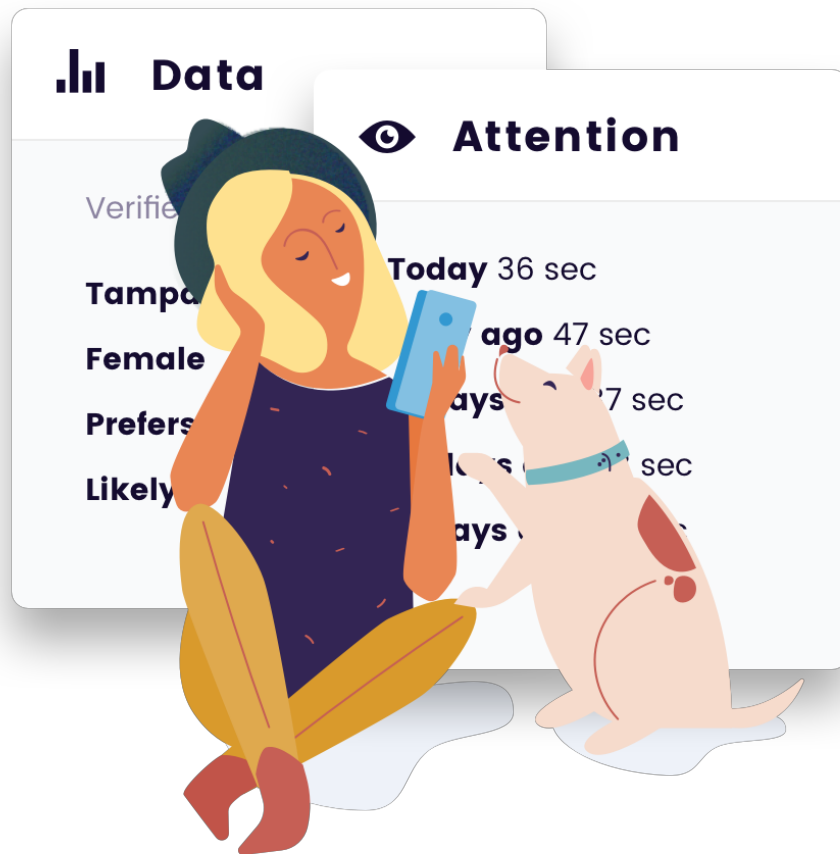# Dabbl

2019 Media Kit

Data

Attention

Today 36 sec

ago 47 sec

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

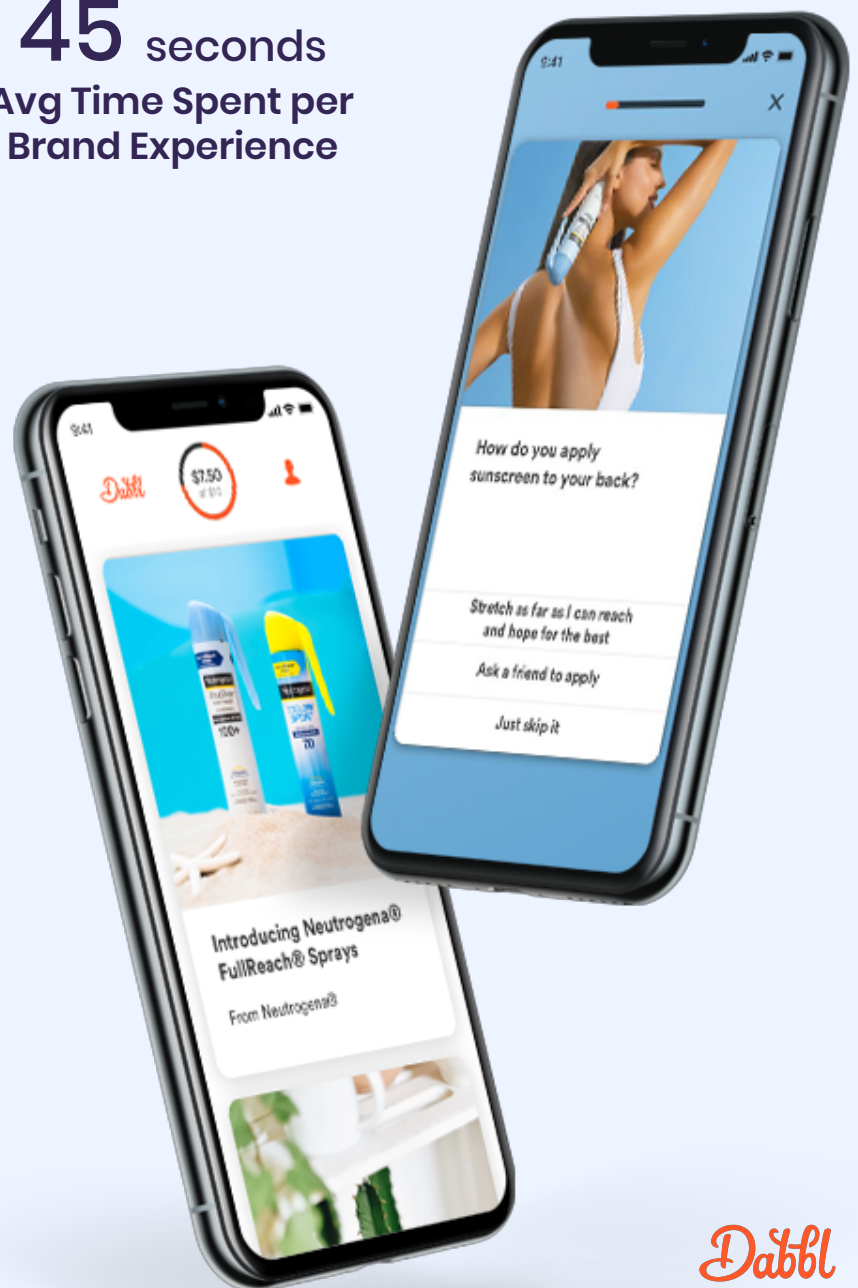**45** seconds
Avg Time Spent per
Brand Experience

