



Building marketing technology
for real **behavior change.**



2026 CAPABILITIES



WHO IS MAGNITUDE OF CHANGE?

We are a marketing and adtech consultancy for government & adjacent agencies, NGOs & purpose-driven brands.

We've worked with change-makers, policy experts, and community leaders on hundreds of campaigns for highly specialized and regulated verticals.

Our proprietary platform, ORION, is the first communications platform purpose-built to change audience behavior.



It is our mission to provide marketing technology to amplify 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), **streaming audio spots** (Pandora, Spotify), and **digital out-of-home placements** (in 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.



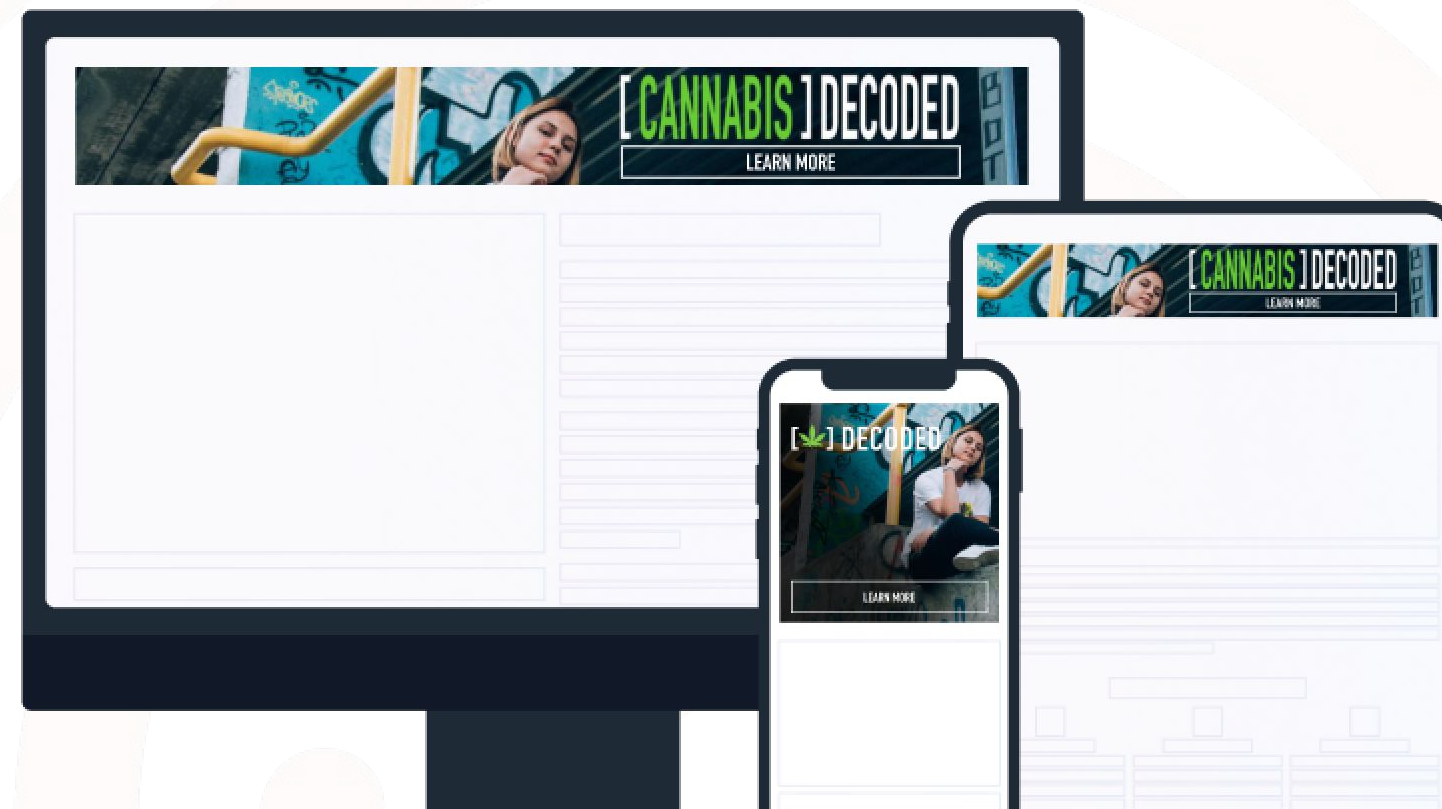
WHAT ARE THE PROBLEMS WITH PROGRAMMATIC ADVERTISING?

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 excels at something different, like breadth of integrations, strength of algorithms, integrated advertising channels, formats, or reporting.



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

Where do you start?

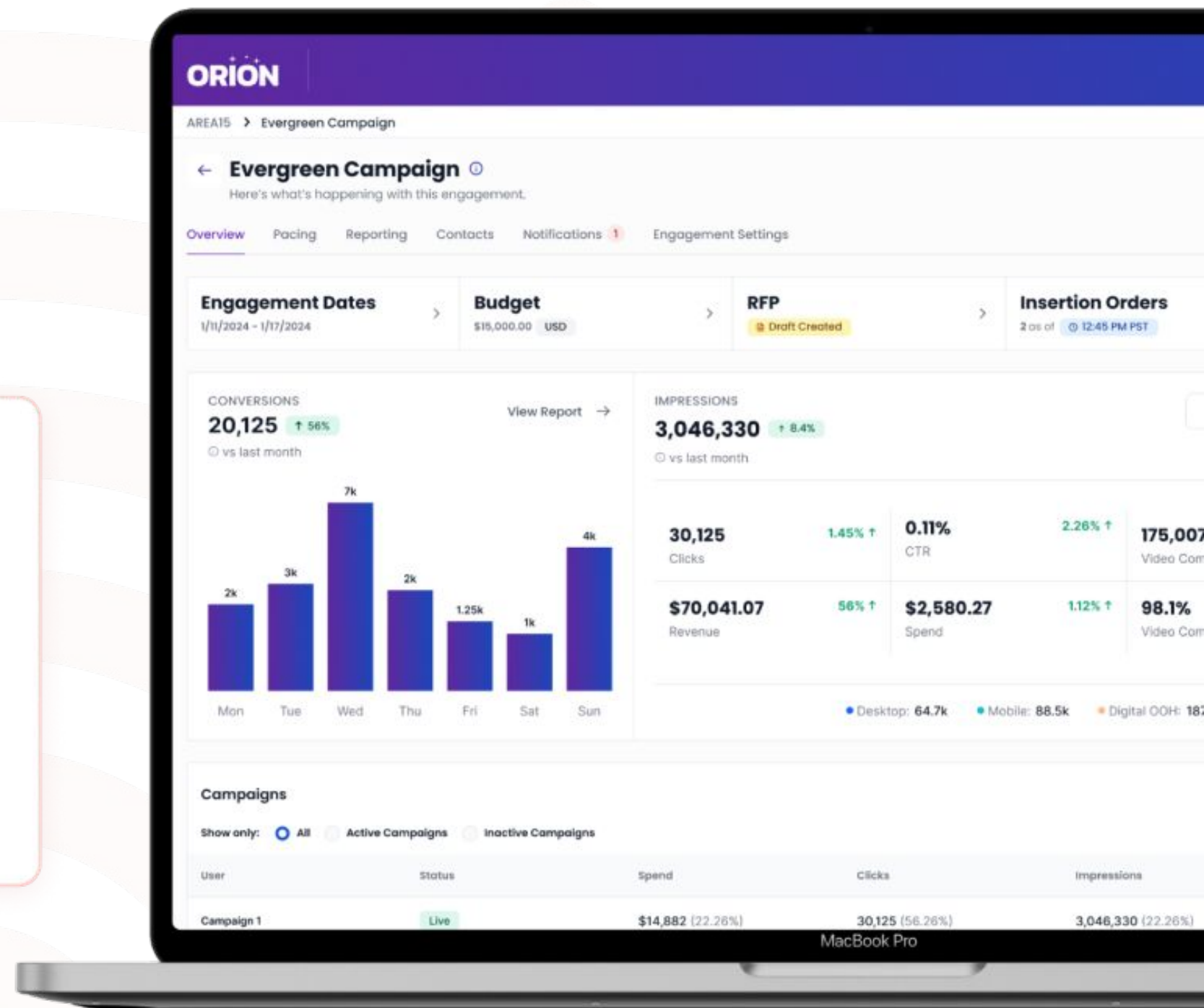
OUR PROPRIETARY PLATFORM

ORION | Your All-In-One Platform

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

Create, launch, and analyze multiple campaigns across the industries top platforms and DSPs with no minimum spend – connecting you with your audience across the open internet.

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



ORION empowers small but mighty purpose-driven teams to become even mightier.

No Spend Requirements, Always-On Support

MANAGED SERVICE CAPABILITIES

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

Magnitude of Change is a digital media consultancy 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.



6d

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.

6e

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.

6f

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.

6g

Top Industry Technology

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

6h

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.

6i

Campaign Optimization

The DSPs we utilize, as well as our team, are constantly looking for ways to optimize your campaign throughout its duration. Our tech partners provide intelligent suggestions throughout the campaign for where ad spend could be allocated more effectively.

TECHNOLOGY

Our Trusted Providers

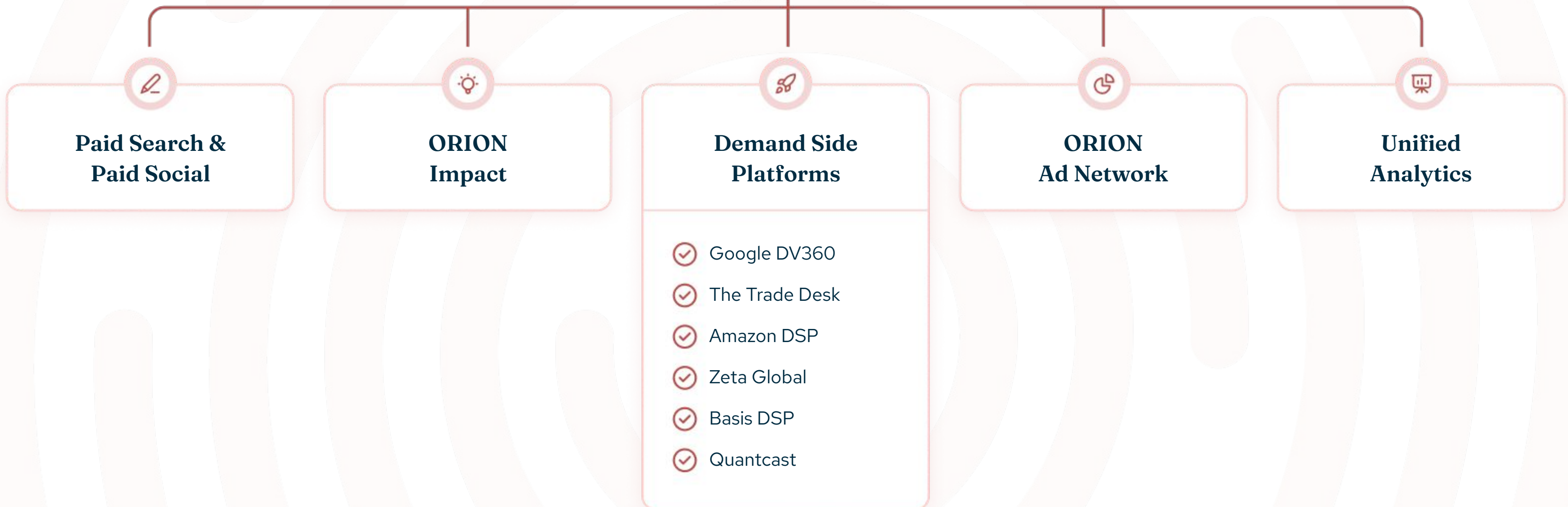
When you work with us, you work with our trusted and tested network of DSP, search, & social partners:

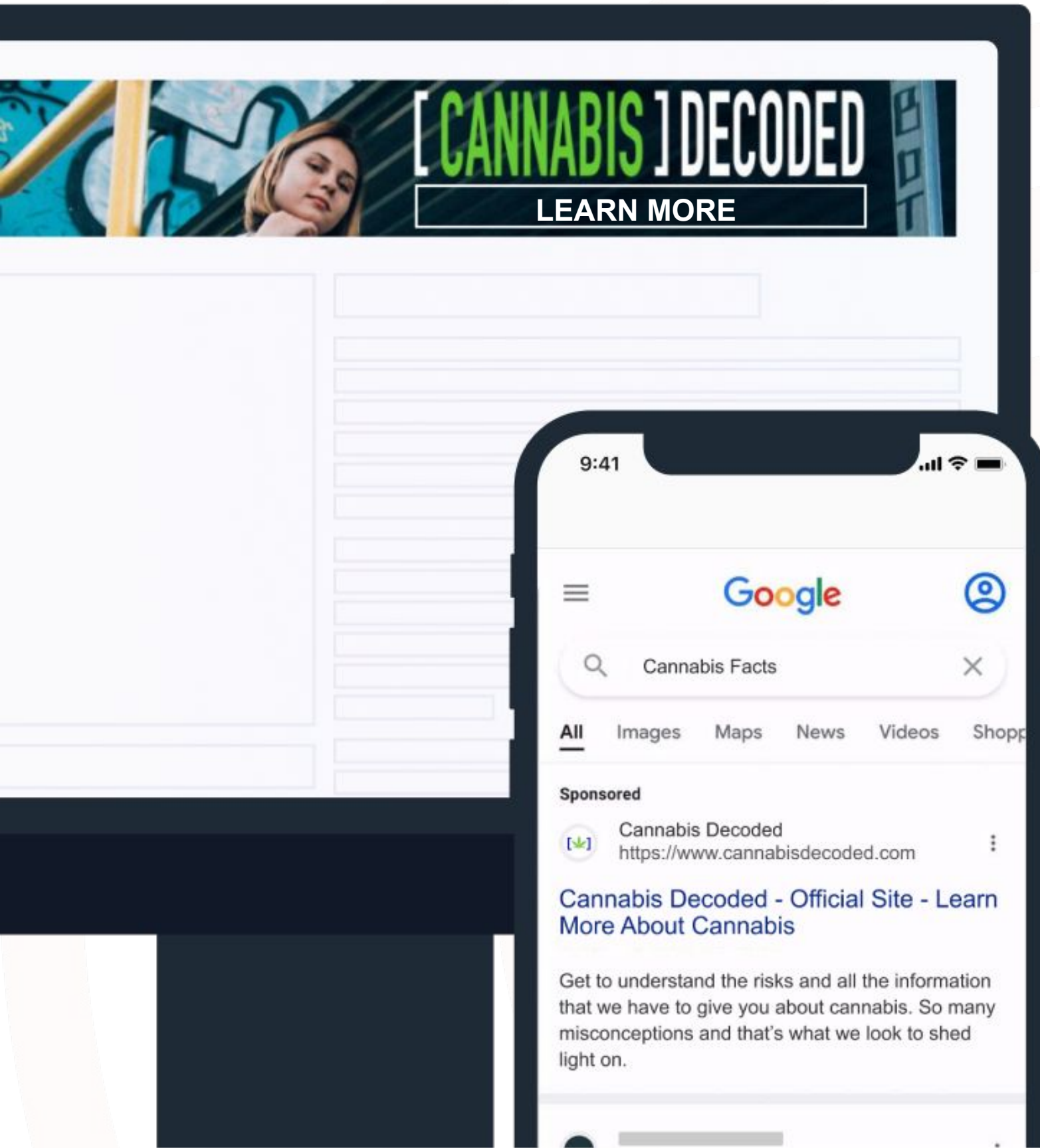


AND MORE

ORION, YOUR ALL-IN-ONE PLATFORM

Features & Capabilities





Paid Search

Search engine marketing increases your online presence, awareness, and website traffic via search engines like Google, Bing, and Yahoo. Sponsored search places your brand 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.



