

Allianz  | 

Connected Impact

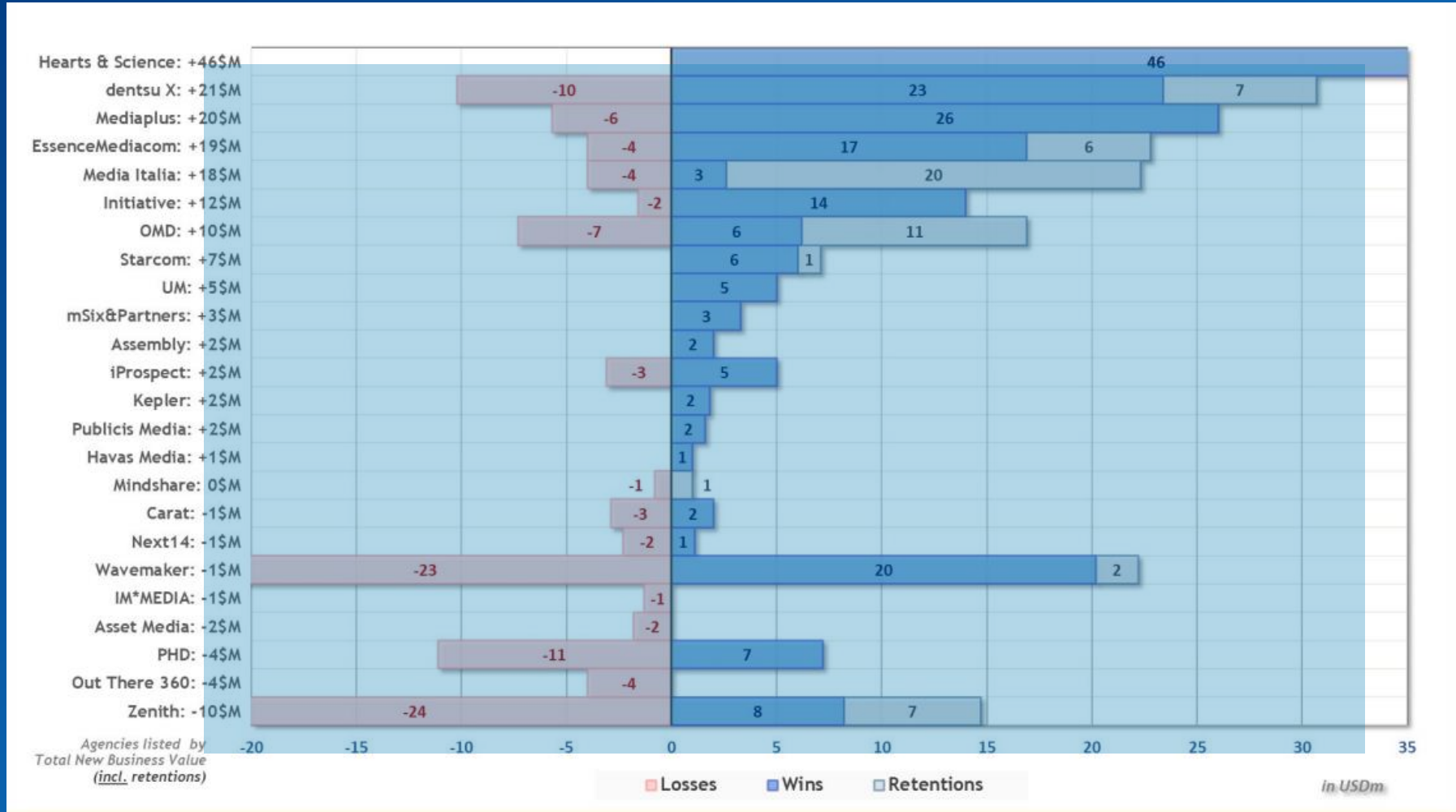
29TH SEPTEMBER 2023

The Time Is Now!

This pitch has been called at
an important moment

Media Agency New Business Barometer H1 2023

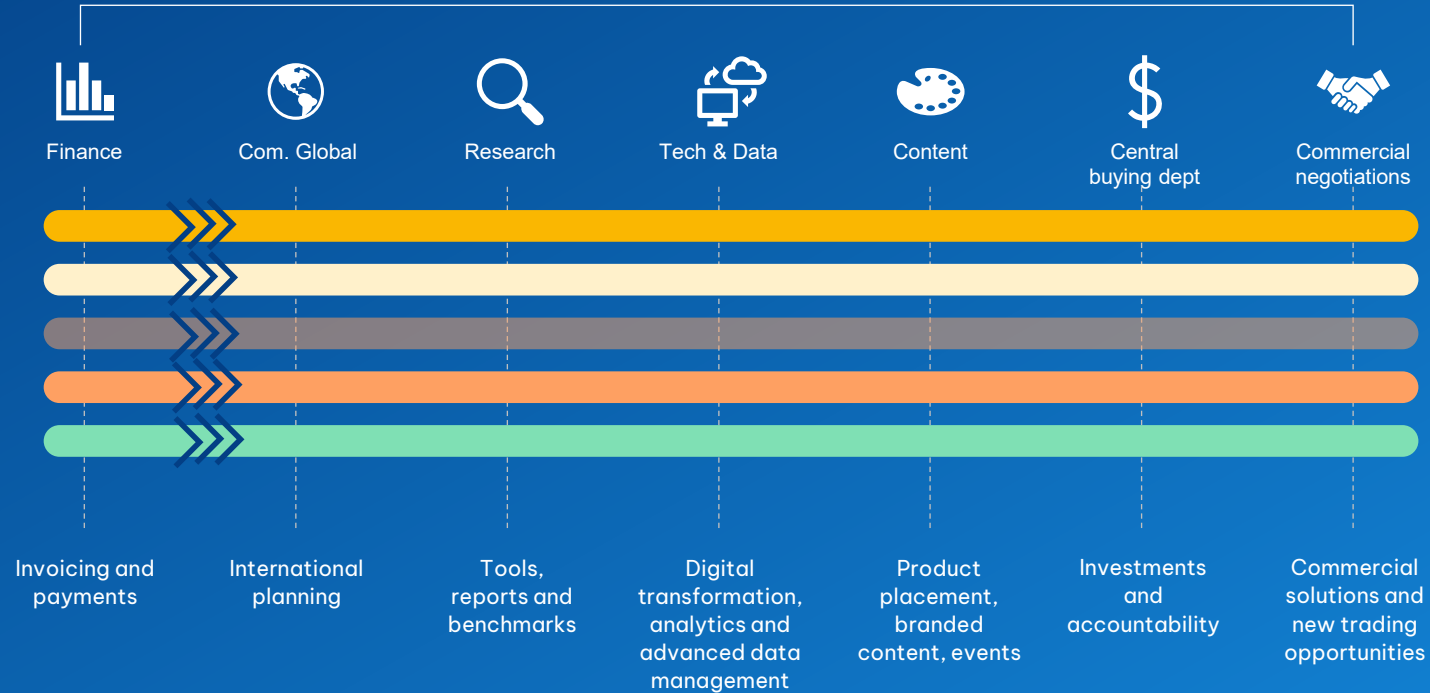
COMvergence produces NBB market reports quarterly based on media account moves and retentions. In Italy, all accounts whose total net media spend ≥\$1M are taken into consideration (only paid media assignments are considered in the study).



Hearts & Science powered by OmnicomMediaGroup: workflow



Accounting
Strategy
Planning
Buying
Reporting



Allianz

Hearts & Science powered by OmnicomMediaGroup: results



Your front-end team here



Emanuele Giraldi
Managing Director



Andrea Negri
Client Business Director



Fabrizio Scuri
Strategic Director



Riccardo Rho
Digital Director



Erminia Carotenuto
Sport & Partnership
Director



Marco Robbiati
Chief Research Officer



Davide Tremolada
Chief Technology
Officer

How we Plan to Use Our Time Today

Introduction

15m

Team

Complexity in industry and media

Connected Impact

Transition

Setting

60m

Growth mapping

Net Attention

Audience Empathy

Omni platform

Prime

Media trends and inflation

Break
10m

Finalizing

55m

Prompt

Purchase & Post Purchase

Measurements

Your Industry at a Cross-Roads

A confluence of factors, some in direct control has deeply affected the industry's performance in recent years

Growing Complexity in the Insurance Category: Macro Disruptors



Cost of
Living Crisis



e-Mobility
Revolution



Climate
Change

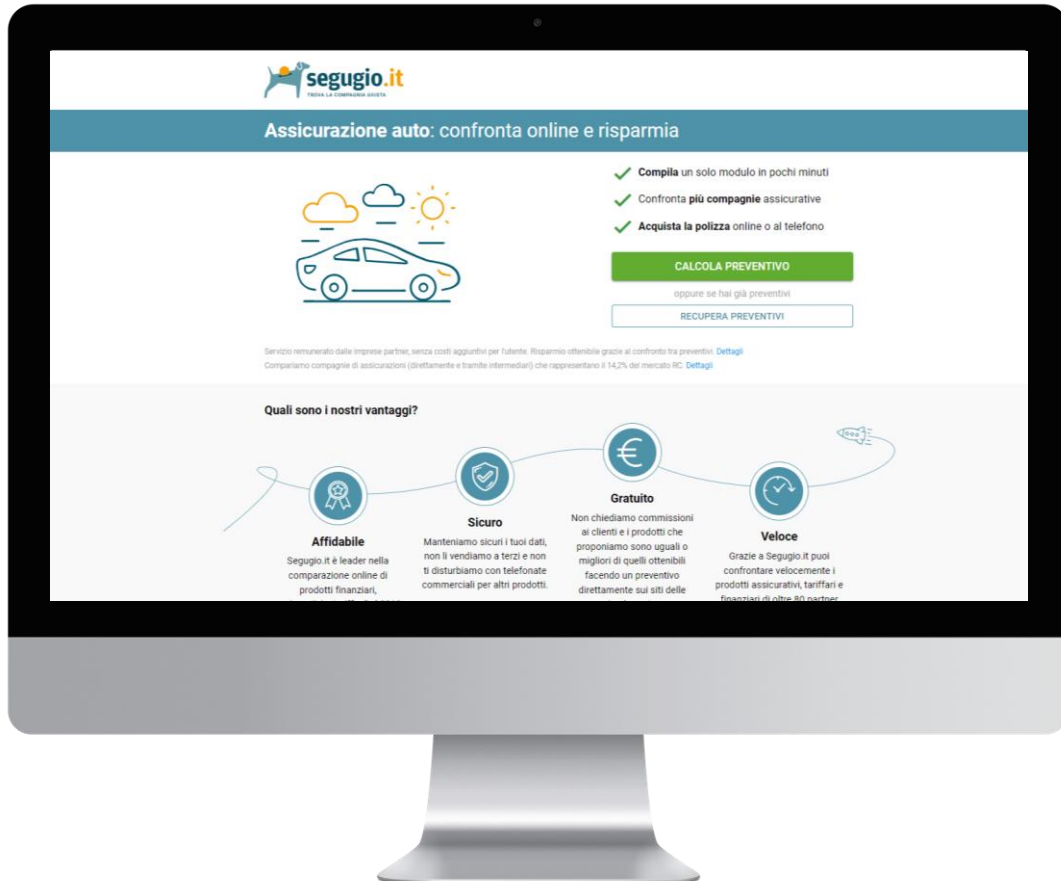


Artificial
Intelligence

Macro disruptors that affect the way our consumers shop and businesses operate

Growing Complexity in the Insurance Category: Industry Disruptors

Rising Power of Comparison Sites:
Erosion of margin & disruption of the consumer journey



Increased Insurance White-Labeling:
Strong local brands diluting our strength in category



Growing Complexity Within the Consumer Experience

**People encounter
many touchpoints
before making an insurance decision**

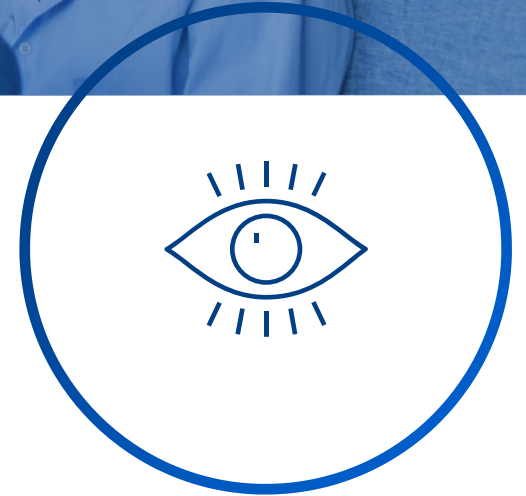
Growing Complexity In Media



01
Media
Fragmentation



02
Consolidation of
Walled-Garden Power



03
New Metrics;
Attention

Delivering:
Connected Impact

Connected Impact is Driven Through

Aligning with key themes of your brief

Connected
People



Local Market
underpinned by
Global capabilities

Connected
Thinking



Full-Funnel
Integrated Planning

Connected
Platform



Consolidated
Tools &
Technology

Introducing
Allianz
Connected
Core: A Model
with Local
Excellence at
its Heart,
Empowered by
Global
Connected
Capabilities.

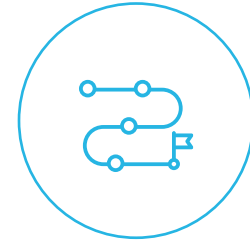


Local Agency Teams Focused on Delivering Local Markets' Needs

A single-minded north star to drive Allianz growth in OE



Audience insights & strategy



Communication Planning



Media Planning & Buying



Reporting & Optimizations









Media Performance management

Our Global & Local Transition Expertise is Unparalleled

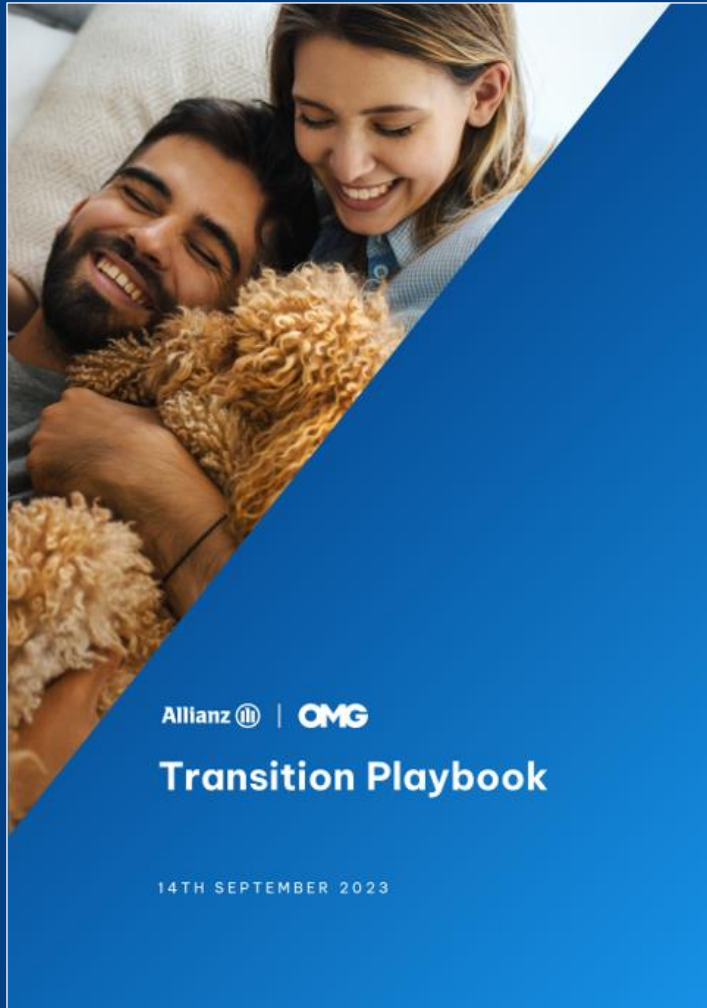
			
<p>60 Days</p>	<p>40 Days</p>	<p>45 Days</p>	<p>30 Days</p>
<p>60 Markets</p>	<p>>20 markets</p>	<p>>30 markets</p>	<p>>20 markets</p>
<p>100+ Onboarding Meetings</p>	<p>100% Dedicated transition team</p>	<p>Integrated digital project: paid media, Seo, Analytics, Ad-Tech</p>	<p>Integrated digital project: paid media, Seo, E-commerce</p>
<p>596 Resources Mobilised</p>	<p>Weekly updates</p>	<p>Weekly updates</p>	<p>Strategy and planning adaptation to local pharma restriction</p>
<p>Embedded In-house Model</p>	<p>Central coordination with ad hoc local declination</p>	<p>Bespoke audience researches</p>	<p>Review strategy with a new focus on digital channels</p>

Transition Key Deliverables

6 WEEK TRANSITION

Oct 31st	Nov 6 th -10 th	Nov 13 th -17 th	Nov 20 th -24 th	Nov 27 th -Dec 1 st	January 1 st
 Appointment	 Inform	 Activate	 Optimise	 Authorise	 Optimise
<ul style="list-style-type: none"> • Appointment of agency • Letter of Appointment • Send LOA to media partners • Transition kick-off call • Global Town Hall for all markets 	<ul style="list-style-type: none"> • Formal handover with incumbent • Incumbent to share 2024 laydown details • Allianz to share Jan - Mar strategic priorities • Hearts&Science / Allianz to complete credit insurance 	<ul style="list-style-type: none"> • Credit insurance complete • Allianz set up in Hearts&Science financial system • Finalisation of team structure, Fee's & FTE's • MSA signed and distributed 	<ul style="list-style-type: none"> • Team Introductions • Hearts&Science to book January offline media • Allianz inductions and immersions for team members • Hearts&Science & Allianz to align on shared behaviours & WOW 	<ul style="list-style-type: none"> • Hearts&Science start negotiation • Allianz approval • Media negotiations begin • 2024 campaigns briefed • Local Meeting to align FY 24 strategy 	<ul style="list-style-type: none"> • January activity to go live • Hearts&Science starts on going optimization

Codified Playbook for Materials, Data, and Access Transfer Requirements, for 100% Historical Data Preservation



Allianz | OMG

Transition Playbook

14TH SEPTEMBER 2023

SEAMLESS TRANSITION

Our Transition Guarantee

FAST, STREAMLINED AND RISK-FREE TRANSITION

WE EMBRACE COMPLEXITY
Our transition practice is built upon the highest-level of accountability, embracing complexity and reducing burden for Allianz. Our dedicated transition team is confident in managing scaled business operations, given our wealth of experience with clients that operate with significant volume and velocity. As your first day-to-day touchpoint with OMG, it is our job to wrangle and simplify - delivering a dynamic, action oriented, and seamless transition experience.

WE PROVIDE A HIGH-TOUCH EXPERIENCE
Our transition capability and high-quality service level confirms explicit remit for expeditious collection, organisation, and understanding of your detailed business requirements. We immerse ourselves in your business, rolling up our sleeves to dive deep into Allianz technology, data, and material information. Our hands-on talent orientation and relentless focus on detail enables us to quickly understand and seamlessly align specialist capabilities to Allianz and the functions the incumbent currently manages. Our operations and dedicated transition team will be overseen by OMG Executive Leadership, confirming executive stewardship and the highest-level of accountability throughout the hierarchy of the organisation.

WE CONFIRM NO DISRUPTIONS TO BUSINESS AS USUAL
Our transition team's core function is to transition the business, with no disruptions to business as usual. This minimises risk and delivers capability that provides both consistency and excellence in service. OMG will build the Transition team with hand-picked experts from within the Omnicom Network, ready to be immersed in the transition from Day 1. Our team ensures a constant presence providing a frictionless, direct-route for Allianz communications. There will be no impact or disruptions to business as usual as we onboard our new model.

WE ARE EXCITED TO CO-CREATE THE FUTURE WITH YOU
We have enjoyed our partnership throughout the work we currently do with you and over the course of this pitch process. We are looking forward to continued learning and business immersion with you, as we embark on a partnership that will take us into the future, co-creating what's next!

Transition Team Operational Day 1

20+ Specialist
Swat Team Provided at-gratis

Best-in-Class Transition Utilities

20+
Proven Project Management, Data Transfer & Talent Management Tools

Historical Data Preservation

100%
Seamless Data Integration, Extraction and Consolidation

Completed Expeditiously, No Disruptions

6 Weeks
Full Final Transition in 6 Weeks for Tranche 1 markets

Full Transparency
Clear, Accountable Measures Ensure Collective Success

DATA REQUESTS & TRANSFER PROTOCOLS

Step 1: Information Transfer (Historical Data)

TIMEFRAME	REQUEST
2 Years Prior	<ul style="list-style-type: none"> Media Plans Plan/Buy Recommendation presentations Flowcharts/Flowchart Data Extractions (including all approved revisions) Research findings Detailed view of commitments Copies of contracts/letters between agency and partners/publishers
1 Year Prior	<p>Planning Criteria</p> <ul style="list-style-type: none"> Objectives / KPIs Results / Insights Media plans, tactical recommendations Test and learn agendas Targeting insights Optimisation logs Secondary/scheduling Content Calendars
Current	<p>Planning Guidelines and Status</p> <ul style="list-style-type: none"> Protocol /timelines for planning (key dates, lead times) Plan status (planned, pending, approved, active, outstanding) Status of negotiations, contractual commitments (e.g. JBP's, commitments, publisher agreements) Order letters for any current purchases Planned v. owned information/analysis Outline of any inventory changes/requirements needed Windows of change & flexibility - options taken to date Upfront added value details Partnership/Sponsorship details, including incumencies Details on any outstanding added value elements
Current	<p>List of Agency Partners and Contact Information (e.g., creative agency, network partners, media partners, platform partners)</p>
Current	<p>For Each Campaign: Currently Live or Expected to Launch:</p> <ul style="list-style-type: none"> Flight dates Platforms Budget Media plans (total impressions, total spend, tech fee allocations as required) Creative Assets Targeting Detail & Targeting Grids Audience Segment Details Data Application Trafficking sheets (detailing creative file names, landing page URLs etc.) Buying and Content guidelines
Current	<p>Measurement Framework (Total/Category/Product/Segment) including Business Performance, as well as Diagnostic Metrics</p>
2 Years	<p>Copies All Brand, Sales, Offline, Platform, and Cross-Channel Measurement Studies from Past/Current Year</p>
2 Years	<p>Data/Analytics Driven Learning Agendas</p>
2 Years	<p>Test and Learn Roadmap, Test Design, and Reports</p>

01

Growth mapping

Setting ourselves up to win by defining and aligning on business goals and where the associated growth will come from.





