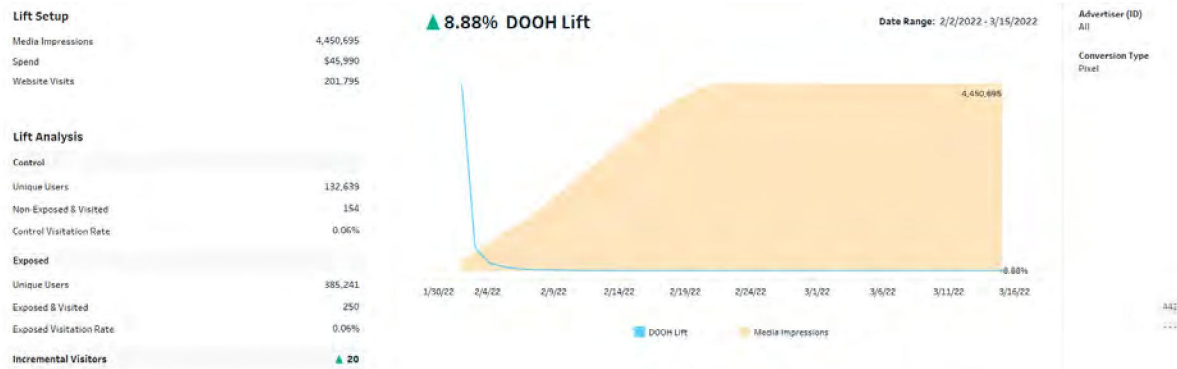
Understand how DOOH exposures drive online conversions and in-store visits compared to a non-exposed control group. This report shows DOOH lift by cohorts including State, DMA, Venue Type, Board Type, and Media Owner. This enables marketers to see what DOOH strategy is working best for them.

### Metrics

Media Impressions, Spend, In-Store Visits, Cohort, For Control: Unique Users, Non-Exposed & Visited, Control Visitation Rate For Exposed: Unique Users, Exposed & Visited, Exposed Visitation Rate, DOOH Lift

### Filters

Advertiser, Conversion Type, Cohort, Sort By, Date Range



### Top Performers by Lift

Set thresholds for top/bottom performers by inputting minimum values below:

Unique User Min 25 Exposed & Visited Min 0

Min filter set for 25 uniques, 0 exposed & visited

#### Venue Type

Venue Type	DOOH Lift
Grocery Store	483895.87%
Office Building	38265.53%
Bars	32842.13%
Women's Salons	7084.04%
Sports Entertainment	4401.12%
Restaurant	2387.16%
Unknown	1537.42%
Health Club	1083.51%
Schools/Universities	999.00%
Doctor's Office	692.00%

### Exposed DOOH Details | Venue Type

To view breakout by Pixel, hover over Cohort Type and click \* to expand

Cohort Type	Unique Users	Exposed & Visited	Exposed Visitation Rate	Control Visitation Rate	DOOH Lift
Convenience Stores	173,290	165	0.10%	0.06%	59.76%
Roadside	109,871	151	0.08%	0.06%	31.44%
Doctor's Office	18,431	87	0.47%	0.06%	692.00%
Unknown	8,300	81	0.98%	0.06%	1537.42%
Schools/Universities	12,061	79	0.66%	0.06%	999.00%
Health Club	11,058	78	0.71%	0.06%	1083.51%
Women's Salons	1,775	76	4.28%	0.06%	7084.04%
Sports Entertainment	2,833	76	2.60%	0.06%	4401.12%
Restaurant	5,127	76	1.48%	0.06%	2387.16%
Office Building	328	75	22.87%	0.06%	38265.53%
Grocery Store	26	75	288.46%	0.06%	483895.87%
Bars	382	75	19.63%	0.06%	32842.13%



## MULTI-TOUCH ATTRIBUTION (MTA)

The Multi-Touch Attribution report combines touchpoint analysis with various metrics to show you which channel and device combinations yield the highest conversion rates across your brands attribution. This report also provides a deeper look into the touchpoints and pathways across your campaigns to better understand how customers are navigating through advertising channels on their path to conversion.

### Metrics

Conversion Rate, ROAS, Touchpoints, Time to Conversion, Revenue

### Filters

Conversion Date Range, Attribution Window

Channels & Devices | Touchpoints | Pathways

Advertiser (ID): Demo Advertiser (11111)

Conversion Date Range: 09/27/2021 - 10/26/2021

Attribution Summary | Demo Advertiser (11111)

Impressions	Conversions	Conversion Rate	Spend	Revenue	ROAS
14,982,788	406,463	2.71%	\$407,512	\$10,806,027	26.52

Conversion Date Range: 09/27/2021 - 10/26/2021

Attribution Window: 30

Report By: Advertiser

Advertiser (ID): Demo Advertiser (11111)

Pixel (ID): (46)



#### Channel Details by Advertiser

Advertiser	Channel	Impressions	Spend	Conversions	Conversion Rate	Revenue	ROAS
Demo Advertiser (11111)	CTV	12,609,436	\$379,139	355,714	2.81%	\$9,444,108	24.91
	CTV   Video	341,115	\$8,742	20,907	6.13%	\$558,236	63.86
	Visee	1,032,237	\$19,632	29,842	2.89%	\$603,683	40.94
<b>Grand Total</b>		<b>14,982,788</b>	<b>\$407,512</b>	<b>406,463</b>	<b>2.71%</b>	<b>\$10,806,027</b>	<b>26.52</b>

#### Touchpoints Summary | Demo Advertiser (11111)

Conversion Date Range: 09/27/2021 - 10/26/2021

Conversions	Revenue	Avg Touchpoints	Avg Days to Conversion
406,463	\$10,806,027	14.7	First Touch: 16.0 Last Touch: 9.4

#### Touchpoints Details

76.4% of total conversions tracked between 09/27/2021 - 10/26/2021 were attributed to pathways having 10 or fewer touchpoints where pathways containing 1 touchpoint(s) contributed to the largest number of conversions (114,866) at a 28.3% share.

Touchpoints	Revenue	% of Revenue	Conversions	% of Conversions
1	\$3,032,342	28.0%	114,866	28.3%
2	\$1,005,476	14.9%	60,720	14.9%
3	\$519,328	8.5%	34,504	8.5%
4	\$644,525	6.0%	24,140	5.9%
5	\$583,995	5.2%	21,129	5.2%
6	\$398,727	3.7%	14,882	3.7%
7	\$321,516	3.0%	12,071	3.0%
8	\$283,488	2.6%	10,659	2.6%
9	\$235,515	2.2%	8,001	2.2%
10	\$235,445	2.2%	8,730	2.1%
11-15	\$766,295	7.1%	28,880	7.1%
16-25	\$996,084	9.2%	37,178	9.1%
26-50	\$529,918	4.9%	19,509	4.8%
51-100	\$157,844	1.5%	5,871	1.4%
100+	\$118,531	1.1%	4,524	1.1%

Pathways Summary | Demo Advertiser (11111)

Conversion Date Range: 09/27/2021 - 10/26/2021

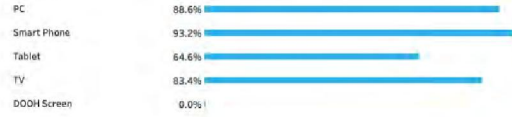
Conversions: **406,463**      Revenue: **\$10,806,027**      Avg Touchpoints: **14.7**      Avg Days to Conversion: First Touch: **16.0**, Last Touch: **9.4**

% Presence in Pathways

By Channel



By Device

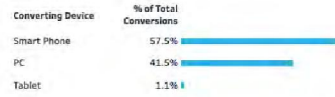


Converting Devices by Last Exposure

First vs. Last Exposure  
Last

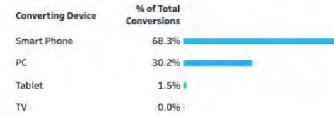
PC

Of users who were last exposed on PC, 58.5% converted on a different device.



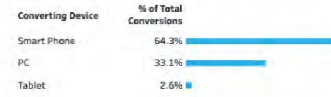
Smart Phone

Of users who were last exposed on Smart Phone, 31.7% converted on a different device.



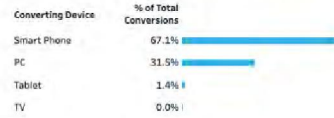
Tablet

Of users who were last exposed on Tablet, 97.4% converted on a different device.



TV

Of users who were last exposed on TV, 100.0% converted on a different device.



DOOH Screen

There is no data available in your selected date range.

