

causal



What

We sell nothing, we build everything
An agnostic & human programmatic solution

Why

Focus on sustainable Causation vs. Correlation after the fact
Reducing reliance on stale & off the shelf segments

How

Provide audiences that are live, dynamic & propensity scored
Delivered with no vested interest across any format
Drive real incrementality, not just reported performance



Causal Products

 ENABLE SUCCESS





Audience Solutions

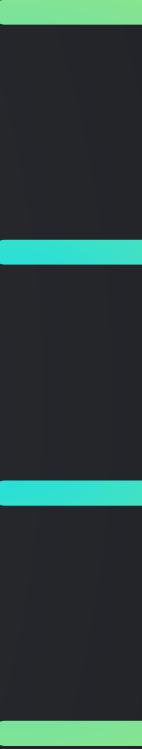
Tap into rich, real-time audience intelligence. We curate data from 200+ partners, resolve identities across 3B users, and build custom audiences that evolve with your goals—enhanced by your 1PD and ready to perform.





Agnostic Activation

Wherever your audience is, we're there. From mobile and video to digital OOH and CTV, our platform activates campaigns seamlessly across every channel, format, and screen—no limitations, just results.





Real Outcomes

We don't just run media—we prove it works. With third-party validation and attribution from partners like Nielsen, DV, and IAS, plus deep proprietary insights, we tie every campaign to measurable business impact.





Effective Evolution

Our partnership doesn't stop at launch. You get real-time dashboards, in-depth audience and performance insights, and a dedicated team across strategy, ops, and creative to help you grow, optimize, and evolve.



Section 01: _____

AUDIENCE SOLUTIONS



Strategic Audience — DEVELOPMENT

We go beyond basic targeting to build nuanced, multidimensional audiences aligned with your brand's goals. By combining diverse data signals, we craft segments that are precise, actionable, and built to perform.

Demographic

Psychographic

Transactional

Behavioural

Contextual & Keyword

THE
MACALLAN

**Identifying target audiences by
motivations & behaviours:**

- Aspirers
- Achievers

Strategic Audience --- DEVELOPMENT

Here's a closer look at the key attributes we leverage within each audience dimension to build highly targeted and effective segments.

► Demographic

Psychographic

Transactional

Behavioural

Contextual & Keyword

HHI (Top 25%+)

Age (30-45)

Residence Type

Family Members

Life Stage

Gender

Education



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Strategic Audience — DEVELOPMENT

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Demographic

► Psychographic

Transactional

Behavioural

Contextual & Keyword

Values

(quality and excellence, prestige, craftsmanship, iconicity, sophistication and exclusivity)

Lifestyle

(driven by career, finances, success, high-end experiences)

Purchasing Styles

(pays more for quality, high-end spenders, etc)

Brand Affinities

driven by fundamental personality makeup.



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► **Transactional**

Behavioural

Contextual & Keyword

High-value Purchase History

Highlighting recent, frequent, or significant spending on luxury spirits, rare whisky collections, and premium experiences (Single Malt Scotch, High-end Cognac, Limited-Edition Releases, & Competitor Brands, etc.)



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Strategic Audience — DEVELOPMENT

Here's a closer look at the key attributes we leverage within each audience dimension to build highly targeted and effective segments.

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► **Behavioural**

Contextual & Keyword

Interests

(Fine Dining & Rare Whisky Collecting)

Luxury Brand Interactions

(Dior, LVMH, Rolex & Ferrari)

Online Behavior

(Researching Whisky & High-End Hospitality Options)



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Strategic Audience — DEVELOPMENT

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Psychographic

Transactional

Behavioural

► **Contextual & Keyword**

Keyword Searches & Content Browsing

Targeting users who search or consume related content, e.g users with keyword searches: "Best Single Malt Whisky" or "Rare Scotch Collections,".



