





Building marketing technology for real behavioral change.



#### WHO IS MAGNITUDE OF CHANGE?

We are a marketing technology company for

government & adjacent agencies, NGOs &

purpose-driven brands.

We work with change-makers, policy experts, and community leaders, having managed hundreds of campaigns for highly specialized and regulated verticals.

Our proprietary platform, ORION, is the first communications platform purpose-built to create meaningful behavioral change.



It is our mission to amplify marketing technology in support of our partners who are changing the world.



#### WHAT IS PROGRAMMATIC ADVERTISING?

# Programmatic advertising is the automated buying of online ads across the open internet.

This includes, but is not limited to: all web publishers, connected TV content (Hulu, Disney Plus), digital audio spots (Pandora, Spotify), and digital out-of-home placements (physical places like airports, doctor's offices, cafes).

# Why is programmatic advertising beneficial to me?

Ads are purchased and managed via Demand Side Platforms (DSPs). These are software platforms that run auctions for ad space and place ads automatically, allowing for greater scale, reach, and growth with minimal human effort.





#### WHAT ARE THE PROBLEMS WITH PROGRAMMATIC ADVERTISING?

# High spend commitments.

Because the industry-leading DSPs have invested so much into their tech, they only cater to advertisers who commit to budgets of \$1.2m+ annually.

# No single DSP can do it all.

No DSP can do everything. Each DSP excels at something different, like breadth of integrations, strength of algorithms, integrated advertising channels, formats, or reporting.



Additionally, digital advertising has a steep learning curve, with so many DSPs and channels to choose from.

Where do you start?



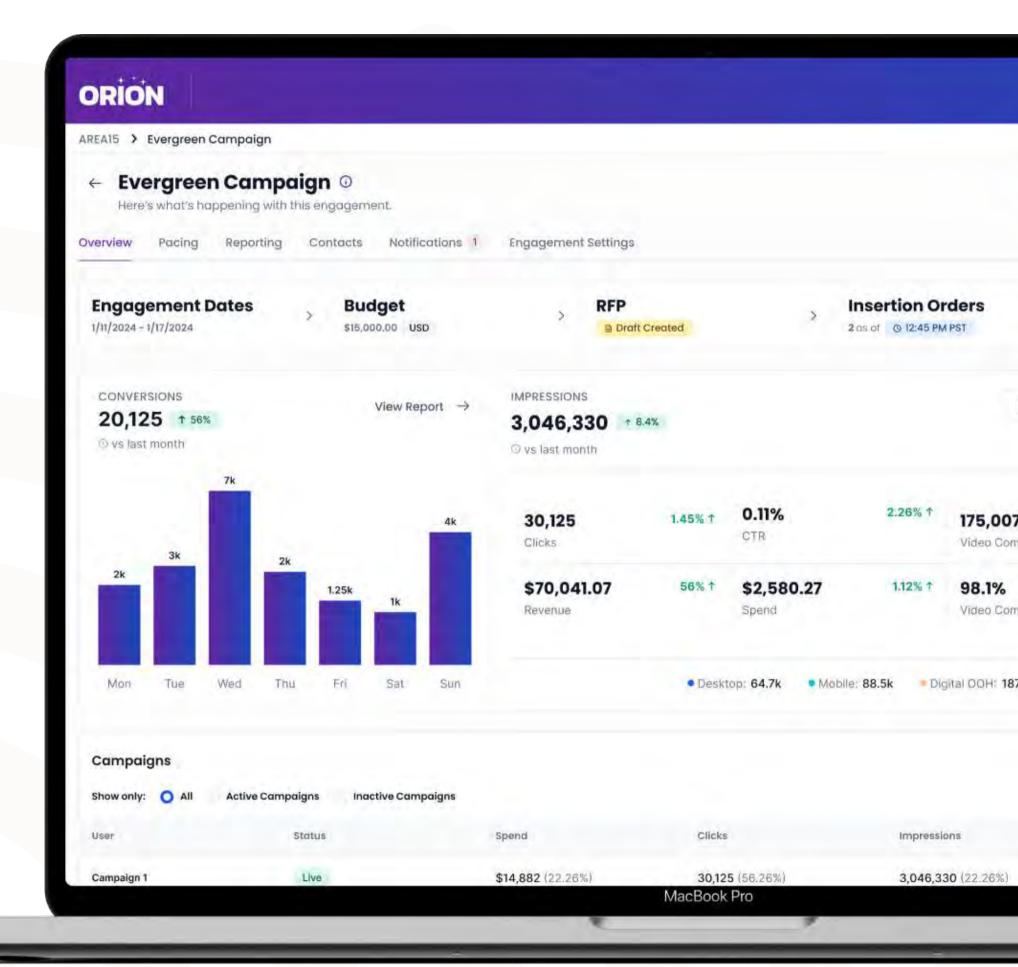
#### **OUR PROPRIETARY PLATFORM**

# ORION | Your All-In-One Platform

ORION is your solution to **driving meaningful results and behavioral change** in your desired community.

ORION harnesses the **power of programmatic advertising** with **artificial intelligence** to reach new audiences in a non-intrusive and genuine way.

Create, launch, and analyze multiple campaigns across the industries top platforms and DSPs – connecting you with your audience across the open internet.



ORION allows purpose-driven organizations to get their message to places and people far past what humans alone can accomplish.



#### MANAGED SERVICE CAPABILITES

# Tell us your goals. We'll handle the rest.

Magnitude of Change is a full service marketing agency capable of handling your most complex and unique challenges. Whether you have a large project, need a partner experienced in compliant solutions, or just want to keep all your marketing efforts in one place, we're excited to create a solution for you.



### Strategic Foresight

We run strategic performance planning pre-campaign, built off of comprehensive mixes of optimization tactics, audience data, geographic targeting, and tangible measurement solutions. Our algorithms and expertise assist in determining channels and media strategy.



### **Dedicated Operations Team**

We dedicate multiple experienced team members to your project to purchase inventory, guide your campaign throughout, and ensure that you remain compliant when advertising in a regulated or sensitive industry. Additionally, our team builds creative assets by request.



### **Dedicated Account Management Team**

We provide an account management team for your project. You receive updates at regular intervals, project management and check-ins to ensure deadlines are met, and regular communication so you're kept up to date on the status of the campaign. Reach out to us at any time.



### **Top Industry Technology**

We partner with the top industry Demand Side Platforms and Social Platforms, allowing us to provide you with bestin-class services and amazing results. Our unique models allow you to advertise in a way that is genuine and helpful, rather than intrusive.



### **Cross-Channel Reporting**

We know the most important part of any campaign is results. We provide white-label, universal reports that rival the capabilities of custom solutions with a significantly lower cost. Our cross-channel analytics allow you to see the granular and the big picture of your campaign, and communicate to the rest of team.



### **Campaign Optimization**

The highly data-driven platforms, as well as our team, are constantly looking for ways to optimize your campaign throughout its duration. Our tech partners provide datadriven, intelligent suggestions throughout the campaign for where ad spend could be allocated more effectively.



### **TECHNOLOGY**

# **Our Trusted Providers**

When you work with us, you work with our network of DSP, search, & social partners:

Display & Video 360	zeta	theTradeDesk°	amazonadvertising
<b>Basis</b> Technologies	Quantcast	facebook	Instagram
Pinterest	co reddit	<b>Snapchat</b>	<b>TikTok</b>
pandora®	Spotify®	<b>WiHeart</b>	NETFLIX
hulu	prime video	Paramount+	<b>YouTube</b>

# **Demand Side Platforms**

2024 CAPABILITIES



### Display & Video 360

The staple for brand safety, fraud protection, and viewability. Access Google Workspace audience data within Google publisher properties.



The Trade Desk was founded by the pioneers of real-time bidding and is the fastest growing demand-side platform in the industry.



Invested \$400 million into Artificial Intelligence, leveraging more than 2.4 billion identities to create custom experiences for each consumer.

# amazonadvertising

Use Amazon-exclusive audiences to reach your ideal audience on and off Amazon, including Twitch, IMDb, and leading publisher sites.

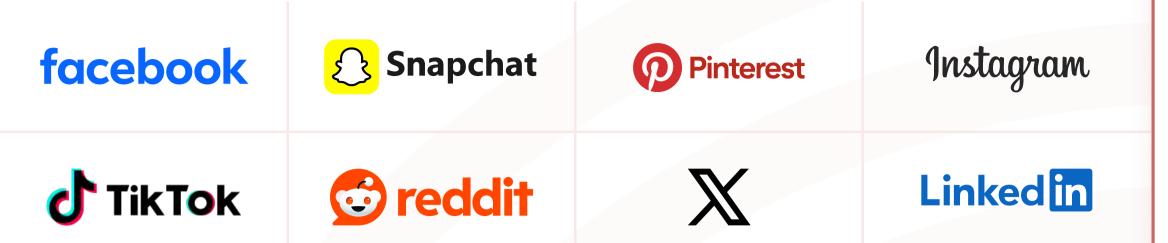


Leverage 20+ years of publisher relationships and our best-in-class Private Marketplace library of over 2,000 active private deals across hundreds of top sites.

# Quantcast

Quantcast's Al and machine learning engine scores models 1,000,000 times per second to predict live consumer behavior and audience characteristics.







### **Paid Social**

Paid Social advertising campaigns are activated on industry-leading platforms, including Facebook, Instagram, TikTok, LinkedIn, Snapchat, Pinterest, Reddit, and X. Magnitude of Change offers forecasting, planning, campaign setup, optimizations, and streamlined reporting.

### **Key Benefits**

### Campaign Management and Optimization

Our campaign management team has expertise in campaign setup and optimizations across all major social media platforms. When working with Magnitude of Change, you're leveraging the experience of nearly 20 years of proven results.

### **Digital Media Consolidation**

Our full-service approach to digital consolidates the media buying process by keeping all digital media placements on one report and invoice.

### **Extensive Targeting**

Through our partnership with LiveRamp Data Store, we're able to access 200,000+ prebuilt second and third-party data segments for use on social campaigns, including the ability to build custom data segments for each client.



# **LEARN MORE** ul 🗢 💳 9 Google Cannabis Facts Shopp Videos Cannabis Decoded https://www.cannabisdecoded.com Cannabis Decoded - Official Site - Learn More About Cannabis Get to understand the risks and all the information that we have to give you about cannabis. So many misconceptions and that's what we look to shed light on.

