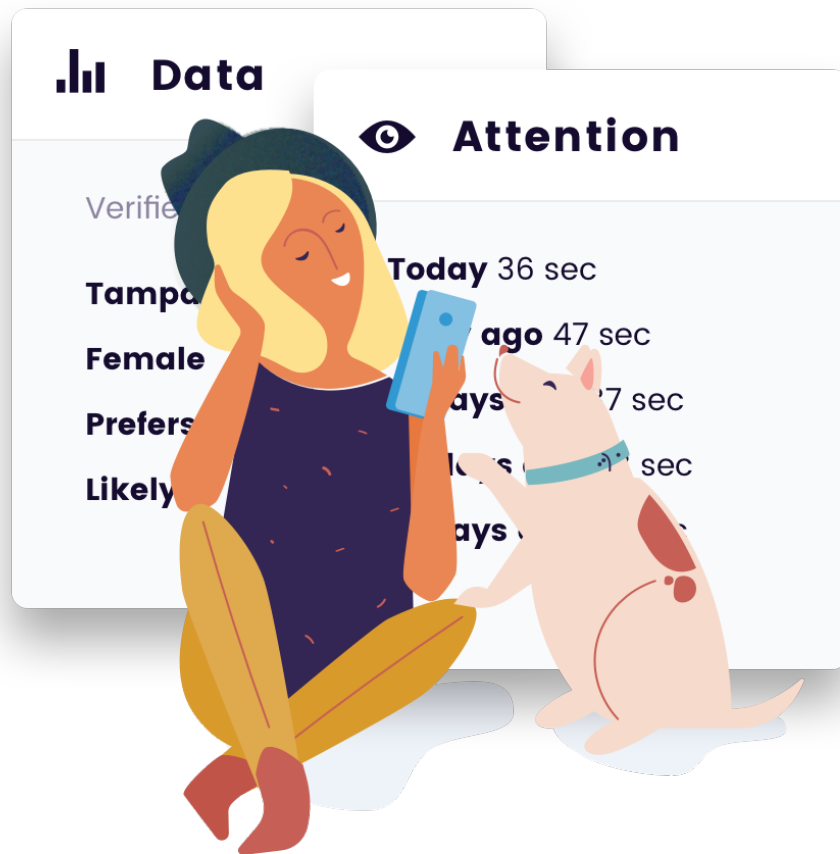


Dabbl

2018 Media Kit



Purchase consumer attention & data directly from the owners — consumers — for better performance.



Average 35 seconds of opt-in time spent per brand experience. 12% CTR. High brand impact.



A simpler way to build qualified audiences: just ask.

