

# WHITE LABEL PROGRAM

**Baker Street Digital Media**  
powered by **hulu + G**



# We Are Your Dependable Source For **Recurring Revenue.**

**Baker Street's White Label Program** offers the opportunity to deliver a combination of leading platforms to help grow your client's businesses.

Highlights:

- **We bill you net** and you are free to markup as you see fit.
- All creative product is **owned by you.**
- All creative product may be **used across any platform** including organic social.
- All reporting is **built and delivered to you** for presentation to your client. And, we **brand all reports with your logo.**
- All analytics attribution is tagged with **your agency's name.**

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Keep reading and come back  
here to connect and learn more!

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Call or Text: 334-319-2300



# How It Works

## Baker Street

### Hulu

#### Create High Level Plan

Based on your target demographics and unique user information

#### Hulu Account Executive Review

An Account Manager from Hulu reviews your campaign and gives us the go-ahead to launch

#### Create a Schedule

#### Compile Data

### Google

#### Scrape Search Data

We pour through similar businesses and evaluate their search patterns to learn what will work best for you

## Combine Platforms

#### Streaming

Triggered when a targeted viewer is watching any OTT television or YouTube video

#### Hulu Ads

Drives Organic and Direct Traffic

#### SEM

Triggered when a user searched paid keywords or visits your site

#### Remarketing

Once leads have visited your site you can market specifically to them based on their actions on your site

## You Have Arrived

Google Search & Video Ads

YouTube Search & Pre-roll

Baker Street Digital, powered by Hulu and Google, brings you the best in digital marketing technology. We scrape Search Data from Google, create high level campaign plans following schedules based on user information and audience demographics, and combine it all to bring you precision targeting. This seamless integration of search ads and streaming ads presents a powerful synergy that fuels brand growth. By combining these two advertising channels, you can create a comprehensive and cohesive marketing strategy that reaches your target audience through multiple touchpoints.

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# So Why Use **Both**?

The seamless integration of Google search ads with Hulu streaming TV presents a powerful combination that fuels **brand awareness & conversions**. By combining these two advertising channels, you can create a comprehensive and cohesive marketing strategy that reaches your target audience through **multiple touchpoints!**

Simply put, Google provides **immediate results** while Hulu drives **future customer traffic**.

**Hulu + Google combine the best & largest advertising platforms in their categories.**

The Hulu logo, consisting of the word "hulu" in a lowercase, rounded, sans-serif font. The letters are a vibrant green color.

