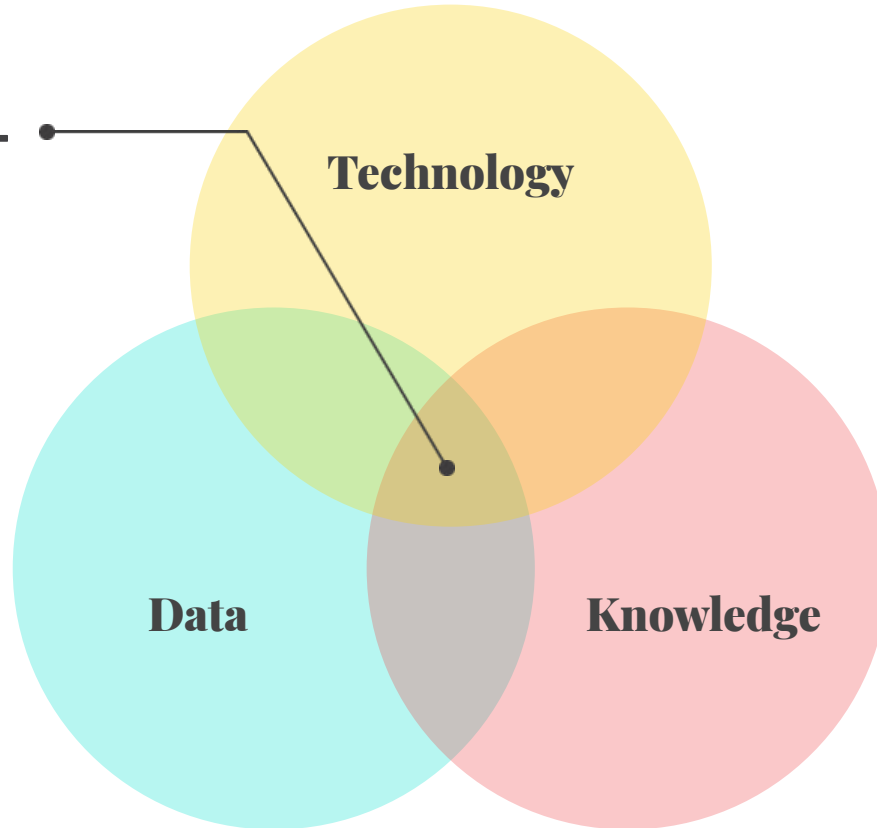




Programmatic Agency Services

YOUR ADVANTAGE IN PROGRAMMATIC ADVERTISING

Martech Masters



Programmatic Experts



Ben Myers, Founder & CEO

Ben Myers is a regular speaker at industry events across the globe on all things programmatic, 12 years in the global ad space has meant he is incredibly well connected. Founding Advant Technology in 2014, he provides strategic recommendations to his clients maximising their ROI. He brings a rare skill set across both the supply and buy side.





full stack solutions for agencies

We help you:

1

Win more RFPs

2

Design programmatic &
paid social strategies

3

Design white label solutions

4

Broaden scope through a
wider range of services

5

Set KPIs, objectives and
develop solutions

6

Create media plans with
estimates

7

Sell programmatic into
clients

8

Increase your profits



**95% of our
revenue comes
from agencies**

**we help agencies develop the process of
transforming their programmatic offering**

Some of the brands we've worked with

Canon

VISA



Shelter



Exasol





digital media strategy

- **STRATEGIC RECOMMENDATIONS**

- **AUDIENCE PLANNING**

Data-driven strategy to reach your audience, advise on creative to deliver results, best practice advice on landing pages

- **CHANNEL AGNOSTIC**

We'll choose the right platform to maximise ROI and dynamically allocate budget accordingly

- **CAMPAIGN IMPLEMENTATION**

Planning, audience collection, tag management, pixels 101, clear structure, tracking

- **CAMPAIGN OPTIMISATION**

Automation, unique targeting approach, actionable insights
artificial intelligence fuelling decision making

- **TESTING FRAMEWORK**

Structured granular campaigns to learn and implement changes



**setup &
optimisation**



analytics

- **UNIFIED REPORTING**

Master dashboard with data feeds from multiple channels

- **ANALYTICS**

Master dashboard with data feeds from multiple channels

- **FIRST CLASS SUPPORT**

From brief to ROI, agile team, expert knowledge, safe and trusted with 100% agency retention

Who are our typical customers?

