Syndacast AdBoost

Product Description and Features

Find out how AdBoost can guide your business to higher ROI

What is AdBoost?

- AdBoost is Syndacast's proprietary RTB Display Advertising solution
- AdBoost provides fast, efficient, access to:
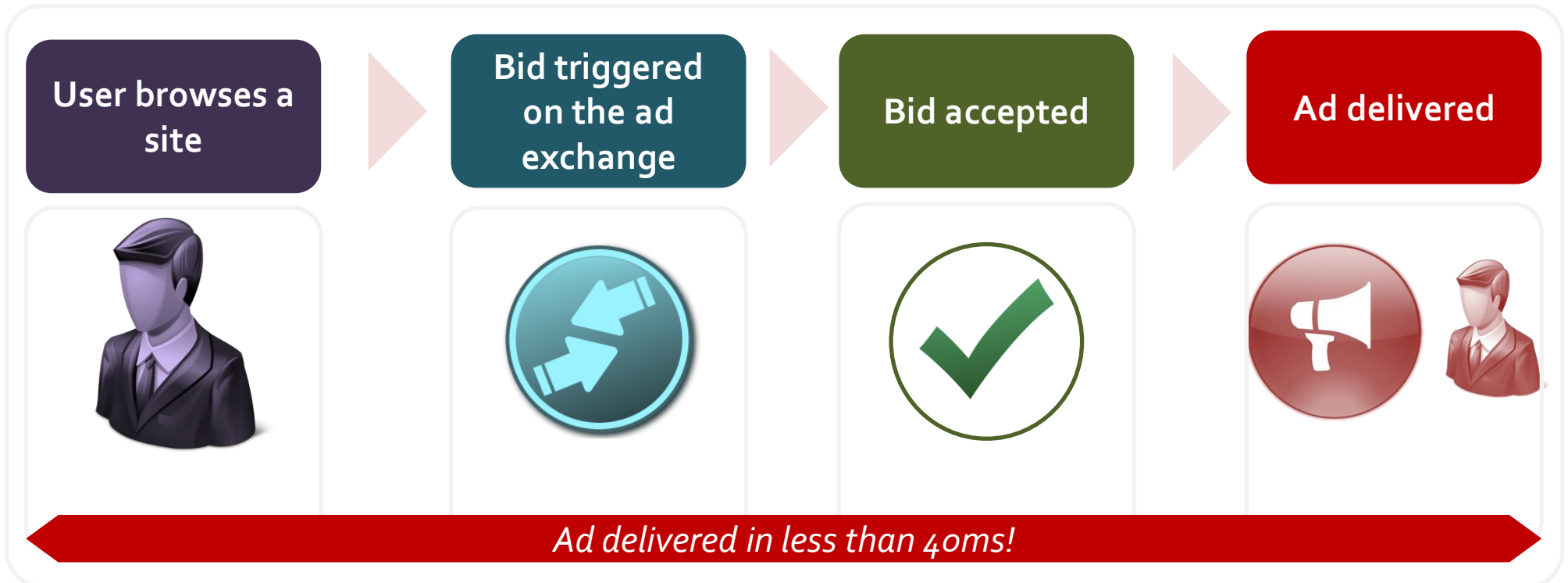
37 Billion impressions daily

Inventory in **40+** countries

800 Million unique url's each day

Bid calculations at **40**ms or less

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What is Real-Time Bidding (RTB)?

- Real-Time Bidding is an automated process that allows advertisers to buy Display Advertising inventory on a per impression basis
- It is forecasted to represent over 50%* of Display Advertising media spend by 2015

| User browses a site | | Bid triggered on the ad exchange | | Bid accepted | | Ad delivered |

Ad delivered in less than 40ms!

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RTB has triggered a fundamental shift in Display Advertising

- Real-Time Bidding allows you to buy only impressions that matter and pay exactly what it is worth

- Marketers are now targeting specific audience segments at the granularity of a single user

Traditional media buying:

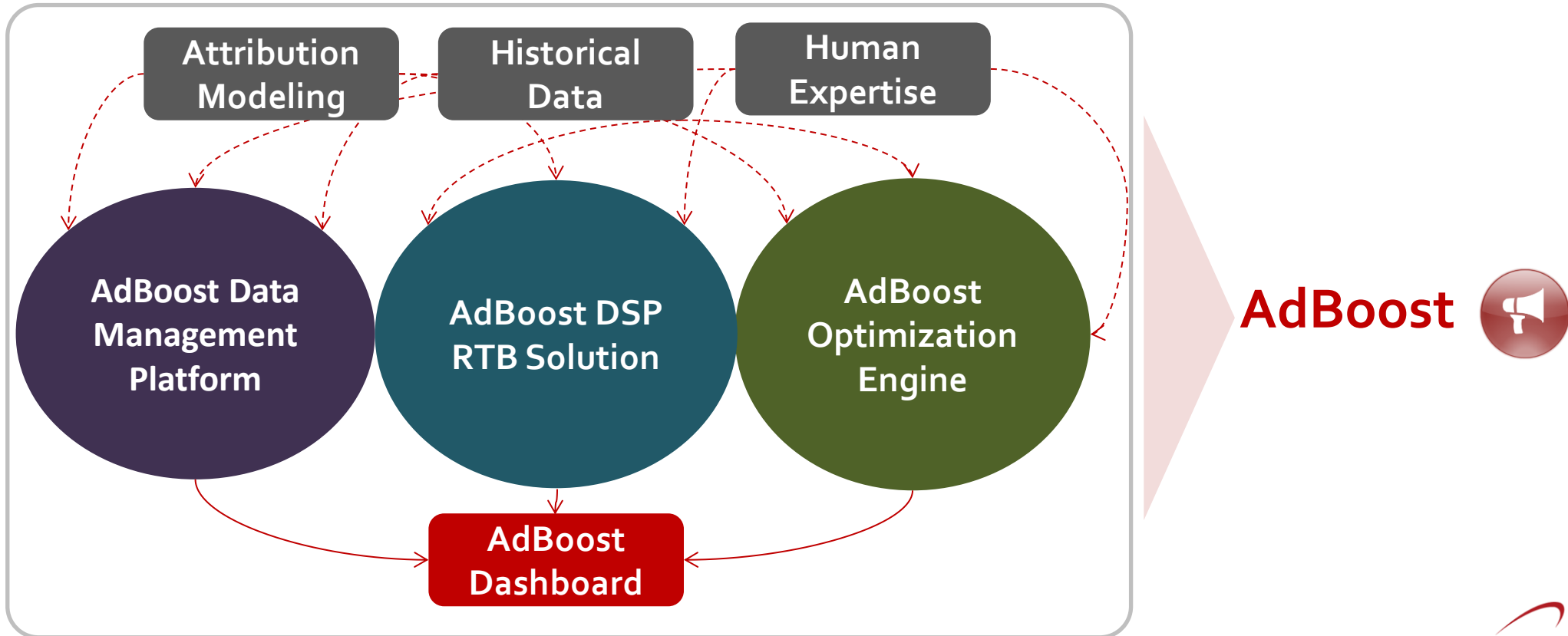$45

Media cost charged irrespective of granular audience relevancy

RTB media buying:

$3 $5
$4 $2 $4
$3 $4 $3

User-based auction at the impression level

AdBoost Features at a Glance

- AdBoost is packed with the latest technological advances in RTB
- AdBoost features are a combination of platforms, tools, data, and human processes working together:

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AdBoost DSP RTB Solution

AdBoost DSP RTB Solution

- AdBoost connects to technology API's which help bid and secure real-time inventory on websites

AdBoost	DSP's	Ad Exchanges	Audience
Strategy **Media Planning** **Targeting** **Optimization** **Human monitoring** **Dashboard** **DMP** **3rd Party Data**	doubleclick by Google CORTEX adz central Scientific Media Buying	Google doubleclick ad exchange PubMatic ADMELD OpenX appnexus rubicon project pulsepoint YouTube spotXchange adap.tv mopub smaato NEXAGE Facebook Exchange	

AdBoost Precision Targeting

- AdBoost exploits pioneering targeting technology to pinpoint specific audiences as well as specific sites and content types. Not 1 impression is wasted.

Audience-centric targeting:
Retargeting
Browsing history/Interests
Client website interactions
Demographics
3rd party data lists

**Session targeting** *(Traditional)***:**
IP/ Geography
Website
Site Content (incl. brand safety)
Time

We have found audience targeting to be **7-10 times more effective** than session/site targeting.

It's not _where_ you target, it's _who_ you target.

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AdBoost Data Warehouse: Leveraging our Experience

- Syndacast has built up years of high quality online performance data from running campaigns. We can leverage our in-house top-converting audience pools for new campaigns, giving us a head start on our competitors.

AdBoost Data Warehouse
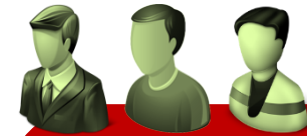
3rd Party Data

**AdBoost Data Warehouse examples:**
- Travel interest
- Frequent travellers
- Frequent fliers
- 5 star travellers
- Budget travellers
- High net worth individuals

- By combining our Data Warehouse with 3rd party audience pools, we have the smartest and most accurate targeting in the industry.

