A woman with glasses is smiling and looking at her smartphone. She is in a crowded setting, possibly a public space or event, with other people blurred in the background. The image has a purple and blue color overlay.

Integrating Consumer Journeys Across Screens

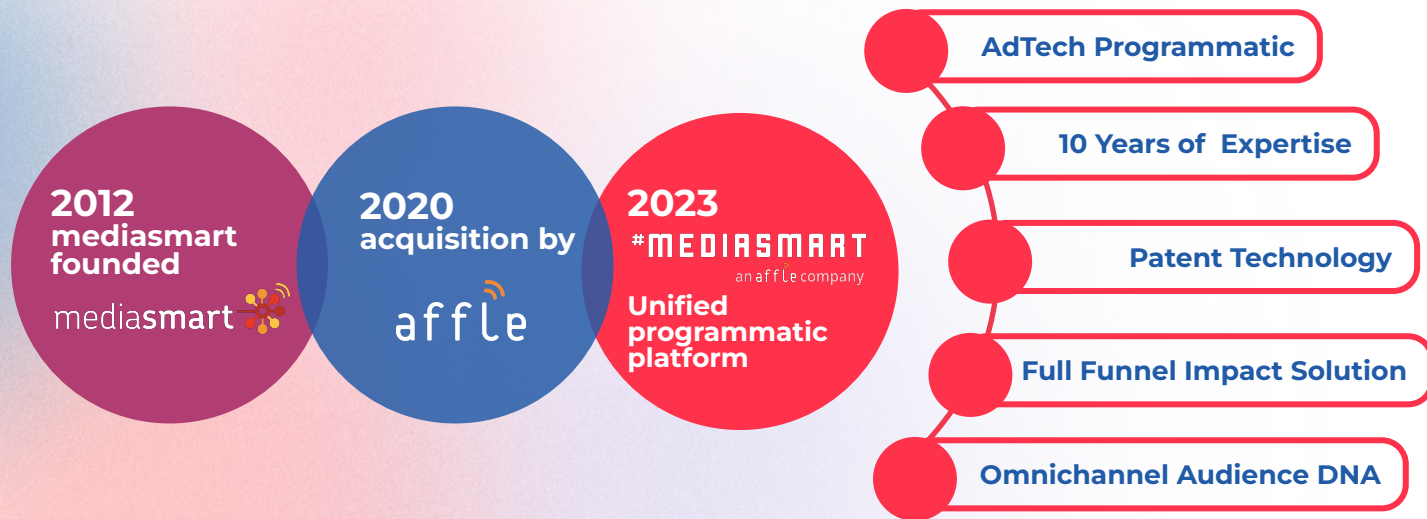
Unified Programmatic Platform

#MEDIASMART

an affle company

Introducing mediasmart

Intuitive and powerful programmatic solution for marketers, to seamlessly integrate the **consumer journey across screens** and **leverage online/offline signals** for targeted communication



Whether using our **proprietary console**, our managed services or building custom solutions with our open APIs.

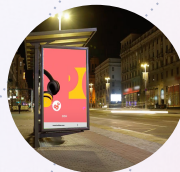
mediasmart's difference

Integrating Consumer Journeys Across Screens

We connect mobile devices and shared screens using location technology and intelligence, integrating user journeys across screens and linking online and offline worlds