**Hulu works to inform buyers for a potential future purchase. Or grab their device and**



**Google's search platform is for users that are looking for your product or service**

# We Are Your Direct Source For **Hulu Ads**.

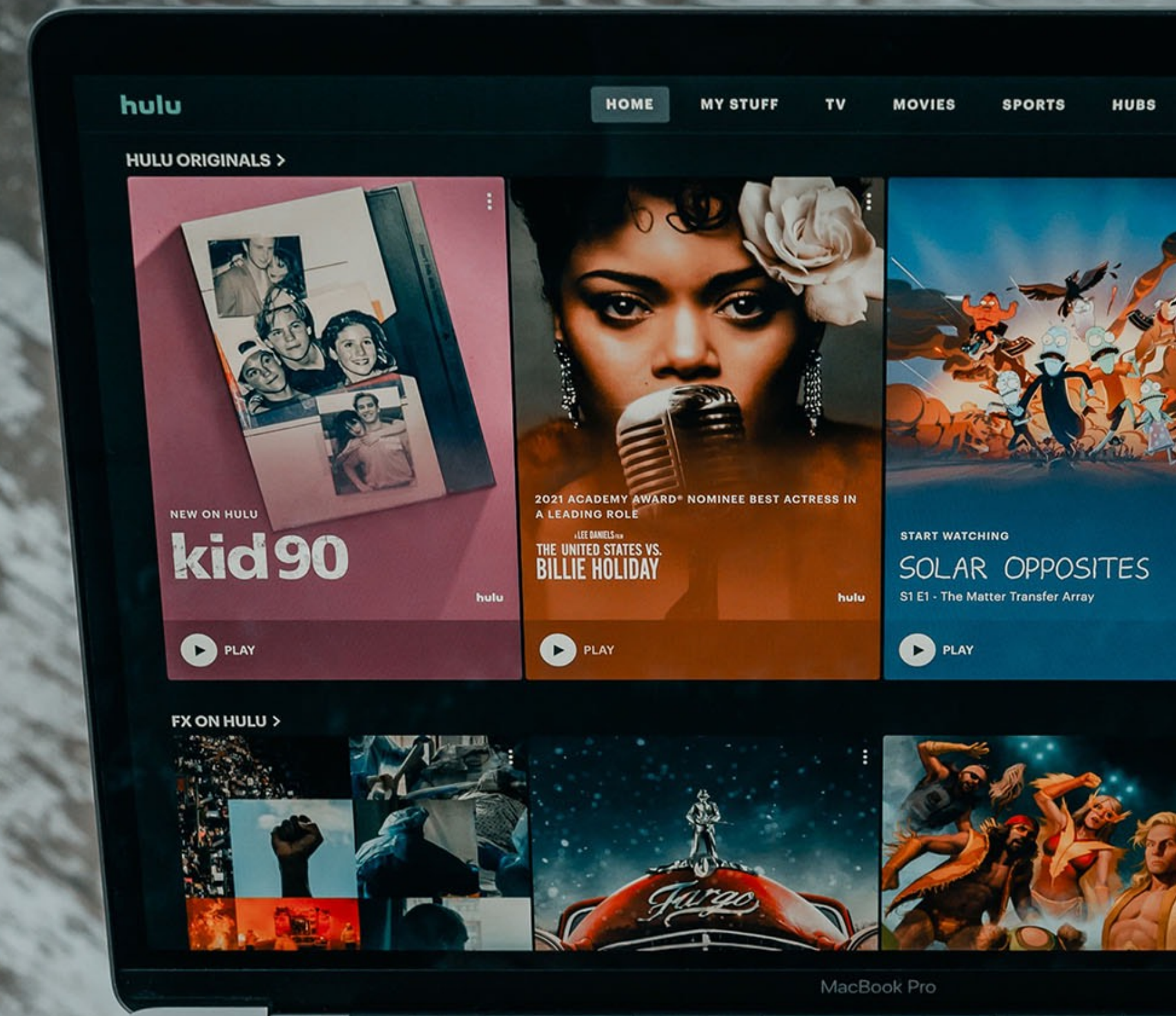
Baker Street Digital Media is an approved **Hulu Ad Manager Agency**. This means you are gaining access directly to the sales and planning desks of **Disney Account Reps** that coordinate with Baker Street to plan, target and optimize you campaigns.