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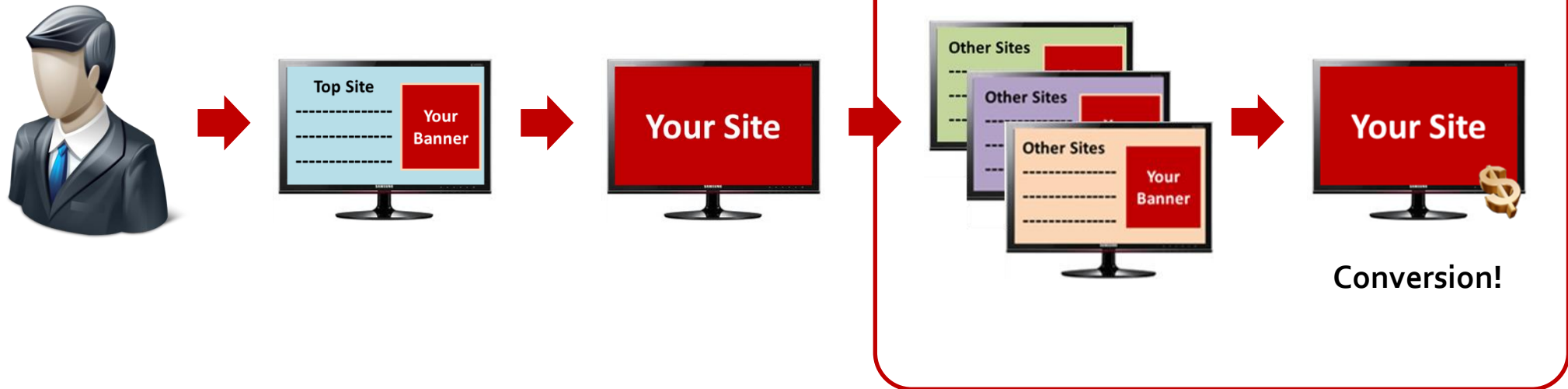# Audience-centric Targeting: profiling users through 3rd party data
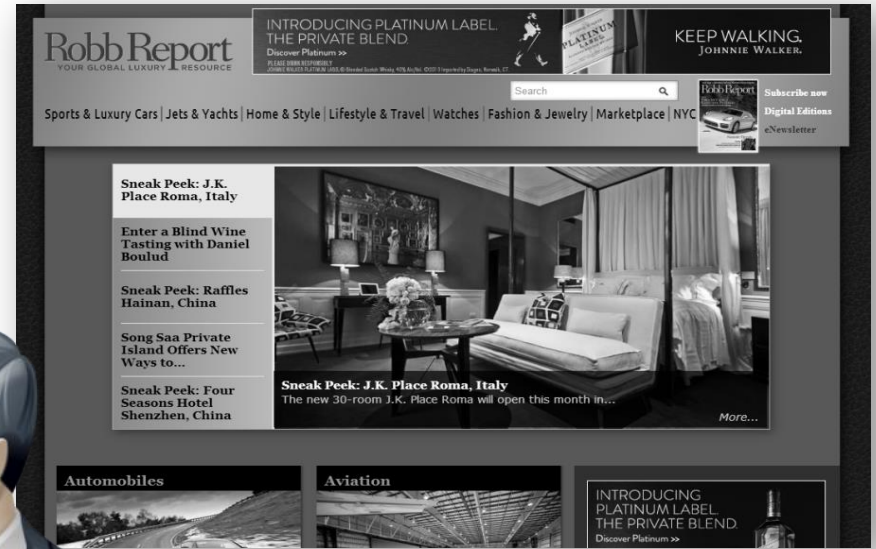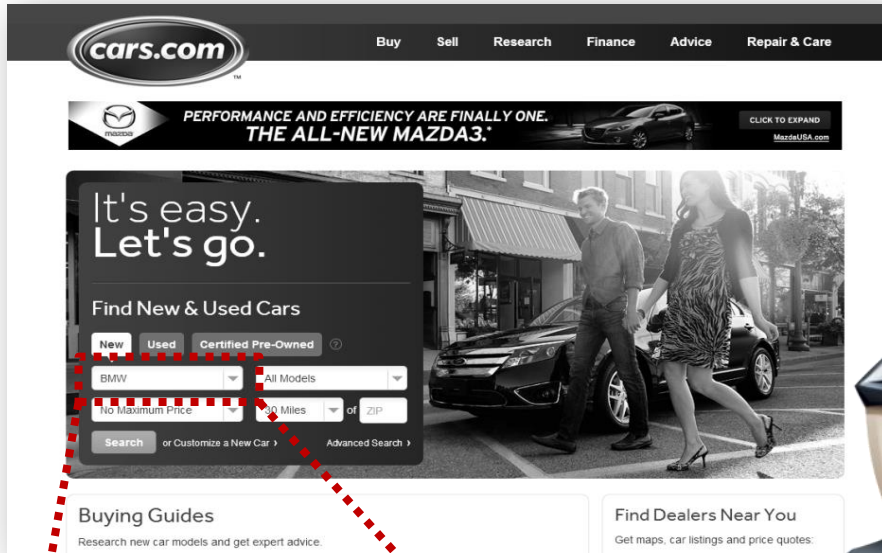
Luxury car brand searched for
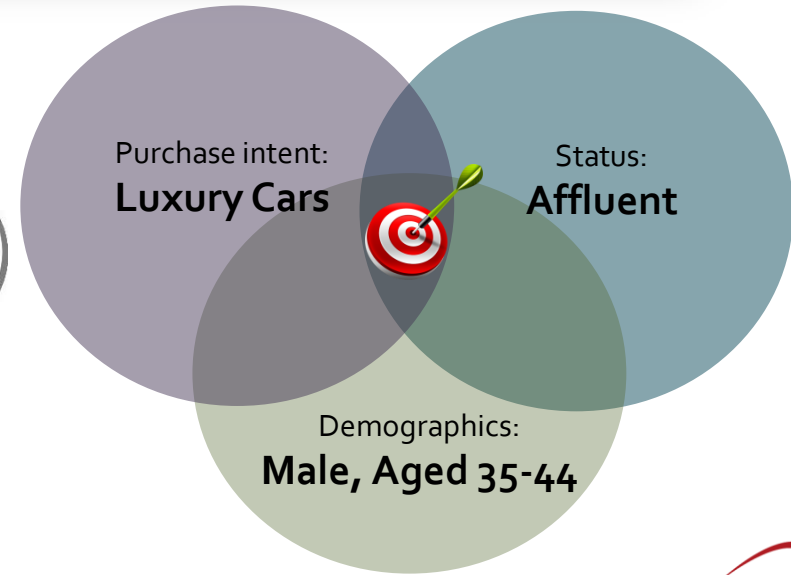
- From pixels placed on strategic websites, we know more about **individual users**.