The time to tell your story

Neutrogena®

Case Study for
New Product Line Launch

50,003

Brand Experience
Completions

45 seconds

Avg Time Spent per
Brand Experience

83%

Purchase Intent

+131%

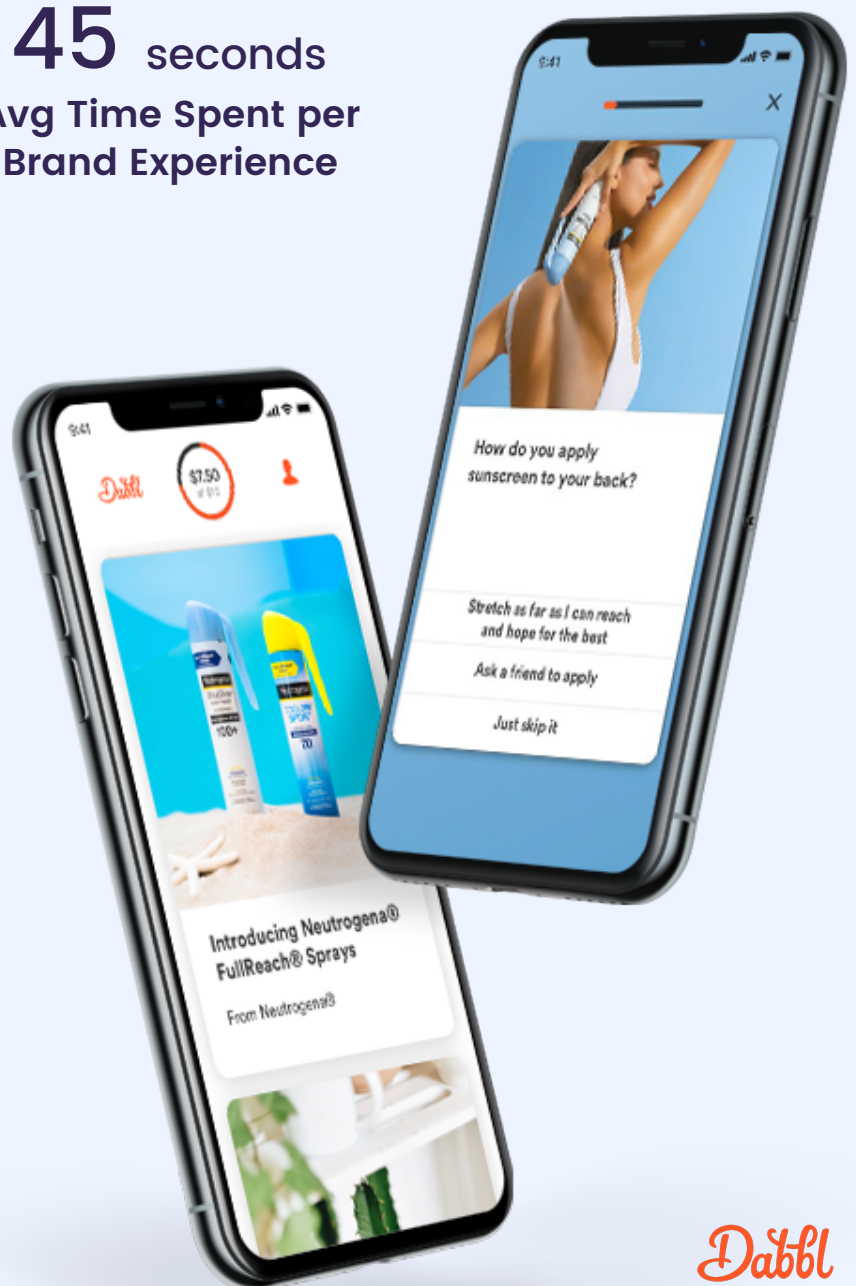
Product Brand
Awareness

Exposed vs non-exposed

+291%

Mobile Ad
Recall

Exposed vs non-exposed

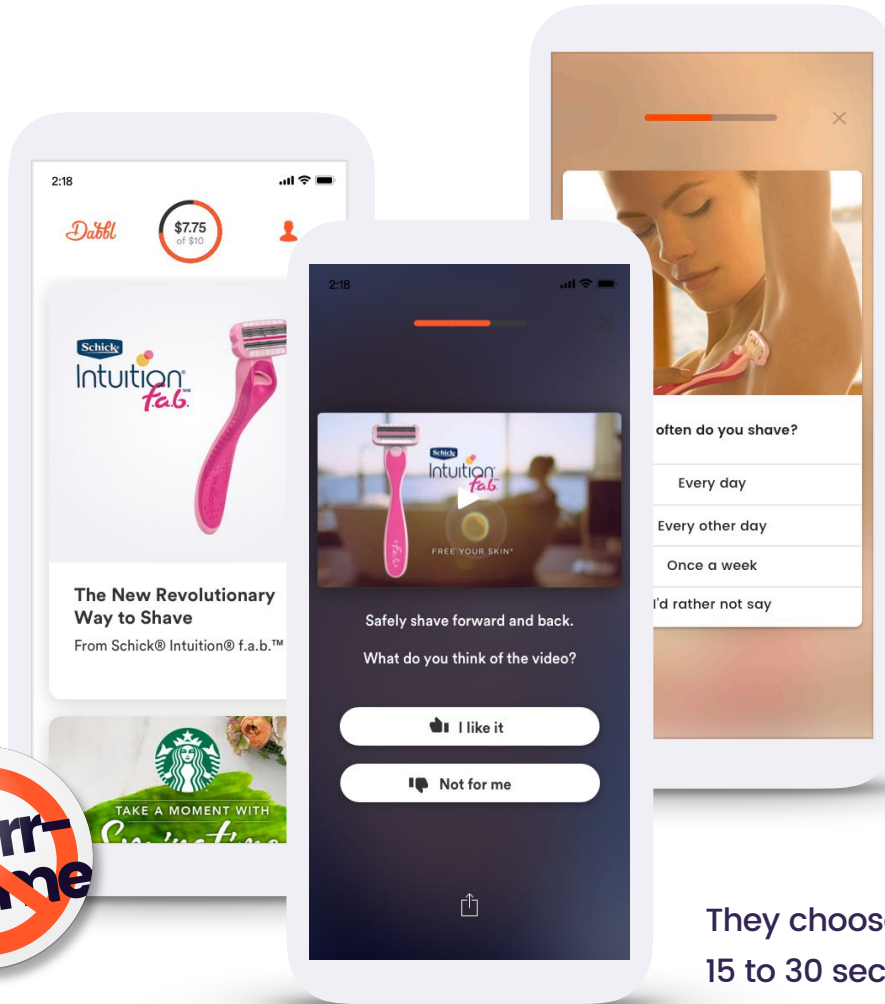


Dabbl

Consumers are in control

Consumers visit their brand feed when and if they want to engage with brands.

No media interrupted.



They choose to offer interest, intent & other data you ask

They choose to watch 15 to 30 second videos

Your ads don't interrupt their media. Consumers come to your brand because your ads offer value. Skip the typical media middlemen and share your ad budgets with the consumers you value most. Value their time, attention and the zero party data THEY choose to provide to your brand.

Dabbl

Treat consumers better Get better results