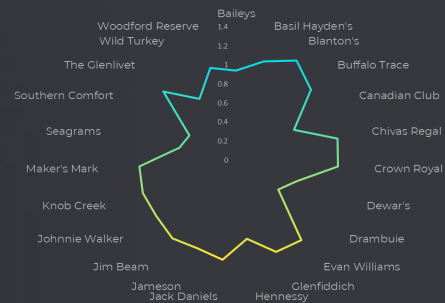
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Audience ENRICHMENT

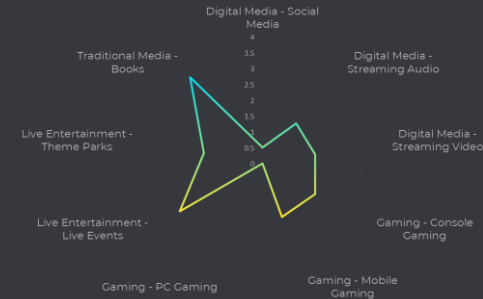
Take advantage of Causal's vast behaviour and media insights to learn more about your 1P Data

$$\begin{array}{ccccccc}
 3.4\text{M} & * & 2.5 & = & 8.5\text{M} \\
 \text{Audience Size} & & \text{Avg. RYPL Connections} & & \text{Total Audience Size}
 \end{array}$$

