

Fifty Shades of Digital Advertising Effectiveness



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My 2 cents on Effectiveness...



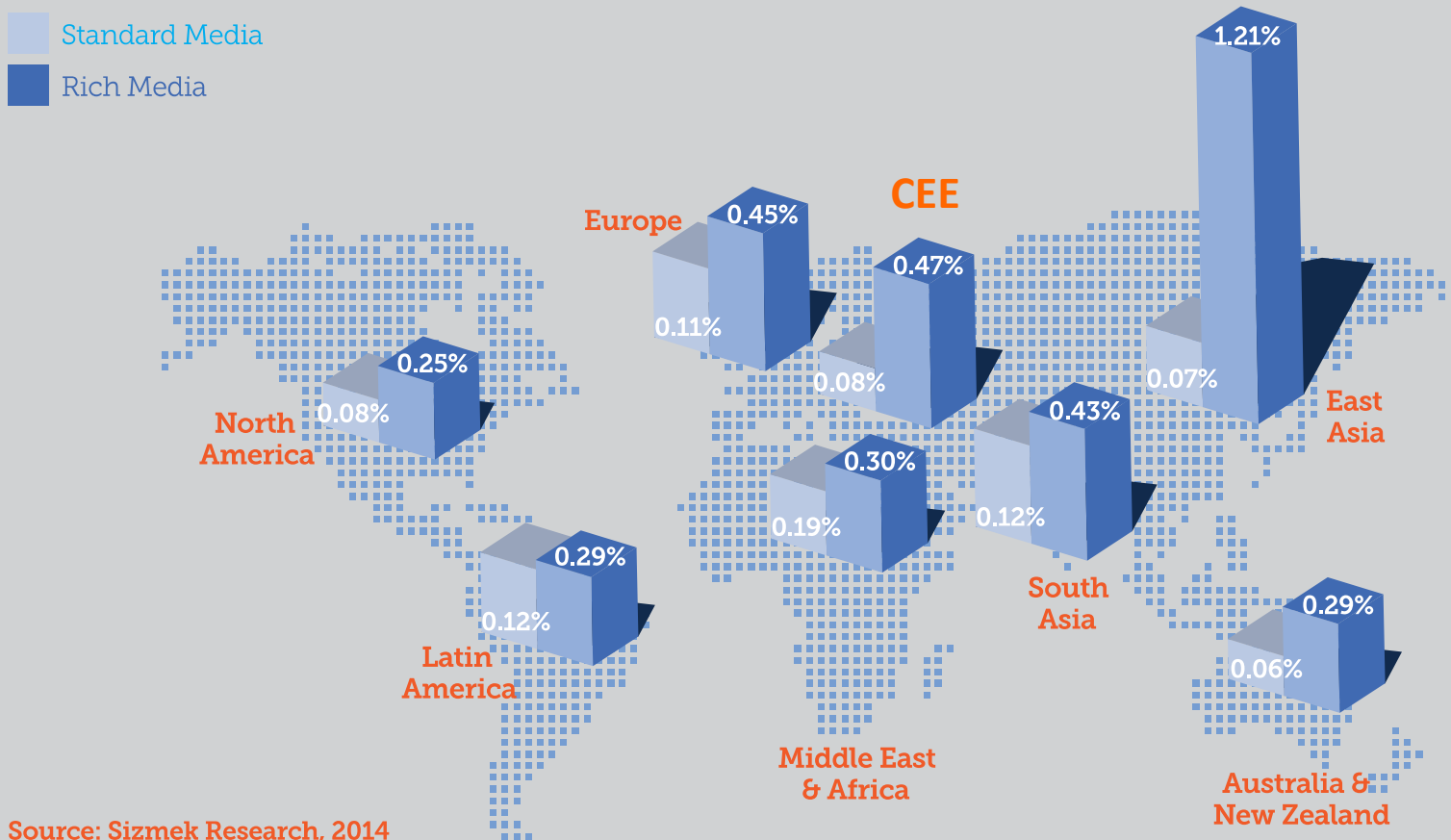
Right Message, to the Right Person at the Right Time



(and at the right price)

The Right Message Creative Impact

Rich Media works Magic: Standard vs Rich Media CTR in 2013.