Viewability

100%

Opt-in, Brand-safe
Viewability and Completion

Compare to 50% of pixels in view for display ads qualifying as a paid "view" as defined by the Media Rating Council

Time Spent

35 seconds

Average Time Spent
Per Brand Experience

Compare to a 1 second display ad paid "view" as defined by the Media Rating Council

Click Through Rate

12%

Average Non-incentivized
Click Through Rate

Compare to 0.46% CTR for Google display ads as published by Wordstream for Q4 2018.

Dabbl

Average brand impact

+127%

**Ad
Recall**

Exposed vs non-exposed

+33%

**Brand
Awareness**

Exposed vs non-exposed

+27%

**Brand
Favorability**

Exposed vs non-exposed

+20%

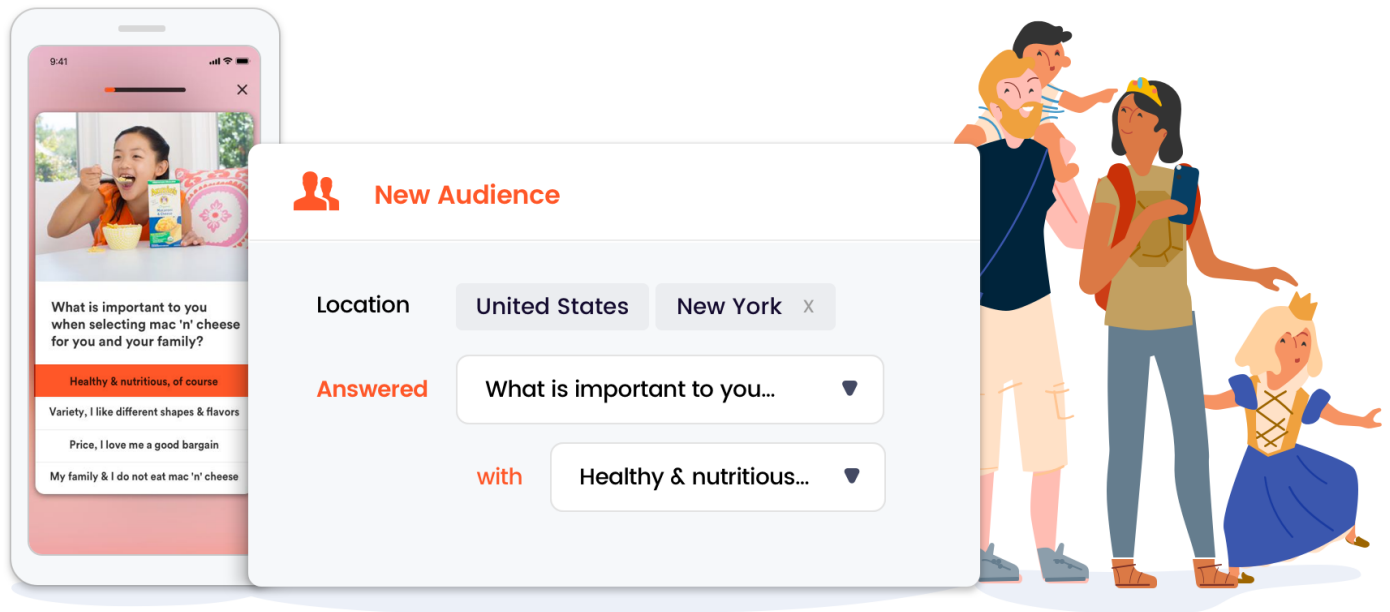
**Purchase
Intent**

Exposed vs non-exposed

Average of 25 consecutive brand studies comparing those exposed vs those not exposed to Dabbl experiences. Oct 2018. Sample sizes 1,008 to 5,002. [More info.](#)