83%
Purchase Intent

+131%
Product Brand
Awareness

Exposed vs non-exposed

+291%
Mobile Ad
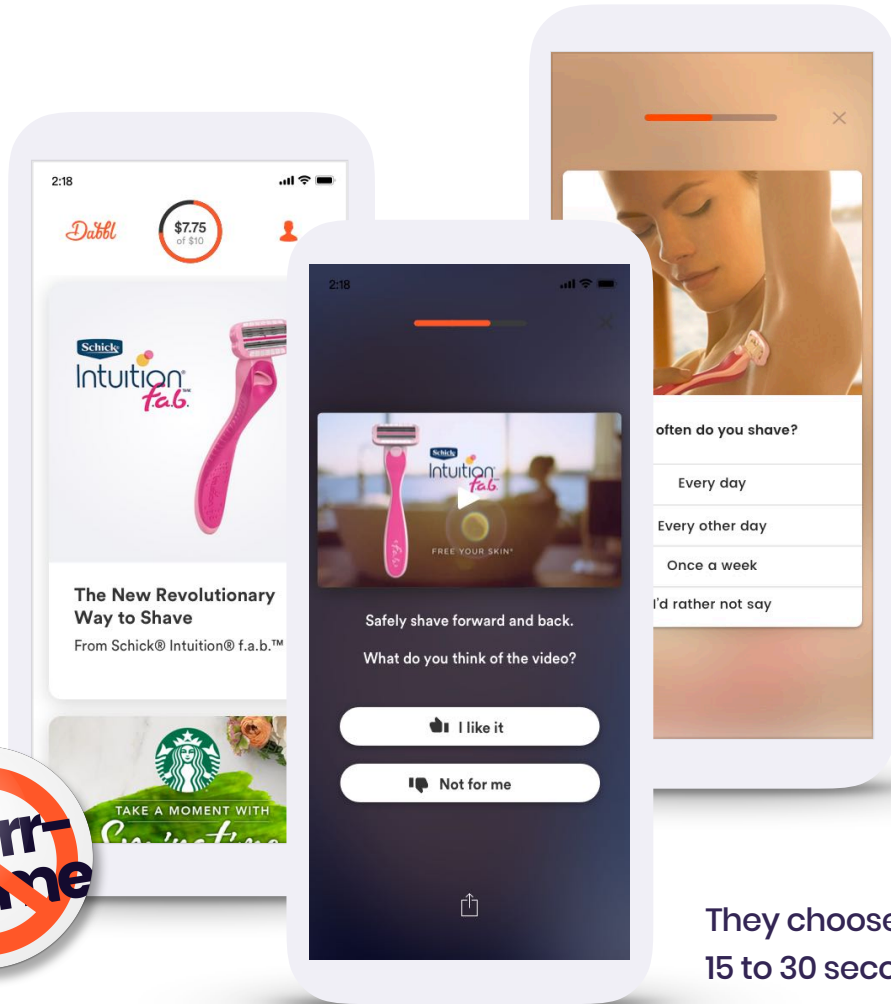Recall

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

Time Spent

100%

Opt-in, Brand-safe Viewability
and Completion

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

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.

