

MARCH 2025

RESULTS

Measure. Monitor. Track. Deliver.



Latest launches

Campaign	Status	Impressions	Performance
Summer Campaign	Live	1,304	578
Fall	Live	1,304	578

Campaign	Advertiser	Delivered/Booked	Pace	Start Date	End Date
Summer Sale	Red Horizon	12 / 15	0.8	May 12, 2024	May 17, 2024
Summer Sale	Nova	11 / 16	0.68	May 23, 2024	May 23, 2024
Summer Sale	Echo Wave	1 / 20	0.05	June 15, 2024	June 15, 2024
Fall	Summit P.	12 / 15	0.8	June 26, 2024	June 26, 2024
End of Year	Sky Bridge	11 / 16	0.8	July 2, 2024	July 31, 2024
Winter Promo	BrightLeaf	12 / 15	0.80	May 23, 2024	May 23, 2024
Line 1		12 / 15	0.68	June 15, 2024	June 15, 2024
Line 2		12 / 15	0.68	June 15, 2024	June 15, 2024
January ca...	Vibe Stone	11 / 16	0.6	June 15, 2024	June 15, 2024
Summer Ca...	Nova	11 / 16	0.68	May 23, 2024	May 23, 2024
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“ELEVATE YOUR BRAND WITH CONNECTED TV.”

LEIF WELCH

THE FUTURE OF TV ADVERTISING



Hitting All the Right Notes

Leif Welch founded JamLoop to bring buyers and sellers of streaming TV together. Seven years later, his company is doing just that — and more.

L aunched in 2018, JamLoop empowers advertisers and agencies interested in connected TV (CTV) with its demand-side platform (DSP), allowing them to run CTV/OTT campaigns that reach highly targeted streaming viewers in every market across the United States. Founder and CEO Leif Welch's goal when starting the company was simple: better connecting buyers and sellers through streaming TV advertising.

For the past seven years, the company has done just that — while improving its technology, relationships, and campaign management services to support a growing client base looking to reach consumers via CTV. Everything JamLoop does — sourcing direct inventory, targeting custom TV audiences, perfecting bidder optimization, capturing down-funnel activity through event tracking and attribution — is designed for CTV.

For instance, the company's advanced CTV audience builder taps into more than 40 trusted data providers across 60,000-plus segments to build custom audiences with precision. And JamLoop's real-time dashboard provides

impression-level data that allows clients to activate faster mid-campaign adjustments.

But these are just a few of the things that the company says makes it different from competitors.

Recently, *Results* caught up with Welch to talk about JamLoop's history, position in the market, key services, and future plans. Responses have been lightly edited for style, length, and clarity.

JamLoop is at the center of the changes swirling through the TV universe. How do you see the firm's role in these transitions?

Leif Welch: It's an incredibly exciting time to be in TV as it's going through a massive evolution. Many TV buyers are still trying to replicate recognizable traditional TV on streaming, focusing on the same channels they've been buying for 20 years. Or they just want Netflix or Hulu, with metrics of reach and frequency.