Top 20 Pathways by Conversions

TV (CTV) was the leading pathway, contributing to 87.5% of total conversions tracked between 09/27/2021 - 10/26/2021.

Pathway	Conversions	% of Conversions	Revenue	% of Revenue
TV (CTV)	355,714	87.5%	\$9,444,108	87.4%
Smart Phone (Video)	20,594	5.1%	\$556,543	5.2%
TV (CTV) -> Smart Phone (Video)	7,612	1.9%	\$203,889	1.9%
PC (Video)	6,988	1.7%	\$188,027	1.7%
TV (CTV) -> Smart Phone (Video) -> TV (CTV)	4,126	1.0%	\$110,772	1.0%
TV (CTV) -> PC (Video)	2,400	0.6%	\$61,792	0.6%
Smart Phone (Video) -> TV (CTV)	1,389	0.3%	\$37,036	0.3%
TV (CTV) -> PC (Video) -> TV (CTV)	903	0.2%	\$23,408	0.2%
TV (CTV) -> PC (Video) -> Smart Phone (Video) -> PC (Video) -> Smart Phone (Video)	838	0.2%	\$21,574	0.2%
PC (Video) -> Smart Phone (Video)	560	0.1%	\$15,194	0.1%
TV (CTV) -> Smart Phone (Video) -> TV (CTV) -> Smart Phone (Video)	363	0.1%	\$10,691	0.1%
Tablet (Video)	359	0.1%	\$9,867	0.1%



## Foot Traffic Attribution

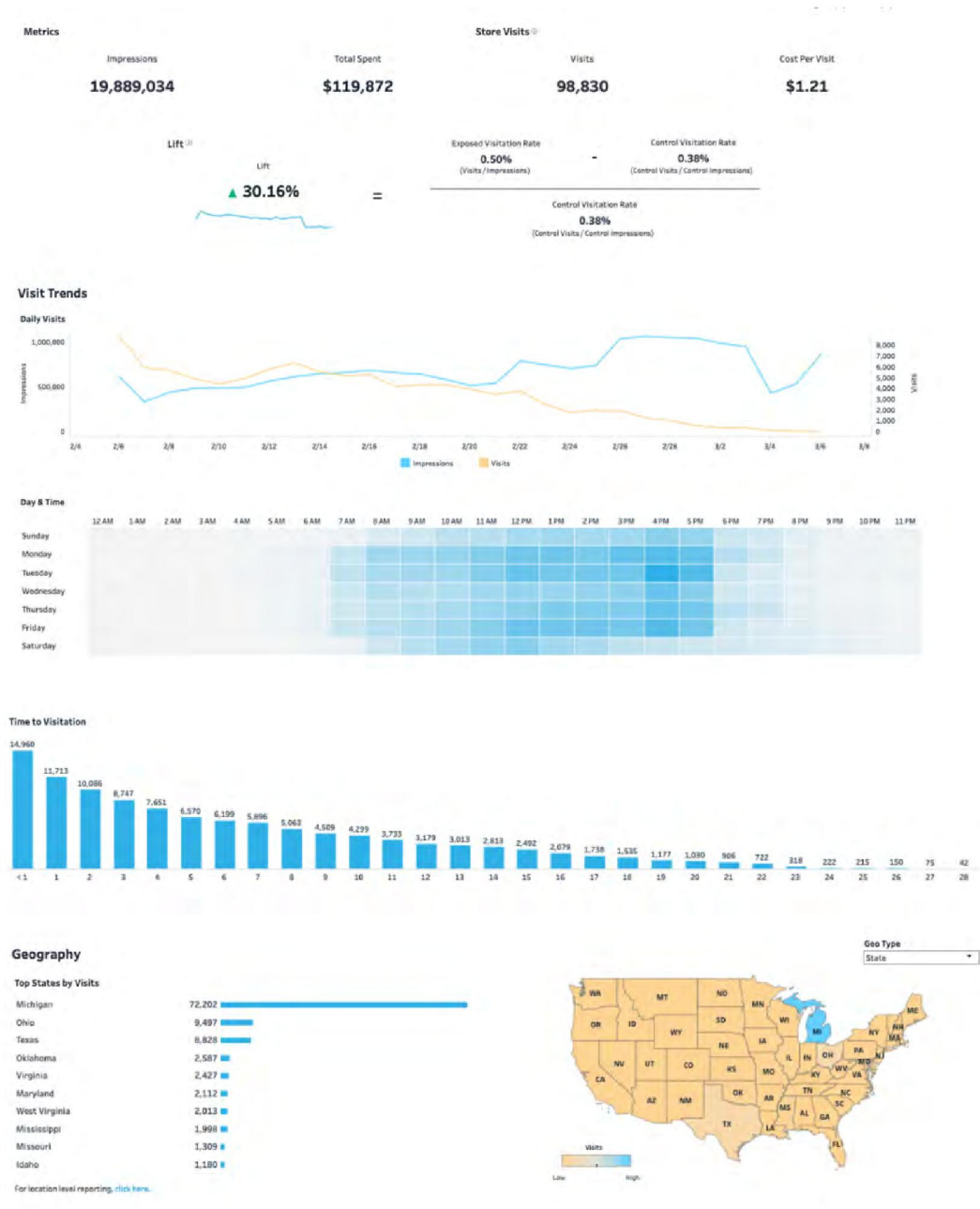
Foot Traffic reporting uses our people-based platform to deterministically measure the impact of your advertising on driving visits to a physical location during hours of operation. You have the ability to break out attributed visitation insights by DMA, State, Time of Day and Day of Week.

### Metrics

Total Visits, Lift, Cost per Visit, Impressions, Time of Day, Day of Week

### Filters

Date, Visitation Source, Attribution Window, Attribution Model



Device

Share of Visits



Top Operating Systems by Visits

Device OS	Visits	% of Visits
Windows	44,453	40.0%
Android	29,717	26.7%
iPhone	24,161	21.7%
X	10,250	9.2%
Chrome	1,167	1.1%
Fire	987	0.9%
Tizen	172	0.2%
Linux	168	0.2%
Unknown	31	0.0%
Roku	17	0.0%

Visitation Details

Report By  
Date

Date	Impressions	Visits	% of Visits	Exposed Visitation Rate	Lift	Confidence Level
2022-02-28	1,051,816	1,040	1.1%	0.10%	-26.81%	0.00%
2022-02-27	1,065,720	1,284	1.3%	0.12%	55.52%	99.99%
2022-02-26	1,030,240	1,933	2.0%	0.19%	49.40%	99.99%
2022-02-25	738,128	1,984	2.0%	0.27%	49.13%	99.99%
2022-02-24	704,864	1,775	1.8%	0.25%	41.42%	99.99%
2022-02-23	746,660	2,508	2.5%	0.34%	39.09%	99.99%
2022-02-22	788,444	3,771	3.8%	0.48%	52.40%	99.99%
2022-02-21	538,574	3,456	3.5%	0.64%	35.18%	99.99%
2022-02-20	513,350	3,948	4.0%	0.77%	43.32%	99.99%
2022-02-19	583,634	4,333	4.4%	0.74%	40.81%	99.99%
2022-02-18	642,154	4,320	4.4%	0.67%	48.08%	99.99%
2022-02-17	658,706	4,172	4.2%	0.63%	43.61%	99.99%
2022-02-16	684,516	5,297	5.4%	0.77%	52.94%	99.99%
2022-02-15	658,584	5,184	5.2%	0.79%	57.12%	99.99%
2022-02-14	645,870	5,538	5.6%	0.86%	66.55%	99.99%



## TV vs. Digital Report

The TV vs Digital report allows advertisers to easily understand total reach for users exposed to TV, digital or both channels as well as an understanding incremental lift as a result of the digital campaign.

### Methodology

TV vs Digital reporting only measures media impressions served within Adelphic's TV population (Measured households by TV Source). This creates consistency, as we are reporting against users who can be exposed on both channels.