### **Paid Search**

Search marketing increases online presence, awareness, and website traffic through SEM strategies across search engines such as Google, Bing, and Yahoo, positioning your organization in front of an engaged audience during a critical micro-moment of intent.

#### SEM

Sponsor results on search engines and drive an immediate increase in website traffic. Magnitude of Change's SEM services include ad copy/keyword development, extension recommendations, ongoing competitive research, and more.

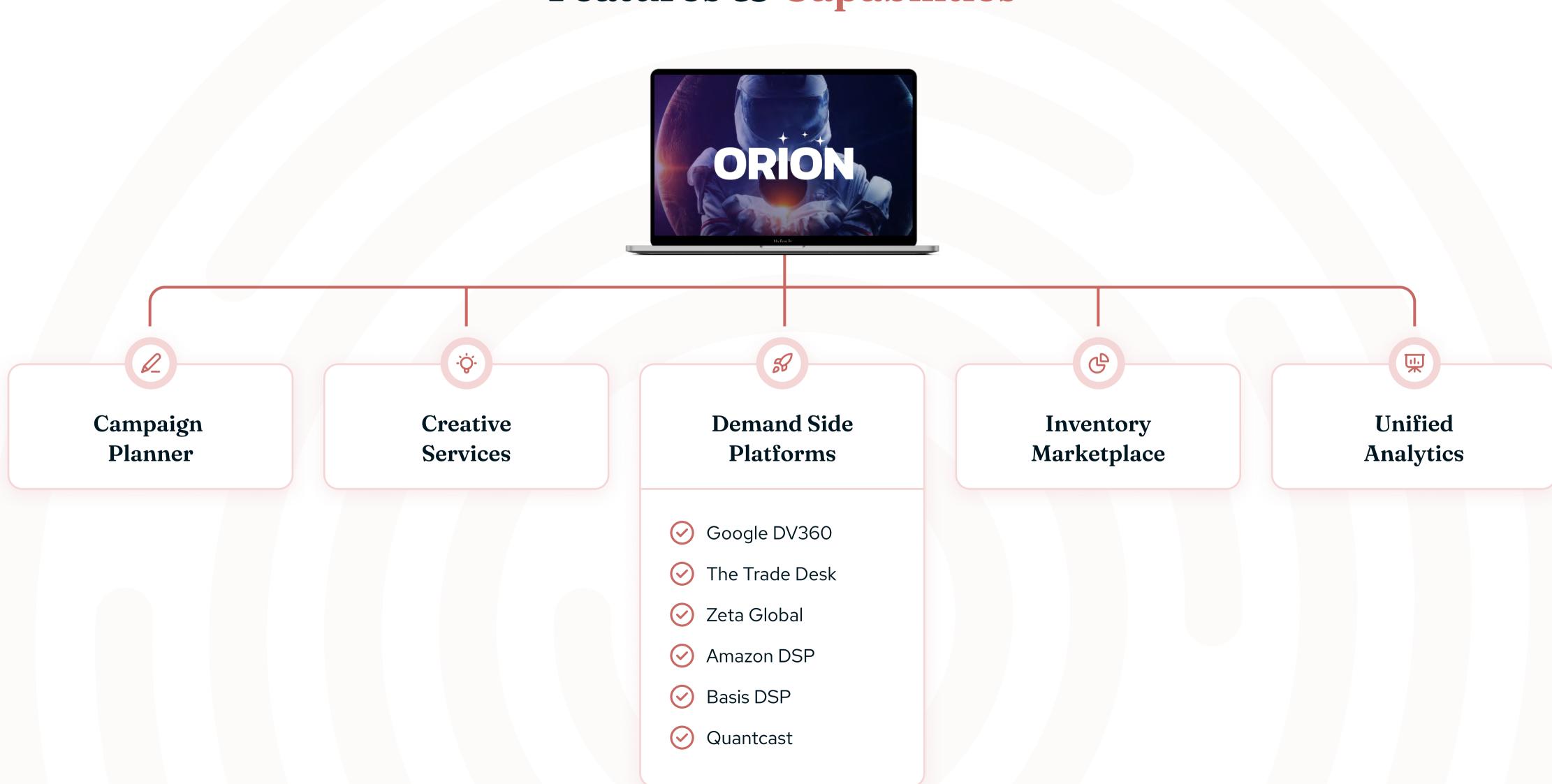


Magnitude of Change is recognized as a Google Partner for maximizing success and growth for our clients, and demonstrating Google Ad skills and expertise through certifications.

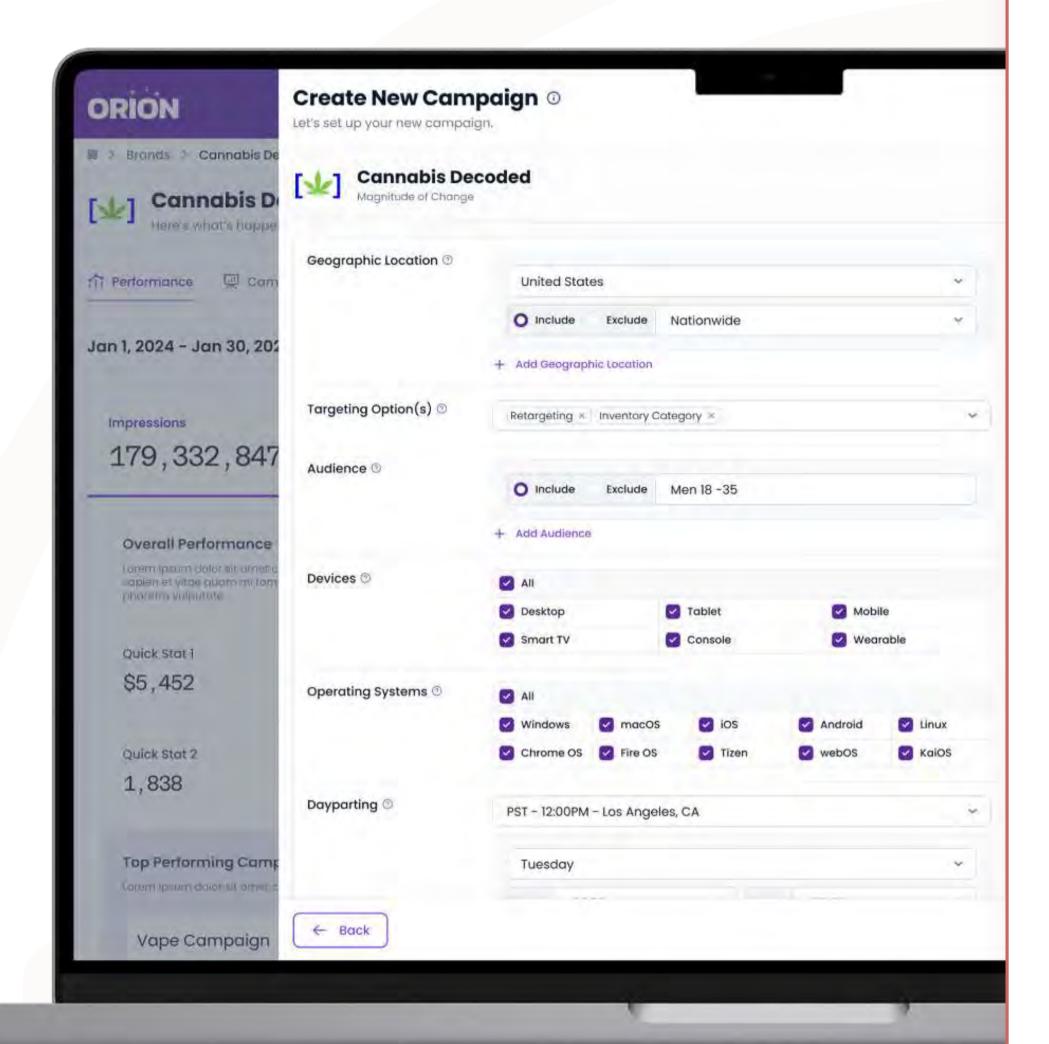


### ORION, YOUR ALL-IN-ONE PLATFORM

# Features & Capabilities







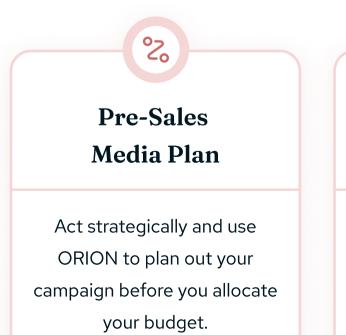
# Campaign Planner

ORION's Campaign Planner makes it easy to manage publish multiple campaigns across multiple DSPs—from a single dashboard.

Plan and upload your campaign's:



Select your engagement option:



### Managed Service Insertion Order

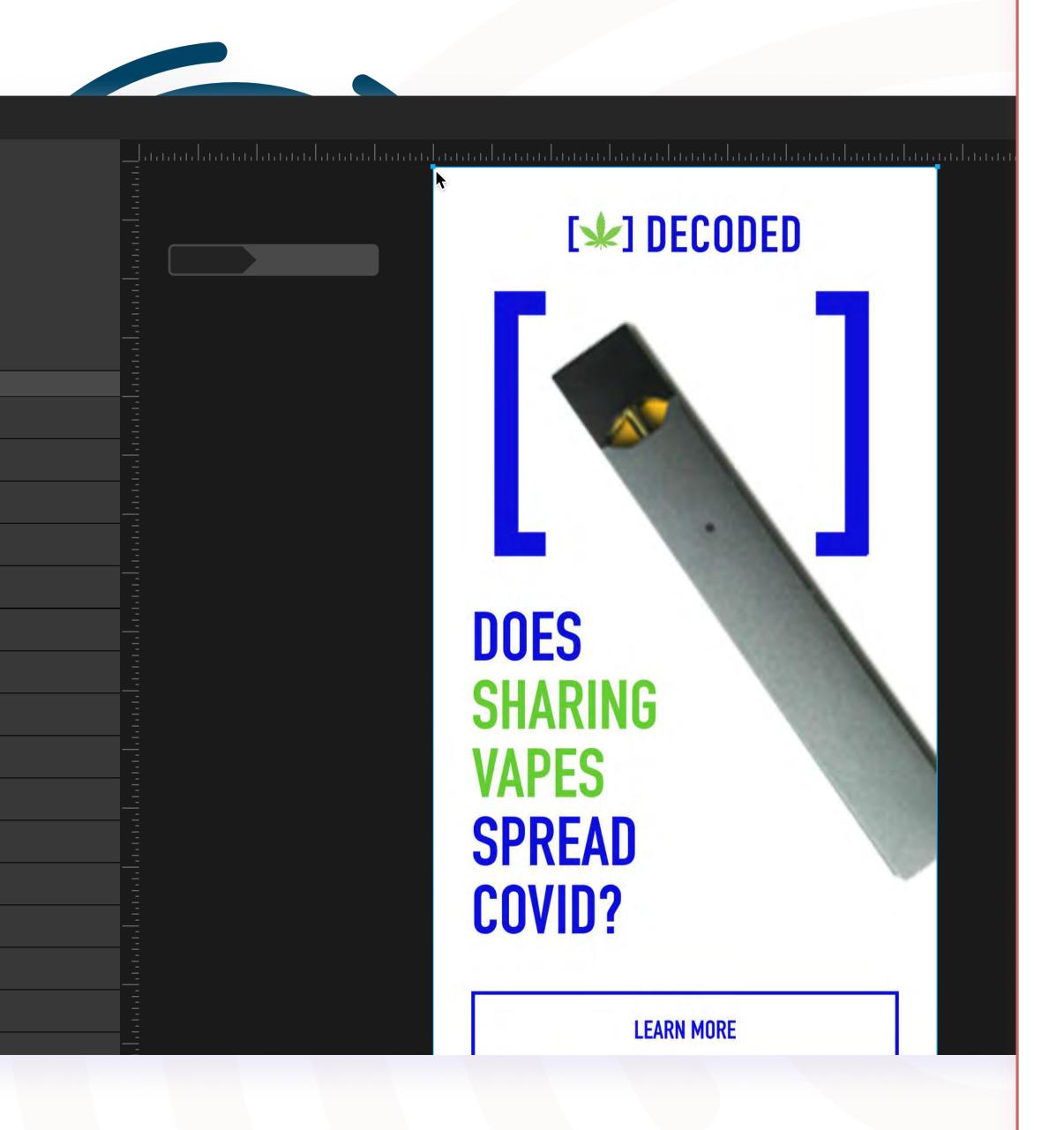
Give us your goals and budget, and our expert team members execute.

# 88

#### Meta-Demand Side Platform

Choose one or multiple DSPs
to run your campaign, or let
our intelligent algorithms
recommend one based on
your parameters.





### **Creative Services**

Build, organize, and run amazing creative—either with the help of our team or the help of our tools.

**WE BUILD** Tap in our team to build amazing audio, video, and display ads. We provide advice and strategy on your assets by request, and A/B testing through ORION.

**YOU BUILD** For a more hands on option: use the V2 Studio or partner studios to design and edit your creative. Every industry-leading templates and format included.



#### V2 Studio

The rich media HTML5 studio for display and video.



#### **Creative Automatic**

Automatically produce digital ad resizes for any platform from a single execution.



#### Airtory

Build rich media ads for a variety of channels from scratch or template.

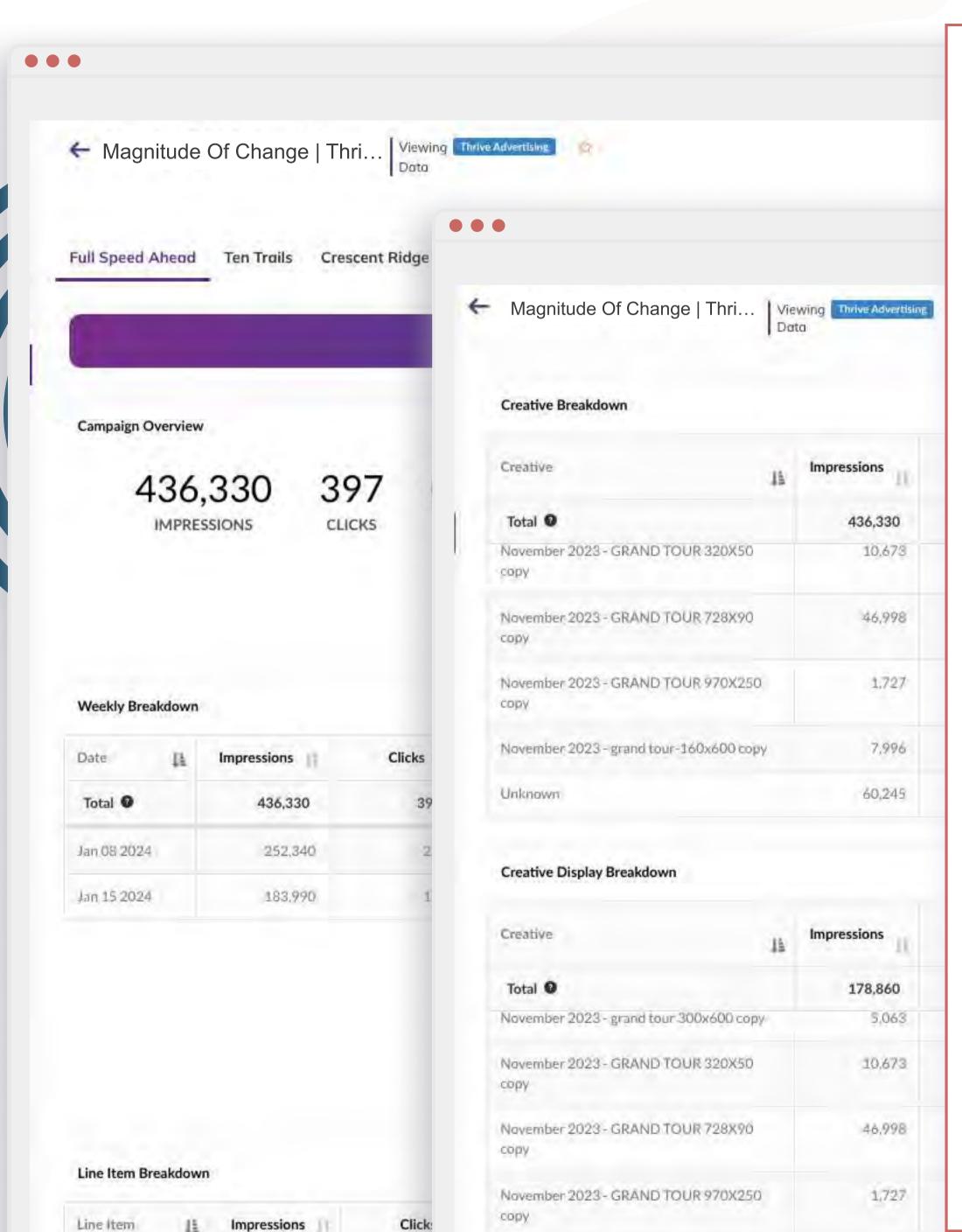


# **Inventory Marketplace**

Our Supply Side Platforms provide us with access to high-quality publishers. We take a media-agnostic approach, meaning you have control over and transparency in the buying process.

- Industry-leading supply side platforms
- PMP & deal IDs across premium publishers
- Transparency in publisher selection
- Local news, national news, business, lifestyle, health, and entertainment publishers
- Highly-viewable placement
- Brand safety verification
- **Excellent pricing**





# Unified Analytics & Reporting

Make your data work for you. Our dashboard compiles your performance across DSP so you can get the real story, drive meaningful change, & showcase impact.

- Our powerful AI provides actionable insights for crossdevice reporting
- Exportable, white-labeled reporting metrics provided throughout each campaign, giving you the granular details and allowing you to show your team the wins and areas for improvement
- Universal: Track performance by platform, channel, media type, tactic, creative, time of day, geography, CPM, CPA, CTR, CPC, and ROAS



# **Multi-Touch Attribution**

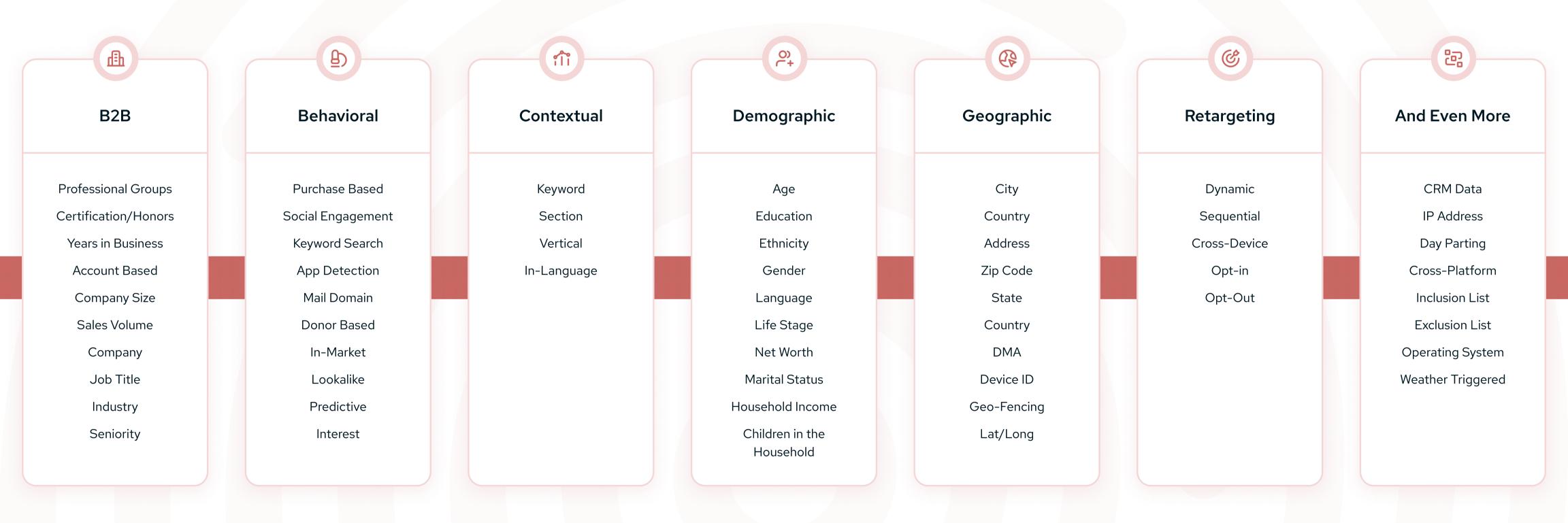
Powered by Unbounce. Synchronize siloed data and truly understand what's driving your conversions, so you can focus your spend on where it's most effective.