PERMACRISIS




Overall premium, Italian and foreign portfolio, direct and not direct, gross

Customers are less loyal than before and ready to change

Life

2021		+4,6%
2022		-10,4%
Exp. 2023		+0,4%


Damages

2021		+6,3%
2022		+4,4%
Exp. 2023		+8,5%

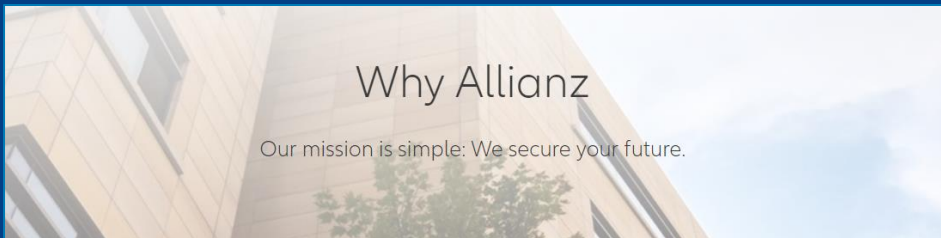
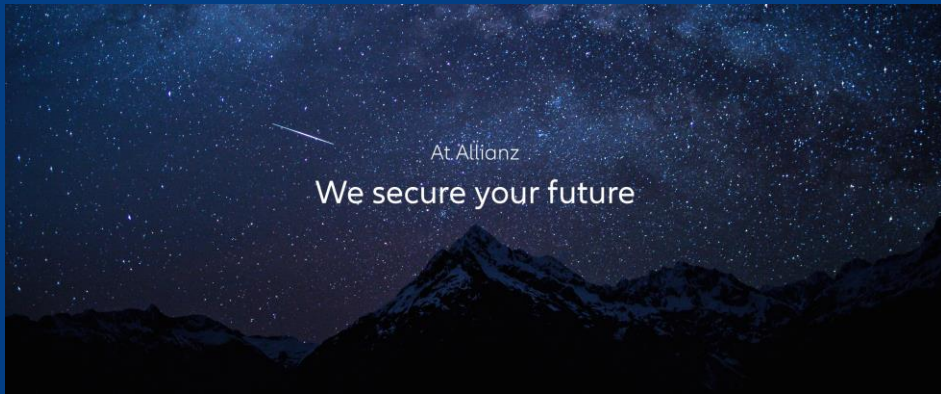
Total

2021	+4,5%
2022	-6%
Exp. 2023	+3%



-  10 years without growth
-  Inflation increased damage compensation cost
-  +5% premium increase forecasted in 2023
-  Significant increase in google searches
-  **+37,6% exchange rate increase in Q123**

We Secure Your Future

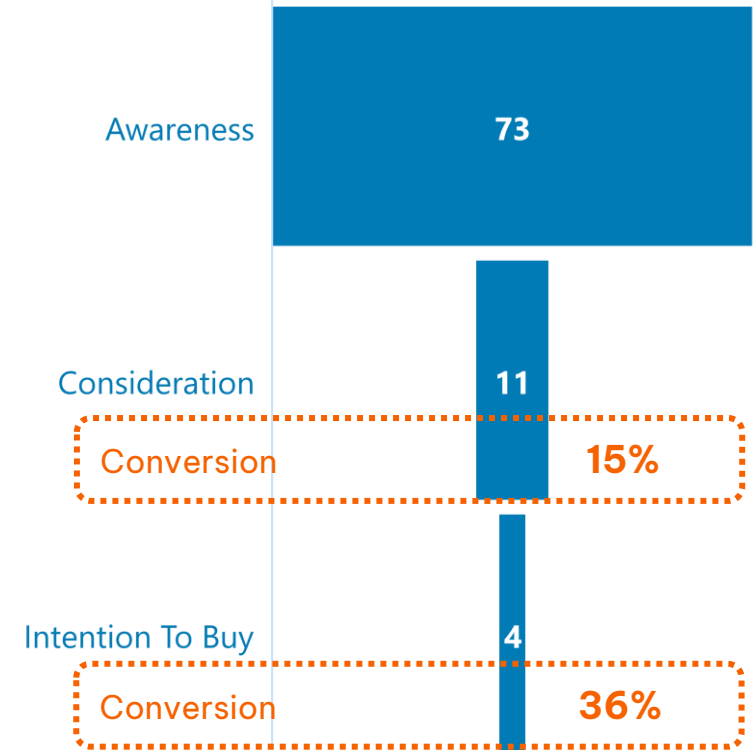
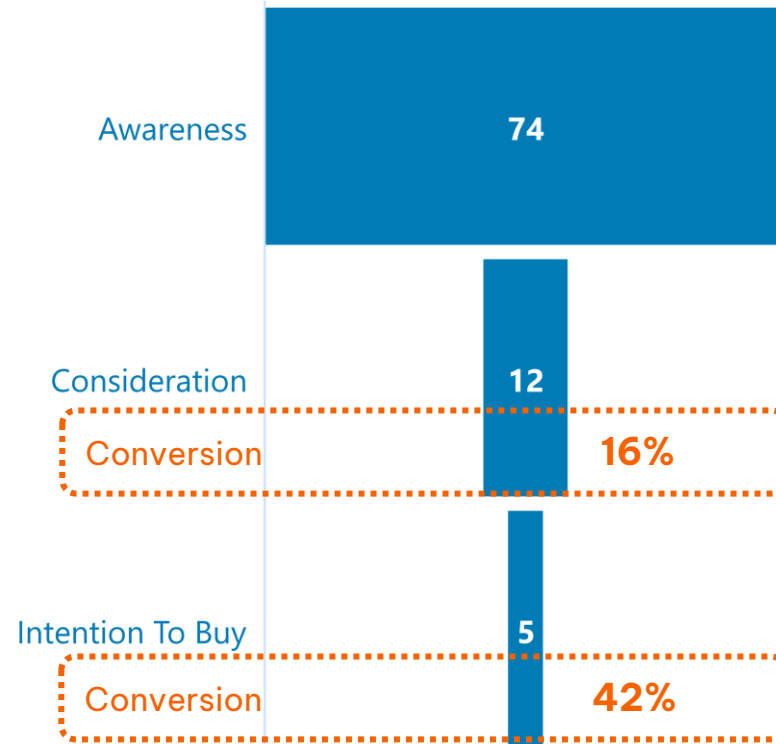
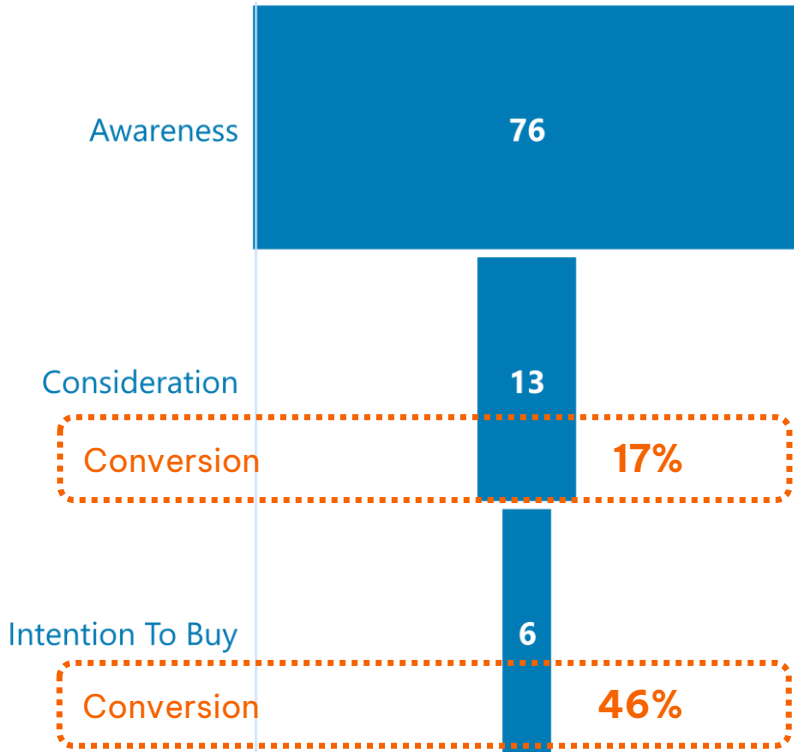


Allianz is driven by the vision that our customers should be able to live their lives with confidence. That commitment is at the heart of everything we do, from our values-driven, inclusive culture to our innovative financial products, to our responsible investment philosophy.

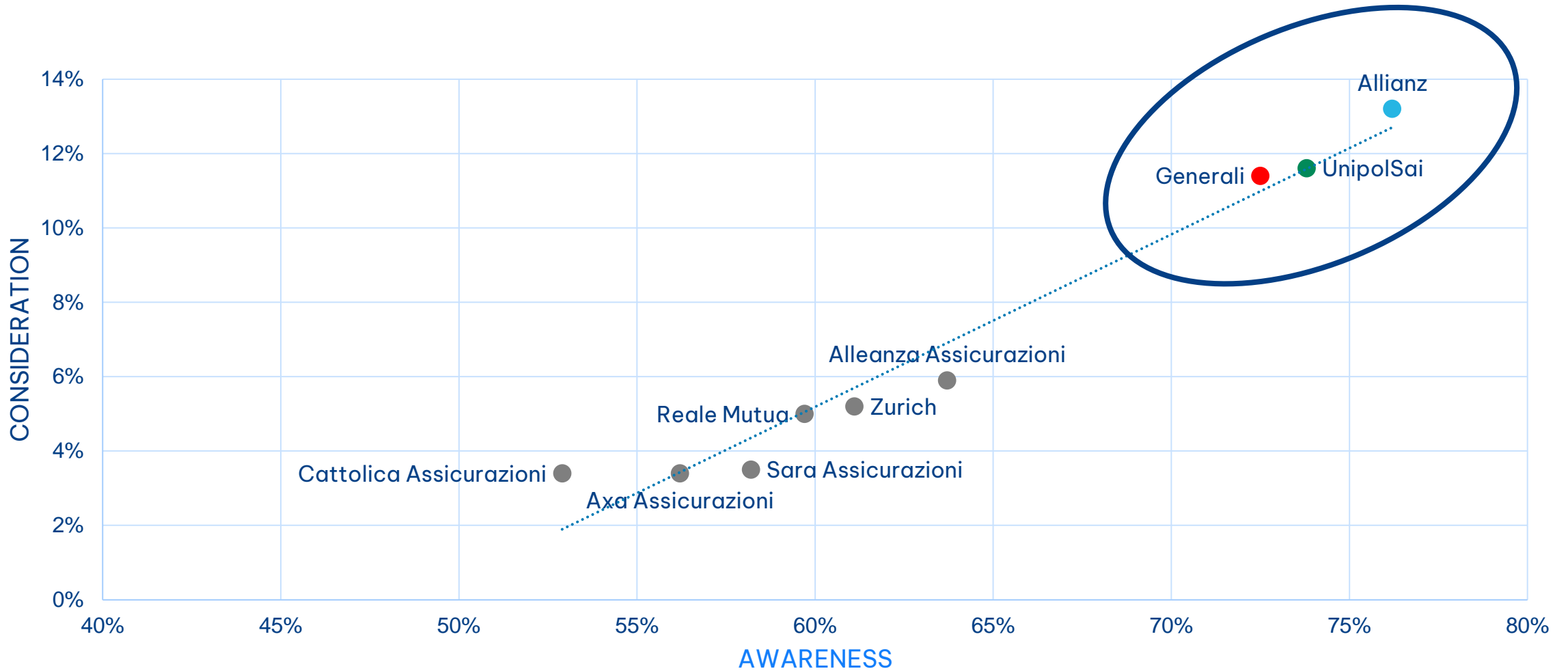
Our internal purpose is: **We secure your future**



But Your Brand is Still There

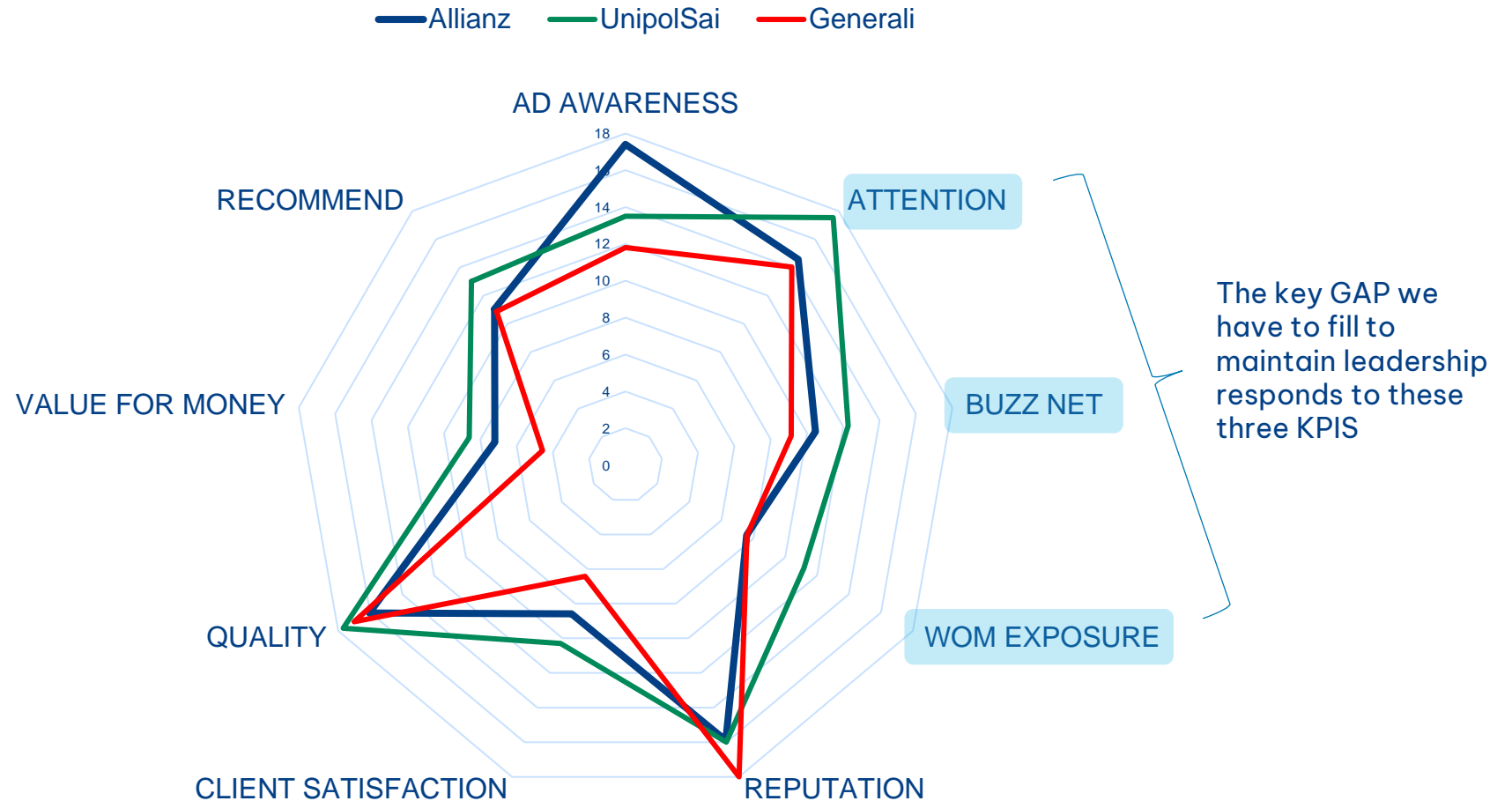


Data show also that Awareness and Consideration have linear relation





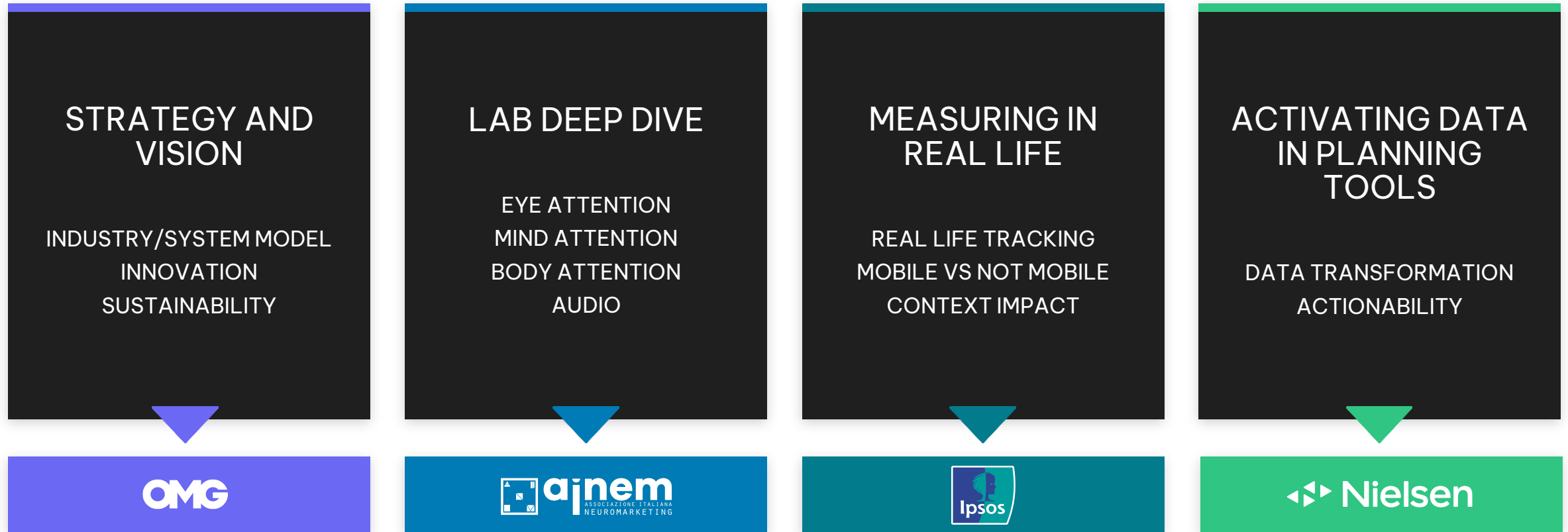
So, the More We Grow the Brand Perception, the More We Increase Soft KPIS





BEYOND VISUAL ATTENTION

Attention have more than one dimension



Attention (eye-tracking) is related to brand awareness

TIME SPENT RELATED TO
ADVERTISING MEMORY



=



TV RULES IN ADVERTISING MEMORY



3X

VS. MOBILE ALL ADV

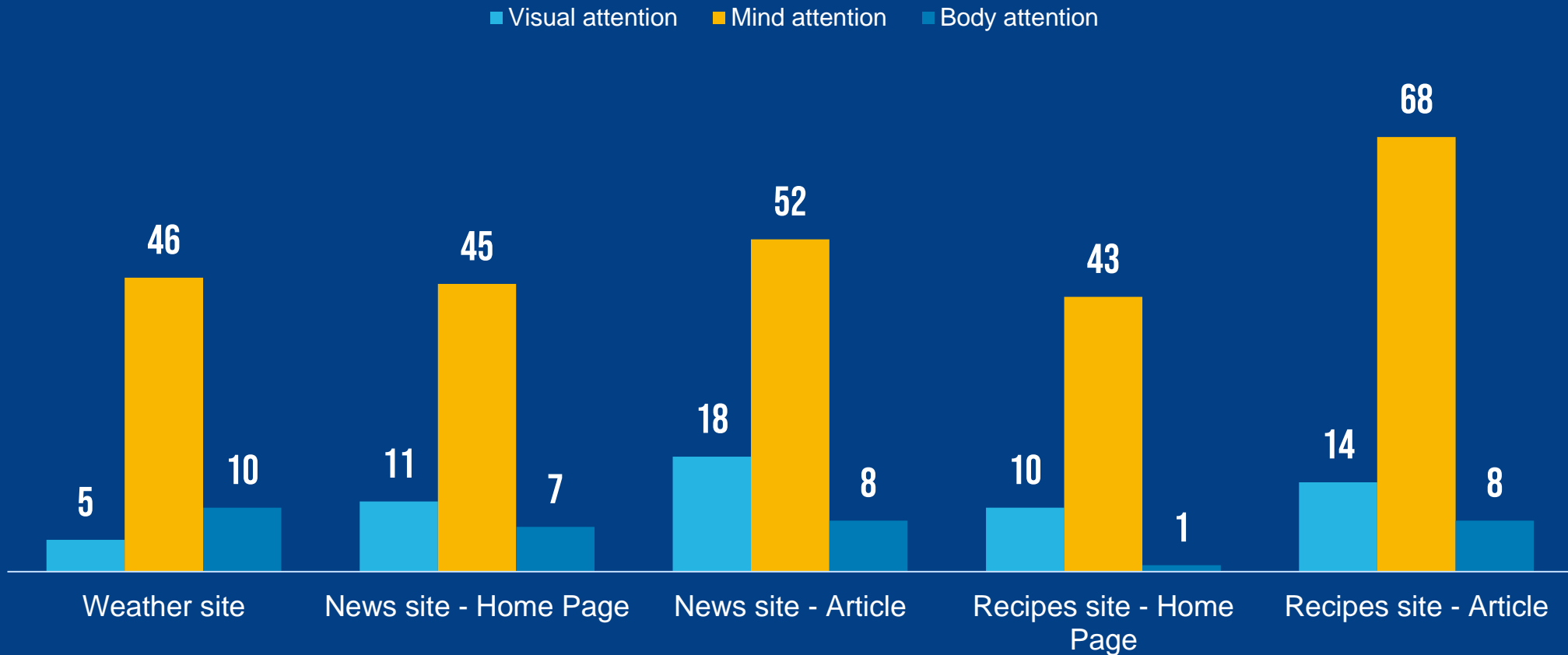
1 SPOT TV HEARD ONLY



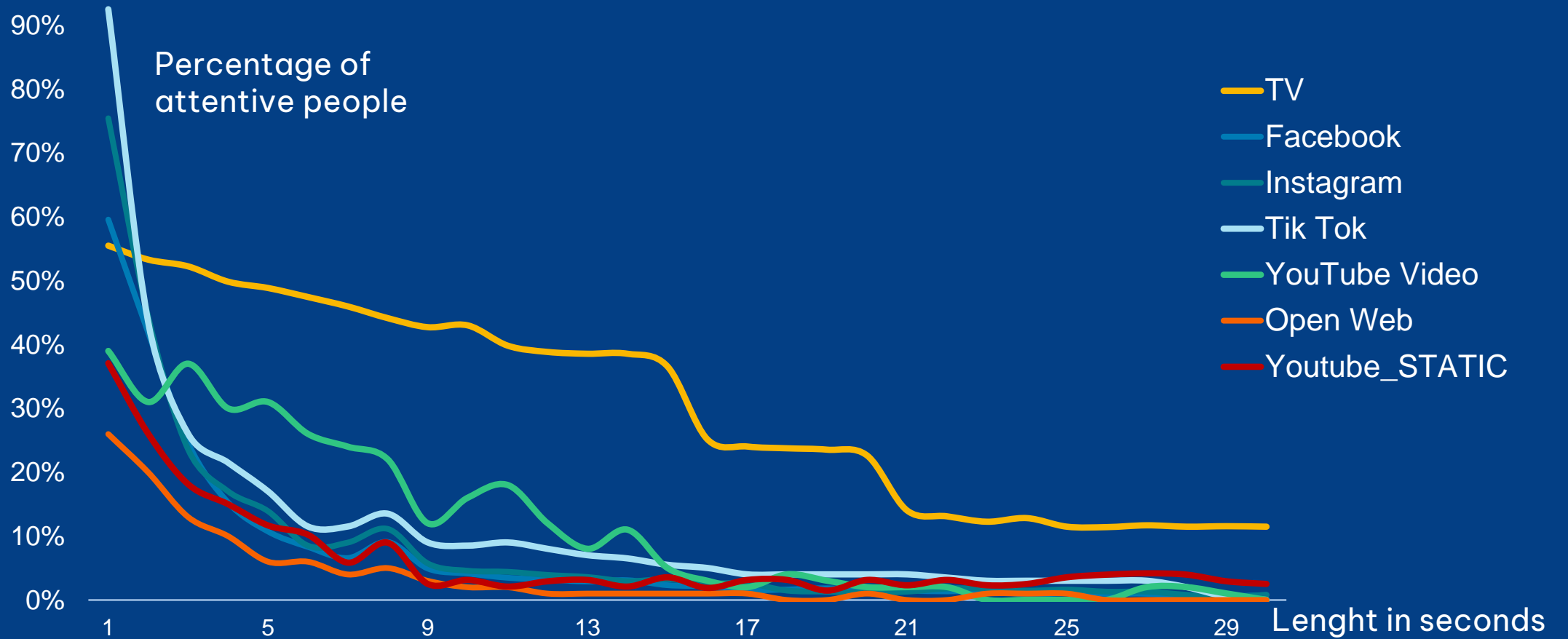
1/5

REMEMBERS ADV

Attention (cognitive stymolous) defines the opportunity to create an emotional bounding with consumer



Every medium has its attention curve and its intensity



Maximise the ATTENTIVE REACH, but at how many seconds? It depends...



Category	Implication
COMMS IMPERATIVE	LEADERSHIP --- LEADER --- FOLLOWER ---
	AWARENESS --- HIGH --- AVERAGE --- LOW ---
	LIFECYCLE --- CONSOLIDATES --- NEW ---
	DOMINANT PLAYER --- ABSENT --- PRESENT ---
	GOAL --- DEFENSE --- GROWTH --- SHIFT ---
	JOURNEY PHASE --- PRIME --- MENTAL AVAILABILITY --- PROMPT ---
	S.O.B. --- FREQUENCY / RETENTION --- PURCHASE --- TRADE-UP / DIVERSITY --- --- CATEGORY ENTRY / SWITCH ---
CONTENT	CREATIVITY --- HIGHLY BRANDED --- LOW BRANDED ---
	MESSAGE --- EASY --- COMPLEX ---
	CREATIVITY --- ENTERTAINING --- SERIOUS ---
	MESSAGE --- EMOTIONAL --- RATIONAL ---
	STORYTELLING --- LOW --- HIGH ---

Maximise the ATTENTIVE REACH, but at how many seconds? It depends...



* EXAMPLE: ADV AUTOMOTIVE IN THEMED CONTEXT (F1)

01

Growth Mapping

**Winning on customer
perception**



Attention, Buzz and Wom
are our key priorities.
For attention we offer a
unique advantage to you.



02

Audience Empathy

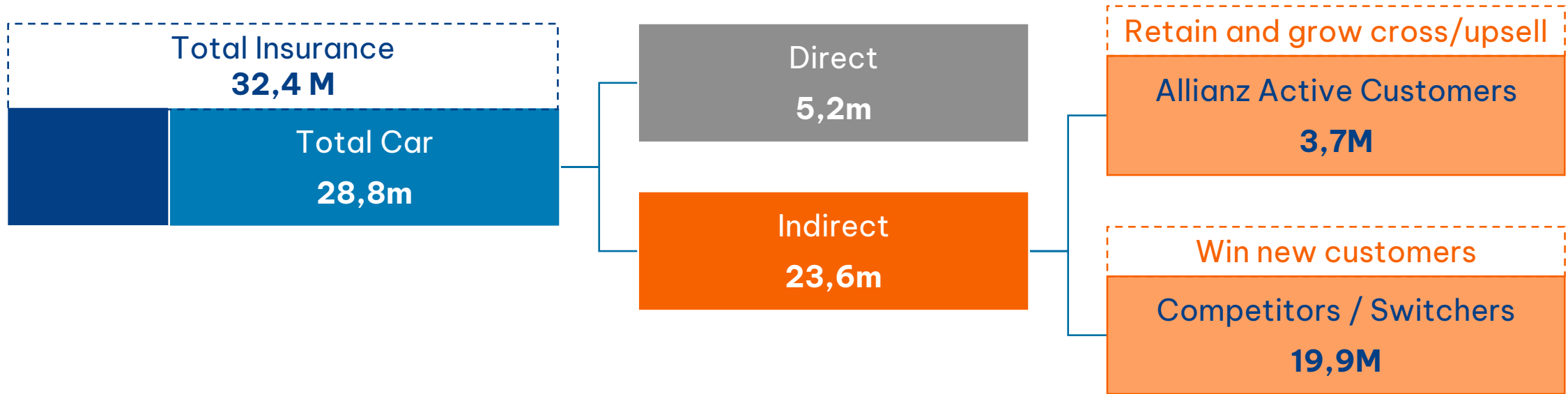
Deciding on who we need to target and what communications need to do to achieve the previously defined business goal.



