



# SpotPlan® for Advertisers

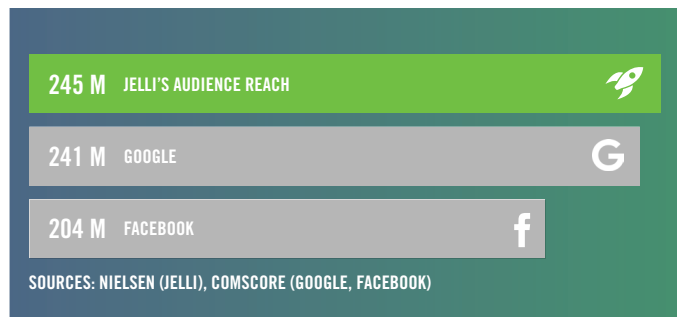
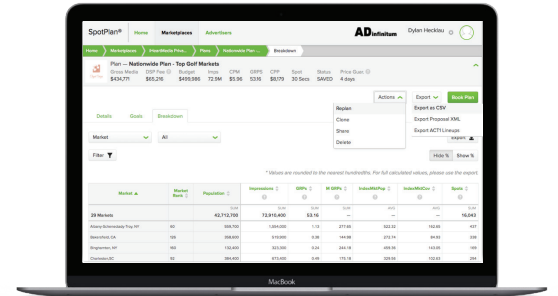
## CONNECTING BRANDS TO LISTENERS!

ADVERTISERS

### SPOTPLAN® | JELLI DSP

#### THE FIRST AUTOMATED MEDIA PLANNING AND BUYING PLATFORM FOR AUDIO ADVERTISING.

SpotPlan is the only programmatic platform for audio, delivering agencies and advertisers an automated way to efficiently plan and buy radio advertising. With SpotPlan, you get access to the largest radio marketplace, reaching 245M+ people per month (99.4% of the US) across 2,300 top radio stations.



### SPOTPLAN IS THE ONLY PLACE YOU CAN REACH 245+ MILLION LISTENERS MONTHLY - THAT'S MORE THAN FACEBOOK AND GOOGLE.

#### RADIO BUYING MADE EASY:



**Planning & Optimization** - Easily create more relevant and effective ad campaigns in minutes. Whether you are planning a National (Network) or Local (Spot) radio buy, get a real-time view into available inventory. And with our MINT algorithm your plan is automatically optimized, ensuring you meet audience targeting and budget goals, maximizing campaign performance.



**Execution & Booking** - One click buying! No more back-and-forth with radio stations, your inventory is guaranteed once booked. With centralized control of your campaign and dynamic creative, copy changes and event triggers — weather, sports scores, etc. — are no longer a problem. Creative will run in real-time based on market conditions, ensuring the most relevant message reaches your audience.



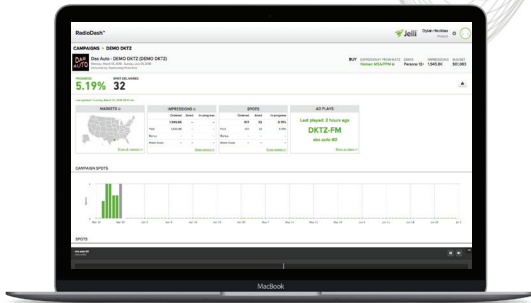
**Real-time Reporting & Compliance** - RadioDash®, our real-time reporting dashboard, provides visibility into when, where, and what ad ran, delivering always on intelligence about your campaign and instant accountability. Now you can easily compare what you bought versus what was delivered. And with automated make goods, you are ensured airplay is always maximized.

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## RADIODASH

- + Campaign performance at your fingertips
- + Real-time ad verification with audio sound checks
- + Instantly access post campaign reports, spot checks, and affidavits

JELLI'S ALGORITHM INCREASES CAMPAIGN ROI BY AN AVERAGE OF 20%

**“Radio has always provided unmatched value, and now we can bring today’s data sources, targeting and the speed, ease and precision of programmatic buying to our advertising partners.”**

– Lauren Russo  
SVP, Managing Director  
Horizon Media

### About Jelli:

Jelli is the only programmatic platform for buying and selling audio advertising. Our suite of cloud-based demand-side and supply-side solutions are used by some of the largest advertisers and broadcasters in audio, reaching over 245 million listeners per month and serving billions of ad impressions per year.

### SPOTPLAN CUSTOMERS:



Starcom