Drive to Store
with Incrementality



DOOH with
Audience Sync



CTV with
Household Sync



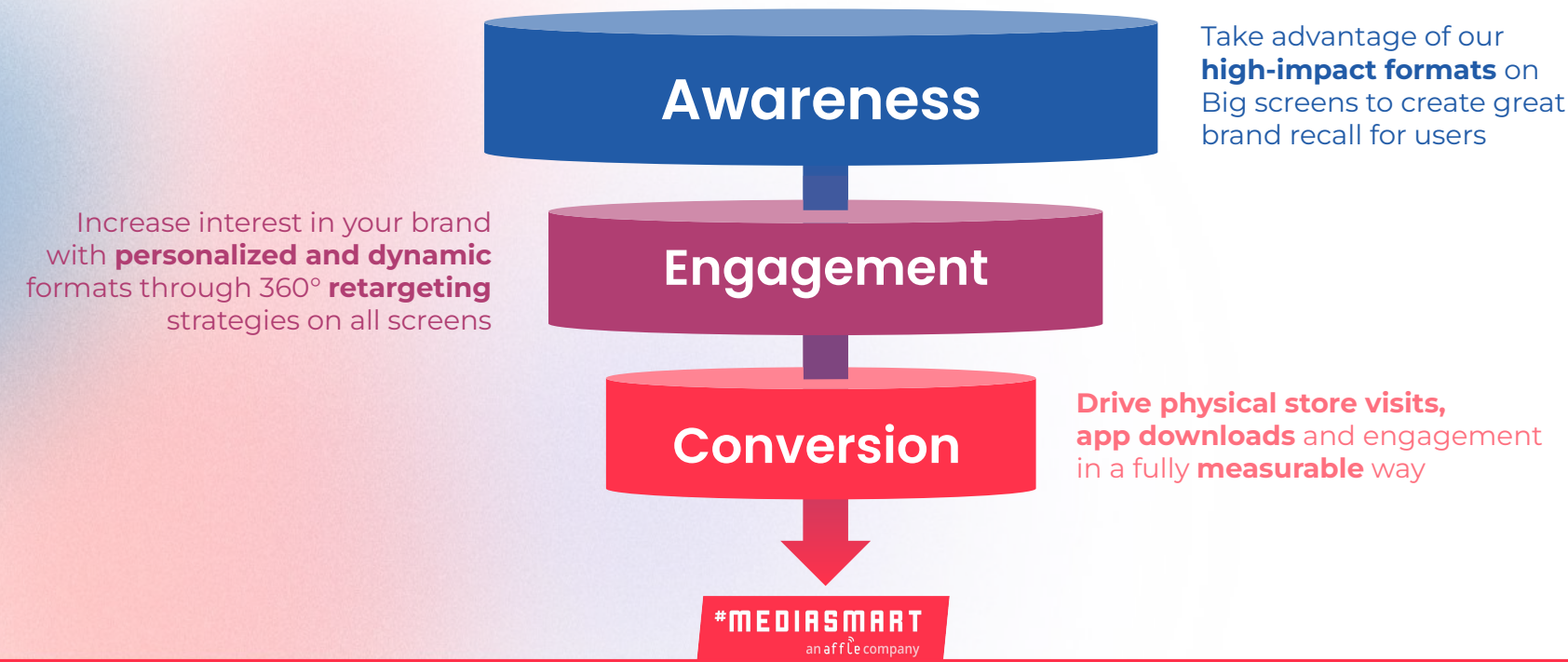
Scalable
Omnichannel Targeting



Impactful
Mobile Ads

mediasmart's difference

Full funnel impact for brands



mediasmart's difference

Impactful Mobile Ads

Ensure # brand-safety
viewability in real-time

Drive to Store with Incrementality

Measure # visits to physical stores
Bridge # the gap between
online & offline

Scalable Omnichannel

Leverage # interactive mobile ads
CTV storytelling
DOOH impact
programmatic measurability

Sync your audience across screens

CTV with Household Sync

Connect # CTV storytelling
interactive mobile ads

DOOH with Audience Sync

Connect # DOOH impact
interactive mobile ads

mediasmart's difference

DOOH
with
Audience sync



Impactful
Mobile Ads



Drive-to-Store
with
Incrementality



Scalable
Omnichannel



Connected TV with Household sync

Connect # CTV storytelling
interactive mobile ads

CTV: Primetime Anytime

Combine the inventory quality and impact of TV
with the efficiencies of programmatic advertising



Audience Targeting

Reach viewers based on interests, demographics, digital habits, and location data using your data or DMP's



Impact Measurability

Measure effectiveness across online metrics and in-store footfall



Unified Audience Reach

Connected campaigns for the hyper connected multi screening user of today



Premium Viewability

Engage High Awareness Users to boost ad interactions



Content Variety

Advertise with quality, brand-safe content across streaming apps, OTT channels, and gaming



CTV: Primetime Anytime

Maximizing the Impact of CTV

CTV Household Sync



When CTV meets
Mobile

CTV App Sync



Impact Mobile App Metrics
with CTV Ads

CTV Creative Sync



mediasmart's CTV
Ad Builder platform

When CTV meets mobile

Measure, attribute and boost interactions with Household Sync

Place an Ad on premium CTV publishers

TARGET CTV



Our proprietary Household Sync technology helps maximise engagement and interactivity of CTV with **synced re-engagement ads on mobile** devices in the same household



Select a custom time window, from 30s to 10 days to re-engage the user on mobile

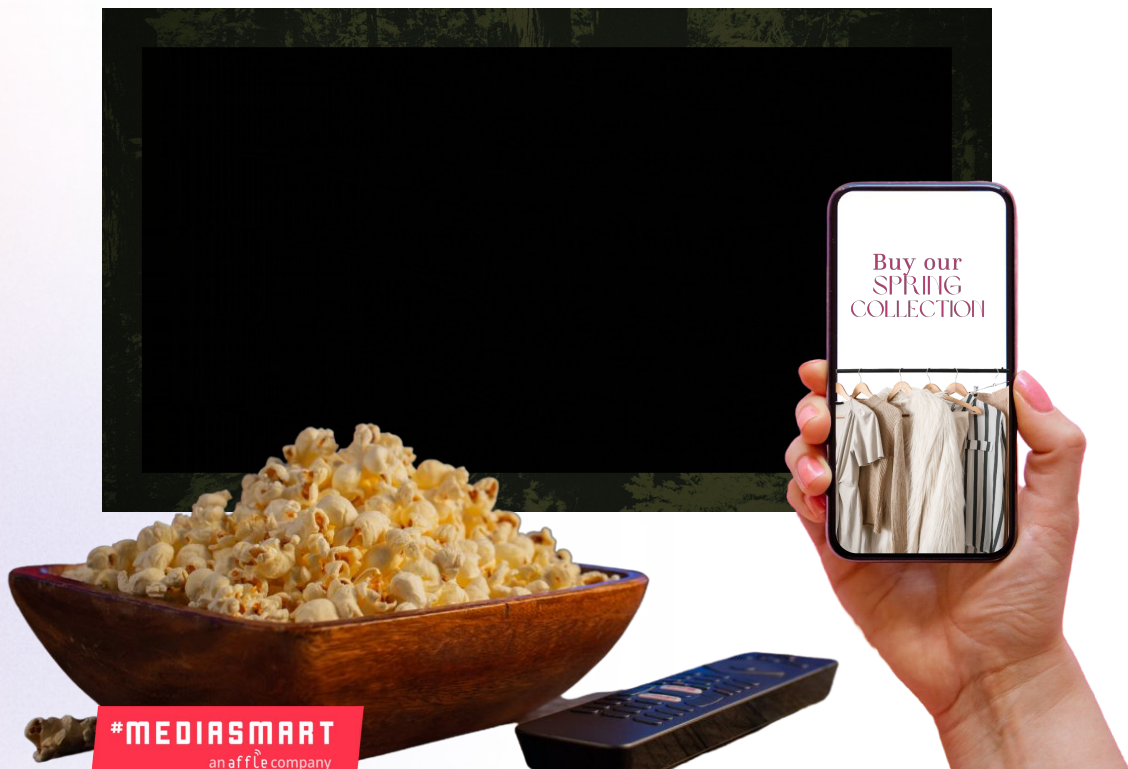
Overview

- 1** We place your **video ad** on a **Connected TV**
- 2** We find the **mobile devices** **linked** to the same household where the ad was shown
- 3** We show **the mobile ad** up to 30s, 5min, 1h, 24h or 10 days after the CTV ad resulting in **better brand recall** and **drive to action**

