

LEVEL x BRIGHTSPEED

Innovation at Scale: **One Zip at a Time**

March 12, 2026



Our time together today.

- 1** How We Partner

- 2** Our Growth Strategy

- 3** Analytics & Activation

- 4** AI / SEO & CRO Strategy

- 5** Testing & Iteration

- 6** Discussion

How We'll Achieve Your **Growth Mandate**

Our precision strategy to accelerate subscriber adoption across **Brightspeed's** footprint.

YOUR ASK:

Build a Scalable Marketing Engine That:

1. Delivers **local precision** at scale
2. Converts awareness into **efficient subscriber growth**
3. Makes media fully **accountable**
4. Operates as a strategic extension of your team at the **speed** of the business

OUR SOLUTION:

A Growth Engine That Continuously Improves As We Scale

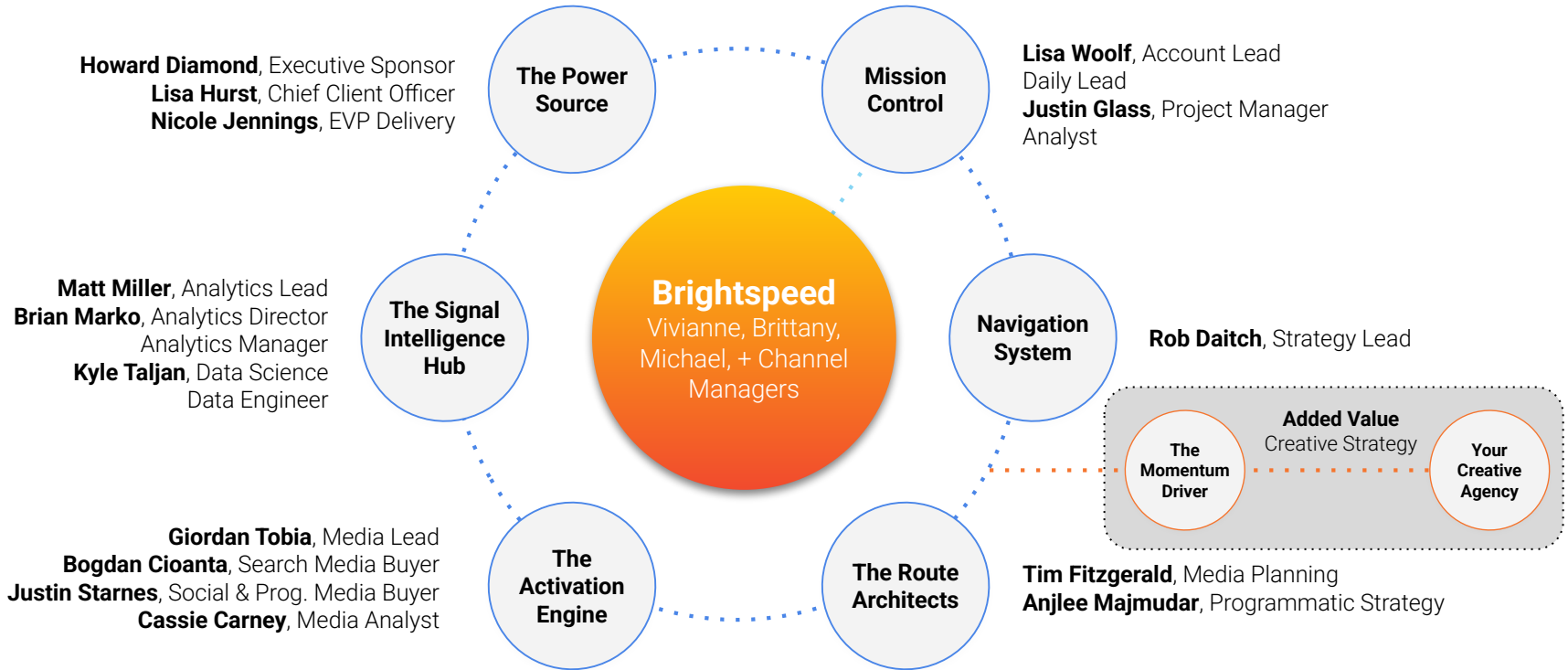
- Prioritize the high value markets at the zip level
- Activate full-funnel demand
- Measure and optimize to business outcomes
- Be agile and operate in lockstep



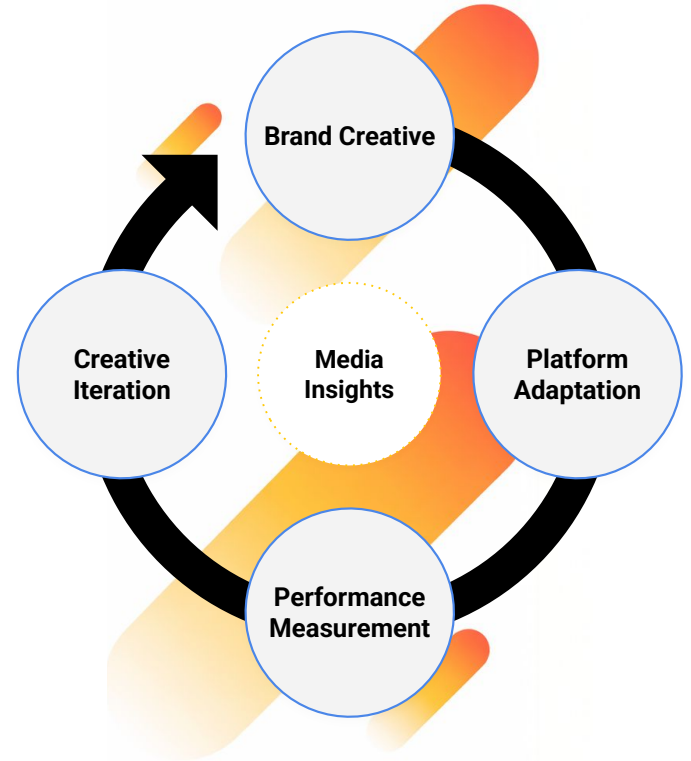
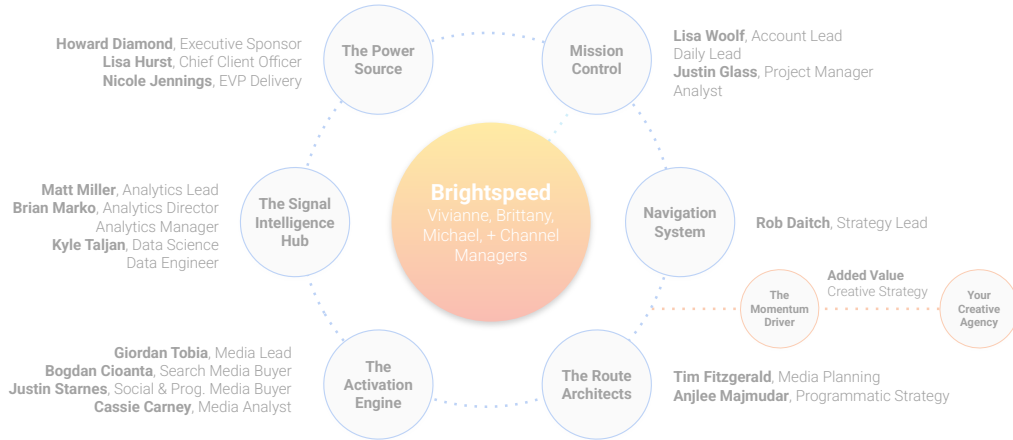
Built to win together.