- This allows us to pinpoint your potential customers with advertising.

Purchase intent: **Luxury Cars**

Status: **Affluent**

Demographics: **Male, Aged 35-44**

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AdBoost Retargeting

- With retargeting you can choose to show your ads to the audience that already had an experience with your brand online either by visiting your site or a specific part of your site.

- As a result, you are guaranteed that you only spend ad dollars on the target audience who have previously visited your site

AdBoost Retargeting:

Top Site

Your Banner

Your Site

Other Sites

Other Sites

Other Sites

Your Banner

Your Site

Conversion!

AdBoost Dynamic Creative Retargeting

**1** Potential customer looks at BMW 7 Series on your website
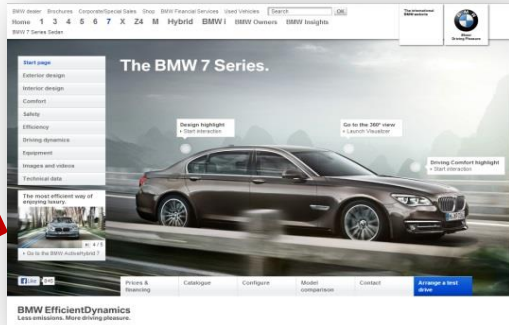
2 Potential customer leaves the site without confirming a test drive or ordering a brochure

3 Customer's viewed product is retargeted across the web on a selected list of sites
(we can cap impressions per day to not be intrusive!)

Viewed product is communicated back to customer

THE BMW 7 SERIES
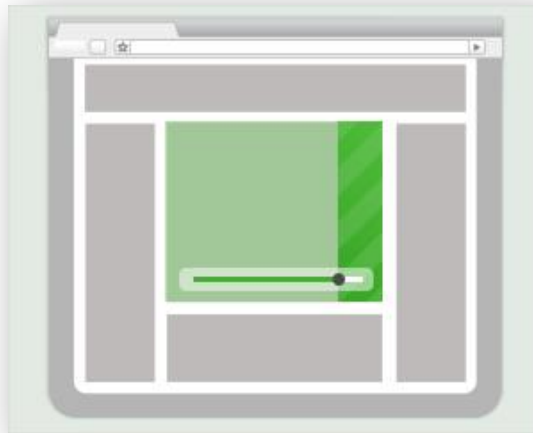THE STATEMENT OF LEADERSHIP

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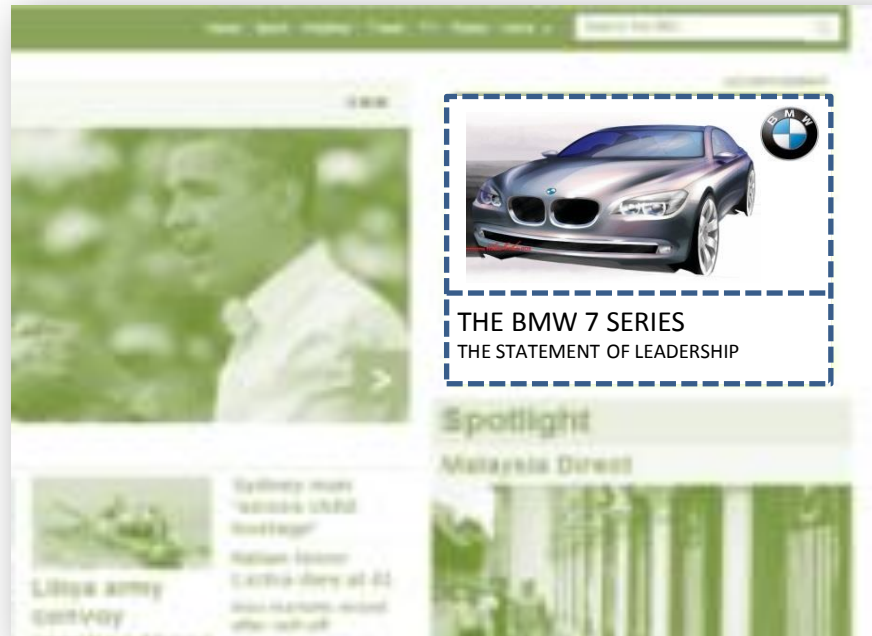
AdBoost Rich Media

- Rich media banners are welcome on AdBoost.