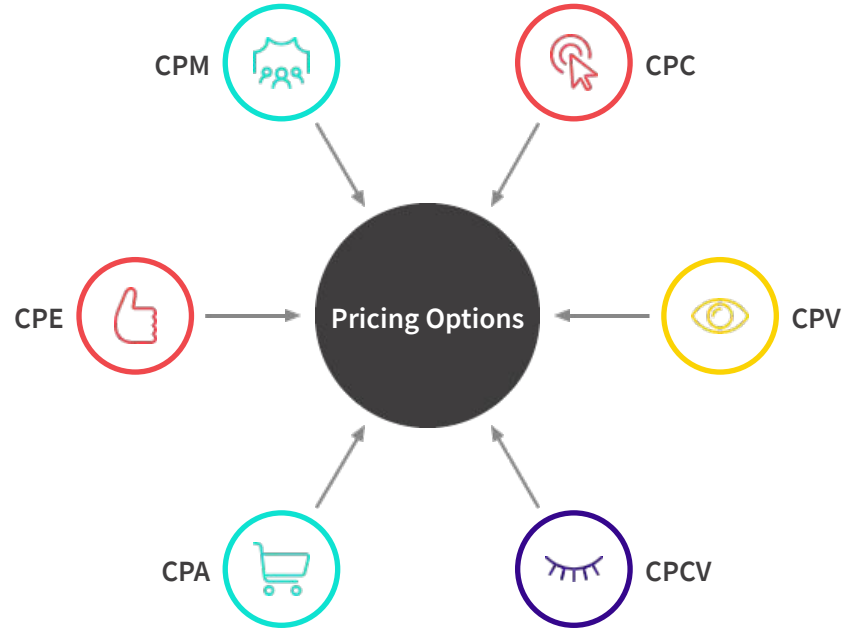


Some of our sector experience

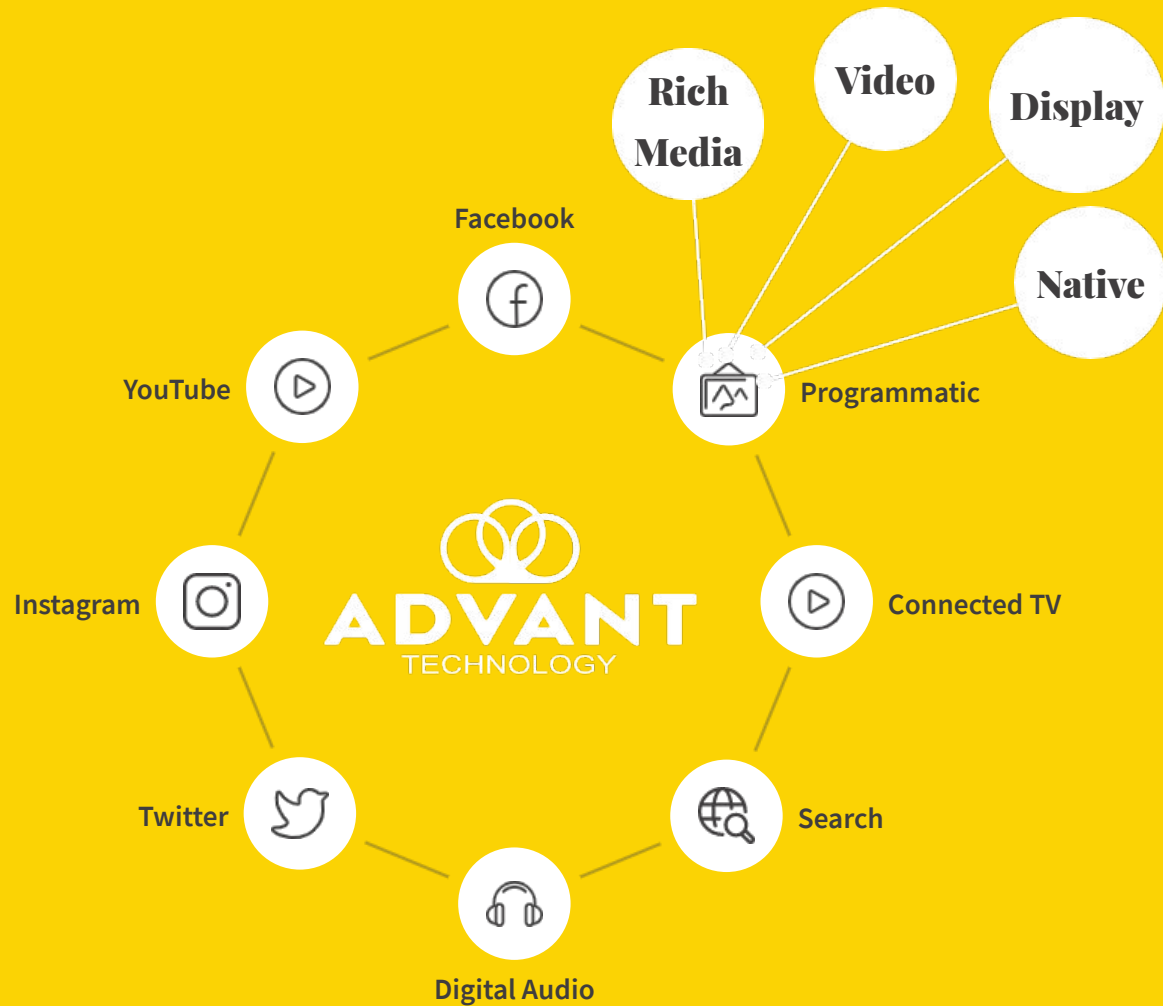