### Metrics

Household Reach, Exposed Reach, Incremental Reach, Impressions, Frequency, Digital Lift, Digital Reach, TV Reach and TV + Digital Reach

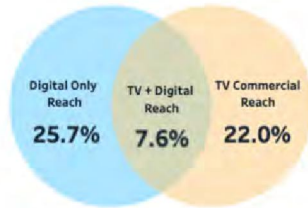
### Filters

Date Interval, Date, Source, Advertiser, Reach (TV Population or Exposed), Show (Source Universe or US TV Population)

#### TV Population Reach within TiVo Universe

Date Range: 2/4/2022 - 3/6/2022

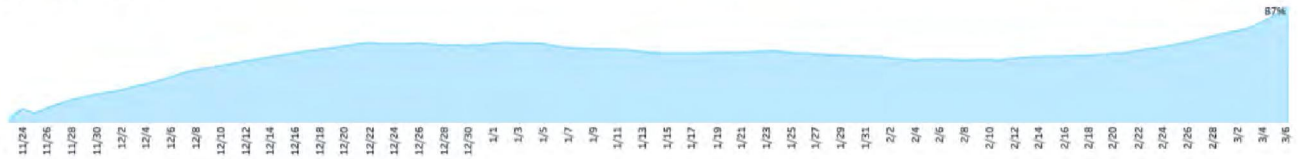
- Reach
- TV Population
- Exposed



Demo Advertiser - Auto reached 25.7% incremental households via digital advertising that weren't reached via TV within TiVo's measurable universe, leading to a

**86.6%**  
Digital Lift\*

#### Digital Lift Trend



#### Audience Details | TiVo Universe

Population  
TV Data Source Universe

Audience	Households	TV Population	Household Reach	Exposed Reach	Impressions	Frequency
Digital	1,674,188	6,515,574	25.7%	46.4%	17,517,268	10.46
TV	1,435,388	6,515,574	22.0%	39.8%	7,869,468	5.48
TV + Digital	498,038	6,515,574	7.6%	13.8%	12,133,810	24.36
<b>Grand Total</b>	<b>3,607,614</b>	<b>6,515,574</b>	<b>55.4%</b>	<b>100.0%</b>	<b>37,520,566</b>	<b>10.40</b>

\*Digital Lift = Digital Reach % / (TV Reach % + TV Digital Reach %)



## CONVERSION LIFT REPORT

Conversion Lift report helps advertisers understand the impact of media in driving conversions. By leveraging Ghost Bids to create a control group, you can see how much impact your media has in driving incremental conversions and use this to refine your optimization strategy.

### Metrics

Lift, Conversions, ROAS, Revenue

### Filters

Attribution Model/Window, Pixel, Conversion Type

**Conversion Lift** <sup>?</sup>

Impressions	Spend	Conversions	eCPA	ROAS
<b>2,264,236</b>	<b>\$55,499</b>	<b>71,151</b>	<b>\$0.78</b>	<b>36.32</b>

Exposed Conversion Rate

**3.14%**

(Conversions / Impressions)

Control Conversion Rate

**2.50%**

(Control Conversions / Control Impressions)

Control Conversion Rate

**2.50%**

(Control Conversions / Control Impressions)

**Lift**  
▲ **25.49%**

Your media drove **14,452** incremental conversions resulting in a ▲ **25.49%** lift.

**Date Range**

3/3/2022 - 3/15/2022

**Attribution Window**

30 Days

**Attribution Model**

Last Touch

**Advertiser (ID)**

Demo Advertiser (11111)

**Campaign (ID)**

(All)

**Order (ID)**

(All)

**Line (ID)**

(All)

**Pixel (ID)**

(All)

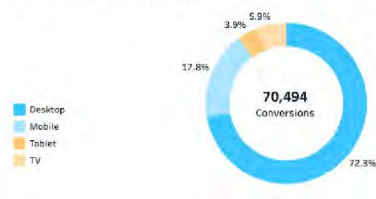
### Conversion Details

Date	Impressions	Spend	Conversions	Conversion Rate	Revenue	ROAS	Conversion Lift
3/15/2022	186,608	\$4,601	961	0.51%	\$26,241	5.70	228.53%
3/14/2022	176,695	\$4,332	2,825	1.60%	\$78,618	18.15	111.30%
3/13/2022	187,283	\$4,584	5,025	2.68%	\$145,055	31.64	39.58%
3/12/2022	210,243	\$5,207	5,913	2.81%	\$168,223	32.31	-17.26%
3/11/2022	189,917	\$4,703	6,046	3.18%	\$170,939	36.35	-3.69%
3/10/2022	116,775	\$2,678	5,536	4.74%	\$154,352	57.63	-9.84%
3/9/2022	124,890	\$2,882	7,971	6.38%	\$219,745	76.25	17.31%

### Device

Exposure Device	Impressions	Spend	Total Conversions	Same-Device		Cross-Device	
				Conversions	Conversion Rate	Conversions	Conversion Rate
Desktop	1,695,040	\$40,705	50,986	16,120	0.95%	34,866	2.06%
Mobile	423,762	\$10,176	12,541	8,309	1.96%	4,232	1.00%
Tablet	58,174	\$1,847	2,780	65	0.11%	2,715	4.67%
TV	87,260	\$2,770	4,187		0.00%	4,187	4.80%

### Share of Conversions by Exposure Device



### Device Type

Exposure Device	Conversions	% of Conversions	Conversion Rate
Desktop	50,986	72.3%	3.01%
Mobile	12,541	17.8%	2.96%
Tablet	2,780	3.9%	4.78%
TV	4,187	5.9%	4.80%

Device Details

Expanded View

No

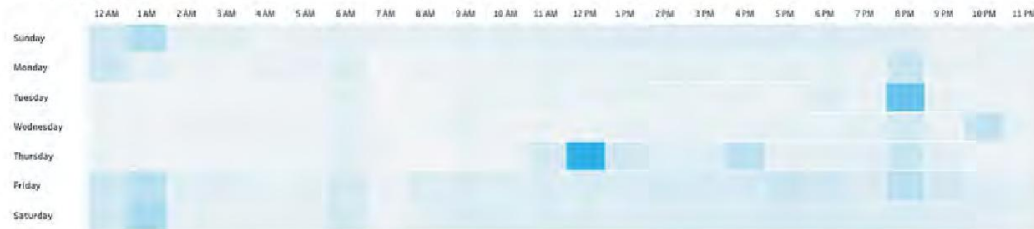
Exposure Device	Converting Device	Impressions	Spend	Conversions	Conversion Rate	Revenue	ROAS
Desktop		1,695,040	\$40,705				
	Desktop	0	\$0	16,120	0.95%	\$483,108	11.87
	Mobile	0	\$0	33,543	1.98%	\$930,856	22.87
	Tablet	0	\$0	1,323	0.08%	\$38,679	0.95
	<b>Total</b>	<b>1,695,040</b>	<b>\$40,705</b>	<b>50,986</b>	<b>3.01%</b>	<b>\$1,452,643</b>	<b>35.69</b>
Mobile		423,762	\$10,176				
	Desktop	0	\$0	3,954	0.93%	\$120,793	11.87
	Mobile	0	\$0	8,309	1.95%	\$232,807	22.88
	Tablet	0	\$0	278	0.07%	\$9,593	0.94
	<b>Total</b>	<b>423,762</b>	<b>\$10,176</b>	<b>12,541</b>	<b>2.96%</b>	<b>\$363,193</b>	<b>35.69</b>
Tablet		58,174	\$1,847				
	Desktop	0	\$0	837	1.44%	\$24,630	13.34
	Mobile	0	\$0	1,878	3.23%	\$53,344	28.88
	Tablet	0	\$0	65	0.11%	\$1,967	1.07
	<b>Total</b>	<b>58,174</b>	<b>\$1,847</b>	<b>2,780</b>	<b>4.78%</b>	<b>\$79,941</b>	<b>43.28</b>
TV		87,260	\$2,770				
	Desktop	0	\$0	1,263	1.45%	\$36,945	13.34

Daypart

View

Conversions

Media delivered on **Thursdays at 12 PM** recorded the highest number of attributed conversions, with a **5.37%** conversion rate and a **50.85** return on ad spend (ROAS).



Daypart Details

Expanded View

No

Day	Hour	Impressions	Spend	Conversions	Conversion Rate	Revenue	ROAS
Sunday	12 AM	71,560	\$1,933	720	1.01%	\$19,491	10.08
	1 AM	69,547	\$1,864	1,371	1.97%	\$37,907	20.33
	2 AM	10,526	\$235	292	2.77%	\$8,258	35.08
	3 AM	10,141	\$219	338	3.33%	\$10,056	45.88
	4 AM	7,988	\$182	161	2.27%	\$4,194	27.53
	5 AM	10,119	\$225	289	2.88%	\$7,996	35.51
	6 AM	12,743	\$288	377	2.96%	\$11,323	39.21
	7 AM	5,741	\$182	214	3.73%	\$9,962	36.66

Geography

Geo Type

State

View

Conversions

Florida recorded the highest number of attributed conversions for media served between 3/3/2022 - 3/15/2022, with a **3.57%** conversion rate and a **41.95** return on ad spend (ROAS).