Dabbl

A simpler way to build qualified audiences: just ask

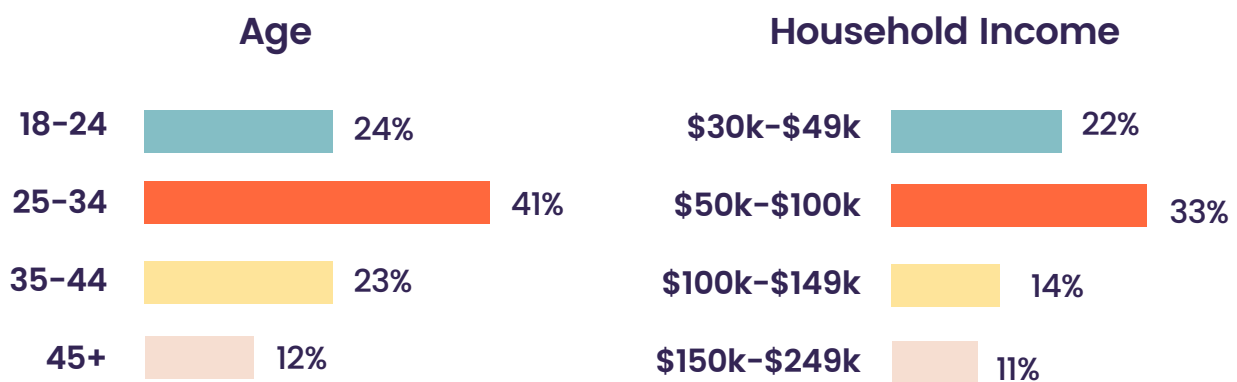


Goodbye surveillance, complexity & questionable, outdated data sources. Instead, respect the ultimate source of data: the consumer.

Target by state and designated market area... as well as anything you care to ask. Literally. Build audiences based on previous consumer responses. Create segments specific to your market, brand or product with response targeting. Just ask.

Engage desirable audiences

Millennial women | Moms of young children
College-educated women | Female iOS users



90% Female / 10% Male

65% College educated

29% Single / 28% In a relationship / 42% Married

60% Parents / 40% Not parents

47% Parents of young children

72% Apple iOS / 28% Android

86% Appreciate brands via content marketing

94% Appreciate brands on Dabbl

More at Brands.GetDabbl.com/Audience



Dabbl

Source: Dabbl and Facebook Analytics. Surveys of Dabbl consumers, sample sizes ranging from 1,117 to 6,690. Q1 & Q2 2018.

Your brand is in good company

Neutrogena

Johnson & Johnson

OREO

PETSMART
Charities

SENSODYNE



PURE FLIX



EXCEDRIN

Fiber
One

MedPost
URGENT CARE

LÄRABAR

OLD TIME
Pottery

Schick

SMARTYPAWS



PALEO
ON THE GO

Triscuit

SMARTY
PANTS



Extend
NUTRITION

Reese's



Heinz

Cheerios

HARRIS
Since 1922

Avocados From Mexico
ALWAYS IN SEASON



BRAINGEAR



Dole



"Dabbl gives us a forum to share educational messaging with our consumers in a fun and engaging way." - GSK

Dabbl

Dabblers experience your brand differently

“Dabbl is quirky and doesn’t feel like an intrusion, more like a friend sharing something cool with you.”

“Dabbl is more about learning about products vs just watching videos. I learn more from Dabbl.”

“I look for the brands in stores after viewing them on Dabbl. It is a great way to discover new products.”