Google Partner

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.

facebook

Snapchat

Pinterest

Instagram

TikTok

reddit

LinkedIn

Paid Social

Paid Social advertising campaigns are activated on industry-leading platforms, with forecasting, planning, campaign setup, optimizations, and streamlined reporting. When working with Magnitude of Change on your campaign, you're leveraging the experience of 25+ behavior change technicians.

Key Benefits

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.

Campaign Management and Optimization

Our campaign management team has expertise in campaign setup and optimizations across all major social media platforms.

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.

ORION Impact

Build, organize, and run amazing creative, 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 our ORION Studio to design and edit your creative. Every industry-leading template and format included, with the additional of new, innovative units each month.



ORION Studio

The rich media HTML5 studio for display and video



Skins & Interscroller

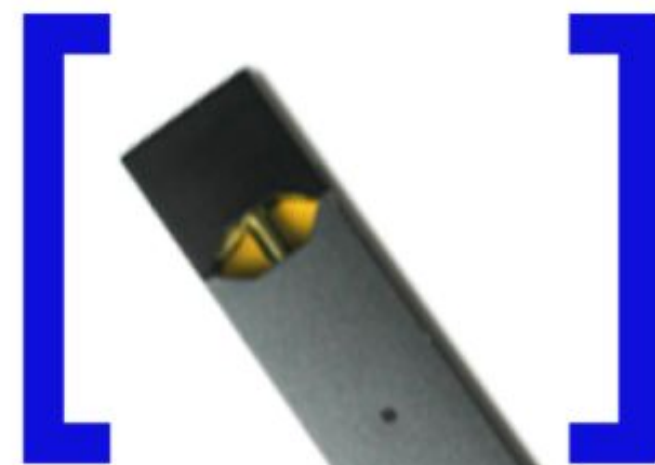
Custom placements across 2000+ sites for site skins and interscroller ad units



Social Mirroring

Mirror your social media messaging across the open web for display, video, and CTV

[] DECODED



DOES
SHARING
VAPES
SPREAD
COVID?

LEARN MORE

Demand Side Platforms

Display & Video 360

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

theTradeDesk

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

amazon advertising

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

zeta

Invested \$400 million into **Artificial Intelligence**, leveraging more than **2.4 billion online user IDs** to match devices to accounts and create custom experiences for each consumer.

Basis Technologies

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

Quantcast

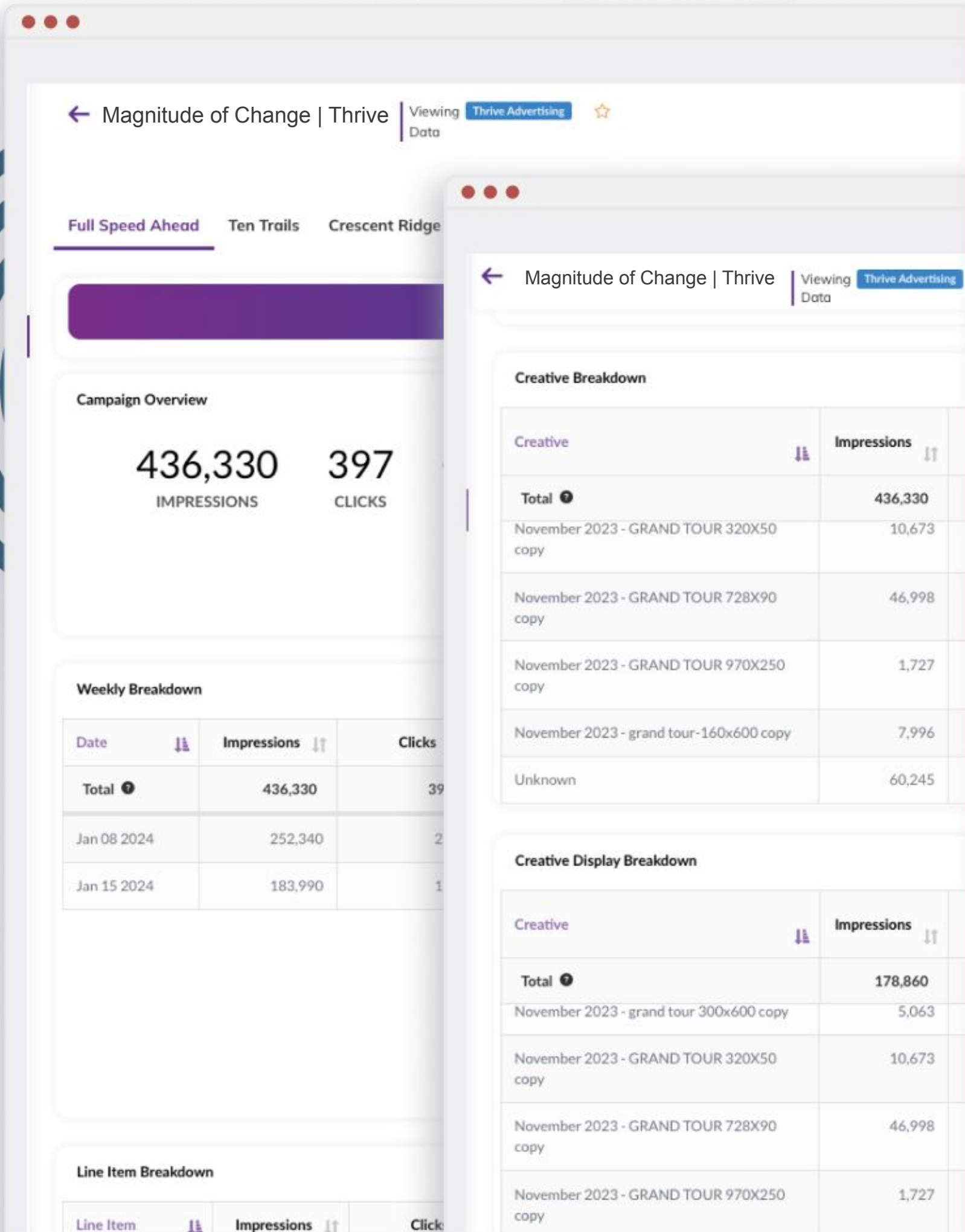
Quantcast's AI and **machine learning engine** scores models **1,000,000 times per second** to predict **live consumer behavior** and audience characteristics.



ORION Ad Network

Our Supply Side Platforms provide us with access to high-quality publishers. We take a media-agnostic approach, meaning you get control 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



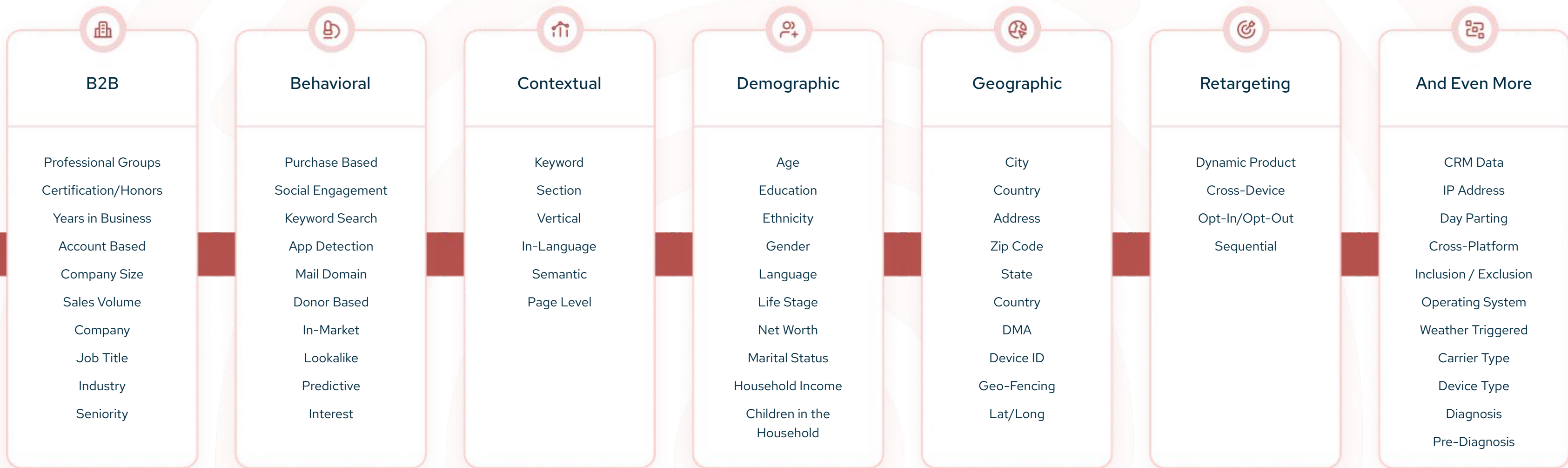
Unified Analytics & Reporting

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

- ✓ Our powerful AI provides actionable insights for cross-device 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

Targeting Capabilities

Powered by LiveRamp. Activate 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.



Tier 1

Premium CTV Networks



NETFLIX : *Custom pricing and minimum spends apply*

Tier 2

Accessible CTV Networks | Popular

Tier 2

Accessible CTV Networks | Popular

Tier 3

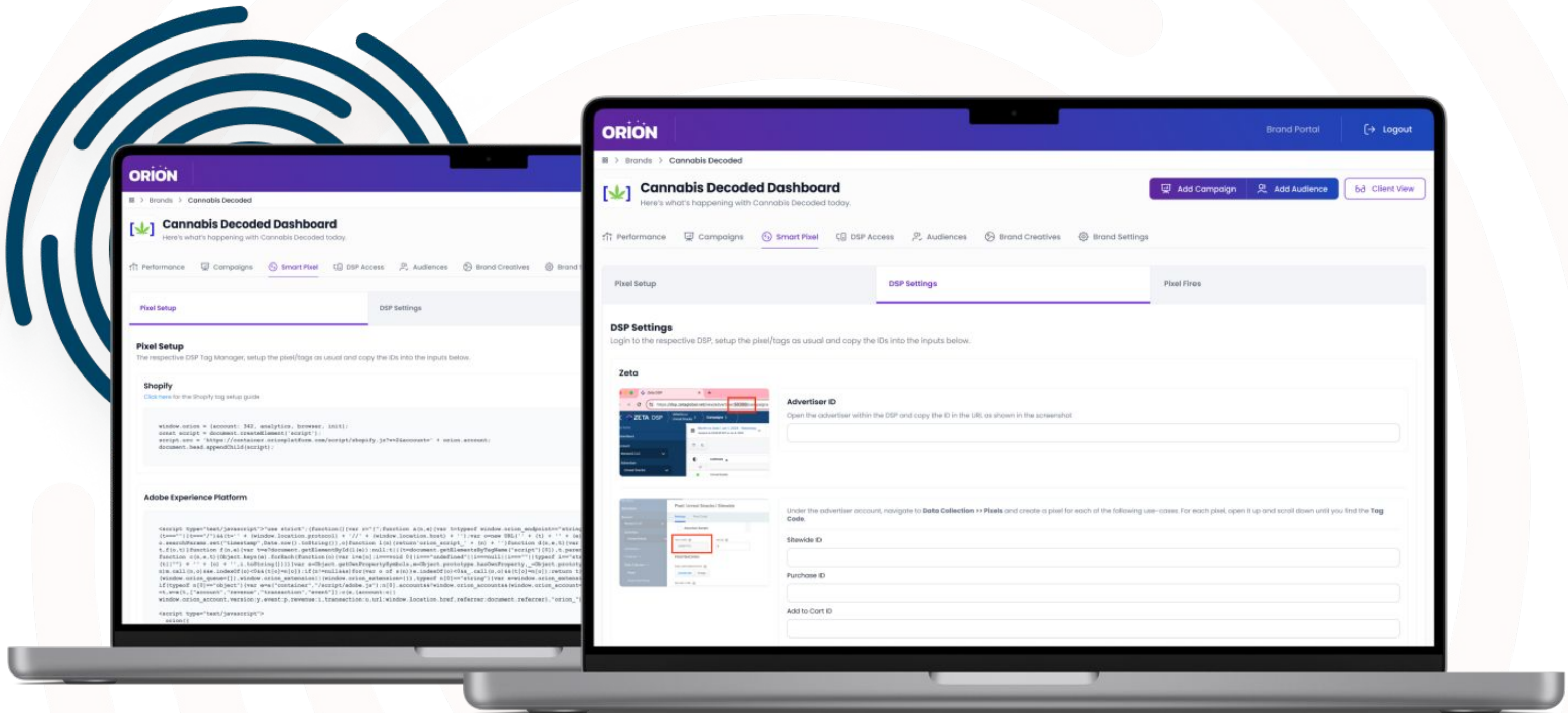
Run of Network CTV | Including but Not Limited to

		<p>+ hundreds of local news stations</p>		

SINGLE-TAG SOLUTION

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

The ARTEMIS Algorithm

Our bespoke algorithm takes historical, aggregate, real-time performance and campaign data across the top 6 DSPs, and learns from it to recommend the best media, format, and inventory mix for your next campaign. The AI selects and combines the most impactful variables, such as:



PROGRAMMATIC ADVERTISING CHANNELS

Placements for every stage of the **behavior change funnel**.