Source: Sizmek Research, 2014

To the Right Person Sharp Audience Targeting



At the Right Time... Real Time Advertising

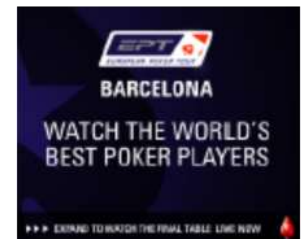
The Barcelona event was the EPT's most successful tournament ever—more people watched the live stream than ever before collectively across all platforms. This campaign contributed to these extraordinary outcomes:

- Average dwell rate of **79 seconds** – more than twice the benchmark average
- Total expansion rate **67% vs. 31%** benchmark
- Campaign was **400% more effective** in driving views compared to standard banners.



PokerStars

Sizmek™



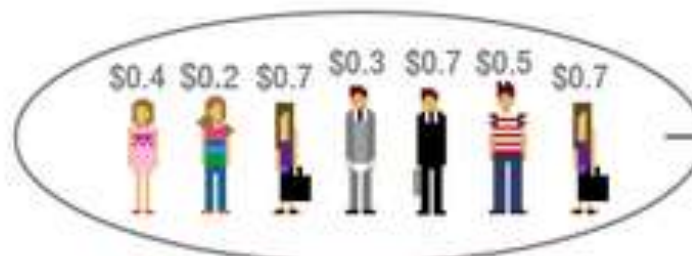
...and at the Right Price Real Time Bidding

€50k



Bulk media buy
Large groups or audiences

€50k



Pricing per impression / consumer
Accurate pricing based on estimated
value for advertiser

Where's your effectiveness gone?