- Capture 100% of in-bound traffic to your website
- Attribution across most online and offline channels
- Optimize ROAS by discovering which channels perform the best, and worst, and reallocate spend
- Monitor Lifetime Value and see which programs make a difference
- Integrate easily with an open API



# Targeting Capabilities

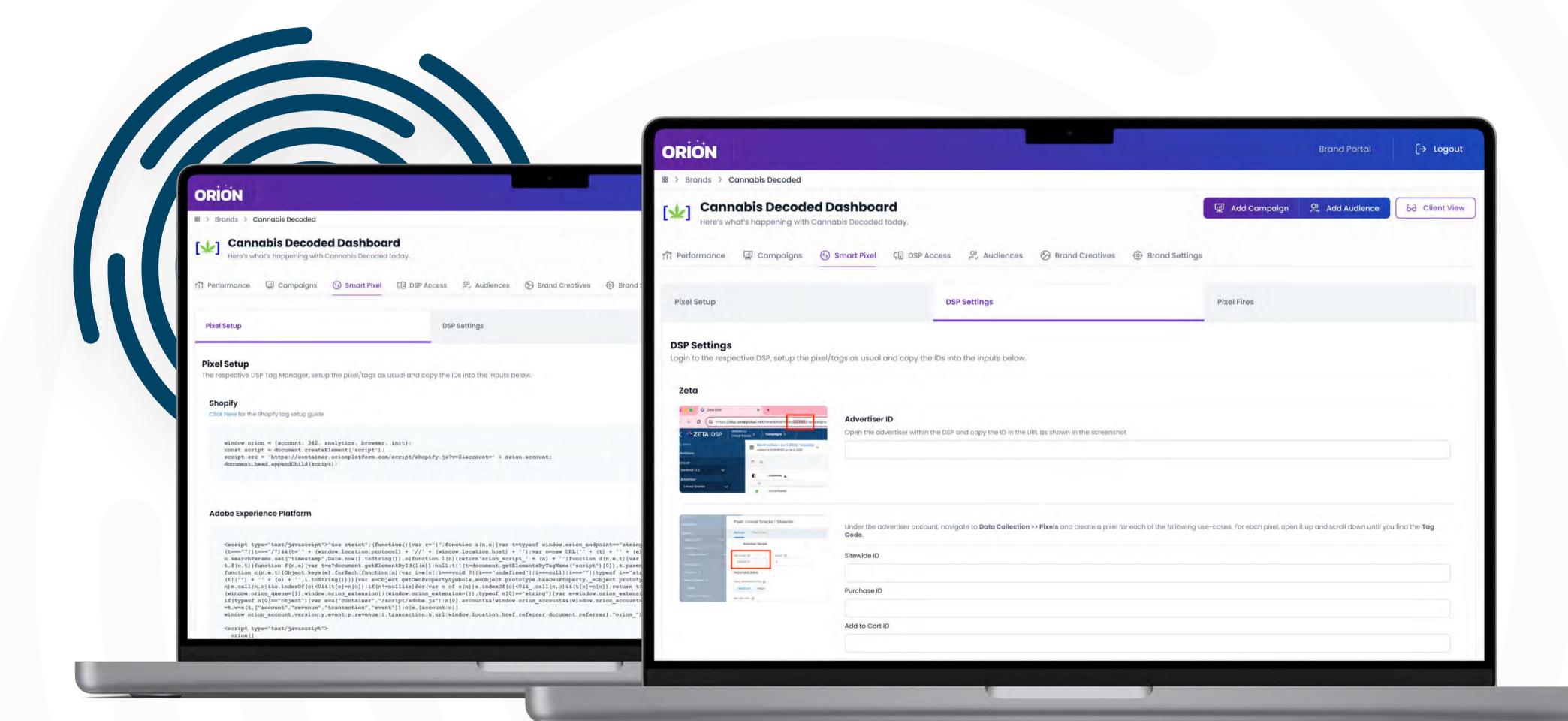
Powered by LiveRamp. Reach the right person at the right time with 100s of data options through ORION. Utilize the power of programmatic—the power of data—and reach new audiences. Access 200+ 2nd-party, 3rd-party, and verified offline data partners across 200,000+ prebuilt segments and limitless custom options.



### **magnitude**

# Behavioral Targeting with ORION Smart Pixel

ORION's Smart Pixel is a single-tag solution to prospecting, retargeting, and analytics, agnostic of channel. Place one pixel across your website and add, change, and edit triggers from our dashboard. Free up your development and marketing teams' time with this one-and-done solution.

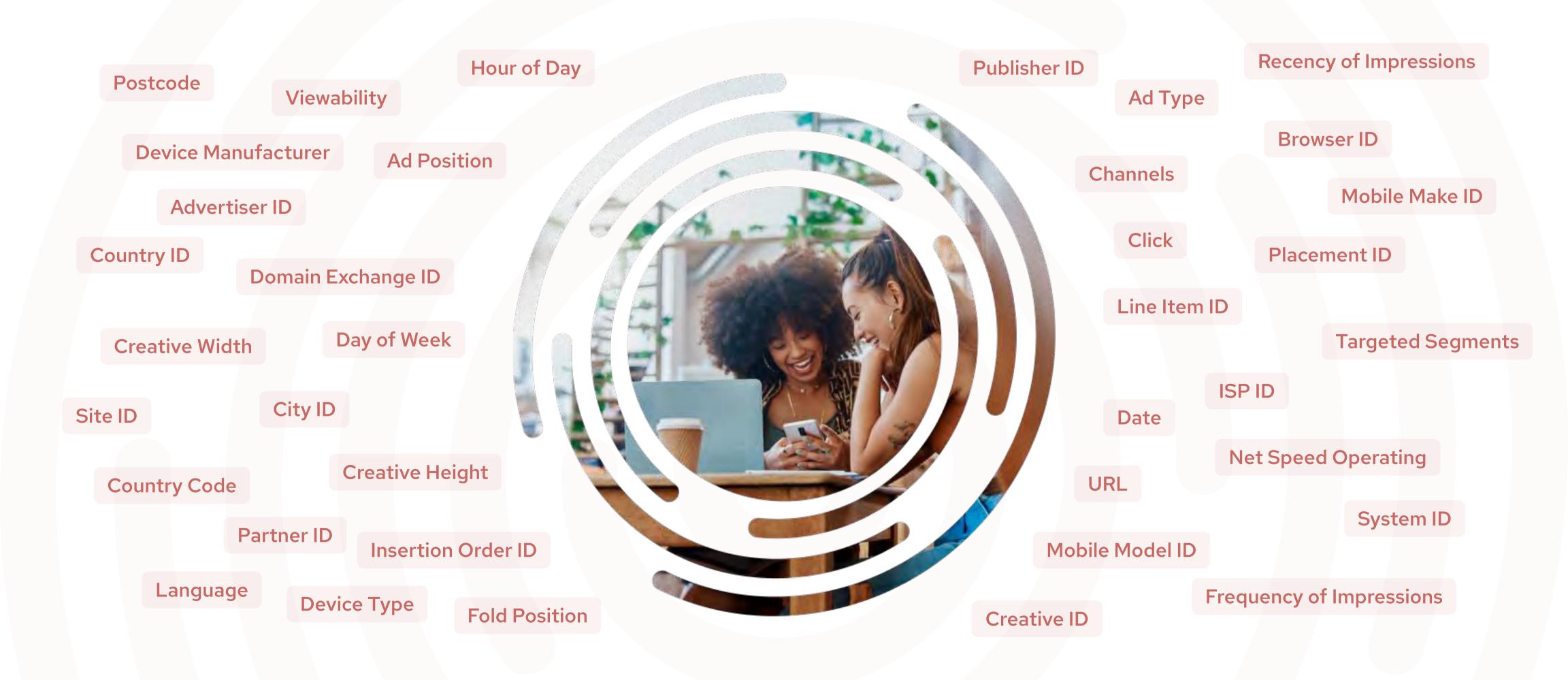




#### **OPTIMIZE PERFORMANCE**

# Superhuman Insight

Save time and gain insight with the power of Al. Optimize your campaign based on your unique goals with custom bidding rules. The Al selects and combines the most impactful variables, such as:



#### Confidential



#### PROGRAMMATIC ADVERTISING CHANNELS

# For every stage of the behavioral communications funnel.

Digital Out-of-Home



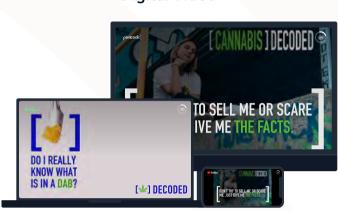
Streaming Audio



Connected TV



**Digital Video** 



**Upper Funnel** 

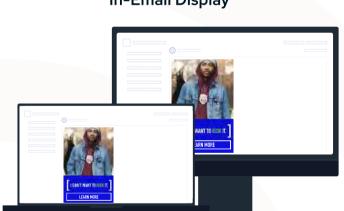
Programmatic Skins



Adhesion Ads



**In-Email Display** 

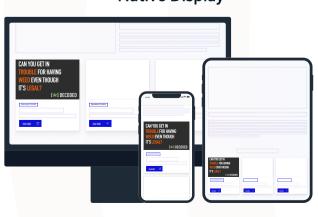


In-Banner Video



**Mid Funnel** 

Native Display



Social Mirroring



Performance Display



nce Display

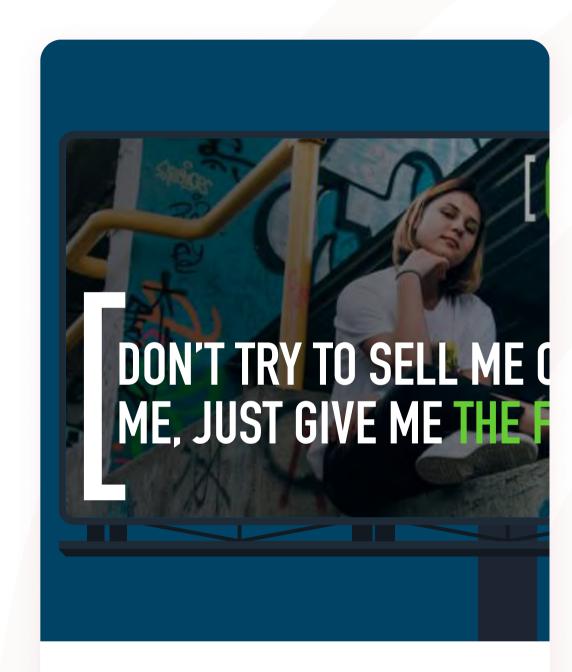


**Programmatic Direct Mail** 

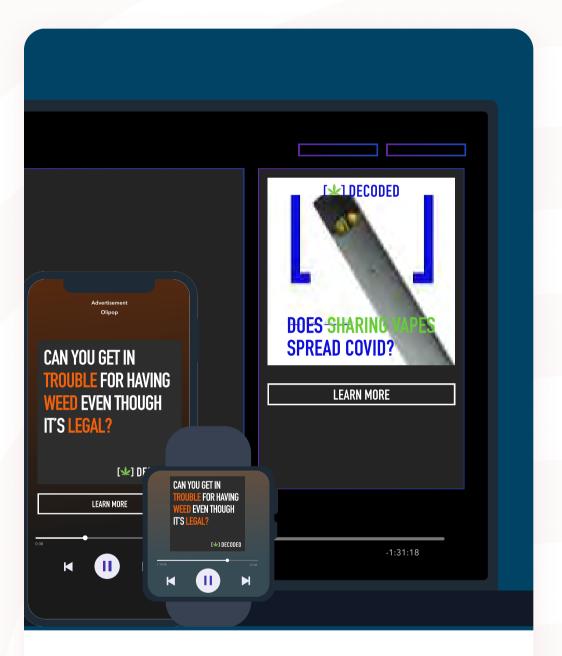
**Lower Funnel** 



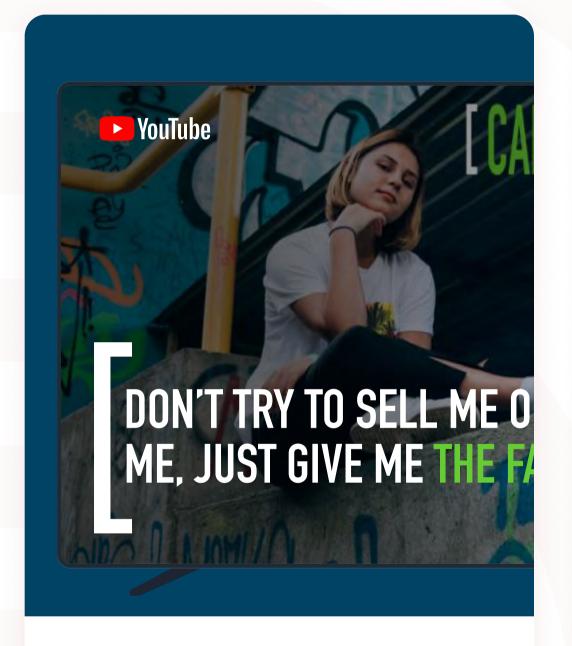
# Upper Funnel behavioral communications



