TUNNL

2022

Tunnl Wrapped is here.

#TUNNLWRAPPED

This year, advertisers ventured to new universes with Tunnl's audience insights.

107

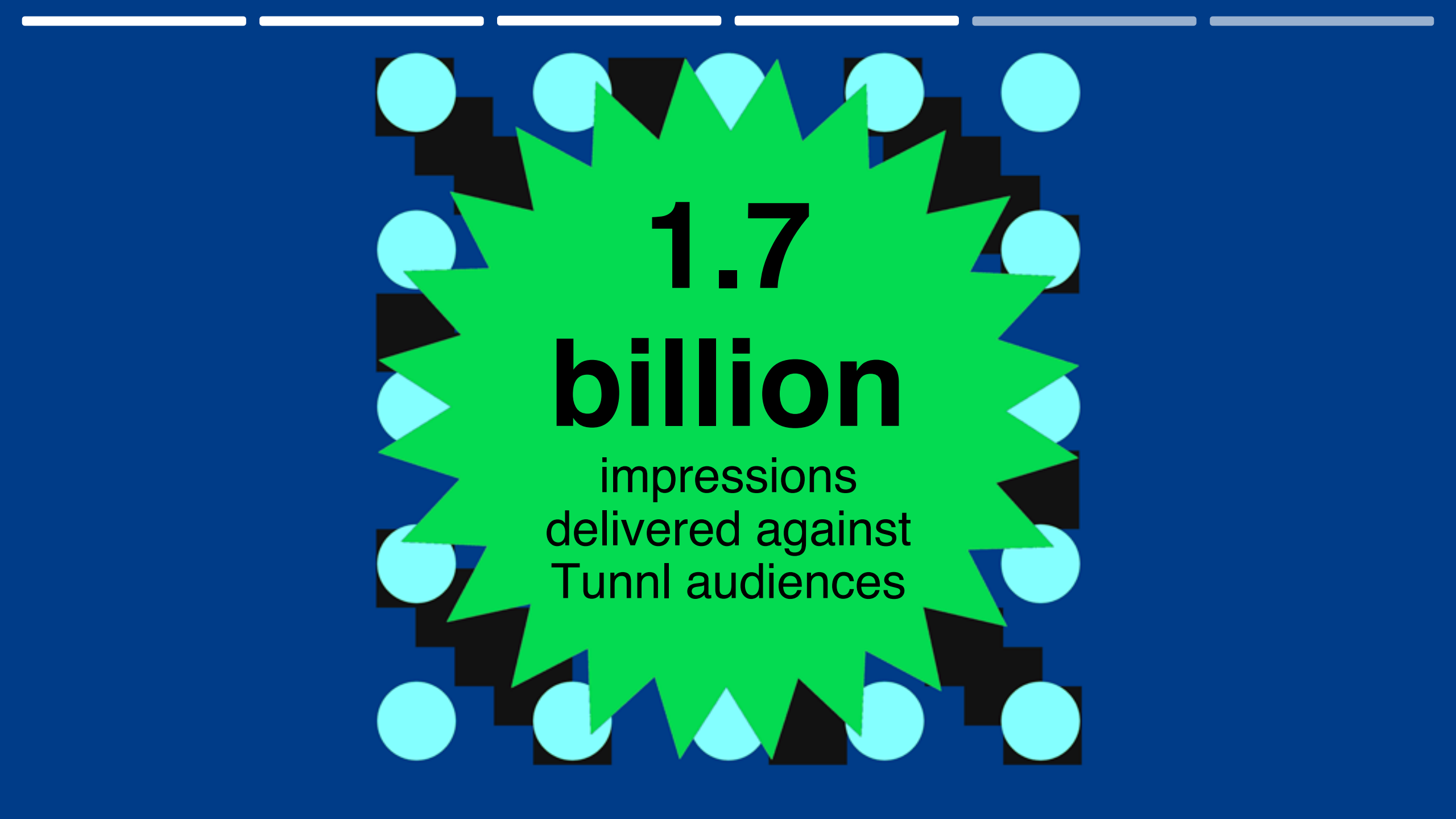## new audiences built

Tunnl offers hundreds of prebuilt audiences, each based on how a group of people feels about a hot-button issue in America, with demographic and media mix insights, ready to use right now— for free.

