



BasisTM



Shawn Riegsecker
Founder & CEO



Nick Saggese
Product Lead

A blue laptop is shown from a slightly elevated front perspective. The screen is white and displays the word "Basis" in a bold, dark blue sans-serif font, with a small trademark symbol (TM) to its upper right. The laptop's keyboard and trackpad area are visible below the screen.

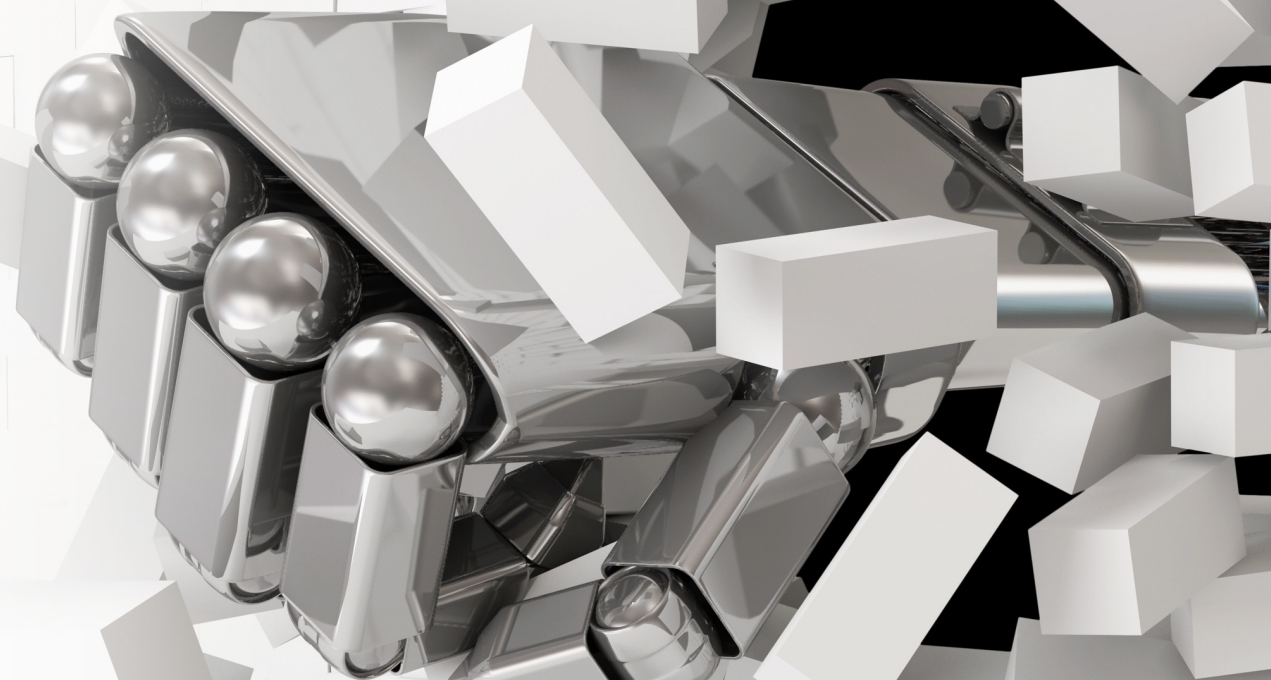
BasisTM

Purpose

Beautifully designed, powerful comprehensive automation and intelligence software users love that drives optimal efficiency in business operations and superior media performance for marketers.

BasisTM

BUILT FOR
AUTOMATION



centro.

