



Bai wasted \$3,615,000* on unseen ads in 2018

INSIGHT

According to MediaRadar and Winmo, Bai's advertising focus pivoted away from OOH in the last 12 months, shifting primarily in broadcast and digital online. Due to click fraud, non-human traffic (NHT) and ad blockers, recent industry research indicates that the majority of Bai's ad spend in 2018 may not have reached the intended audience.

RATIONALE

According to the ANA (Association of National Advertisers), "only ~25% of digital advertisements are displayed to real people." Based on MediaRadar analysis, Bai's estimated digital ad spend in 2018 was \$4.82 million and industry viewability rates suggest that up to \$3.6 million worth of Bai's ads may not have had the opportunity to be seen by real humans. Globally, digital ad fraud cost companies like Bai up to \$19 Billion in 2018 alone - Juniper Research.

In the past, choosing OOH media meant sacrificing the ability to target specific audiences and track attribution. With Volta, this tradeoff is no longer necessary.

Volta can guarantee Bai premium audiences with prime placement at reseller locations in addition to high-end retail destinations and event venues.

SOLUTION

Volta is a digital network of premium, real world brand impressions that can be transacted upon seamlessly, and can be evaluated in real time with:

- Guaranteed viewability for every placement
- 100% all-human traffic in your geographic target
- Prime placement at the 1-yard line of retail
- Integrated digital retargeting

Volta has run award-winning campaigns with CPG brands including, Arrowhead, Kevita, GotMilk, NakedJuice, SmartWater, and Califia. As a point of reference, Kevita saw a 25 pt lift in brand awareness according to a third-party evaluation of their Volta campaign last year.

We would love to have the opportunity to help Bai detox from digital fraud with a taste of a cleaner, more effective advertising medium.



*Based on Bai Brands, LLC's total estimated digital spend May 2018 to May 2019 - MediaRadar.



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