POSSIBLE ACTIONS

Serve CTV ads that lead to

- ☐ Store visit (IRL)
- ☐ App stores
- ☐ Apps
- ☐ Websites



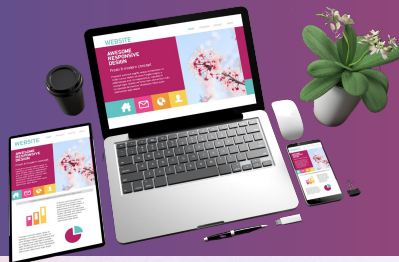
In-Depth Look

- 1** We place your **video ad** on Premium publishers on a **Connected TV**



When the ad is served on CTV the platform retrieves the IP address of the household using different approaches depending on the type of inventory (SSAI inventory is supported)

- 2** Through the wifi connection that CTV is connected **we search for other devices that are on the same network**



The incoming bid stream is filtered by our proprietary algorithms to maximize the amount of traffic with **IP addresses** that match the household IPs found in the CTV Ads of active campaigns, for maximum scale

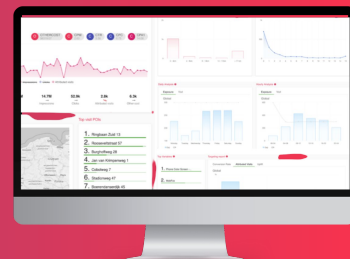
- 3** **We show the mobile ad** up to 30s, 5min, 1h, 24h or up to 10 days after the CTV ad; for better brand recall and drive to action



Once an incoming bid request on mobile, tablet or desktop is observed with a household IP matching that of a CTV ad within the selected **"Opportunity Window"**

- a)** it is bid on to try and serve an ad on a synced device and
- b)** its native IDs are saved in an audience for future targeting within the "Opportunity Window"

- 4** **We track installs** and up to 4 in-app events in real time, as attributed by your MMP, and we measure assisted conversions and store visits



After the user is impacted by the ad on another device other than CTV, we are able to drive interaction and deterministically measure online and offline visits, as well as estimating cross-screen conversions

CTV audiences

Harness the power of audiences within Households

Target
or combine

**Native CTV
device IDs**

TV type

Screen size, Model &
Manufacturer

Navigation

Publishers, Categories,
Placements, etc.



Household IDs

including all synced devices
within same Household

Smartphones

Tablets

Desktop

Effectively acquire users across screens



CTV to Mobile



CTV to CTV

Tracking in Real-Time

Seamlessly track Installs & in-app events of your CTV and your mobile apps in real-time



ADJUST

Maximizing Impact

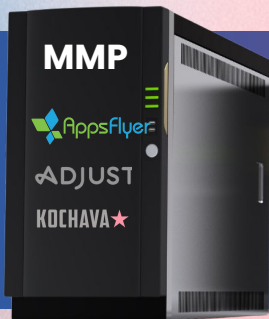
Stand out of the crowd advertising on big screens, while optimising based on real time measurement

Unlocking High Conversion Rates

Maximize conversion rates of up to 5 events, thanks to our algorithms, which make decisions based on more than 35 variables on CTV

CTV ads to Mobile app conversions

- 1** MMP provides **impression tracker(s)** specific for TV Ads or prepared for IP matching



Recommended

Use 'Household sync' technology in CTV to Mobile app marketing

Optional

MMP provides **impression/click trackers** for synced mobile ads

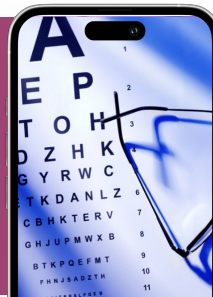
- 2** mediasmart places the ad on a CTV and retrieves the **household IP address** and sends it to MMP with the trackers



We retrieve the household IP address using different approaches depending on the type of inventory (SSAI supported)

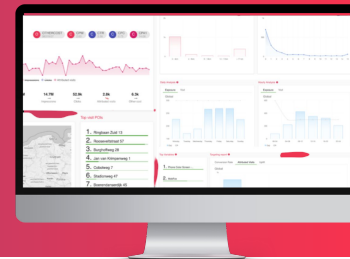
We filter the bid stream to maximize matching IP addresses in CTV Ads for maximum scale.

- 3** User downloads app on Mobile device and **MMP attributes:**
Mobile app events based on IP matching to TV ads,
and, deterministically (IDFA, GAID) to mobile synced ads



Attribution will happen on the MMP, according to the settings on the MMP. Note that if campaign only serves on CTV, attribution will only be **View-through (VTA)**, as there are no clicks on CTV.

- 4** mediasmart counts **MMP conversions in real-time, and assisted conversions** when it finds household matching but no MMP attribution.

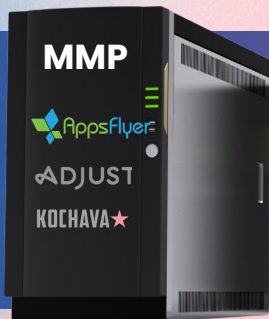


Note that fully validated IPs are needed to properly attribute.

When non-attributed conversions are sent by MMP, mediasmart can automatically suppress users that already converted

CTV ads to CTV app conversions

- 1** MMP provides **impression tracker(s)** specific for TV Ads or prepared for IP matching



Optional
MMP provides trackers for synced ads **prepared for IP matching**.

- 2** mediasmart places the ad on a CTV and **sends TV native ID and household IP address to MMP** in trackers



We retrieve the household IP address using different approaches depending on the type of inventory (SSAI supported)

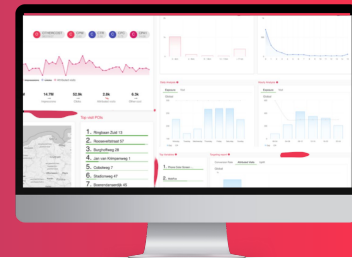
We filter the bid stream to maximize matching IP addresses in CTV Ads for maximum scale.

