



# Thanksgiving Day Menu

## The Food Recipes

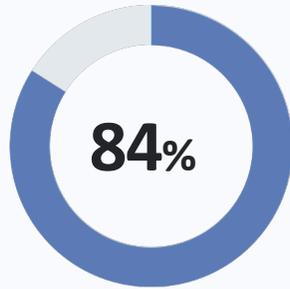
- ❖ **The Turkey:** Roasted Thanksgiving Turkey
- ❖ **Choice Side:** Delicious & Creamy Mashed Potatoes

## The Tech Recipes

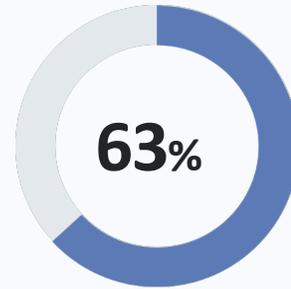
- ❖ Make Sure You Have the Right Partners at Your Table
- ❖ 5 Questions You Should Ask Your Programmatic Partners
- ❖ A Complete Menu of Programmatic Necessities

# Make Sure You Have The Right Partners At Your Table.

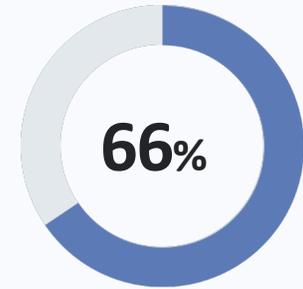
Do you have access to the people and information you need?



Marketers want more control over their programmatic

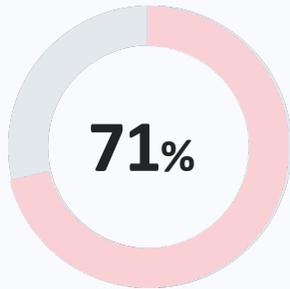


Struggle to get media and data transparency

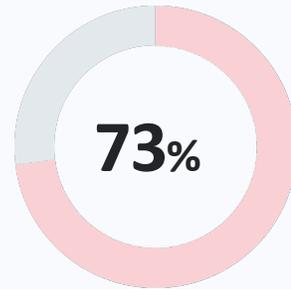


Need better workflow, infrastructure and accountability

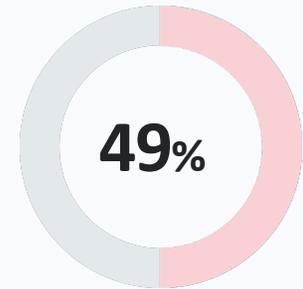
The traditional agency model is being challenged...



Think agencies struggle to simplify complex concepts



Think agencies don't report on all relevant metrics



Aren't exposing all potential fees

# Roasted Thanksgiving Turkey

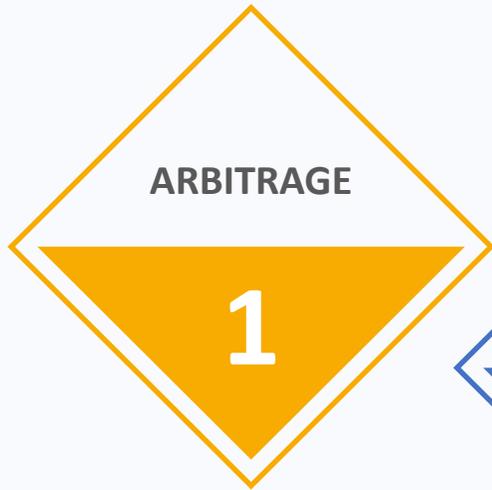
## ❖ Ingredients

- 1 whole turkey (I used a 20-pounder), brined if desired
- 1/2 c. (1 stick) butter, softened
- 1 whole orange
- 2 whole fresh rosemary sprigs, leaves stripped and minced
- 1 tsp. salt
- 1 tsp. black pepper

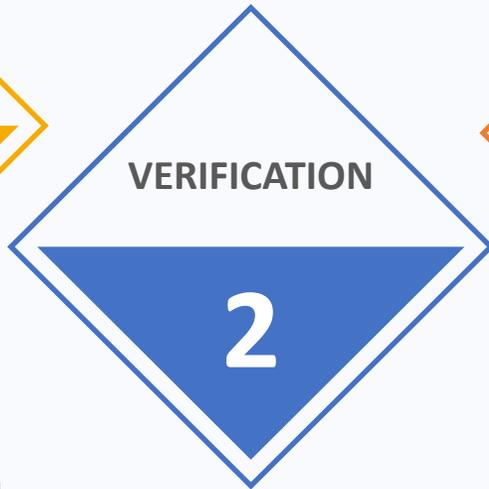
## ❖ Directions

1. Preheat oven to 275.
2. If you brined your turkey, rinse it well under cold water.
3. Fill the sink with fresh cold water and allow the turkey to soak for 15 to 20 minutes to remove any saltiness
4. Pat the turkey dry and place it on a roasting rack, breast side up.
5. Cross the legs and tie them together with kitchen twine.
6. Cover the whole pan with heavy aluminum foil, tucking it underneath the pan.
7. Roast for the first stage for about 10 minutes per pound (so, for a 20-pound turkey, about 3 1/2 hours.)
8. Using a vegetable peeler, shave off thick slices of orange peel and slice them very thin.
9. Combine with butter, rosemary, salt and pepper.
10. After the first stage of cooking, remove the turkey from the oven and remove the foil (turkey will still be pale.)
11. Smear the butter mixture all over the skin so that it's totally covered.
12. Insert a meat thermometer into the thigh, increase the oven temperature to 350, and return the turkey to the oven, basting every 30 minutes.
13. Continue roasting turkey until thermometer reads 165 to 168.
14. Cover loosely with clean aluminum foil until you're ready to carve!

