


**Don't lose your money and  
maximize your revenues!**



Do you remember? „You will click”

Have you ever clicked  
your mouse right **HERE?** **YOU WILL**



RENAISSANCE  
**R E T I N A**

Barbie has been made to fill the  
fantasy roles of several generations. Now the world's  
fantasies fill her. Dana Smith's clever collages stuff  
Barbie with pictures from magazines.

# ... but „Banner Blindness” appeared

The average CTR of 3% in the 1990s declined to 0.1%-0.3% by 2013

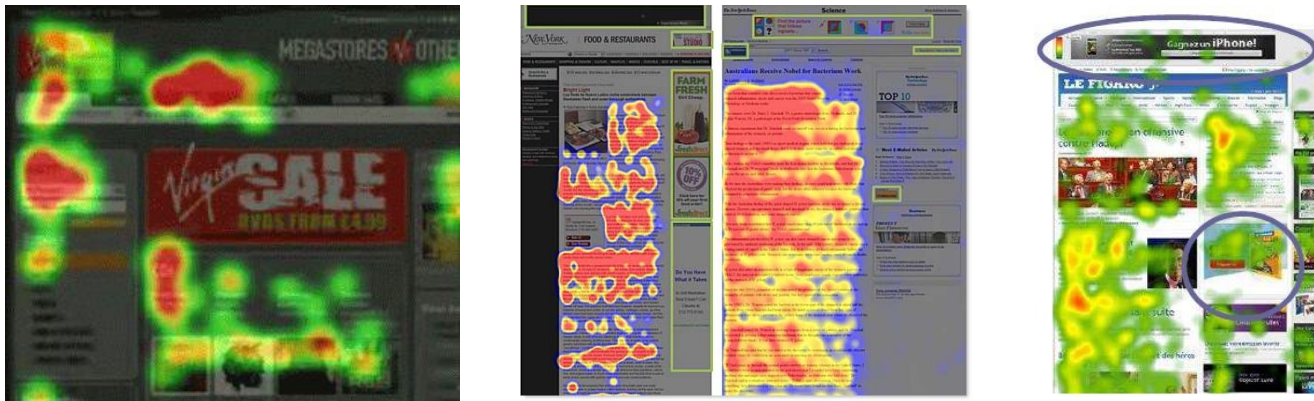
Source: Internet Advertising Formats and Effectiveness

75% of internet users said to see internet advertising as annoying

Source: Money.pl / PBI / NF.pl, Poland

Banner Blindness is a phenomenon in web usability where visitors to a website consciously or subconsciously ignore banner-like information, which can also be called ad blindness.

Source: Wikipedia



# Why? So many stimulants (and screens) around



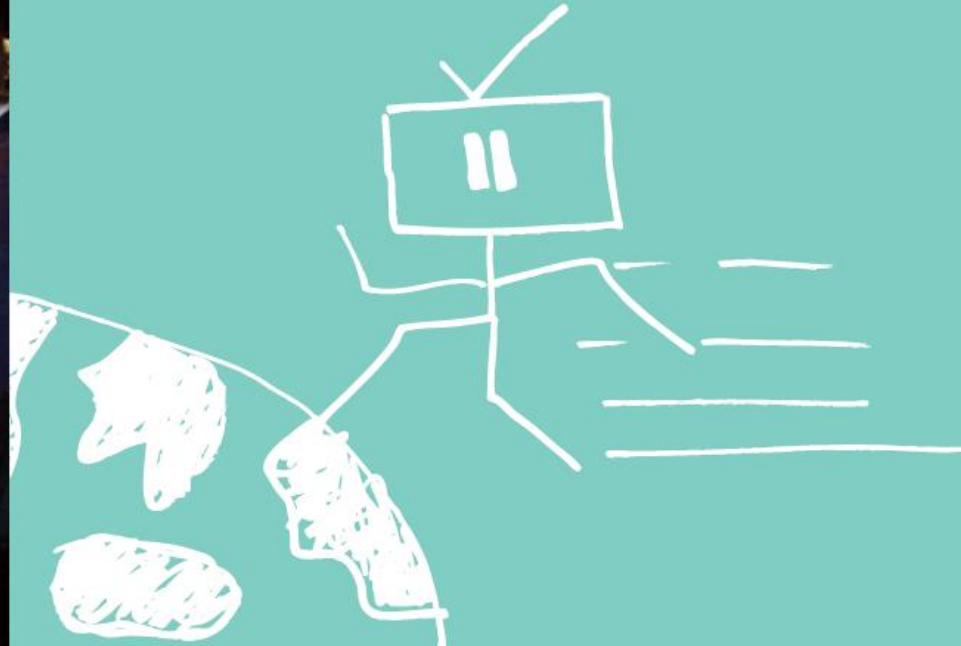


# How to deal with? Digital advertising of tomorrow?



Jennifer Wagner  
Thomas Blanc  
Mikael Willmouth  
Maxime André  
Laurent Nanchino

Video is not about zipping through TV channels passively anymore; It follows us each moment of every day on all devices. It interacts and will deliver a unique experience.