For those working on campaigns about extra-niche issues, Tunnl also builds custom audiences.

1.7 billion

impressions delivered against Tunnl audiences

Top 10 audiences

1 US Policy Opinion Makers

The 1.3 million political and business leaders who influence US policy working in industries such as Congress, the Executive Branch, news media, lobbying and law firms, and associations

2 Swing Voters

Voters who are likely undecided on the upcoming election and are receptive to messages from both parties

3 Cord Cutters

Individuals who are highly likely to be cord cutters

4 Inflation Concerned

Individuals who are concerned about inflation depleting Americans' savings

5 Roku Frequent Users

Individuals who are likely to be frequent Roku users

Top 10 audiences

6 **Working Moms**
Mothers with full-time employment

7 **High Linear TV**
Individuals who consume the most linear TV

8 **Likely Donor to Charity**
Individuals who are likely to donate to charitable organizations

9 **Corporate Responsibility**
Individuals who are high-turnout voters, likely to follow the news, and actively engaged in their community

10 **Cryptocurrency Regulation Persuadables**
Individuals who are receptive to messages both for an against regulations on digital currencies such as Bitcoin

Top 5 Most Zeitgeist-y Insights

27% of US adults have cut the cord with cable and prefer to consume video via a mix of on-demand, mobile streaming, and TV streaming channels instead.

Source: Tunnl Data

1

2

Most of the US adults who are concerned about inflation depleting Americans' savings (24%) are between the ages of 55 and 64 (27%) and have an income of over $100k (34%).

Source: Tunnl Data

Top 5 Most Zeitgeist-y Insights

3

Only 14% of US adults are receptive to messages both for and against regulations on digital currencies such as Bitcoin. They're most likely to be reached on social media, particularly Facebook.

Source: Tunnl Data

Top 5 Most Zeitgeist-y Insights

4

The DMA with the largest concentration of community influencers whose consumption choices are impacted by a company's or CEO's stance on hot-button issues is San Francisco-Oakland-San Jose.