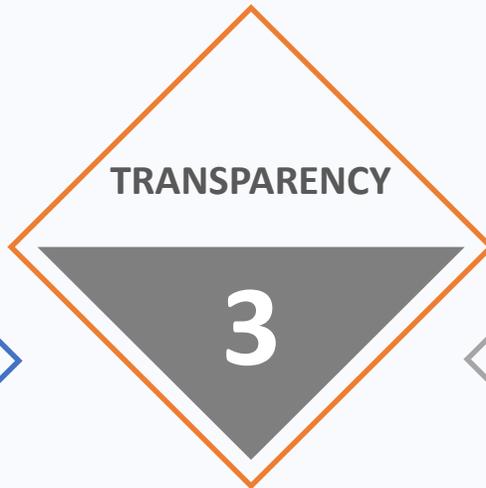
# Five Questions You Should Ask Your Programmatic Partners.



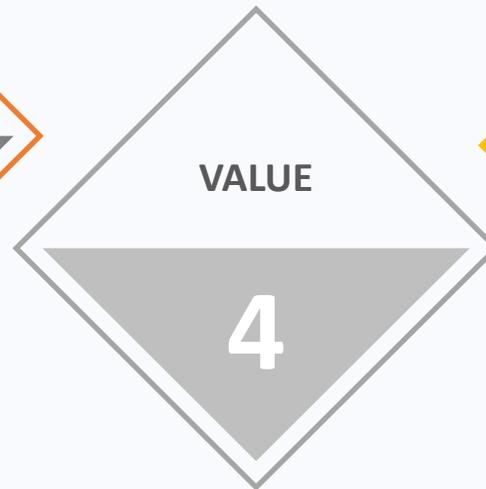
What evaluation criteria do you use, and do you arbitrage?



Will you provide impression level verification data?



What is your media margin, and can you break those fees out for us?



Do any buys include low value inventory or forced viewability?



Do you outsource any resource and how are impressions verified?

# Delicious & Creamy Mashed Potatoes

## ❖ Ingredients

- 5 lb. russet or Yukon Gold potatoes
- 3/4 c. butter
- 1 package (8 oz.) cream cheese, softened
- 1/2 c. (to 3/4 cups) half-and-half
- 1/2 tsp. (to 1 teaspoon) Lawry's Seasoned Salt
- 1/2 tsp. (to 1 teaspoon) black pepper

## ❖ Directions

1. Peel and cut the potatoes into pieces that are generally the same size.
2. Bring a large pot of water to a simmer and add the potatoes.
3. Bring to a boil and cook for 30 to 35 minutes.
4. When they're cooked through, the fork should easily slide into the potatoes with no resistance, and the potatoes should almost, but not totally, fall apart.
5. Drain the potatoes in a large colander.
6. When the potatoes have finished draining, place them back into the dry pot and put the pot on the stove.
7. Mash the potatoes over low heat, allowing all the steam to escape, before adding in all the other ingredients.
8. Turn off the stove and add 1 ½ sticks of butter, an 8-ounce package of cream cheese and about ½ cup of half-and-half.
9. Mash, mash, mash!
10. Next, add about ½ teaspoon of Lawry's Seasoning Salt and ½ a teaspoon of black pepper.
10. Stir well and place in a medium-sized baking dish.
11. Throw a few pats of butter over the top of the potatoes and place them in a 350-degree oven and heat until butter is melted and potatoes are warmed through.

# The Programmatic Necessities Menu.



## DIGITAL TRANSFORMATION TRAININGS

*+15% Resource Efficiency*

Adoption blueprints with train the trainer modules



## PROGRAMMATIC OPERATING MODEL

*+13% Resource Efficiency*

Streamline digital investment and upgrade ways of working



## REAL TIME IN-STORE SALES OPTIMIZATION

*Up To +25% ROI*

Close online to offline sales loop with real time insight



## SUPPLY PATH OPTIMIZATION

*+10% Incremental Value*

Audit marketing practices to enhance transparency



## IN-HOUSE DEVELOPMENT & TRANSFORMATION

*Up To +2x ROI*

Own strategy, planning, buying and insight



## QUALIFIED COST PER HUMAN

*+20% Ad Effectiveness*

More accountable media investments



## UNIFIED ID FRAMEWORK & GOVERNANCE

*+12% Incremental Value*

Data driven consumer management & activation



## LINEAR TV EXTENSION

*+15% Better Cost Per Point*

Lower cost per point digital broadcast inventory



 **Tech** Recipes.

# Let's Talk Recipes

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