



Domo Introduces the Domo Media Suite to Help Media Buyers and Publishers Drive More Performance from Digital Ad Campaigns

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New Suite Leverages the Power of the Domo Platform to Deliver New Business Benefits and Rapid Time to Value Across all Industries

SILICON SLOPES, Utah, Feb. 07, 2019 (GLOBE NEWSWIRE) -- [Domo](#) (Nasdaq: DOMO), provider of the leading cloud-based operating system for business, today announced the new Domo® Media Suite that includes solutions for media buyers and publishers to consolidate complex systems and data sets, allowing customers to easily analyze the digital media they are buying and selling, optimize and report on performance, and drive more value from their media campaigns. The Domo Media Suite leverages the power of the Domo platform to deliver new business benefits and rapid time to value across all industries.

"The Domo Media Suite leverages the power of the Domo platform, which was built over several years, to digitally connect all the data, systems and people in an organization," said Josh James, founder and CEO of Domo. "When deployed, and when an entire organization is connected through one platform, it's easy to apply services like data science, machine learning or centralized governance and control, to make the benefits of true digital transformation more powerful and much easier to realize."

Domo's Media Suite follows the announcements of several focused solutions, including the Data Science Suite and Retail Suite. It is another set of apps in a long line for future apps that will be announced as they become available.

James continued, "In this ever-changing world of audience acquisition and monetization, the media industry needs a better way to manage their systems and data in order to build and sustain their audiences, as well as realize value more easily and quickly. The Domo Media Suite was developed by listening to what our expert customers said they wanted and needed to drive value and enhance optimization of media campaigns on both the buy and sell side."

The Domo Media Suite consists of three products to help the entire media and marketing ecosystem. The Programmatic Revenue App, Programmatic Buying App, and a campaign wrap-up report that simplifies the time-consuming and repetitive task of campaign performance reporting.

New Programmatic Buying App

Domo's Programmatic Buying App delivers a comprehensive view of programmatic media buys, providing meaningful insights on cost and impression trends, conversions, ROI, and viewability all in one place. Buyers can see their results in real time and make needed adjustments to their campaign strategy.

Media powerhouse Hearst Magazines Digital Media chose Domo for an easier way to navigate through complex and unconsolidated data from multiple demand-side platforms (DSPs) and ad servers. With Domo's Programmatic Buying App, they can quickly measure the success of their campaigns, and make changes to optimize performance to generate greater revenue.

"Domo helps us combine all of our programmatic buying data for optimization and reporting, and offers our partners more visibility into how their campaigns are performing," said David Strauss, director of revenue operations & analytics at Hearst Digital Media.

The Programmatic Buying App allows buyers to:

- Save hundreds of hours in manual reporting time by combining and comparing campaign performance data from your DSP(s), ad server, and ad viewability vendors all in one place, automatically
- Filter your view by target, device, ad type, ad size, DSP, and geography across all of your reports at once to quickly see which media buys are most effective
- Analyze conversions, spend, and click-through rate (CTR) by audience
- Configure the app to tailor insights to your organization – even bring in your impression-level data for more granularity

Programmatic Revenue App

For publishers, the Programmatic Revenue App, announced in June, brings together complex data from ad servers and sell-side platforms into a set of pre-built KPIs, making it easy for publishers to increase programmatic revenue by surfacing insights displaying potential opportunities.

With Domo's Programmatic Revenue App, publishers can:

- Track any metric from any system, including total revenue, impressions and true, effective CPMs (cost per thousand impressions);
- Instantly filter revenue performance by key optimizable factors such as date range, device platform, geography, ad type, advertiser, site, supply-side platform (SSP) and more; and
- Locate additional revenue opportunities in real-time, from any device.

New Campaign Wrap Up Report

The Domo Media Suite is rounded out with a configurable campaign wrap-up report that helps publishers and agencies provide key analytics to their advertising partners to provide more transparency in performance metrics. Domo simplifies the time-consuming task of creating and delivering

performance reports by automating the reporting on campaign delivery and performance metrics. The report saves hundreds of hours for both publishers and advertisers by providing a simple template that includes creative mocks, key results organized by platform, and robust graphs summarizing KPI performance. Publishers can quickly customize report content, and it can be delivered to advertisers in various formats, including pdf and slideshow.

Availability

The Domo Media Suite is available to all Domo customers and partners. For more information about Domo's Media Suite, visit: <http://www.domo.com/apps/media-suite>

About Domo

Domo's mission is to be the operating system for business, digitally connecting all your people, your data and your systems, empowering them to collaborate better, make better decisions and be more efficient, right from their phones. Domo works with many of the world's leading and most progressive brands across multiple industries including retail, media and entertainment, manufacturing, finance and more. For more information about Domo (Nasdaq: DOMO), visit www.domo.com. You can also follow Domo on [Twitter](#), [Facebook](#) and [LinkedIn](#).

This press release contains forward-looking statements as defined within the meaning of the U.S. federal securities laws, including statements regarding the results and benefits from using the new Media Suite, anticipated development and announcement of future apps, the expected increased utilization by Domo customers of the Domo platform, empowerment of Domo customers to monetize, share, and otherwise better leverage their data, and related anticipated results. These statements are based on information, expectations and assumptions as of the time of this press release with respect to future events and business performance and are subject to risks and uncertainties that may cause actual performance or results to differ materially from those expressed in or suggested by the forward-looking statements, including but not limited to the risks set forth in our Registration Statement on Form S-1, as amended, and our other filings with the U.S. Securities and Exchange Commission. Forward-looking statements should not be read as a guarantee of future performance or results, and they will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved, if at all. We do not undertake any obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future developments or otherwise.

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