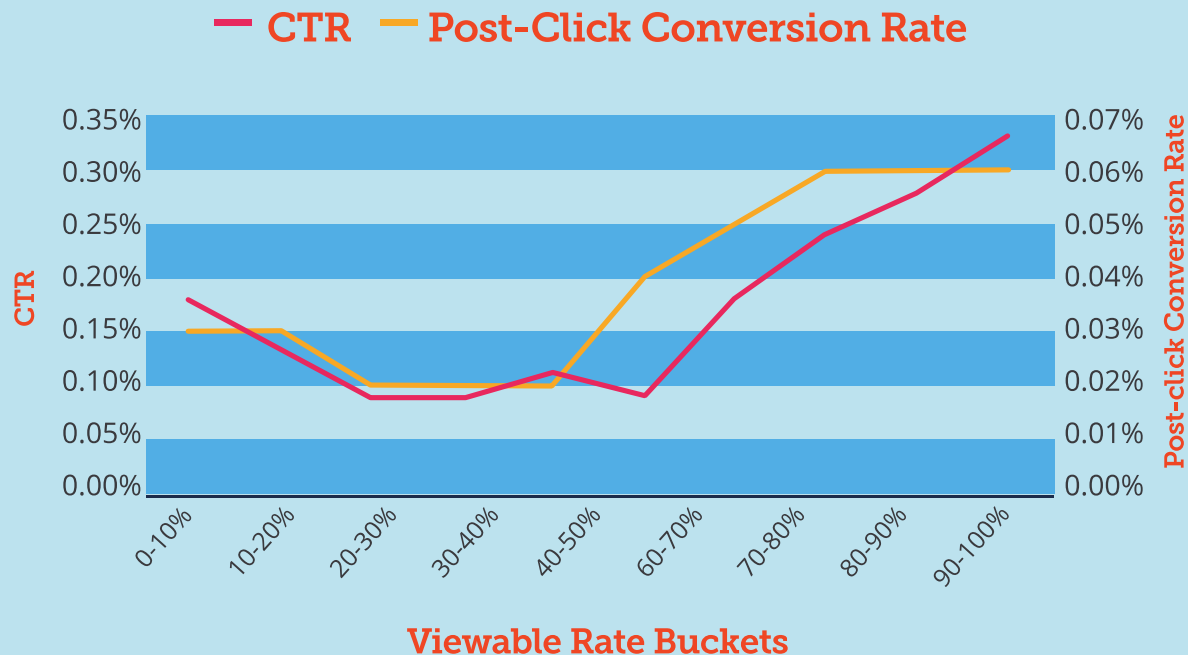


Measuring the right thing Viewability

55% of the ads in Romania are never viewed!

Sizmek Oct 2014

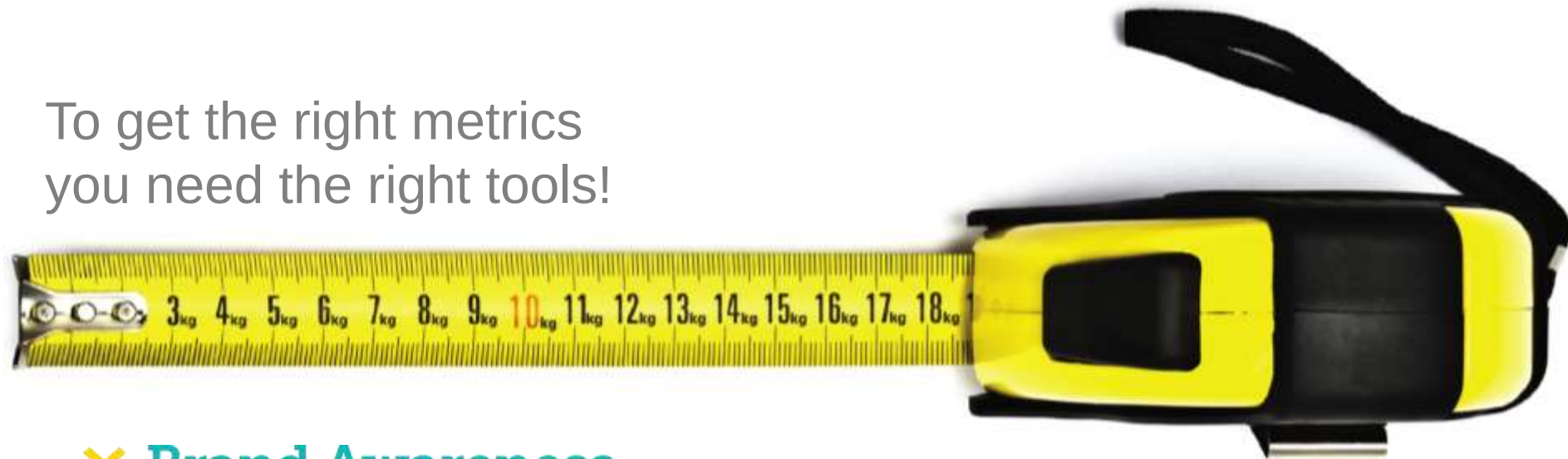
CTR and PCCR by Viewability



Source: Sizmek Research, September 2014

Measuring the right thing Marketing Metrics

To get the right metrics
you need the right tools!



- ❧ **Brand Awareness**
- ❧ **Message Recall**
- ❧ **Brand Affinity**
- ❧ **Purchase Intent**

Welcome

Project Agora

Laisses Faire Advertising

Welcome to Project Agora



What is Project Agora?

Project Agora is a network of local, premium ad marketplaces owned and operated by TailWind, one of the leading Advertising Technology Solution companies in EMEA. Project Agora is building presence in CEE, SE Europe and MENA.



A bold Mission

A brand-safe advertising marketplace with inventory from top premium local publishers that is based on the principles of real time advertising.