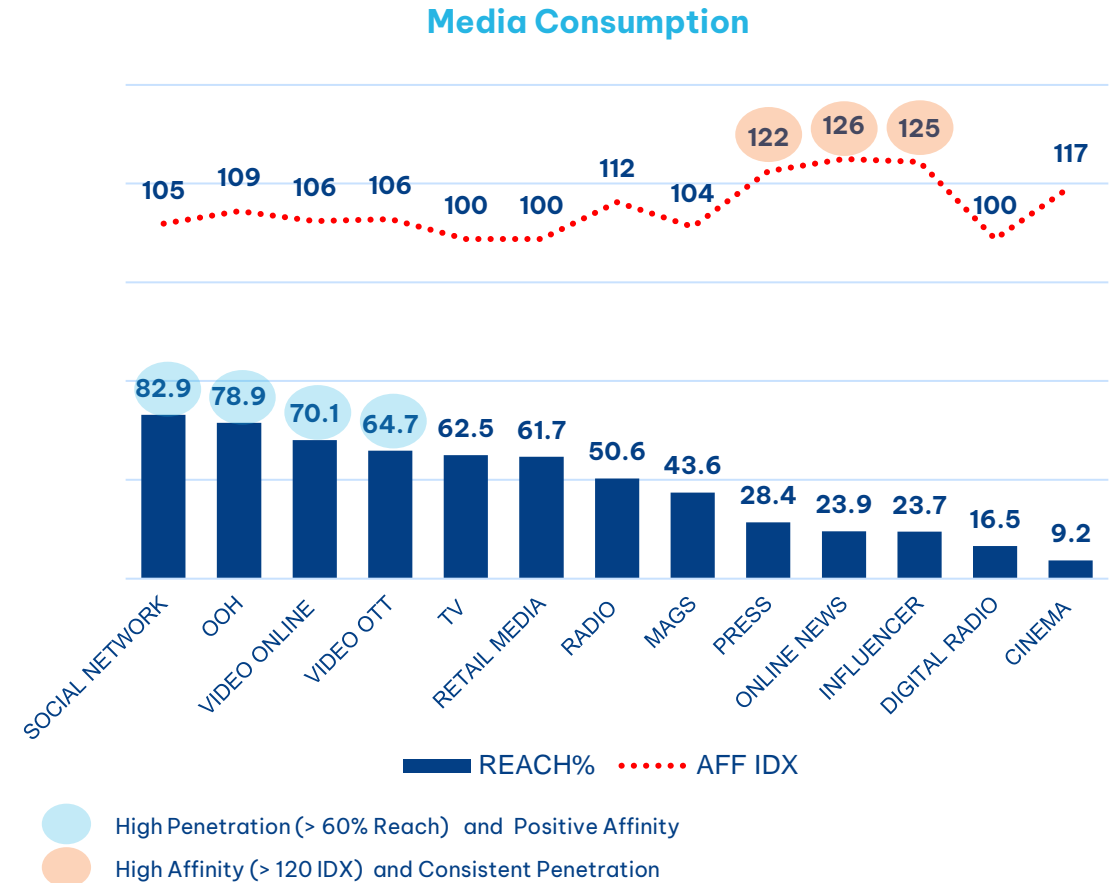
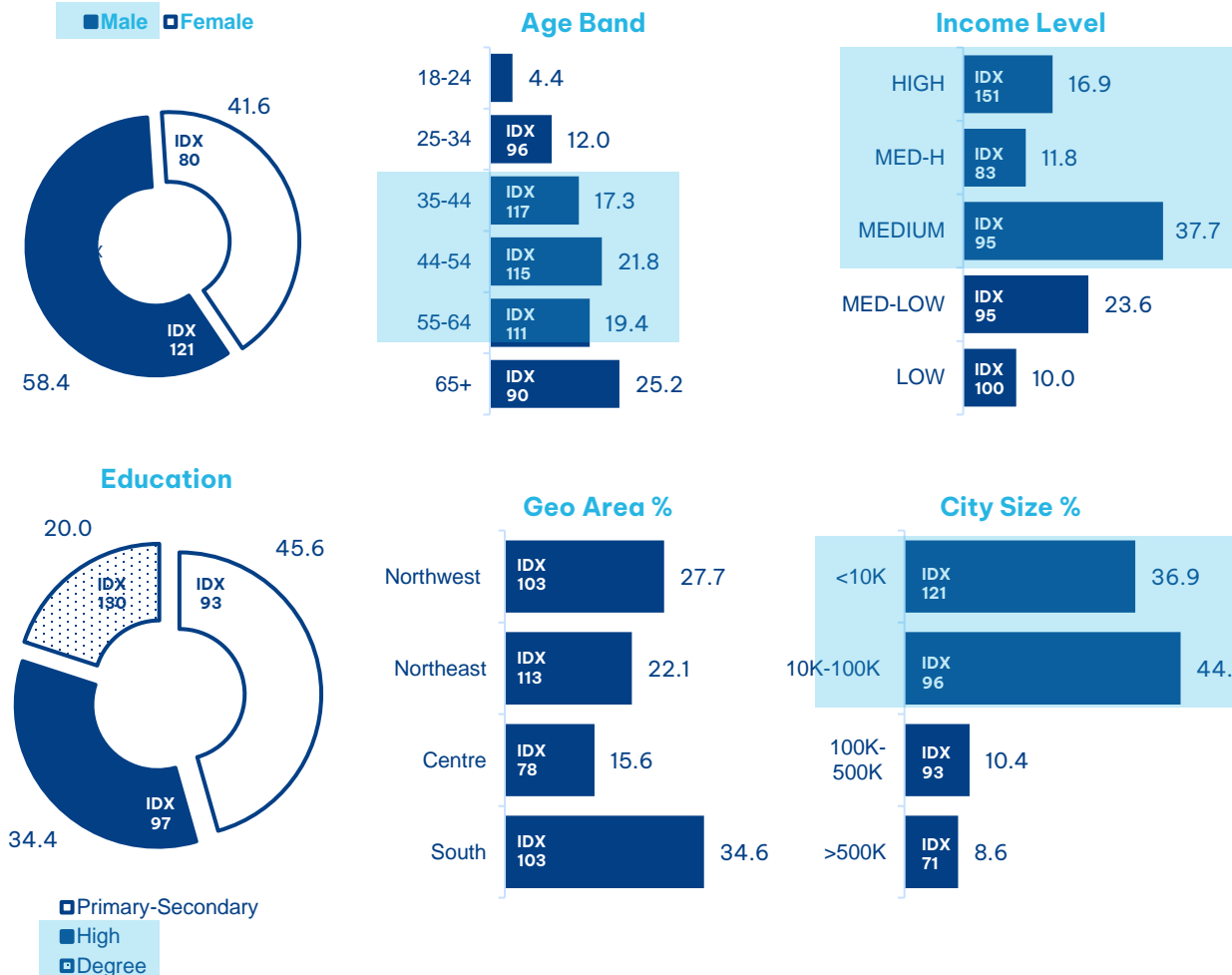


FAMILIES

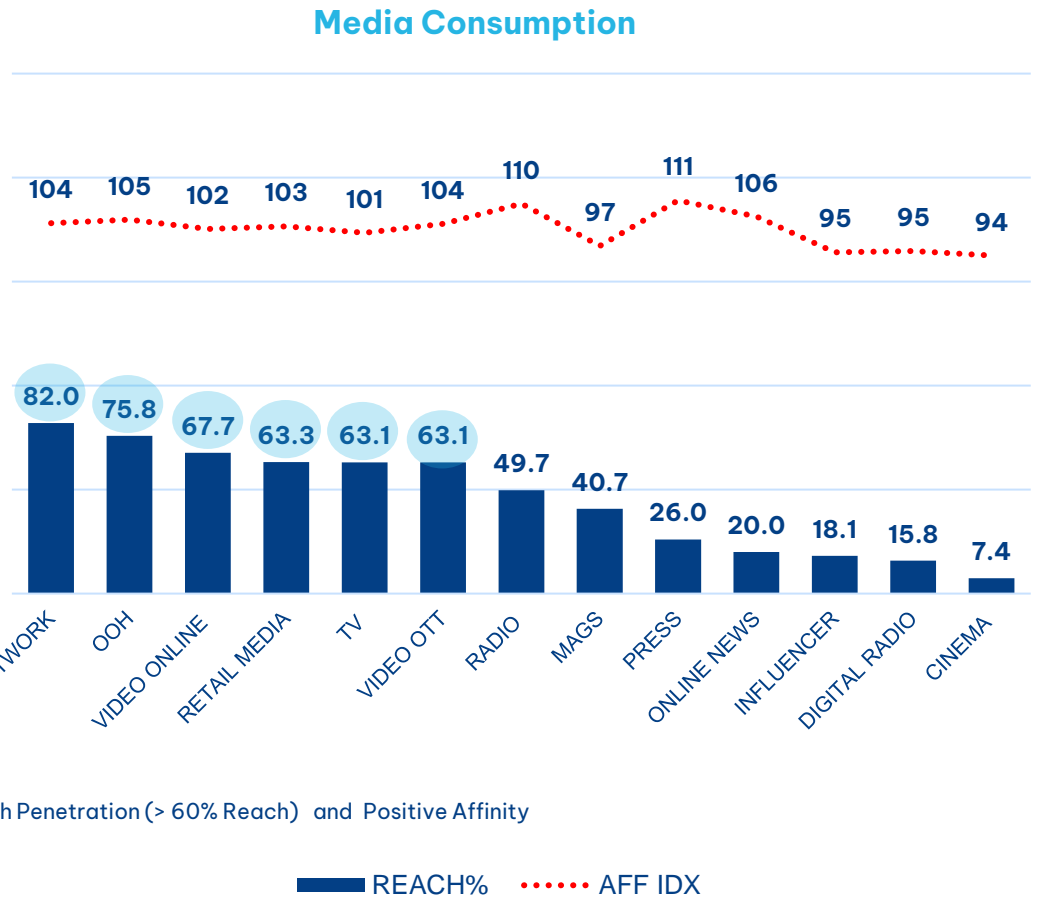
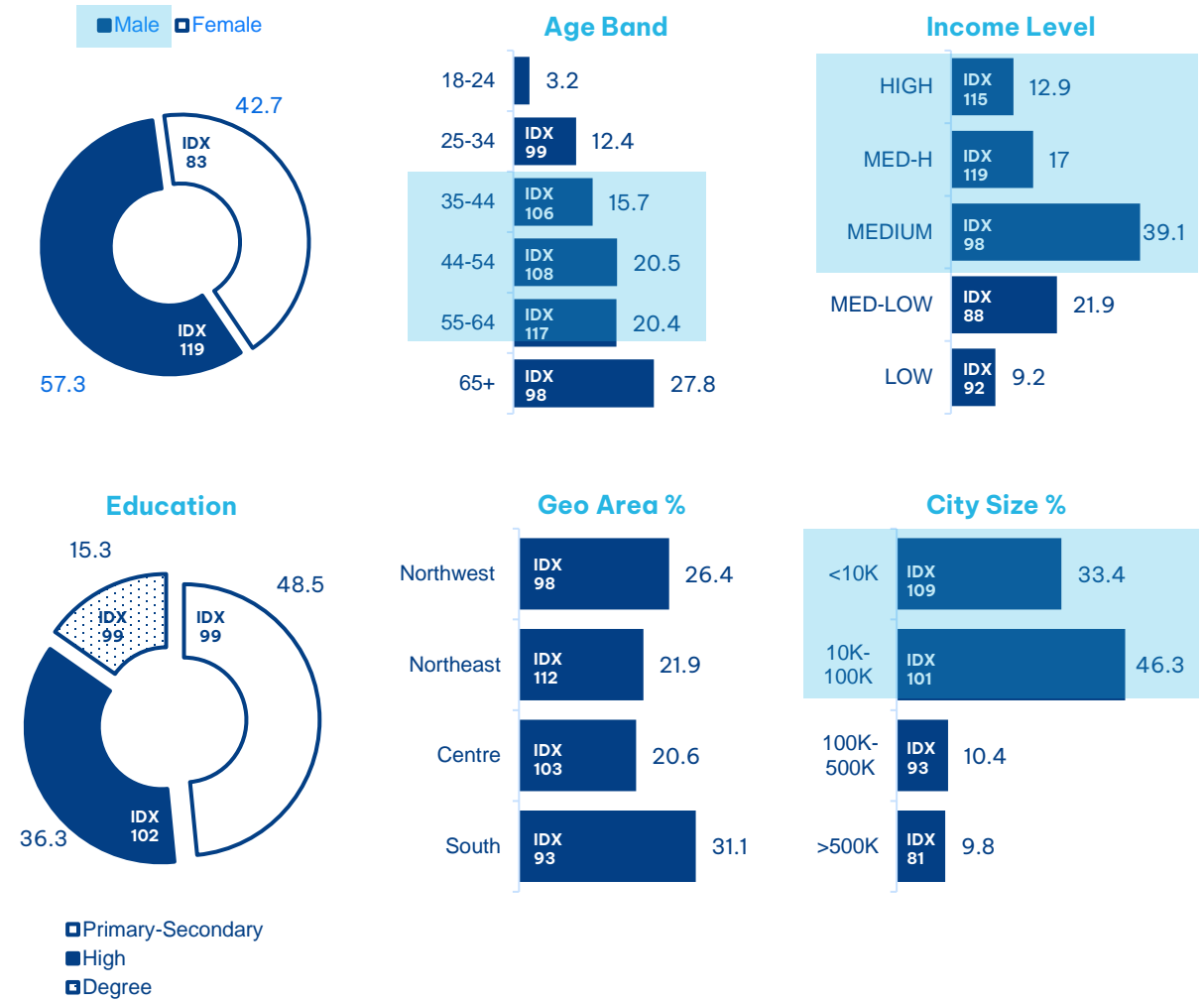
Identifying the Primary Target Audience to Achieve Profitable Growth and Leadership



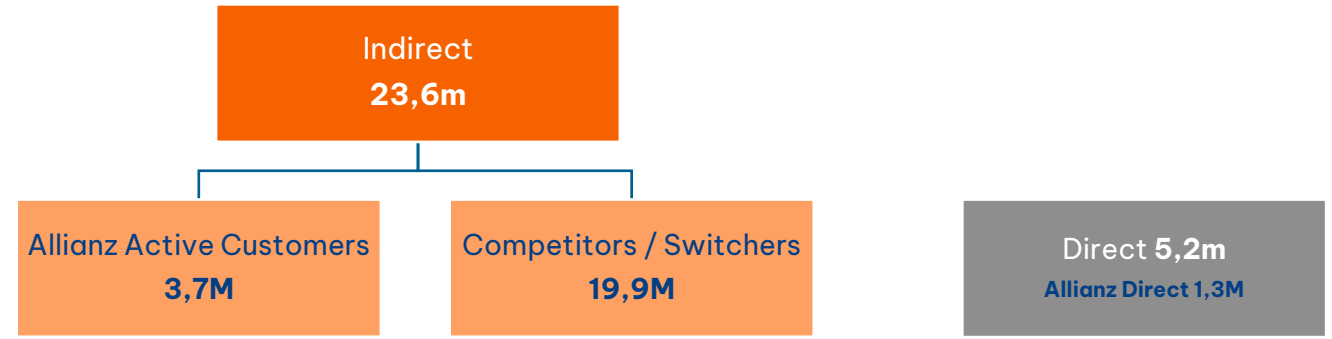
Active Customers: Adult 35-64, Male Focus with an Integrated Media Usage Where Digital Stands Out In All Nuances




Potential Switchers: Adult 35-64, Male Focus with an Integrated Traditional and Digital Media Diet

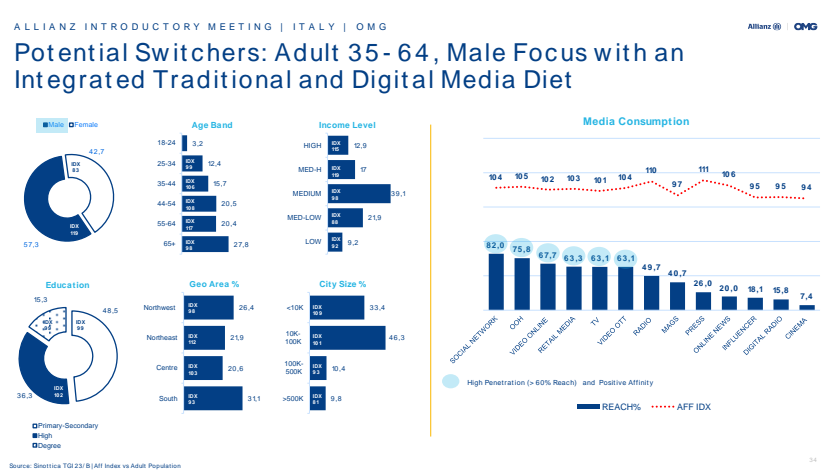
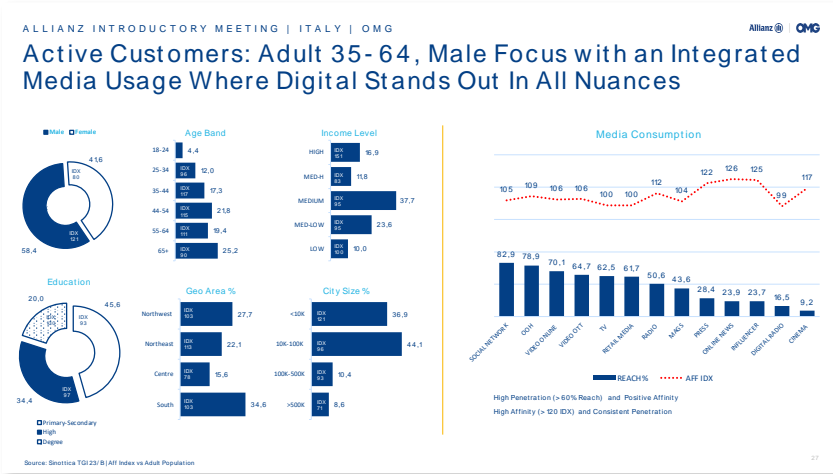


Focusing on Primary Target Audience Allows Allianz to be Connected Within All Priority Consumers



Priority Consumers From Allianz Research	 Universe	Allianz Active Customers		Competitors / Switchers		Direct	
		% Universe	AFF Index	% Universe	AFF Index	% Universe	AFF Index
Young families with child <6 yrs with a car insurance	3,1 Mio	12,1%	105	66,3%	107	21,5%	134
GenX High spender with a car insurance	2,3 Mio	11,9%	128	60,0%	120	28%	215
GenY High spender with a car insurance	1,3 Mio	9,5%	93	66,1%	121	24,4%	172
E-mobility Audience (current+prospect)	0,63 Mio	12,6%	147	61,0%	132	26,3%	218

From the Audience Target we select the most effective channels



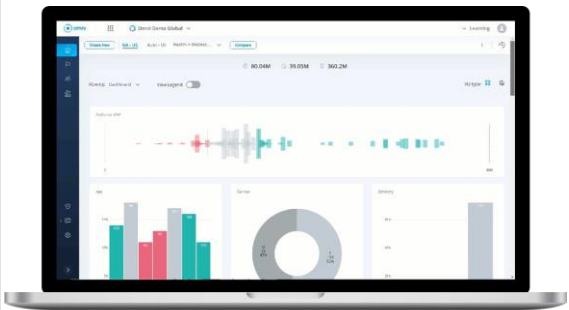
- Social Networks
- Video On Demand /CTV
- Video On Line

- OOH
- Retail Media

Our local research is plugged into the global platform OMNI

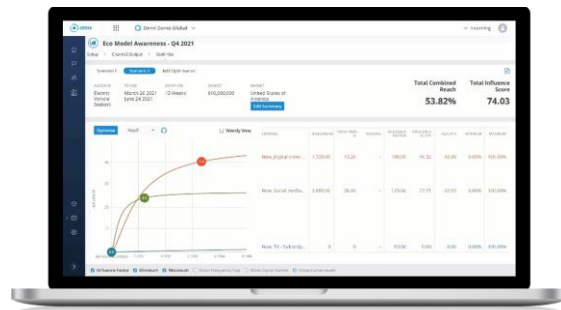
Audience Explorer

Build the best possible audiences in terms of scale and accuracy, for any given business outcomes. Simply point & click through



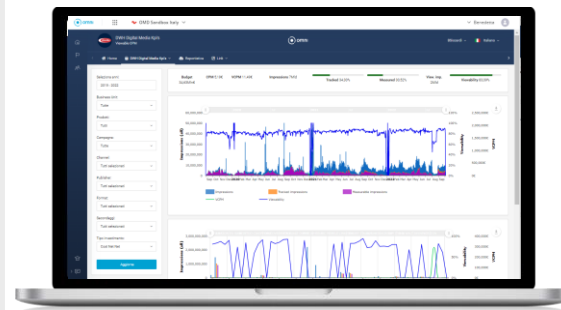
Channel Planner & Investment Planner

Facilitate budget setting and allocation – based on a global cross-category database of reach and response curves.



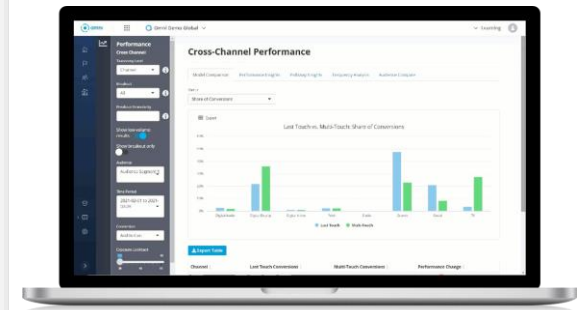
Performance Reporting

Visualize marketing performance via customized, comprehensive dashboards – enabling in-flight and post-campaign optimization

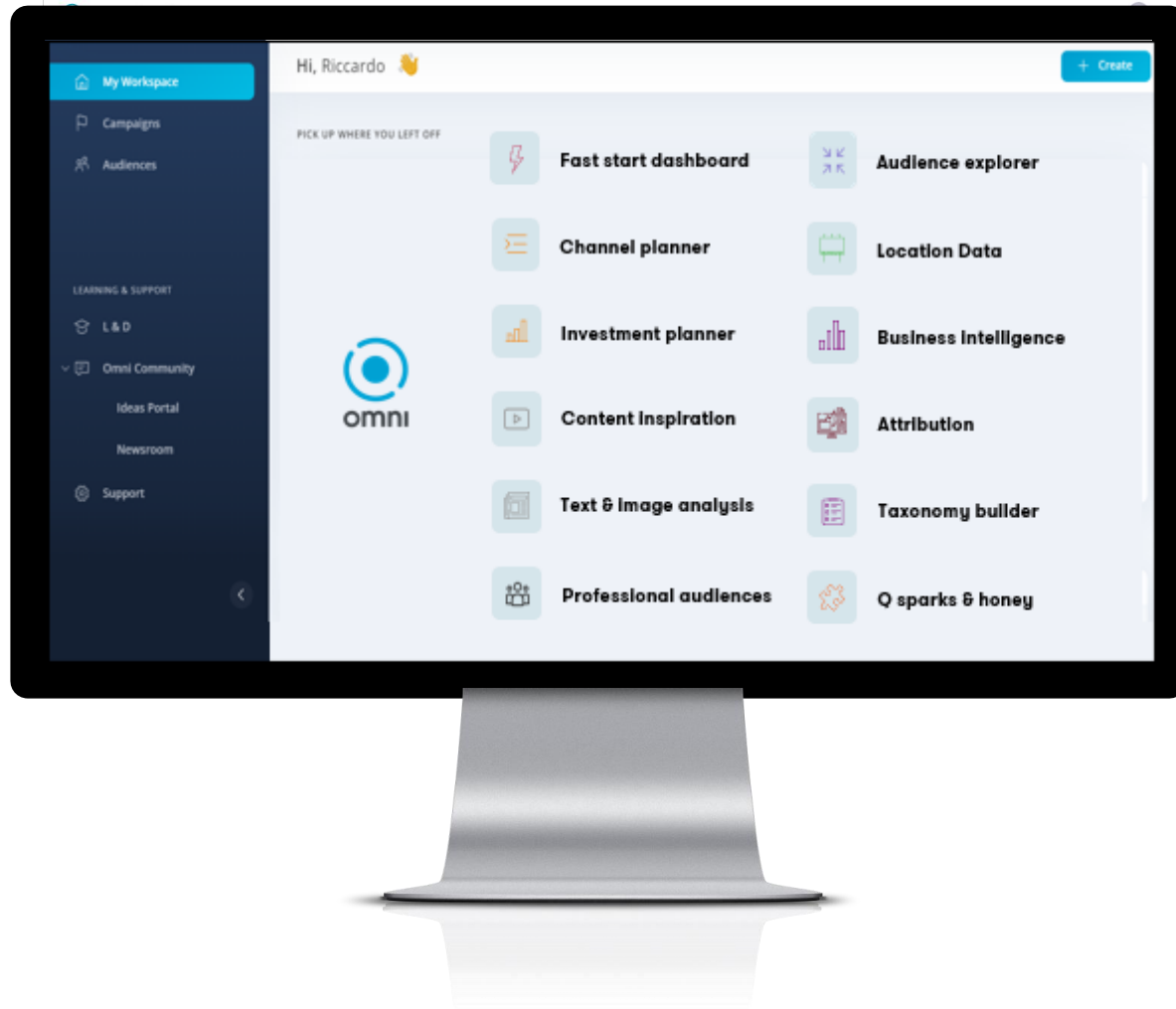


Attribution

Measure campaign performance across channels, placements, audiences, creatives, and time to maximize conversions and optimize results..



A singular easy-to-use environment that infuses data into every aspect of the business



Omni is our people-based precision marketing and insights platform. It helps our clients' put data at the core of an end-to-end marketing workflow powering insights, planning, activation, optimization, reporting, as well as an entire media operations workflow.

a.k.a.