- Creatives come alive by allowing users to expand, interact, and watch for a stronger branding effect.
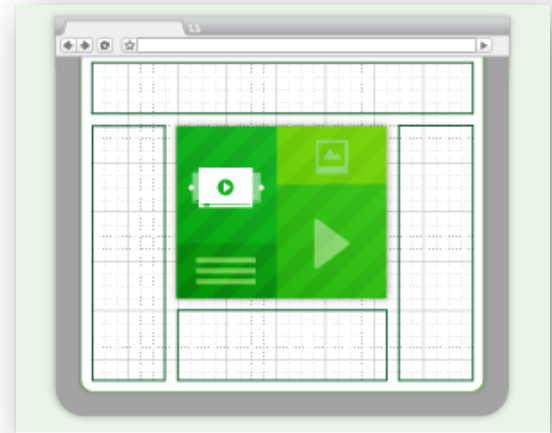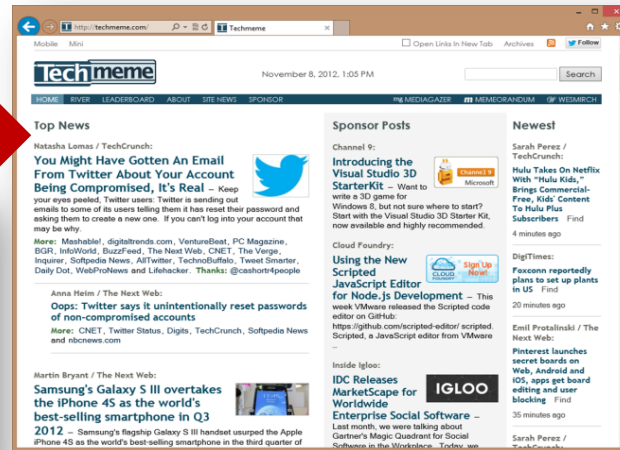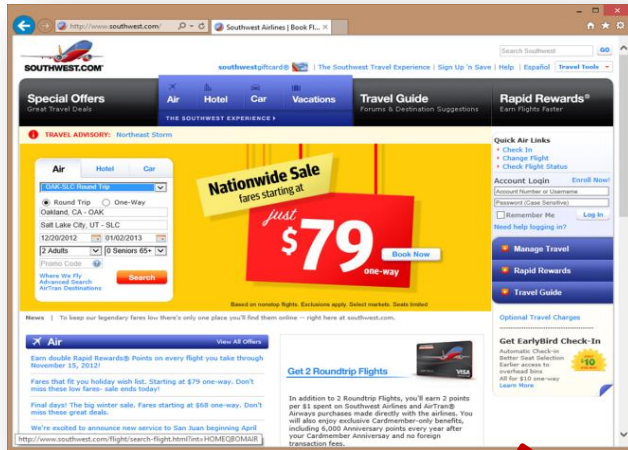
Expandable

Video

Interactive

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Facebook Exchange

User logs in to Facebook and sees the ad.

User visits other sites.

User visits your site and leaves without converting.

User clicks the ad and revisits your site.

Fly Southwest Airlines®
southwest.com

Nationwide Sale

SOUTHWEST.COM

Our low fares are even lower during our Nationwide Sale. Book your trip today.

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AdBoost Optimization Engine

AdBoost Auto-Intelligence Optimizer™

- Using a wealth of data from thousands of campaigns across APAC and European markets, we know exactly what the benchmarks of a successful strategy are.

Active Campaign

Referred to Campaign Data Warehouse

Auto-Intelligence Optimization
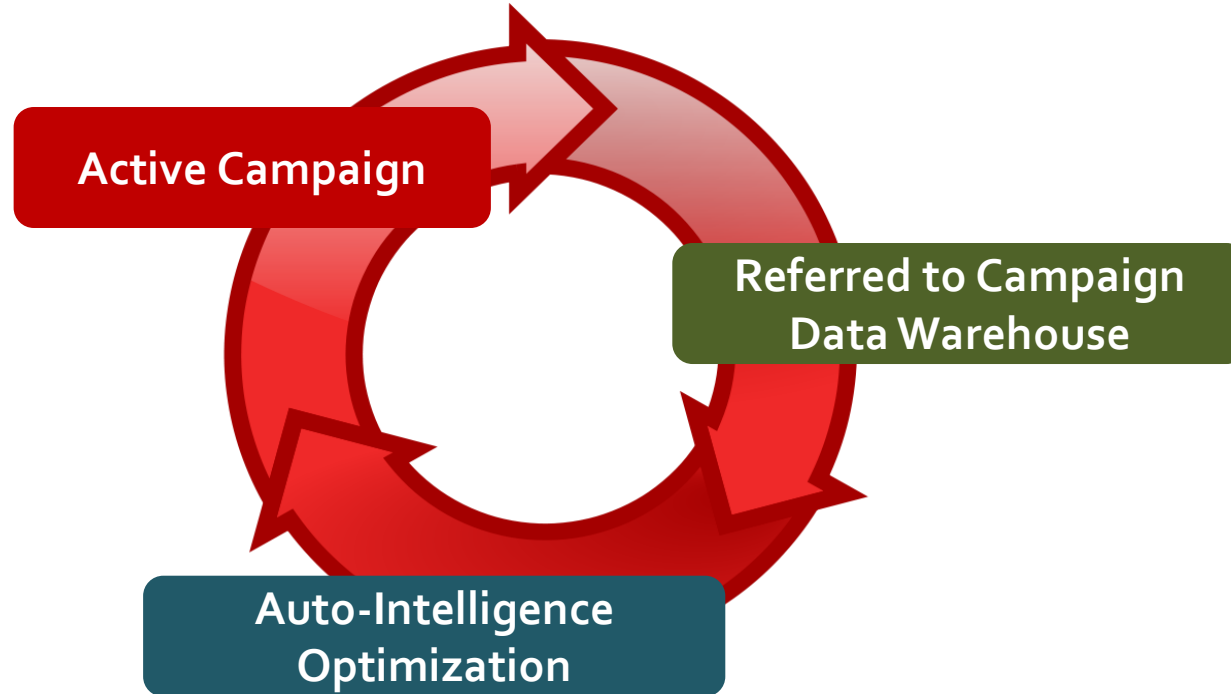
- Weaker strategies are detected instantly, and resolved by intelligent solutions based on our Data Warehouse. Meanwhile stronger strategies are bid on more aggressively.