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Average brand impact

+127%
**Ad
Recall**

Exposed vs non-exposed

+33%
**Brand
Awareness**

Exposed vs non-exposed

+27%
**Brand
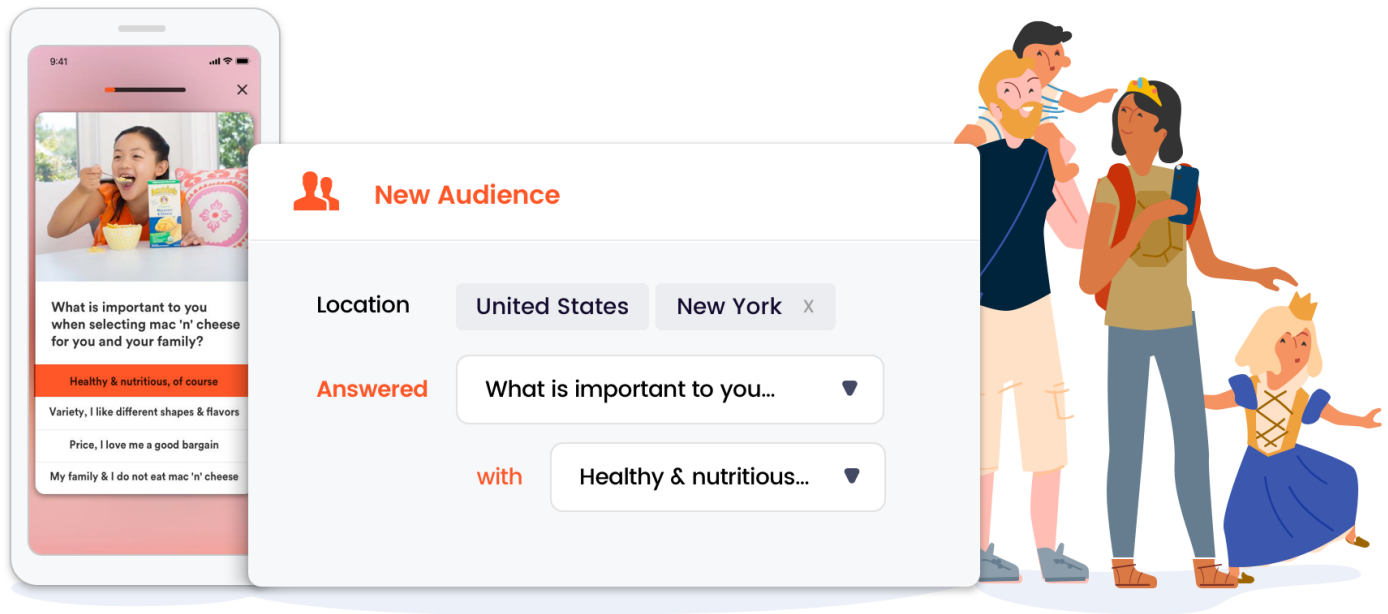Favorability**

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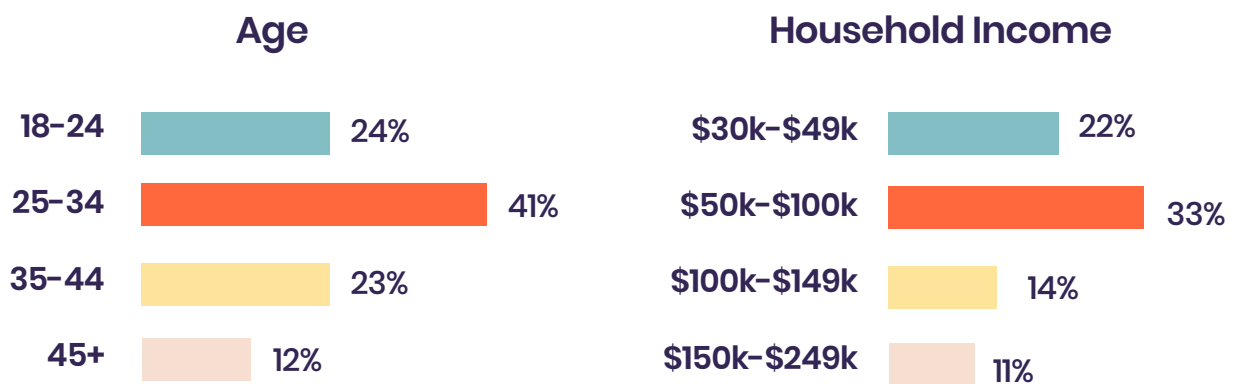
Target by state and designated market area... as well as anything you care to ask. Literally. Build audiences based on previous consumer responses. Create segments specific to your market, brand or product with response targeting. Just ask.

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Engage desirable audiences

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

Age

18–24		24%
25–34		41%
35–44		23%
45+		12%

Household Income

$30k–$49k		22%
$50k–$100k		33%