People Processes Platforms

With our BVA figures, we activate the Attention Calculator for this campaign: 3 seconds

Attention calculator empowered by beyond visual attention data

A set of parameters to configure in order to estimate the level of attention to optimize for planning. These parameters pertain to:


- Comms Imperative
- Content
- Context
- Construct
- Culture
- Contact





Attention Requirement Calculator


Final Score And Recommendation Updates When All The Questions Are Answered


Comms Imperative Content Context Construct Culture Contact














6. Contact

Is Your Budget Higher Or Lower Than Your Typical Competitor Set? ⓘ Weight

Lower

What Is The Optimal Frequency Target? ⓘ Weight

Higher (>5)

Recommended Attention Level

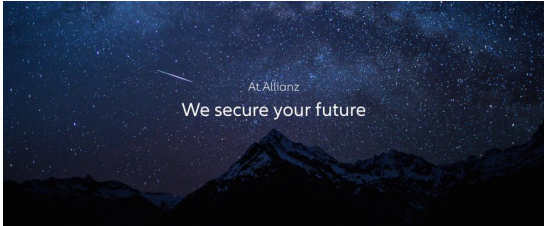
Fill out all steps above to see recommended attention level(s)

Recommended Attention Levels

Recommended Solution

3s

Mid-Low



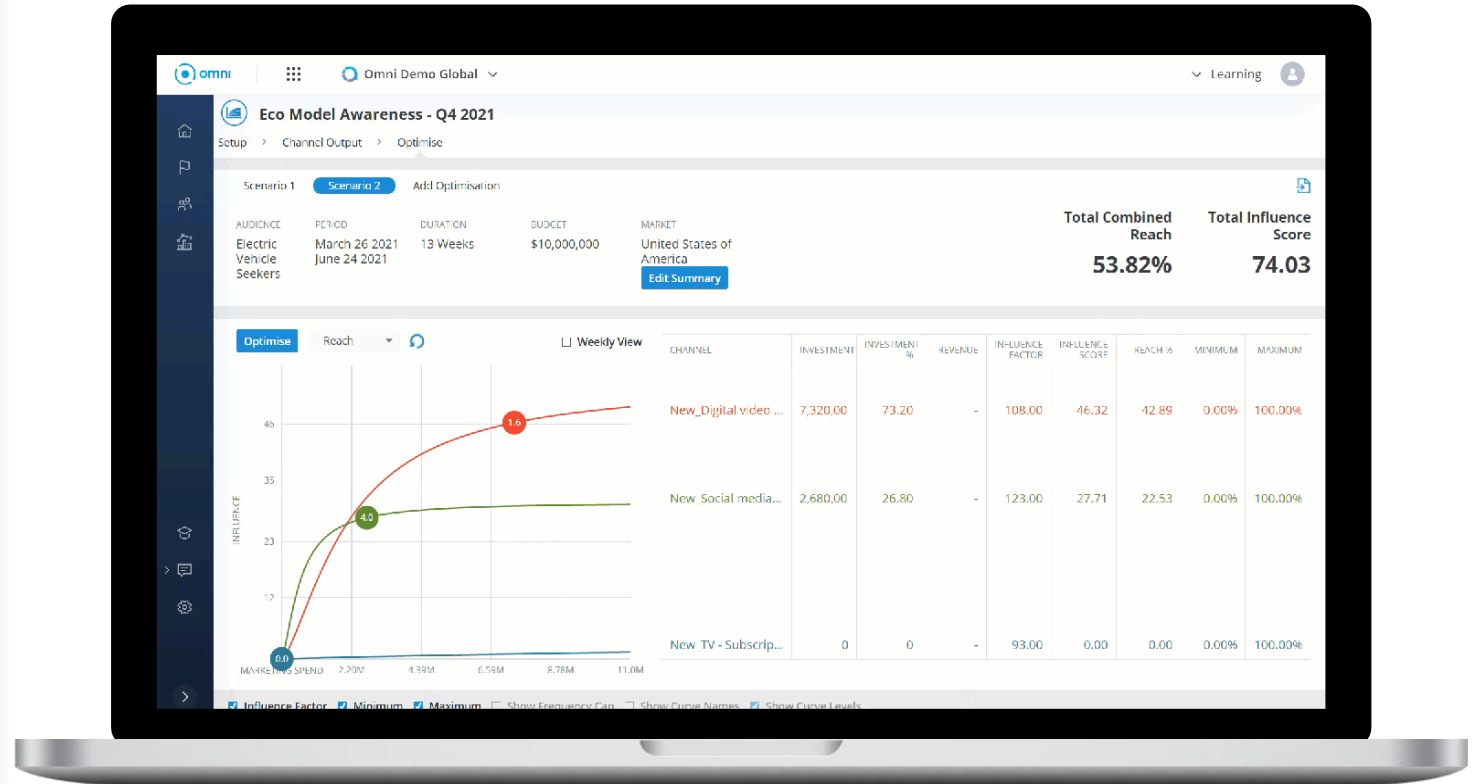
Now we can prioritize channels based on audience attention

What is Channel Planner?

Budget allocation tool that utilizes category benchmarks or custom client response data to allocate budgets for a given brand or a given market.

Channel Planner helps us identify the best mix of channels which deliver against our marketing objectives, maximize reach against a target audience, and maximize short term revenue/ROI.

We feed the CP with the attention level threshold of the BVA research to have custom curve for the different optimizable channels at the right level of target attention



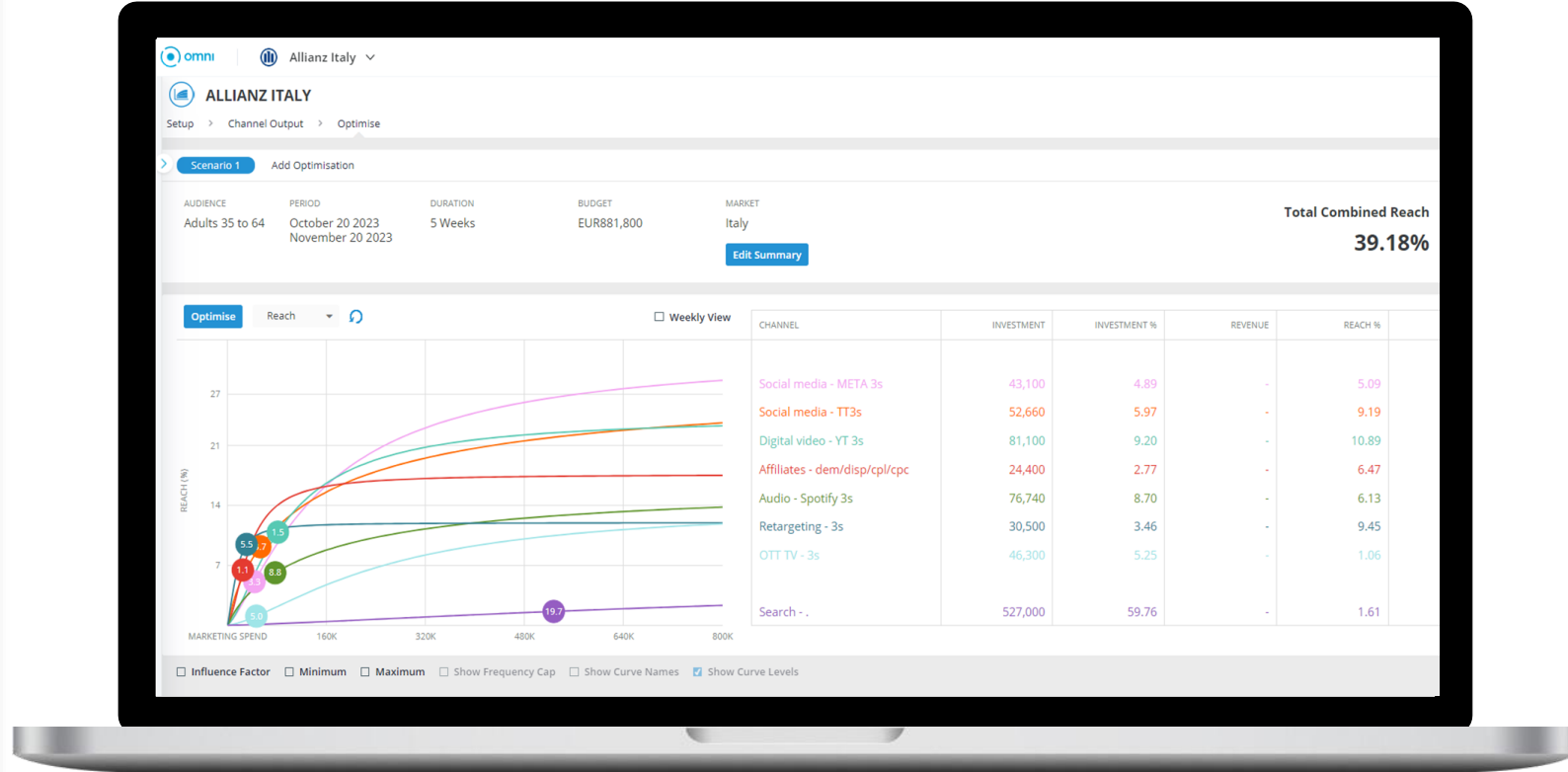
With CP we select the best media mix to maximize overall plan effectiveness

Allianz Channel Planner Optimization

Given the media goals, sales and awareness, and the Target Audience (adult 35-64) with CP we identify the media budget allocation to get the highest plan results

With 1 Mio budget, specifically 882.000€ excluding CRO and CRM activities*, we expect an overall Attentive Reach of 39% on 35-64 target audience

* CRO and CRM activities are excluded from Channel Planner budget optimization, because we can't build the reach curves on the reference target (in a pre planning-phase) and we do not know the overlap on other media channels.



With Investment Planner we estimate the media campaign impact on brand KPI's

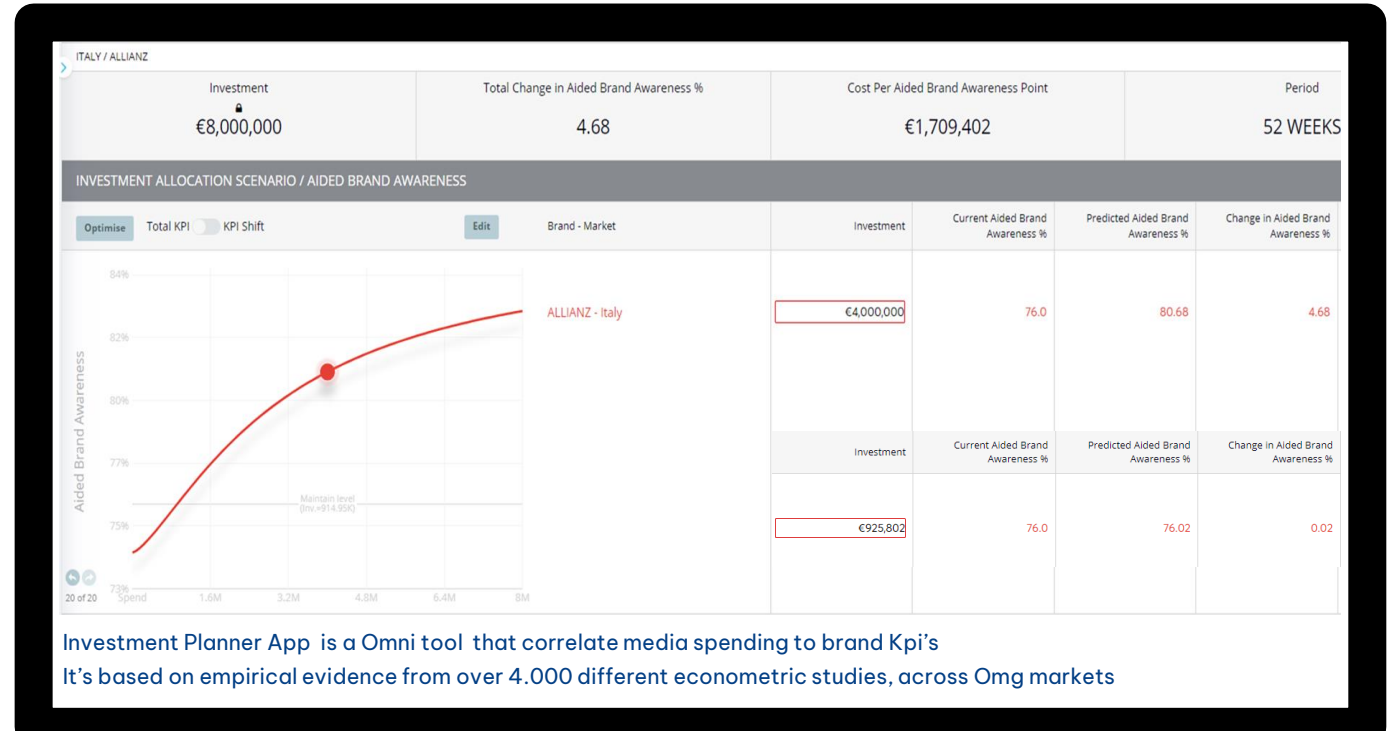
Allianz Investment Planner Forecasting

In Insurance Italy Market, considering Allianz Aided Brand Awareness of 76points* and the market competition , **a minimum investment level of 1 Mio € by Year is required to maintain the current Aided Brand Awareness level.**

With a media budget of **4mio/year**, we estimate for **Allianz an Aided Brand Awareness growth of +4,7 points** (confidence rate +-10%), with an impact of 1,5/2 p.p growth in Unaided Brand Awareness **

The simulation is based on Italy adv average impact and retention level occurred in the insurance market

In case of Brand awareness level near to 80%, with 4 Mio € we estimate an increase of UBA of 1-1,3 p.p.



*Source: YouGov, average monthly Aug 22-Lug 23| Total Italy 18+ Population

***Estimation from empirical data

02

Audience Empathy

Prioritize audiences

Based on our data, to effectively reach both retainer and new customers across your different audience segment we prioritize Adults 35/64

Prioritize channels

Our attention study's index, plugged into Omni's Channel Planner, suggest to plan across CTVs (~15%), Youtube (~27%), Social networks (~32%) and Audio (~26%)

Predict results

Omni's Investment planner estimates in this case 4 M€ budget to achieve +4,7 p.p of Aided Brand Awareness equal to +1,5/2 p.p of Unaided brand Awareness



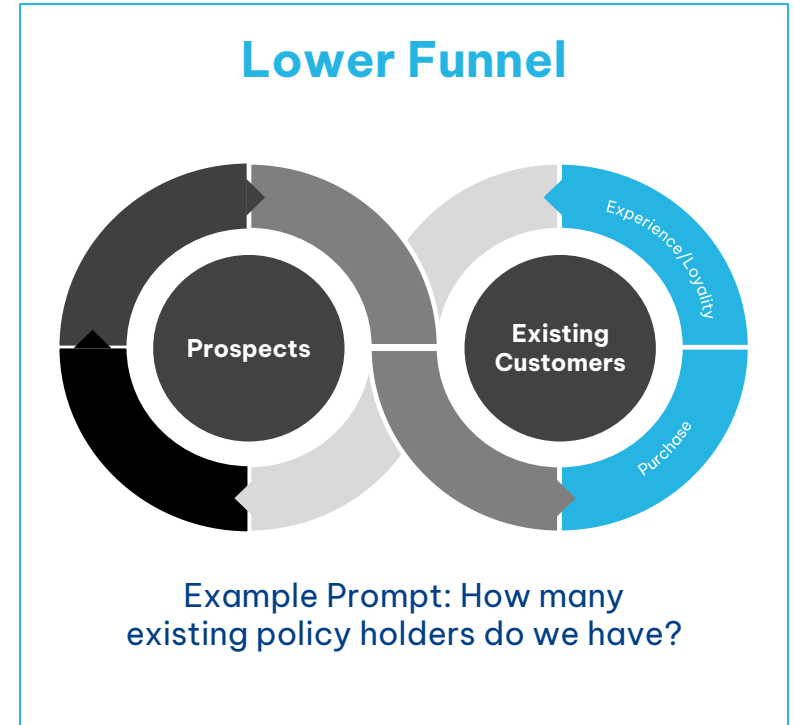
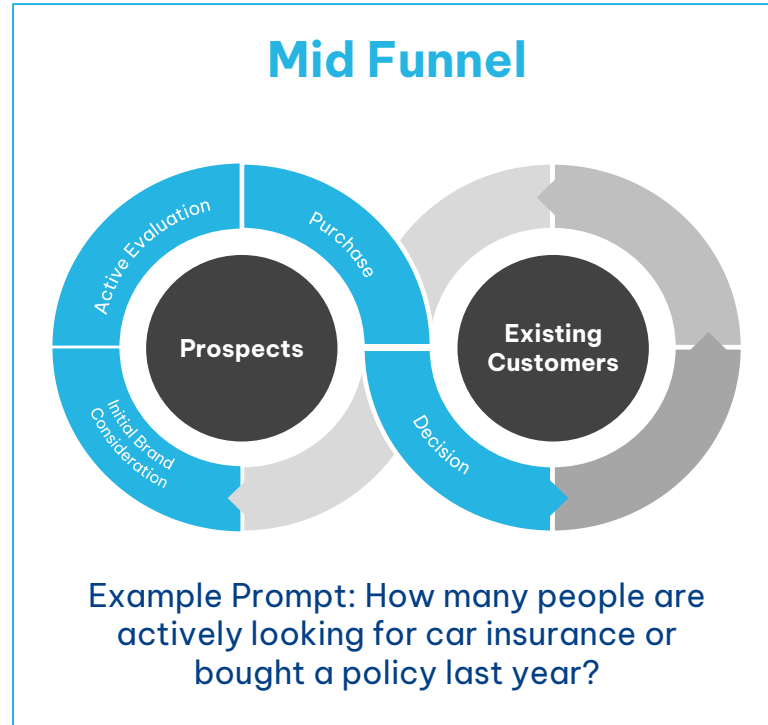
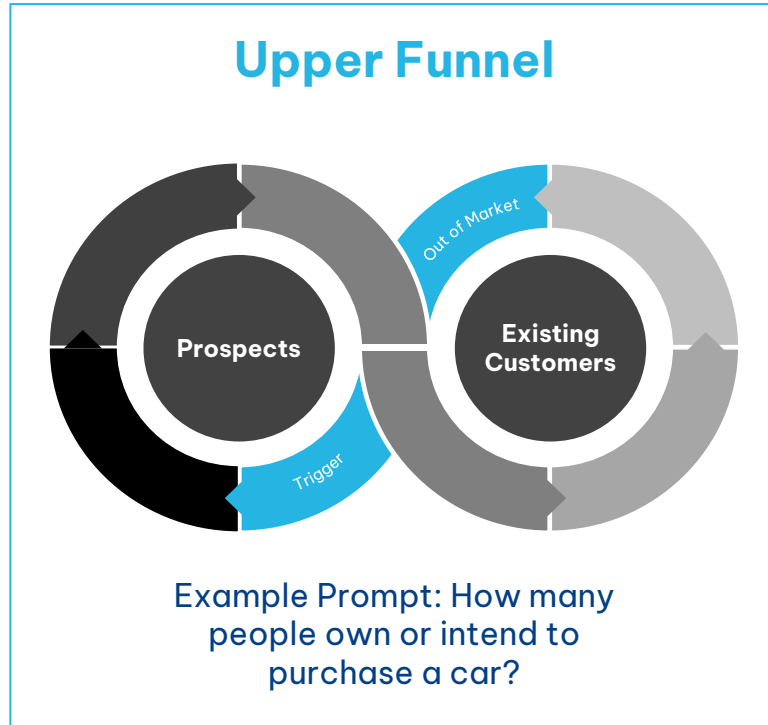
03

Planning

Designing the corresponding plan required to successfully connect with and persuade our defined audiences.

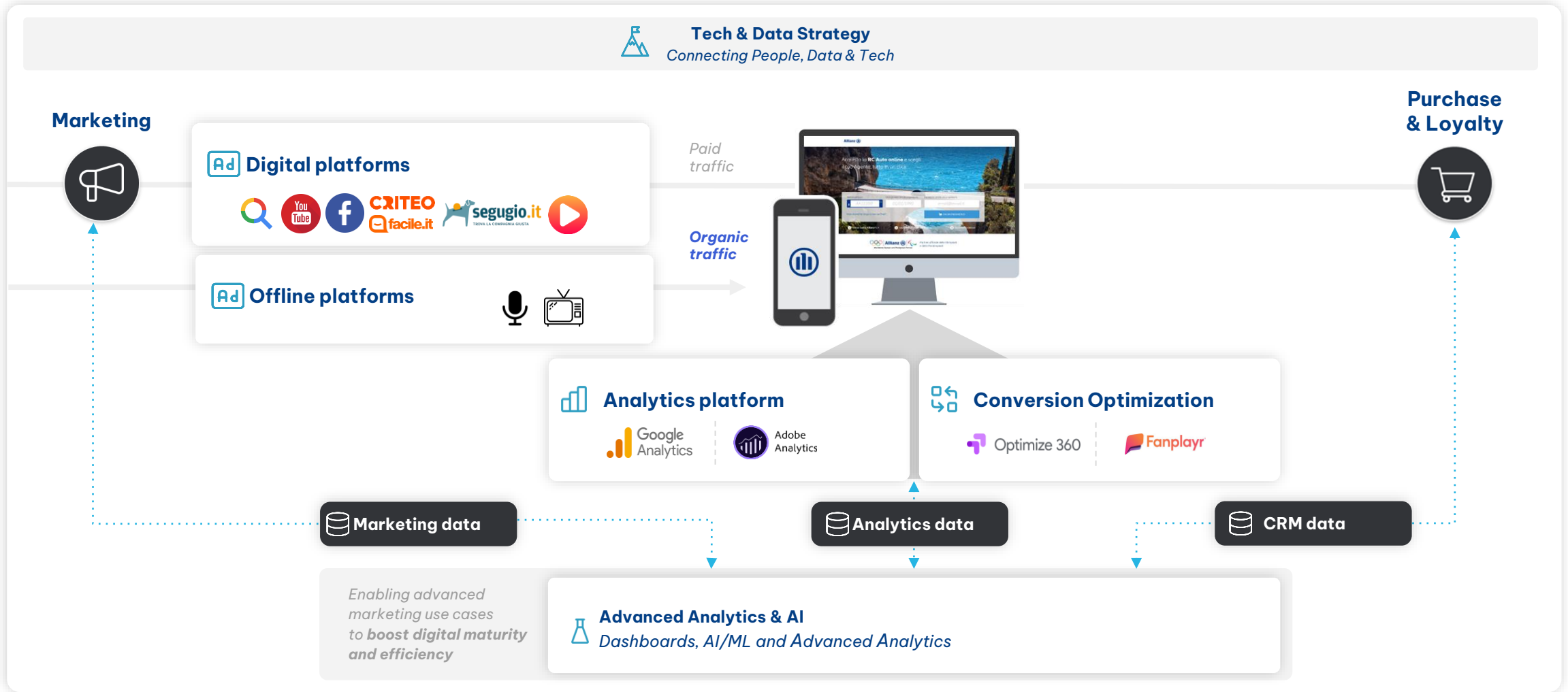


Driving Connected Impact Through Full-Funnel Growth Mapping

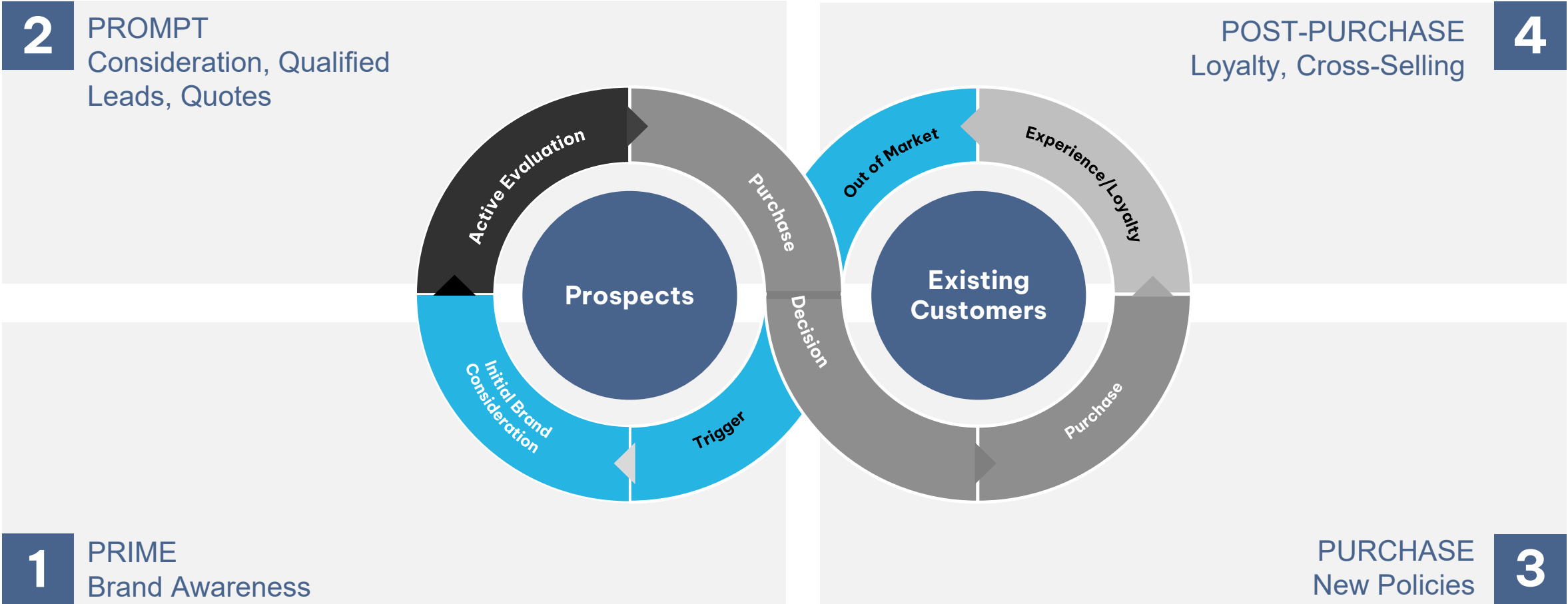


Example Prompt: According to ROMI data, what level of influence does my brand equity have on lower funnel outcomes?