Basis™

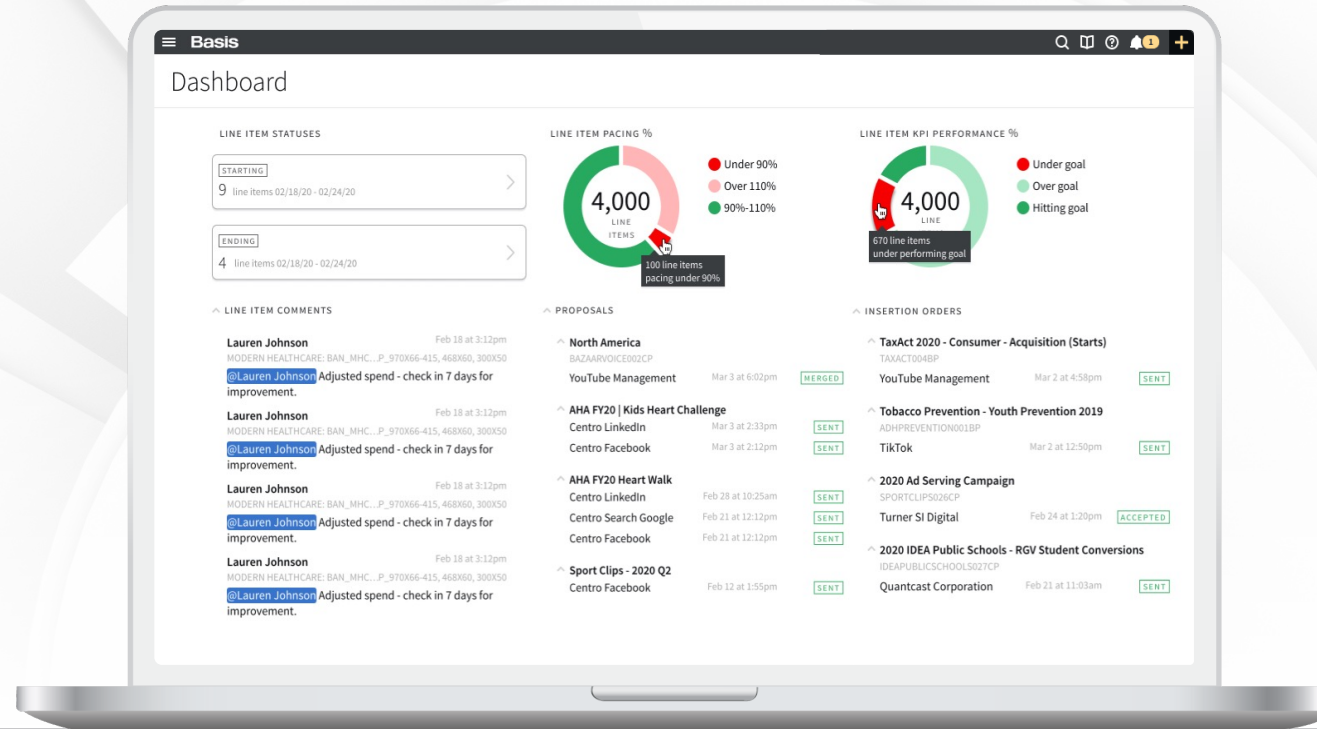
Comprehensive Features

Organization Software

Comprehensive
Workflow Automation

Communication,
Messaging and
Collaboration Center

Vendor Relationship
Management



#1 Rated DSP Inside (G2)

RFP Automation

Cross-channel
Performance & Analytics
(Search, Social,
Direct, Programmatic)

Cloud Document
Storage

Business
Intelligence and
Workforce Insights

Automated
Financial
Actualizations

Powerful
Integrations

centro

Basis™

35%

Increase in Productivity
and Efficiency

FORRESTER®

#1

Industry
Rated DSP



99%

Customer
Satisfaction Score



source: Forrester Study, 2019



Basis[™]

BUILT FOR
REMOTE
WORK

centro.

95%

of users say Basis
improved their ability
to work remotely

67%

say the Basis
Message Center
improved remote work
across their team

BasisTM
BY CENTRO

WHAT SUCCESS SOUNDS LIKE

Our team did not
miss a step in
continuing to support
our campaigns
thanks to the
Basis Platform
and its
support staff.

– Joseph, Columbus Media

Improving Team Collaboration

Ver. 6-Product Launch

Indestructible Pet Toys | Tough Pup Toys | 05/27/20 - 05/31/21 | ID: ToughPup001

Vendors* Fronteira Media*

Account Team

Ashley Press

Aubrey Lehmann

Chris Timmins

Jaime Vasil

Kate Adams

Kristina Boyer

Maura Honan

Tyler Kelly

Aubrey Lehmann > Aubrey Lehmann, Me

11:56am on Jun 3

Attachments

Tough_Pup_Toys_product_launch_15_sec_vi...

4:51pm on May 29 Maura Honan

Tough_Pup_Toys_product_launch_30_sec_vi...

4:51pm on May 29 Maura Honan

Tough_Pup_Toys_product_launch_Cute_Pup...

4:50pm on May 29 Maura Honan

Everything looks great! We are live!

Aubrey Lehmann > Aubrey Lehmann, Me

4:39pm on May 29

Amazing! Love the creative. I'll get it all set up for Monday's launch and confirm we're live by noon.

Have a great weekend, Maura.

Me > Aubrey Lehmann, Me

Perfect!