Multiple pricing options

we offer various pricing options based on your preference

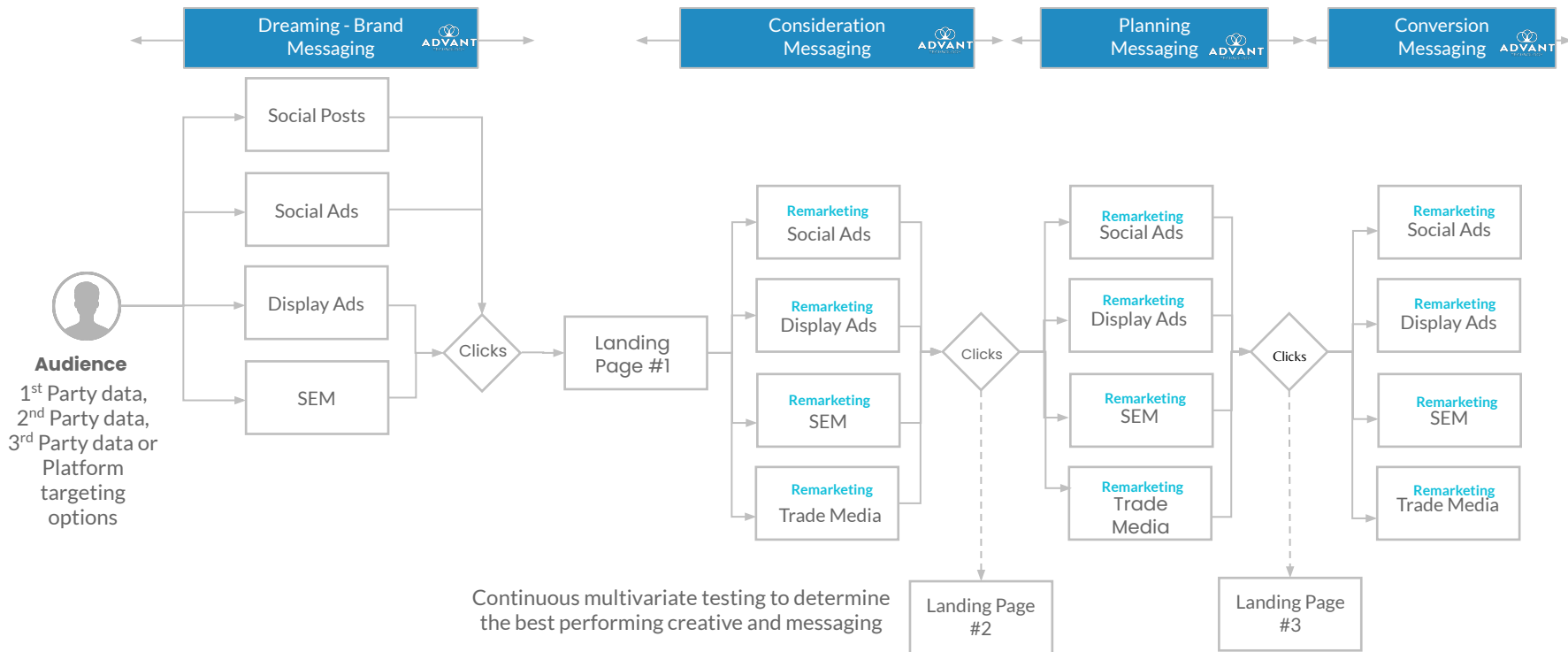