Top States by Conversions

State	Conversions	% of Conversions	Conversion Rate	ROAS
Florida	6,278	8.8%	3.57%	41.95
Texas	5,710	8.0%	2.87%	34.17
Indiana	5,599	7.9%	9.52%	111.28
Tennessee	4,595	6.5%	6.82%	77.10
North Carolina	4,450	6.3%	4.46%	48.22
Georgia	3,748	5.3%	3.82%	42.59
South Carolina	3,661	5.1%	5.95%	67.34
Ohio	3,220	4.5%	3.16%	35.43
Kansas	2,969	4.1%	16.07%	174.24
Virginia	2,879	4.0%	4.72%	58.40



State Details

Expanded View

No

State	Impressions	Spend	Conversions	Conversion Rate	Revenue	ROAS
Florida	175,993	\$4,266	6,278	3.57%	\$178,976	41.95
Texas	199,193	\$4,800	5,710	2.87%	\$164,011	34.17
Indiana	58,810	\$1,438	5,599	9.52%	\$160,059	111.28
Tennessee	67,354	\$1,644	4,595	6.82%	\$126,935	77.10
North Carolina	99,667	\$2,430	4,450	4.46%	\$117,179	48.22



FORRESTER®

# The Total Economic Impact™ Of Adelphic, The Viant DSP

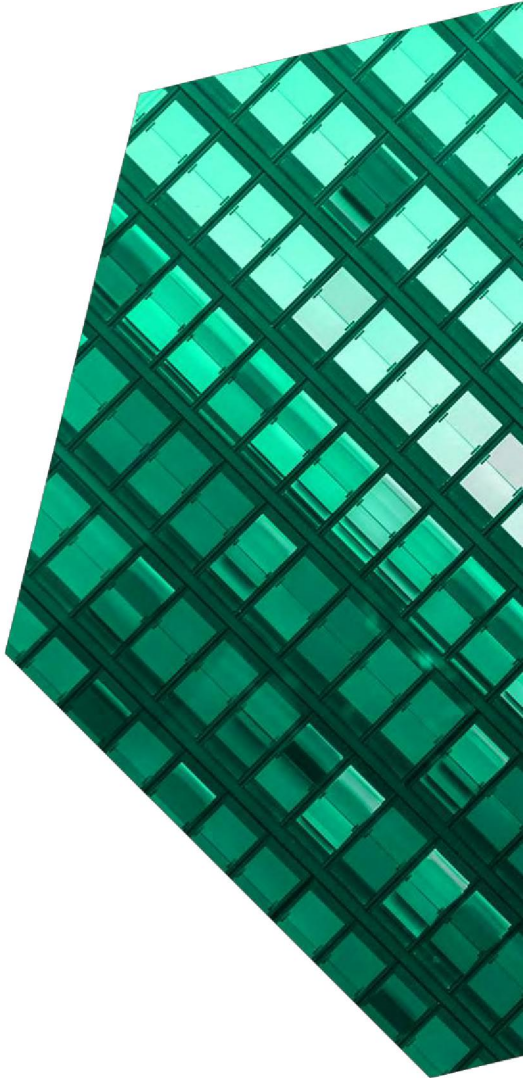
Cost Savings And Business Benefits  
Enabled By Adelphic

**SEPTEMBER 2022**

# Table Of Contents

*Consulting Team: Courtenay O'Connor  
Veronica Iles  
Nahida Nisa*

- Executive Summary ..... 1**
- Adelphic, The Viant DSP, Customer Journey ..... 6**
  - Key Challenges ..... 6
  - Why Adelphic, The Viant DSP? ..... 7
  - Composite Organization ..... 8
- Analysis Of Benefits ..... 9**
  - Optimized Digital Marketing Efficiencies ..... 9
  - Incremental Profit From Placement On Emerging Channels ..... 11
  - Unquantified Benefit For Brands ..... 14
  - Unquantified Benefits For Agencies ..... 14
  - Flexibility ..... 15
- Analysis Of Costs ..... 16**
  - Adelphic Fees Indirectly Paid By Brand ..... 16
  - CRM Integration Setup And Maintenance By Brand ..... 17
- Financial Summary ..... 18**
- Appendix A: Total Economic Impact ..... 19**
- Appendix B: Endnotes ..... 20**



**ABOUT FORRESTER CONSULTING**

Forrester provides independent and objective research-based consulting to help leaders deliver key transformation outcomes. Fueled by our customer-obsessed research, Forrester’s seasoned consultants partner with leaders to execute on their priorities using a unique engagement model that tailors to diverse needs and ensures lasting impact. For more information, visit [forrester.com/consulting](http://forrester.com/consulting).

© Forrester Research, Inc. All rights reserved. Unauthorized reproduction is strictly prohibited. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change. Forrester®, Technographics®, Forrester Wave, and Total Economic Impact are trademarks of Forrester Research, Inc. All other trademarks are the property of their respective companies. For additional information, go to [forrester.com](http://forrester.com).

## Executive Summary

Advertising is in a new era of upheaval, with data deprecation at the epicenter. The new, cookieless world introduces exciting opportunities nested in new complexities. Adelphic, the Viant demand-side platform (DSP), offers marketers identity-resolution technologies supporting a more people-based paradigm at scale while optimizing composition, performance, and measurement of omnichannel media mix — including in digital out-of-home advertising, audio, and CTV — across customer life cycles.<sup>1</sup>

**Adelphic**, the Viant DSP, enables marketers to plan, buy, and measure omnichannel programmatic advertising through self-service software that taps into a deterministic identity (ID) graph. The software offers an array of third-party integrations and Adelphic-native features to align strategy, media planning, targeting, activation, TV and offline sales measurement, and reporting.

Viant commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying Adelphic directly or through their agency.<sup>2</sup> The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Adelphic on their organizations.

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed four agency representatives about their experience using Adelphic on behalf of four brands. For the purposes of this study, Forrester aggregated the interviewees' experiences and combined the results

### KEY STATISTICS



Return on investment (ROI)

**143%**



Net present value (NPV)

**\$1.32M**

into a single **composite brand** to demonstrate the benefits Adelphic may have on marketing organizations. The composite organization is a US-based brand with international operational reach seeking to scale its omnichannel advertising strategy while optimizing media mix for consumer alignment and business performance. In particular, it aims to build its understanding and improve the efficacy of emerging channels such as digital out-of-home (DOOH) and connected TV (CTV) advertising efforts.

Prior to using Adelphic, the interviewees' agencies used managed services from legacy DSP providers to execute their mixed-channel programmatic media strategies. Interviewees noted that in these legacy environments, their agencies lacked adequate understanding of the complexities inherent to the omnichannel advertising space. Furthermore, they admitted their agencies were unprepared for the upcoming deprecation of third-party cookies.<sup>3</sup> Finally, their managed service providers offered limited

More impressions for media spend

**+250M    +238%**

## EXECUTIVE SUMMARY

insights into the performance of campaigns they conducted on behalf of their brand clients, which precluded any ability to impact media performance in real time.

After investing in Adelphic, the agencies were able to enhance the quantity and quality of media bought through the software on behalf of their brand clients. Key results from the shift include gaining enhanced, real-time control over in-flight campaigns that allowed traders to improve their effectiveness through people-based advertising strategies and in-flight optimizations. Agency representatives consolidated these cost savings in cost per mille (CPM) and labor productivity to expand campaign reach for their clients. Both the agencies and the brands benefited from a virtuous cycle of expanded revenue opportunity and reduced costs.

### KEY FINDINGS

**Quantified benefits.** Three-year, risk-adjusted present value (PV) quantified benefits for the composite brand include:

- **Optimized digital marketing effectiveness with Adelphic.** The composite brand experiences immediate cost savings that continue to increase exponentially as it further concentrates spend on the Adelphic software, leading to a 20% improvement in its baseline by the end of Year 3. The brand reduces spend on legacy broad-based advertising campaigns and leverages those dollars to increase impressions in highly effective campaign areas.
- **Increased incremental profit from improved advertising performance on emerging channels.** The composite brand invests in several tactics across the omnichannel spectrum, including emerging channels like CTV and DOOH. It gains real-time insights into campaign performance with Adelphic's measurement tools and steadily increases the proportion of media spend in the Adelphic software compared to the other DSPs it maintains. At the end of three

years, the composite brand purchases more than 250 million more impressions for the same amount of spend prior to Adelphic, with a 238% increase in potential reach in Year 3 compared to with its prior environment. By the end of Year 3, these tactics increase impressions resulting in views compared to the prior environment by 50%, yielding more than \$1.5 million of incremental profit during three years for the composite brand.