Advertisers Rejoice:

- Project Agora is using data science to offer 14 Target Audiences that you can reach with highly impactful creative formats at a guaranteed viewable rate.
- It bundles this offering with the research tools to offer a fully accountable marketing campaign that aligns with your KPIs.



Brand Safety First

Context Matters

To establish the right relationship with your consumers you need to engage with them in the right context. Project Agora brings targeted audiences in a **premium local context** to enhance the power of your message.



Project Agora's Launch Publisher Partners

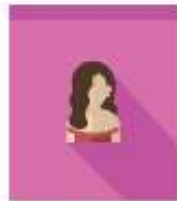


Real Life Targeted Audience Personas

Better Targeting means better ROI

In such a way we can offer higher engagement and impact to your campaigns while increasing the ROI of your advertising spend. Simple isn't it?

Project Agora's 13 Audience Segments



Beauty & Fashion
Queens



Bob the Builders



Business
Travelers



Cosmopolitans



IT&C Literates



Healthy Living
Enthusiasts



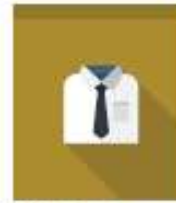
Holiday Travelers



Household
Shoppers



Smart Buyers



White Collars



Active Lives



Urban Hipsters

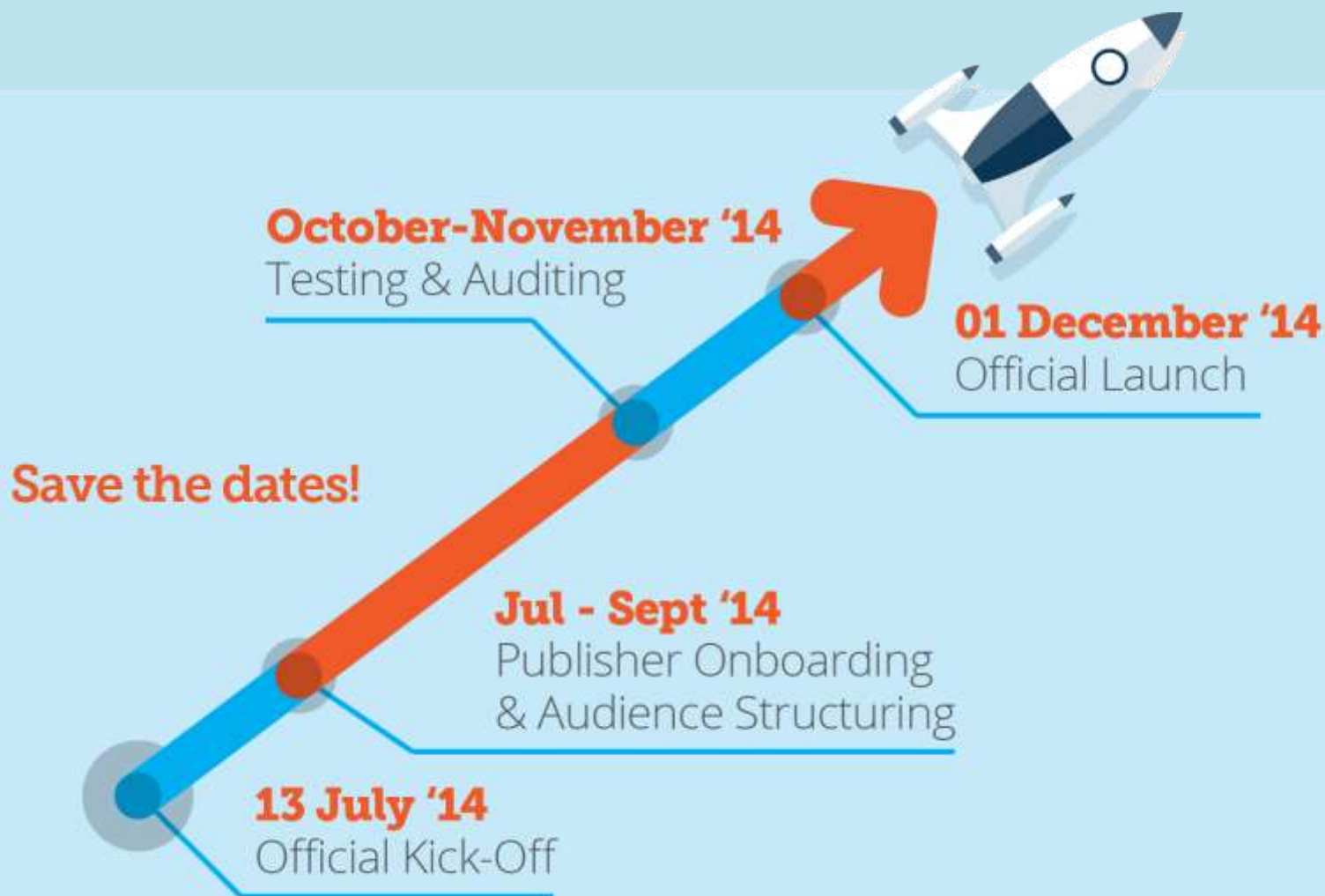


Young Parents



More to come

Houston, we have Traction!



Project Agora: The First 60 days



Project Agora: The First 60 days



Project Agora: The First Case Studies

PROJECT AGORA ROMANIA



AlphaBank chooses smartly Project Agora to deliver performance for their Shopping Cards!

MARKETING OBJECTIVE

AlphaBank's goal was to significantly increase the customer base of its shopping card clients. The campaign's main target group was white collar professionals, aged between 25 and 44 who are taking their shopping very seriously. The KPIs of the campaign were the CTR and the Conversion Rate.

SOLUTION

Project Agora's team collaborated with Optimedia, the bank's Media Agency, to address audience segments with high affinity to the product target group such as Cosmopolitans, Young Parents and Urban Hipsters. The campaign was continuously optimized on a conversion rate basis.