La Master Conference, IAB France



Media and audiences will be more mobile than ever.

A brand may reach its target by whatever means it is using.

With such a versatile audience, messages will have to be fast, efficient, relevant, creative and call for engagement.

Data will help marketers pick and display the right message according to the user, the moment and place where he sees it.



La Master Conference, IAB France





And while I'm talking to our Clients...





## **Precise targeting**

Create audience segments and increase your campaigns performances



### Audience targeting

Interests targeting  
Keyword targeting  
Retargeting



### Technology targeting

Network  
Device / platform  
Connection type  
Browser  
Screen size  
...

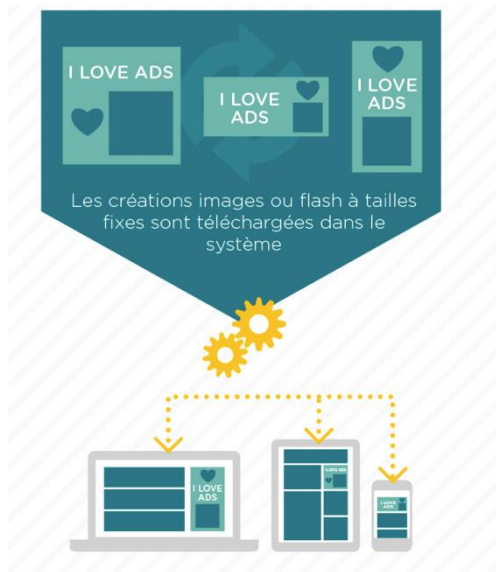


### Location targeting

Region  
Country  
City  
GPS

## An adaptive solution for RWD sites

A single campaign to deliver on all screens



1

Upload creative files for targeted screens

+ Add a creative + Add an agency script					
Creative	Format	Size	Dimension	% of delivery	Platform
p320.png	Image	1 KB	320 x 50	0 %	
p768.png	Image	2 KB	768 x 90	0 %	
728x90.png	Image	8 KB	728 x 90	0 %	

2

System ensures device detection

3

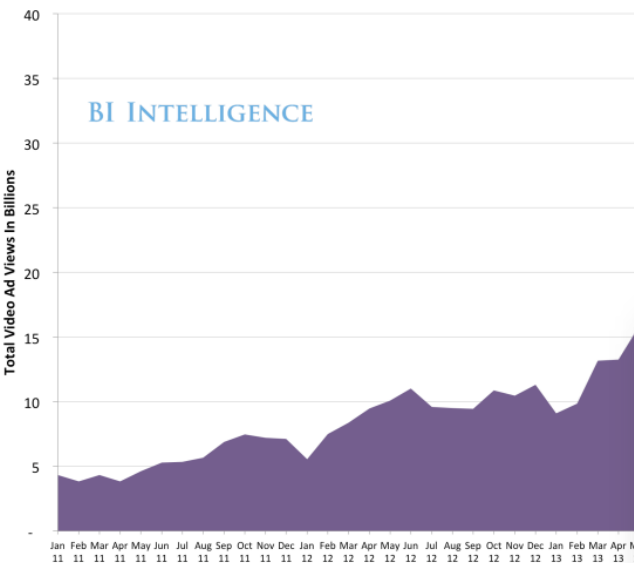
The creative with the right size and formats is displayed

# Internet video consumption grows very fast...

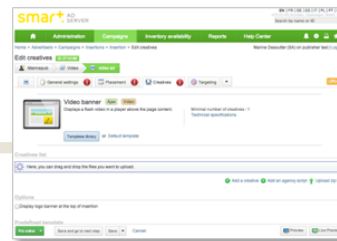
## Monthly Online Video Ad Views

United States-Only

BI INTELLIGENCE



Program once,  
Deliver everywhere



A single insertion for  
all screens

Multi-platform  
transcoding

Automatic ad delivery



## AdNetworks



- Easy to integrate (0 cost...)
- Passback
- Innovative formats
- DSPs connections
- Reporting
- 3rd party integrations (Analytics, Audience Data, Brand Safety, Video Platforms)
- Formats : Preroll & Postroll

## Broadcasters



- AdRules
- Syndication
- Live Streaming
- Passback
- Time-based breaks
- Customization (player, behaviours)
- Formats : Preroll, Midroll & Postroll adpods