- 3** User downloads app on CTV and **MMP attributes app events** to TV ads:
deterministically when possible, based on TV native ID (TIFA, LGUID, AmazonID...)
based on IP matching if not.



Attribution will happen on the MMP, according to the settings on the MMP. Note that if campaign only serves on CTV, attribution will only be **View-through (VTA)**, as there are no clicks on CTV.

- 4** **mediasmart counts MMP conversions in real-time and assisted conversions** when it finds household matching but no MMP attribution. mediasmart can automatically suppress users that already converted



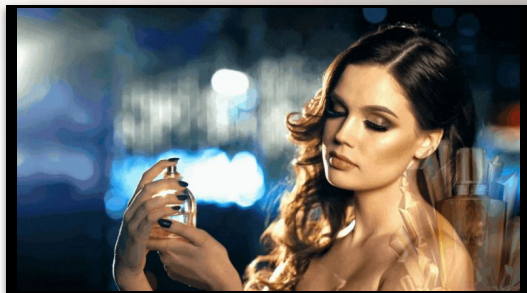
Note that fully validated IPs are needed to properly attribute.

When non-attributed conversions are sent by MMP, mediasmart can automatically suppress users that already converted

Brand Recognition & Engagement

Progress Bar Sync

 Preview



Brand Sync

 Preview



Conversion Sync

 Preview



Offline Sync

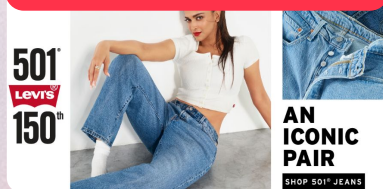
 Preview



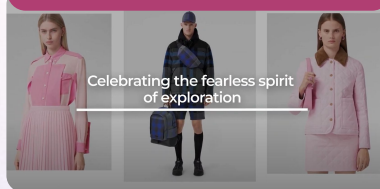
CTV Success Stories

Maximizing the Impact of CTV

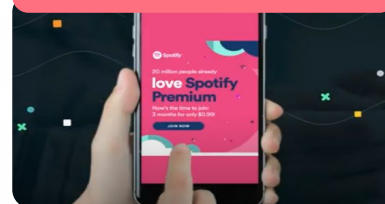
Levi's India



Burberry



Spotify



Lotus Herbals



Discovery +



mediasmart's difference

Impactful
Mobile Ads



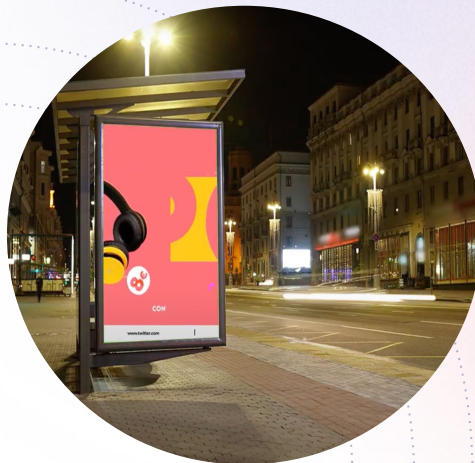
Drive-to-Store
with
Incrementality



Scalable
Omnichannel



CTV with
Household
Sync

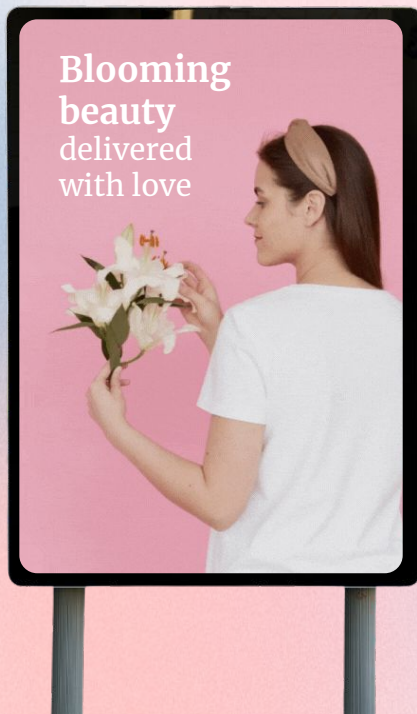


DOOH with Audience sync

Connect # DOOH impact
interactive mobile ads

DOOH & Audience sync

Power up your Advertising impact



Enhance Omnichannel Marketing

Integrate the impact of DOOH screens with Mobile interactivity and Connected TV storytelling



Generate a wholesome impact

Leverage these non-intrusive screens in particular areas



Real-Time Impact

Buy in real-time on impactful screens in high-traffic public locations that capture attention



Unforgettable Brand Experience

Increases brand recall and gets a closer experience with the consumer, on unskippable screens



Data Driven Optimization

Opens up the possibility to analyze multiple data points simultaneously and optimize campaigns

DOOH & Audience sync

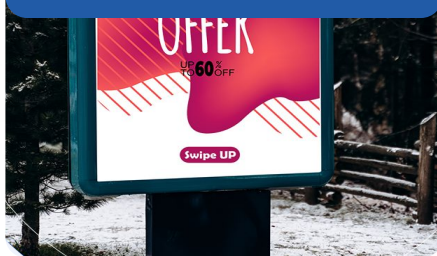
Power up your Advertising impact

DOOH Audience Sync



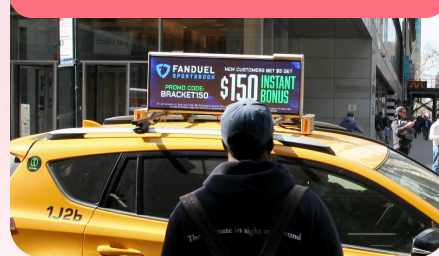
Maximize impact by syncing ads on DOOH with Mobile & CTV; and build audiences