**hulu** AD  
MANAGER

**Disney Advertising**

**Hulu now serves over  
115M advertising  
supported viewers**

Source: Disney Advertising  
Comscore Ad Supported Report



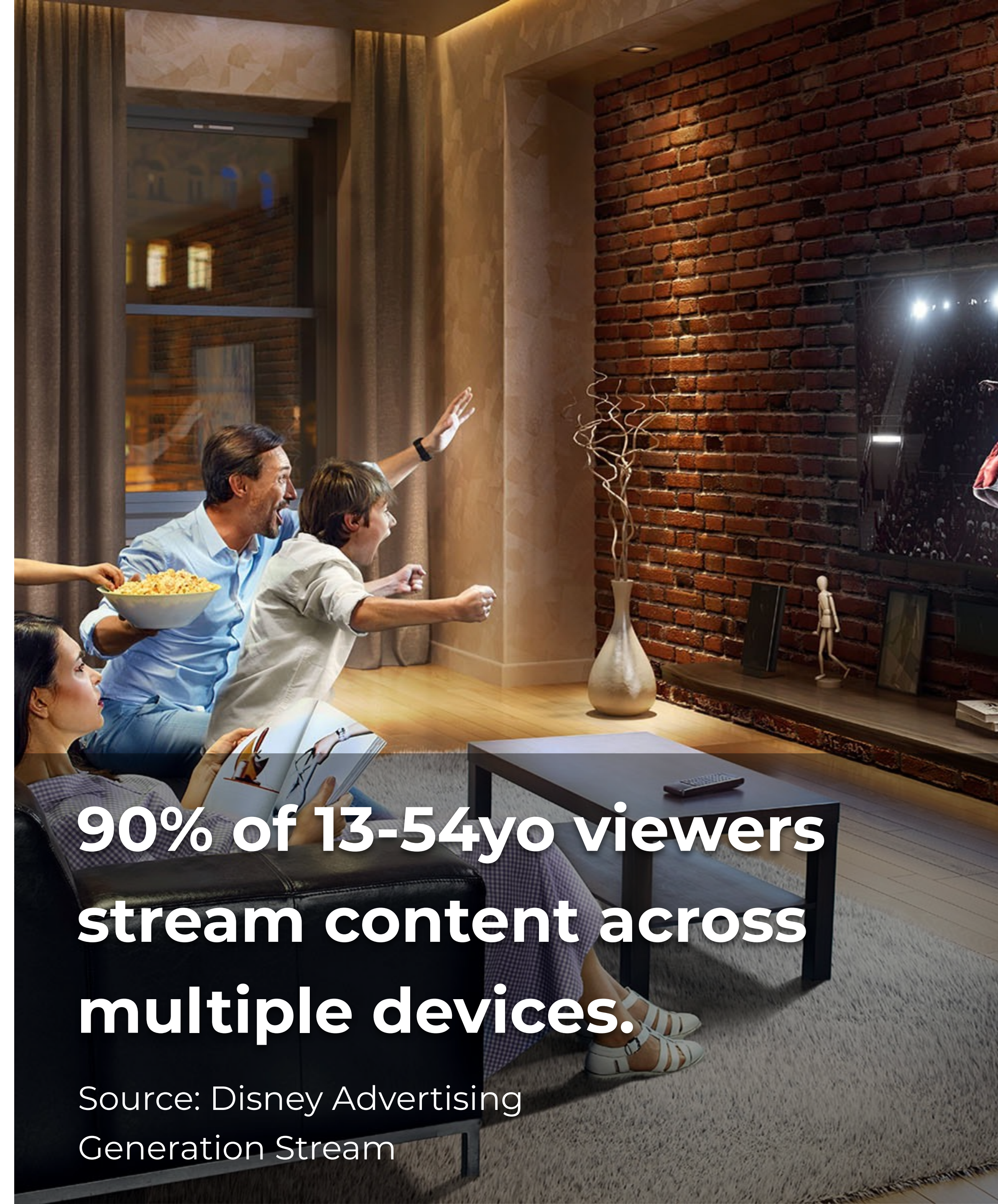
# How You **Win.**

Baker Street uses Hulu Ad Manager to **tap into a vast user base**, capitalizing on the immense number of networks on the **Hulu Platform**. We work directly, on your behalf, with our **Hulu Account Executive** to build and target campaigns that are **high performers**.

The advertising experience on **Hulu** is strategically organized into **ad pods**, which typically consist of around four ads. These ad pods are delivered before or during shows, ensuring maximum visibility and **impact on the targeted audience**.