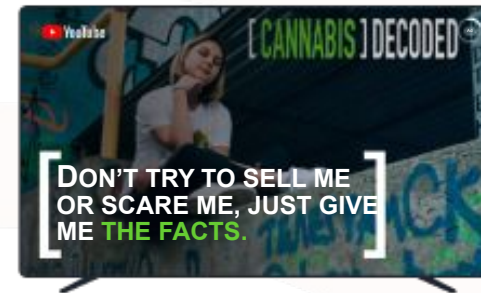
Digital Out-of-Home



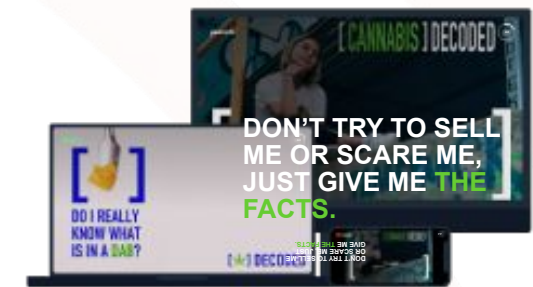
Streaming Audio



Connected TV



Online Video



Upper Funnel - Awareness

Programmatic Skins



Adhesion Ads



In-Email Display



In-Banner Video

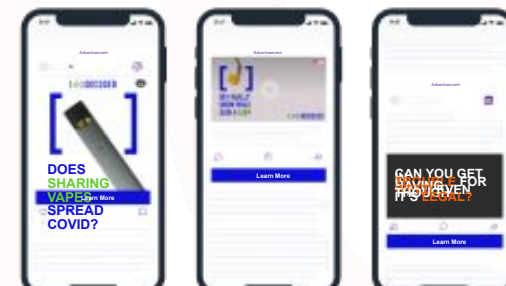


Mid Funnel - Engagement

Native Display



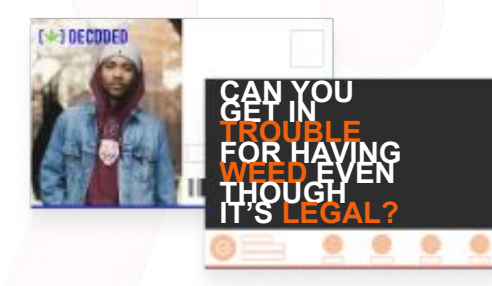
Social Mirroring



Performance Display

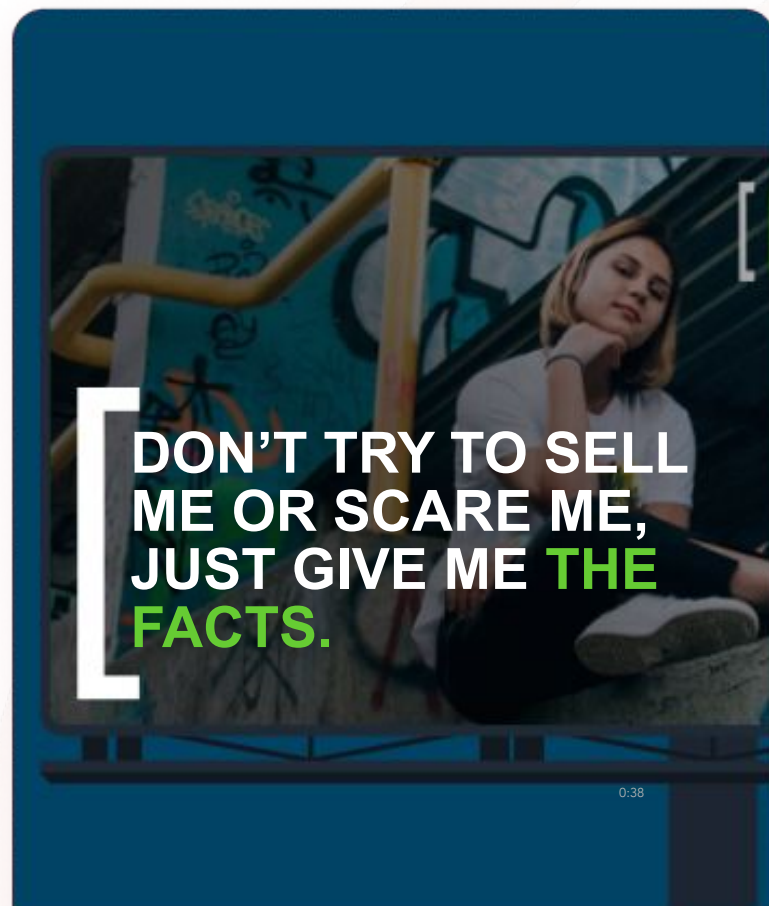


Programmatic Direct Mail

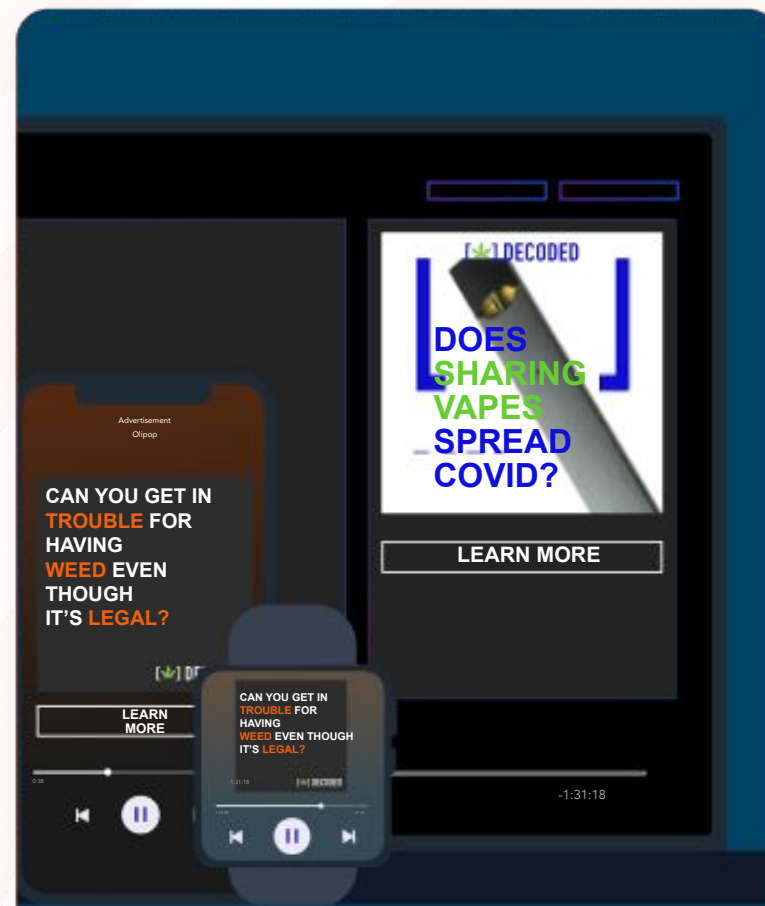


Lower Funnel - Action

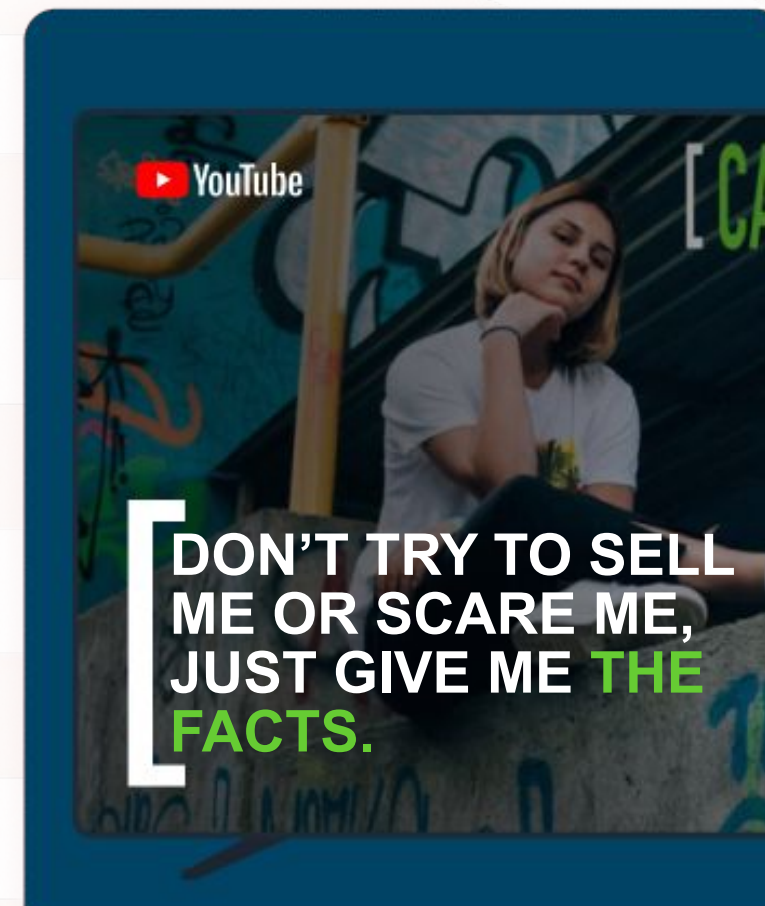
Upper Funnel Ad Placements



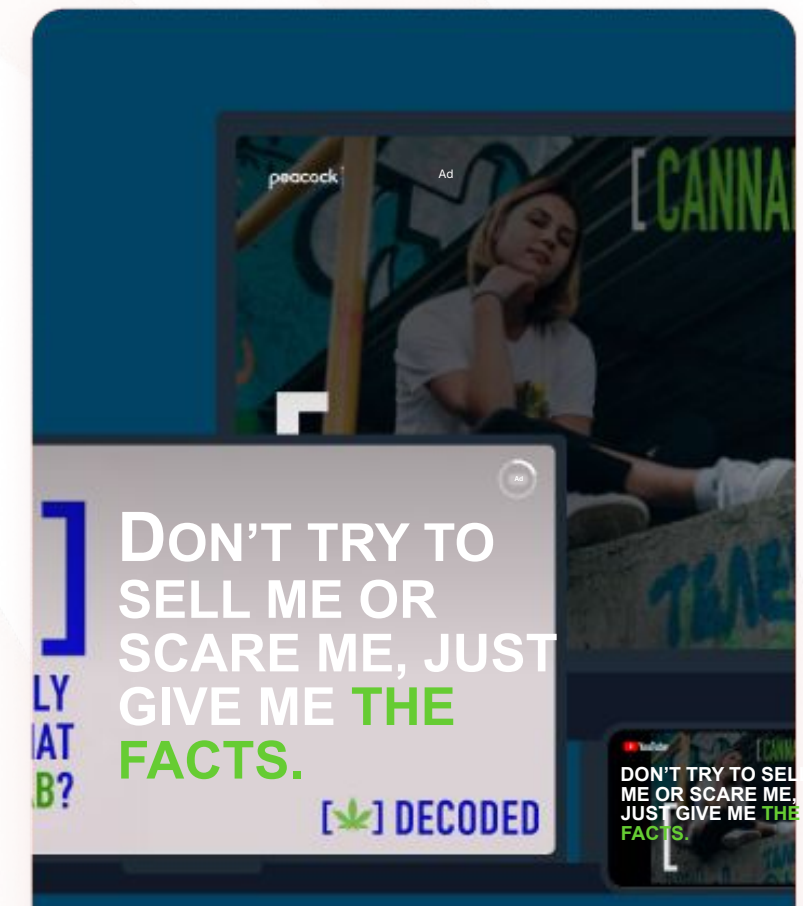