**Unquantified benefit for brands.** A brand-related benefit that provides value for the composite organization but that is not quantified in this study is having the strength of Viant's partnership and service. Interviewees said they value Viant's offerings, services, and people while using the Adelphic DSP. Viant's partnership and service provided the interviewees' organizations with deal assistance to ensure savings with deal providers and offered helpful counsel on programmatic strategies.

**Unquantified benefits for agencies.** Agency-related benefits that are not quantified in this study include:

- **Accelerated brand onboarding.** The software's services and interface made it easier for interviewees' agencies to onboard new brands.
- **Deepening of agency-brand partnerships.** Agencies benefited from a virtuous cycle of expanded revenue opportunity and reduced costs for their clients, contributing to expanded marketing partnerships.

**Flexibility.** There are multiple scenarios in which an organization might implement Adelphic and later realize additional uses and business opportunities, including data deprecation readiness. Viant's deterministic identity graph provides the composite brand with a more sustainable approach relative to other DSPs that are wholly dependent on cookies. With Viant, the composite brand continues to leverage consumer data tied to true identity data without cookies and device IDs.

**EXECUTIVE SUMMARY**

**Costs.** Three-year, risk-adjusted PV costs for the composite organization include:

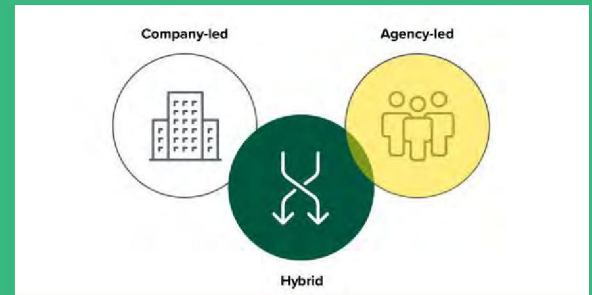
- **Adelphic fees indirectly paid by the brand.** Total fees for the composite brand are a function of the Adelphic software fees, increasing investment in third-party data for targeting, look-alike audiences, other third-party data integrations, and measurement offerings. Over three years, these fees total \$917,000.
- **CRM integration setup and maintenance by brand.** The composite brand devotes 50 hours of integration and maintenance efforts to connect the brand CRM through agency into Adelphic for a three-year internal investment of \$6,800.

The representative interviews and financial analysis found that a composite organization experiences benefits of \$2.25 million over three years versus costs of \$923,000, adding up to a net present value (NPV) of \$1.32 million and an ROI of 143%.

## Advancing Brands With Omnichannel Advertising

### Agency perspective:

This study evaluates the return of investment that Viant’s DSP, Adelphic, offers when an agency manages omnichannel media strategy and spend on behalf of its client brands:



### Forrester defines omnichannel media management as:

Holistically planning, buying, optimizing, and generating insights across all paid media touchpoints and buying modalities to deliver relevant, connected advertising experiences to consumers throughout the purchase life cycle.

Forrester characterizes agency-led omnichannel media management as an important model for brands to consider in the omnichannel space:

	Strategy	Technology	Execution
Agency-led	Agency	Agency	Agency
Hybrid	Brand	Agency	Agency
Brand in-housed	Brand	Brand	External expert

**EXECUTIVE SUMMARY**



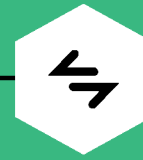
ROI  
**143%**



BENEFITS PV  
**\$2.25M**



NPV  
**\$1.32M**



ROAS  
**>+20%**

**Benefits (Three-Year)**



**“If you want net new opportunities to reach real customers at a scalable cost for you, your agency and your client, then taking a platform like Viant’s DSP, Adelphic, in-house is the way to go.”**

— Chief marketing officer, agency, pet supplies brand

## EXECUTIVE SUMMARY

### TEI FRAMEWORK AND METHODOLOGY

From the information provided in the interviews, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in Adelphic, the Viant DSP.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that Adelphic, the Viant DSP, can have on an organization.

### DISCLOSURES

Readers should be aware of the following:

This study is commissioned by Viant and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Adelphic, the Viant DSP.

Viant reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Viant provided the customer names for the interviews but did not participate in the interviews.



### DUE DILIGENCE

Interviewed Viant stakeholders and Forrester analysts to gather data relative to Adelphic.



### INTERVIEWS

Interviewed four representatives at organizations using Adelphic, the Viant DSP, to obtain data with respect to costs, benefits, and risks.



### COMPOSITE BRAND

Designed a composite brand based on characteristics of the brands represented by the interviewees' agencies.



### FINANCIAL MODEL FRAMEWORK

Constructed a financial model representative of the interviews using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees and the brands they represent.



### CASE STUDY

Employed four fundamental elements of TEI in modeling the investment impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a complete picture of the total economic impact of purchase decisions. Please see Appendix A for additional information on the TEI methodology.

# Adelphic, The Viant DSP, Customer Journey

## Drivers leading to the Adelphic investment

### Interviews

Role	Agency Headquarters And Reach	Adelphic Deployment And Approach	Brand Industry And Media Spend
Group director of investment operations	Europe headquarters	Self-service	Food delivery brand
	Global reach	Full-funnel tactics with CTV	\$18 million
Chief marketing officer	US headquarters	Self-service with temporary support services, data lake	Pet supplies brand
	Global reach	Cross-device, full-funnel	\$600,000
Chief executive officer	US headquarters	Self-service	Entertainment brands
	US reach	Offline media	\$3.6 million
Director of programmatic strategy	US headquarters	Self-service with temporary support services	Consumer packaged goods (CPG)
	Global reach	Upper-funnel tactics	\$21 million

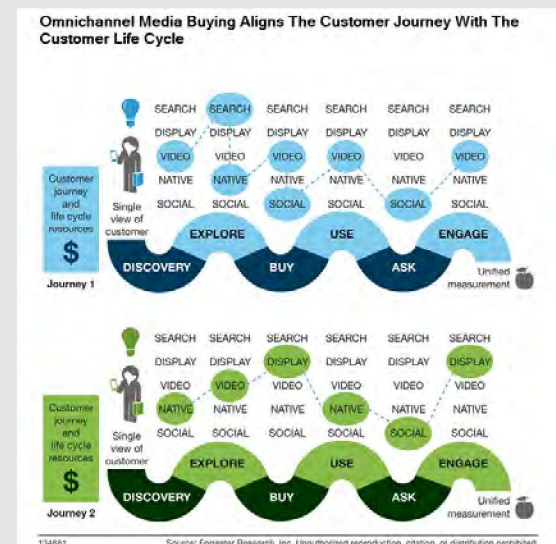
### KEY CHALLENGES

Before using Adelphic, the Viant DSP, the interviewees' agencies wanted to focus on omnichannel advertising, yet they felt they lacked the internal expertise to manage the transition. Despite having several adtech solutions in their stacks and managed services from various vendors, interviewees' organizations did not have reliable partnerships to guide their approaches in this evolving space. The interviewees cited common challenges including:

- Lack of measurement and attribution options.** Interviewees noted that their organizations did not have access to measurement and attribution methods that would help them justify further spend on people-based, omnichannel efforts.
- Poor quality of legacy managed services.** Interviewees said legacy managed service providers left their organizations dissatisfied with their measurement and reporting offerings and their lack of overall customer support and guidance both during and after campaigns.

### Customer-Aligned Advertising

Adelphic, the Viant DSP, provides marketers with **omnichannel media-buying capabilities** that align the customer life cycle in a seamless and tailored experience.





## THE VIANT ADELPHIC CUSTOMER JOURNEY

- **Insufficient preparation for data deprecation.** In the face of data deprecation, interviewees' organizations understood the need for a robust advertising strategy including a people-based focus in a cookieless world. However, their legacy ad tech stacks were still reliant on cookies and other less-resilient tactics.<sup>4</sup>
- **Limited agility.** Interviewees noted that in their organizations' prior environments, there were rote manual processes for onboarding new brands and managing campaigns. This often left traders handcuffed, for example, to specific data sources, and it limited their abilities to optimize campaign effectiveness.
- **Barriers to entry into omnichannel ad space.** Interviewees confessed that their organizations lacked the expertise needed to consolidate people-based, omnichannel strategies with newer tactics such as CTV. This dearth of internal resources limited their abilities to demonstrate the ROI of a more advanced, self-service approach to omnichannel advertising.

### Why Adelphic, The Viant DSP?

The interviewees' organizations searched for a solution that could:

- Improve their data science acumen through advanced support with emerging channels, such as DOOH and CTV.
- Offer audience-building and measurement tools at a fair and flexible price point.