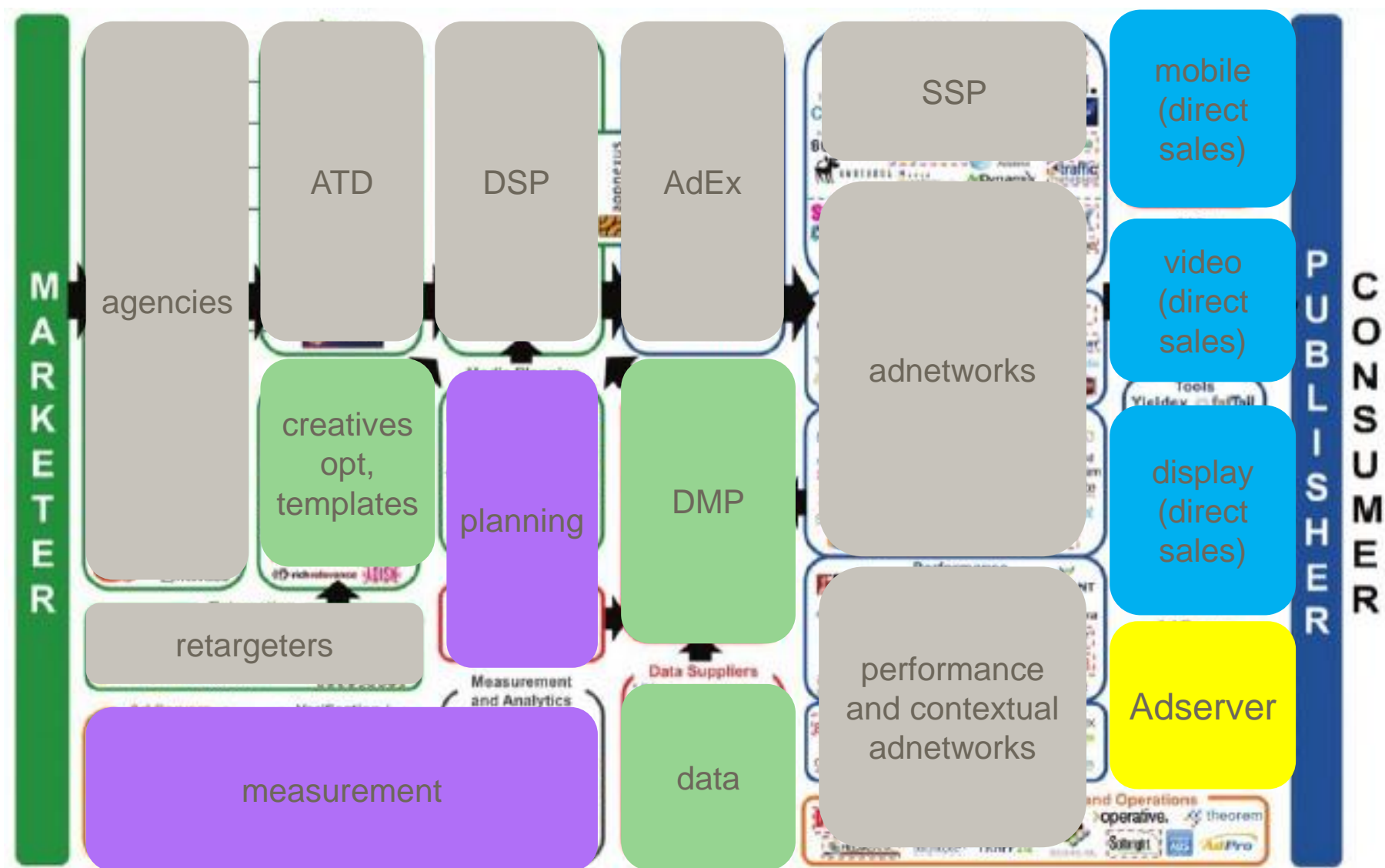
## Premium Publishers



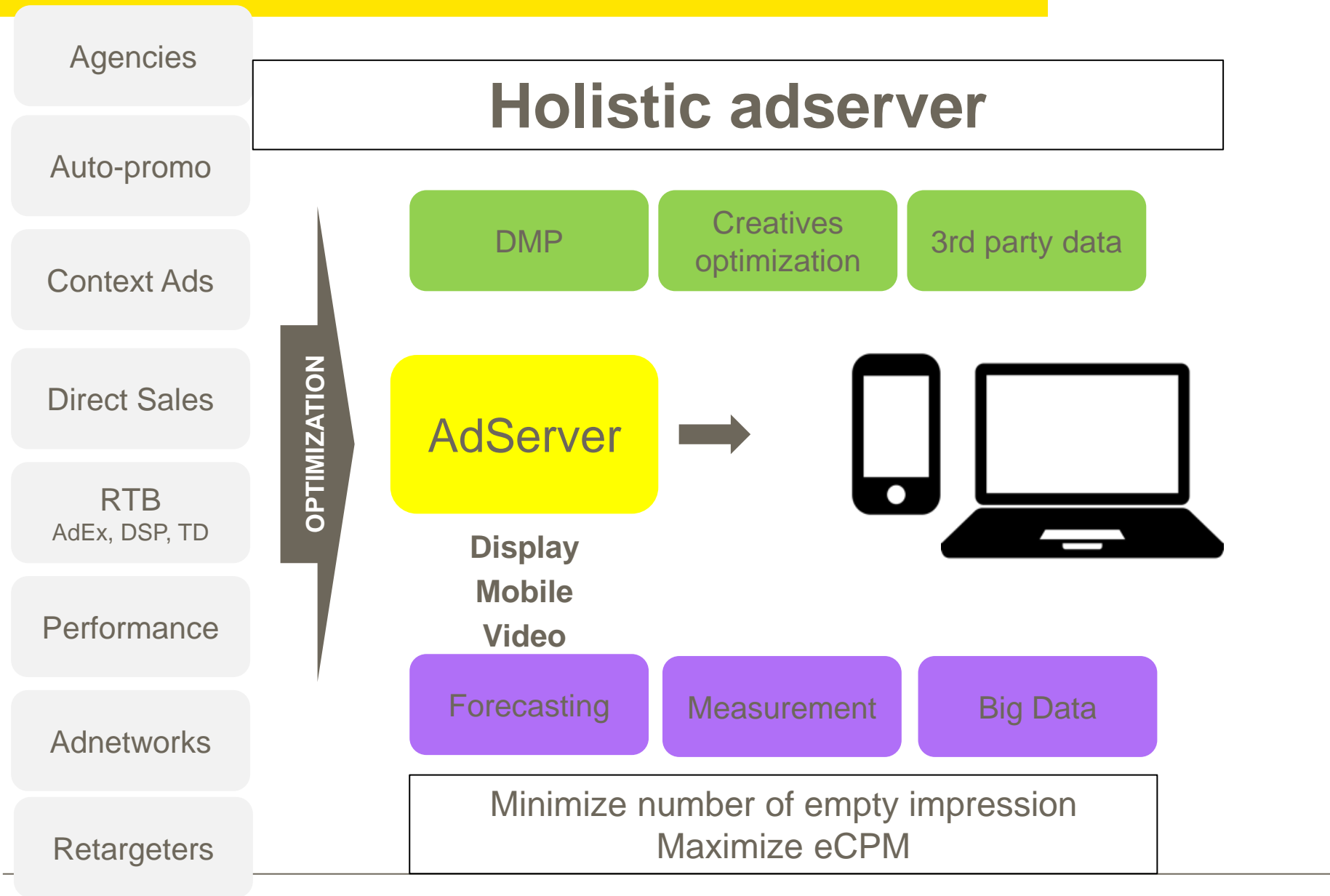
- Syndication
- Passback
- Reporting
- Innovative formats
- Customization (player, behaviours)
- Formats : Preroll & Postroll