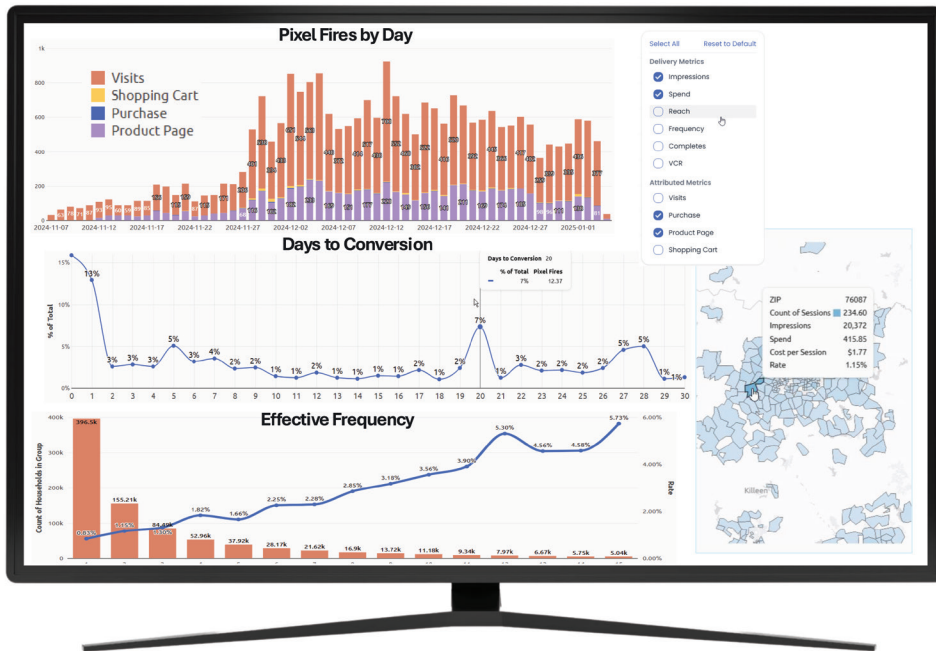
We are shifting the perspective to see streaming TV as a true performance channel. As an advertiser, you can now target your audiences with incredible precision and scale. We've integrated more than 300 TV apps, more than 2,000 local TV stations, and 50 data providers. You can measure website conversions, store visits, and sales. Streaming TV offers performance marketers another way to diversify their ad spending away from Google and Facebook.

What are the core services JamLoop offers that are driving the success of your clients and the growth of your company?

Welch: Our No. 1 goal is understanding your needs. If you are just starting in CTV, we offer a complete solution to make it as



JamLoop's DSP is integrated with more than 300 CTV apps, including the most in-demand outlets among performance marketers.



JamLoop's analytics capabilities give clients detail into every impression and real-time attribution data.

easy as possible. You'll get full access to a support team that will guide your entire experience — from media planning, choosing the right segments, producing your ads, setting up your campaign, and then tracking and optimizing.

If you're already on CTV, you'll get something no other competitor offers: advanced analytics with detail into every single impression. You'll get real-time attribution data. This is only possible with a technology partner that's built from the ground up with direct publisher relationships and a commitment to service.

Everyone seems to be selling CTV these days. How do you stand out from others in the space that allows clients to find success?

Welch: There are dozens of DSPs, and anyone who has a bidding engine can connect to an open public exchange and buy CTV inventory. Having been focused on CTV for more than seven years, we've learned that there are nuances to what makes CTV inventory valuable. It must be performant, brand-safe, and have scale.

We don't buy any open exchange inventory. Why? Because the chances of fraud are high, and you are wasting your money on third-party resellers. We decided up front to only work directly with publishers.

We've built our platform from the ground up to track and analyze impression- and conversion-level data in real time. That allows us to do two things. First, we provide enhanced transparency to our clients, so they know what's going on at the same time as we do. Second, it enables our BI-enabled service team to keep a pulse on your campaign and recommend the necessary adjustments.

Who have been some of the key players — both internally and from a client/partner perspective — in helping JamLoop reach where it is today?

Welch: One of the key reasons behind our success is our service team. You can have the best technology in the world, but at the end of the day, it's the people you collaborate with that make all the difference. Whether you need help to get started or an extra pair of eyes on campaign performance, our team is exemplary. They are the reason we have one of the highest customer retention rates in the industry. These are experienced, data-driven CTV experts who bring true passion to helping you succeed every day.

We also have incredible partners who have become an extension of JamLoop technology. JamLoop was one of the early entrants in streaming TV advertising. We've been fortunate to collaborate with various forward-thinking data and inventory providers. Together, we created something special in the marketplace.

What are the biggest opportunities for performance brands when considering working with JamLoop?

Welch: Our attribution is much more sophisticated than anything in the market and will only improve. For example, not only can we say that your customer saw a TV commercial, and then they went to your website, but now you can see they went to your website not just once but five times in the last two weeks because they saw your ad multiple times and kept going back.