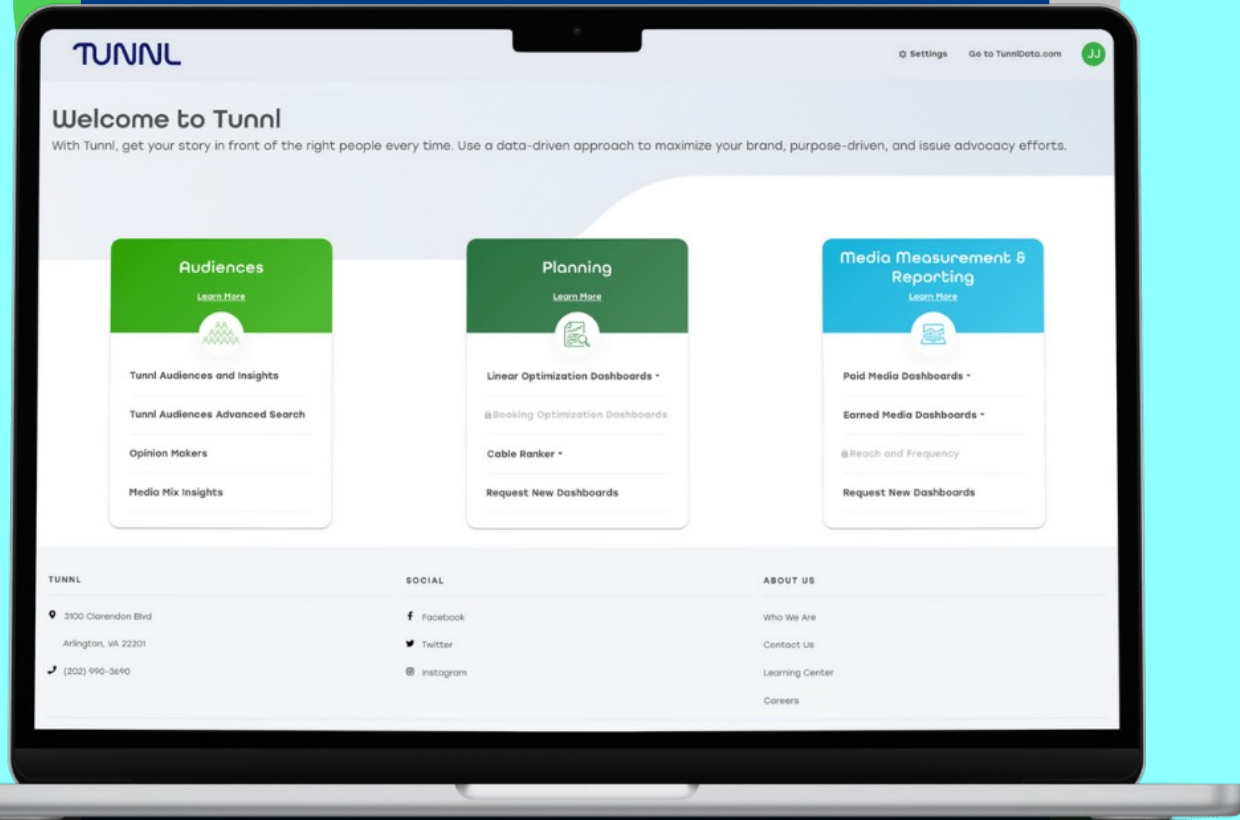Source: Tunnl Data

Top 5 Most Zeitgeist-y Insights

5

Voters who are likely undecided on the upcoming election and are receptive to messages from both parties are geographically concentrated in the northern US and prefer to consume content via linear TV and social media.

Top 5 Most Exciting Product Developments

✦ The Tunnl Platform ✦

The Tunnl platform houses Tunnl's growing suite of audiences, insights, and analysis tools all in one place, enabling a seamless user experience that maximizes users' understanding of their ideal audiences and, therefore, their campaign reach and results.

With customizable solutions and Free, Plus, and Premium tiers, there's a Tunnl for every advertiser.

Top 5 Most Exciting Product Developments


✦ Local Media Mix ✦

Users of Tunnl's audience insights have long enjoyed national media mix breakdowns of how audiences prefer to consume media across a mix of channels from social and streaming to linear and direct.