After evaluating multiple vendors, the interviewees' organizations chose Adelphic's self-service option and began deployment. Most of the organizations engaged in additional support when needed.

The interviewees cited the main reason that their organizations selected Adelphic, the Viant DSP, was because of its robust technical capabilities. Interviewees said features such as Adelphic's data lake and ID graph offered a more robust software to suit their organizations' needs. A director of programmatic strategy working in the CPG industry said, "Adelphic's technical capabilities help us to move more programmatically [and] map to demographics, onsite conversions, and other data for lift."

**"Adelphic's identity management platform is a key factor in our continued partnership."**

*Chief marketing officer, agency, pet supplies brand*

## THE VIANT ADELPHIC CUSTOMER JOURNEY

### COMPOSITE ORGANIZATION

Based on the interviews, Forrester constructed a TEI framework, a composite brand, and an ROI analysis that illustrates the areas financially affected. The composite brand is representative of the brands represented by the four agency interviewees, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics.

**Composite characteristics.** The composite brand is a US-based enterprise-level company with a global brand reach. It manages US and European ad campaigns across the marketing funnel and a portfolio of brands from mostly enterprise-level companies. It has a 30% operating margin and a \$90 average order value (AOV). In its prior environment, 1.5% percent of impressions resulted in website views. Before deploying Adelphic, the composite brand relied heavily on both cookie-based and multichannel advertising solutions.

**Deployment characteristics.** The composite brand engages in a self-service contract with Adelphic, taking advantage of the software's myriad options for optimizing its media spend.

- It taps into Adelphic's offerings around people-based lookalike audiences, strategic data integrations with third-party partners, and key targeting and measurement capabilities.
- It purchases the conversion lift report to trace incremental profit expansion results in real time.
- It plans to test the impacts from Adelphic and reallocate spend to the software as it is able to demonstrate value through reduced costs and expanded profit opportunity.

#### Key Assumptions

- **\$1 million media spend in Year 1**
- **2.25% conversion rate of website traffic**
- **\$90 AOV**
- **30% brand operating margin**

## Analysis Of Benefits

■ Quantified benefit data as applied to the composite

Total Benefits						
Ref.	Benefit	Year 1	Year 2	Year 3	Total	Present Value
Atr	Optimized digital marketing efficiencies	\$135,000	\$229,500	\$486,000	\$850,500	\$677,536
Btr	Incremental profit from placement on emerging channels	\$361,820	\$555,808	\$1,037,971	\$1,955,598	\$1,568,115
	Total benefits (risk-adjusted)	\$496,820	\$785,308	\$1,523,971	\$2,806,098	\$2,245,651

### OPTIMIZED DIGITAL MARKETING EFFICIENCIES

**Evidence and data.** Interviewees said the Adelphic software enabled their agencies to fine-tune strategy as campaigns were in-flight, ultimately driving the effectiveness of their ad spends, increasing campaign ROAS, and proving value of the software for greater allocation of digital spend dollars.

- **Adelphic drove CPM reduction.** Compared to DSPs in the agencies' legacy adtech stacks, the agency interviewees reported an overall decrease in CPM across all channels coupled with expanded media inventory options on the Adelphic software. This was particularly true with emerging channels like CTV and DOOH. They also noted Adelphic's deal assistance was an important factor in ensuring optimized costs and lower volumes with better targeting.
- **Lower CPM led to higher ROAS.** With Adelphic, the agencies' approaches produced a wide range of ROAS improvements. These results varied as interviewees reported different approaches to their organizations' media mixes, as well as varied levels of investment in the software's media and data offerings.
  - A chief marketing officer representing a pet supplies brand noted that Adelphic's geofencing and frequency targeting drove a 20% increase in ROAS.
  - The director of programmatic strategy for the CPG brand said: "With Adelphic, we were able to see just how much lift in incremental ROAS was driven by specific tactics. We were able to follow and monitor those results on a weekly basis and make shifts in budget to the top-performing tactics or segment."
  - A group director for an agency representing a food delivery brand said their organization deployed CTV campaigns through Adelphic with advanced reporting conversion lift additions to improve visibility into reach. The campaigns reported more than 3.4 million site conversions (orders) and more than \$98 million in revenue contribution, yielding an overall CTV lift value of 403%.
- **Demonstrated successes led to greater media budget allocated to the Adelphic DSP.** Over time, the interviewees' agencies optimized these benefits by increasing their portions of digital ad spend on omnichannel campaigns with the Adelphic DSP.

 ANALYSIS OF BENEFITS

**“We optimized CTV much better with Adelphic, with a CPA drop and corresponding ROI increase.”**

*Group director, agency, food delivery brand*

**Modeling and assumptions.** Forrester assumes the following about the composite brand:

- With Adelphic, the composite brand gains real-time insight into its cost savings and brand revenue optimization compared to in its prior environment. It steadily increases the proportion of media spend through the Adelphic software.
- In Year 1, the composite organization evenly disburses its media spend with one-third (\$1 million) going to Adelphic and the other two DSP platforms, respectively. In Year 2, the portion of media bought on Adelphic increases to \$1.5 million, or two-thirds of the expansion in media spend that Adelphic results fuel. By Year 3, the composite brand increases its media spend bought on the Adelphic software to \$2.7 million.

- The composite organization increases its spend on the Adelphic software and grows the overall pool of funds available for omnichannel advertising through increased profit (see Benefit B). These two factors drive increasing efficiencies in media spend, from a 15% improvement in CPM in Year 1 compared to in the prior environment, increasing to 20% by Year 3.

**Risks.** Forrester recognizes that these results may not be representative of all experiences and the benefit will vary depending on the following factors.

- Whether the agency’s strategies rely on media such as video, mobile display, and linear and connected TV. These channels are easier to measure and attribute, but they incur higher per-unit costs than other channels.
- ROAS metrics, which may vary widely. Forrester research indicates that moving to an omnichannel approach improves marketing effectiveness by 15%.<sup>5</sup> Marketers should consider added costs in a way that will optimize conversion revenue for their organization.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$677,500.

### Optimized Digital Marketing Efficiencies

Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	Brand digital media spend with Adelphic	Composite	\$1,000,000	\$1,500,000	\$2,700,000
A2	Improvement in CPM with Adelphic	Interviews	15%	17%	20%
At	Optimized digital marketing efficiencies	A1*A2	\$150,000	\$255,000	\$540,000
	Risk adjustment	↓10%			
Atr	Optimized digital marketing efficiencies (risk-adjusted)		\$135,000	\$229,500	\$486,000
<b>Three-year total: \$850,500</b>			<b>Three-year present value: \$677,536</b>		

## ANALYSIS OF BENEFITS

### INCREMENTAL PROFIT FROM PLACEMENT ON EMERGING CHANNELS

**Evidence and data.** Interviewees reported a variety of experiences with Adelphic that expanded their organizations' incremental revenue opportunities. This expansion came from lift in website traffic, increases in viewability and conversion revenue, and improved ability to manage or expand audience reach.

- The group director of investment operations advertising for a food delivery brand said their organization experienced immediate cost savings due to lower CPMs on the Adelphic software. This reduced average CPM provided additional incremental impressions on Adelphic per year for the same media budget on the organization's legacy adtech stack, broadly expanding the reach and effectiveness of its campaigns.
- Once activated, interviewees' organizations took advantage of Adelphic's in-flight measurement. Furthermore, retargeting efforts were more closely mapped to Adelphic's identity-management capabilities, resulting in more real-time segmentation and activation compared to in their prior adtech environments. Interviewees' organizations were better able to measure their upper-funnel efforts and attribute lift in website traffic from offline media.

The director of programmatic strategy advertising in the CPG industry described their organization's experience like this: "One of Adelphic's measurement solutions ... was [being] able to secure those dollars to activate in Adelphic versus other DSPs with less robust measurement or inventory capabilities."

**Modeling and assumptions.** Forrester assumes following about the composite organization:

- Using Adelphic's self-service model, the composite organization spends \$1 million on 75 million impressions in Year 1.
- With CPM efficiencies noted in Benefit A, the composite brand is able to expand the number of impressions it purchases by more than 250 million during the three-year period.
- The composite brand converts 1.5% of impressions to website views. It further leverages Viant's conversion lift reports to trace a throughline from DOOH and CTV campaigns launched on Adelphic, which further contributes to a 50% lift in views. This results in an overall 0.8% lift in impressions resulting in website traffic.
- The composite brand converts 2.25% of website traffic into purchases, and it has an AOV of \$90.