Driving connected impact through full-funnel growth mapping



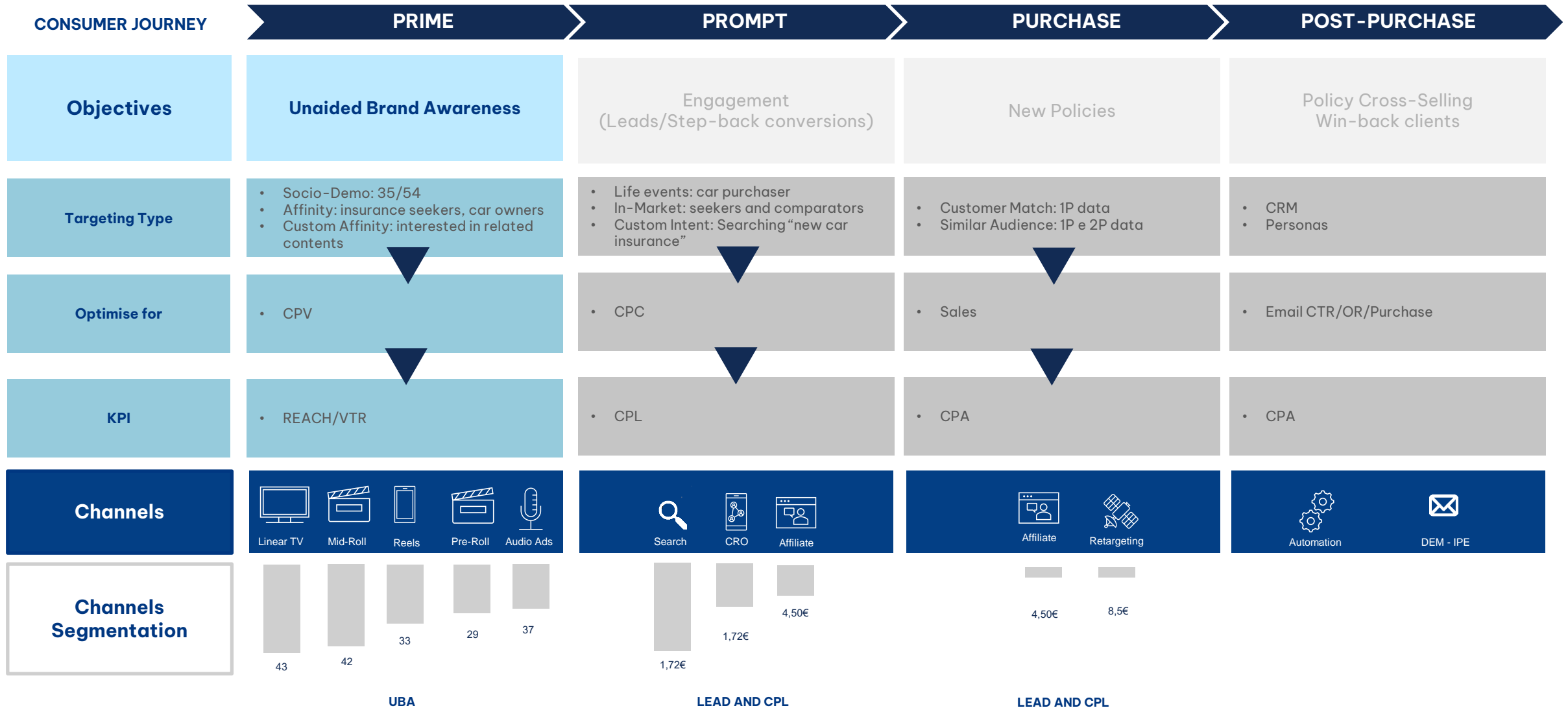
Going down into the funnel



Driving connected impact through full-funnel measurement

Campaign funnel	Example Objective(s)	Comms	Media audience	Example Channel(s)	Example Format(s)	Example Marketing KPIs	Media KPIs
PRIME	Brand Awareness	Create interest and awareness in moments of no intent to purchase (e.g. be culturally relevant)	OVERALL MARKET POTENTIAL (e.g. car owners)	<ul style="list-style-type: none"> > TV / BVOD > DCO OLV / Social > Rich Media Display 	<ul style="list-style-type: none"> > 20" – 30" AV > Immersive > Mobile High > Target Ad 	<ul style="list-style-type: none"> > Unaided Brand Awareness 	<ul style="list-style-type: none"> > Relevant Reach > CPV
PROMPT	Consideration, Qualified Leads, Quotes	Break target group-relevant barriers to increase brand and product attractiveness	CATEGORY POTENTIAL (e.g. car buyers)	<ul style="list-style-type: none"> > TV / BVOD > DCO OLV / Social > Digital Audio 	<ul style="list-style-type: none"> > 10" – 20" AV > Rich Media Display 	<ul style="list-style-type: none"> > Traffic 	<ul style="list-style-type: none"> > Clicks > CPC
PURCHASE	New Policies	Generate leads through product-specific arguments and concrete CTAs	CATEGORY POTENTIAL (e.g. policy buyers – incl. renewers)	<ul style="list-style-type: none"> > Search > Social > (Re-)targeted display 	<ul style="list-style-type: none"> > Selected Keywords > Visual In-Feed > Premium PMP 	<ul style="list-style-type: none"> > New Policies 	<ul style="list-style-type: none"> > Conversions > CPA
POST PURCHASE	Loyalty Cross-sell	Reinforce their choice and the brand's driving word of mouth	EXISTING CUSTOMERS	<ul style="list-style-type: none"> > CRM > Social > Digital display > DCO 	<ul style="list-style-type: none"> > Newsletter > Visual In-Feed > Premium PMP 	<ul style="list-style-type: none"> > + Customer Lifetime Value 	<ul style="list-style-type: none"> > CR/Actions > Engagement

Lead brand consideration and active evaluation starting from People and Channels



CTV and Streaming Platform to Boost Attention

- Approach:**

YouTube enables the reach of higher audiences, however digital broadcasters are reshaping tv environment in Italy. YouTube reached over than 10M of users on connected TVs using same formats and targeting capabilities to address communication on selected audiences (and efficiency results too)

- Targeting**

Socio-demo: Adults 35/54, Gen Y or X high spenders.

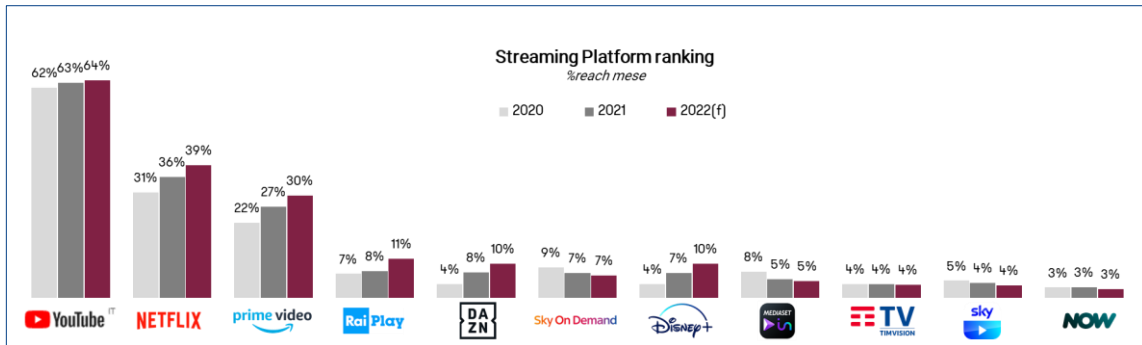
Affinity: Insurance seekers, car owners, ...

Custom Affinity: Interested in Allianz, Generali and Unipol insurance, Interested in Allianz Cloud, Stadium, Arena, ...

- Format:**

YouTube: Trueview

Digital Broadcasters: Midroll; Preroll



Reels & Vertical Video: The Most Growing Consumption

- **Approach:**

- #1 Know your audience
- #2 Make the content relatable
- #3 Engage as many senses as you can to put the viewer in the atmosphere of the video

Global brands are connecting social creativity to entire campaign concept thanks to Reels.

- **Targeting**

Socio-demo: Adults +38, Gen Y or X high spenders.

Affinity: Insurance seekers, car owners, ...

Custom Affinity: Interested in Allianz, Generali and Unipol insurance, Interested in Allianz Cloud, Stadium, Arena, ...

- **Format:**

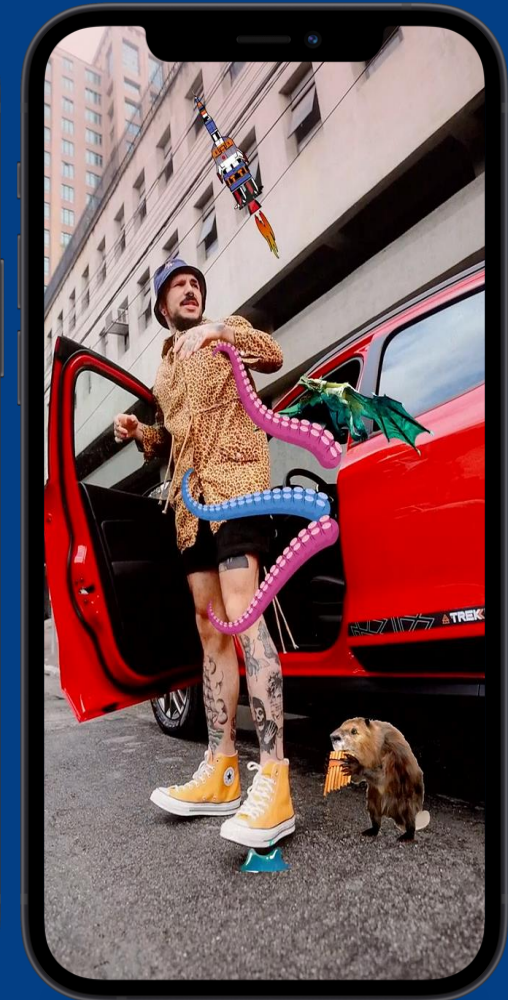
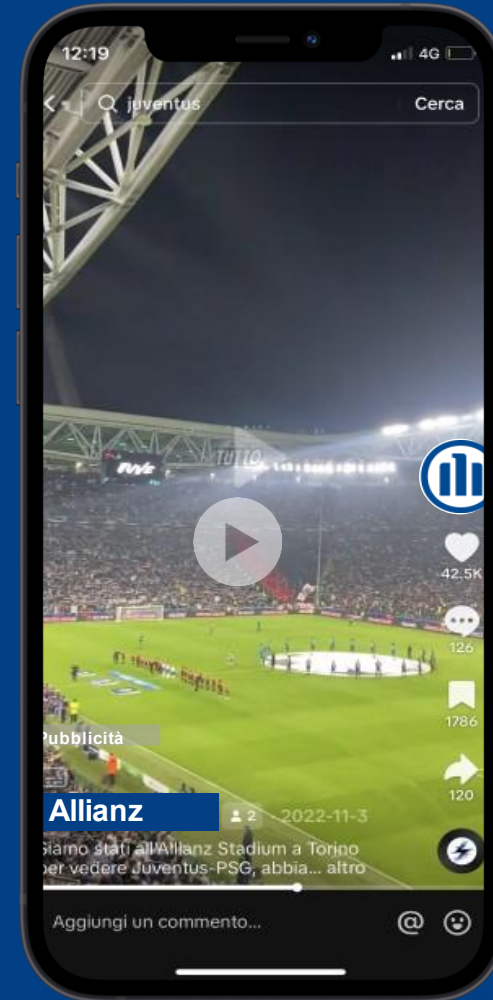
Meta: Reels

TikTok: InAuctionVideo

- **META CASE:**

REACHED WITH CLAIM #WALKWITHPRIDE2022 VIA UGC POSTING

1.3B of Impressions



Spotify Combine Reach With More Effective Ads

- **Approach:**

Thanks to Spotify data sources it's possible to recognize different digital signals and select specific reactive audiences (sustainability, sport, insurance seekers, ...)
 In order to deploy a creative rotation based on personalization and improve overall results

- **Targeting**

Socio-demo: Adults +38, Gen Y or X high spenders.

Affinity: Insurance seekers, car owners, ...

Custom Affinity: Interested in Allianz, Generali and Unipol insurance, Interested in Allianz Cloud, Stadium, Arena, ...

- **Format:**

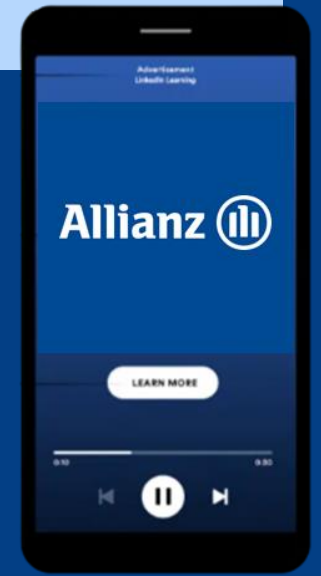
Audio Ads

DATA PERSONALIZATION	IN THE MOMENT	SPOTIFY (PG)	DSP DMP	BESPOKE
	DAY AND TIME	AGE / GENDER	LANGUAGE	API CONNECTION WIP DV360
	LOCATION	PLAYLIST / GENRE	BEHAVIOUR	
	SEQUENCE / ROTATION	EVENTS, ARTISTS, 3° PARTY DATA, 1° PARTY DATA	USER SEGMENT	
	DEVICE TYPE			



Thanks to Spotify data sources it's possible to recognize different digital signals and select specific reactive audiences (sustainability, sport, fashion lovers, ...)

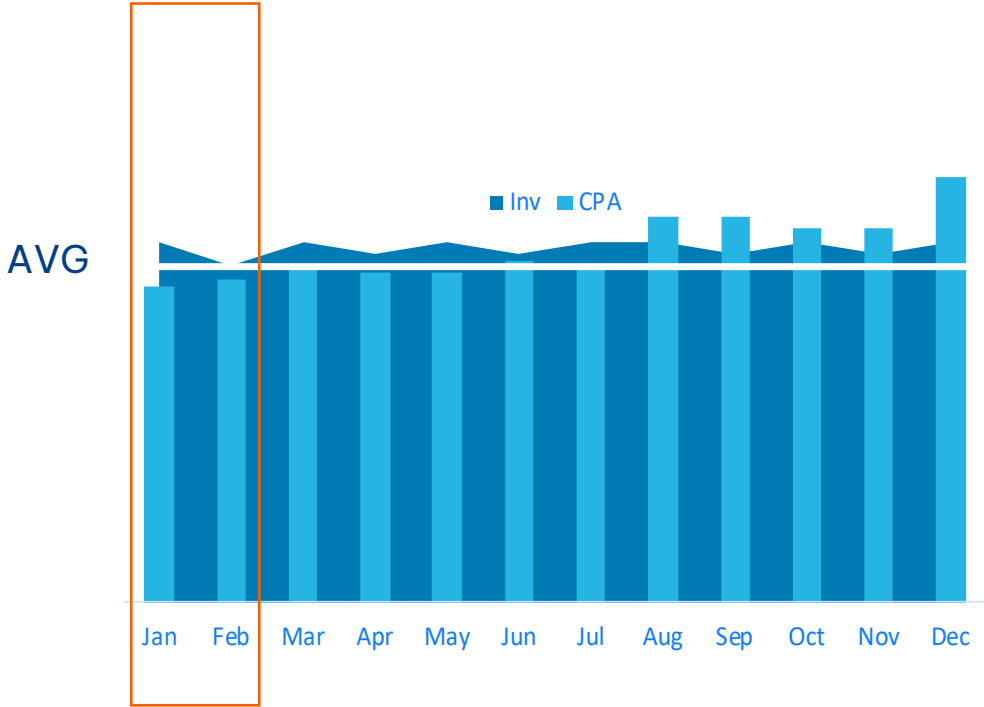
In order to deploy a creative rotation based on personalization and improve overall results.



Lead brand consideration and active evaluation starting from People and Channels

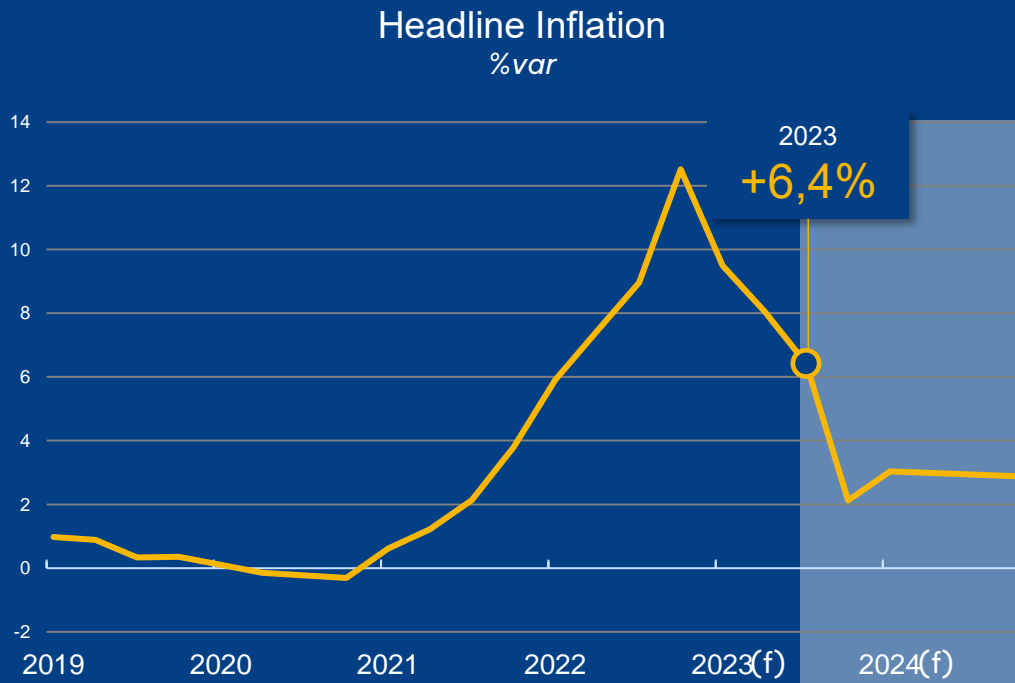
Video&Audio plan	Ads	Budget	CPM	22/01/2024	29/01/2024	05/02/2024	12/02/2024	19/02/2024	Imps	Views	FC	Reach	VTR / LTR (Spot.)	Attention Score
ConnectedTV (Discovery, Netflix, ...)	Midroll	€ 38.000	€ 35,00						1.085.714	1.031.429	1,5	723.810	95%	x1,76
YouTube	Trueview (Preroll)	€ 66.500	€ 7,50						8.866.667	7.536.667	1,5	5.911.111	85%	x1,21
Meta	Reels&Stories	€ 35.325	€ 4,50						7.850.000	3.925.000	3,0	2.616.667	50%	x1,38
TikTok	InAuction Video	€ 43.175	€ 2,50						17.270.000	8.635.000	3,0	5.756.667	50%	x1,38
Spotify	Audio Ads	€ 62.902	€ 6,00						10.483.667	8.911.117	3,0	3.494.556	85%	x1,13
Total plan		€ 245.902 (300 k € vat included)							45.556.048	30.039.212		12.858.556	66%	

Phasing suggestion based on full funnel performances



22/01/2024	29/01/2024	05/02/2024	12/02/2024	19/02/2024
Dark Blue	Dark Blue	Light Blue	Light Blue	Light Blue
Dark Blue	Dark Blue	Dark Blue	Light Blue	Dark Blue
Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
Light Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue
Light Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue

Italians continue to bear the inflationary pressure



45,5mln

Italians who in 2023 had to make more or less significant **sacrifices** due to inflation

34%

is worried about the worsening of the family budget

35%

of the lower class

would not be able to cope with a sudden expense of €800

Actual: Q4 2023

Linear TV doesn't decline. Inflation is slowing down its growth

Audience

Linear TV increases while SVOD drops due to prices

%Var. audience
AMR% - Jun-Aug 2023 vs Jun-Aug 2022

	Tot	15-34	15-64
TV	+1%	+5,6%	+1,2%
VOD	-3,6%	-6,0%	-5,0%

SVOD variations
Jun-Aug 2023 vs Jun-Aug 2022

	N	Disney+	prime video
Time	-12%	-7%	-13%
Price	+2€	+3€	+1€

Inflation

Autumn media prices see a modest increase

Tot. day - Q4 2023

+2%



-3%



+11%

This contributes to a decrease in the overall media inflation

Adu 15+ - Q4 2023

+3%

Measurement

Total audience remains elusive in the Italian media industry



The coverage is still fragmented across various measurement systems

Short Term: H1 2024

Focus on optimizing efficiency through a better measurement system

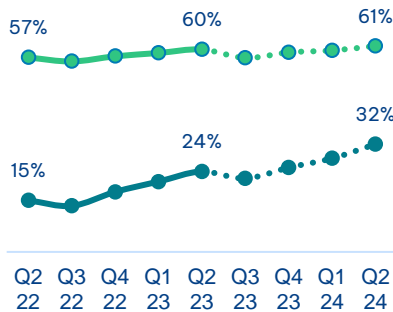
Audience

Linear TV audience will resist and AVOD will grow

TV Audience - H1 2024



SVOD growth will continue at a reduced rate



AVOD will start attracting more audience

Inflation

In the face of a worsening economic scenario, media price will remain flat or slightly growing

Tot. day - H1 2024(F)



Media Inflation

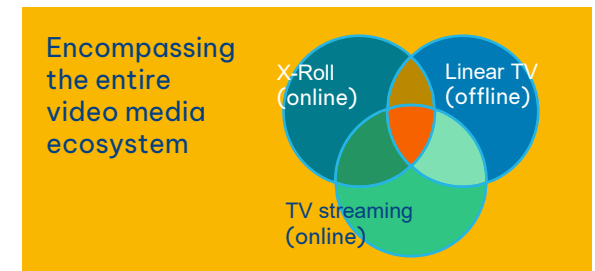
H1 2024 (F)

+2%

Measurement

Redistribution of the TV and VOD budget based on the total audience results

TOTAL AUDIENCE



A comprehensive measurement system



CUSV final launch

CODICE UNIVOCO SPOT VIDEO

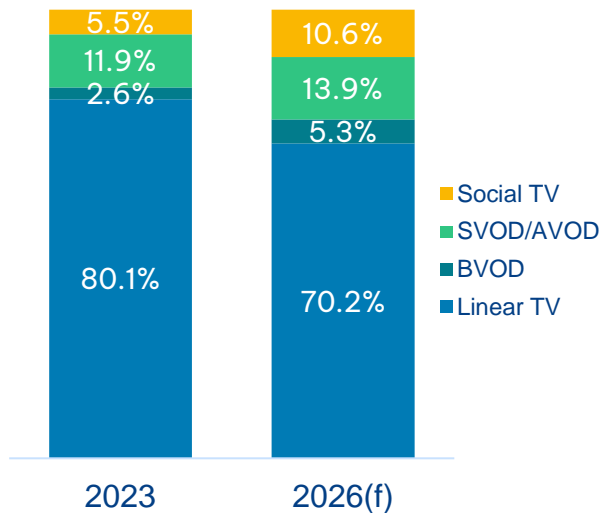
Long Term: 2024-2026

The streaming era. Increased capability of reaching attentive audience

Audience

TV content fruition habits will definitely change towards online

Time spent daily on video content %share



Inflation

Price negotiations for streaming over a three-year span starting in 2024



Media inflation will grow investments recalibration



VOD prices will increase become platforms media partner

Measurement

Possibility of planning based on attentive reach data

Buying only adv that will for sure create a memory in consumers' mind

- QUANTI
+ QUALI

Attention KPIs integrated within planning tools



Our vision to mitigate media inflation impact

Start: October 2023

→ 2026



DISCOUNT 02

Improve financial discount and decrease free spaces to protect planning results



AUDIENCE RECOVERY 04

Forcing commercial policy in order to reduce inflation impact caused to audience drop

SOS TV 01

Budget flexibility to maximise efficiency and quality;
Right balance between linear and non-linear TV as effect new measurement



BVOD LONG TERMS DEAL 03

Make strong deal with streaming platform starting from 2024 for next three-year;
Use total audience's results to renegotiate TV and VOD costs



03

Full Funnel Planning - awareness

Attention KPI

▼
With 45M impressions we reach nearly 40% of total target able to maintain current Allianz situation

Buzz and WOM KPI

Leads KPI

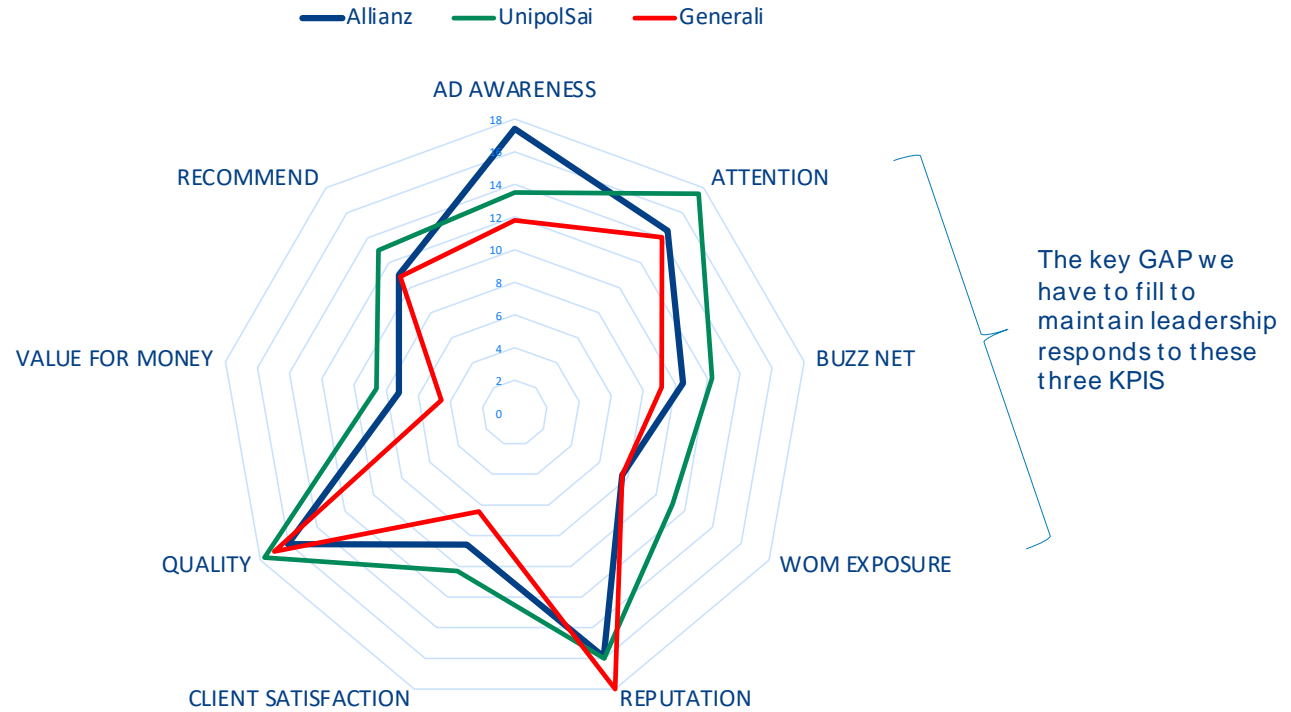




BREAK



We upgraded our plan focusing on Attention. What's next?



Source: YouGov, Aug 22- Lug 23

61

Is a naming strategy enough?