Digital Out-of-Home



Streaming Audio



Connected TV



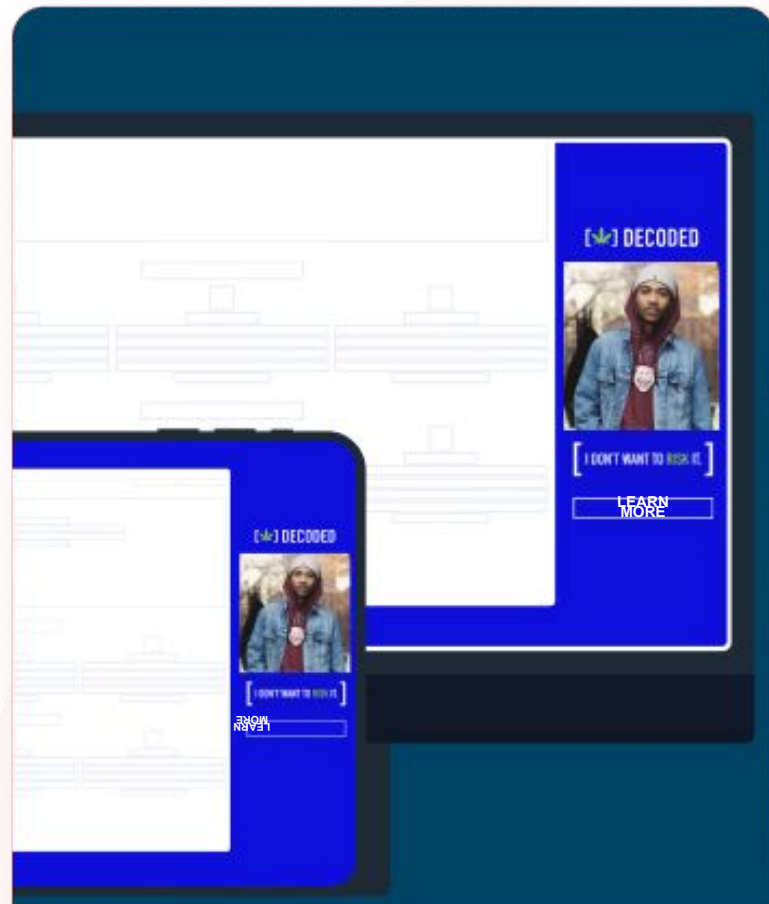
Online Video

Mid Funnel

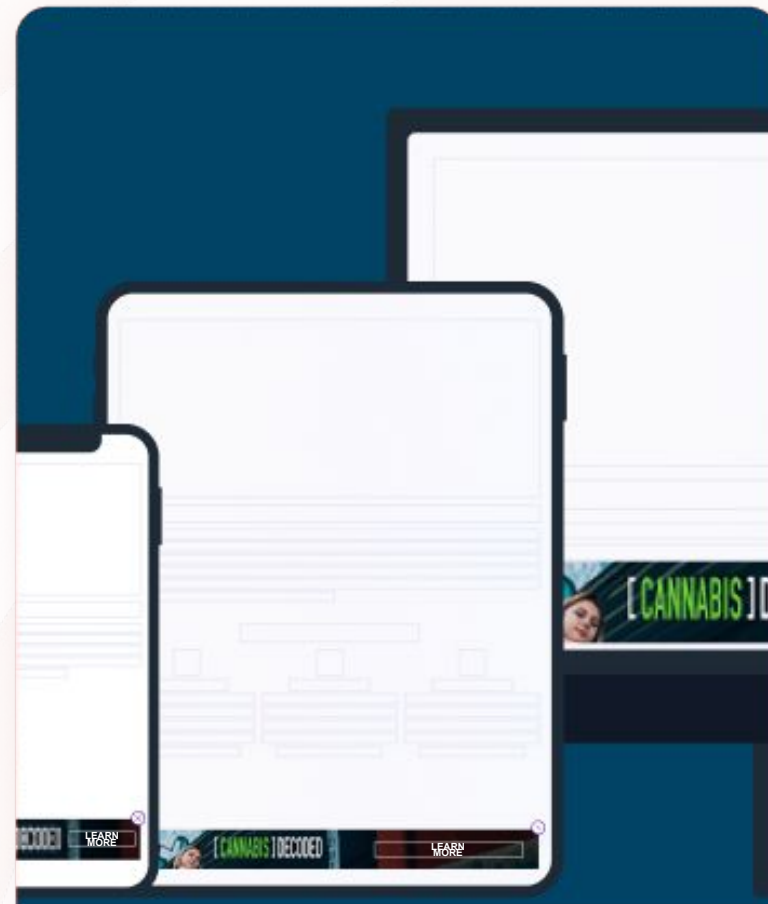


*The behavioral communications funnel is complex and non-linear, but we have displayed it this way to best illustrate our services.

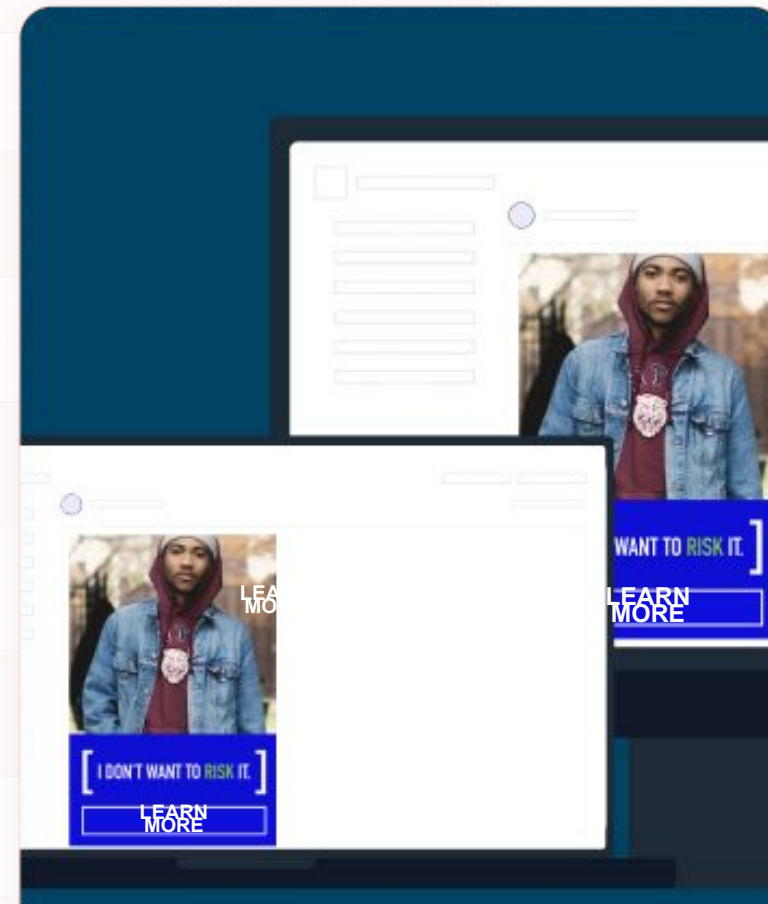
Mid Funnel Ad Placements



Programmatic Skins



Adhesion Ads



In-Email Display



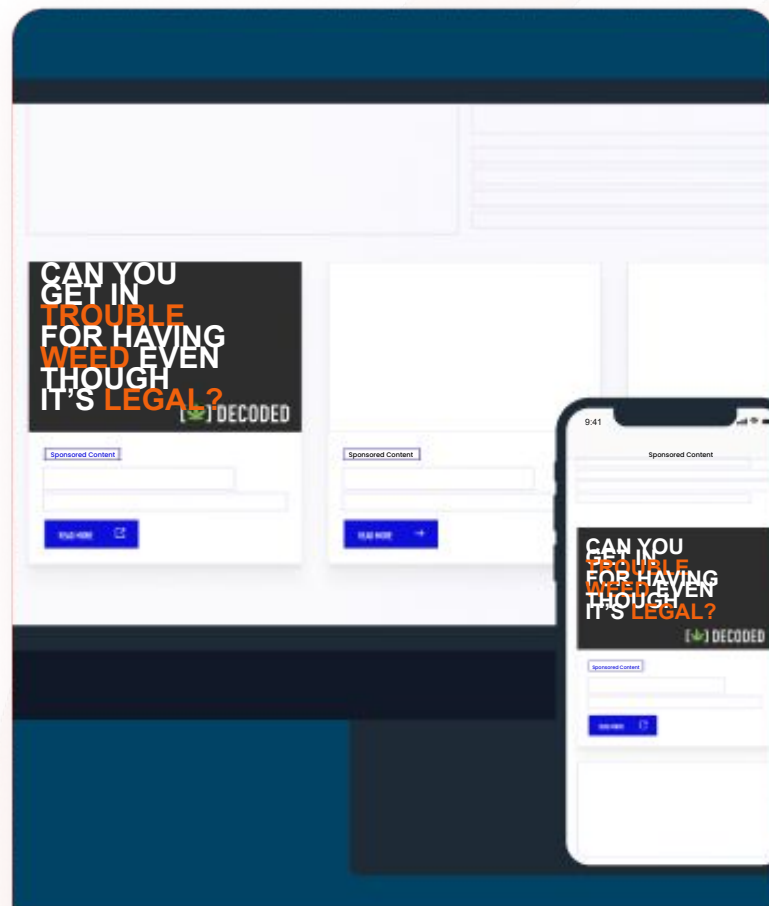
In-Banner Video

Lower Funnel

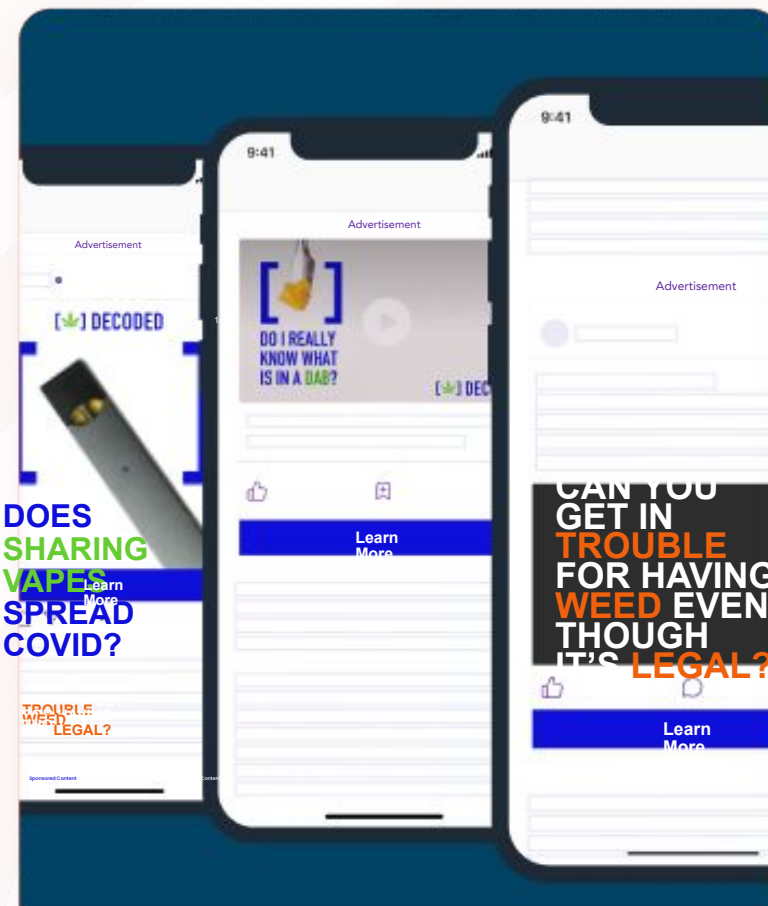


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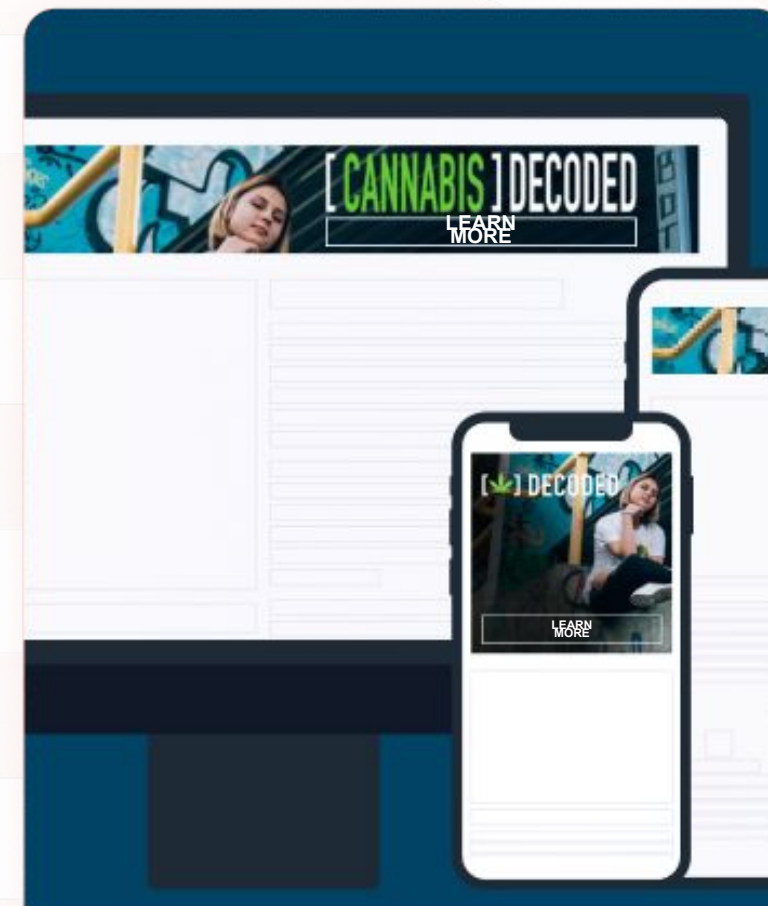
Lower Funnel Ad Placements