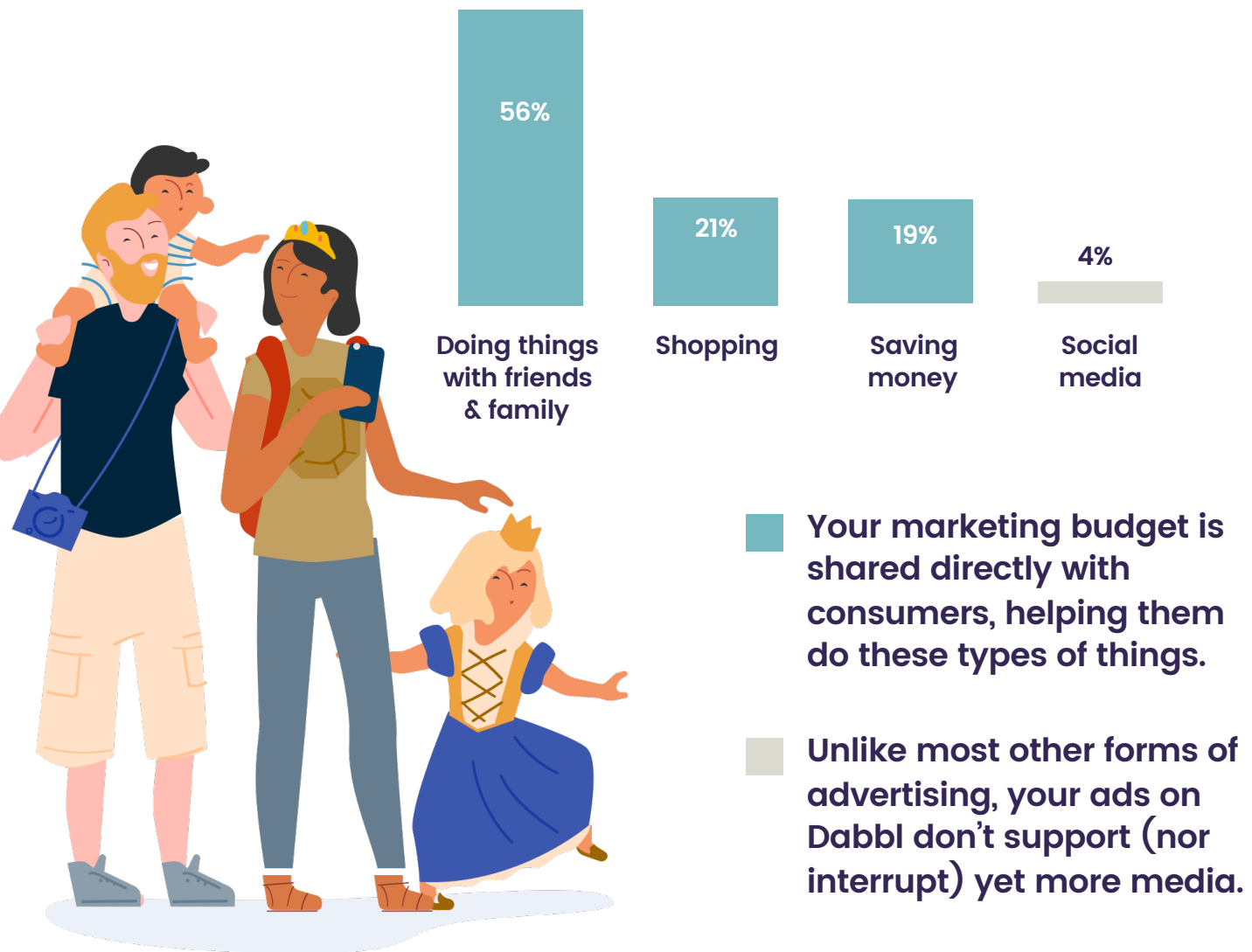
“Thank you for valuing my time.”



Dabbl

Matter to more of your audience's life beyond their media consumption

Which do millennial women enjoy most?

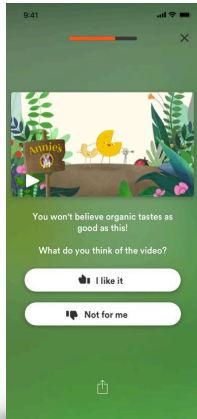


Source: Dabbl. Millennial women's responses from a survey of 7,888 Dabbl users in which we asked "Which of these offline activities do you enjoy the most?" Q2 2018

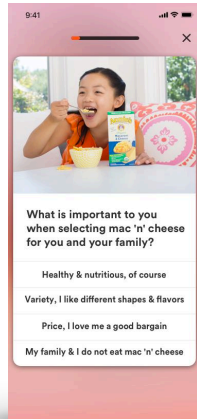
Dabbl

Quickly launch experiences

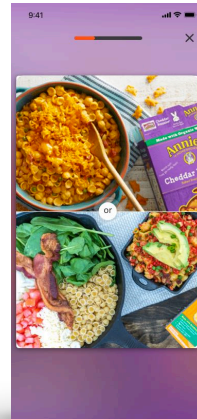
Mix & match easy-to-launch activities to craft your experiences