How We Partner

Our Growth Engine for Brightspeed



Our Growth Engine for Brightspeed



Our Growth Engine for Brightspeed



Built For Speed: Our Rapid Response Model

Pre-defined playbooks and real-time signals enable **rapid activation and market agility**.



Always-On Monitoring & Alerts

Competitive Environment

- Outages
- Media strategy shifts
- Pricing / Promotional activity

Market Dynamics

- Interest rates
- Housing / mover activity

Market Performance

- Zip-Level Conversion rates
- Demand trends
- CPA changes

Sales

- D2D Deployment Schedules

Playbooks Enable Fast Decisions

- Pre-defined response playbooks
- Pre-aligned performance benchmarks
- Pre-approved promotional assets
- Clear escalation paths and decision owners

Standardized Workflows & Tools Enable Activation

- Rapid budget and bid adjustments
- Creative and promotional updates
- Audience and targeting shifts
- Zip-level market prioritization

Insights Fuel The Next Move

- Ongoing learning agenda and testing roadmap
- Geo-testing and experimentation
- Performance feedback loops into planning

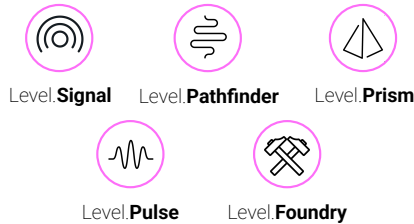
Our Growth System for Brightspeed




+



And driven
by **innovation**



RECOGNIZED BY GOOGLE
**Level.Signal
Client
Performance**



Think with Google

WATCH ON DEMAND
**AI Visibility
Virtual Insider
Session with
Profound AI**



MARCH 19, 2026
**Reddit for
Marketing
Leaders**



APRIL 8-10, 2026
**Level Agency
Executive
Summit 2026**





Connecting Communities. Creating Opportunities.

Our Growth Strategy

Level.Pathfinder: Prioritizing Audiences to Win



VALUE CONSCIOUS FAMILY

456,099 OFS HHLDS



REMOTE EARNER

598,609 OFS HHLDS



SELF-EMPLOYED OPERATORS








DIGITAL FIRST YOUNG ADULT

437,750 OFS HHLDS

High-reach household web environments that surround family time when they're likely to make shared decisions.

-  Google Search
-  SEO
-  YouTube
Explainer Videos
-  Paid Social
-  Programmatic Video

Balance workday heavy environments with evening entertainment placements that help reinforce messaging and influence switching

-  SEM
-  CTV
-  Paid Social
-  Direct Mail
-  Programmatic Digital

Prioritize needs-based keywords and business-related content that reaches them on the job and with high levels of relevance

-  SEM
-  Local OOH
-  Paid Social
-  Local publishers

Always-on digital consumers, with Gaming, Social and Video serving as the primary drivers of reach and engagement

-  Tik Tok
-  YouTube
-  CTV
-  Programmatic Digital
-  Influencers

OPPORTUNITY

They just need proof Brightspeed will perform consistently, without surprises.

OPPORTUNITY

They're not chasing innovation. They're chasing confidence.

OPPORTUNITY

They don't need fast. They need uninterrupted.

OPPORTUNITY

Show him, don't tell him. He's already got the tab open to run a speed test.