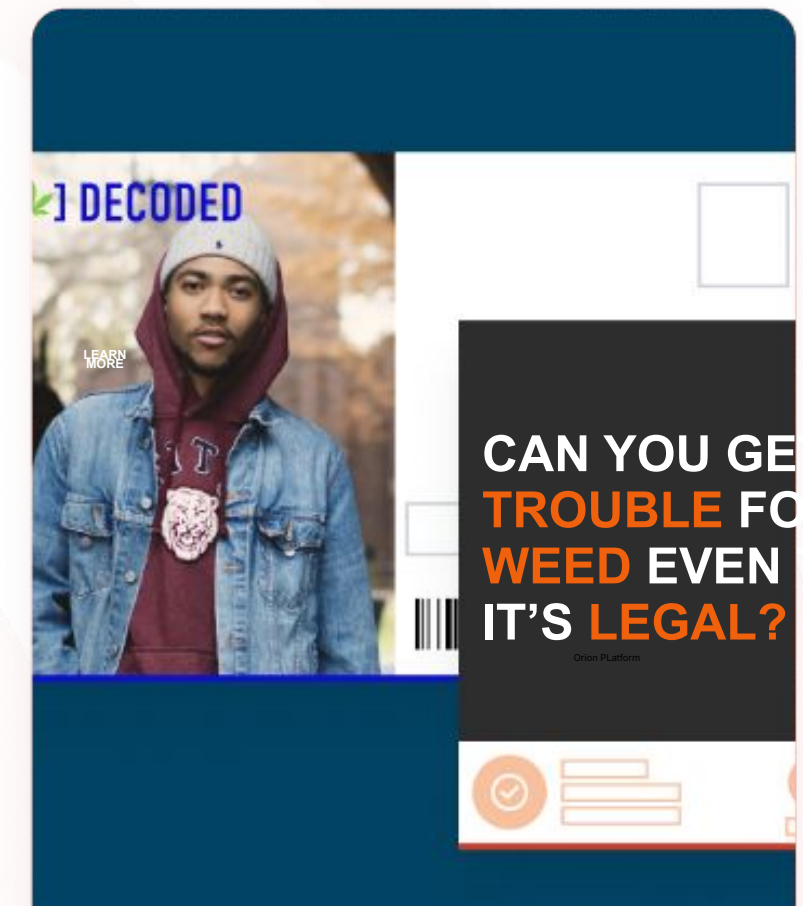
Native Display



Social Mirroring



Performance Display



Programmatic Direct Mail

Conversion

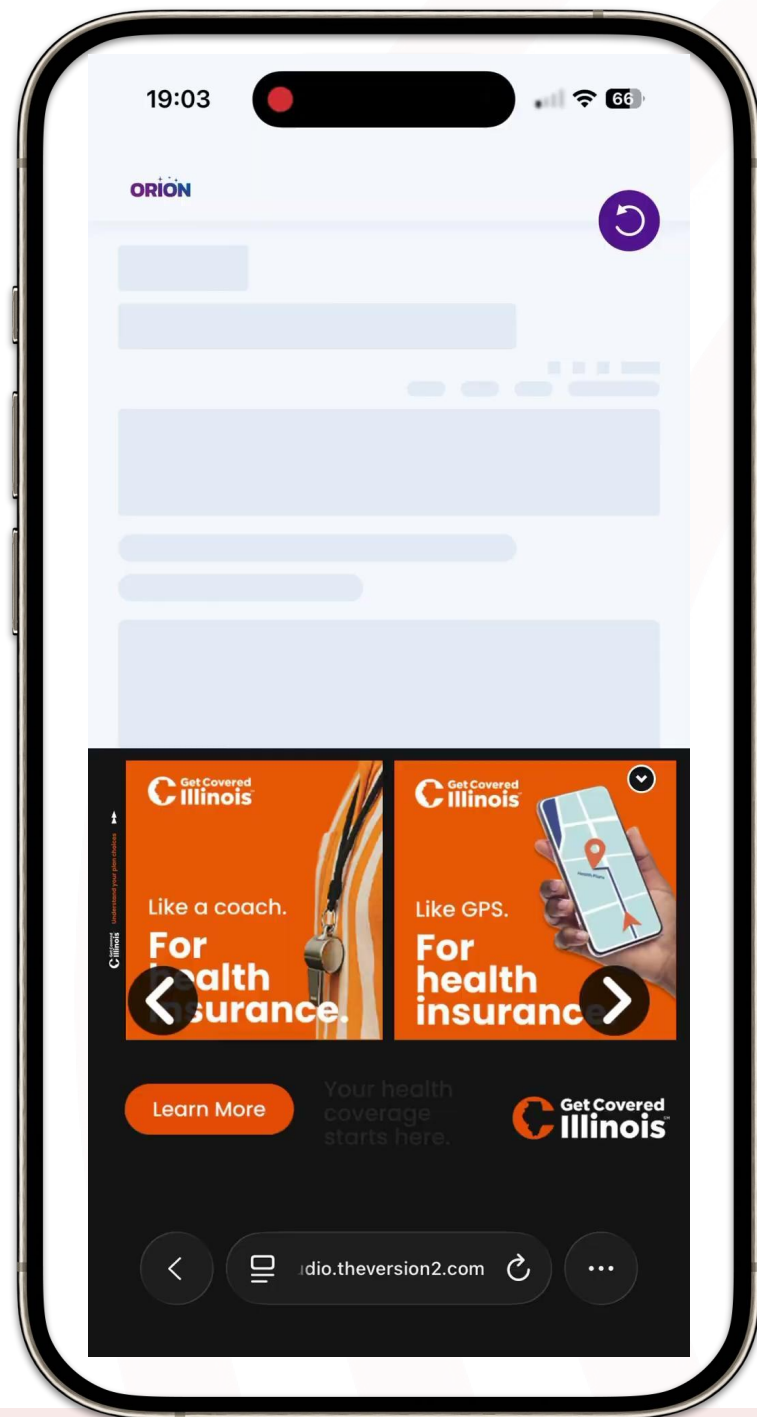


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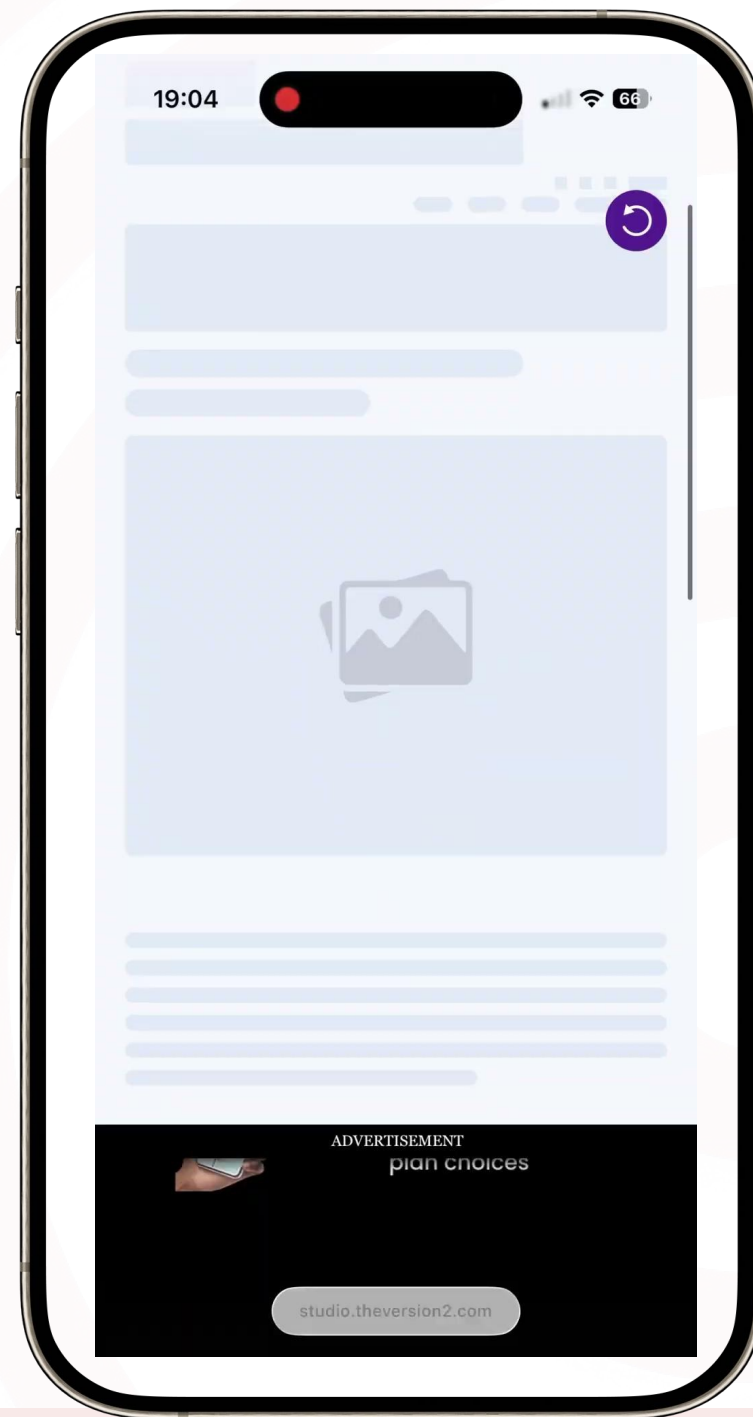
2026 AD FORMATS

ORION Impact | Interscroller Units

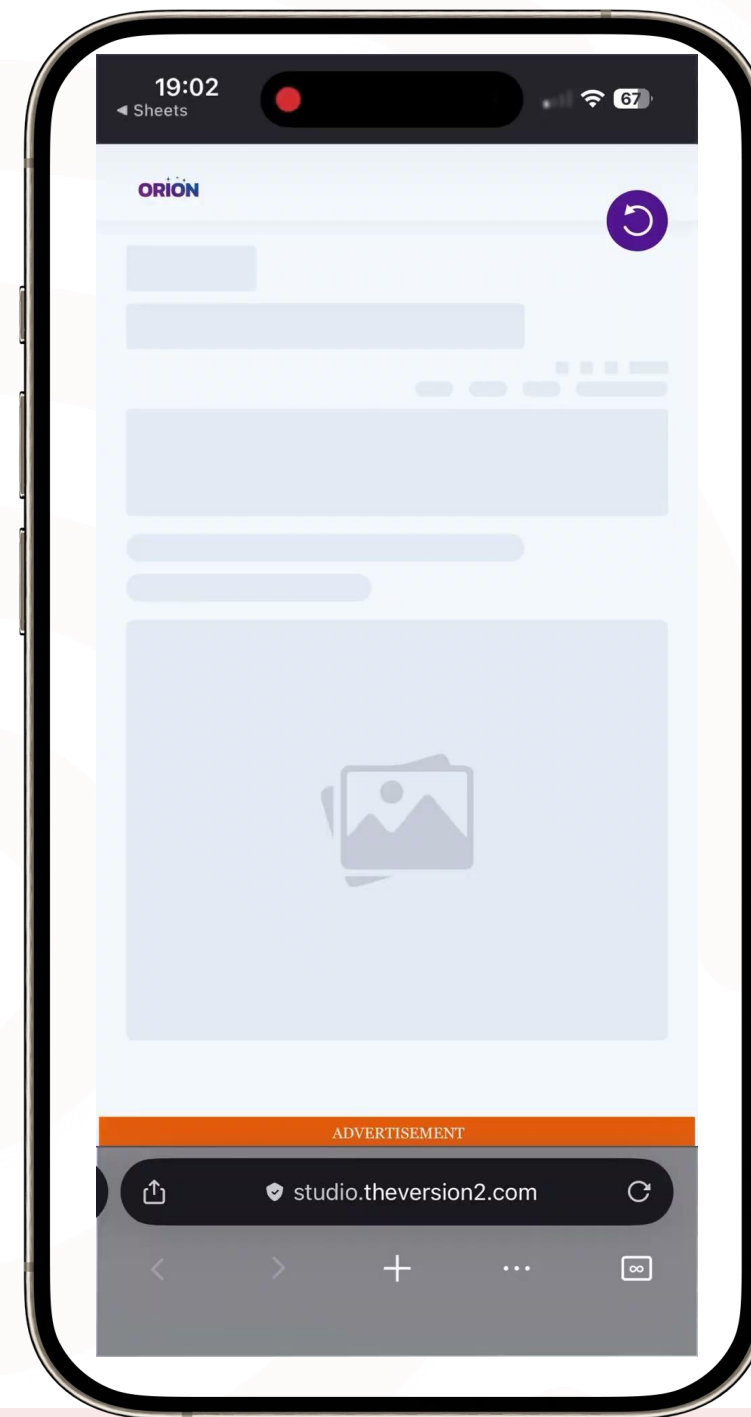
Stop the scroll. Dynamic and eye-catching formats, available on 2,000+ sites



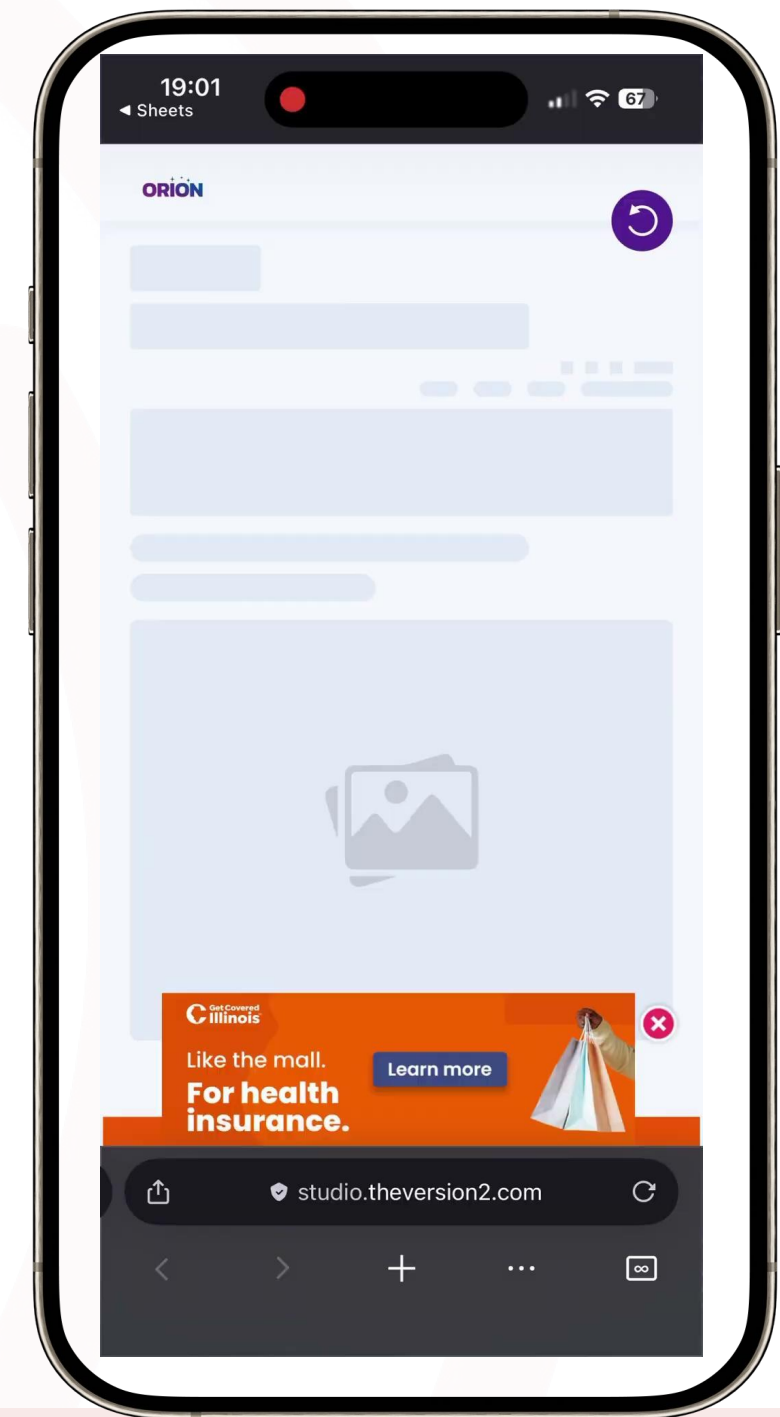
Superscroller



Vertical Video



ORION Stories



Duo

2026 AD FORMATS

Intrinsic In-Game

Intrinsic in-game advertising's non-disruptive format, delivered at high engagement points, ensures better performance throughout the entire funnel.