With the launch of Local Media Mix, Tunnl Plus subscribers can apply local geographic filters to their media mixes—state, DMA, DMA by state, and CD—in addition to national.
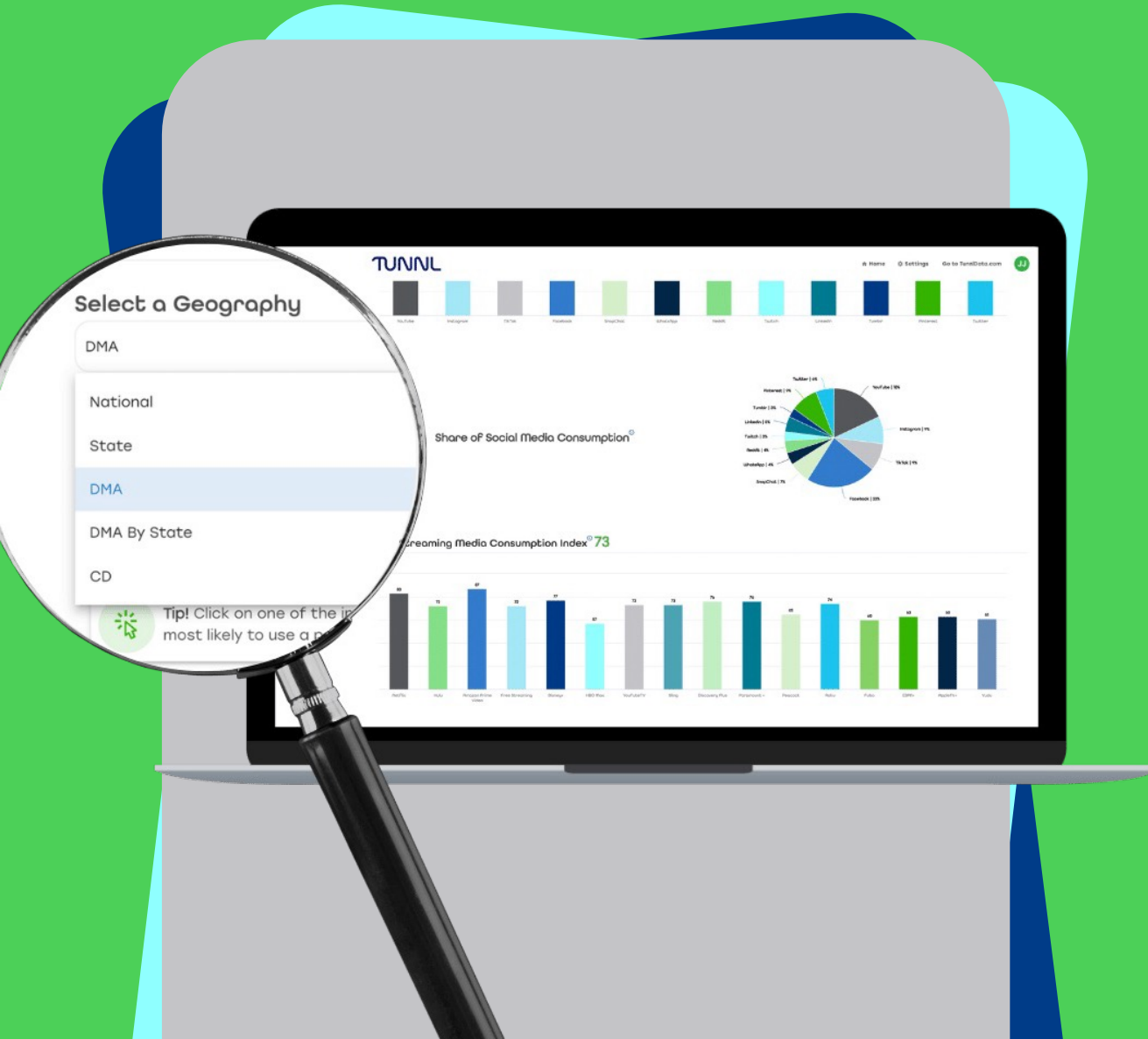
Top 5 Most Exciting Product Developments