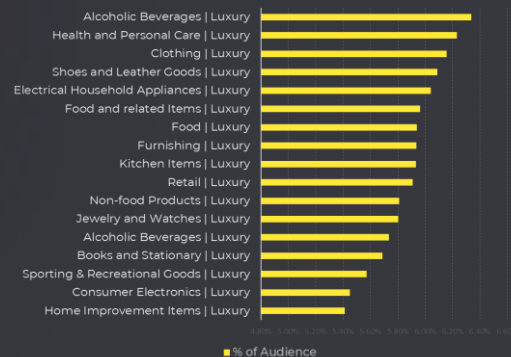
Competitor Whisky Preference



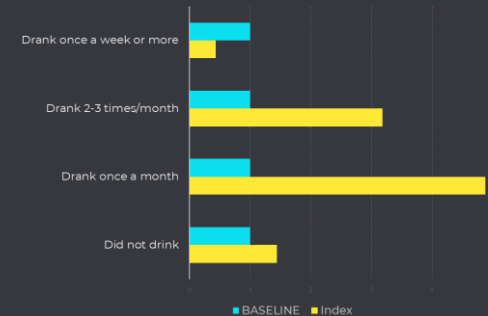
Entertainment Channel Preference



Luxury Product Purchases



Whisky Consumption Frequency

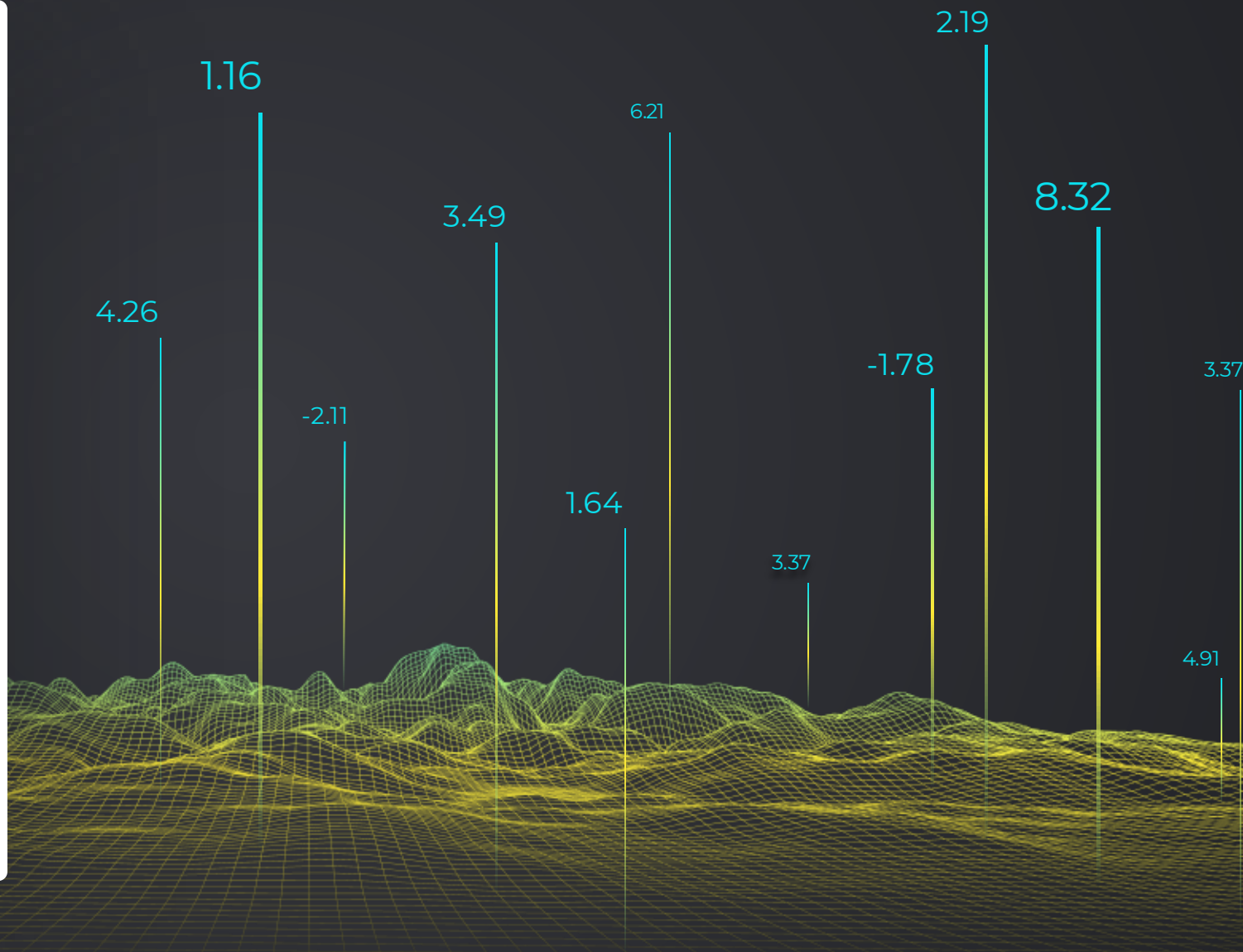


Data

ACTIVATION

Multivariate Audience modeling is a predictive analytic approach that aims to uncover the cause behind each brand interaction.

The Causal Activation Suite allows for data-driven activation across open web as well as cookieless IDs & formats to harnesses unique signals necessary to maintain performance objectives.



Cohort — CARD

1. Compare Cohorts Across KPIs

We evaluate how each cohort performs across key KPIs:

- Clicks
- Conversions
- Video Completes
- Audio Completes
- Engagement
- CPA/ROAS

This reveals which contextual groupings outperform or underperform relative to the baseline.

2. Generate Predictive Scores

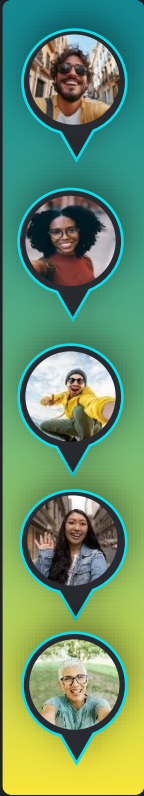
Using weighted coefficients, our system assigns each cohort a single score; operating as a standardized performance indicator.

Predictive Score =

Relative likelihood that a cohort will achieve the desired campaign outcome.