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AdBoost Auto-Intelligence Optimizer™

- The Auto-Intelligence Optimizer™ references an array of dimensions in providing it's feedback on our campaigns:

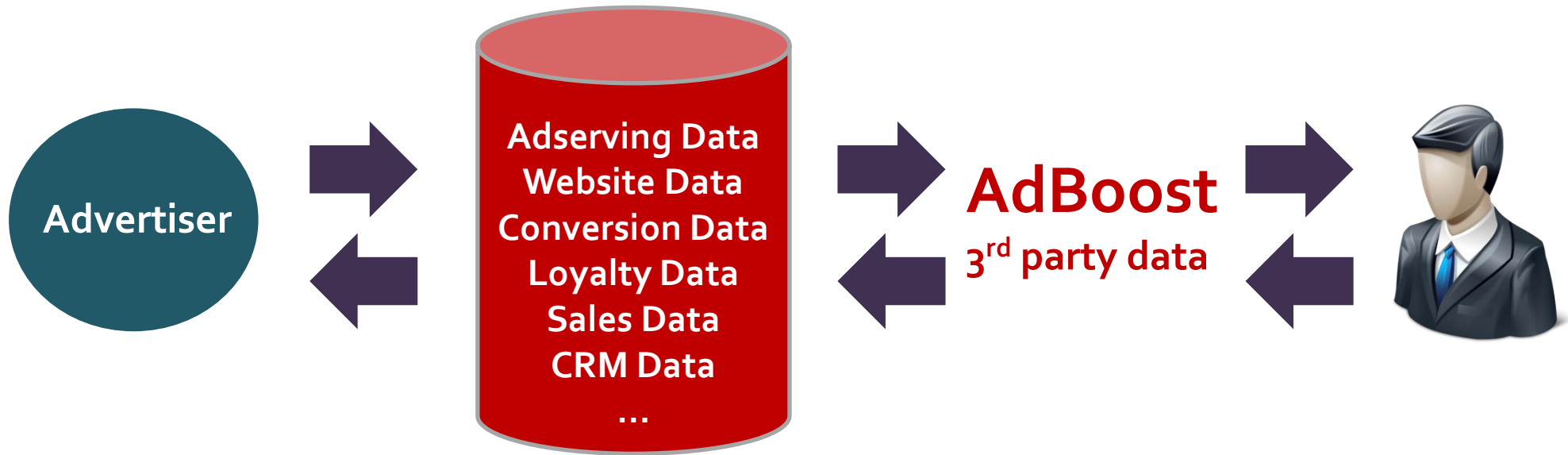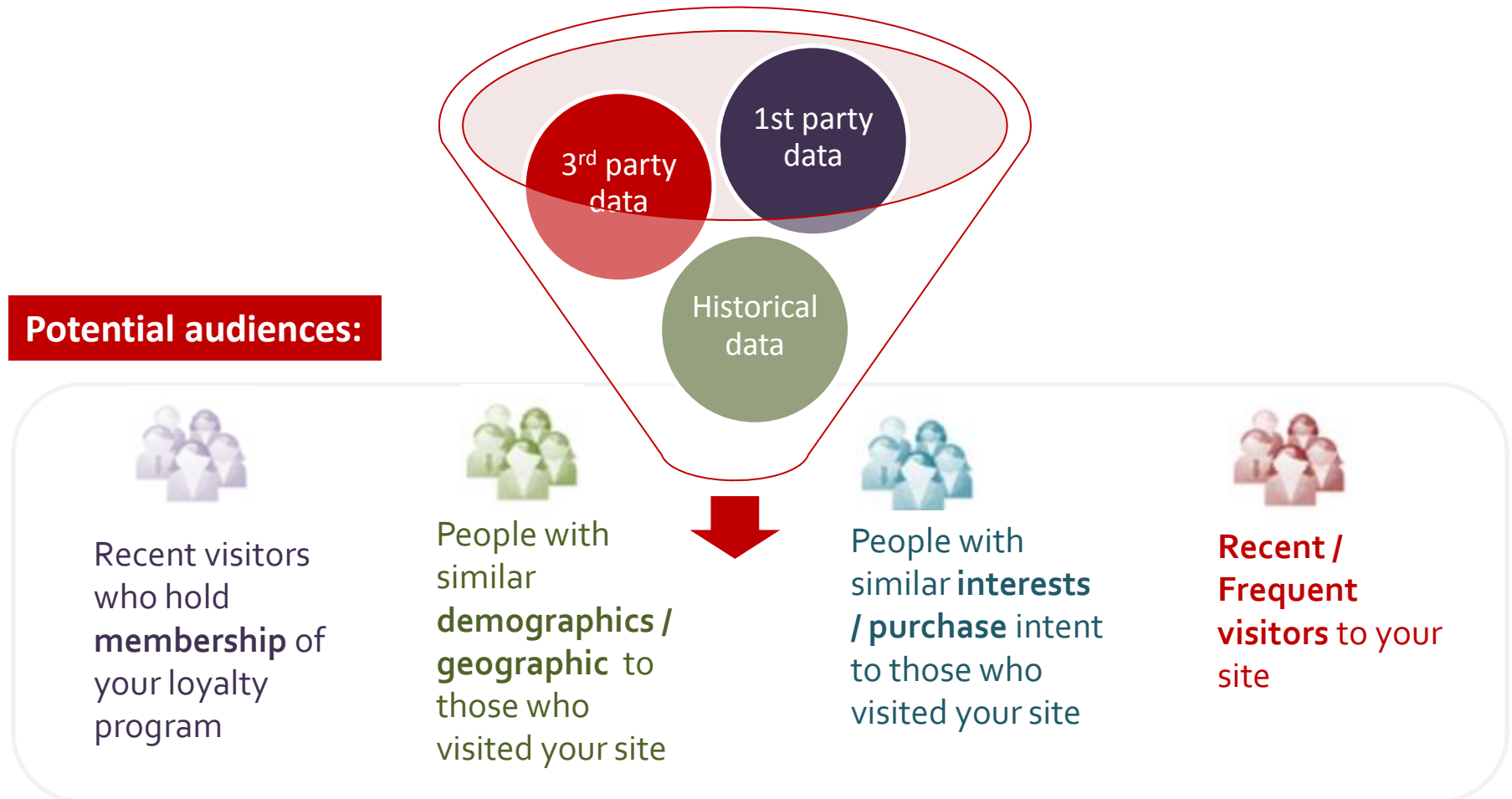|	
Advertiser Industry	**Ad Position**
Market	**Page Category**
Bid Strategy Type	**Creative Size**
Website/ Keyword	**Time of Day**