Then, we dig in one level deeper. Maybe the first time, they only went to the home page. Then, the second time, they

Continued ▶

JamLoop

went to a very specific product page. Let's say they looked at the make and model of the car on the website, and now they're looking at the same make and model at the dealership. Now, we can build a custom audience segment out of those visitors.

If it's e-commerce, maybe they went to the shopping cart — but then got interrupted and didn't buy. Now, we're creating a custom audience segment for all abandoned shopping cart visitors. And that is so powerful. It has a much higher chance of converting. We're showing not just the detail but also the trending data.

Can you share your most memorable moment so far in JamLoop's history?

Welch: It's tied to our name: JamLoop. I often get asked, "Why 'JamLoop'?" It's pretty simple. My first passion in life is music. I love harmonizing with people and creating unique experiences through sound. It's the idea of bringing people together to "jam" in a creative and inspiring way.

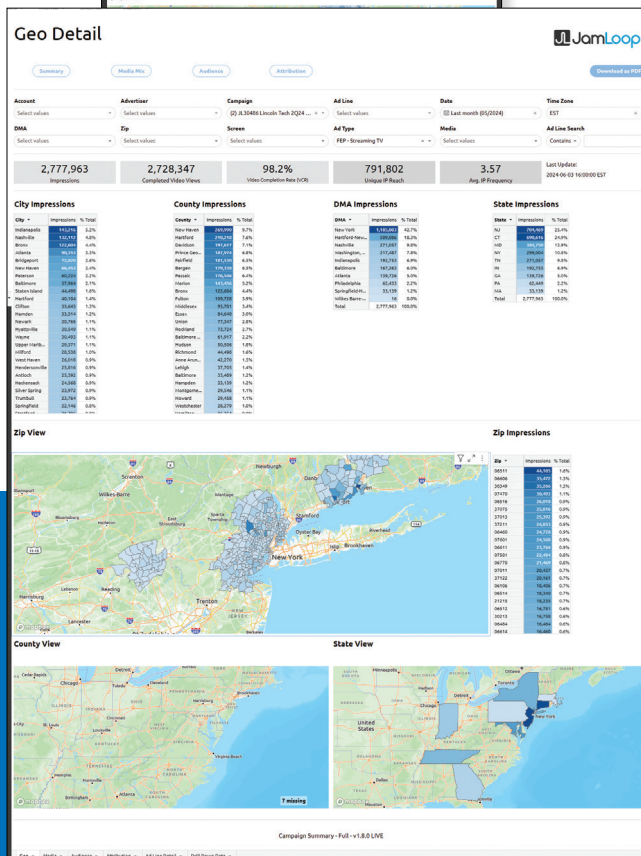
There is another side to creativity, and that is staying "looped in." Whether you are a musician seeking to connect with others to form a band or buy an instrument, feeling like you are in the



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In-depth reporting on each facet of a campaign is the desire of every D2C marketer. JamLoop has designed its reporting dashboard around maximizing the insights and visibility brands want when conducting a CTV campaign.

loop is a universal need for all of us.

When I created JamLoop, a CTV company, I was inspired by the same values. We bring creative minds together to "jam" and have fun while also using the best technology to keep us "in the loop" and grounded in information and collaboration. Thus, JamLoop!

As you look ahead to the rest of 2025 and beyond, what do you think JamLoop's position of strength is today? And where do you see it being by 2028 — or even 2030?

Welch: JamLoop will invest heavily in technology, enabling the most informed decisions and the highest quality TV inventory.

As to what the future holds, the very definition of TV is evolving. Right now, what we're calling television is mainly on the same screen that you've always been watching in the living room. But who knows? We might have projectors that are in a set of glasses. TV might be built into our contact lenses. It could be through a neural link connected to your brain where you're visualizing TV, and it's automatically streamed into your head.

In the end, it doesn't matter what the form factor is. It's more about the content and the experience. People are unique, and everyone has interests and different life stages. We want TV ads to help enhance their lifestyles. **R**