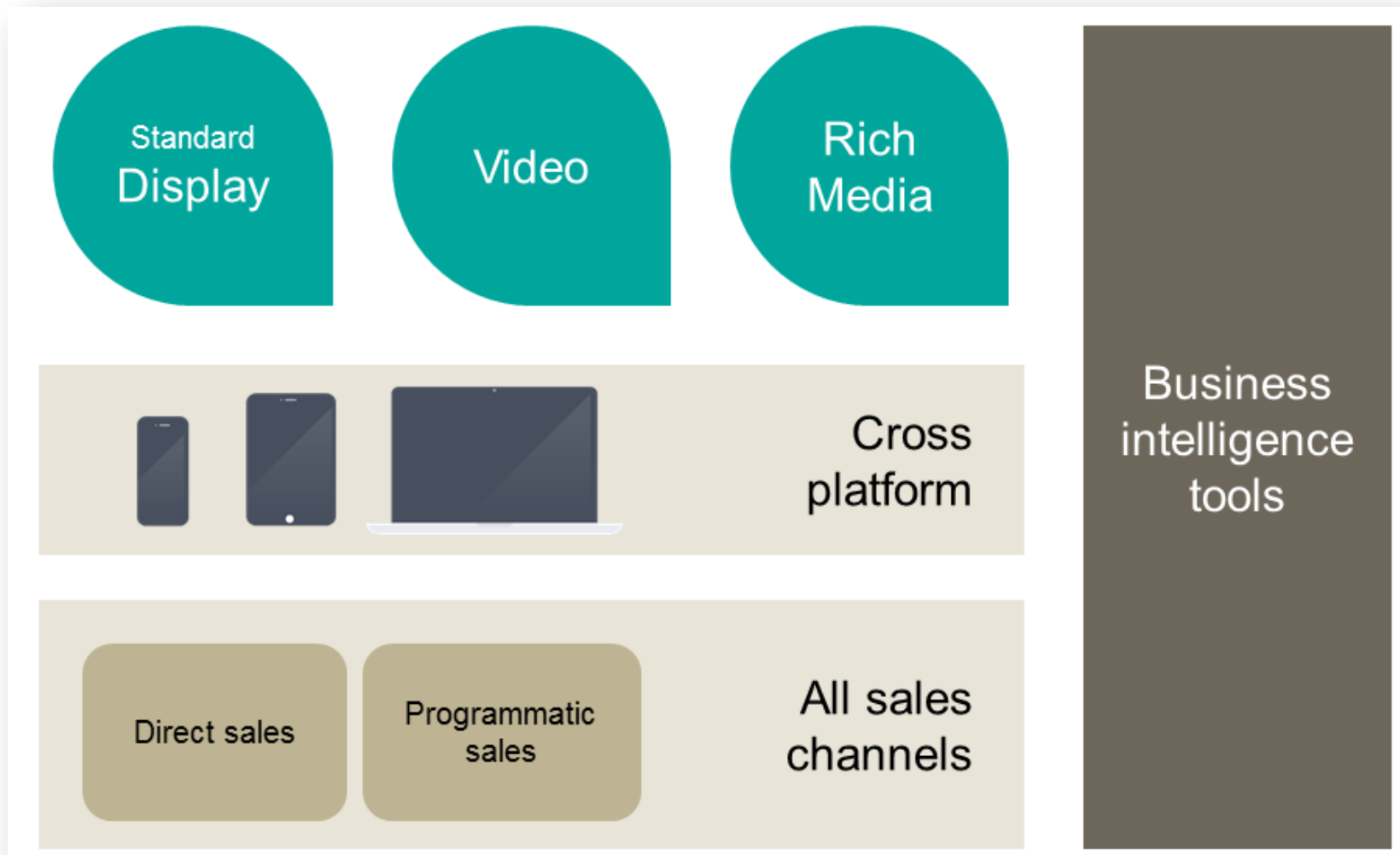
**But why did I mention  
about loosing money  
???**