Integrated channel strategy



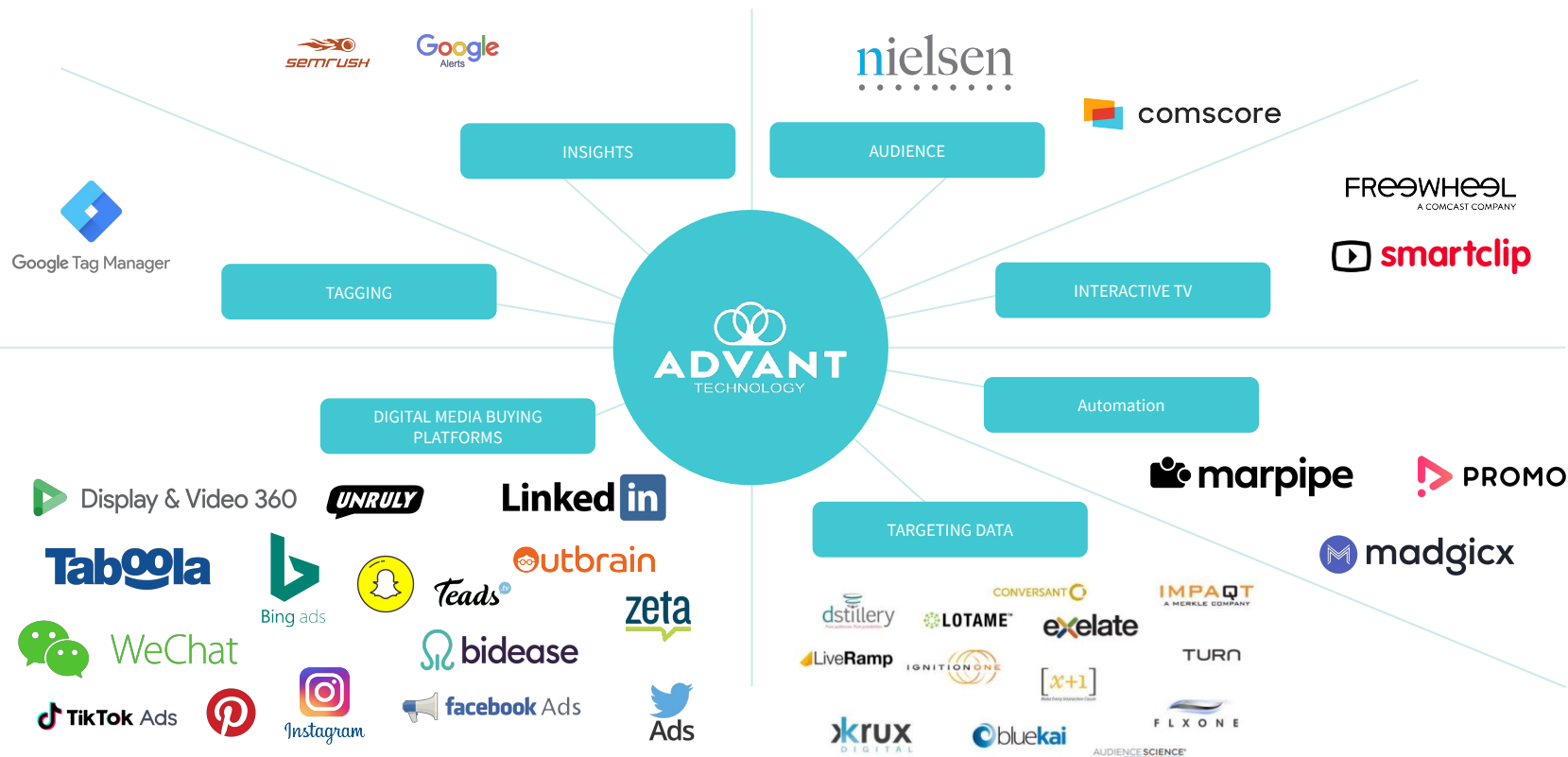
Example of Decision Making Process – Funnel Design