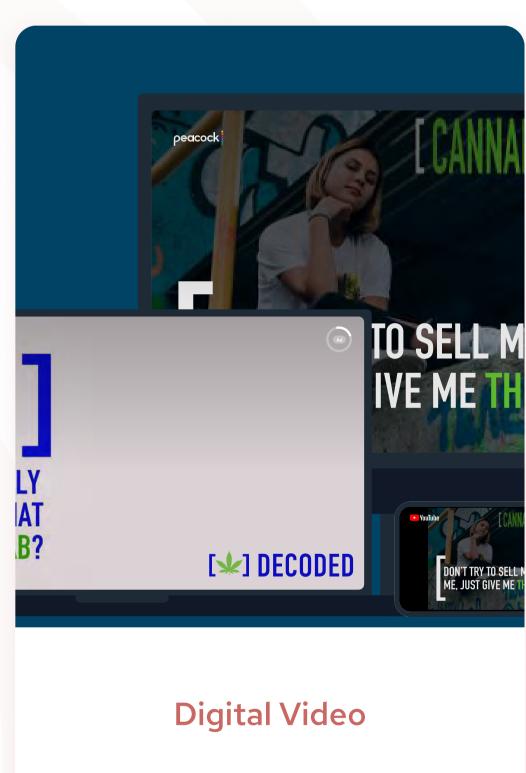
**Digital Out-of-Home** 



**Streaming Audio** 



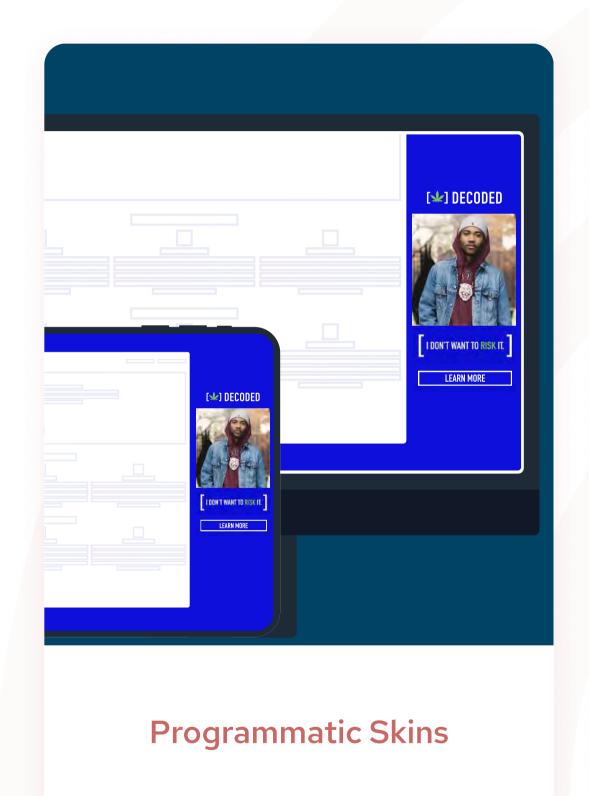
**Connected TV** 



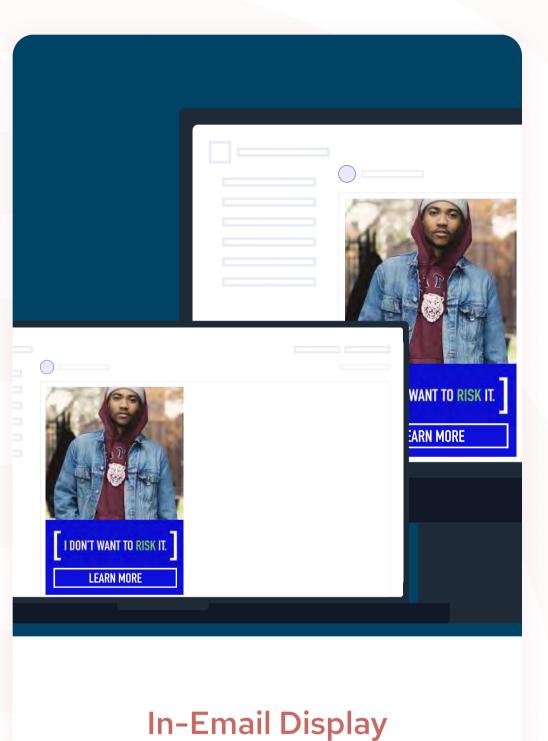
**Mid Funnel** 



# Mid Funnel behavioral communications





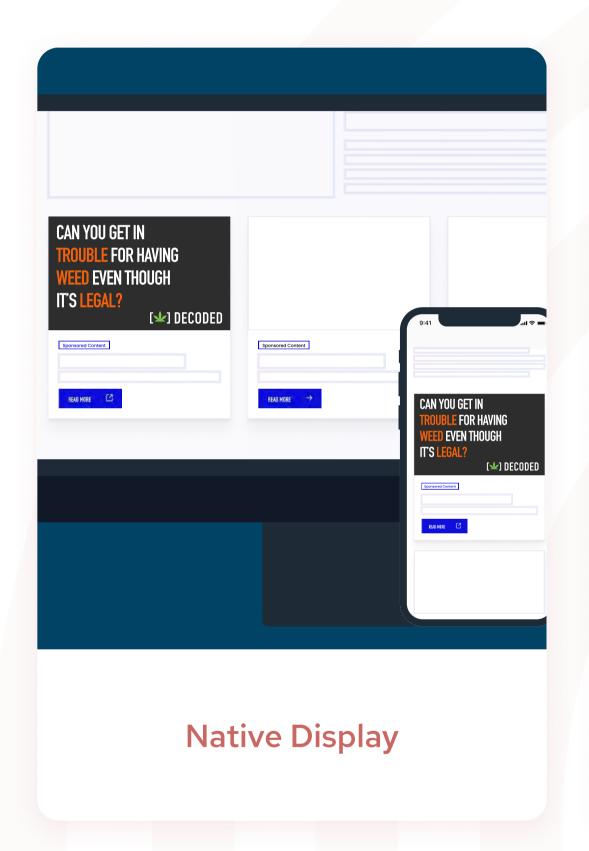


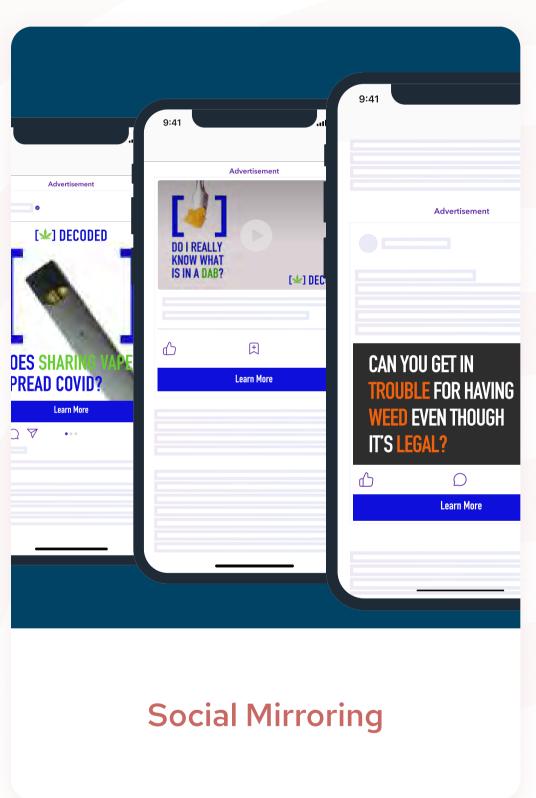


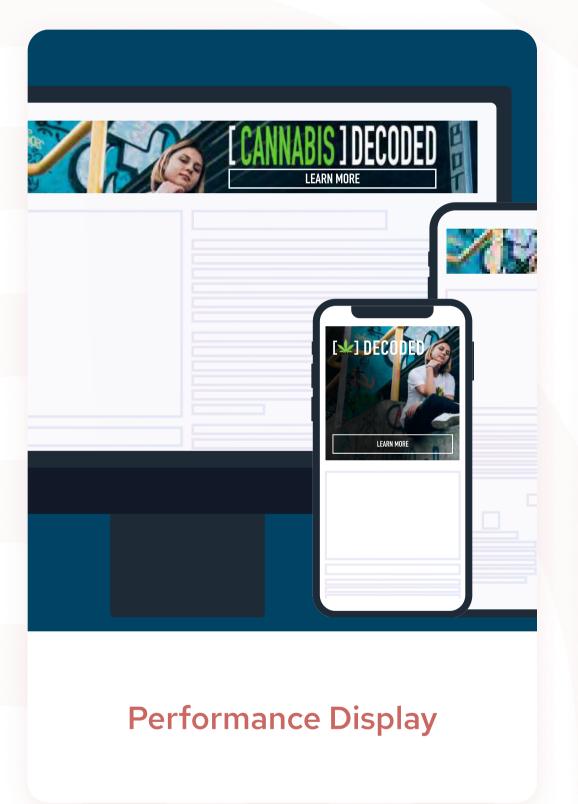
**Lower Funnel** 

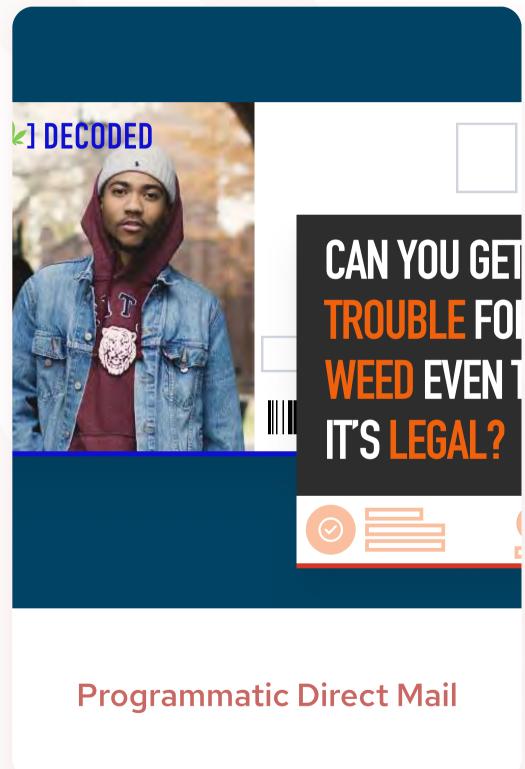
### magnitude

# Lower Funnel behavioral communications









Conversion







Behavioral Health System Baltimore (BHSB) is Central Maryland's leading expert and resource in advancing behavioral health and wellness. BHSB guides innovative approaches to prevention, early intervention, treatment, and recovery for people who are dealing with mental health and substance use disorders. Its work helps build healthier individuals, stronger families, and safer communities.

On July 12th, 2022, BHSB launched the 988 Suicide and Crisis Lifeline in Baltimore City, Baltimore County, Carroll County, and Howard County to service those experiencing a mental health emergency.



### The Challenge

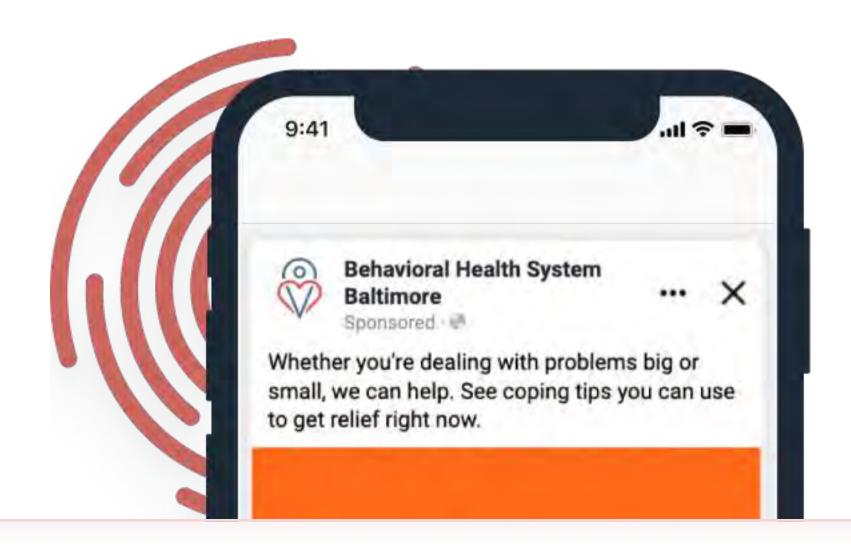
BHSB had a significant challenge ahead of them: educate residents of three counties about a new crisis line that they could use. BSHB needed to overcome stigma, mistrust, and other reservations surrounding mental health and government initiatives, and make their messaging culturally relevant to their four municipalities with extremely diverse people and cultures.



#### CASE STUDY - BHSB

# Campaign Overview

- Objective: Raise awareness of the 988 Suicide and Crisis Lifeline
- **Goal:** Awareness
- KPI: Video Completion Rate, Click-Through Rate
- **Channels:** Digital Out Of Home, Online Video, YouTube, Native Display, Paid Search, Paid Social
- **Geo:** Baltimore City, Baltimore County, Carroll County, and Howard County in Maryland
- Demographic:
  - Parents of middle-school-age to college-age children (12-25)
  - Youth 13-25
  - Veterans
  - People from underserved communities (people who identify as LGBTQ+, African-American, Latino, and more)



### Solution

Magnitude of Change harnessed decades of experience with behavioral change initiatives to formulate and execute a media plan that would help BHSB launch a critical public resource, educating likely callers on the benefits and capabilities of the 988 Suicide and Crisis Lifeline in a welcoming, nurturing tone across multiple touch points.

The campaign utilized ORION, Magnitude of Change's proprietary programmatic platform crafted specifically for purpose driven organizations who want to create behavioral change in their audiences, to strategize, execute, optimize, and run multiple campaigns through multiple industry-leading DSPs.





#### CASE STUDY - BHSB

# Insights

Through testing and survey data, key insights were uncovered on how the public received the 988 Crisis Line:

- Audiences tended to favor messages that offered a sense of relief, connection, and optimism for a brighter future, without making unrealistic or exaggerated promises.
- The word "crisis" is off-putting: it suggests something overwhelming, chaotic, and impossible to manage. However, "Emergency" is perceived as something urgent that you can take steps to address.
- "Emotional support" was more positively received than "mental health support."
- A strong majority of all youth respondents said they somewhat or strongly agreed that the ads made them feel they could call or text CALL 988 for emotional support.

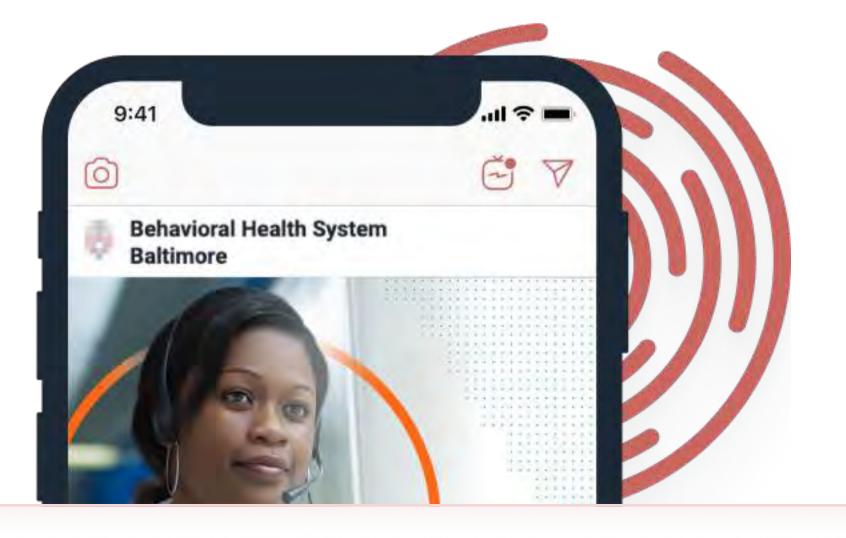


### Results

The extraordinary results achieved through Magnitude of Change's efforts established a gold standard for the 988 Suicide and Crisis Lifeline and is now being adopted in multiple states, including Minnesota and Louisiana.

- In the first half of the campaign, the 988 website recorded over 28,500 sessions and achieved more than 400 clicks to call.
- The combined conversion rate of the campaign for clicks to call and tip views rose over the course of the first year to 10.4%, well above benchmarks of 2%-5%.









# DEA United States Drug Enforcement Administration

The mission of the Drug Enforcement Administration (DEA) is to enforce the controlled substances laws and regulations of the United States and bring to the criminal and civil justice system of the United States, or any other competent jurisdiction, those organizations and principal members of organizations, involved in the growing, manufacture, or distribution of controlled substances appearing in or destined for illicit traffic in the United States.

The DEA also acts to recommend and support non-enforcement programs aimed at reducing the availability of illicit controlled substances on the domestic and international markets.