Opportunity and Competitive Pressures Drive Channel Mix

Prime Expansion Zones

171 ZIPS / 701K OFS

High Opportunity / Low Competitive

Full funnel; take a leadership role in the market before competitors

DIRECT	CTV	AUDIO	YT/OLV	RT
SOCIAL	DOOH	DEMAND	PMAX	SEARCH

Priority Battlegrounds

168 ZIPs / 954K OFS

High Opportunity / High Competitive

Build on competitive interest levels and increase full funnel efficiency

DIRECT	CTV	AUDIO	YT/OLV	RT
SOCIAL	DOOH	DEMAND	PMAX	SEARCH

Steady Hold Markets

229 ZIPS / 229K OFS

Low Opportunity / Low Competitive

Focus on capturing what's available with efficiency

DIRECT	CTV	AUDIO	YT/OLV	RT
SOCIAL	DOOH	DEMAND	PMAX	SEARCH

Defensive Efficiency Markets

110 ZIPS / 113K OFS

Low Opportunity / High Competitive

Preserve budget; activate at bottom funnel to maximize efficiency

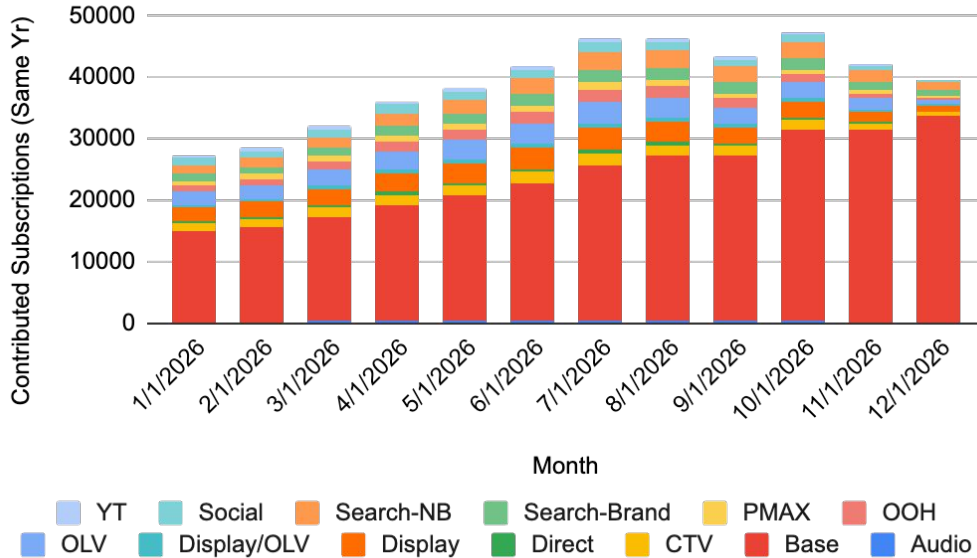
DIRECT	CTV	AUDIO	YT/OLV	RT
SOCIAL	DOOH	DEMAND	PMAX	SEARCH

Growth Oriented Funnel Strategy

Funnel Stage & Media Channel Consideration Set		Prime Expansion Zones ↑ Opp ↓ Comp 45% of Budget 35% of OFS \$13.5MM	Priority Battlegrounds ↑ Opp ↑ Comp 42% of Budget 48% of OFS \$12.7MM	Steady Hold Markets ↓ Opp ↓ Comp 9% of Budget 11% of OFS \$2.7MM	Defensive Markets ↓ Opp ↑ Comp 3% of Budget 6% of OFS \$1.0MM	Total Annual Spend \$30MM
Creating Demand	Direct Social CTV Digital Audio DOOH	25% \$3.0MM	15% \$1.9MM	10% \$0.25MM	Not recommended	\$5.2MM
Engaging Audiences	Social Demand Gen Youtube & OLV	25% \$3.5MM	25% \$3.0MM	20% \$0.55MM	15% \$0.15MM	\$7.2MM
Capturing Demand	PMax Search Retargeting	50% \$7.0MM	60% \$7.8MM	70% \$1.9MM	85% \$0.85MM	\$17.6MM

Media Mix + Projections by Month

Contributed Subscriptions by Channel



Month	Investment	Subscriptions
Jan 2026	\$1,638,260	27,184
Feb 2026	\$1,768,456	28,421
Mar 2026	\$2,026,928	31,962
Apr 2026	\$2,313,837	36,062
May 2026	\$2,504,605	38,292
Jun 2026	\$2,762,316	41,770
Jul 2026	\$3,044,149	46,185
Aug 2026	\$3,053,626	46,367
Sep 2026	\$2,873,495	43,285
Oct 2026	\$3,071,822	47,332
Nov 2026	\$2,641,131	42,180
Dec 2026	\$2,301,375	39,664
Total	\$30,000,000	468,704

Brand Refresh Strategy: Prioritize Visibility of Brand Assets

LAUNCH



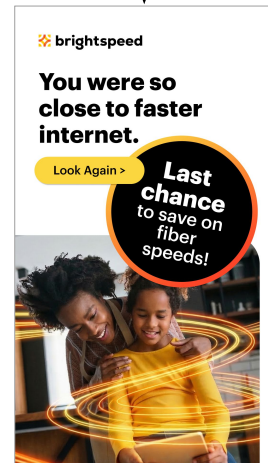
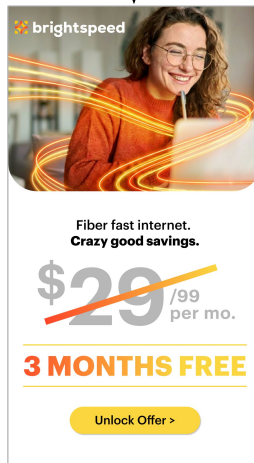
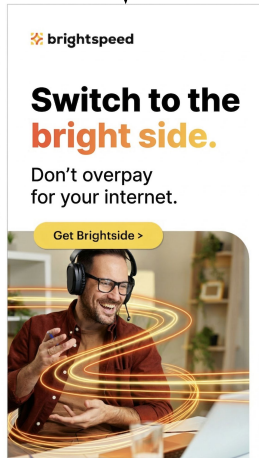
SIGNAL



MESSAGE RESPONSE



CREATIVE ASSET





Measurement accelerates growth.

Analytics & Activation

The Path Forward: 4 Layers, 1 Integrated Architecture

MMM & MIX OPTIMIZATION

Q3 → YR 2

- Validate and Build Exec & Practitioner Trust
- Evolve to Agile MMM > Propensity Model Integration

INCREMENTALITY TESTING

Q2 → Q3

- Geo-holdout tests quantify media lift on non points of sales
- Matched market design across 16-segment clusters
- Results calibrate and validate MMM coefficients

PROPENSITY INTELLIGENCE (SIGNAL)

Q2 → Q4

- Scores activate in targeting (Q2)
- Audience quality index = leading indicator before subs data
- Becomes MMM market-normalization covariate (Q4)

ATTRIBUTION

DAY 1

- Digital, call center, and partial D2D attribution
- Digital Attribution & Call tracking audited
- AdTech / Data Strategy Audit > Unified & owned data strategy

PROPENSITY IS THE CONNECTIVE TISSUE

Audience Management

Look-a-like modeling, journey orchestration and suppression driven by purchase propensity

Reporting

Audience quality index replaces CTR as efficiency KPI

Testing

Propensity-weighted reach validates holdout design

MMM

Market-normalization covariate controls for demand variation

Evidence gates — no layer advances without the one below producing results.