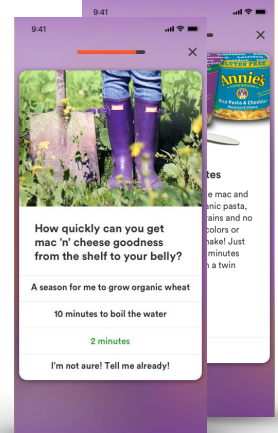
Mobile video



Choice



This or That



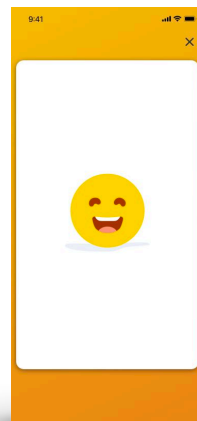
Trivia



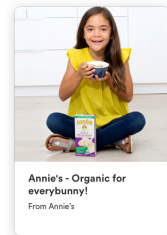
Puzzle



Conclusion with Call to Action



More continually added!



Feed card

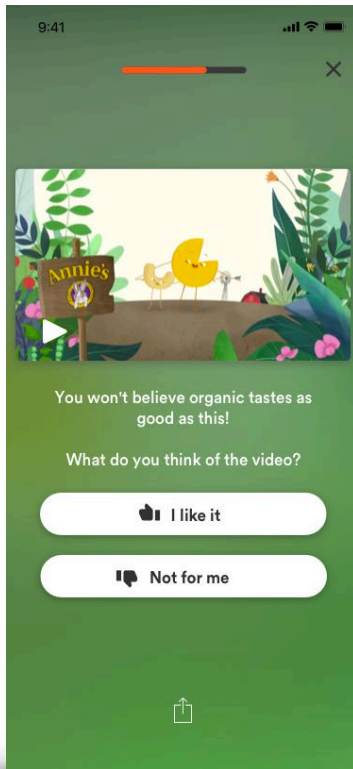
Avg 12% CTR!

Please contact us for rates per activities and rates per experience, based on volume.



Activities details

Communicate your brand. Engage. Gain insights.



Mobile video activity

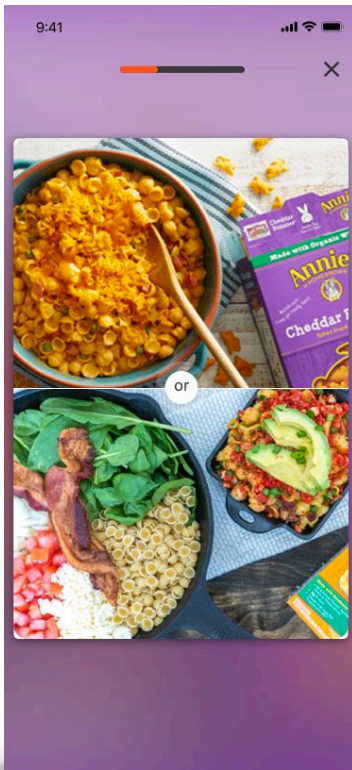
Consumers watch entire video, read text and give a rating. We suggest 10 to 20 seconds in length.

- Communicate your message
- Build brand awareness
- Introduce new products
- Repurpose existing advertising
- Repurpose social content
- Test your marketing

Choice activity

Consumers view image, read the text and select their response.

- Deliver brand messages via interaction
- Gain consumer insights
- Build consumer profiles for retargeting
- Learn attitudes and preferences
- Test product features
- Test your marketing
- Measure likeliness to recommend
- Measure purchase intent
- Communicate and learn much more...



This or that activity

Consumers select from two images.

- Uncover subconscious reasoning
- Visually communicate your message
- Build brand and product awareness
- Repurpose existing advertising
- Repurpose social content
- Test your marketing



Trivia activity

Consumers read a question and select their answer, getting immediate feedback on the correct answer.

They see a new screen with an image and a paragraph or more of text describing the answer.

- Communicate brand messages via trivia
- Deliver helpful content via trivia
- Educate on product features and benefits
- Learn level of consumer product knowledge
- Learn consumer knowledge of the market
- Test your marketing
- Test retention of previous messaging
- Communicate and learn much more...