Great news - assets have been QA'd and are ready to go! Attaching here - so cute :)

Let me know if there are any questions! Thanks!

Attachments

Tough_Pup_Toys_product_launch_Bully_Breed_300x250.jpg

Tough_Pup_Toys_product_launch_...

Tough_Pup_Toys_product_launch_Bully_Breed_300x600.jpg

Tough_Pup_Toys_product_launch_...

Tough Pup Toys product launch 30 sec video.mp4

Tough Pup Toys product launch Golden

Add

Search...

DIRECT

VENDOR Discovery Networks ...

CONTROLS

Edit

View proposals

Send update

PROPERTY AnimalPlanet.com (Demo)

DETAILS

LI

Pre-roll, full-episode player, :15 sec video

format Video

platform Mobile, Tablet, Web Browser

KPI Cost per Click (CPC)

goal \$11.00

Jarvis Smart Speaker launch

Ver. 1-Tech-savvy; geo to NYC, DC, BOS, AUS, DAL, LA, SF, DEN, CHI, SEA

Stark Industries | Stark International | 05/25/20 - 01/05/26 | ID: JARVIS001

LIVE

Campaign status

Comments

Messages

Add

Search...

View settings

Actions

DSP

New line item

View settings

DSP Actions

Last saved a few seconds ago.

CONTROLS

Edit

DETAILS

DATES

UNITS

RATES

COSTS

size 160x600, 300x250, 300x50, 300x600, 320x50, 728x90

ends 06/01/20

57,150,000 estimps

10.00% est margin

\$25,400.00 est gain

KPI Cost per Thousand Imps. (CPM)

goal \$5.00

\$4.44 est gross

\$254,000.00 gross

type Ad Serving

CPM rate type

57,150,000 estimps

-- ad serv

-- ad serv

Add a group from the button to the left of the line item

LI

Tech-savvy; geo to NYC, DC, BOS, AUS, DAL, LA, SF, DEN, CHI, SEA

formats Display

sizes 160x600, 300x250, 300x50, 300x600, 320x50, 728x90

starts 06/01/20

ends 06/08/20

Dynamic CPM rate type

112,500 estimps

\$4.00 est media

10.00% est margin

\$450.00 media

KPI Cost per Thousand Imps. (CPM)

goal \$5.00

\$4.44 est gross

\$500.00 est gain

\$500.00 gross

type Ad Serving

CPM rate type

112,500 estimps

-- ad serv

-- ad serv

Add a group from the button to the left of the line item

LI

Tech-savvy; geo to NYC, DC, BOS, AUS, DAL, LA, SF, DEN, CHI, SEA

formats Display

sizes 160x600, 300x250, 300x50, 300x600, 320x50, 728x90

starts 06/08/20

ends 06/15/20

Dynamic CPM rate type

112,500 estimps

\$4.00 est media

10.00% est margin

\$450.00 media

KPI Cost per Thousand Imps. (CPM)

goal \$5.00

\$4.44 est gross

\$500.00 est gain

\$500.00 gross

90,000,000 estimps

\$4.44 est eCPM (gross)

\$400,000.00 gross

Basis™

How else could we
automate and improve
the digital media process?

Basis Assistant

Campaigns

View: Campaigns

Filter

bt

Create campaign

Add new

Reset filters

Campaign Name	Campaign ID	Client	Brand	Initiative	Start Date	End Date	Status	Gross Contracted	Verticals
Copy of Inconceivable BTS	abcdef	ROUS Corporation	Inconceivable Climbing Gear	New Heights in 2018	08/01/17	10/31/18	Completed	\$55,000.00	Extreme Sports, Outdoors,...
Inconceivable BTS	1234321	ROUS Corporation	Inconceivable Climbing Gear	Inconceivable Back to ...	08/01/17	09/15/17	Completed	\$25,000.00	Extreme Sports, Outdoors,...
Inconceivable BTS 2020	1234569876	ROUS Corporation	Inconceivable Climbing Gear	Inconceivable Back to ...	06/30/20	07/03/20	Completed	\$15.00	Extreme Sports, Outdoors,...

UPDATES

Facebook Ads Manager

Nick Saggese

Jul 2 at 4:36 PM

SIS Aug 9 campaign reactivated.

LinkedIn Campaign Manager

Nick Saggese

Jul 2 at 4:34 PM

I've reactivated Smarter Manufacturing campaign.

Basis Platform

Jen Kollmer

Jun 30 at 4:49 PM

Added DSP targeting mailing list from Montana and Wyoming.