Year 1: From Diagnostic to Evidence-based Optimization

	Q2 : BUILD THE FOUNDATION <i>Audit · Instrument · Accumulate</i>	Q3 : CLOSE LOOPS + TEST <i>Propensity KPI · Holdout Launch</i>	Q4 : GENERATE EVIDENCE <i>Holdout Results · First Reallocation</i>	Q1 : PROTOTYPE + PLAN <i>MMM Prototype · Year 2 Brief</i>
DATA	Subscriber pipeline → BigQuery Call tracking audit + gap report Media time-series logging Day 1 Propensity v1 → platforms	Audience rebuild from 1P data D2D schedule integration Media to BOSS integration complete	Propensity v2 with media feedback 3P enrichment: competitive + mover MMM variable set finalized	Full year time-series complete Propensity → MMM variable
MEASUREMENT	Digital attribution baseline locked Channel KPIs by segment	Audience quality score live Geo-holdout launched (D2D) Call attribution improving vs Q1 Programmatic ramp tracked	First holdout results → D2D lift Propensity validated vs actuals First evidence-based reallocation	MMM prototype → directional Holdout cycle 2 complete Year 2 mix brief: evidence-based
PROPENSITY	Scores loaded into platforms Test lift through Value-Based Bidding (search) Contingency: Level Signal can be deployed quickly (if proper data pipeline exists)	Propensity index = primary KPI Replaces CTR for efficiency Weekly trend by channel Leading indicator before subs data	Model improves with outcomes Q3 model > Q1 model Feeds geo-holdout calibration Propensity index → MMM input	v3 in MMM prototype Controls market difficulty Normalized ROI across segments

Measuring for Business Outcomes

Holistics Measurement



- ① **Unified source of truth**
Single measurement framework across all channels – no conflicting platform reports.
- ② **All points of sale**
Captures digital orders, D2D sales, and phone conversions. Not limited to click-based outcomes.
- ③ **Holistic & non-user-based**
Models aggregate market response. No cookies, no user-tracking, no walled-garden bias.
- ④ **Cross-channel budget authority**
Produces spend curves and scenario models that justify reallocation across all media.

MMM

Media Mix Modeling

BEST FOR

Budget allocation across all channels

Quarterly refresh. Econometric model covering offline, CTV, D2D, digital.

GEO-LIFT

Geo-Lift Testing

BEST FOR

Channel-level incrementality

4-8 week tests. Matched geo pairs. Platform-agnostic. Validates MMM and feeds into MMM

CAUSMOS

Single-Point Causal

BEST FOR

Rapid causal read on a change

Bayesian inference. New channel launch, budget shift, or flight pause.

Platform Tests



- ✓ **Faster to stand up**
No data pipeline build required. Native to platform UI.
- ✓ **Audience-split capable**
Tests run against audience segments, not geo regions. Better for creative/audience validation.
- ! **In-platform metrics only**
Measures conversions reported within the platform. Includes offline events if BOSS/call data is loaded.
- ! **Self-reported lift**
Platform-attributed outcomes. Use alongside Level tools for independent validation.

NATIVE TOOLS BY PLATFORM



Conversion Lift · Brand Lift · A/B Experiments



YouTube Conversion Lift · Brand Lift · Experiments

Programmatic Reach & Frequency · A/B creative splits



Our Approach to Paid Media

Moving to the modern approach to paid media

1 Signal

Define the event | Make it readable | Optimize off of it

Media is only as good as the event you ask it to generate. High intent customers that move through the funnel quickly are front and center.

2 Structure

Consolidation | Reach | Efficiency

A good signal requires a good structure. Giving platforms maximum opportunity to match user intent, to its targeting.

3 Scale

Expand | Iterate | Scale beyond search

Capture more of the 'converting' market, while also setting the stage for expansion into PMAX, YouTube, Programmatic, and more.

National Brand Expansion Test

BRANDVERITY**Local**

Brand Campaign

- Maximize impression share
- Drive conversions in target markets
- Protect home turf from affiliates
- Value-based bidding to maximize conversion value

Manual CPC**National**

Test A: Manual CPC

- Can we get CPC cheap enough to justify the potential conversion waster?
- Control spend tightly outside target markets
- Prevent affiliate overspend nationally

Manual CPC**National**

Test B: Value Based

- Maximize conversion value from national spend
- Capture movers audience moving into coverage areas
- Optimize spend – don't waste on low-intent users
- Smart throttle vs affiliate chaos

Value-Based Bidding**Platform**

Non-Brand Structure For Precision Budget Management

CORE

Consolidated Non-Brand Campaigns

Always-on national coverage targeting non-brand queries across all service areas.

- **Bidding:** Max Conversion Value
- **Strategy:** Value-Based Bidding (VBB)
- **Targeting:** National / Full Footprint
- **Keywords:** Non-brand, category, competitor

BIDDING & MEASUREMENT

Max Conv. Value

VBB

Optimize toward highest-value conversions

PUSH

Geo-Specific Push Campaigns

Activated as needed for regions requiring incremental investment or expansion push.

- **Bidding:** Max Conversion Value
- **Strategy:** Value-Based Bidding (VBB)
- **Targeting:** Region-specific, breakout by need
- **Keywords:** 1 campaign per activated region

EXAMPLE GEO ACTIVATIONS

Expansion

Battleground

Steady

+Others



Platform

Personalization At Scale With Ad Customizers



Brightspeed

<https://www.brightspeed.com>

Brightspeed Internet | {{Promotion.Type}}

Call & Save Now – {{promotion.type}} Ltd avail/areas. Terms apply. Order now!
Brightspeed Fiber Internet - No Annual Contract, Unlimited Data, Free Premium Router.
Available In Your Area.