AdBoost DMP

What is a Data Management Platform (DMP)

- A DMP is a centralized platform to create target audiences based on a combination of in-depth first-party and third-party audience data

Advertiser

Adserving Data
Website Data
Conversion Data
Loyalty Data
Sales Data
CRM Data
...

AdBoost
3rd party data

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Using a DMP to target segmented audiences

- Accurately target campaigns to segmented audiences across ad networks and exchanges, measure campaign performance across segments and channels and optimize based on metrics
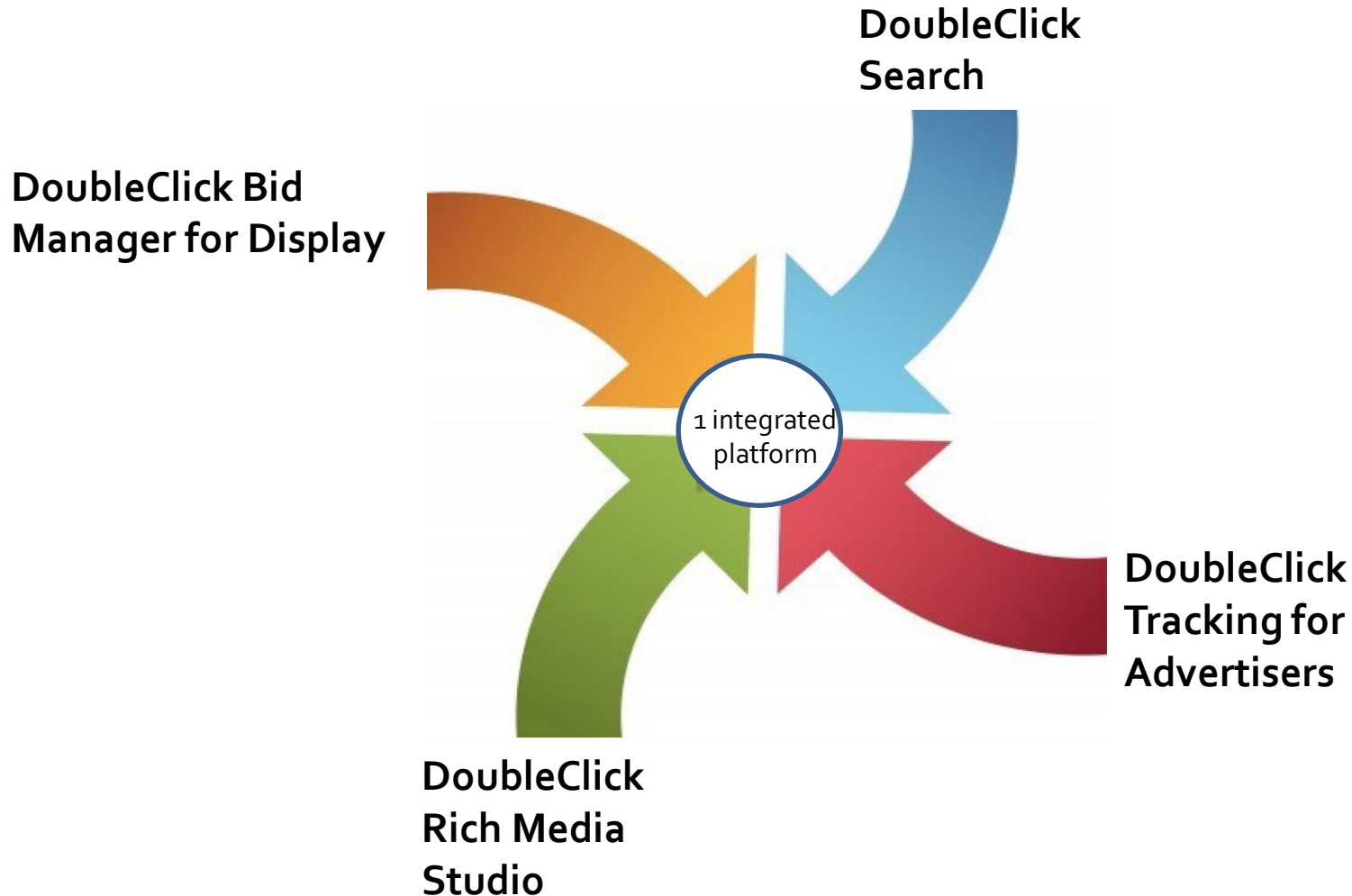
3rd party data