**hulu** AD  
MANAGER

**Disney Advertising**



**90% of 13-54yo viewers  
stream content across  
multiple devices.**

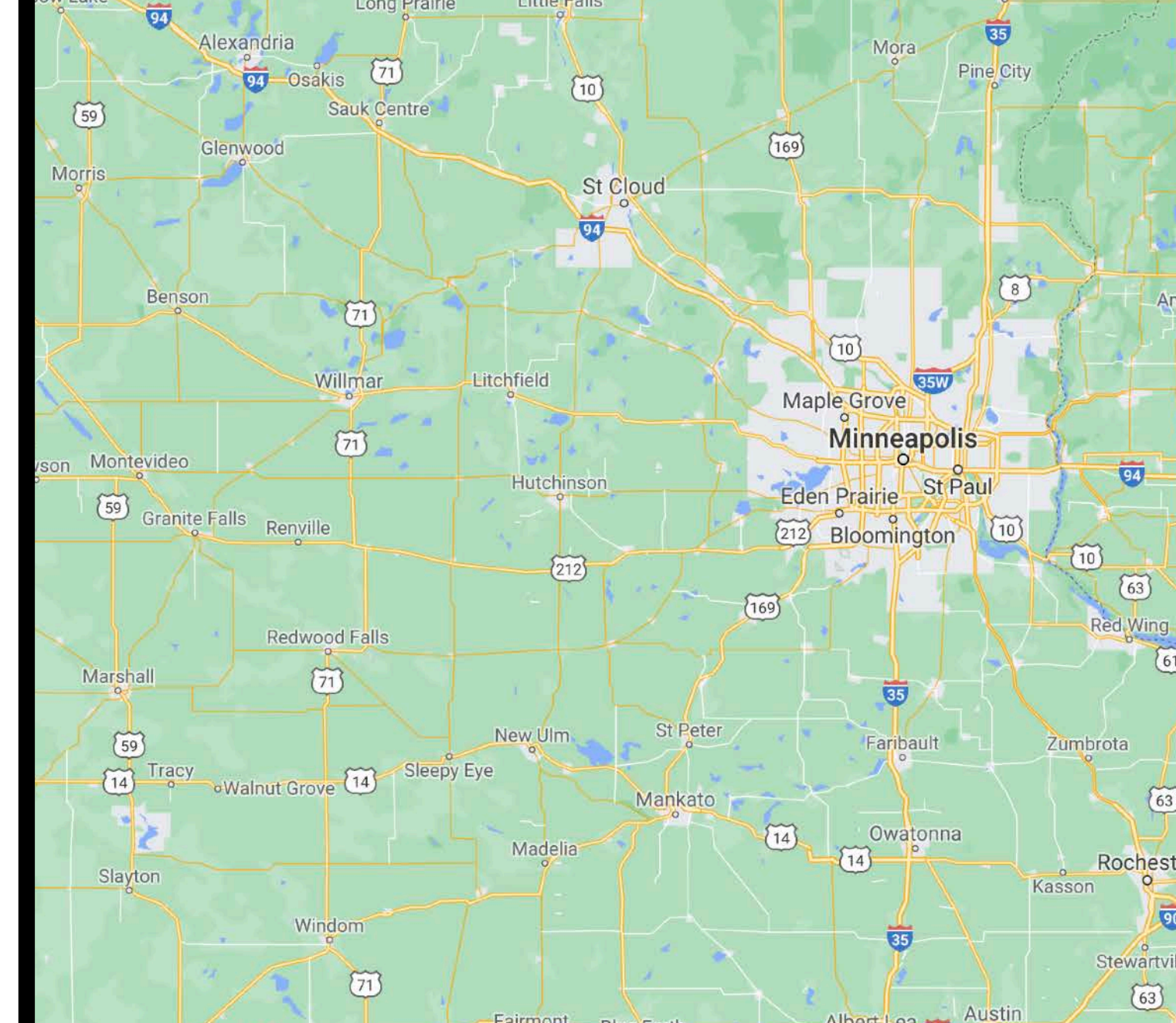
Source: Disney Advertising  
Generation Stream