ROI Tangible

ROI Tangible + Intangible

Coeff. ROI

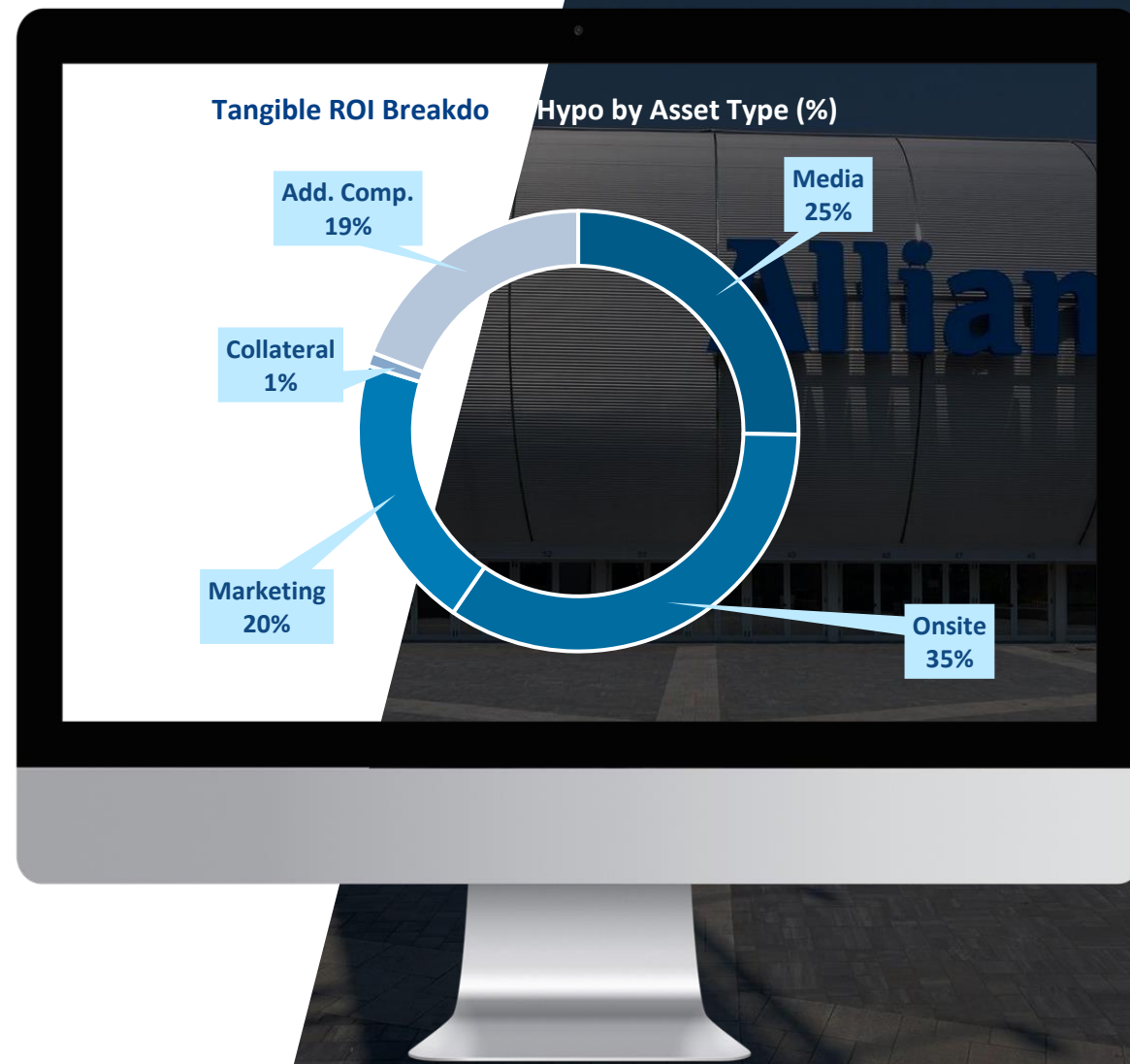
~ 2x

~ 2,5x

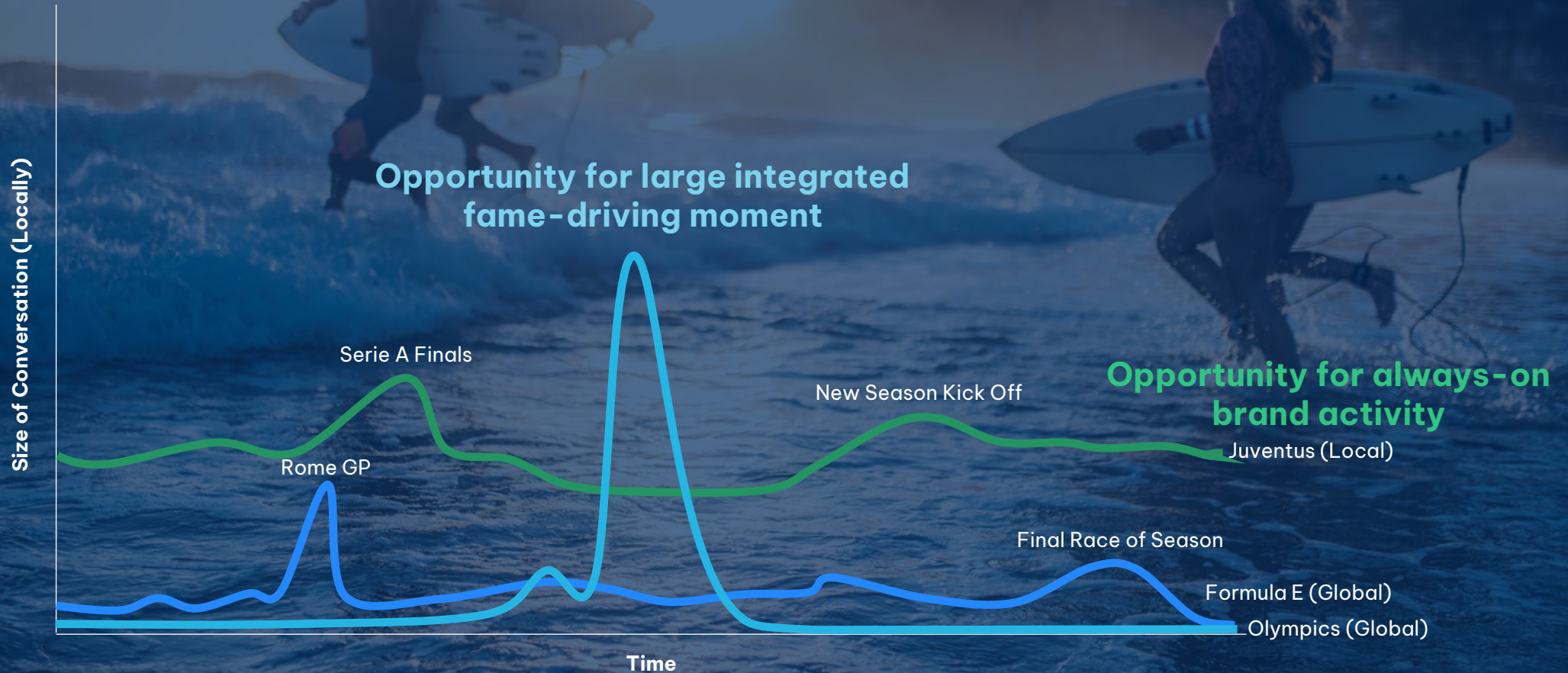
% / Tot Return

70-75%

25-30%



Buzz and Wom exposure naturally grow when something happens



slido



**Join at slido.com
#7744720**

① Start presenting to display the joining instructions on this slide.

slido



Il 20 Settembre 2023 è stata una giornata memorabile per lo sport italiano: la pratica sportiva è entrata a far parte della Costituzione. In quale articolo vi si fa riferimento?

① Start presenting to display the poll results on this slide.

slido



Il 6 Agosto 2021 l'Italia conquista l'oro olimpico nella 4x100 maschile. Da chi era composta la squadra?

ⓘ Start presenting to display the poll results on this slide.

slido



**Nel cuore degli appassionati sportivi italiani, il calcio è senza ombra di dubbio al primo posto.
Chi segue al secondo?**

① Start presenting to display the poll results on this slide.

Our route from Paris to Milan



Our Path

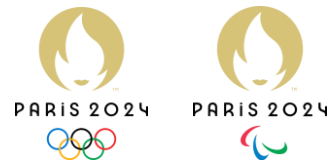


We are here



Step ONE

- Support and amplification on already active partnerships
- Management & Accounting
- Special Activities: “Casa Italia”



2024

Paris

Step TWO

- FUSE Strategy implementation on 3 pillars: Growth, Localization, Trending

2026

Milano Cortina



2028

Los Angeles



01

Step ONE



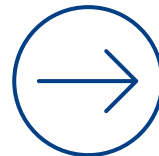
Road to Paris 2024

Leverage already active partnership

Management & accounting with rights holder (CONI, CIP, Fiamme Oro)

Talent Management
(Allianz Team - Paris 2024)

Special Activation to amplify strategic partnerships



Activation example

Creation of a space for live viewing of the Paris 2024 Olympics and Paralympics



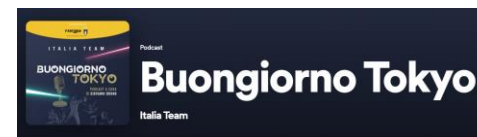
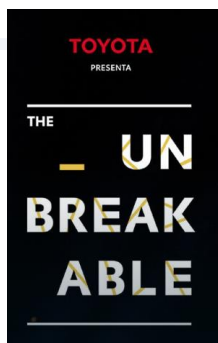
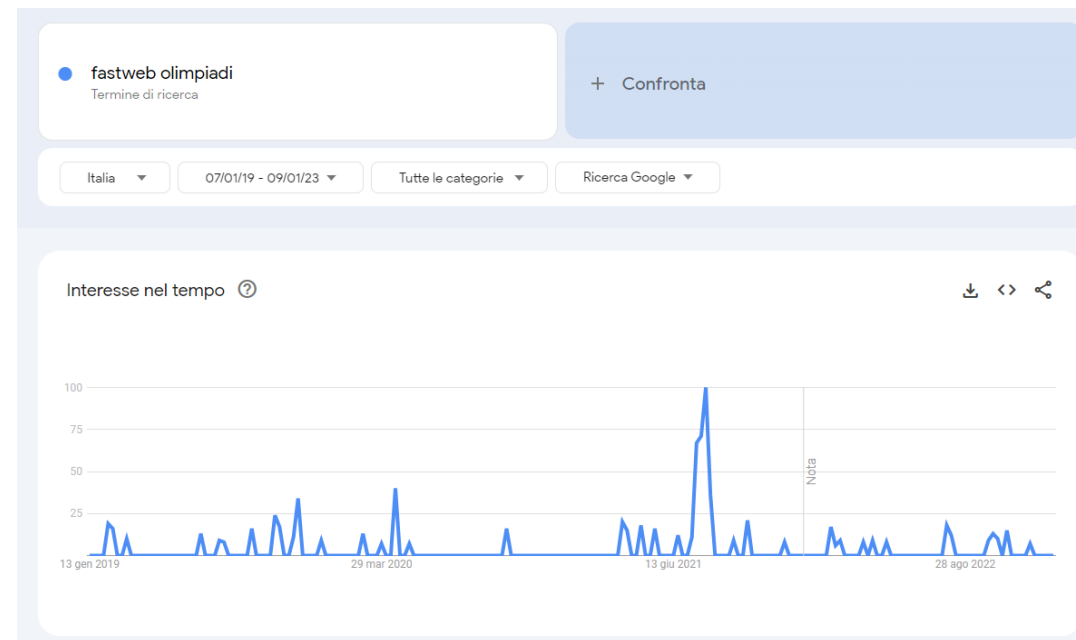
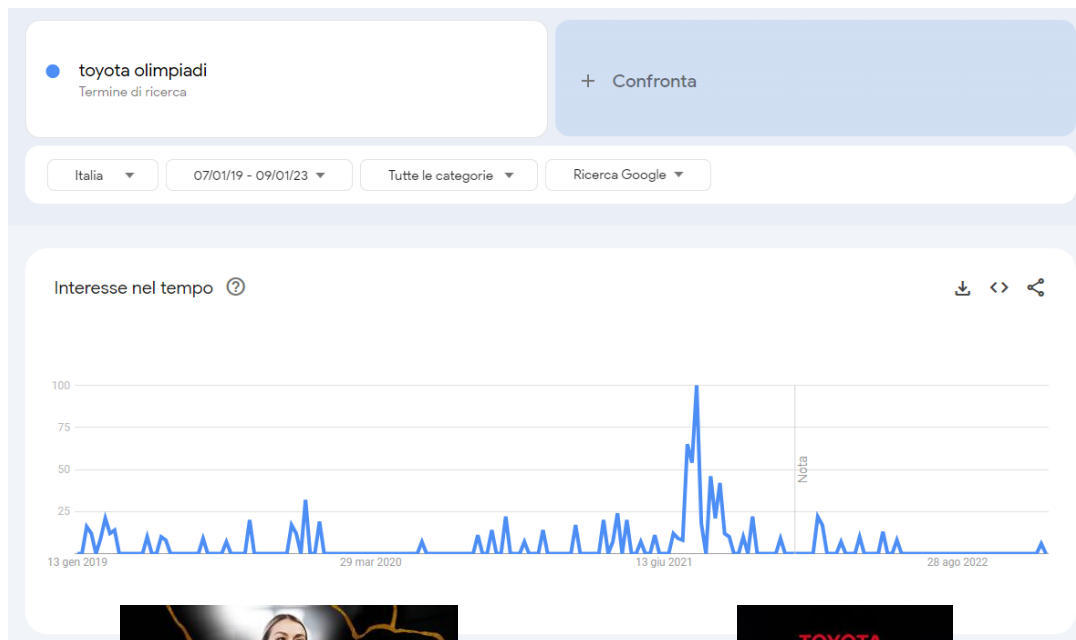
Public participation after contest or marketing activities



«*Casa Italia – From Paris with love*» Powered by Allianz

«*Fly2Paris*» Powered by Art4Sport & Allianz

Case Olympics & Paralympics Sponsorship



02

Step TWO



Reason Why

1

Growth

Allianz is already an Olympic and Paralympic partner and is also a partner of the Italian Olympic and Paralympic Committees.

We can use this opportunity to grow your global relevance.

2

Localization

Start a path aimed at reaching MiCO26 with credibility taking advantage of the opportunities related to winter resorts to increase brand awareness and consideration.

3

Trending

Take advantage of the assets already in possession and amplify thanks to the engagement of strategically interesting athletes.

E.g. Allianz Team

Why Winter Sports?



Gender values and equality

Around 2,900 athletes will take part in 114 events, with 47% female participation in what will be the most gender-balanced Winter Olympic & Paralympics Games ever



Competitions 16 disciplines

- | | |
|----------------------|---------------------------|
| Alpine Skiing | Snowboarding |
| Ice Hockey | Bobsleigh |
| Freestyle Skiing | Skeleton |
| Speed Skating | Luge |
| Short Track | Ski Jumping |
| Cross-Country Skiing | Curling |
| Figure Skating | Biathlon |
| Combined | Nordic Ski Mountaineering |

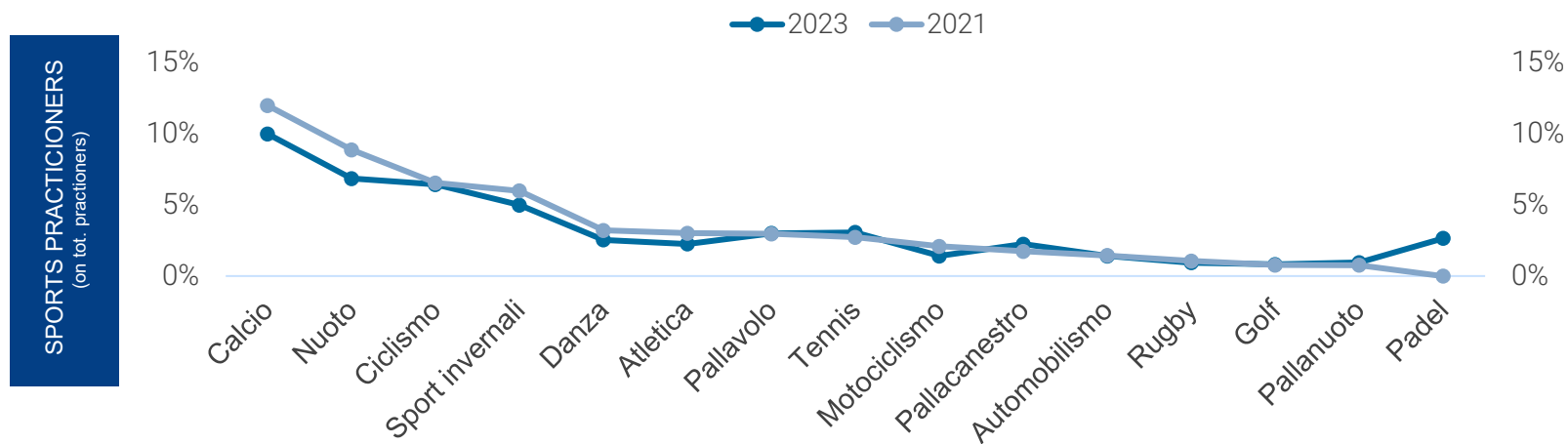
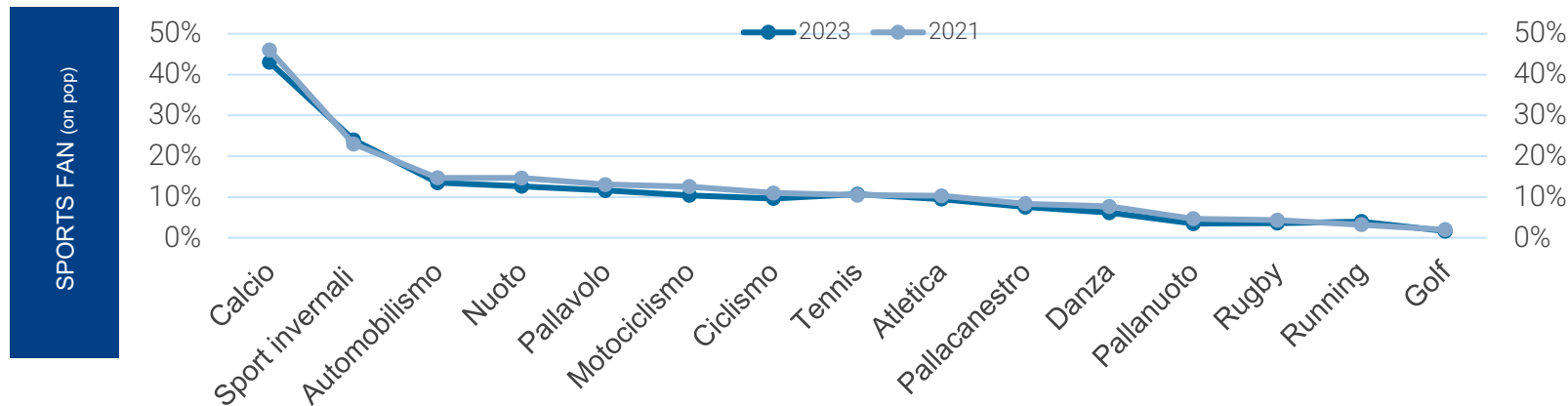
Sixtyeight years after Italy's debut as host nation in 1956, the Winter Olympic & Paralympics Games will return to be held on Italian territory for **Milano Cortina 2026**



The **Olympics and Paralympics** are a great opportunity to show the world once again who we are. The Games are a way to turn the world's spotlight on Italy.



«Winter is coming»



Source: Sinottica TGI

WINTER SPORTS

THE FREE-TO-AIR TELEVISION COVERAGE, ON THE RAI NETWORKS, GUARANTEES AN EXPOSURE SECOND ONLY TO FOOTBALL

4,34 Mln di spettatori TV FISL



What's the Allianz Role?



SKI MASTER



Expert, cool, but most of all, encouraging.

Opportunities

Growth



**FEDERAZIONE
ITALIANA
SPORT
INVERNALI**

Federation (Fisi – Fisg)

In addition to Federation sponsorship we can consider also a COSCUMA sponsorship

Localization



Mountain Destination

Madonna di Campiglio, Cortina ecc.

Trending



Athletes sponsorship

Marta Bassino, Sofia Goggia, Dorothea Wierer ecc.

Providing
continuity,
looking to the
future

Growth

Building a path that continues to give Allianz credibility in the Olympics and Paralympics arena is essential. The partnership with FISU or FISG will enable you to leverage assets with which you can **consolidate your association with the Olympic and Paralympic Games** in the minds of consumers

The following will be fundamental:

- High-impact content production
- Disruptive communication

Federazione Italiana Sport Invernali*



**FEDERAZIONE
ITALIANA
SPORT
INVERNALI**

Main Sponsor FISI 2024/25**
2 Mio

Official Sponsor FISI 2024/25
300K - 500K

Official Sponsor FISI 2023/24
with no visibility in races
100K - 300K

Road to



Benefit Official Sponsor FISI

IP rights	<ul style="list-style-type: none"> • Qualification of official sponsor FISI • Use of logo combined with qualification • Use of photos and audiovisual material for promotional advertising activities (min. 3 athletes together) • Exclusive merchandise in all physical disciplines
Team clothing	<ul style="list-style-type: none"> • Logo on multi-discipline racing suits
Digital e Social Media	<ul style="list-style-type: none"> • Logo placement on the site in dedicated spaces • Footer page + rotation banner + sponsor page • Linkable sponsor campaign banner (2 non-consecutive weeks on the home page) • Post-podium customization* alpine skiing max3 • Post customization during season 3 alpine skiing • Use of athlete photos in sponsor posts for victories celebrations
Hospitality and PR Events	<ul style="list-style-type: none"> • 2 VIP tickets for the Italian Alpine Ski World Cup races • 2 Invitations to official FISI events • Availability of athletes to participate in sponsor events / activities (e.g. fairs, meetings, conventions, press conferences, company shooting) 1 time • Exclusive experiences (e.g. meet & greet)
Official material visibility	<ul style="list-style-type: none"> • Presence of sponsor logo on promotional material • Logo on the backdrop FISI in band dedicated to the level of sponsorship official sponsor • Logo on roll up discipline in band dedicated to the level of sponsorship official sponsor
Fisi Card	<ul style="list-style-type: none"> • Possibility to carry out a promotion related to its products / services aimed at members (space on site fisi.org) • Possibility to send dem to 2 / season members

*To be verified . They have a insurance broker as supplier

**One of the main sponsors is expiring, it is a question of understanding whether or not it will renew

Mountain.
Passion.
Connections.

Localization

Overseeing an elite context permeated with sports culture is the tool through which Allianz will have the opportunity to **create connections**.

Here, too, continuity rewards the future. The Olympics & Paralympics in Milan Cortina will bring enormous visibility to these locations, **turning them into a media** in their own right.

The following will be fundamental:

- On-site activations
- High-impact content production

Mountain Destination

Madonna di Campiglio, Cortina, Corvara,
Courmayeur.

Presidium mountain destinations
300K - 700K

MADONNA DI CAMPIGLIO Example of focus Events

- 3TRE FIS SKI WORLD CUP
- The first ski cup race
- WROOOM
- Formula 1 & moto gp press ski meeting
23 edition
- ISMF SKI MOUNTAINEERING FINAL
WORLD CUP



Reason Why

Being significantly present in mountain destinations and in meeting places used for sports activities on Italian peaks can guarantee visibility towards a high spending target throughout the year.

Details

Visibility in the main places of aggregation of the localities

Activations of events in the winter/summer season

Co-branding with other sponsors and/or local authorities

Athletes Sponsorship



Trending

The way people inform themselves has changed. That is why content creation is crucial to the achievement of objectives.

Combining strategic partnerships with the sponsorship of the **most representative athletes** in the world of winter sports will give Allianz's communication a boost.

The following will be fundamental:

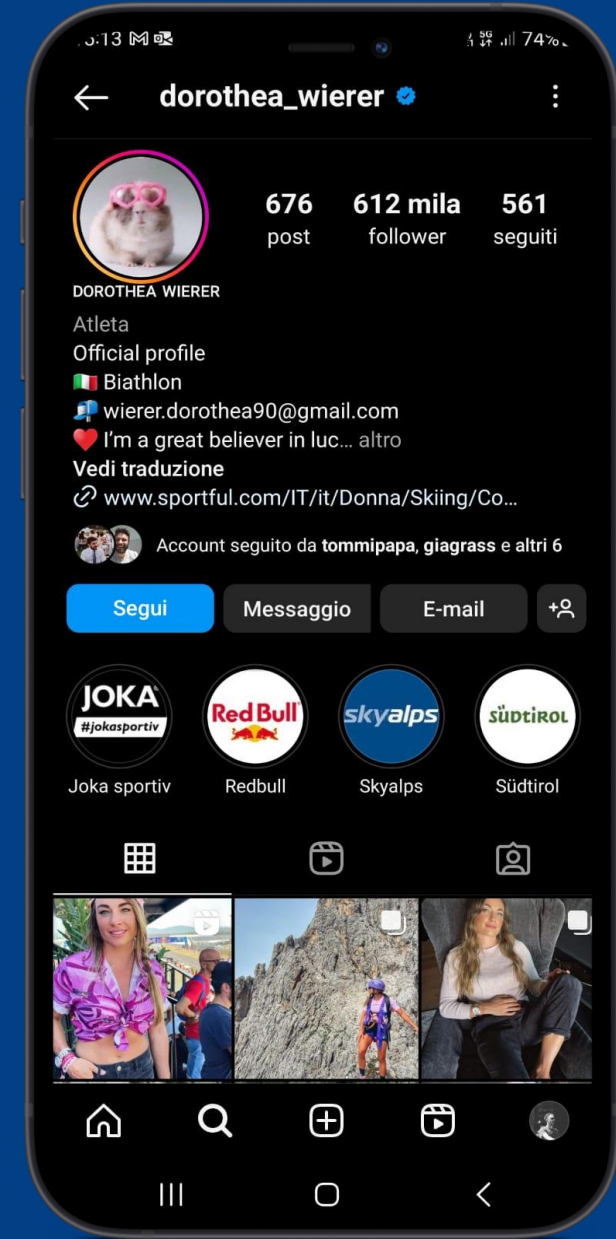
- Choosing a good mix of athletes based on reputation and growth possibilities
- Working in harmony with strategic partnerships

Athletes Sponsorship

Presidium of the athletes of the federation to allow the association to a face with a positioning in line with the assets.

Development of brand communication around sport, with the help of a single talent from the sports world or a group.