Weather advertising



Automatically adapt ads and campaigns to weather conditions

DOOH formats



Portrait, landscape and in-motion screens with thousands of sizes

DOOH Audiences

Harness the power of audiences outdoors

1 Place an ad on a DOOH screen

2

Activate Audience Sync to gather mobile ids around DOOH screens

3

Retarget those users in real-time or at a later occasion either on **Mobile or CTV**



Synced Audiences
of mobile devices found
around DOOH screens on
Mobile or CTV

**Particular DOOH
screen placements**

Weather Conditions

Dynamically personalize your ads according to weather conditions

Dynamic
Creative
Optimization
for the ads

Budget
allotment per
weather
for synced
campaigns

Pause synced
campaign
when weather
changes

Select among



Clear



Few
clouds



Fog



Smoke



Scattered
clouds



Overcast
clouds



Rain



Snow

Attract Interest Outdoors

Portrait



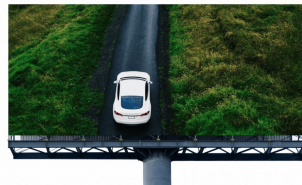
Indoors or outdoors
Portrait screens

Spectaculars



High footfall,
higher visibility!

Landscape



Indoors or outdoors
Landscape screens

In motion



Be seen in
unexpected ways!

mediasmart's difference

Drive-to-Store
with
Incrementality



Scalable
Omnichannel



CTV with
Household
Sync



DOOH with
Audience sync



Impactful Mobile ads

Ensure # brand-safety
viewability in
real-time

Impactful Mobile Ads

Unleash the Potential of Mobile Advertising

1,5 Trillion
impressions per
month globally

50 + Partners
Supply & Data

**3,000 +
segments**
& infinite custom



Exponential interactions with your customers anywhere

Mobile ads reach customers anywhere via their devices, enabling real-time interactions for stronger connections.



Psychographic & demographic audience targeting

Mobile ads target audiences by age, gender, interests, and location, creating personalized, relevant ads that resonate



Automated targeting and optimization in real-time

Data analysis paired with advanced tech improve targeting and performance, yielding higher ROI and lower campaign costs



Myriad of Engaging interactive formats

Mobile ads can come in many interactive formats - video, native, banners, interstitials, rewarded ads,... - for more engaging, memorable ads, leading to higher conversions.

#MEDIASMAAT

an affle company

Impactful Mobile Ads

Unleash the Potential of Mobile Advertising

**Effortless
Mobile**



**Mobile App
Sync**



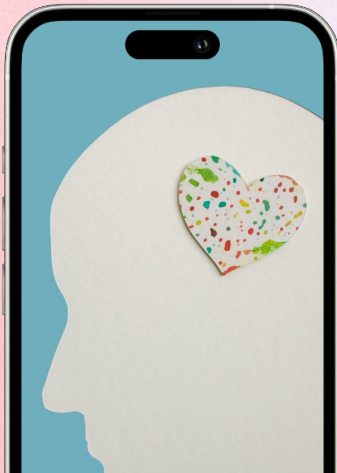
**Mobile
Formats**



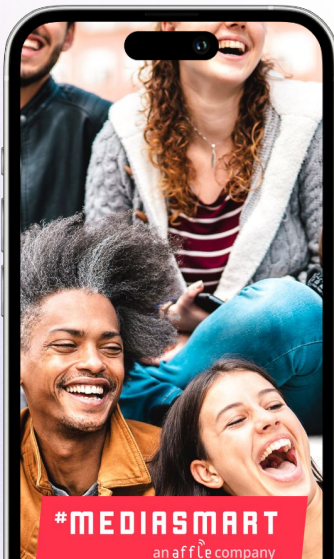
Mobile Audiences

Make the most out of the 'constant companion'