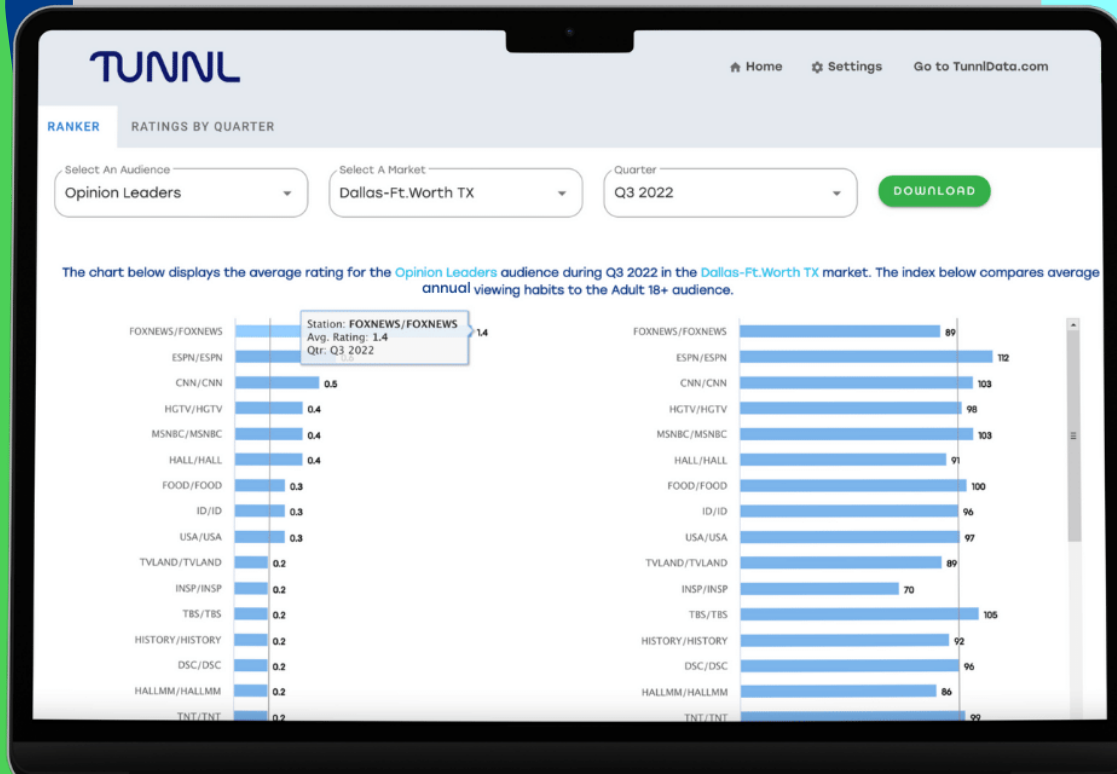## High/Low Linear TV and Streaming TV Analysis
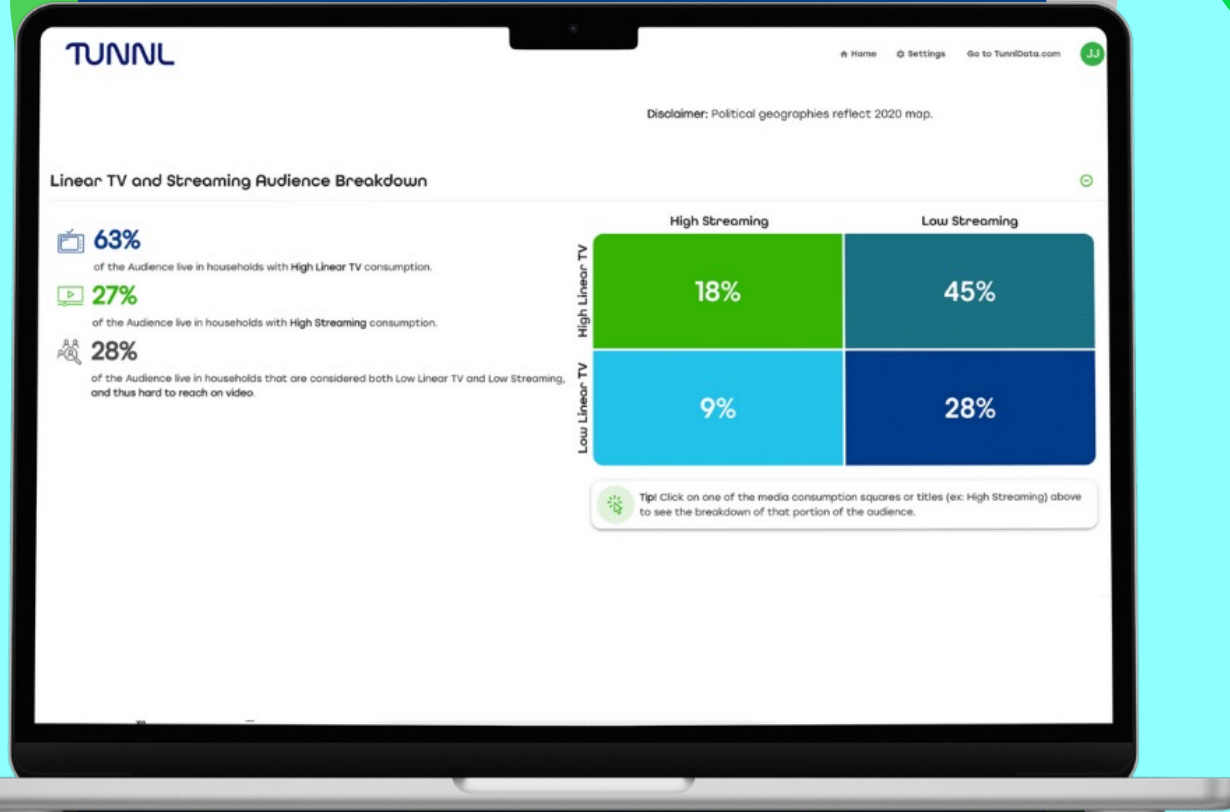
High/Low Linear TV and Streaming TV Analysis shows Tunnl Plus subscribers where audiences are most likely to be reached between linear TV and streaming TV.