Brightspeed

<https://www.brightspeed.com>

Brightspeed Internet | Gigabit Internet

Call & Save Now – Pittsburgh Gigabit Internet Starting at \$XX.xx Ltd avail/areas. Terms apply. Order now! Brightspeed Fiber Internet - No Annual Contract, Unlimited Data, Free Premium Router. Available In Your Area.

promotion.type	ZIP code location
gigabit	16001
gigabit	17013
\$29.99	78373
\$29.99	27284

Manage promotions at scale with ad customizers:

dynamically applying custom ad text across campaigns based on location, keyword, ad group, and more.



Brightspeed's **Social Evolution.**



Creative is the Targeting

In today's algorithm-driven platforms, creative quality and relevance **determine who sees your ads.**

The algorithm effect:

When creative resonates with the right audience, platforms reward you with lower CPMs, broader reach, and better conversion rates. **Creative quality is the single biggest lever in social performance.**

Social Testing Plan

1. Activation Plan

- Launch all social expansion platforms in Q2 to take advantage of the Brand Moment
- Pull forward testing budget to spend in Q2
- Identify and measure platform level impact to identify higher level measurement methods

2. Measurement Expectations

- Use in platform engagement and performance metrics vs expectations to give an early read out on platform success
- As platforms exceed expectations design larger holdout tests to show incrementality



Nextdoor



Reddit



Yelp



Meta



Tik Tok



Level.Pulse



Platform



A Programmatic Infrastructure Built for Impact.

Unified DSP Foundation Turns Good Signals Into Great Outcomes

UNIFIED INFRASTRUCTURE



Cross-channel frequency capping

Compounding signal layer

Unified attribution

BCG/Google: First-party signal integration delivers a proven 2.9x revenue lift.

UNIQUE PURCHASE SIGNALS



300M+ household purchase signals

Device + connectivity intent

Retail media inventory

Amazon reaches +91% of US adults purchase signals unavailable inside any other ecosystem.

FUTURE DSP INTEGRATION

New Partner TBD

Activated only when it brings something neither Google nor Amazon can access.

TO EARN A SEAT AT THE TABLE:

Must unlock: Unique inventory

Must unlock: Exclusive data signals

Must unlock: Differentiated reach

LEARNING AGENDA

Testing Retail Media: Start Where The Signal Is Strongest

PHASE 1 – MAY

Best Buy Ads (Onsite)

Remote Earner • SMB Operator

SUGGESTED TEST BUDGET: \$25k / 30 days

PHASE 2 – JULY /AUGUST

Home Depot + Lowe's (Onsite)

Remote Earner • Value Family

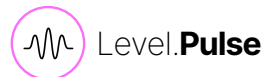
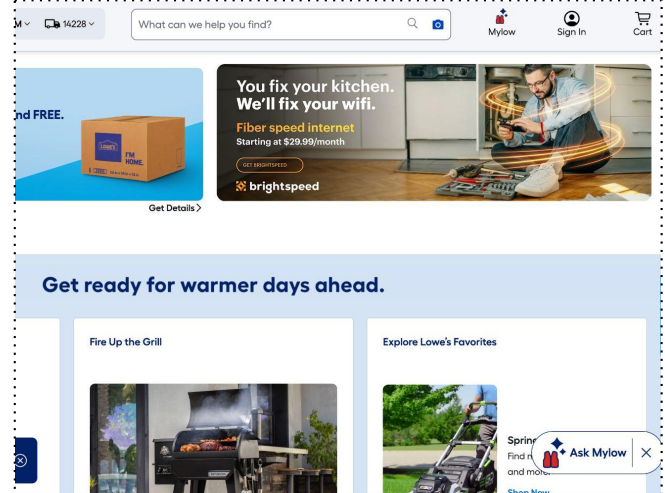
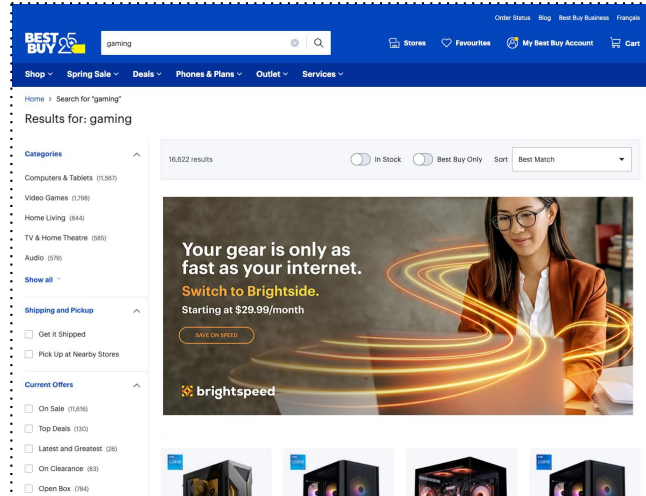
SUGGESTED TEST BUDGET: \$25k / 30 days

PHASE 3 – NOVEMBER

Walmart Connect (Offsite)

Value Family • Digital Young Adult

SUGGESTED TEST BUDGET: \$25k / 30 days



Amplifying Winning Social Assets



REMOTE EARNER

Sample Publisher List For Remote Earner:

- techradar
- c|net
- AFROTECH
- BUSINESS INSIDER
- Fandom
- BEST PRODUCTS
- gamesradar+
- SiliconValley.com
- PC Gamer