$100k–$149k		14%
$150k–$249k		11%

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

Your brand is in good company

Neutrogena

Johnson & Johnson

OREO

PETSMART Charities

SENSODYNE

Starbucks

PURE FLIX

PEPPERIDGE FARM

EXCEDRIN

Fiber One

MedPost URGENT CARE

LÄRABAR

OLD TIME Pottery

Schick

SMARTYPAWS

CHIPS AHOY!

Annie's

EST 1845 Poland Spring 100% NATURAL SPRING WATER

PALEO ON THE GO

Triscuit

SMARTY PANTS

Pampers

Extend NUTRITION

Reese's

Yoplait

Heinz

Cheerios

HARRIS ★ Since 1922 ★

Avocados From Mexico ◆◆◆ ALWAYS IN SEASON ◆◆◆

Pringles

BRAINGEAR

Reddi wip

Dole

DishFish

gsk

"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."

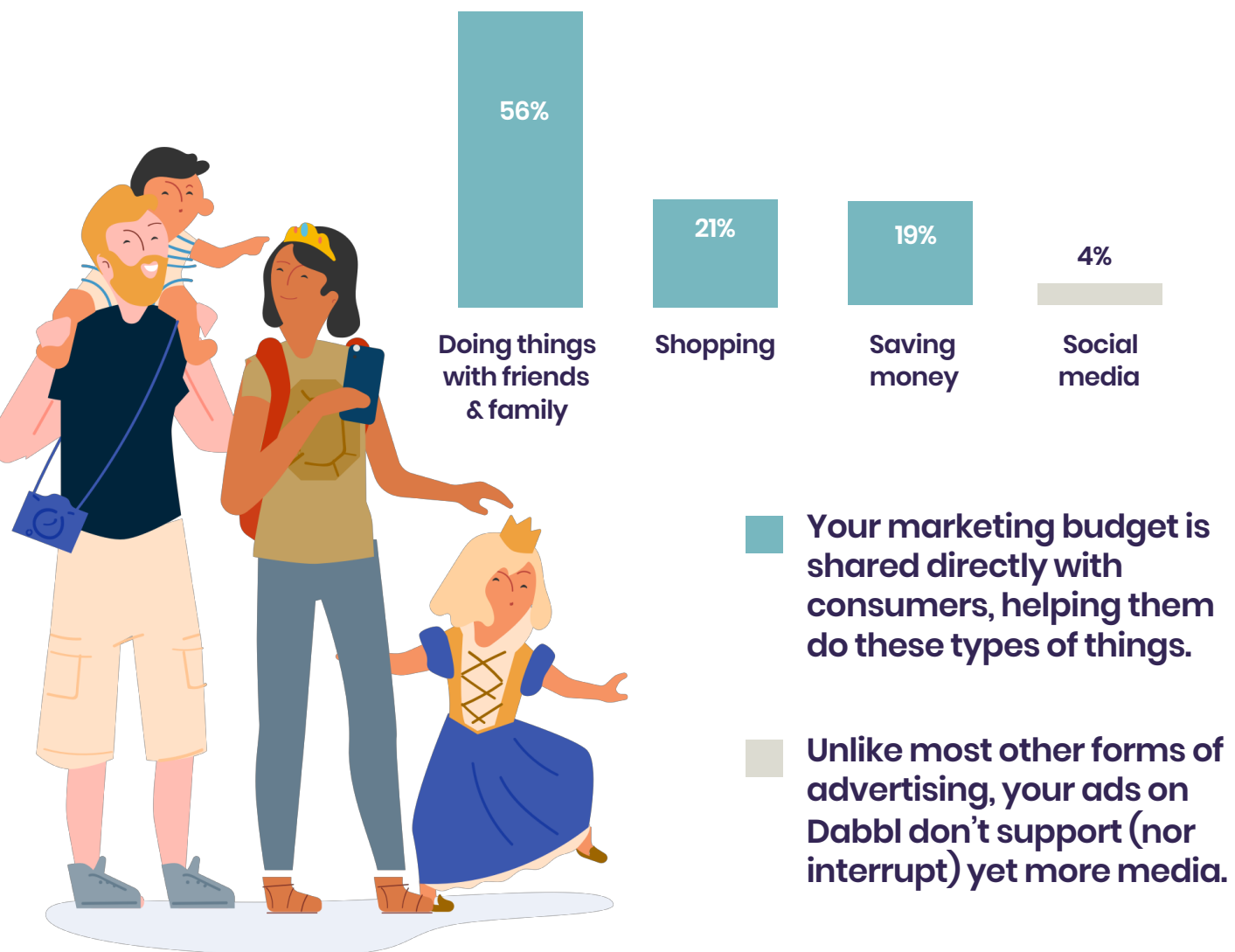"I look for the brands in stores after viewing them on Dabbl. It is a great way to discover new products."