A visual breakdown makes comparisons—and therefore conclusions—easy to draw.

Top 5 Most Exciting Product Developments

Cable Ranker

Tunnl Plus subscribers can use Cable Ranker to understand where their audiences are most likely to be reached via cable TV.

A visual ranking system makes insights easy to draw and action on.

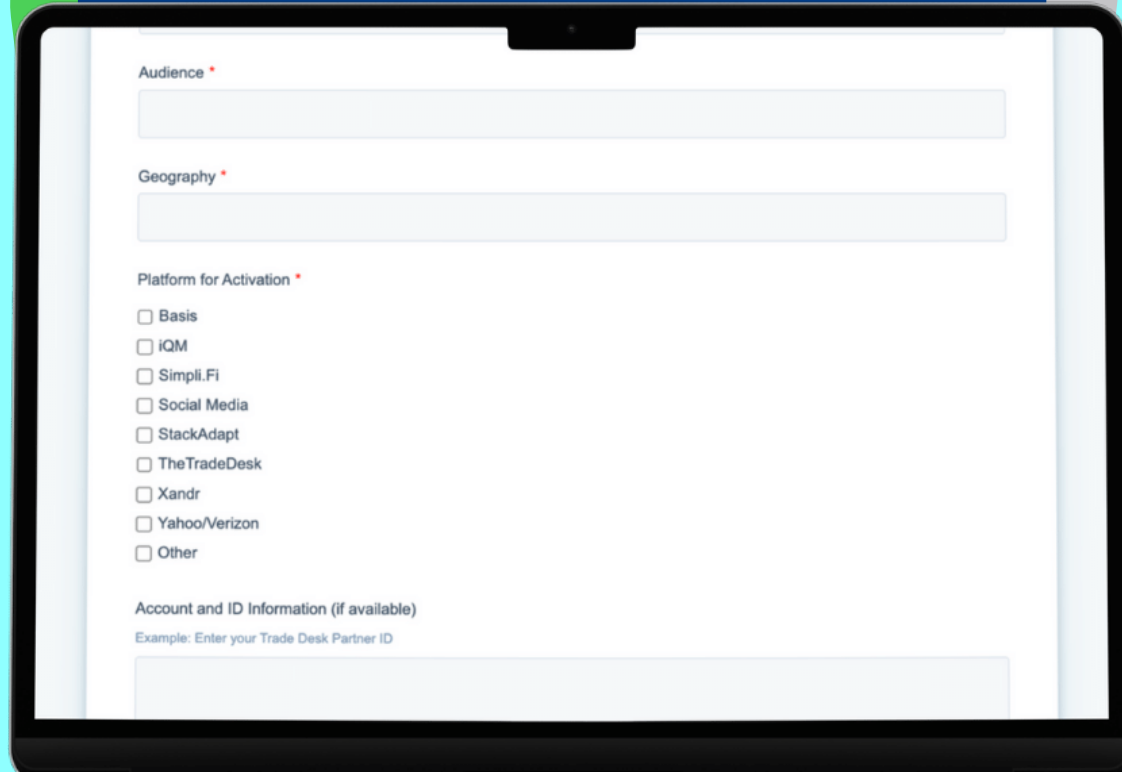# Top 5 Most Exciting Product Developments

✦ Audience Activation ✦

After Tunnl users identify their ideal audience in the Tunnl platform, they can activate their audience data from Tunnl in media buying platforms to inform and optimize their buys across any mix of channels.

This year, a record-breaking number of Tunnl audiences were activated contributing to 1.7 billion impressions delivered for Tunnl users.

Audience *

Geography *

Platform for Activation *
- Basis
- iQM
- Simpli.Fi
- Social Media
- StackAdapt
- TheTradeDesk
- Xandr
- Yahoo/Verizon
- Other

Account and ID Information (if available)
Example: Enter your Trade Desk Partner ID

Get the Audiences & Insights

All of Tunnl's hundreds of prebuilt audiences are available right now—for free–inside the Tunnl Free platform.

Create Your Free Account

See Tunnl in Action with a Live Demo

Want to see what Tunnl could look like for your business? Let us show you with a live demo customized to your interests.

Request Your Demo