**“Adelphic’s identity resolution helps us move more programmatically.”**

*Group director of investment operations, agency, food delivery brand*

**Risks.** Forrester recognizes that these results may not be representative of all experiences and the benefit will vary depending on the following factors:


- Whether the organization moves to an omnichannel approach, which does not necessarily result in new channels but may enhance existing channels. Increasing efforts in any new channels may risk cannibalizing revenues from existing campaigns. Marketers should consider the trade-offs when switching to an omnichannel approach and opening any new channels.<sup>6</sup>
- The organization's level of marketing intensity across all channels, which will impact the total

 ANALYSIS OF BENEFITS

level of media spend on Adelphic. Organizations should adjust their media spend to reflect that of similar organizations.<sup>7</sup>

- Where marketers apply these tactics on the marketing funnel and the level of attribution a channel may permit. Interviewees whose organizations deployed strategies on more measurable channels and launching campaigns at the bottom of the marketing funnel reported impacts with a higher order of magnitude than those from organizations applying it to upper-funnel tactics and/or on less directly measurable or addressable channels. Due to variance in CPM and measurement abilities, marketers should select a conservative risk adjustment for their organization.
- The organization's advertising approach, which may lead to a wide range of CPM and conversion metrics. Some interviewees' organizations invested in Adelphic's conversion measurement reporting capabilities. Marketers should ensure that the added costs associated with data segmentation and measurement services are also properly factored into cost component of ROAS calculations.
- Operating margins, click-to-view rates, and conversion rates, which will vary by industry and organization size.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV of \$1.6 million.

 ANALYSIS OF BENEFITS

<b>Incremental Profit From Placement On Emerging Channels</b>					
<b>Ref.</b>	<b>Metric</b>	<b>Source</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
B1	Number of impressions in prior environment	Composite	75,000,000	75,000,000	75,000,000
B2	Increase in impressions due to optimized media spend with Adelphic	A2	15%	17%	20%
B3	Number of impressions with Adelphic	Composite	88,235,294	135,542,169	253,125,000
B4	Percent of impressions resulting in views in prior environment	Composite	1.5%	1.5%	1.5%
B5	Corresponding lift in views though emerging channels with Adelphic	Interviews	50%	50%	50%
B6	Incremental lift in impressions resulting in website traffic with Adelphic	B4*B5	0.8%	0.8%	0.8%
B7	Conversion rate of website traffic	Composite	2.25%	2.25%	2.25%
B8	Average order value (AOV) from audience-targeted media activity	Composite	\$90	\$90	\$90
B9	Incremental revenue from placement on emerging channels with Adelphic	B3*B6*B7*B8* B10	\$1,340,074	\$2,058,547	\$3,844,336
B10	Brand operating margin	Composite	30%	30%	30%
Bt	Incremental profit from placement on emerging channels	B9*B11	\$402,022	\$617,564	\$1,153,301
	Risk adjustment	↓10%			
Btr	Incremental profit from placement on emerging channels (risk-adjusted)		\$361,820	\$555,808	\$1,037,971
<b>Three-year total: \$1,955,598</b>			<b>Three-year present value: \$1,568,115</b>		

## ANALYSIS OF BENEFITS

### UNQUANTIFIED BENEFIT FOR BRANDS

Interviewees mentioned the following additional, strategic benefit that their client brands experienced but that they were not able to quantify:

- **Strength of Adelphic partnership and service.**

Interviewees spoke of the following benefits:

- The director of programmatic strategy in the CPG industry said: “Our Adelphic team is great about troubleshooting and surfacing any recommendations for segments that exist in the identity software. The service is unbeatable.”
- The chief marketing officer representing a pet supply brand said: “We liked the chance to work with a real person to help us strategize, and the actual team that we got at Adelphic [is comprised of] real strategists. That relationship factor really matters with our decision to stay where we are.”
- The chief executive officer of an offline media agency said: “As we continue to scale in this media, being able to lean into [Viant] for strategic advice is invaluable. That’s what keeps us coming back to them: They’re willing to go beyond the programmatic world and actually help our employees create strategies that we might not have looked at because were not as versed in the space as they are.”

### UNQUANTIFIED BENEFITS FOR AGENCIES

In addition to conferring direct benefits to the brands they represented, interviewees discussed additional benefits to their agencies with Adelphic, including:

- **Accelerated brand onboarding.** The software’s services and interface made it easier for interviewees’ agencies to onboard new brands.

The director of programmatic strategy advertising in the CPG industry said her organization decreased the time to both onboard new brands and manage them in-flight.

- **Deepened agency-brand partnership.** Agency representatives consolidated these cost savings and campaign performance into expanding campaign reach for their clients. Agencies benefited from a virtuous cycle of expanded revenue opportunity and reduced costs for their brands, contributing to expanded marketing partnerships.

The group director for the agency representing a food delivery brand shared that his agency was able to sell more orders by employing Adelphic’s measurement and conversion reporting to show clients the resulting reach, frequency, and lift that the campaigns launch on the brands’ behalf. The group director described how Adelphic improved his agency-brand partnership: “Our client brand had a change in leadership, and the new executive was more highly technical in their approach. They wanted to see more data science capabilities, which we have been able to bring about with Adelphic.”

**“Having expanded access to better, more data-driven insights helps our agency deliver additional value to the client.”**

*Group director of investment operations, agency food delivery brand*



## ANALYSIS OF BENEFITS

### FLEXIBILITY

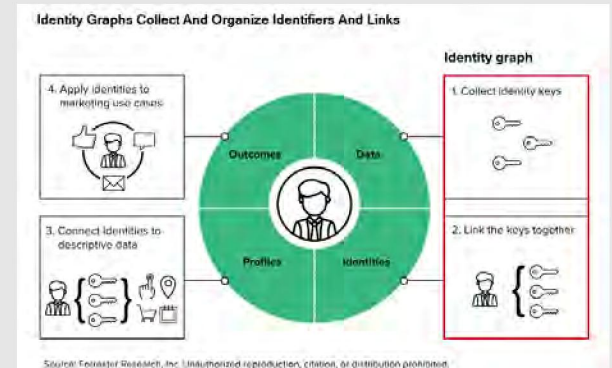
The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement Adelphic and later realize additional uses and business opportunities, including:

- **Data deprecation readiness.** Interviewees are confident in the accuracy of Viant's deterministic identity graph and believe that it is more sustainable relative to other DSPs that are wholly dependent on cookies.
  - The director of programmatic strategy in the CPG industry said: "Viant has put together more thought leadership around tests so we have been in collaboration with our Adelphic team about the testing framework so that we can get ahead of cookie deprecation and, ultimately, so we don't have to default to contextual targeting."
  - The chief marketing officer representing the pet supplies brand said: "Viant is getting ahead of the curve with its demand-side platform to control what you are doing in real time. This was part of the decision-making process when we went to Viant. Their identity management platform is cookieless, so they're not actually relying on cookie storage data in order to have robust targeting features."

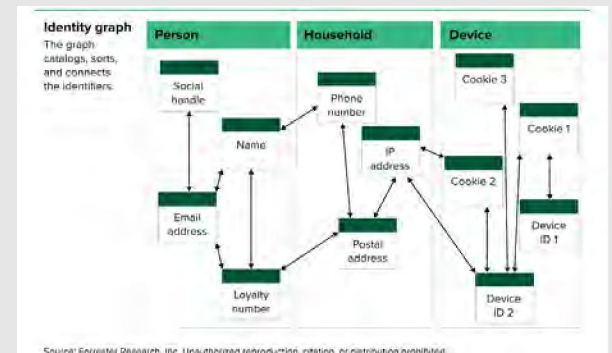
Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in [Appendix A](#)).

## Deterministic Identity Resolution In A Cookieless World

Adelphic, the Viant DSP, provides marketers with a more people-based focus and resilient approach to programmatic advertising in the era of cookie deprecation.



The [identity graph](#) directly impacts customer insights and engagement efforts, aligning with a people-based approach to advertising. Brands increasingly seek to harness the capabilities inherent to identity graphs to gain a more actionable view of their customers' journeys in interacting with their brands.



## Analysis Of Costs

■ Quantified cost data as applied to the composite

Total Costs							
Ref.	Cost	Initial	Year 1	Year 2	Year 3	Total	Present Value
Ctr	Adelphic fees indirectly paid by brand	\$0	\$219,407	\$329,111	\$592,399	\$1,140,917	\$916,532
Dtr	CRM integration setup and maintenance by brand	\$4,235	\$1,016	\$1,016	\$1,016	\$7,284	\$6,763
	Total costs (risk-adjusted)	\$4,235	\$220,424	\$330,127	\$593,416	\$1,148,201	\$923,295

### ADELPHIC FEES INDIRECTLY PAID BY BRAND

**Evidence and data.** Interviewees' agencies paid for the Adelphic DSP on behalf of their client brands. Most, but not all, fees were passed directly to the brands.