"Thank you for valuing my time."

Interr-upt me

Dabbl

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

Which do millennial women enjoy most?

56%			
	21%	**19%**	
			4%
Doing things with friends & family	Shopping	Saving money	Social media

Your marketing budget is shared directly with consumers, helping them do these types of things.

Unlike most other forms of advertising, your ads on Dabbl don't support (nor interrupt) yet more media.

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
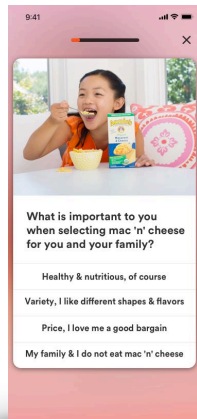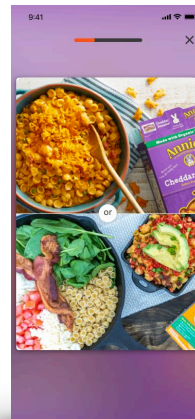
Dabbl

Quickly launch experiences

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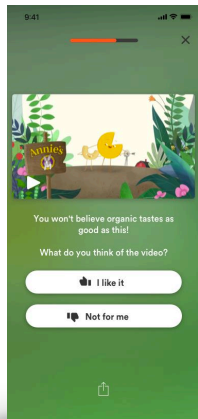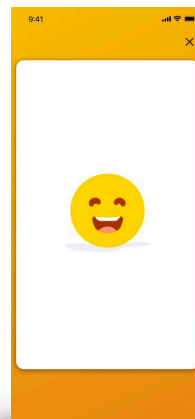

Mobile video

Choice

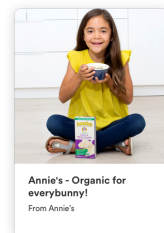**This or That**

Trivia

Puzzle

Conclusion with Call to Action

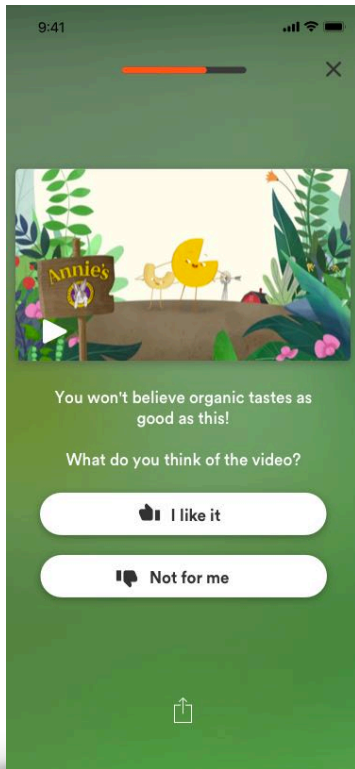**Avg 12% CTR!**

More continually added!