### The Challenge

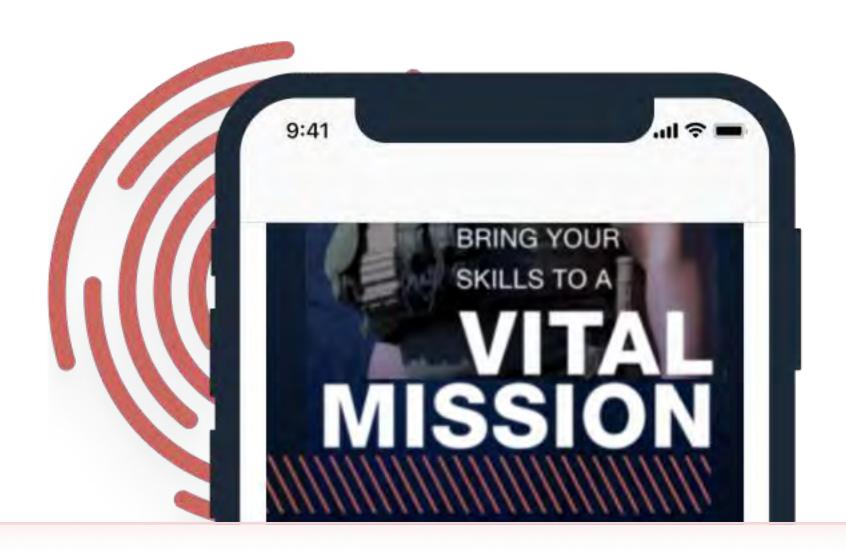
The DEA faced an urgent need to attract a diverse range of candidates to fill critical agent positions. The focus was on engaging financial planners, pilots, accountants, and individuals with military backgrounds, the DEA sought to leverage a new approach to digital communications to find qualified applicants.



#### CASE STUDY - DRUG ENFORCEMENT ADMINISTRATION

# Campaign Overview

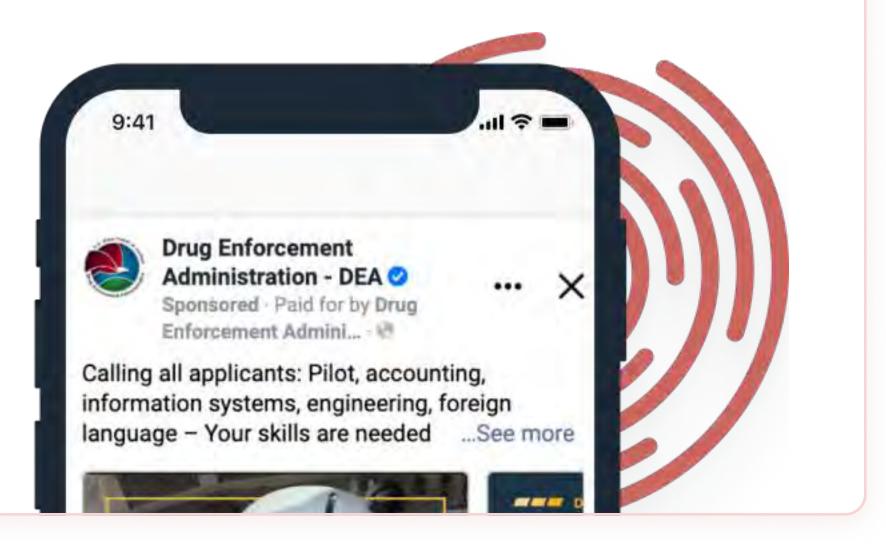
- **Objective:** Fill agent positions
- Goal: Attract 5,400 qualified applicants
- **KPI:** Conversions (number of qualified applications)
- Channels: LinkedIn, Social Display, Performance Display, Paid Search, Paid Social
- **Geo:** Atlanta DMA, Detroit DMA, Philadelphia DMA, Phoenix DMA, San Diego DMA, Washington D.C. DMA, New England including (statewide): Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
- Demographic:
  - Age/Gender: Adults 18-45; Male 21-37
  - Education: Bachelor's degree
  - Interest/Behavioral: Military or law enforcement background, Pilot/Maritime, Accounting/Auditing, Military/Technical, Mechanical, Information systems, Telecommunications, Engineering, Foreign language fluency; Bi-lingual; Multilingual



### **Solution**

With in a deep understanding of the nuances of recruitment for federal agencies, Magnitude of Change utilized their expertise to create an omni-channel media plan including LinkedIn, Social Media, Search, Social Display, and Performance Display to get in front of qualified applicants to apply for critical agent positions for the DEA.

The campaign utilized ORION, Magnitude of Change's proprietary programmatic platform crafted for government and adjacent agencies, with the unique capability to create real behavioral change in audiences.



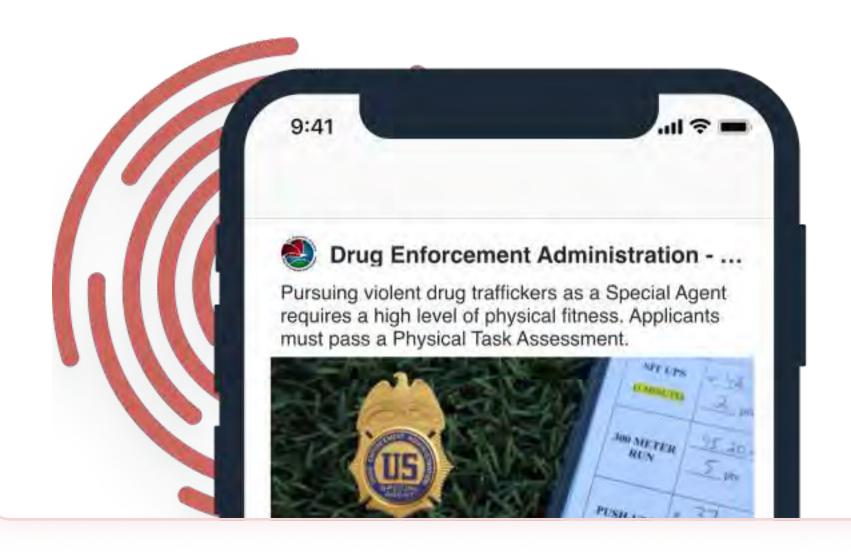


#### CASE STUDY - DRUG ENFORCEMENT ADMINISTRATION

# Insights

Magnitude of Change discovered some fascinating insights about who was more likely to engage with the campaign:

- Those who were interested in pre-owned cars and Jaguar cars were far more likely to engage with the campaign.
- The people from the military audience more likely to engage with the campaign had an interest in race in America.
- Active military members had an interest in Jeep Gladiators.
- Those who were interested in engineering business and engaged with the campaign also had a strong interest in small business and green initiatives.
- Those who were interested in IT and engaged with the campaign also had a strong interest in business administration and family internet.
- Those who were interested in foreign language fluency and engaged with the campaign also had an interest in race in America and jazz music.