9.87 Subtotal			+	-1.01 Subtotal			=	8.86 Total		
Predictor Values			Propensity Score							
Attribute	Value		Attribute	Value		Attribute	Value			
Demographic > College Graduate	+4.78	PRESENT	Demographic > College Graduate	-4.78	ABSENT	Demographic > College Graduate	-4.78	ABSENT		
Interest > Basketball	+3.98	PRESENT	Interest > Basketball	-3.98	ABSENT	Interest > Basketball	-3.98	ABSENT		
Affinities > Health & Wellness	+1.01	ABSENT	Affinities > Health & Wellness	-1.01	PRESENT	Affinities > Health & Wellness	-1.01	PRESENT		
Past Purchase >> Gym Equipment	+1.06	PRESENT	Past Purchase >> Gym Equipment	-1.06	ABSENT	Past Purchase >> Gym Equipment	-1.06	ABSENT		
Brand Affinities > Nike	+0.23	ABSENT	Brand Affinities > Nike	-0.23	ABSENT	Brand Affinities > Nike	-0.23	ABSENT		
Device Class > Mobile	+0.05	PRESENT	Device Class > Mobile	-0.05	ABSENT	Device Class > Mobile	-0.05	ABSENT		
Past Purchase >> Liquor and Spirits	-1.51	ABSENT	Past Purchase >> Liquor and Spirits	-1.51	ABSENT	Past Purchase >> Liquor and Spirits	-1.51	ABSENT		

Within each cohort, our system analyze aggregated signals and calculates regression coefficients to determine their relative influence.



Rank	Cohort ID	Score
01	#3108751832	15.0
02	#7897813314	9.1
03	#972109487	3.6
04	#3695127836	-2.4
05	#7554791594	-6.6

Delivering **INCREMENTALITY**

Our stack works to identify users likely to convert organically, but our real opportunity lies in reaching beyond them. That's where incremental reach is key.

Targeting users in the middle of the stack taps into untapped potential. Though less likely to convert initially, they offer a valuable opportunity. With tailored messaging, we unlock net-new users primed for conversion through targeted interventions.

Maximizing Impact

- Sort users by score
- Targeting mid-range users
- Unlock net-new conversions
- Amplify campaign results

Section 03:

Agnostic Activation



Unlocking the FULL-FUNNEL

Causal can envelope consumers in any digital moment to deliver maximum impact and influence. Providing consistency with, and being complimentary to, wider media and marketing plans

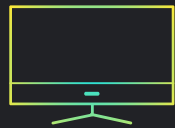
Activate Campaigns Seamlessly Across:



Display



OLV



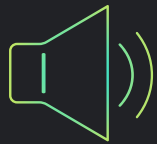
CTV/OTT



Interactive Video



In-Game



Audio



DOOH



Rich Media



Native



Social Boost

Section 03: _____

REAL OUTCOMES & EFFECTIVE EVOLUTION



Unlocking ACTIONABLE INSIGHTS



Service

- Dedicated account teams
- End-to-end account management
- Strategic planning and consultation
- Creative Development



Learnings

- Real-time dashboard access
- Audience Insights
- Location attribution
- Sales Lift
- Brand Awareness
- Cross-Format Analysis

Real-Time Campaign Insights: —

LUCID MEASUREMENT

We partner with Lucid to provide real-time insight to measure and optimize brand lift. By tracking campaigns and correlating impression data with Lucid's global platform, we gather valuable survey responses to assess campaign effectiveness.

Benefits

- Track across Desktop, Tablet, Mobile, CTV, and Audio.
- Measure up to 5 key metrics: awareness, interest, consideration, preference/favorability, and purchase intent.
- Analyze performance by Age, Gender, HHI, Region, Education, and more.
- Optimize media strategies based on survey responses and performance data.

Lucid Marketplace



250B+
UNIQUE RESPONDENTS



100+
COUNTRIES



28B+
QUESTIONS ANSWERED



250+
SUPPLIERS

How It Works

- 01 Activate Trackers:** By adding a tracking pixel to the creative.
- 02 Finalize Questionnaire:** And Set media live.
- 03 Survey:** Lucid conducts interviews with exposed and control groups throughout the campaign.
- 04 Daily Data Delivery:** Fresh data is delivered daily once stability is reached.

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