	Followers	Reco
 Dorothea Wierer	612K	Three-time individual world champion and two-time Biathlon World Cup winner.
 Sofia Goggia	527K	At the World Championships in 2023 she finished 11th in the super-G and in that same season she obtained the Downhill World Cup for the fourth time.
 Marta Bassino	196K	Italian alpine skier , winner of two world titles in the parallel slalom in Cortina d'Ampezzo 2021 and in the super-G in Courchevel/Méribel2023
 Arianna Triconi	75,2K	Italian alpine skier and freestyle skier , three consecutive world champion (2018, 2019, 2020) in the Freeride World Tour circuit
 Daniel Grass	33,5K	In 2022 he became the first Italian men's singles skater to win a gold medal in a Grand Prix. Thanks to this result, he also became the Italian skater to qualify for a senior final of the Grand Prix circuit.
 Omar Visintin	32,5K	Italian snowboarder , specialized in snowboard cross, for which he won a silver and a bronze medal at the Beijing 2022 Winter Olympic Games.
 Sofia Belingheri	24,3K	She competed at the 2018 Winter Olympic and 2022 Winter Olympics, in Women's snowboard cross . In the 2020-21 FIS Freestyle wins Ski World Cup, FIS Freestyle Ski World Cup.



04

Sponsorship effectiveness evaluation



Unlocking Partnership Effectiveness

Partnerships and sponsorships are crucial elements of a brand strategy.

Although, their measurement could be difficult and fragmented – because of the variety of assets and benefits types.

That's why as OMG we conceived a measurement framework to help our clients to track partnerships effectiveness on their brand.



01. PARTNERSHIP EVALUATION

02. PARTNERSHIP ANALYSIS MODEL

Allianz Partnership Evaluation Scorecard (XX/35)

Media Partner:



Have you already set a budget for the mandated partnership?	YES	NO
Has the briefed reach sufficiency already been met?	YES	NO
Has the role of the partnership been adhered to your communication goals?	YES	NO
Is there opportunity to review performance and optimize during the campaign?	YES	NO



Use the created circle to highlight the answer to each question. Then calculate an overall score based on a scale of 1-5
 1= strongly disagree
 5= strongly agree

Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

Does the property have high reach with the target audience ?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	X/5
Have all available media touchpoints been considered to deliver a holistic campaign ecosystem ?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	X/5
Have innovative solutions that are likely to resonate with the target audience been proposed?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	X/5
If bespoke content recommended, is it likely to resonate with the target audience?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	X/5
Is there a clear measurement proposal in place which aligns to the measurement framework ? Consider media KPI and on top brand studies.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	X/5
Has production been balanced with media activation , ensuring sufficient reach with the TA?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	X/5

Total Score: XX

Measurement framework



Competitor Intelligence

Competitor analysis and main take outs



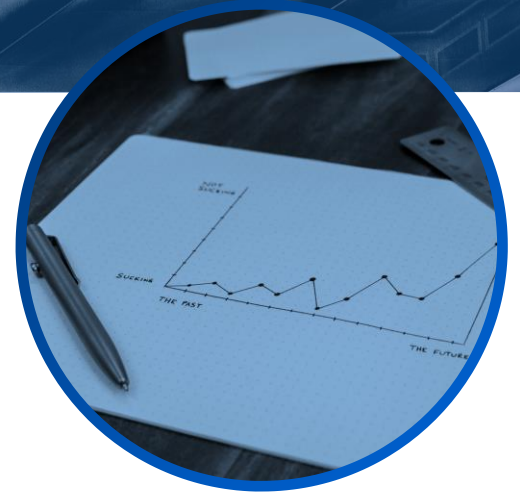
Territories Analysis

Sponsorship areas to be considered



Scouting

Opportunities for the brand



Third Party measurement

Nielsen, VDR, Ipsos, GWI, etc.

03

Full Funnel Planning - awareness

Attention KPI

With 45M impressions we reach nearly 40% of total target able to maintain current Allianz situation

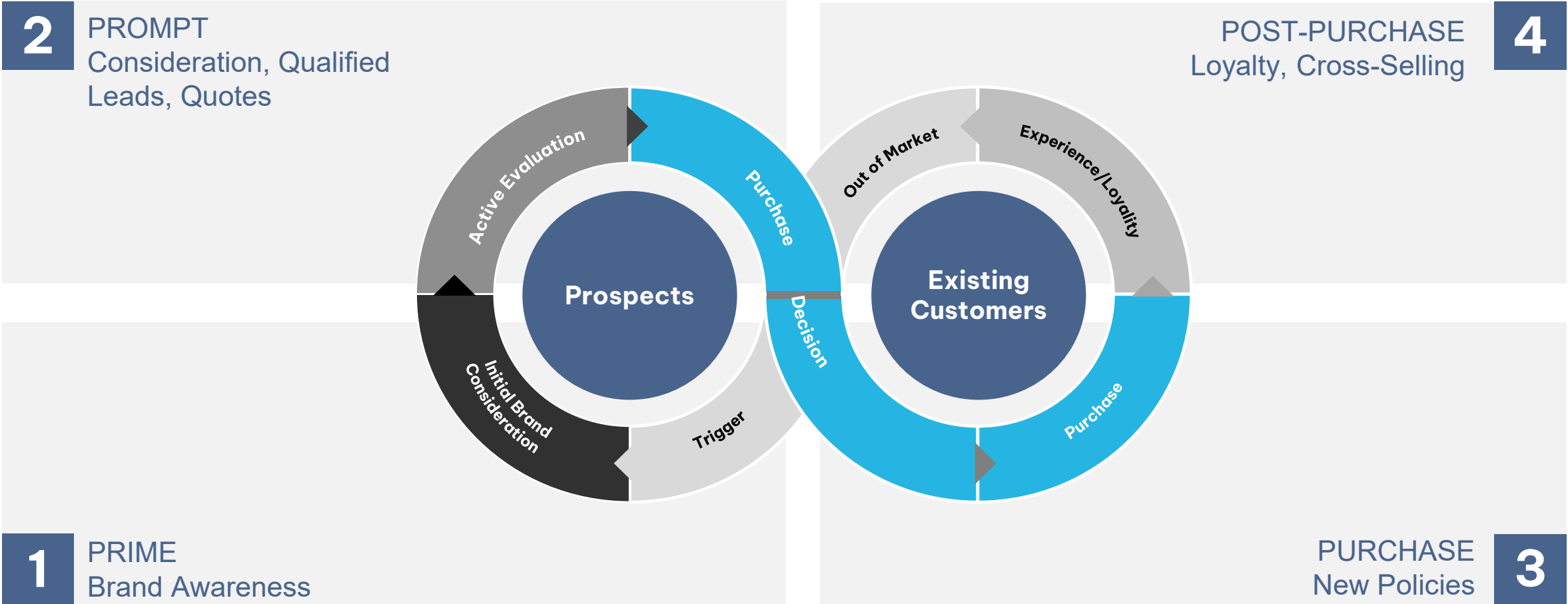
Buzz and WOM KPI

Sports sponsorship is a key element to leverage and we suggest a field beyond actual activations

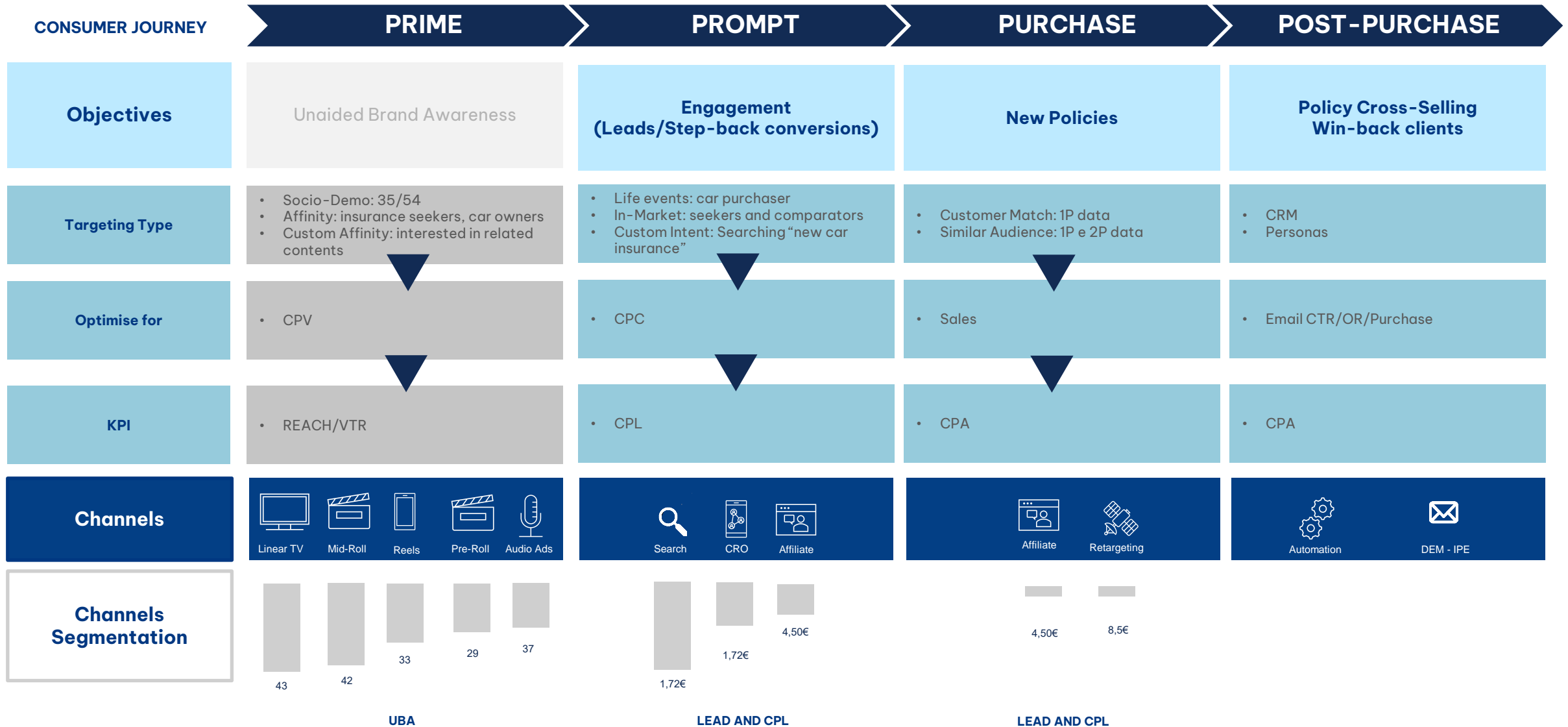
Leads KPI



Going down into the funnel



Amplify audience strategy focused on Prompt and Purchase phases



Performance framework



Performance mindset

Daily optimization and day-by-day performance routine; Performance players management



Tech improvement solutions

Data sources and tags «orchestration»



Not-only Paid Media activities

Drawing an end-to-end digital conversion flow

Google Search - Improvements to Enhance Your Ads Effectiveness

The optimization and update of the Search and GDN business with the new **Google best practices**, plus the implementation of new campaigns, would help to **increase visibility and increase leads by lowering the overall CPC and optimizing CPL.**

Current

Suggestions

Campaign Structure	Basic and efficient	>	Empowerment of existing activities with a greater push on responsive ads with images and text and the optimization of Google features such as Enhance Conversions or Performance Max.
Competitors	Paid activity not featured on competitor keywords	>	Adding responsive ads that cover the competition's keyword searches with dedicated extensions and sitelinks, for instance image extensions.
Ads	Informational and promotional message	>	Review of main titles, descriptions and site-links. The latter voted to redirect users within the acquisition funnel and to finalize the insurance contract.
Impression Share	Good positioning	>	Impression share monitoring to position Allianz always in the top 4 positions when users searching for it. This would be a mix with the competition ads and their investments. Using tool like Xamine to manage efficiently SEO and SEM.

Maximize overall conversions by Google Value Based Bidding strategy

- Approach:**

The Value Based Bidding implementation drive the budget towards higher-value conversion actions, fundamentals for the entire strategy.

Considering the whole customer journey, the algorithm will optimize campaigns for qualified researches from users that are more likely to do strategical higher-value actions (such as: “retailer locator interaction” or “configurator engagement”) with a consistent efficiency improvement.

- Targeting**

Life Events: New car purchase; Insurance switch...

In-Market: Insurance seekers; Insurance comparison...

Custom Intent: Users that are searching actively «new car insurance»

Remarketing & Similar Audience: Using 2P of Brand website to create new behavioural audience

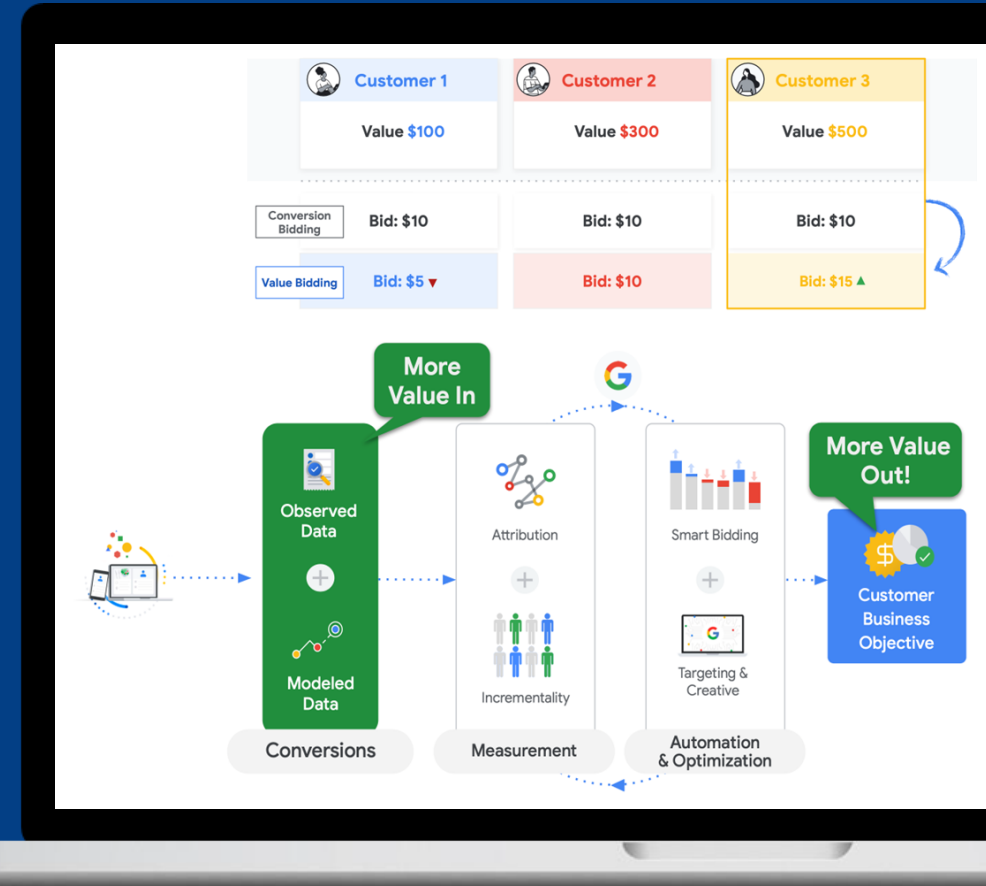
- Case:**

Infiniti Case History



+40%
Increase in
Configurator
Engagement

+8%
More Retail
Locator



Extend Search strategy to Microsoft Bing

- Approach:**

Connecting impact on search intent.

New features and new AI implementations from Microsoft side is very helpful to gain the right audience with the right attention and convert it in leads and purchases.

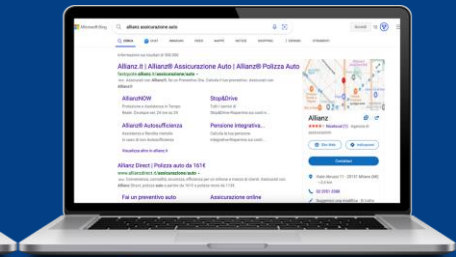
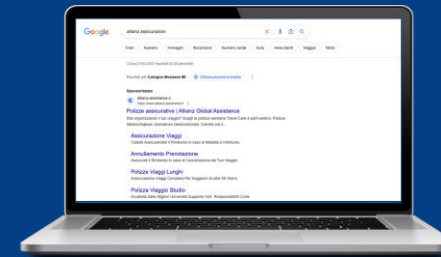
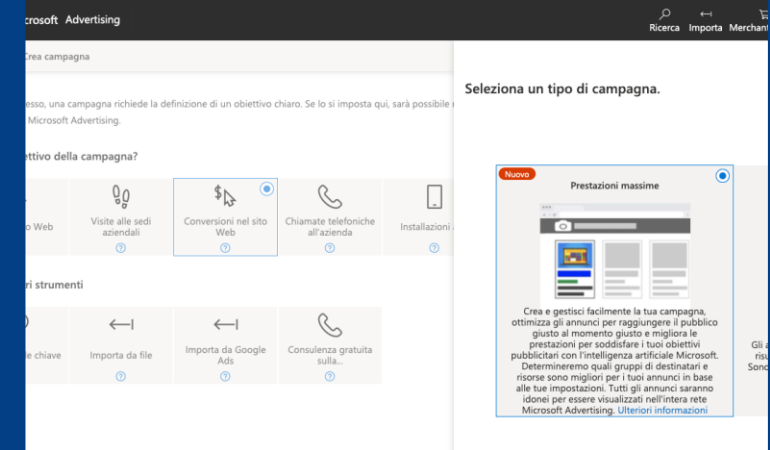
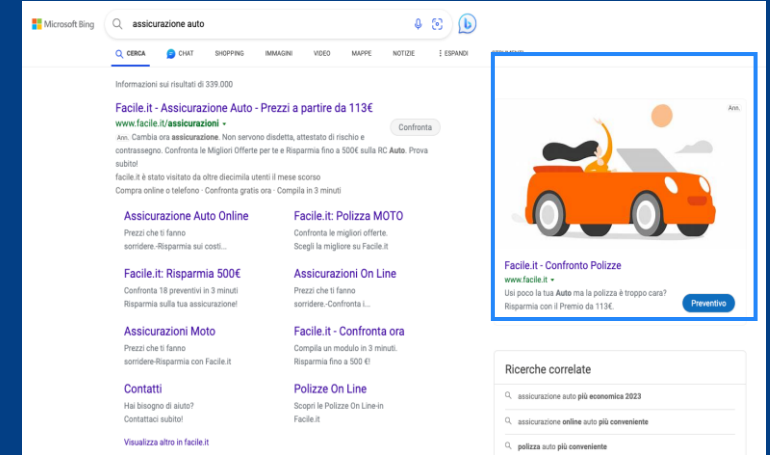
Multimedia ads: capture user’s attention with large visual imagery that showcases the brand and product’s features to increase visibility, interest and sales.

Performance Max: a new campaign type that takes full advantage from the Bing algorithm to maximize conversions. Performance Max campaigns serve across the search and audience network.

- Targeting**

Custom intent: Users that are searching «new car insurance»;

Remarketing & similar audience: Using second-party data from the brand website to create new behavioural audience segments.



Liase Search with SERP strategy to achieve top ranking positions



SEO alignment

SEO optimization allows you to increase organic traffic and to improve the quality score of SEA ads, reducing the CPC.

The increase in the quality score combined with SEA optimization allows an overall improvement in performance providing higher ROAS.



Third Partner activation

Xamine is a powerful tool that allows us to stop search ads under certain conditions.

For example, in the absence of competitors and when we are positioned on first results of the organic side.

This permits our ads to appear when they are really needed, thus optimizing our investment.



Creative approach on Search copies

Working on competitors and their brand-strategy in a creative way allow us to be smartly recognized:

«weren't you looking for the unique sense of safety that only Allianz can provide you?»

«sure you'd not prefer listen to what Allianz specially creates for you?»

Allianz will associate his image to the best context where users interest is higher

- **Approach:**

Be in the right context on the web.

Directly in the editorial contents with high impact formats and coherent with the selected target, the audience will see the perfect ads in order to be redirected properly on the product page when the banner is clicked.

This will be perfect to re-engage the part of the audience who has not completed the purchase.

We recommend to invest not more of 15% of the whole Performance budget on these players.

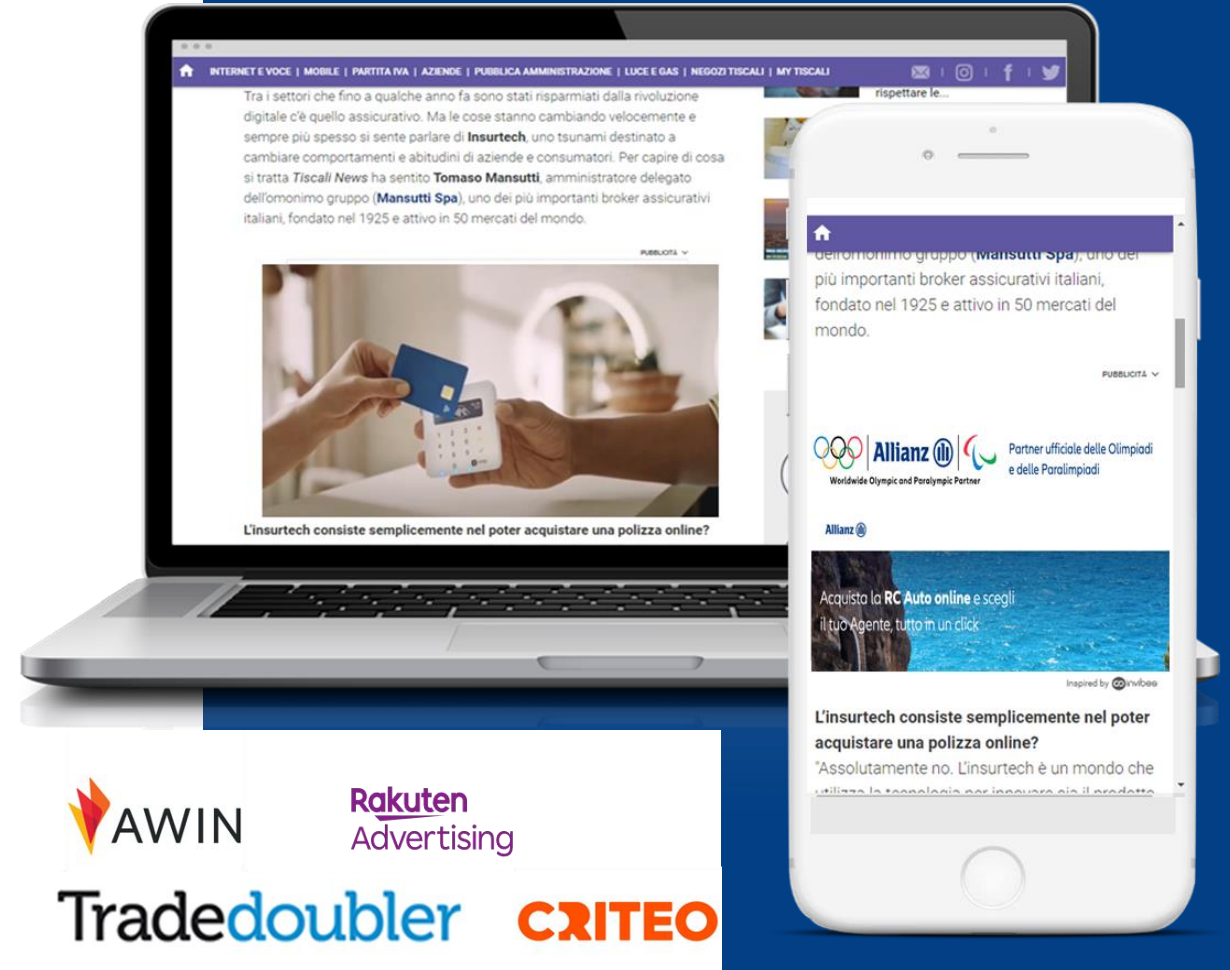
- **Targeting**

IN-MARKET: Insurance seekers, Insurance comparison, ...

REMARKETING & SIMILAR AUDIENCE: Using 2P of Brand website to create new behavioural audience

- **Format:**

Standard IAB, Skin, Masthead, Interstitial, In-image, In-read and etc.



The image illustrates the ad placement strategy. A laptop screen shows a news article from Tiscali News about digital insurance (Insurtech) with a banner for online policy purchase. A smartphone displays the same ad in a mobile format. Below the devices are logos for AWIN, Rakuten Advertising, Tradedoubler, and CRITEO, indicating the ad network used for distribution.

Set the best conversion environment on your properties: Conversion Rate Optimization

- **Approach:**

Activate specific players with CPA buying optimization to avoid conversion drop on your digital properties: implement Fanplayr Overlay in order to improve effectiveness (and efficiency) of your digital funnel.