2026 AD FORMATS

Social CTV

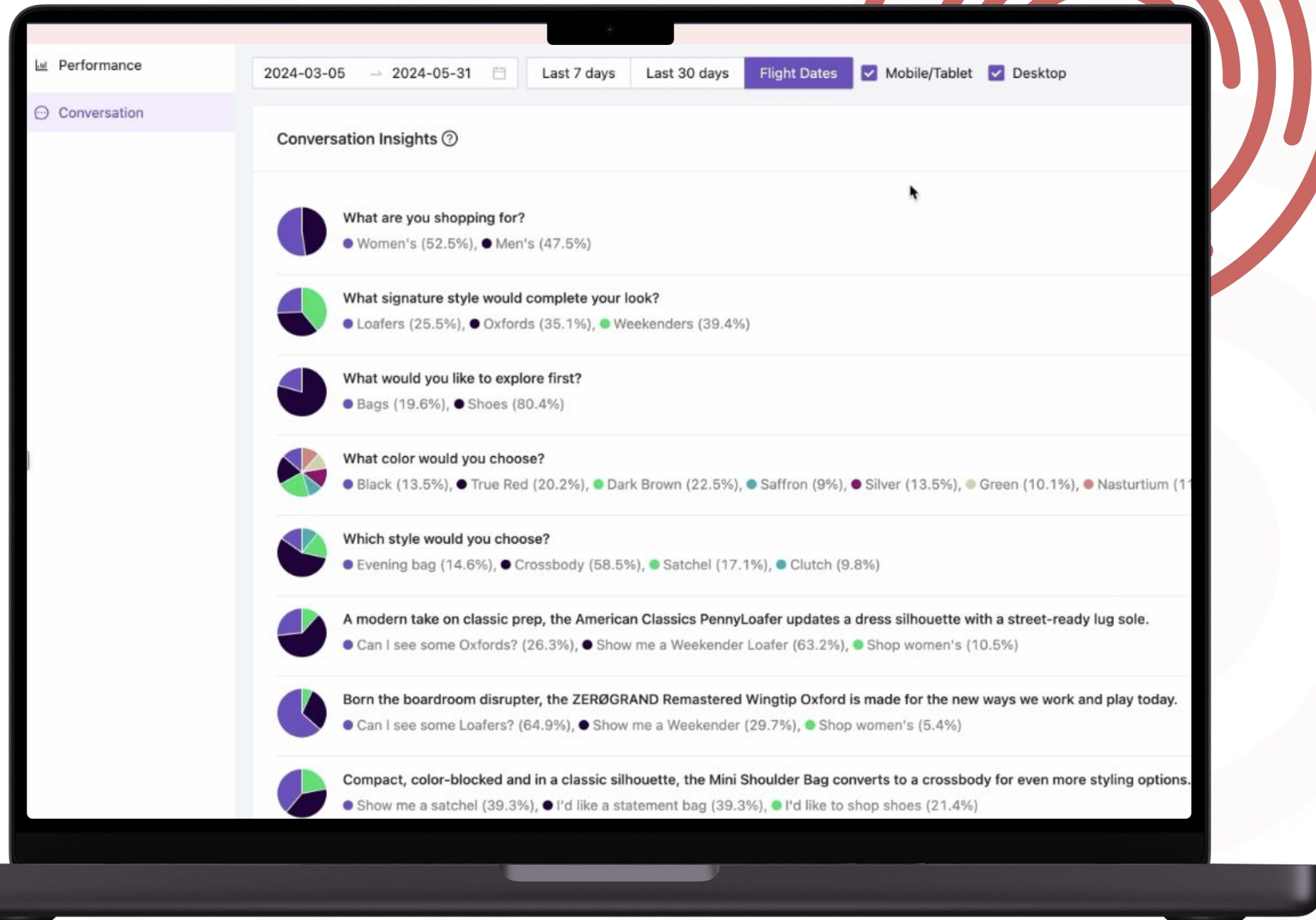
Transform your social media posts into stunning 4K CTV creative instantly.



2026 AD FORMATS

Conversational Rich Media

Get access to critical insight and intelligence on the answers audiences want most, how they feel, and how they interact.



SOLUTIONS FOR YOUTUBE

GenAI Content Search

First-of-its-kind application of semantic search classifies YouTube channels at scale to provide an additional level of precision beyond standard keywords, content category taxonomies, or topics.



Go beyond limitations

- Move past generic taxonomies & fixed categories
- Uncover nuances & context that standard keywords miss



Performance-driven optimization

- Identify high-performing placements & target semantically similar channels
- Dynamically updates your channel lineup



Blended contextual targeting approach combines the precision of semantic search with the scale & control of fixed taxonomies.



Keyword Channel Lineup



jaguar

jaguar car
jaguar animal
Jacksonville Jaguars



Semantic Search-powered Channel Lineup



jaguar

jaguar car prices
2024 jaguar XF
jaguar car models Porsche
sports cars Maserati

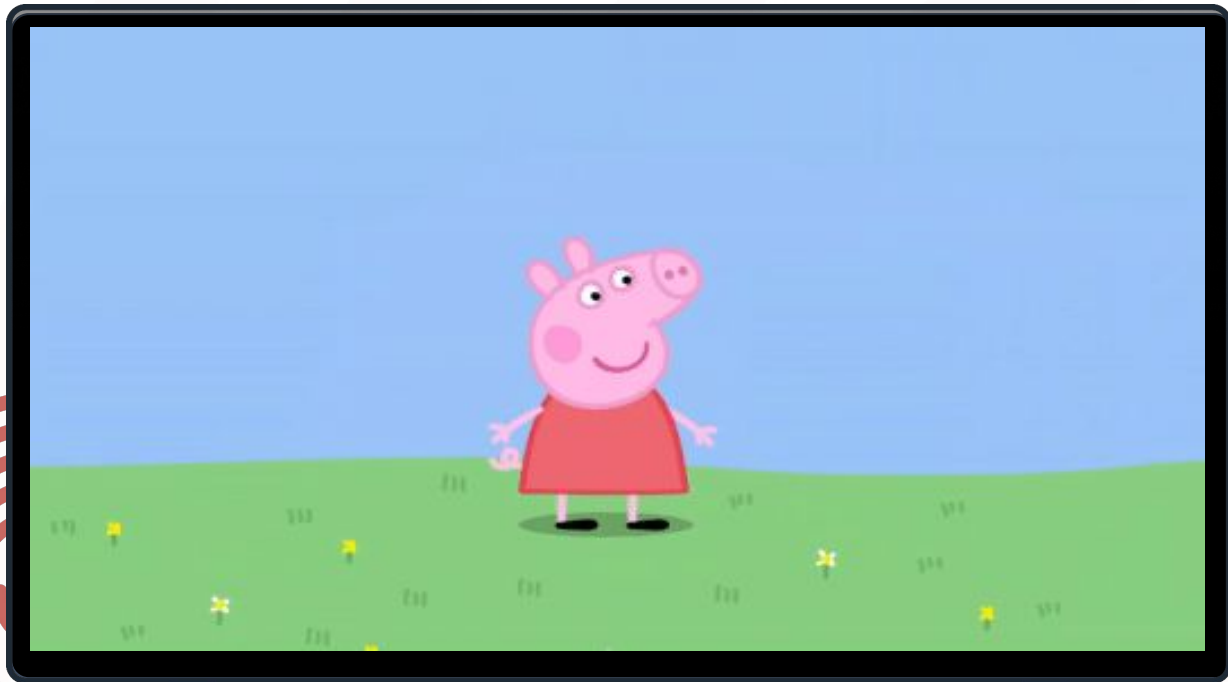
SOLUTIONS FOR YOUTUBE

The “Made For Kids” Issue On YouTube

Only 48%
of Made For Kids videos on YouTube are
actually tagged as such.



Tagged as “Made for Kids”



Audience
This video is set to made for kids Set by you

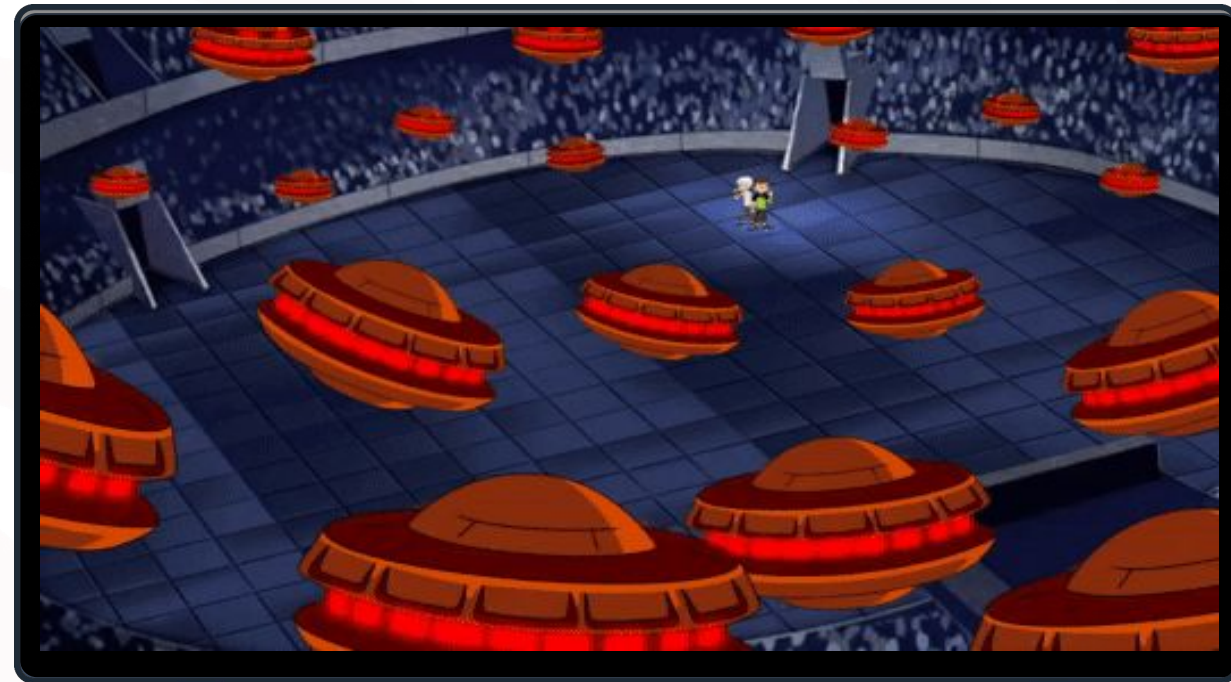
Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are made for kids. [What's content made for kids?](#)

i Features like personalized ads and notifications won't be available on videos made for kids. Videos that are set as made for kids by you are more likely to be recommended alongside other kids' videos. [Learn more](#)

Yes, it's made for kids
 No, it's not made for kids



Not Tagged as “Made for Kids”



Audience
This video is set to not made for kids Set by you

Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are made for kids. [What's content made for kids?](#)

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Yes, it's made for kids
 No, it's not made for kids



SOLUTIONS FOR YOUTUBE

Magnitude of Change's Multicultural Creator Network

Magnitude of Change's Inclusive Media Initiative (IMI) allows advertisers to reach diverse audiences within authentic creator content that resonates with them.

Magnitude of Change's network of top IMI creators on YouTube have self-identified as being a member of the following communities:

Black

AAPI

Hispanic/LatinX

Women

LGBTQIA+

Indigenous

Veterans

Disabled

And Many More!

IMI Creator Bri Hall

Magnitude of Change's IMI does not guarantee reach for certain demographics; Creators in our community reach audiences across all ages, races, genders, etc.