**RAISE BRAND
AWARENESS**



**BETTER
ENGAGE USERS**



**INCREASE
CONVERSIONS**



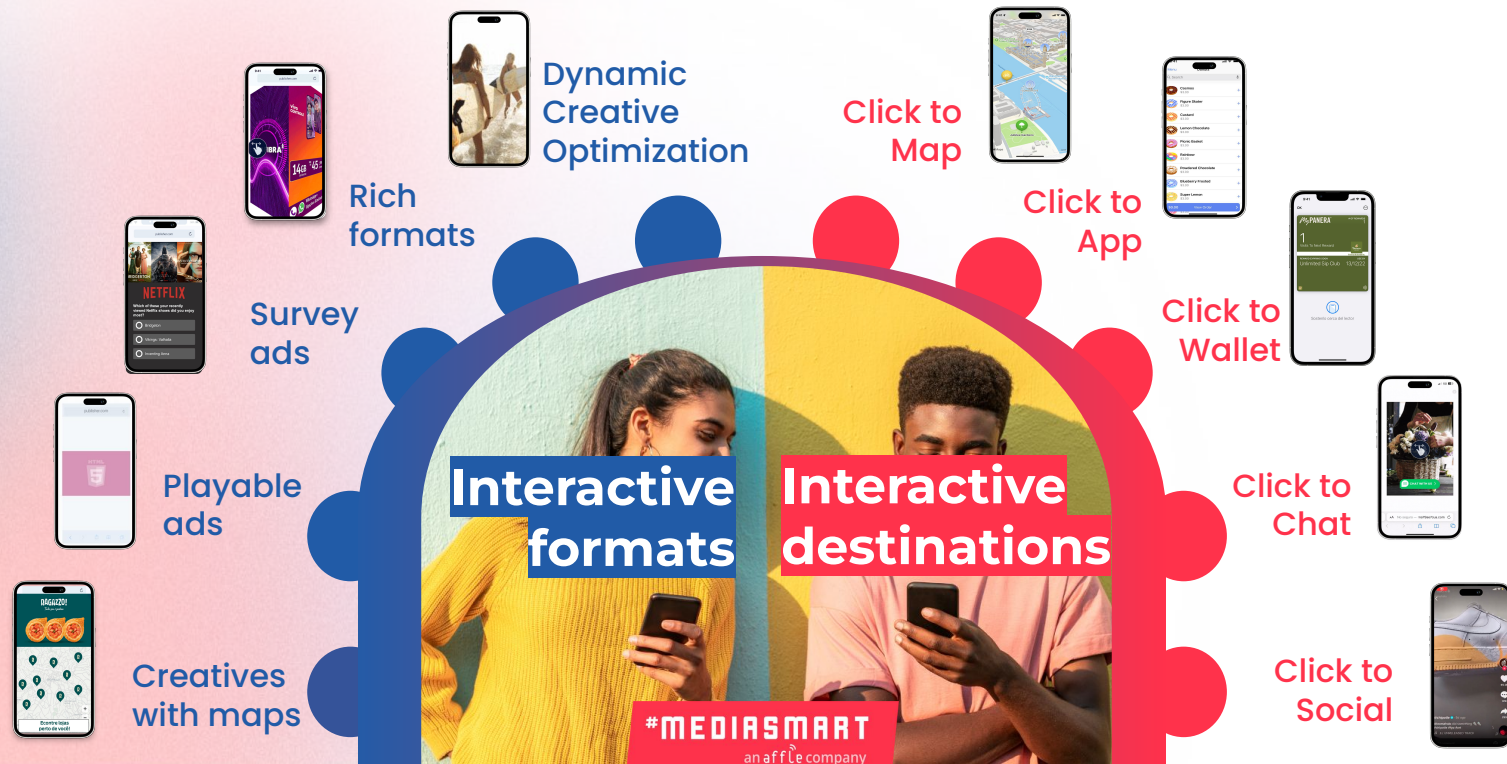
DRIVE USERS TO

Locations

Apps

Websites

Exponential interactions anywhere



Mobile App Sync



Multiplatform app marketing

Acquire users
across screens



Acquire users **across screens**,
engage and retarget them

Utilize our MMP
integrations



For Mobile and CTV
app marketing tracking

State-of-the-art
Algorithms



Let our system **optimize your
campaigns in real-time**

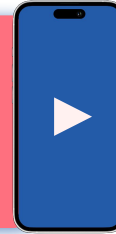
Mobile formats

Get noticed on the constant companion

Banners



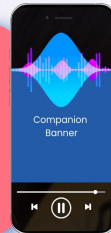
Video



Rich formats



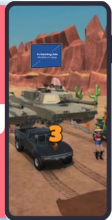
Audio



Native



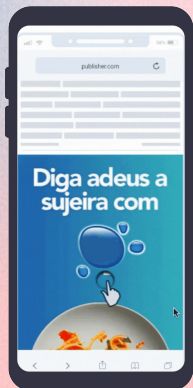
In gaming



Rich media examples

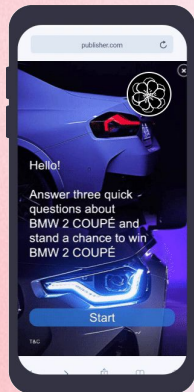
Engagement

Scratch



Preview

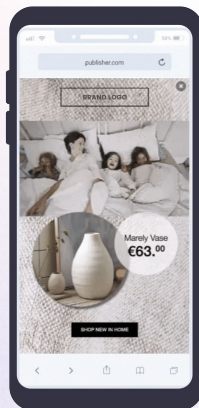
Surveys



Preview

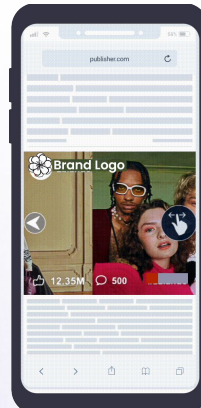
Awareness

Split-screen



Preview

Social to Display



Preview

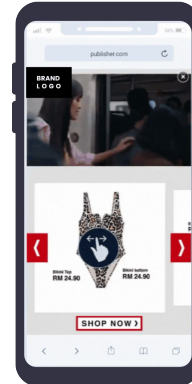
Conversions

Drag to Reveal



Preview

Carousel



Preview

mediasmart's difference

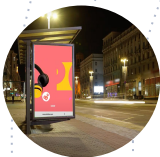
Scalable
Omnichannel



CTV with
Household
Sync



DOOH with
Audience sync



Impactful
Mobile Ads



Drive-to-store with incrementality

Measure # visits to physical stores
Bridge # the gap between
online & offline

Drive-to-Store with Incrementality

Impact customers where it counts



Reach users as they are in the vicinity of stores

Target potential customers who are in the immediate area of your store or your competitors'.



Drive greater engagement with location data

Privacy-compliant location data analysis enables advertisers to understand consumer behavior, leading to enhanced marketing strategies, personalized promotions, and improved shopping experiences.



Refine targeting with movement & behavioral data

Use users' locations insights to create relevant audiences and target them at the right place and the right time.



Deliver more relevant messages to consumers

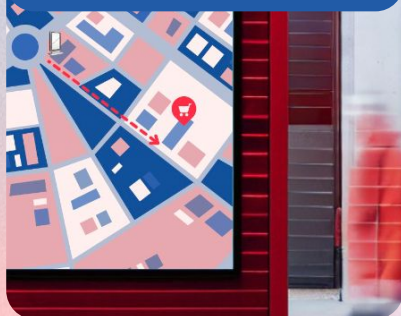
By leveraging location data and other customer data, advertisers can create personalized and targeted marketing messages that are more likely to resonate with customers.