Creating Demand

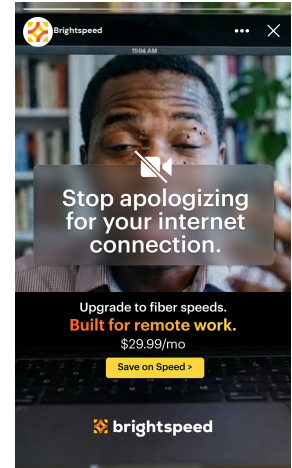
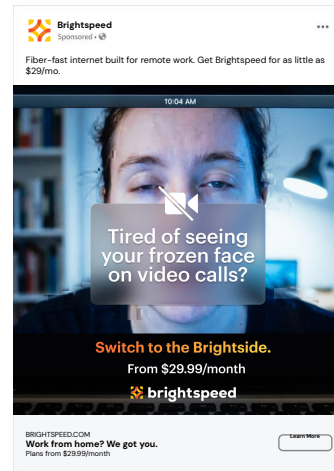
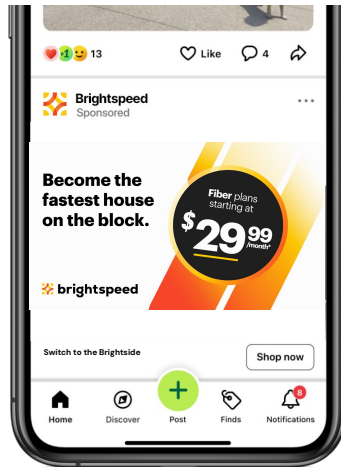
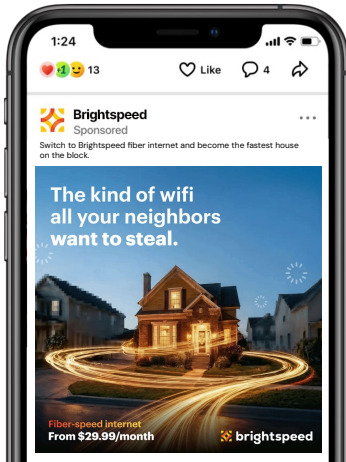
- New Service Plans
- Network Coverage
- What's New

Engaging Audiences

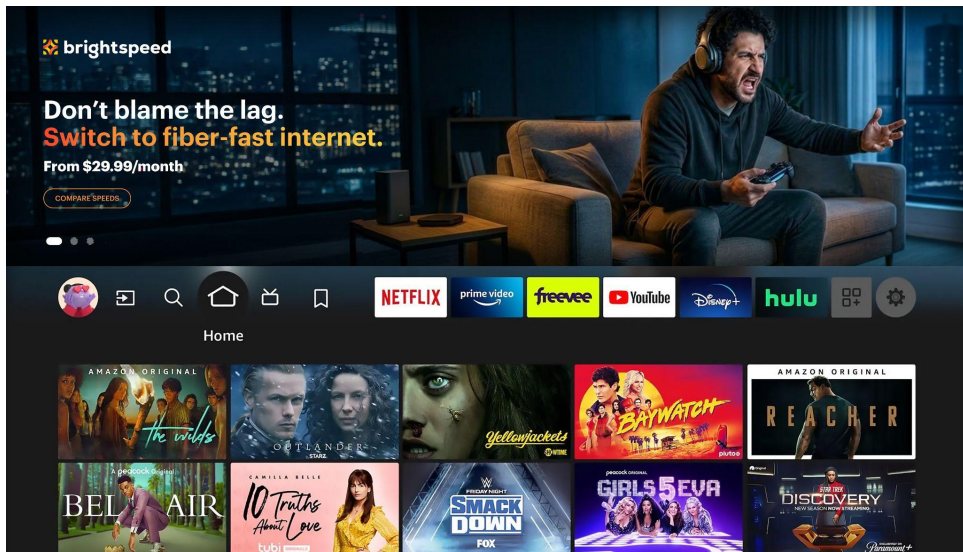
- Compare Plans
- See Device Offers
- Watch How-Tos

Capturing Demand

- Switch Now
- Upgrade Devices
- Sign Up Today



Driving Connections Where Bandwidth Matters



Homepage Ad

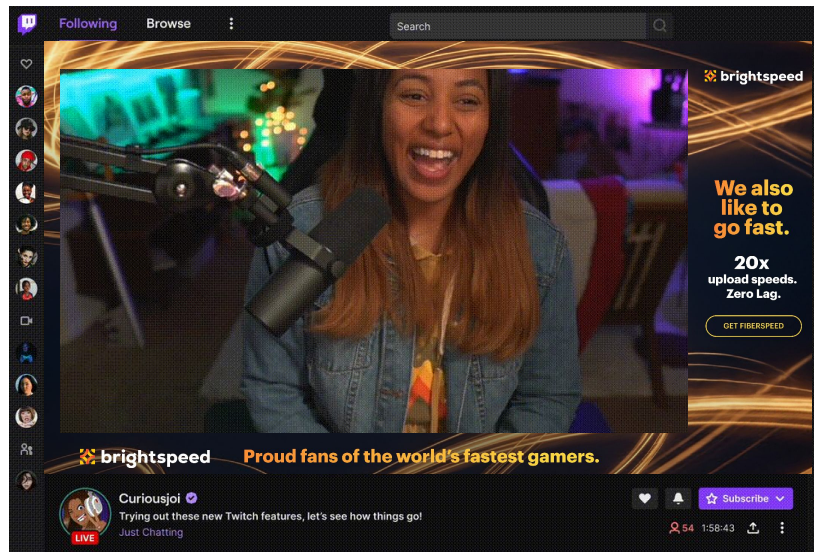


Less than 5%

Duplication on Amazon Prime

Value Family • Remote Earner • Digital Young Adult

Idea: When you're gaming online, the last reason you want to lose is because of a laggy or dropped connection. Gamer-specific visuals + messaging that speak to this all-too-common pain point.



Pre-roll & Mid-roll



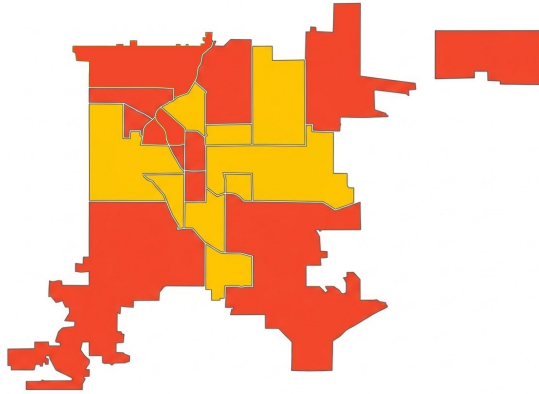
65%

Of Twitch viewers cannot be reached anywhere else

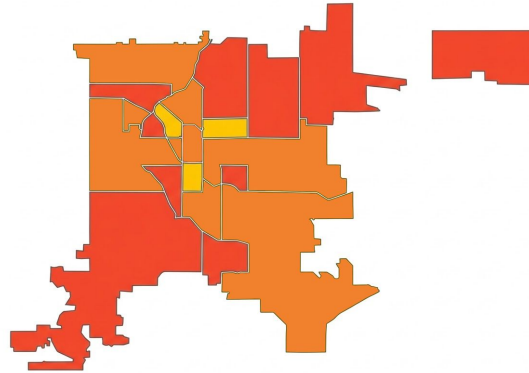
Digital Young Adult

Idea: Position Brightspeed as "proud fans" of the world's fastest gamers, with contextual messaging targeting audiences of speed run content and racing games, where Brightspeed's value prop naturally fits into the story.