SUSTAINABILITY

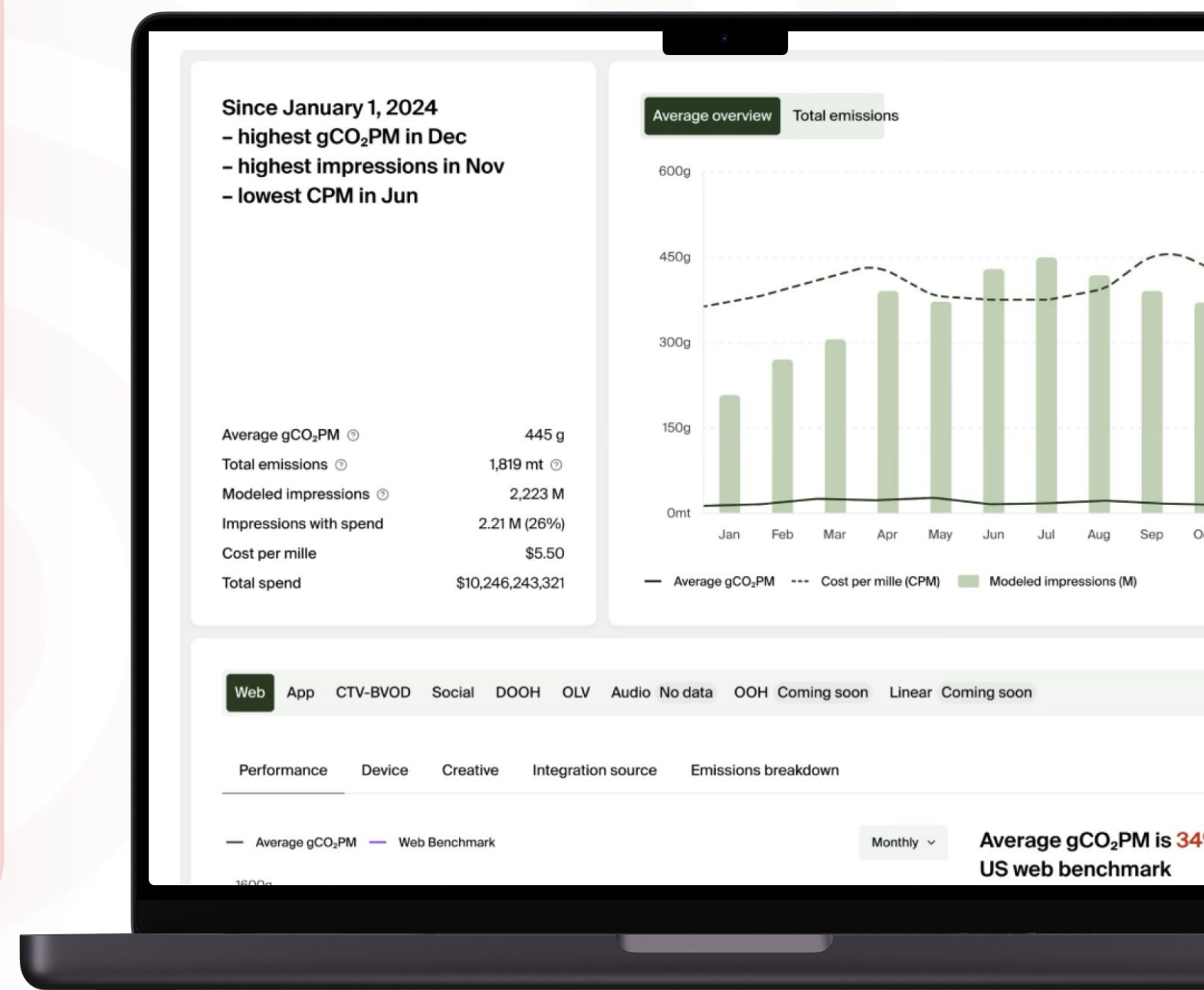
We use **leading sustainability tech** to help our partners understand and reduce the carbon footprint of their media.



Collaborative Sustainability Features Include:

- Carbon Neutral PMPs
- Eliminating ad placements on Made for Advertising websites
- Supply Chain Optimization
- More sustainable media is more effective media: save money, improve performance, & drive engagement
- Campaign Emission Tracking

And more...



 **CASE STUDY****Behavioral Health System**
Baltimore

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.



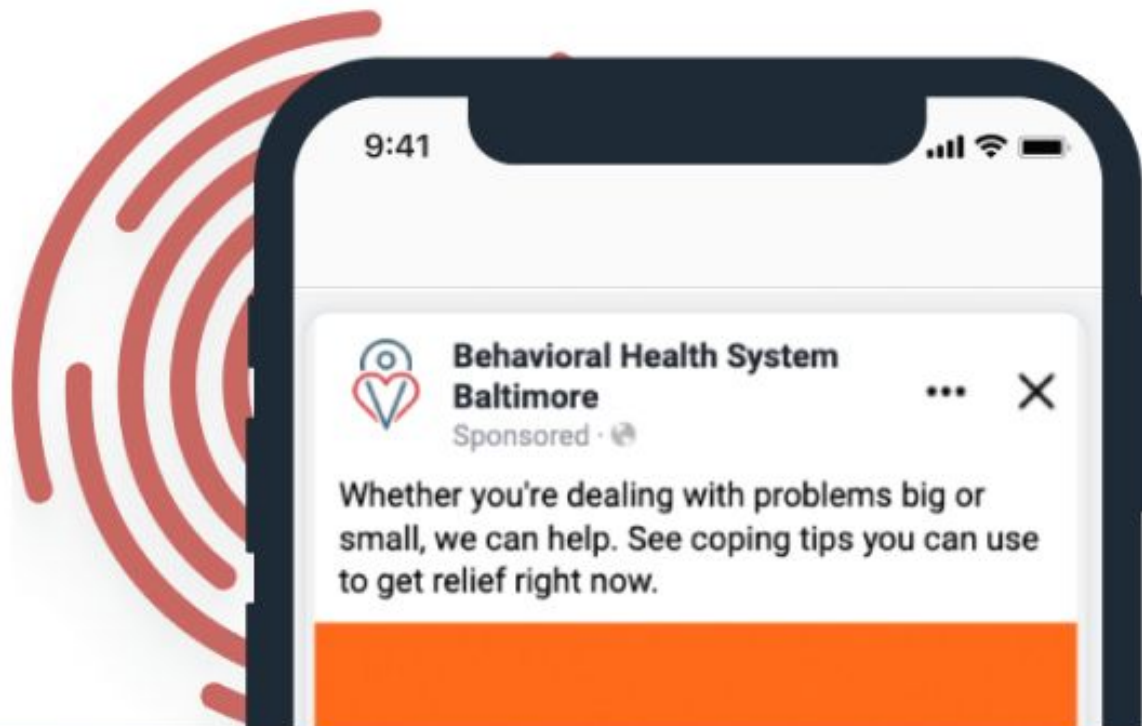
The Challenge

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 created 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.

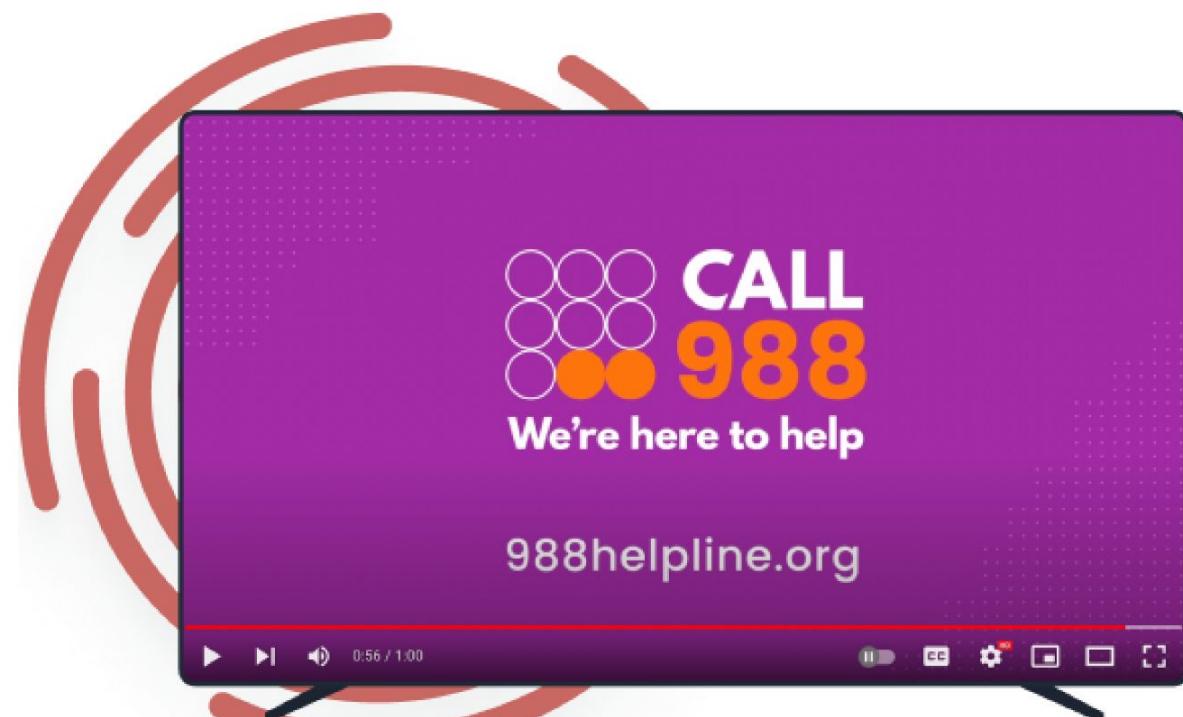


CASE STUDY - BHSB

Insights

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

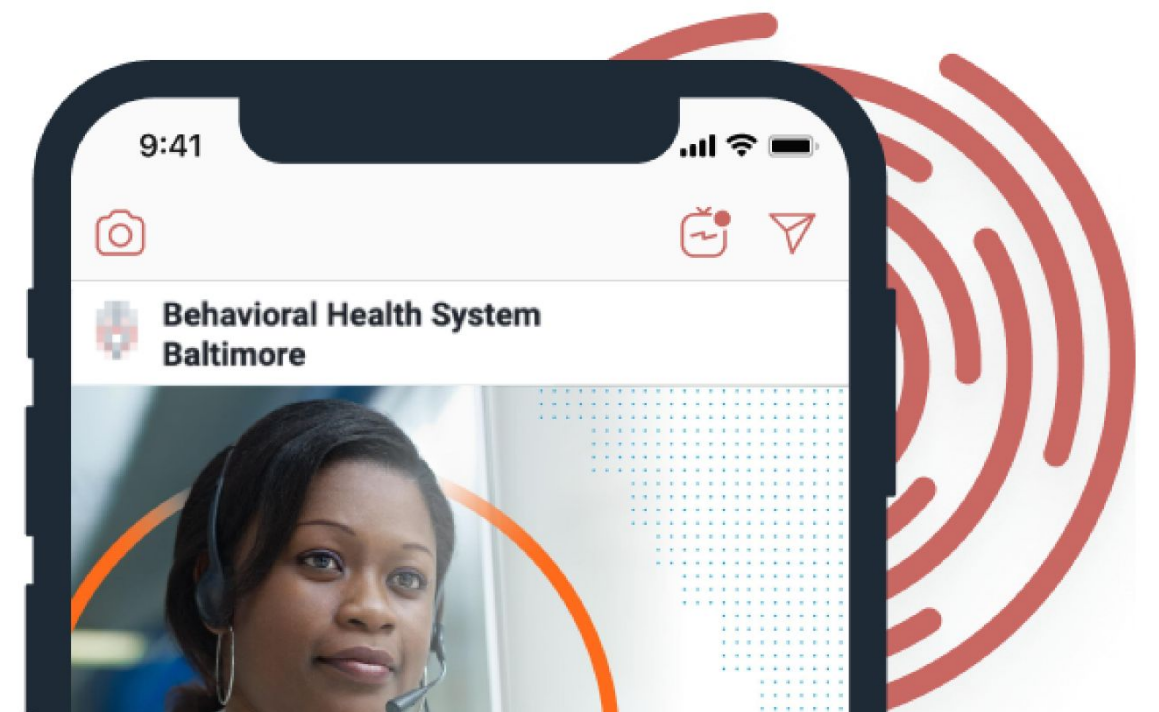
- Audiences tended to favor messages that offered a sense of relief, connection, and optimism for a brighter future, without making unrealistic or exaggerated promises.
- The word “crisis” is off-putting: it suggests something overwhelming, chaotic, and impossible to manage. However, “Emergency” is perceived 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%.



CASE STUDY

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.