# We Target For You.

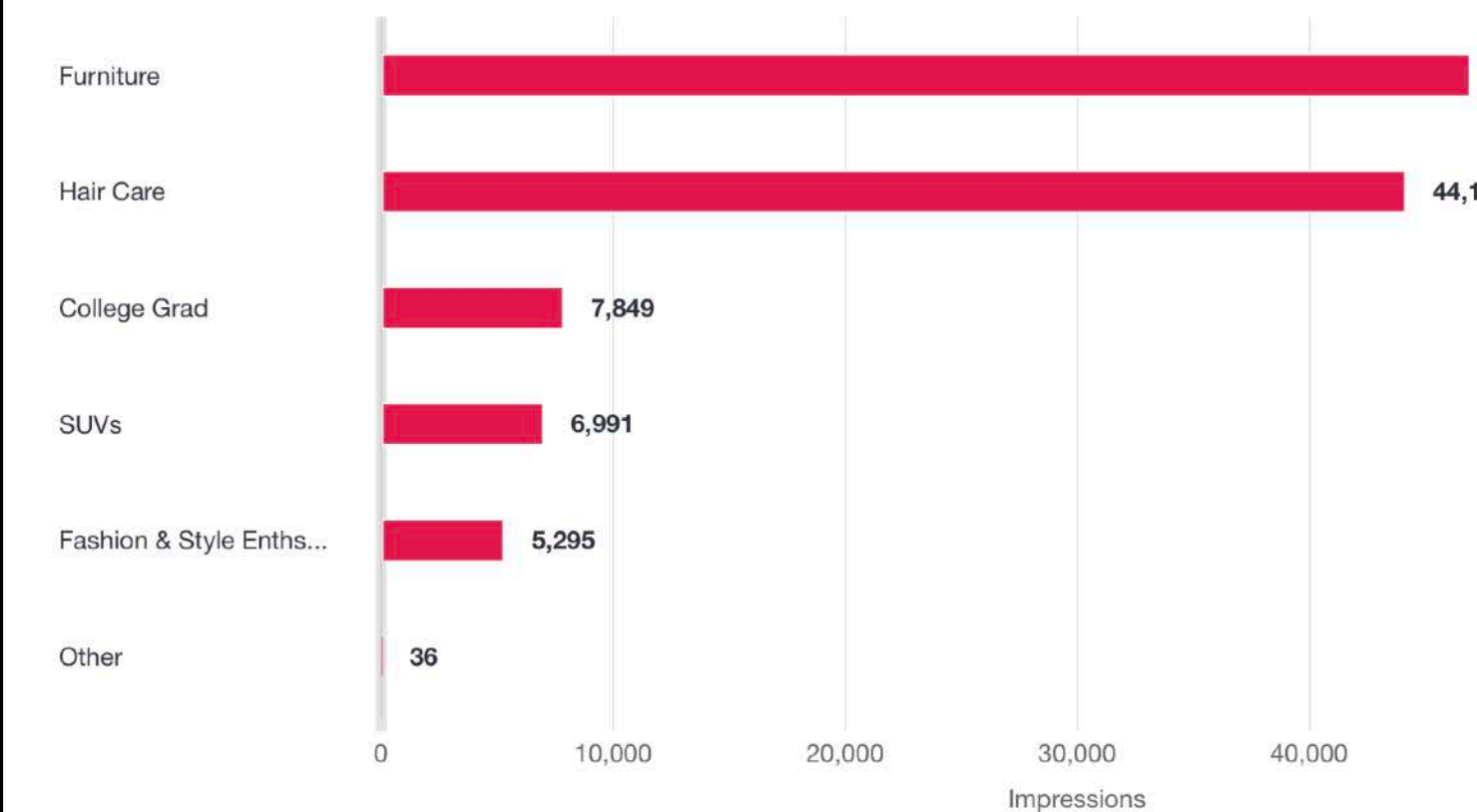
Get ready to immerse yourself in a realm of **precise targeting**. Streaming platforms provide an opportunity for advertisers to finely calibrate their messages to specific **demographics such as age, gender, and income**, while also enabling a deeper level of exploration. Imagine the ability to synchronize your ads with the captivating **content that engages your audience**, or to empower users with the freedom to choose ads that genuinely spark their curiosity. The possibilities are endless.

# We Optimize For You.

Grab the opportunity and embrace the **fluid nature of this channel**. Streaming TV offers a dynamic platform that enables quick adjustments to your advertising campaigns. Harness the power to **pivot rapidly**, fine-tuning and enhancing your spots based on real-time insights. Adaptability has never been more within reach.