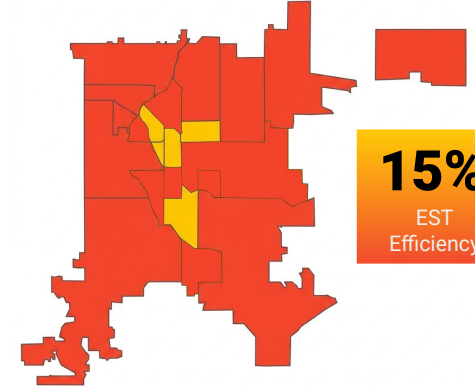
Investing Where You Can Win



**Optimal Reach
To Boost Sales**



**Market Distribution
by Online and Offline
Conversions**



**Maximize ROI by
Zip + 6 within
Markets**

15%
EST
Efficiency



LEVEL



Own your organic footprint.

AI / SEO & CRO Strategy

Win AI Visibility & Local Demand

START:
Own AI Visibility in
Priority ZIPs

FIX:
Turn Local Search Into
Service Availability
Lookups

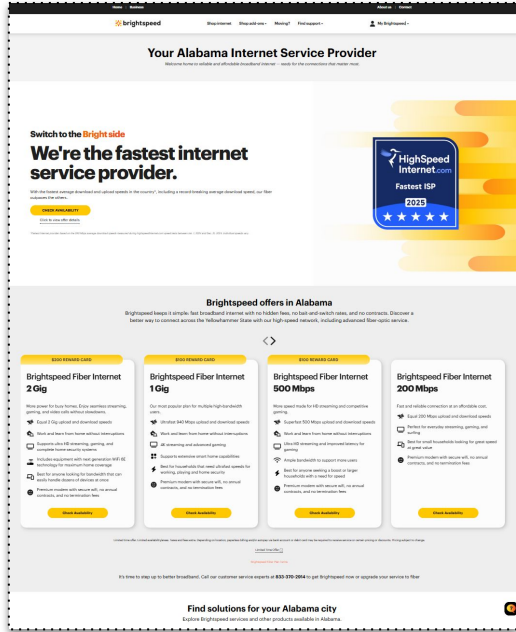
SCALE:
Pre-Warm Growth
Markets Before D2D