Facebook Ads Manager

Jen Kollmer

Jun 30 at 4:47 PM

Expanded targeting to include interested in vacations and climbing.

Facebook Ads Manager

Jen Kollmer

Jun 30 at 4:39 PM

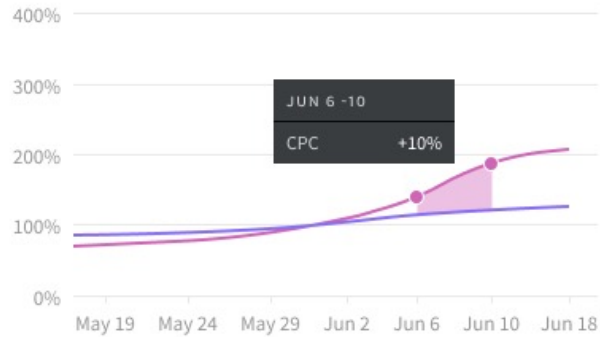
Set up initial FB ad: 3 days for \$15, targeting people in the US interested in voice acting and stage

Add an update...

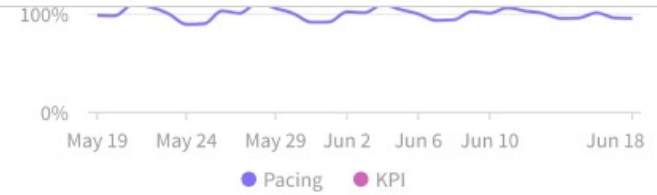
Add

LINE ITEM	CAMPAIGN	CAMPAIGN ID	START DATE	END DATE	PACING
ESTERNPREMIUMBBQ001CP [CPC] - PT; BT ..	ABC 202 Campaign	ABC123456	05/30/20	07/30/20	91/2%
CAREOREGON005CP [CPLPV] ENGLISH - PT ..	ABC 202 Campaign	ABC123456	05/30/20	07/30/20	91/2%
CAREOREGON005CP [CPLPV] SPANISH - PT ..	ABC 202 Campaign	ABC123456	05/30/20	07/30/20	91/2%
Traffic (CPLPV): Geo – Portland DMA; A18+ ...	ABC 202 Campaign				
DVRPC005CP [CTR] GT (PA,NJ Counties)_Jus	ABC 202 Campaign				
[CTR] Display PT; RT; High Impact(JustPremi	ABC 202 Campaign				
KPI: Cost Per Site Action Branded; Unbrande	ABC 202 Campaign				
ESTERNPREMIUMBBQ001CP [CPC] - PT; BT ..	ABC 202 Campaign				
CAREOREGON005CP [CPLPV] ENGLISH - PT ..	ABC 202 Campaign				
Traffic (CPLPV): Geo – Portland DMA; A18+ ...	ABC 202 Campaign	ABC123456	05/30/20	07/30/20	91/2%
[CTR] Display PT; RT; High Impact(JustPremi	ABC 202 Campaign	ABC123456	05/30/20	07/30/20	91/2%
KPI: Cost Per Site Action Branded; Unbrande	ABC 202 Campaign	ABC123456	05/30/20	07/30/20	91/2%
Traffic (CPLPV): Geo – Portland DMA; A18+ ...	ABC 202 Campaign	ABC123456	05/30/20	07/30/20	91/2%
CAREOREGON005CP [CPLPV] SPANISH - PT ..	ABC 202 Campaign	ABC123456	05/30/20	07/30/20	91/2%

IMPACT RATING ★ 9.7



Last 7 days Last 30 days Last 90 days Lifetime X



UPDATES (LAST 30 DAYS)

Facebook Ads Manager

John Smith

Jun 6 at 11:21 AM

Had to update budgets. Turned off creative that was running and was out of date. Increased the budgets for Facebook line items and decreased the budgets for Google.

Facebook Ads Manager

Benny Goodrich

Jun 10 at 11:21 AM

Turned off all eCPMs greater than \$6 unless CPC was meeting goal creative: -increased rotation of Golden Retriever to 70%

Facebook Ads Manager

John Smith

Jun 18 at 11:21 AM

Reduced bid on HPI AMD Image from \$20 to \$15

Leave a update...

Add

Basis Assistant

Questions

Can this be used without Basis?

Basis Assistant requires a Basis login for authentication purposes.

Where can I download Basis Assistant?

Chrome Store

Contact Us

BasisAssistant@basis.com

Learn More

basis.com/technology/basis-assistant



Thank you!

Basis[™]