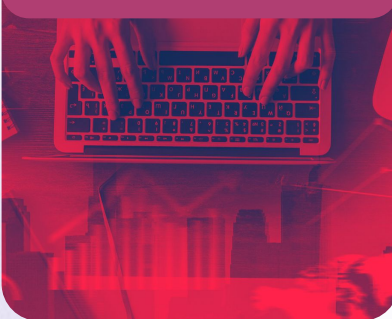
Drive-to-Store with Incrementality

Impact customers where it counts

Main Aspects



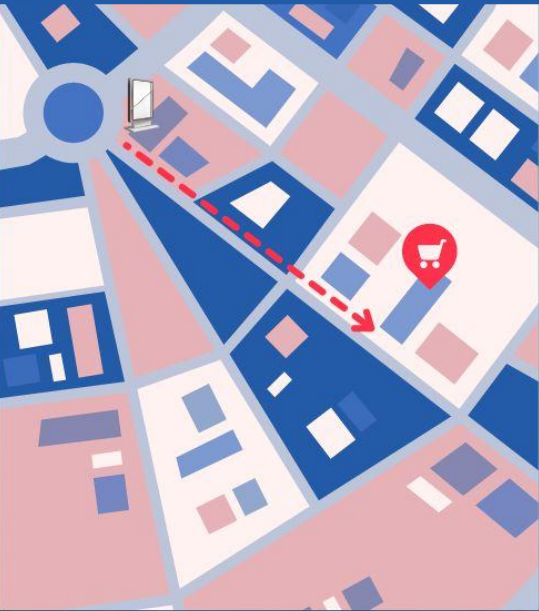
Drive-to-store methodology



Boost your Drive-to-store



Main Aspects



Analyze the effectiveness of your Mobile, CTV and DOOH ads driving consumers to your stores

INCREMENTAL VISITS

- # Measure incremental visits to your store, from CTV thanks to Household sync
- # 15 to 30 day custom visit attribution window

FREE AREA DISCOVERY

- # Discover points of interest and segment them at no additional cost


AUDIENCE MANAGEMENT

- # Retarget your customers across all devices
- # Automatically create location-based audiences and use them in all devices.

PRIVACY-FIRST BY DESIGN

- # Fully compatible with existing privacy regulations (GDPR, CCPA...).


How Incrementality works



Target users
across screens

Store
visits of
users
EXPOSED
to
campaign

VS



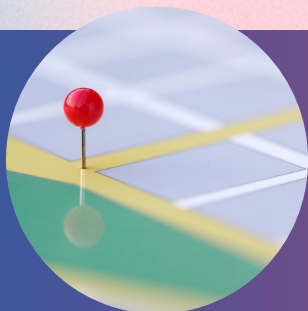
Store
visits of
users **NOT**
EXPOSED
to
campaign

Ghost
impressions

Fully compatible
w/ targeting

Measure effectiveness across screens

How visits are measured



1 Campaign is launched with a **conversion geolist**, the creatives and targeting of choice



2 Ads are placed on **Mobile, CTV or DOOH** screens. For CTV and DOOH campaigns we recommend to **Sync with Mobile**



3 **Attributed Visits** are Registered when the Mobile linked to the User is seen inside the conversion geolist



4 Our technology will automatically measure **incremental KPIs**

Boost your Drive-to-store



**Advanced
Geolocation**

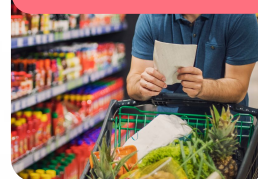
**Optimized
Creatives**



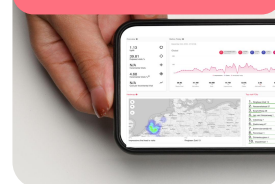
**Weather
targeting**



**Location
data**



**Dedicated
Dashboards**



Boost your Drive-to-store

Optimized creatives

Integrated **maps** for
easier store discovery

Enhance your ads with
the power of location



Drive to Store Success Stories

Driving adoption via Proximity marketing

KFC

KFC
India's latest
7 MIN EXPRESS
Pickup offering



Levi's Indonesia



mediasmart's difference

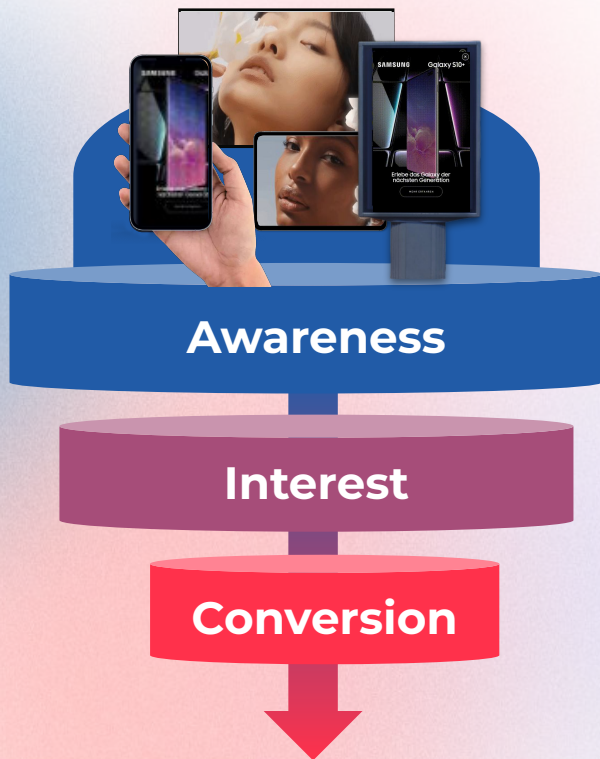


Scalable omnichannel

Leverage # interactive mobile ads
CTV storytelling
DOOH impact
programmatic measurability

Scalable omnichannel targeting

Transform your advertising approach



Brand and Message Cohesion

Synchronize campaigns, employ uniform or complementary ads and message for impactful and **cohesive brand identity**.



Amplified reach to your targeted audience

Leverage omnichannel programmatic advertising to effortlessly reach your **target audience across screens**, utilizing advanced targeting for timely message delivery and expanding your reach with a few clicks.



Unified approach to Customer Journeys

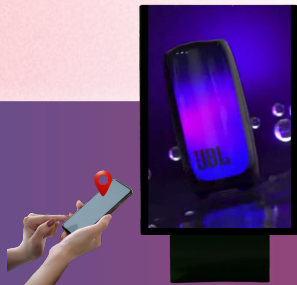
Prioritize customers by reaching them on their **preferred screens** through **impactful storytelling**, and benefiting from the **measurability** and optimization capabilities of programmatic advertising.