**Modeling and assumptions.** Forrester assumes the following about the composite brand:

- Total fees are a function of the Adelphic software fees and increasing investment in third-party data for targeting, look-alike audiences, and other third-party data integrations.
- With a proper balance of optimized costs and lower volumes with better targeting, the composite brand increases its spending on Viant-native targeting and measurement services.

- Pricing may vary. Contact Viant for additional details.

**Risks.** Forrester recognizes that these results may not be representative of all experiences and the cost will vary depending on the following factors:

- The organization's marketing intensity and spend across traditional and emerging channels, which will impact the total level of media spend on Adelphic.
- Whether organizations adjust their media spends to reflect that of similar organizations.<sup>8</sup>

**Results.** To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$917,000.

Adelphic Fees Indirectly Paid By Brand						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
C1	Adelphic fees indirectly paid by brand	Composite	\$0	\$199,461	\$299,192	\$538,545
Ct	Adelphic fees indirectly paid by brand	C1	\$0	\$199,461	\$299,192	\$538,545
	Risk adjustment	↑10%				
Ctr	Adelphic fees indirectly paid by brand (risk-adjusted)		\$0	\$219,407	\$329,111	\$592,399
<b>Three-year total: \$1,140,917</b>				<b>Three-year present value: \$916,532</b>		

## ANALYSIS OF COSTS

### CRM INTEGRATION SETUP AND MAINTENANCE BY BRAND

**Evidence and data.** Brands are responsible for creating and maintaining an integration of their CRM to their agency (or agencies). This integration allows customer data to be used by the agency in the Adelphic DSP.

**Modeling and assumptions.** The composite organization incurs the following internal setup costs related to Adelphic:

- The composite brand devotes 50 hours of integration and maintenance efforts to connect the brand CRM through agency into Adelphic.
- The fully burdened hourly cost of an IT resource managing the effort is \$77.

**Risks.** Forrester recognizes that these results may not be representative of all experiences and the cost will vary depending on the following factors:

- The organization's advertising approach in intensity of investment in third-party integrations, which may lead brands to experience varied levels of internal costs related to onboarding and setting up the Adelphic DSP.
- The fully burdened rate of the employees who engage with Adelphic which, will directly impact total internal costs.

**Results.** To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV of \$6,800.

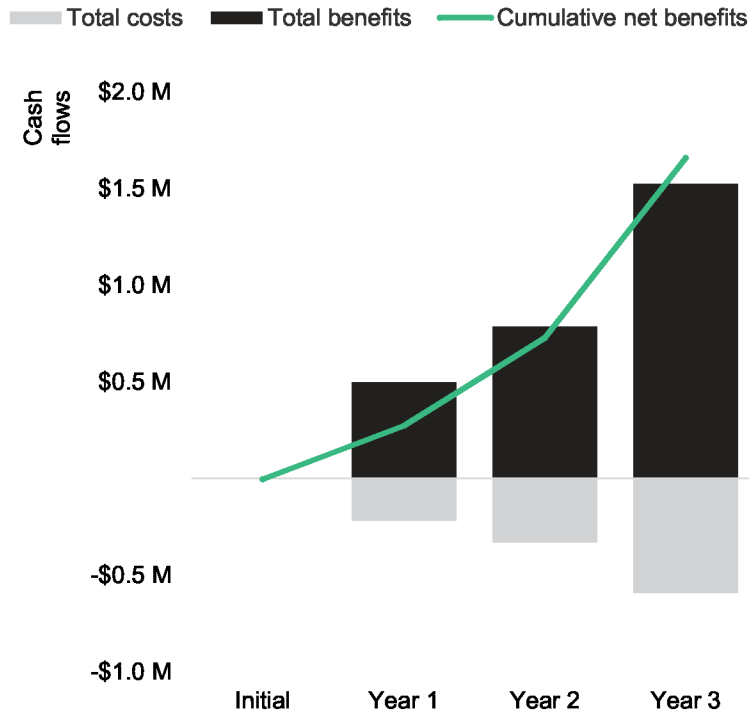
### CRM Integration Setup And Maintenance By Brand

Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
D1	Hours of integration and maintenance efforts to connect Brand CRM through agency into Adelphic	Composite	50	12	12	12
D2	Burdened hourly cost of IT resource	Composite	\$77	\$77	\$77	\$77
Dt	CRM integration setup and maintenance by brand	D1*D2	\$3,850	\$924	\$924	\$924
	Risk adjustment	↑10%				
Dtr	CRM integration setup and maintenance by brand (risk-adjusted)		\$4,235	\$1,016	\$1,016	\$1,016
<b>Three-year total: \$7,284</b>			<b>Three-year present value: \$6,763</b>			

# Financial Summary

## CONSOLIDATED THREE-YEAR RISK-ADJUSTED METRICS

### Cash Flow Chart (Risk-Adjusted)



The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI, NPV, and payback period values are determined by applying risk-adjustment factors to the unadjusted

### Cash Flow Analysis (Risk-Adjusted Estimates)

	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	(\$4,235)	(\$220,424)	(\$330,127)	(\$593,416)	(\$1,148,201)	(\$923,295)
Total benefits	\$0	\$496,820	\$785,308	\$1,523,971	\$2,806,098	\$2,245,651
Net benefits	(\$4,235)	\$276,396	\$455,181	\$930,555	\$1,657,897	\$1,322,356
ROI						143%
Incremental ROAS improvement						>+20%

## Appendix A: Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

### TOTAL ECONOMIC IMPACT APPROACH

**Benefits** represent the value delivered to the business by the product. The TEI methodology places equal weight on the measure of benefits and the measure of costs, allowing for a full examination of the effect of the technology on the entire organization.

**Costs** consider all expenses necessary to deliver the proposed value, or benefits, of the product. The cost category within TEI captures incremental costs over the existing environment for ongoing costs associated with the solution.

**Flexibility** represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. Having the ability to capture that benefit has a PV that can be estimated.

**Risks** measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.



### PRESENT VALUE (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.



### NET PRESENT VALUE (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made unless other projects have higher NPVs.



### RETURN ON INVESTMENT (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.



### DISCOUNT RATE

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.



### PAYBACK PERIOD

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

## Appendix B: Supplemental Material

### *Related Forrester Research*

“Forrester Infographic: In-House Agencies Shift From Executors To Creators,” Forrester Research, Inc., February 25, 2022.

“Pick The Omnichannel Media Management Model That Enables Your Customer Obsession Efforts,” Forrester Research, Inc., July 26, 2018.

“The Future Of Omnichannel Media Buying Is Programmatic,” Forrester Research, Inc., October 6, 2017.

“Q&A: What Marketers Need To Know About Consumer Identity Graphs,” Forrester Research, Inc., August 26, 2019.

## Appendix C: Endnotes

---

<sup>1</sup> Source: “Now Tech: Advertising Platforms, Q1 2022,” Forrester. January 11th, 2022.

<sup>2</sup> Total Economic Impact is a methodology developed by Forrester Research that enhances a company’s technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

<sup>3</sup> Source: “The Future Of Advertising Is Imminent Upheaval — And You’re Not Ready For It,” Forrester Research, Inc., August 12, 2021.

<sup>4</sup> Source: “Apply Your Data Deprecation Plan,” Forrester Research, Inc., February 1, 2021.

<sup>5</sup> During qualitative interviews, marketers said that marketing effectiveness improved 15% since moving to an omnichannel approach. Some marketers have reported higher numbers in customer retention and brand recognition. Marketers should use a target that they feel is appropriate to their business. Source:

“Omnichannel Advertising Delivers Positive ROI,” Forrester Research, Inc., August 2, 2021.

<sup>6</sup> Ibid.

<sup>7</sup> Source: “2022 Marketing Investment Forecast, Global,” Forrester Research, Inc., March 30, 2022.

<sup>8</sup> During qualitative interviews, interviewed marketers said that marketing effectiveness improved 15% since moving to an omnichannel approach. Some marketers have reported higher numbers in customer retention and brand recognition. Marketers should use a target that they feel is appropriate to their business. Source: “Predictions 2022: Media And Advertising,” Forrester Research, Inc., October 28, 2021.

FORRESTER®