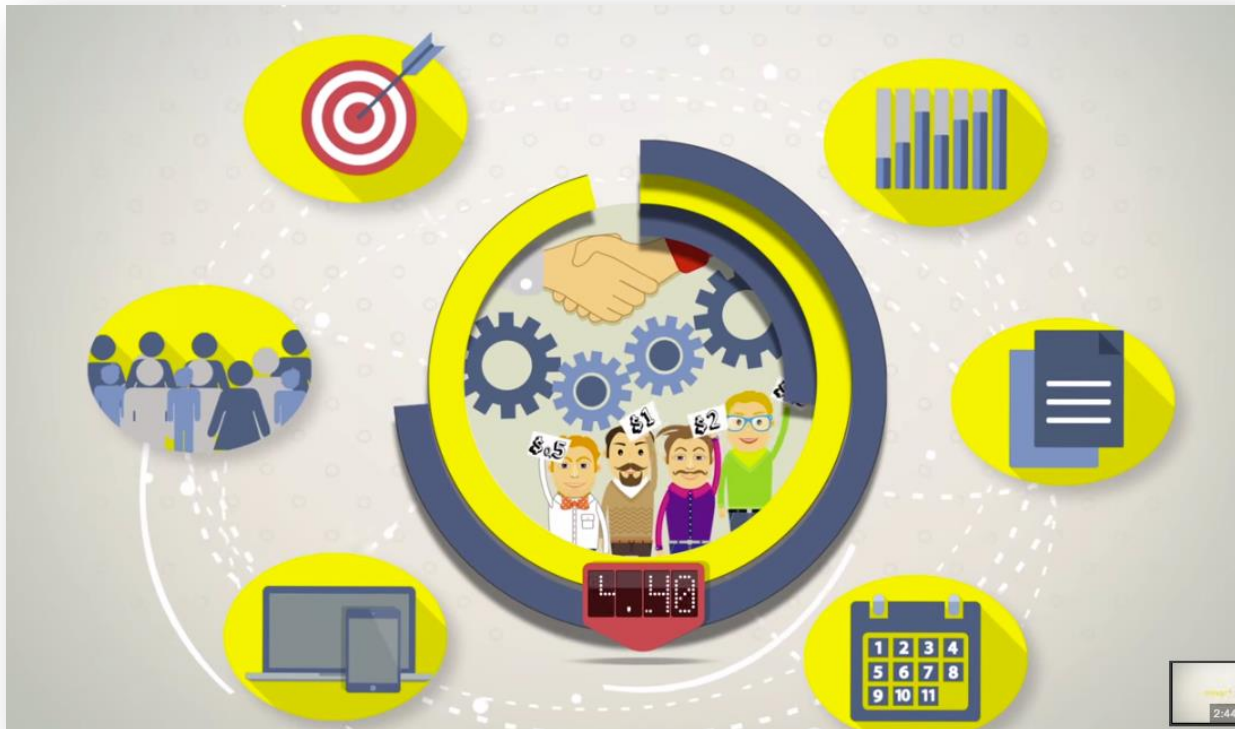
# Maximize your inventory performance











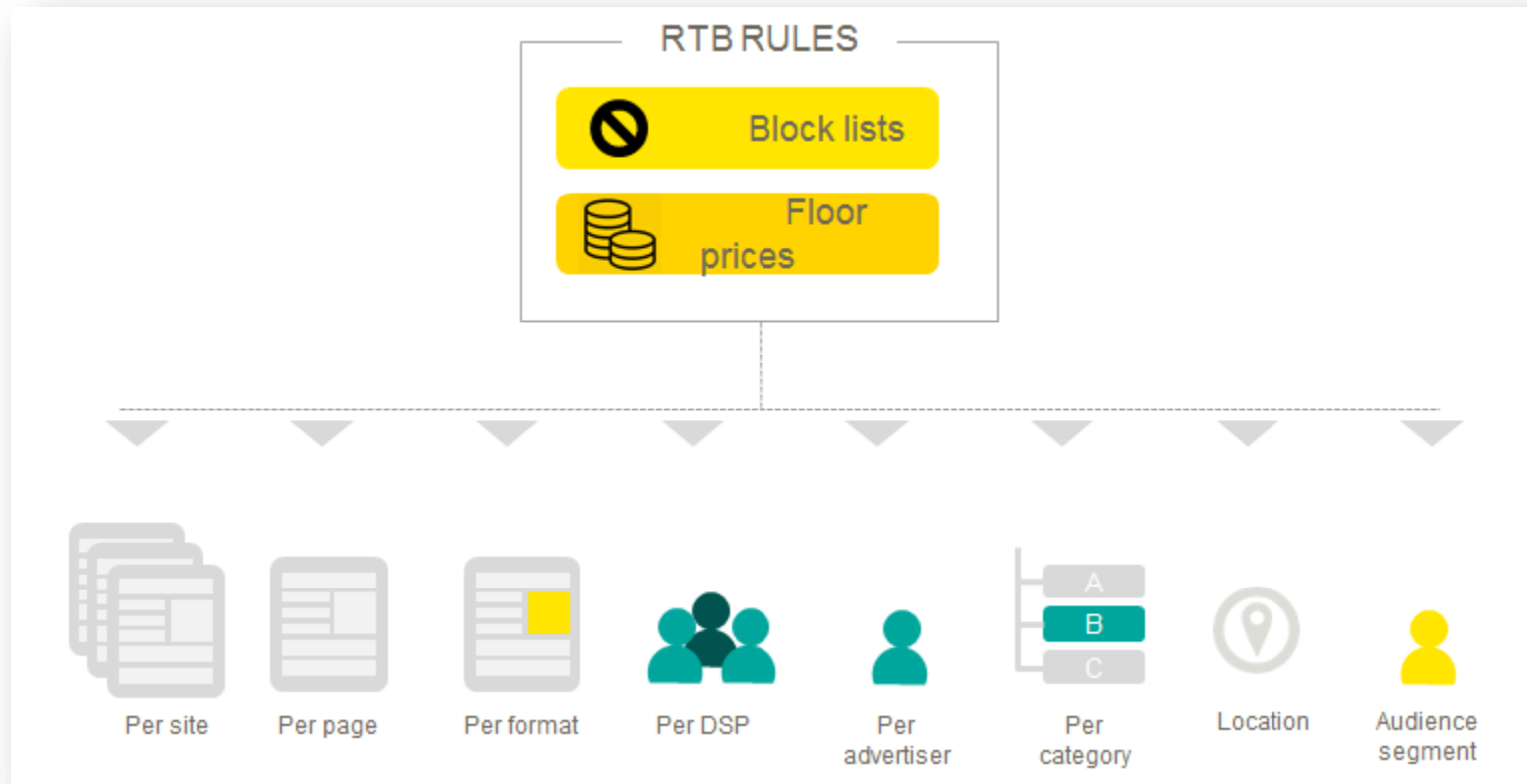
RTB as one of the insertions

100% inventory visible for DSPs, not only the remnant one

Higher prices – DSPs are more willing to beat against direct sales for first impression