Feed card

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

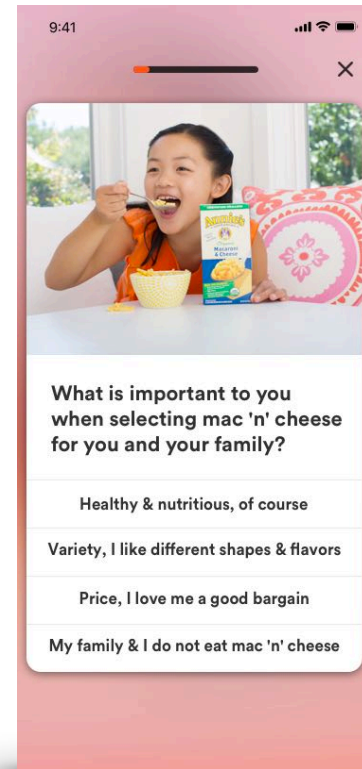*Dabbl*

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...

Dabbl

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...

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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!
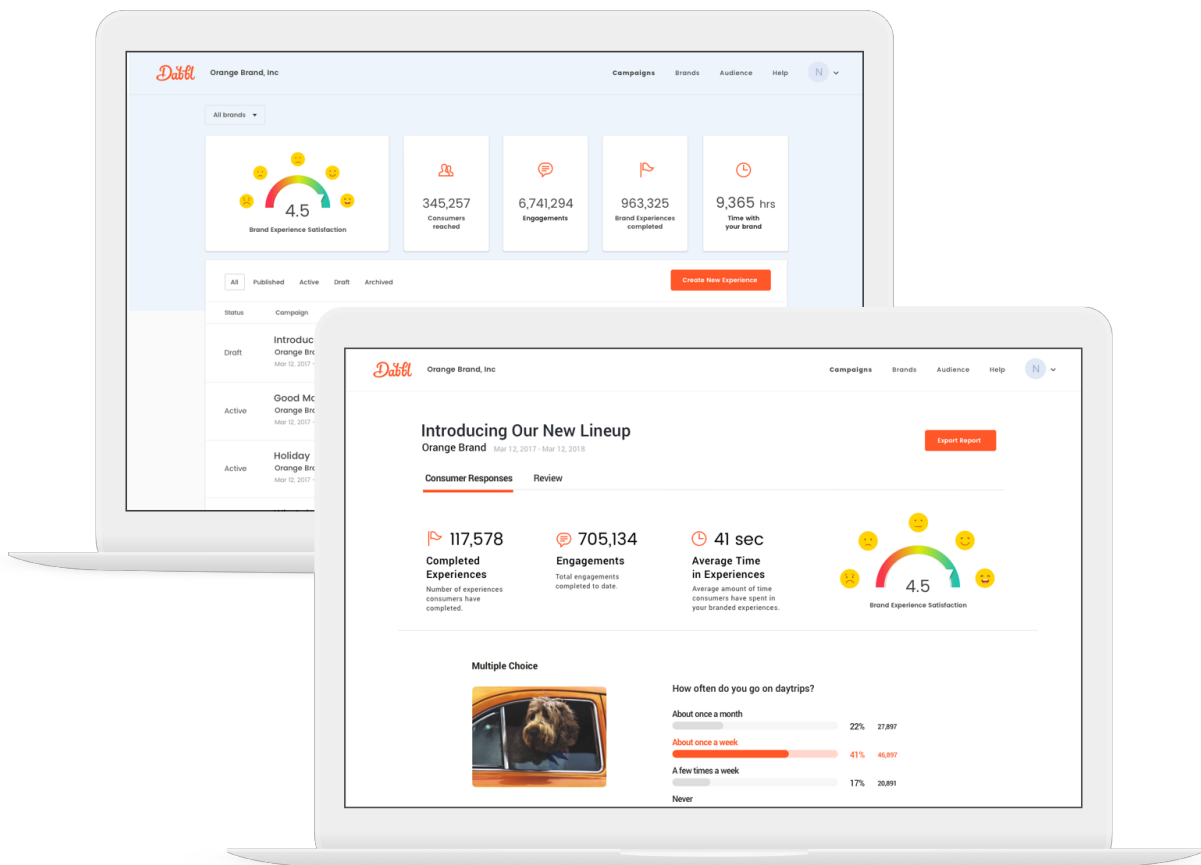
More activities launching

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

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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!