## Audiences



**hulu** AD  
MANAGER

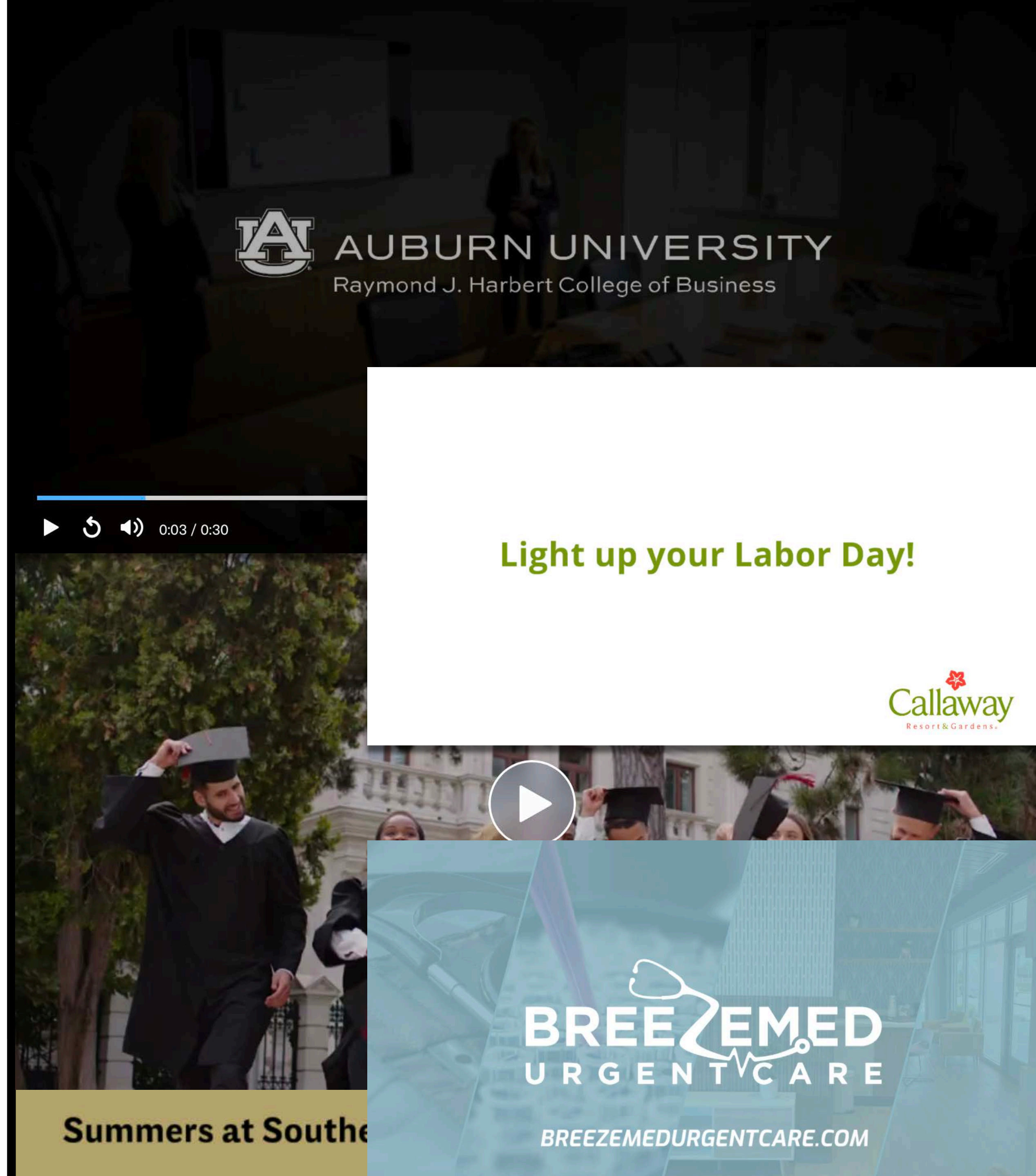
**Disney Advertising**

# We Produce Your Spots.

After consulting with you on the desired event, service or product you wish to advertise **we create an initial concept.** We then employ **amazing AI technology** to scour the online space and **create a spot just for your brand.** We actually **create two!** One :15 and one :30. The :30 is used for Hulu and the :15 for online platforms like **Google Search and YouTube.**

**hulu** AD  
MANAGER

Disney Advertising



# We Build Your Tight Google Search Campaign.

**Yes, tight.** Our planners **don't simply dump** a campaign in the Google bucket and hope it works. We **painstakingly create** the highest performing first iteration of your campaign. And from there our analysts **use AI and human intuition** to optimize your campaign for mind blowing results.

By appearing at the moment when users are **actively seeking information** or products, search ads provide you with a powerful opportunity to reach your target audience and drive traffic to your front door, ultimately leading to increased brand visibility and potential customer conversions.

Grow with **Google**  
PARTNER



**The paid channel with  
the highest ROI is Google  
Search advertising.**

Source: HubSpot, 2020

# We Pinpoint Your Audience.

Like streaming ads, search ads provide you with the capability to **find your customers when they are looking for you**. However, the possibilities extend far beyond that. Imagine the ability to synchronize your ads with the captivating content that engages your audience or empower users to select ads that **genuinely pique their interest**. Let your imagination soar as you explore the boundless potential.



# We're Your Data Hounds.

Search ads empower you to fine-tune your campaigns for **maximum impact with unrivaled analytical data collection**. With their dynamic nature and large data stream, search ads enable **Baker Street to swiftly modify** and adjust, in real-time. Optimize performance, capture attention, and **smash** your marketing goals. Who **let the...?**



Session default channel group +		↓ Users
		18,530 100% of total
1	Display	4,963
2	Paid Search	4,957
3	Organic Search	2,784
4	Unassigned	2,208
5	Direct	2,076
6	Organic Social	937
7	Email	315
8	Paid Social	250
9	Referral	216
10	Paid Video	157



# Let Us Help You **Grow Your Agency!**

We will work tirelessly to provide a **recurring revenue stream** for you. And we will do all the heavy lifting and all the production. Typically an agency will **spend 2-3 hours per month** using our program.

Simply put, the return on your time will put a **smile on your face**. Your accountant's too!

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THANKS FOR YOUR TIME!