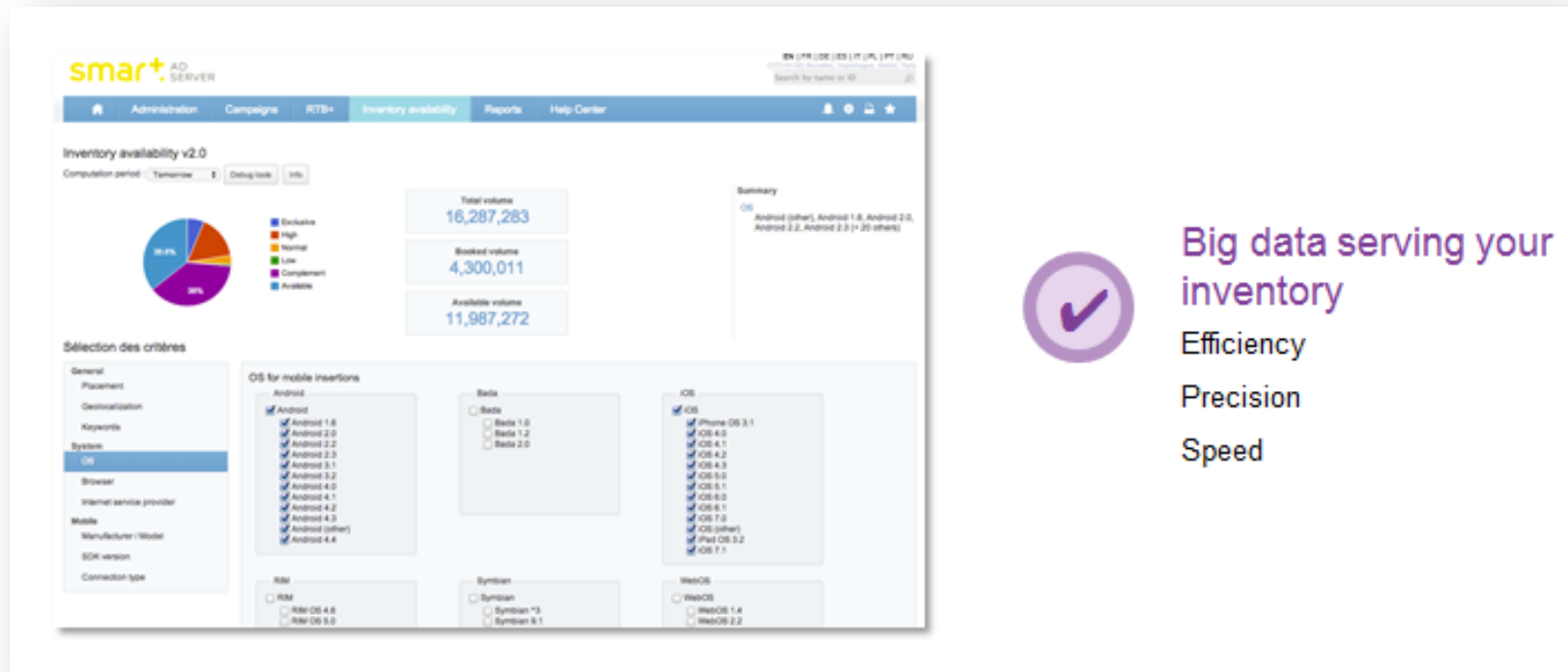






Inventory forecasting

View into the future precisely and instantly



How to optimize and maximize Publisher's revenues in complex multiscreening world

→ **ALL IN ONE PLATFORM display, mobile, tablets, smartTV**

Covering numerous types of campaigns

→ **ALL IN ONE PLATFORM display, mobile, apps, video, rich-media**

Including several sources of incomes

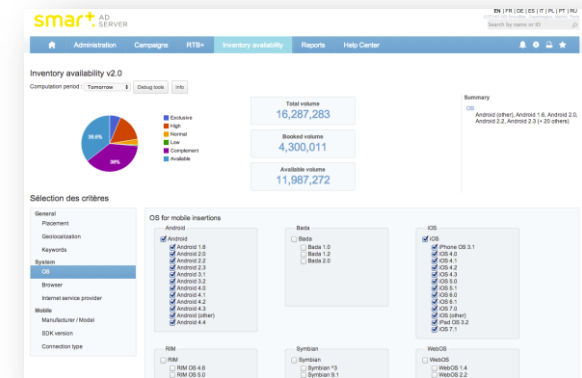
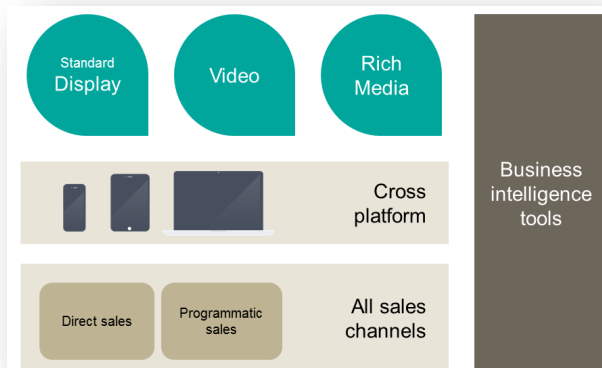
→ **direct sales, external networks, e-commerce, auto-promo, RTB, etc.**