Media funnels designed to convert



Our Tech Stack

Experts in data & technology



Display Ads



Rich Media



Video Ads



Native Ads



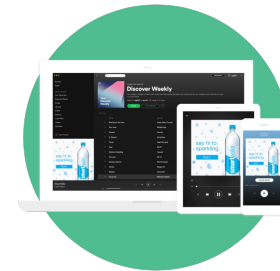
OOH Media

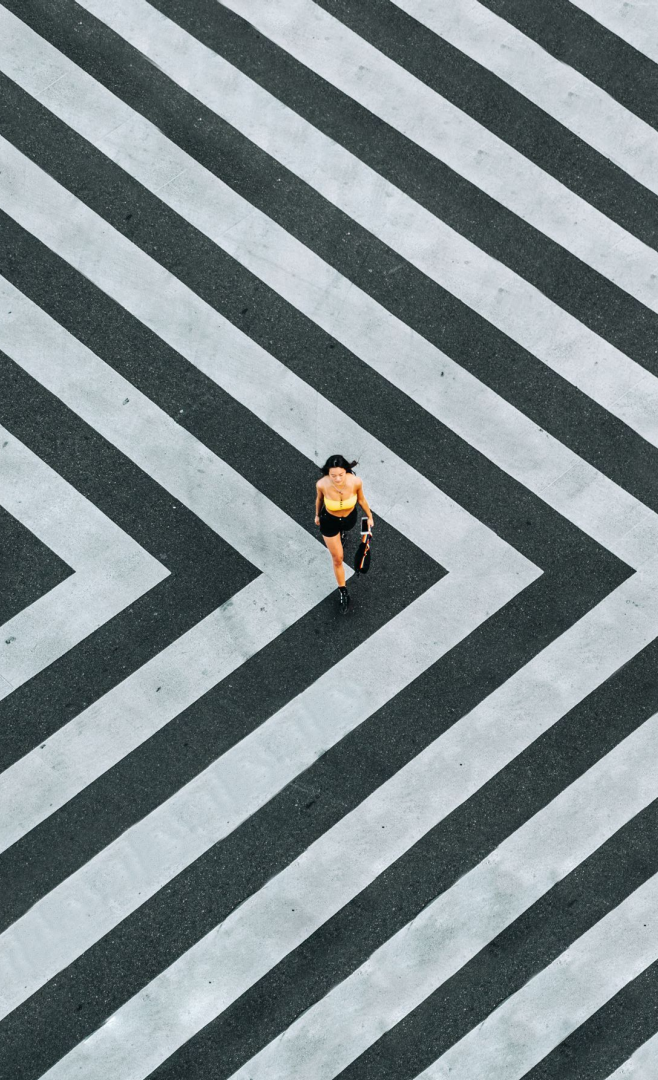


Connected TV Ads



Audio Ads





Programmatic Targeting options

- 1 Demographic
- 2 Category
- 3 Contextual / Keyword
- 4 Retargeting / Sequential
- 5 Audience lookalike
- 6 Geo-targeting
- 7 Supply type
- 8 Whitelist / Blacklist
- 9 Position
- 10 Device
- 11 Carrier & ISP
- 12 Browser
- 13 In-market
- 14 Income
- 15 Language
- 16 Viewability threshold



Targeting strategy

Example funnel

Awareness

Interest targeting layered
with demographic targeting

Interest

In-market audiences
Contextual targeting
Sequential targeting
Lookalike targeting