1st party data

Historical data

Potential audiences:

Recent visitors who hold **membership** of your loyalty program

People with similar **demographics / geographic** to those who visited your site

People with similar **interests / purchase** intent to those who visited your site

Recent / Frequent visitors to your site

AdBoost Attribution Modeling

1 Integrated Platform – DoubleClick by Google

Syndacast partners with the pioneering DoubleClick technology arm of Google. By utilizing 1 integrated platform we are able to track right across media channels and model the customer journey (including natural search because well… it's Google).

DoubleClick Search

DoubleClick Bid Manager for Display

1 integrated platform

DoubleClick Tracking for Advertisers

DoubleClick Rich Media Studio

Path to conversion and conversion attribution

We track interactions across all media in the customer path. We are then able to correctly attribute the true **drivers to test drives/brochure requests** and reassign media budgets, to **maximize ROI.**

DISPLAY BANNERS

Social media marketing
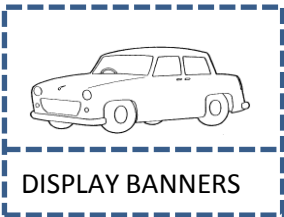
Search Engine Marketing
www.bmw.com/7Series
The Statement of Leadership.

SEO

eDM

On average, conversions usually occur after **5.6** interactions with our campaign across different channels

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AdBoost Dashboard

AdBoost Performance Dashboard

- The AdBoost Dashboard provides you access to almost real-time campaign performance data.

- Your website can be plugged into the AdBoost Dashboard to provide additional analytics, all in one place.
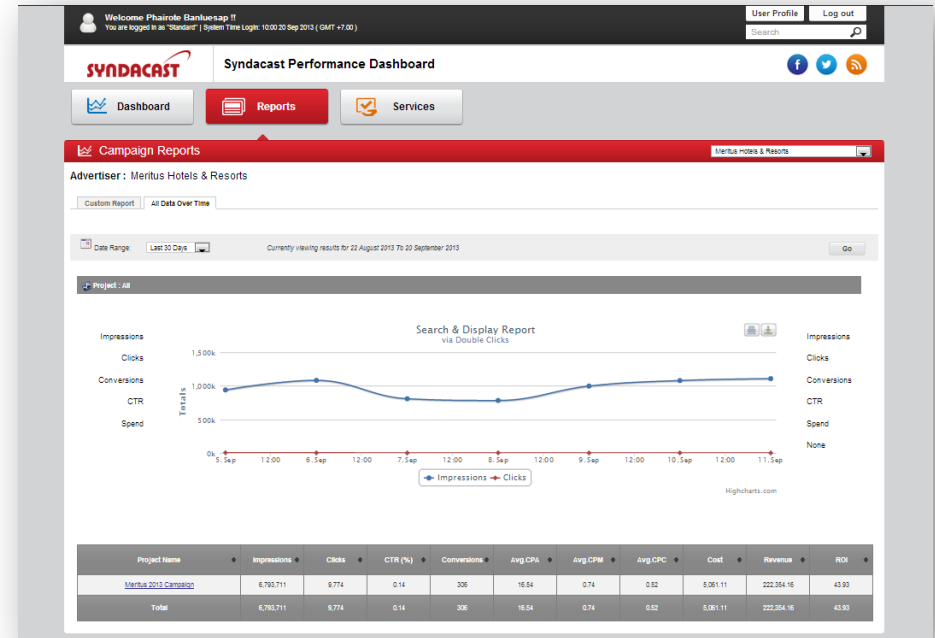
- Sometimes it can be difficult to interpret endless charts... When you login to the dashboard home you will be provided with bite-size text summaries of the important performance updates you need to know.

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SYNDACAST
Online Performance Marketing

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