with **holistic adserver**

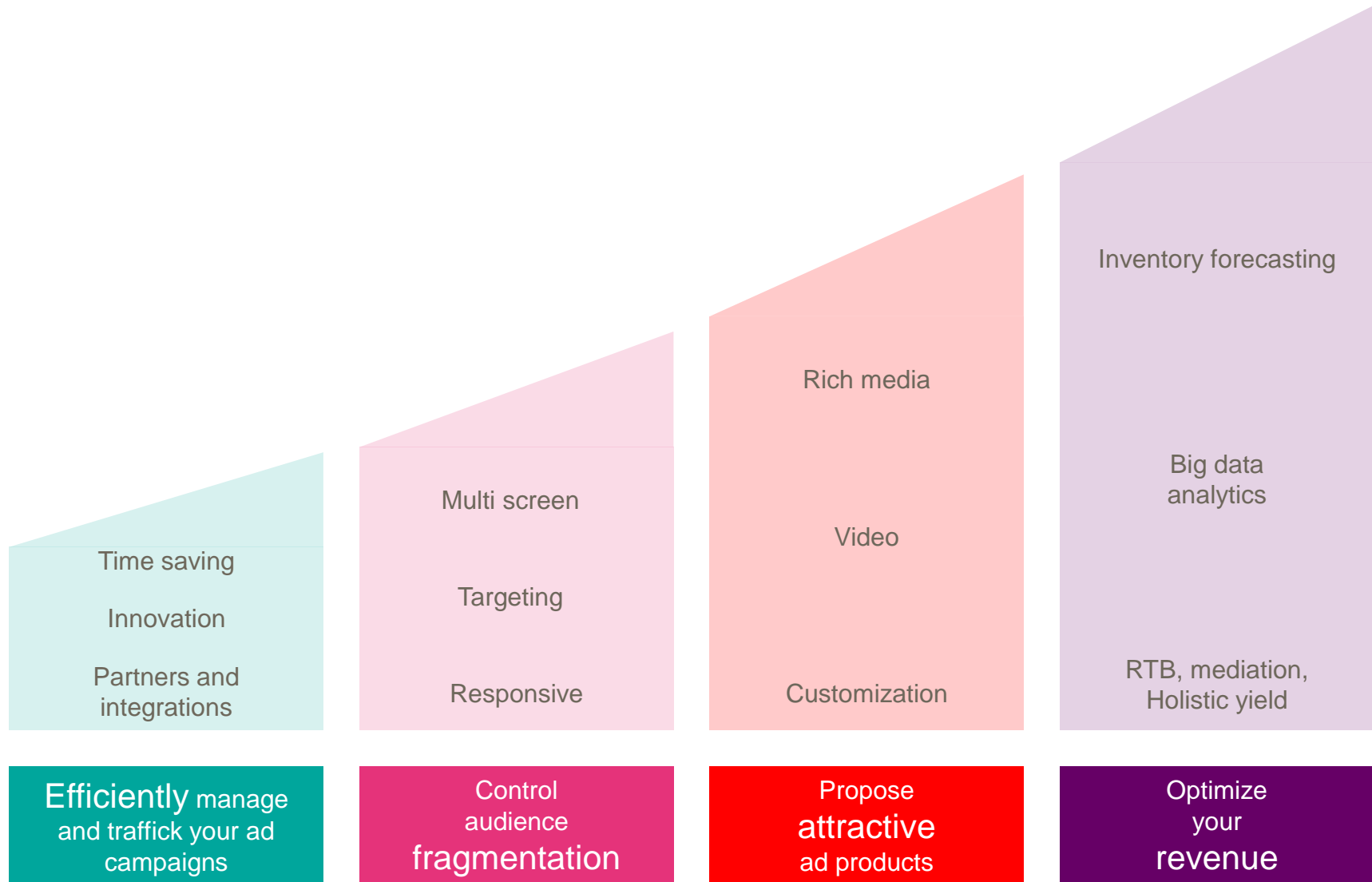




All sales channels, all ads formats and screens in one place (All-In-One)  
Full control and optimization



# Maximize your inventory performance



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