RESULTS

Data Driven Audience Segmentation Worked!

CTR **0.18%**

Higher % among Display Media used!

Target Group Affinity Delivers Performance!

Cosmopolitans CTR **0.61%**

Best Performing target group!

Continuous Optimization Delivers Performance

On Cosmopolitan audience segment, the CTR increased from **0.13%** up to **0.61%** within the 4 weeks of the campaign.

Project Agora

Engage with your audience in the right channel at the right time.
Get in touch with us at webster@laissezfaire.ro

PROJECT AGORA ROMANIA

Done right even Financial Products can drive excitement!

MARKETING OBJECTIVE

Reaching the right audience and driving interest and deeper engagement for a financial plan has always been a challenge for marketers in the finance/insurance sector.

Our client, a major international player in the Banking & Insurance sector and its International Media Agency, had the following objective: Drive traffic (i.e. clicks) and engagement towards the content rich mini-site and eventually trigger interest towards the category and the product.

SOLUTION

Project Agora is all about delivering the right message, to the right audience at the right time. The solution proposed, was the sharp targeting of specific Project Agora Audiences with high affinity to the target group provided by the client. This was coupled with continuous data driven optimization to reach the desired goals.

A number of creative ad-formats were delivered and also optimized based on their click through impact.



RESULTS

Data Driven Audience Segmentation Worked!

CTR **0.43%**

Continuous Optimization Worked!

CTR jumped from **0.15%** during the first week to **0.73%** at campaign's end

Affinity to the Target Audience can do Miracles!

Cosmopolitans CTR of **0.61%**
Young Parents CTR of **0.43%**

Campaign Duration: 12/12/2015 - 15/01/2015
The end-client and the media agency have requested that their identity remains anonymous for this case study.

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Reach Out!



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