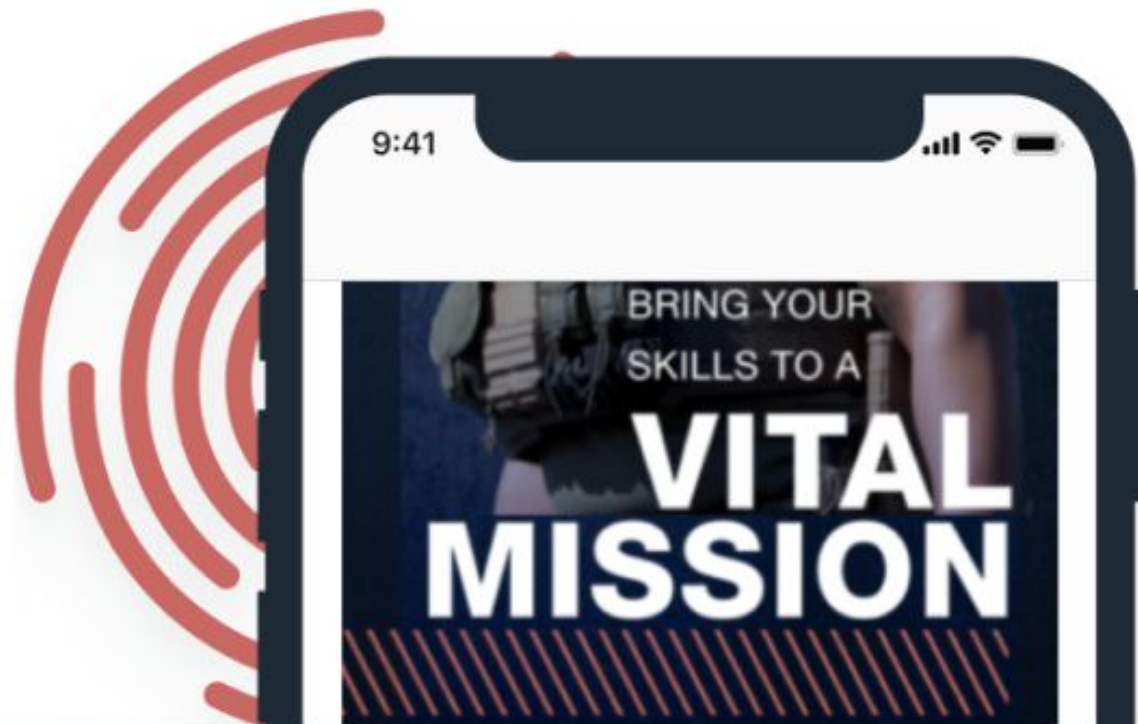
The Challenge

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

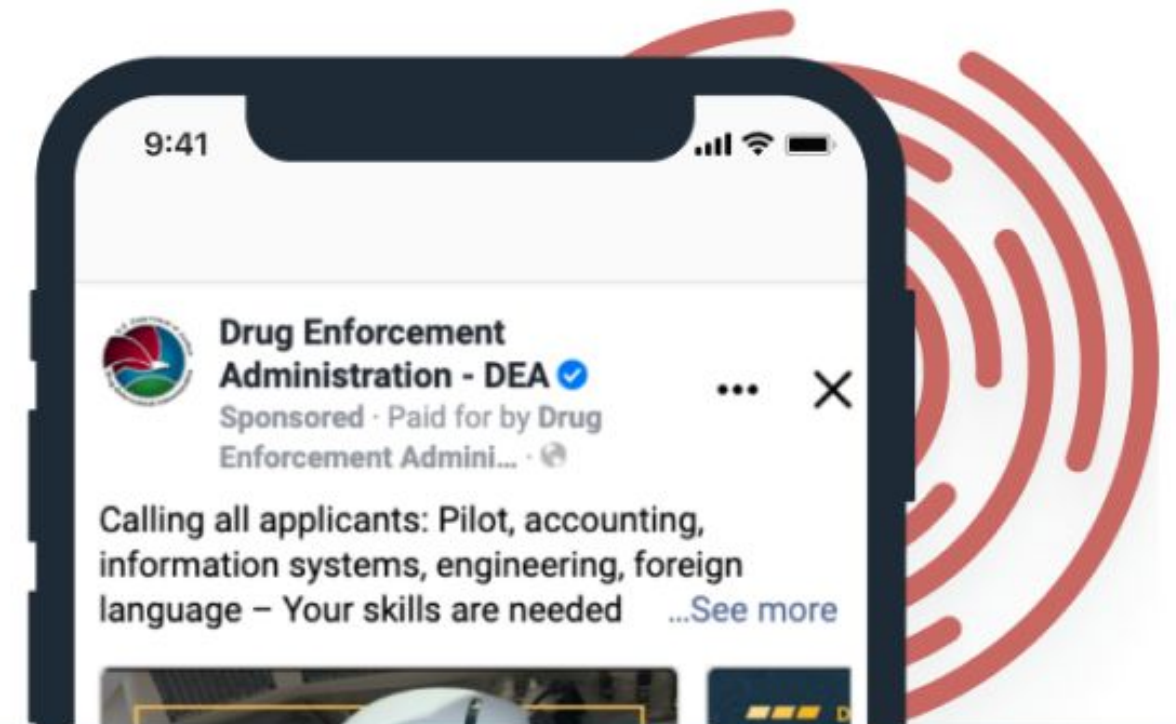
- **Objective:** Fill agent positions
- **Goal:** Attract 5,400 qualified applicants
- **KPI:** Conversions (number of qualified applications)
- **Channels:** LinkedIn, Social Display, Performance Display, Paid Search, Paid Social
- **Geo:** Atlanta DMA, Detroit DMA, Philadelphia DMA, Phoenix DMA, San 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; Multi-lingual



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.

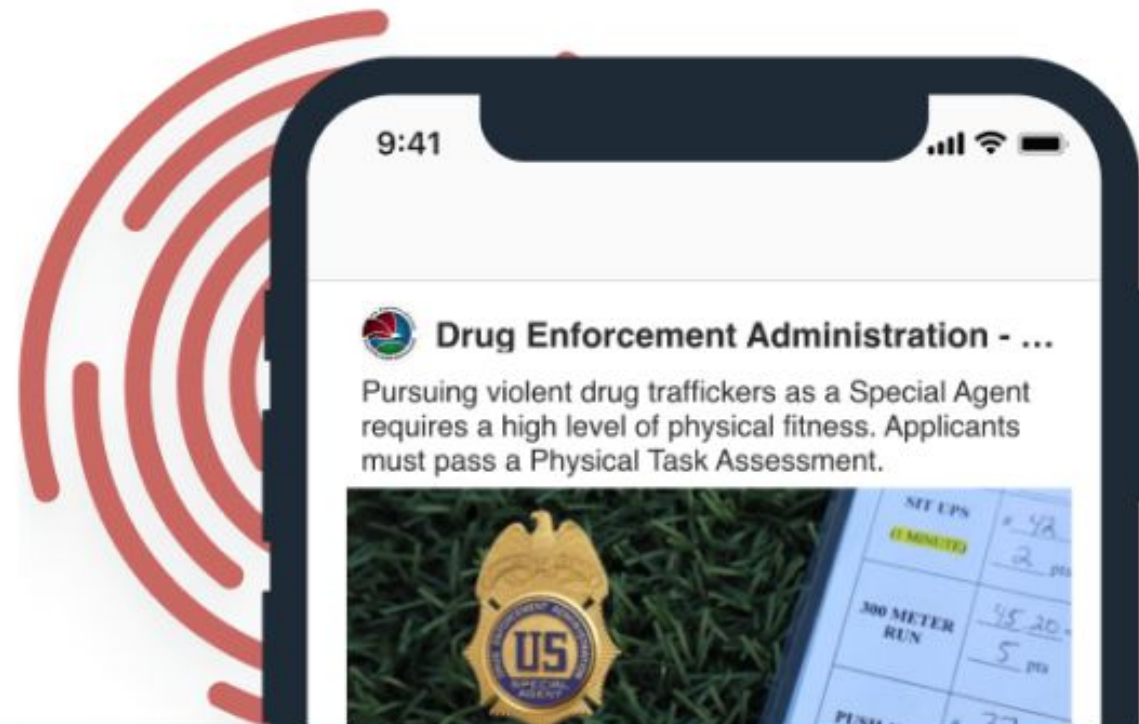


CASE STUDY - DRUG ENFORCEMENT ADMINISTRATION

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+



 CASE STUDY

[] DECODED

Cannabis Decoded is a Youth Marijuana Education Initiative from Monterey County Behavioral Health. This initiative was launched in partnership with the San Mateo County Youth Commission to educate youth and young adults about the facts on cannabis use.

Cannabis Decoded provides reliable, factual information so that young people have the tools they need to make informed decisions that impact their health and futures.



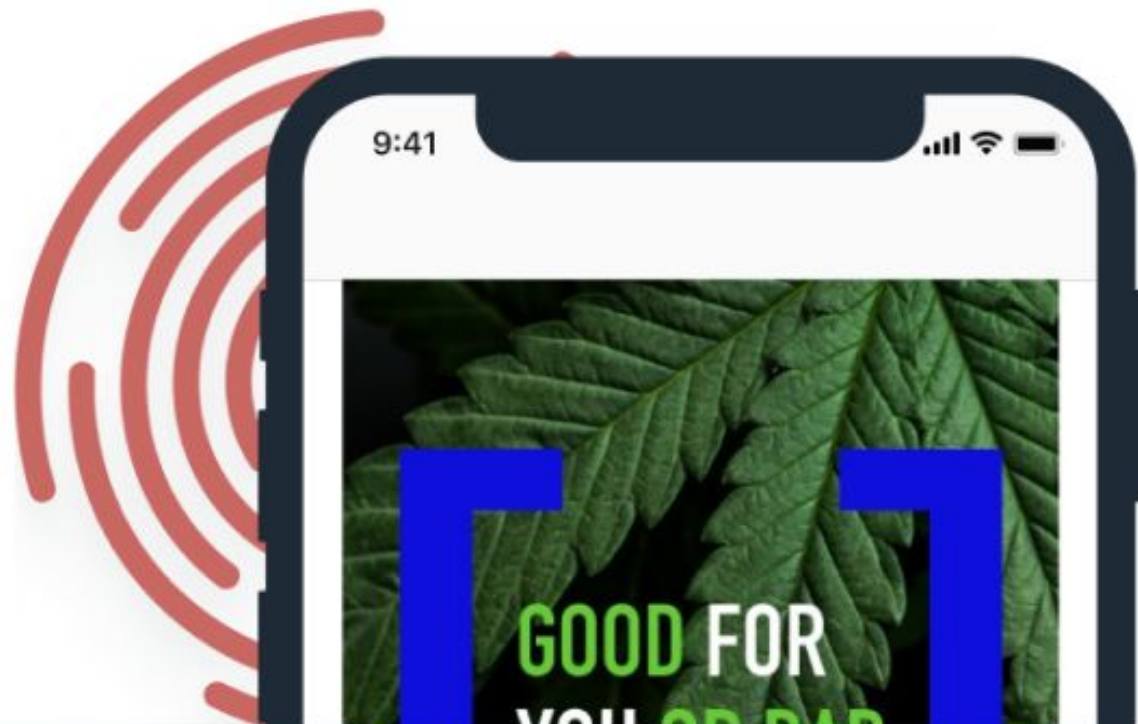
The Challenge

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.

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+

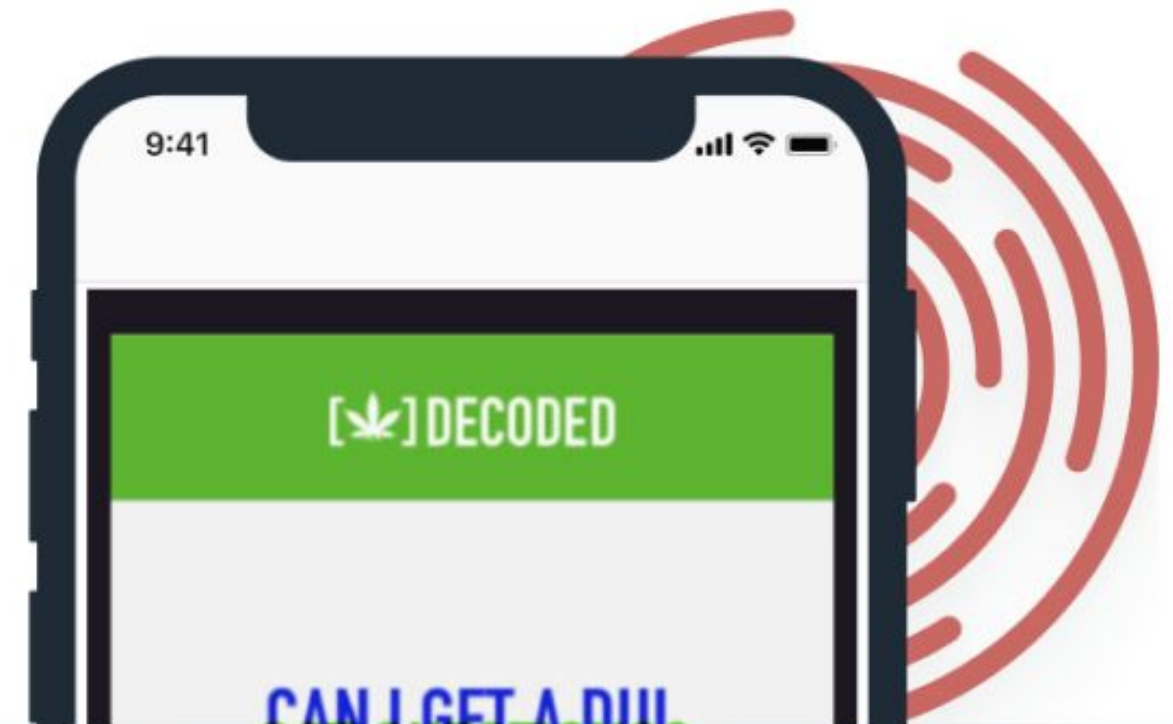


Solution

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

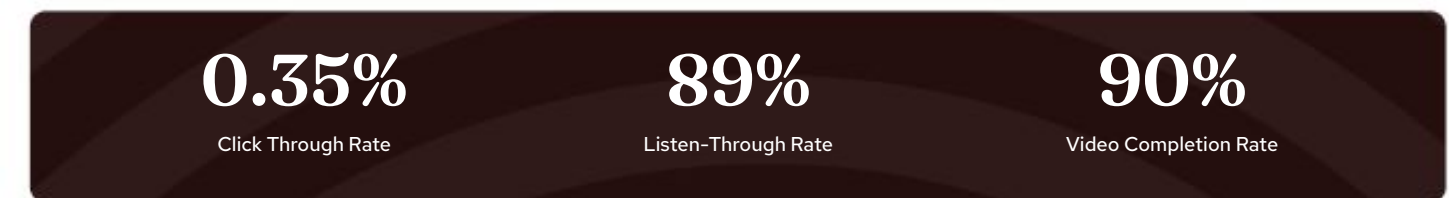


Results

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.





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



Questions? Ready to start?

orion@magnitudeofchange.com

| www.magnitudeofchange.com