Brightspeed becomes the
AI-recommended provider before
competitors scale

More availability confirmations
and stronger D2D close rates

Higher close rate and lower cost
per subscriber

Local Pages Designed for Conversion



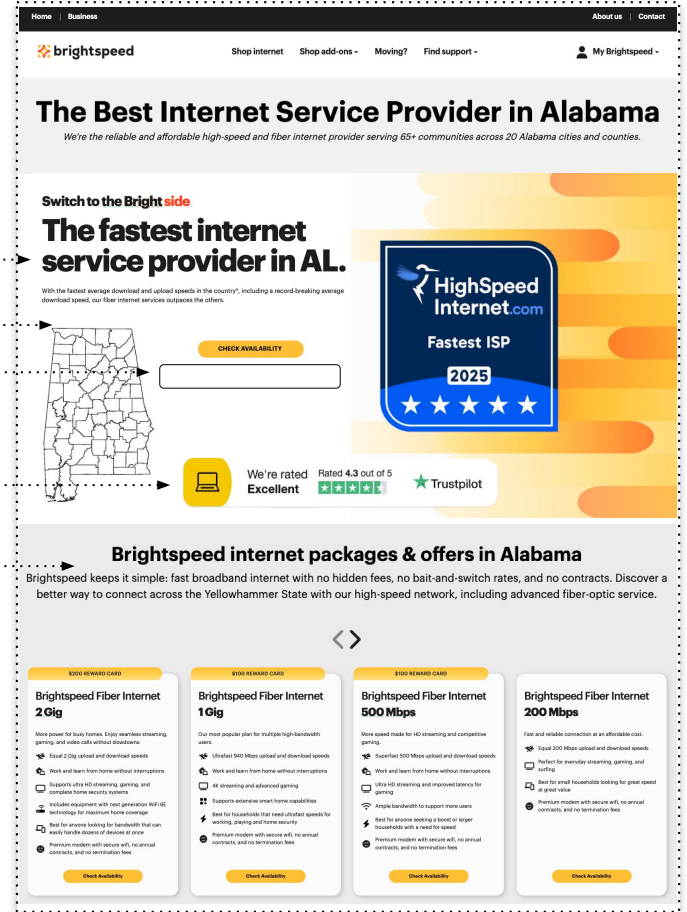
Locally focused H1 & H2

State heatmap to show coverage

Address search bar

Social proof: Trustpilot banner above the fold

Product banner contextualized



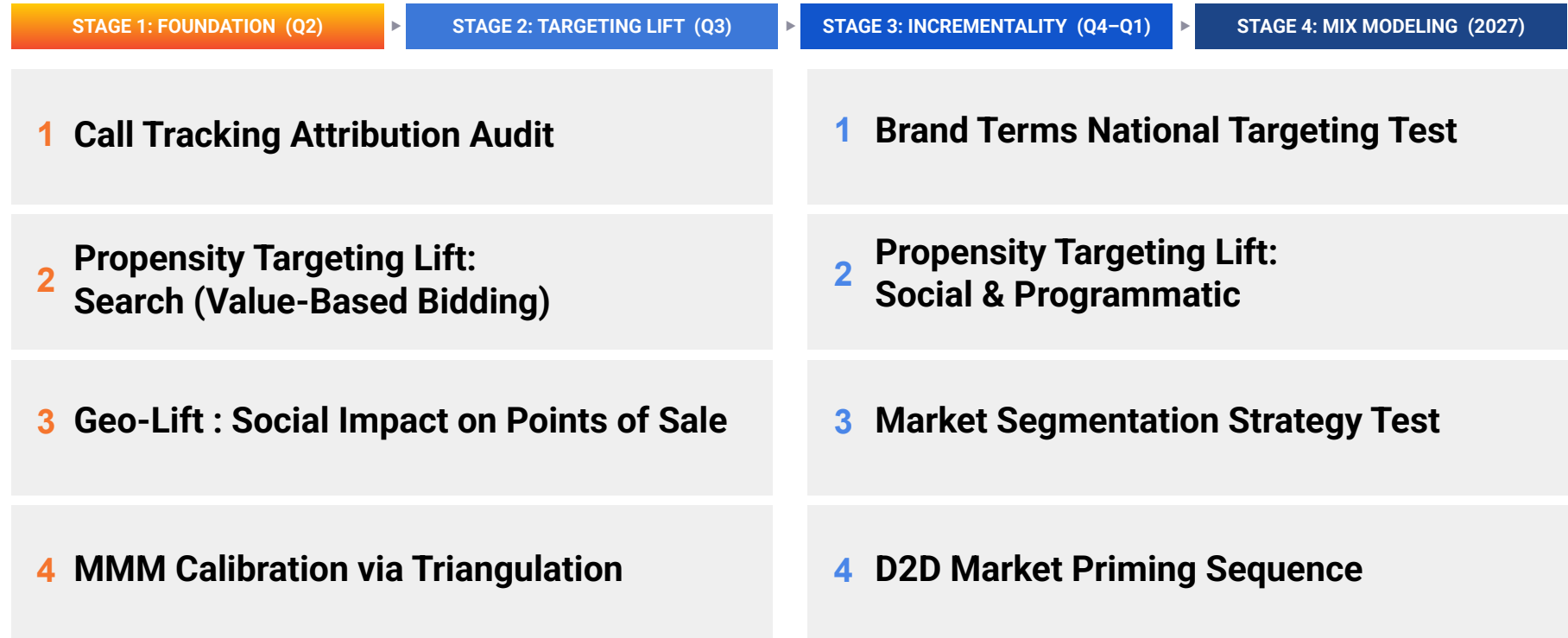


Continuously improving performance.

Testing & Iteration

Staged Learning Agenda

Each stage answers a question. No reallocation moves faster than the evidence that justifies it.



The Question

Does increasing social media investment in targeted markets cause more people to subscribe to Brightspeed fiber?

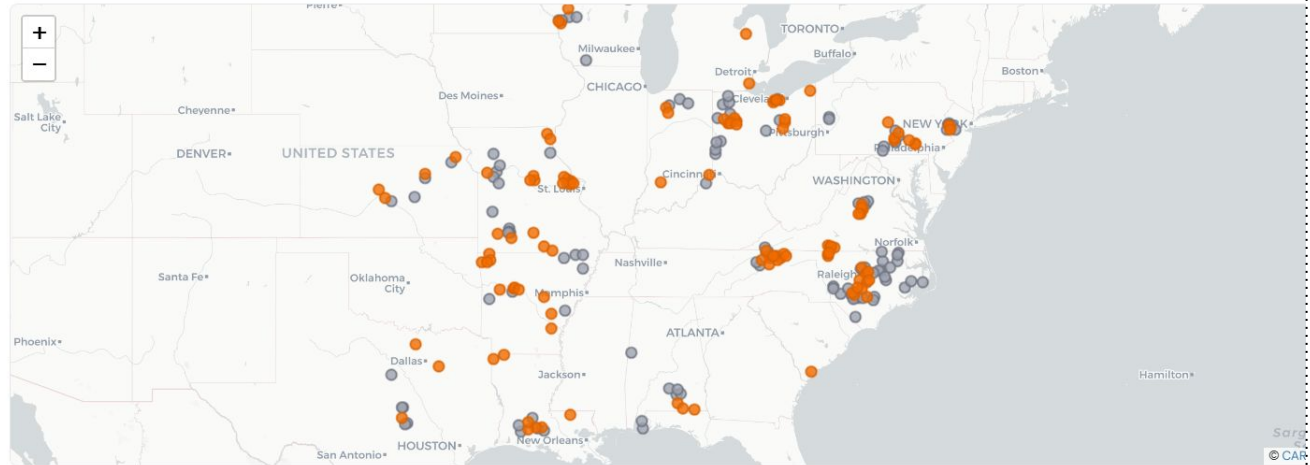
This test uses **geo-lift methodology** — a gold standard in media measurement — to isolate the causal impact of social media from all other marketing and market factors. Unlike correlation-based analytics, this approach produces a true causal answer: social media either did or did not drive the incremental subscribers we observe.

Our Approach

- 1 Select 117 Test Markets**
Stratified across all 3 customer segments and both maturity cohorts
- 2 Match with Identical Controls**
Each test market paired 1:1 with a statistically identical control on income, broadband adoption, competition, population, and current penetration
- 3 Increase Social Spend +30%**
Test markets receive elevated social media investment; control markets maintain current spend level
- 4 Measure for 3 Months**
Compare subscriber growth to quantify social media's causal impact on acquisition

Test & Control Markets

117 treatment markets paired with 117 matched controls across Brightspeed's footprint



Social Geo-Lift (example)

Why Level?

OUR SOLUTION: A Growth Engine Built For You

- **Prioritize the high value audiences at the zip level**
- **Drive engagement via amplified social and programmatic placements**
- **Media infrastructure allows for agile performance management**
- **Measure and optimize to business outcomes**
- **Test, learn and evolve**
- **A team that knows: Good Enough Isn't.**

Let's discuss!



2026

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Thank you.