Puzzle activity

Consumers slide elements to reveal the completed image.

- Visually communicate your message
- Build brand and product awareness
- Repurpose existing advertising
- Repurpose social content

Coming soon.



Conclusion with Call to Action activity

Consumers view your concluding message and rate your brand experience with this free engagement. Optionally, you can offer a link for them to visit your other digital properties.

- Direct them to your website, ecommerce, social or other properties
- Direct them to more content
- Direct them to an offer
- Direct them to a purchase
- Learn consumers' satisfaction with your experience

Average 12% Click Trough Rate!

More activities launching

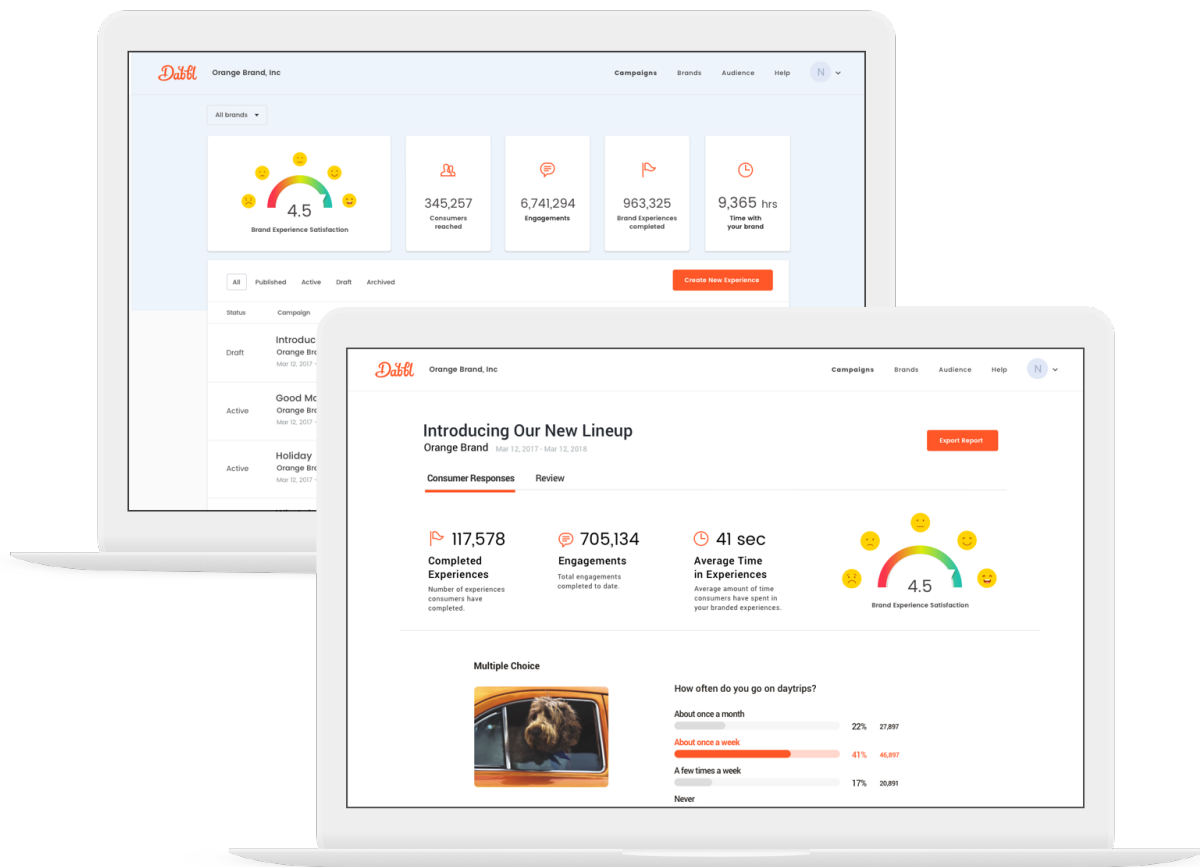
Engagements that are both fun for consumers and meaningful to brands are continually being tested and developed.

Dabbl

Live reports



"The Experience Manager is very user-friendly and easy to navigate." – Starbucks



Reach / Engagement / Time spent /
Experiences completed / Experience satisfaction /
Activity responses



Let's talk!

Dabbl

Please contact your sales representative.

Sales@GetDabbl.com Brands.GetDabbl.com

Thank you for your time!