- **Behavioural Targeting**

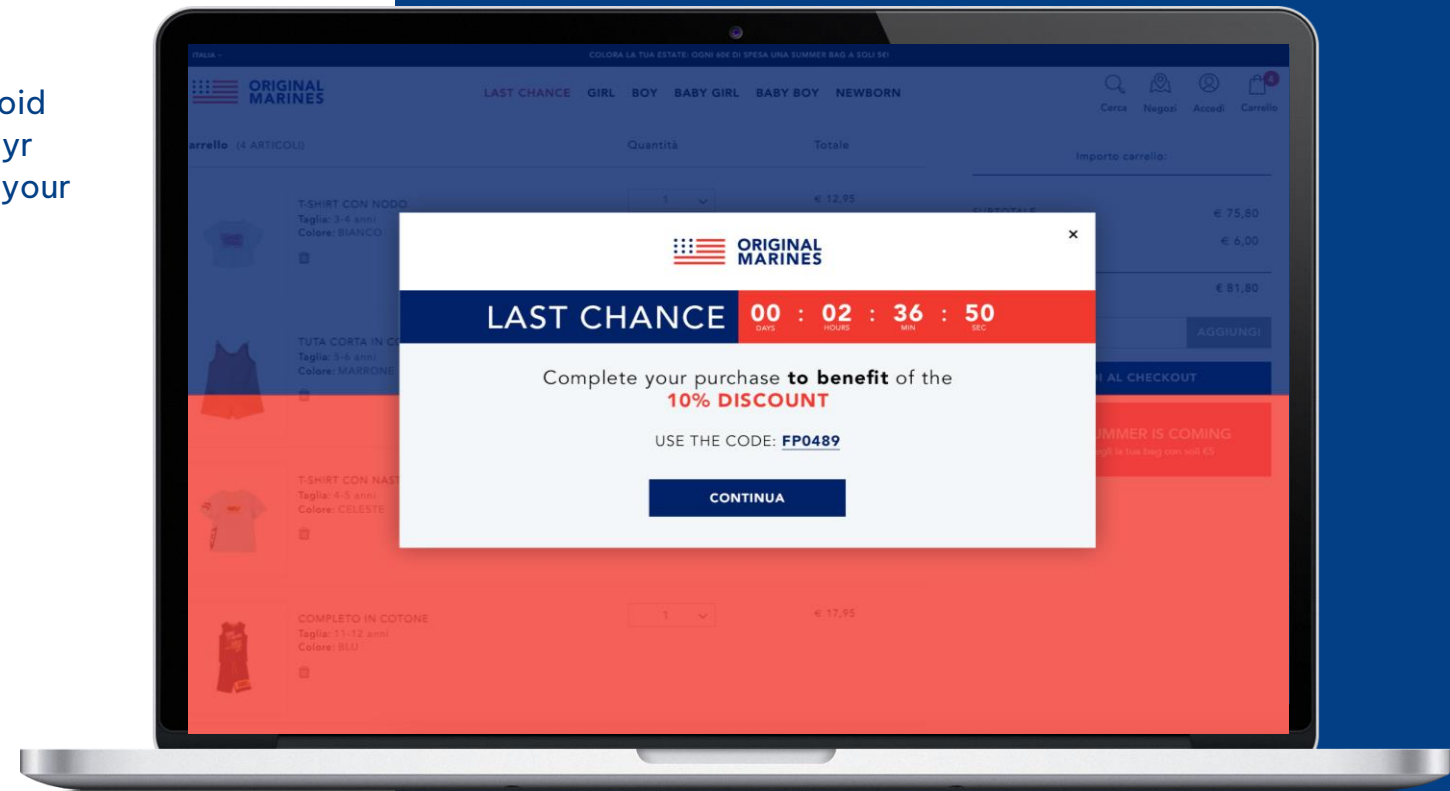
[Site Abandoners](#)

[Hesitant users](#)

[Cart or Purchase abandoners](#)

- **Format:**

[Website Overlay](#)



Moving towards a Frictionless Experience thanks to CRO Audit on your landings

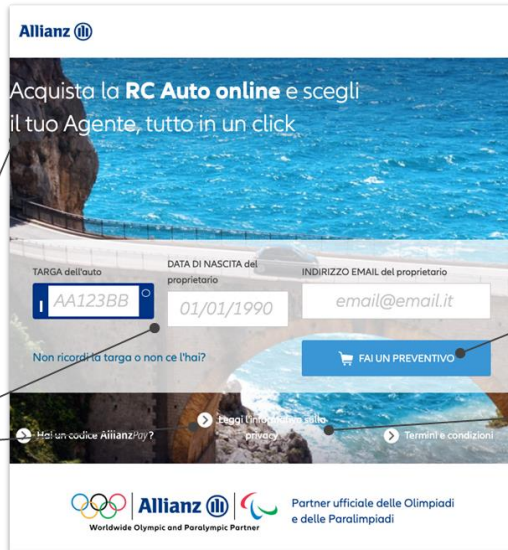
<https://fastquote.allianz.it/#/>

Add USPs (Unique selling proposition) to show the value of service.

Examples:

- ✓ Comfortable and fast service
- ✓ Insured up to xy million euros
- ✓ Free choice of agent
- ✓

Optimize LP for different devices (viewports).



Viewport Tablet (768 x 829px)

Reduce visitors anxiety. Example:

- No Marketing E-Mails
- We treat your data confidentially
- We will reach out to you within 1-2 working days.

Try different CTAs like "free quotation"

Remove or change background to make content more readable and put more attention on the input fields.

• Approach:

Own your properties conversion optimization strategy to create a long-term process that improves overall website conversion rate.

Understand and improve Customer Journey and User Experience with a performance mindset.

• Behavioural Targeting

Site Abandoners

Hesitant users

Cart or Purchase abandoners

UX light Audit

Findings we suggest to improve:

- Low visibility of links
- Links lead away users from the page; increase the bounce rate
- Inconsistency of form field design
- Low visibility of contents
- Tooltips are missing
- Accessibility Issues (see **Accessibility-Check PDF attached**)

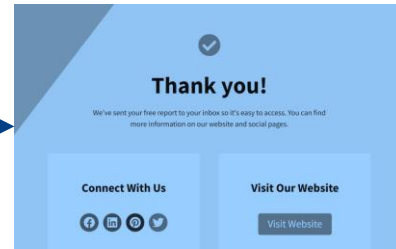
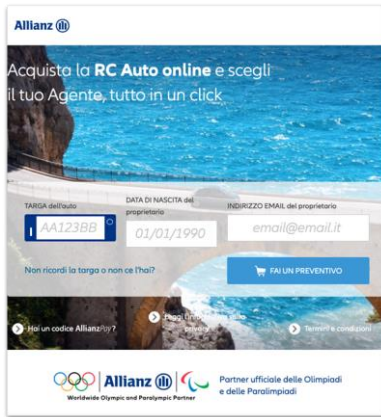
Suggestions based on Jakob Nielsen's Usability Heuristics:

- Add Tooltips and info about required form fields before error message (**Error prevention**)
- Add USPs - show users the benefits
- Align content to improve the readability (**Consistency and standards**)
- Unify and align form fields (**Consistency and standards**)
- Use a more minimalist background to avoid distraction and improve readability (**Aesthetic and minimalist design**)
- Remove accessibility issues to improve accessibility and SEO

GO BEYOND



Which is the best step after quote submission?



Offline users
Support users via customer centre and drive them to the agent



Online users
Proceed with digital flow and documents upload to subscribe insurance on Allianz website



Hybrid users
Define an omnichannel experience with Offline and Digital touchpoints



- **Approach:**

Detail a better user experiences per each user category in order to address digital journey to user preferences – and reduce lead wasting

- **Behavioural Targeting**

- Offline users
- Digital-savvy users
- Hybrid experiencers

- **Topic:**

- Customer Care
- Sales force management
- Digital Conversion Rate

Bridge the gap between your ads and sales funnel for an omnichannel experience

- **Approach:**

Create a on-and-offline ecosystem to boost sales, productivity & automation

- **Goal:**

Avoid lead dispersion and gain continuity in the process while transmitting the lead to on-field agents, designing a trackable end-to-end strategy thanks to our partners.

leadsbridge
powered by **activeprospect**



Lead Sync

Forget about tedious CSV files. Synchronize all your lead data automatically.



Audience Targeting

Target and retarget custom audiences between your CRM and other marketing tools.



Online-to-Offline Tracking

Get accurate conversion data by tracking leads in both an online and offline setting.



Custom Integration

We develop custom integrations, providing premium support and a dedicated team of experts.

Marketing automation to improve sales and lead effectiveness and efficiency

- Approach:**

Our owned solution platform permits to deliver campaign with strong integration between CRM & Media, with a real-time marketing automation strategy, thanks to our partnerships nurturing with main tech players

- Targeting & Case**

#1 Tailoring: Welcome / Follow-up DEM after lead transmission

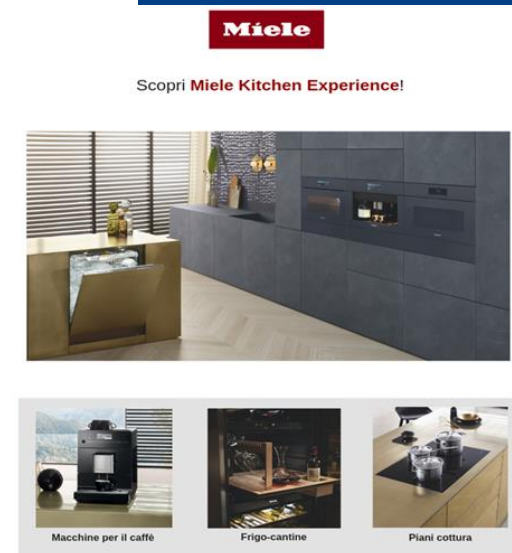
#2 Loyalty / Cross-selling: Approach to win-back strategy on lost customers; maintain higher rate of Loyalty purchases

- Format:**

DEM
IPE – Iper-Personalised-Emails

- Case Study:**

Miele and Renault



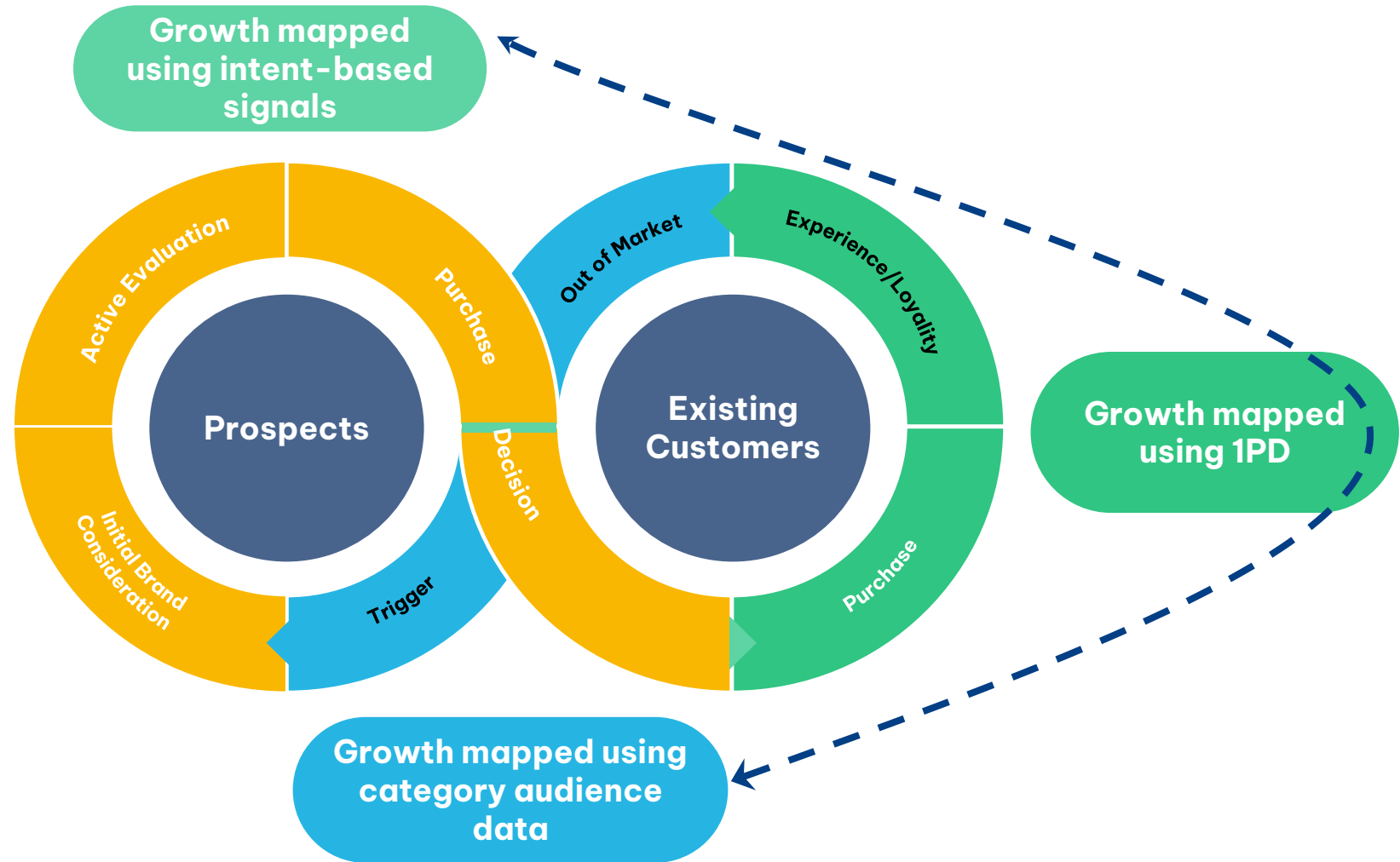

Patrizia is a 40 years old woman.
She has recently bought a Miele washing machine and kept a flyer that invites her to subscribe to Miele commercial newsletter (to be warned on updates and special offers)



Carlo is a 35 years old man.
He already has a Miele refrigerator. However, he wants to buy an oven.
He lands into the eshop to buy cleaning products and he even looks for information about oven products.

Link impact and trigger moments through full-funnel growth mapping

Full-Funnel mapping enables flexibility between top-down and bottom-up planning



And then we show the results



Current Scenario	Budget vat excluded	Budget vat included	Budget distribution	CPL	Lead	Lead Distribution	CR%	Sales	Sales Distribution	CPSales	CPSession	Sessions	Click through conversion
Total Paid	573.770 €	700.000 €	%	2,00 €	286.996	38%	4,12%	11.825	37,5%	48,52 €	0,82 €	697.275	1,70%
Search	447.500 €		78%	1,72 €	259.876	91%	4,35%	11.306	35,9%	39,58 €	0,70 €	639.286	1,77%
Affiliate [DEM / Display CPL / CPC]	31.500 €		5%	4,50 €	7.000	2%	1,00%	70	0,2%	450,00 €	3,70 €	8.514	0,82%
Retargeting	63.000 €		11%	8,50 €	7.412	3%	4,35%	322	1,0%	195,39 €	1,50 €	42.000	0,77%
Social	31.770 €		6%	2,50 €	12.708	4%	1,00%	127	0,4%	250,00 €	4,25 €	7.475	1,70%

Total Organic					478.326	63%	4,12%	19.708	62,5%				
Total					765.322	100%	4,12%	31.533	100%	18,20 €			

Future Scenario	Budget			CPL	Lead		CR%	Sales		CPSales*	CPSession*	Sessions	Click through conversion*
Total Paid	573.770 €	700.000 €	%	1,89 €	302.843	34%	18,94%	57.355	70,7%	29,46 €	0,77 €	748.887	2,60%
Search	432.000 €		75%	1,72 €	250.874	83%	6,53%	16.371	20,2%	26,39 €	0,70 €	617.143	2,65%
Affiliate [DEM / Display CPL / CPC]	20.000 €		3%	4,50 €	4.444	1%	1,15%	51	0,1%	391,30 €	3,70 €	5.405	0,95%
Retargeting	25.000 €		4%	8,50 €	2.941	1%	5,00%	147	0,2%	169,90 €	1,50 €	16.667	0,88%
CRO	76.770 €		13%	1,72 €	44.583	15%	6,53%	2.909	3,6%	26,39 €	0,70 €	109.672	2,65%
CRM - Marketing Automation	20.000 €		3%					37.877	46,7%				

Total Organic					577.277	66%	4,12%	23.785	29,3%				
Total					880.120	100%	9,22%	81.141	100%	7,07 €			

Var. Paid*				-5%	6%		14,82%	65%		-39%	-7%	7%	0,91%
Var. Org**					9%		0,00%	21%					
Var. Total					15%			157%		-61%			

*CRM - Marketing Automation excluded

**Overlap SEA-SEO

03

Full Funnel Planning - awareness

Attention KPI

With 45M impressions we reach nearly 40% of total target able to maintain current Allianz situation

Buzz and WOM KPI

Sports sponsorship is a key element to leverage and we suggest a field beyond actual activations

Leads KPI

Performance estimation on this campaign raise a +15% leads and +150% on sales



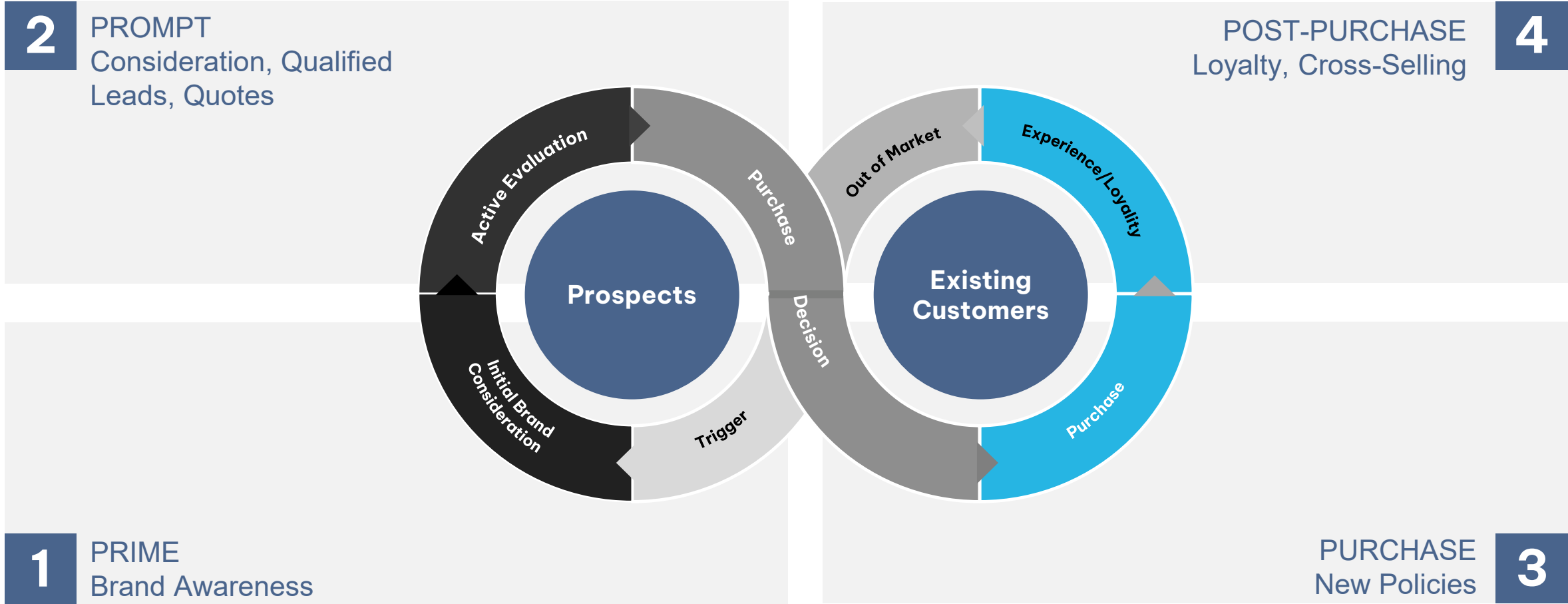
04

Activation and Measurement

Activate and continually optimize our plan to dynamically drive performance and learn from for future activity.



Going down into the funnel



Connected Impact

People & Process

Connected Teams

Rapid learning

Better decisions, faster

Connected OS

End-to-end

Outcome focused



One Stop shop solution



Connected Impact is Driven Through

Connected **People**



Learn faster
together:

De-siloed Teams

Cross-functional team

Weekly SAL

Transparent tasks

Shared learning agenda

**Sales Force community
enhancement**

Connected **Thinking**



Efficiency and effectiveness
across the consumer journey:

Customer satisfaction

Daily Reports

Weekly UX check (FL)

Beta testing

Connected **Platform**



Applying
Intelligence:

Infrastructure efficiencies

Audience studies

Retrospective meetings

Performance Reporting

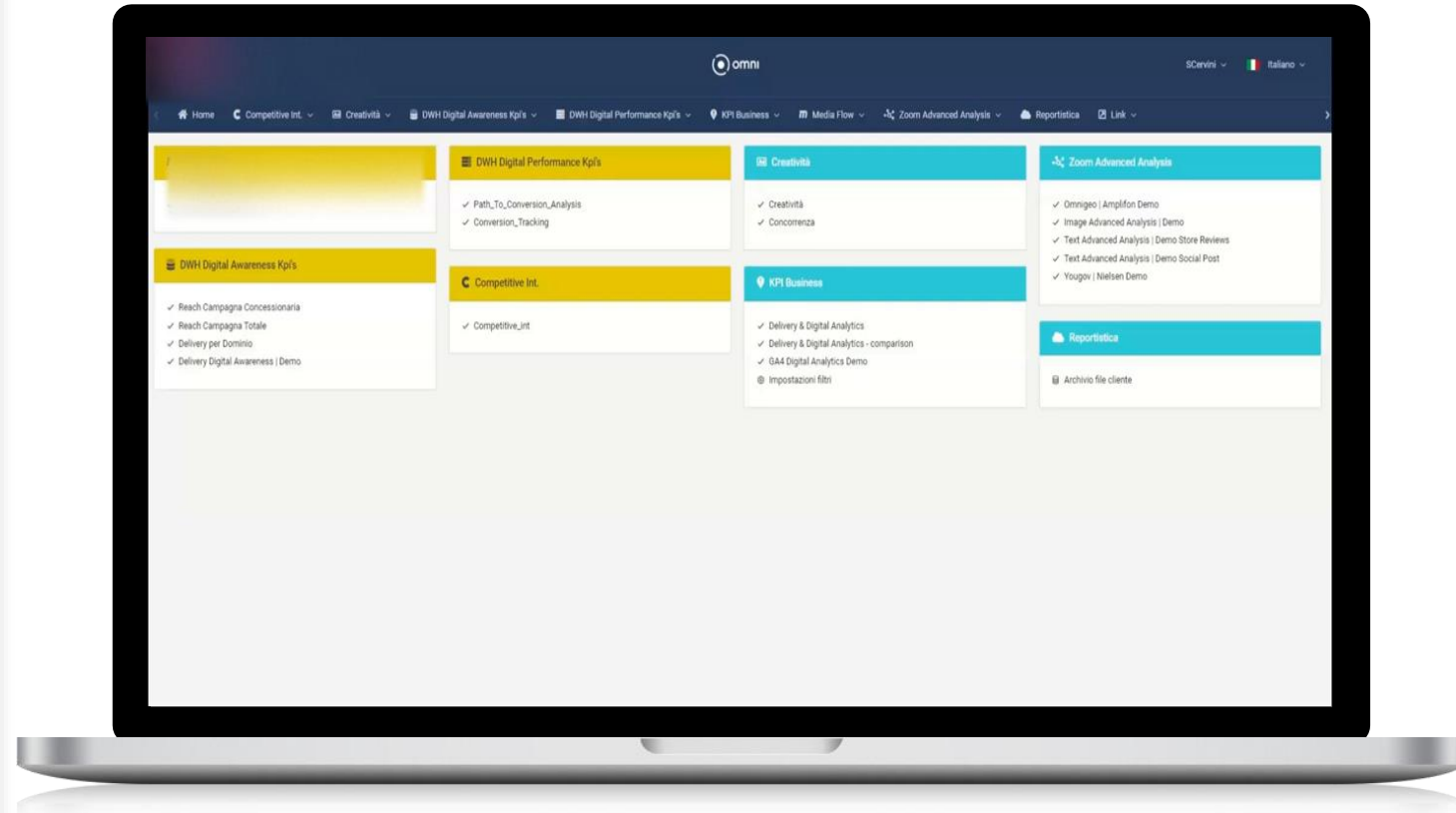
Performance Reporting

The Performance Reporting is your one-stop-shop for dashboards, delivering consistent data visuals to assist in the improvement of campaigns both in-flight and post completion.

Performance Reporting can be leveraged by several different types users and the use cases vary based on their position and needs.

Teams can identify trends, find optimization opportunities, improve processes and gain high level (and granular) understanding of campaign performance.

The application is powered by various types of aggregate data from ad servers, programmatic platforms, social environments and search campaigns. Additionally, other sources such as offline data or website analytics can be ingested into the platform, categorized and leveraged for insights.



Performance Reporting

Data Ingestion: Capable of handling and automating any kind of Input

Digital Media



Offline Media



Sellout/Management



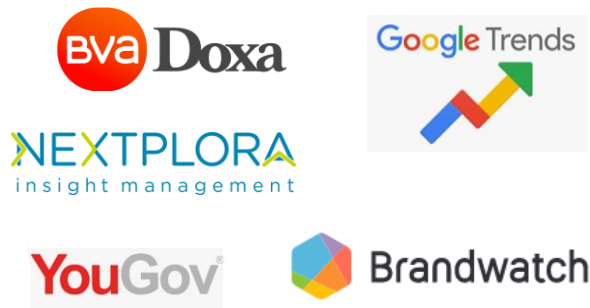
Cloud Systems



Web Analytics



Research/Surveys



Competitive Analysis



OMG Planning Tools



... and any custom import



Omni integrated custom data entry systems

Performance Reporting

Data Flow Architecture: from raw data to highly custom dashboards

EXTRACT
Raw data extraction through API, scheduled reports or other custom data ingestion solutions

TRANSFORM
Data normalization and harmonization (taxonomies, etc..)

LOAD
Data Lake setup, tables built and linked through key fields

DASHBOARDS
Data Lake queries with different technological solutions (Java, C-Sharp, PowerBI) to build custom visualizations

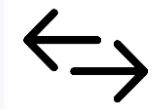
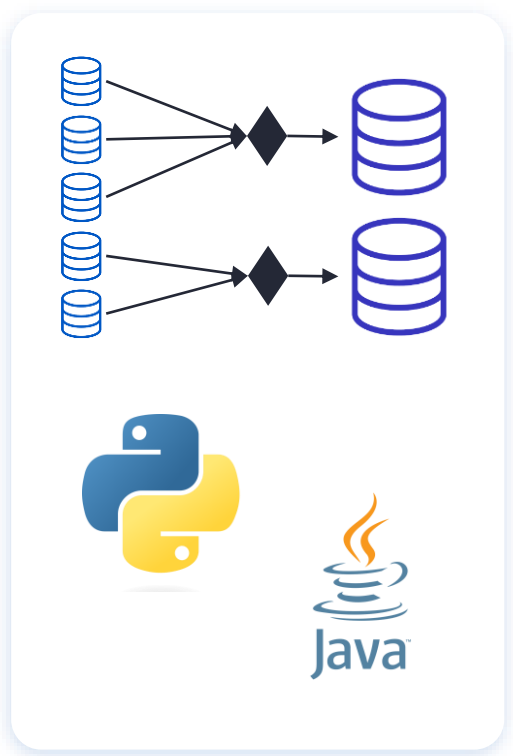
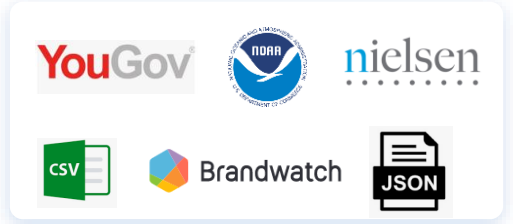
MEDIA



ALLIANZ



OTHER





Live Demo

User: demo.omg

Psw: Demo2023

Connected Impact is Driven Through

Connected
People

Connected
Thinking

Connected
Platform

Maintain UBA: 1 Mio €
Increase UBA +2 p.p.: 4 Mio €

Increase Leads: +6% paid /
+9% organic