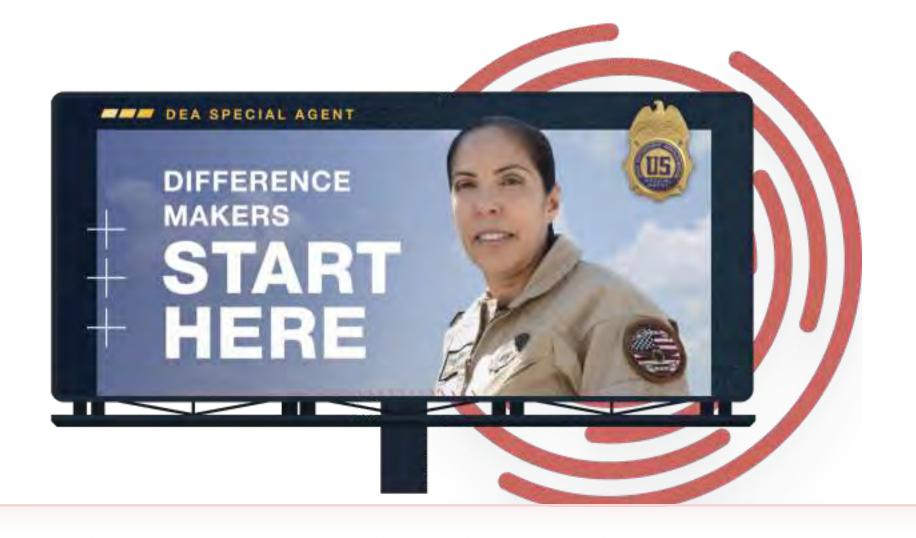


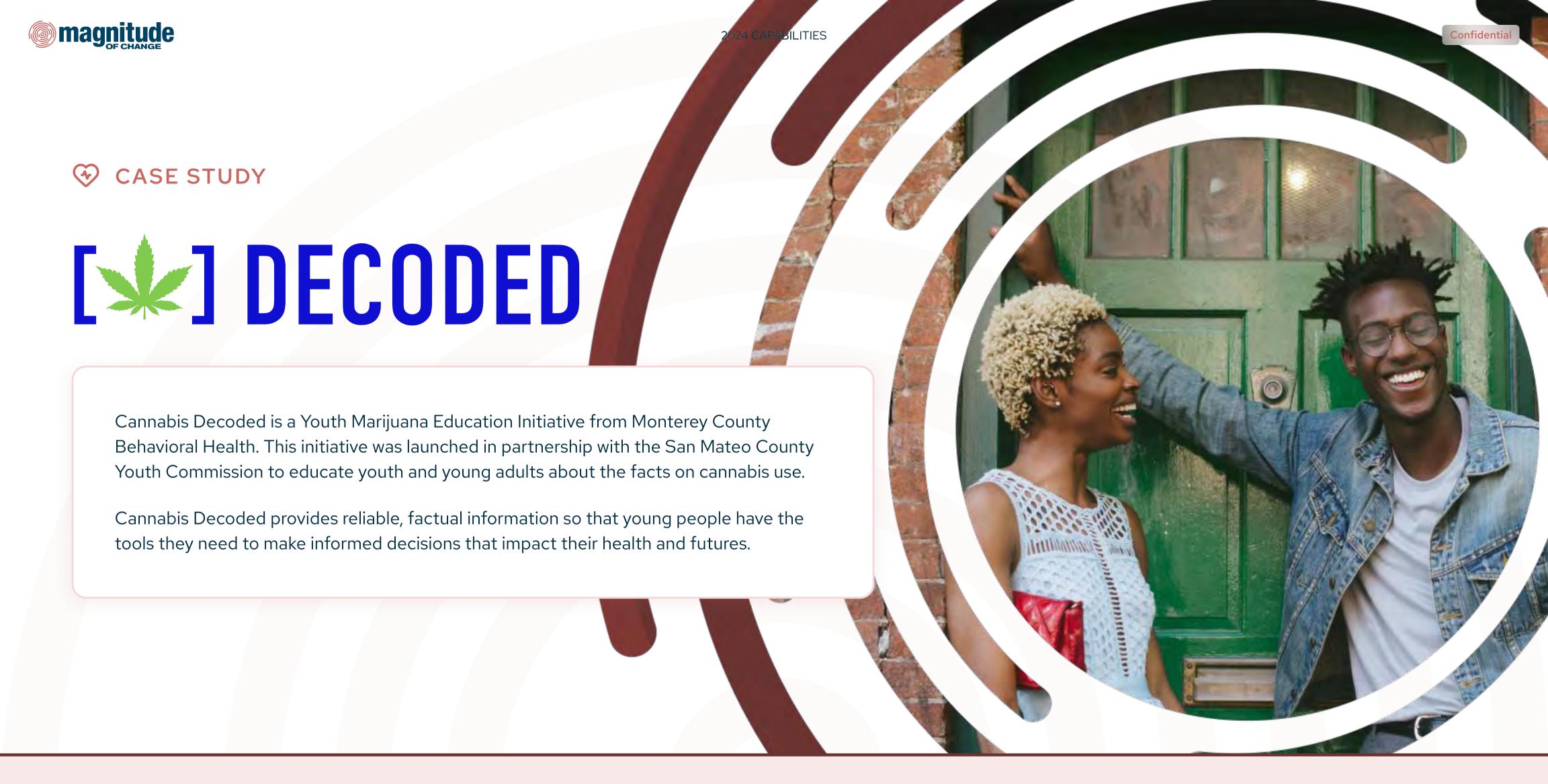
### Results

Through a comprehensive omni-channel strategy, Magnitude of Change empowered the DEA to connect with untapped talent pools and exceed ambitious recruitment targets. Intelligently engaging candidates at multiple touch points throughout their online journey, the team delivered over 7,000 qualified applications, showcasing Magnitude of Change's rich understanding of the recruitment landscape and the power of the ORION Platform.

7,681 Applications

Exceeded client's goal of 5,400 qualified applicants by 2,000+





### The Challenge

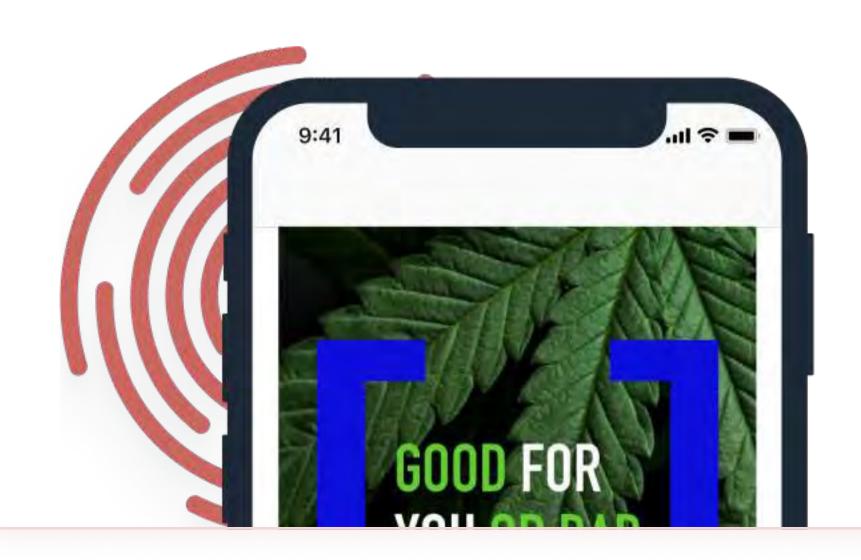
The use of marijuana before age 25 may have an impact on brain development. Cannabis Decoded needed inform youth within San Mateo and Monterey counties about the impacts of cannabis usage. Since cannabis is a highly regulated industry, Cannabis Decoded needed an experienced partner who could guide them through the regulations and intricacies of messaging within regulated parameters.

### **magnitude**

#### CASE STUDY - CANNABIS DECODED

### Campaign Overview

- **Objective:** Drive awareness of CannabisDecoded.org as a trusted resource for cannabis information for youth and parents
- Goal: Awareness, Behavior Change
- KPI: Click-Through Rate, Listen-Through Rate, Video Completion Rate
- **Channels:** Gamified High Impact Unit, Programmatic Audio, YouTube, Rich Media, Performance Display, Paid Search, Instagram Stories
- Geo: Monterey and San Mateo Counties
- Demographic:
  - Primary: Ages 14-16
  - Secondary: Ages 17-25
  - Tertiary: Parents 25+

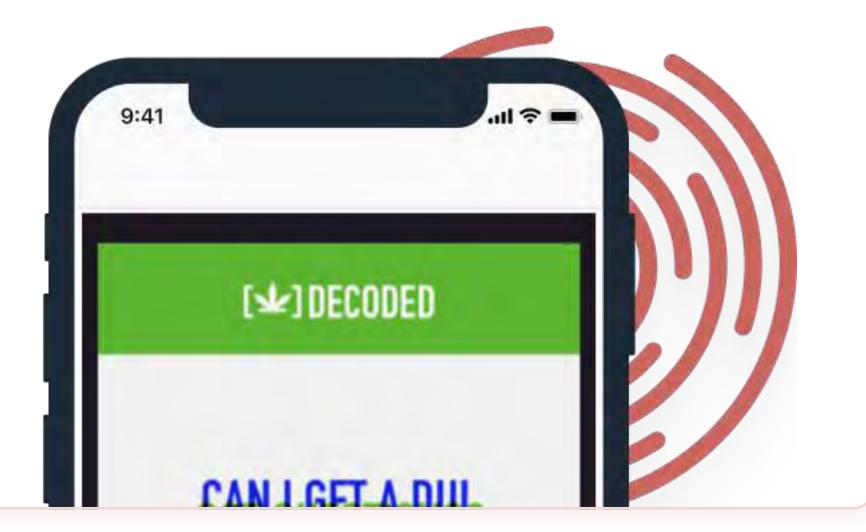


### **Solution**

Magnitude of Change built and executed a custom media plan to meet the needs of Cannabis Decoded to address misinformation on cannabis use with high levels of frequency, multiple touch points, and multiple channels throughout the user's journey in the target demographic and geographic location.

The campaign utilized ORION, Magnitude of Change's proprietary programmatic platform created specifically for purpose-driven organizations and government and adjacent agencies.

Cannabis is a highly regulated industry that has advertising limitations, even regarding preventative measures. MoC used their experience managing hundreds of campaigns that require a comprehensive device graph, strategic publisher relationships, and additional compliance standards.





#### CASE STUDY - CANNABIS DECODED

# Insights

Magnitude of Change and Cannabis Decoded ran a survey study with a sample population who had seen the ads to understand the effectiveness of digital intervention in influencing behavioral change amongst youth:

- Usage of cannabis declined by 34% among youth ages 14-25
- There was a 20% increase among teens who said they'd warn their friends about the implications and harms of cannabis
- 75% of those 14-25 who were surveyed, after seeing ads and learning more through Cannabis Decoded, said they were better informed about the risks of cannabis than before



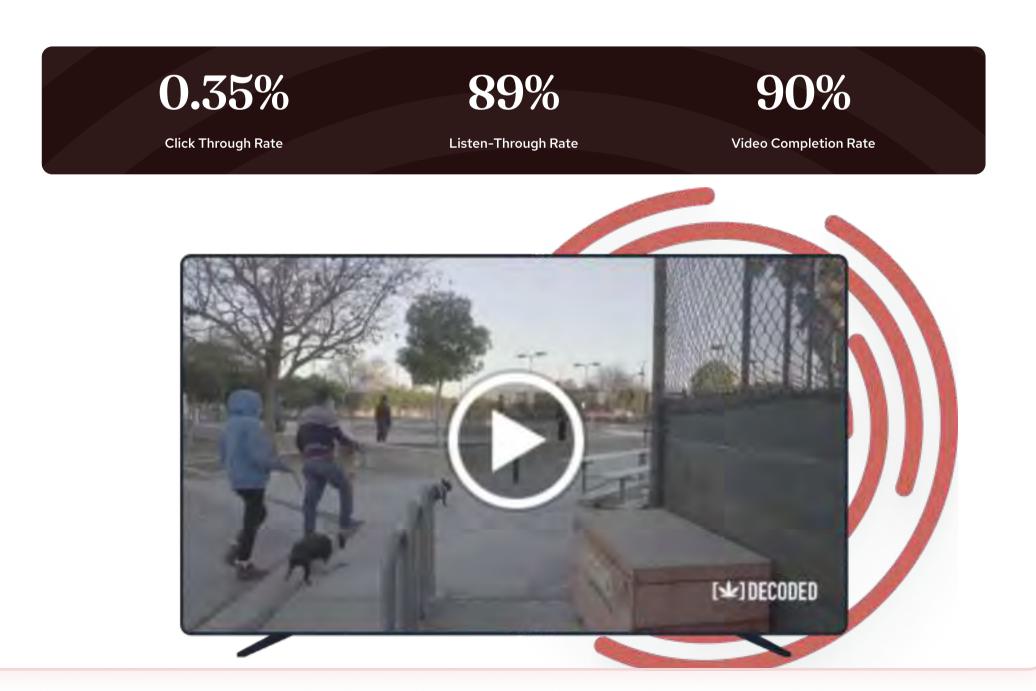


### Results

#### **Exceeded engagement goal by more than 3x.**

Cannabis Decoded cast a wide, yet targeted, net across different demographics and user behaviors. The amalgamation of visual impact, interactivity, precise targeting, and high-intent visibility in Magnitude of Change's media execution created heightened engagement, which allowed the campaign to surpass client expectations and achieve engagement levels three times above the set goal.

Cannabis Decoded renewed for the remainder of 2023 with Magnitude of Change, deepening the multi-year partnership.







WE NEED

ACHANGE



Let's discuss how we can build a better world, together.

Questions? Ready to start?

connect@magnitudeofchange.com | www.magnitudeofchange.com

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