Mobile to DOOH to CTV

1 A **Mobile ad is shown** making the most of the location targeting and interactive formats we offer



2 **DOOH screens** are targeted around the areas of the Mobile campaign, and mobile devices around it are recorded into an **Audience Sync** audience



3 Video ad is placed on **Connected TV** within the households of the **mobile devices at the DOOH audience sync**



User **interacts with ad**; install, purchase or store discovery



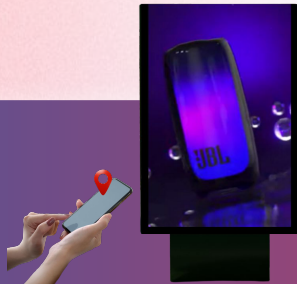
Reach your audience wherever and measure your campaign success

CTV to DOOH to Mobile

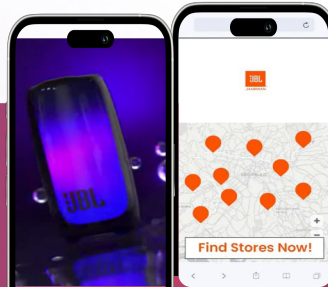
- 1** Video ad is shown on **CTV within a Household**



- 2** Ads are placed on **DOOH screens near the households** where the ad has been served on CTV



- 3** **Synced Mobile ads** are shown to either or to both
Mobiles within the Household
Mobiles around DOOH screens
to achieve **better brand recall and drive to action**



User **interacts with ad**; install, purchase or store discovery



Reach your audience wherever and measure your campaign success

Omnichannel Success Story

Transform your advertising approach

Cetaphil



**Cross-screen
Audience engagement**
via CTV Household sync
& Omnichannel
Audience targeting

mediasmart's difference



Maximize User Awareness

mediasmart unlocks the 'Magical Area'

Impact users that are more likely to
see and interact with your ad,
maximizing user interaction
through media spend



Tailor to Diverse Audiences

Synced across screens



Mobile



CTV



DOOH

Leveraging mediasmart's technology



Location



Time



Interaction



ID-less



1st party



Insights

and its partners'

adsquare



Digiseg

KOCHAVA
COLLECTIVE

/LiveRamp



DMP

Nielsen

navegg

PEER39

ZEOTAP

#MEDIASMART

an affle company



Ensure High Ad Viewability

Identify whether your ads have really been seen

by measuring if they are visible
on users' screens

Definition by IAB & MRC

**≥50% of the ad
displayed on screen,
for at least**

- ❑ 1s in Display
- ❑ 2s in Video

Guarantee Brand Safety

Transparency



Granular targeting and reporting, easy setup of brand safety filters, enforcement and suppression of publishers.

Ad Quality Tools



Integrations with Ad Quality Tools, immediate action on ad quality issues.



THE MEDIA TRUST



ge*edge
Add Integrity

Incremental Metrics



Efficiency measurement by comparing results when an ad is served versus when it is not. Preventing known forms of ad fraud and managing fingerprinting risks.

Anti-Fraud Tools for Inventory



Combat against, suppression of and supply path transparency through ads.txt and sellers.json support, and hold **INNOVD** certification for video creatives.

Tracking & Attribution



Certification with top partners for ad serving and tracking, real-time viewability tracking and optimization.



MOAT

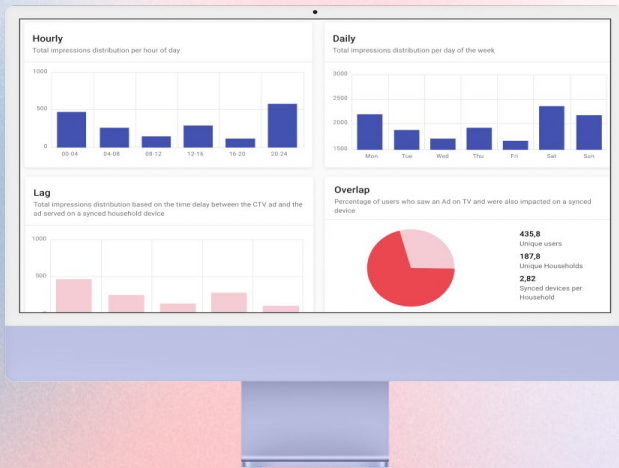
by ORACLE DATA CLOUD



#MEDIASMAAT

an affle company

Leverage Powerful Console features



Check all Features
Interactive list

**50+ Data & Supply
global partners**

**Dedicated campaign
Dashboards**

**All programmatic
platform stack**



Target



Optimize



Report

**Advanced Sync
across screens**



Mobile



CTV



DOOH

**Sophisticated Targeting
options**



Weather



Contexts



App rating

Privacy by design



GDPR



CCPA



LGPD
Lei Geral de Proteção
de Dados Pessoais

World-class partnerships

Supply partners



Brand Safety, Data, Tracking & Creative Optimization Partners



Global Scale

Key facts

+150

countries where
campaigns run

100's

of Happy
Global clients

+54 bn

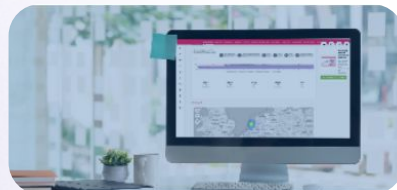
bid offers on
average per day



**Self Serve &
Managed solutions**



**Custom pricing
models**



**Intuitive, powerful
& user friendly UI**



**Whitelabel access
via API**



**Global team
Multi time zone
support**

Contact us

Impactful
Mobile Ads



Scalable
Omnichannel



Drive to Store
with Incrementality



DOOH with
Audience Sync



CTV with
Household Sync



Integrate consumer journeys across screens

www.mediasmart.io # sales@mediasmart.io

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