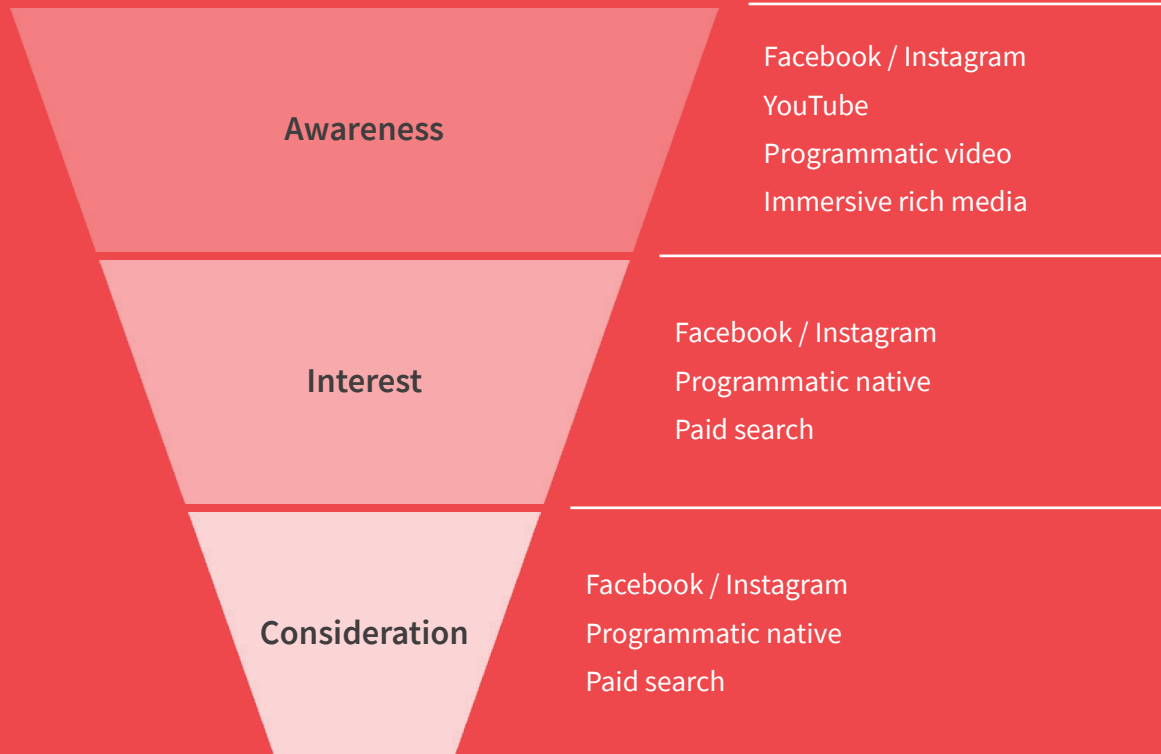
Consideration

Retargeting
Sequential targeting



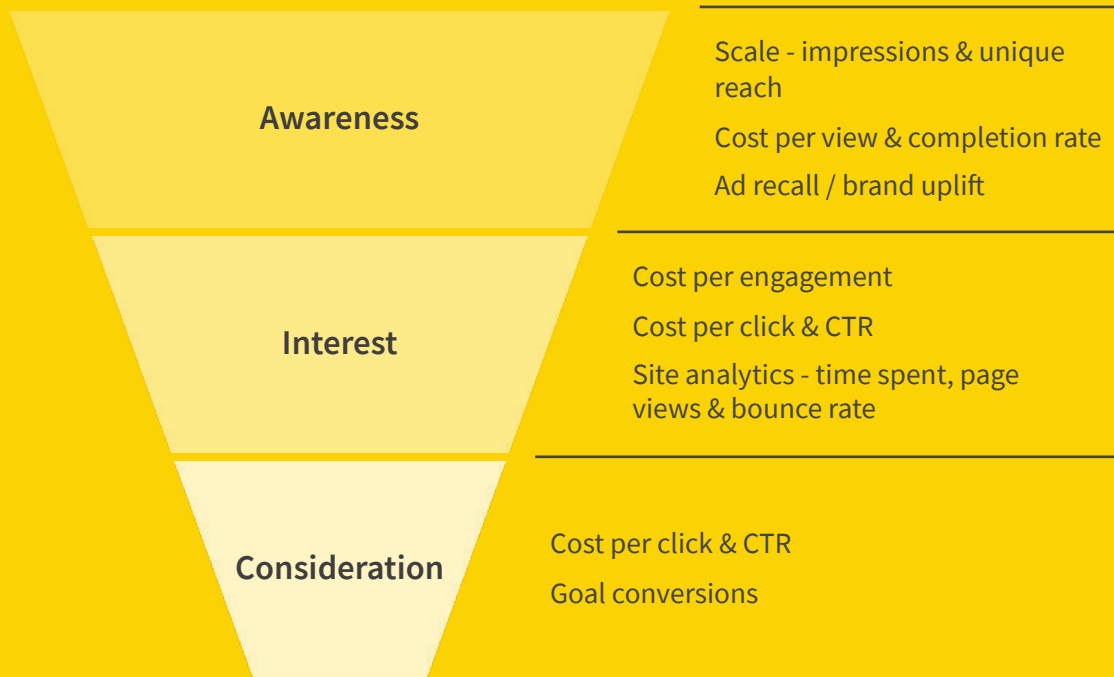
Channel strategy

Example funnel



**What
KPIs
will we
focus
on?**

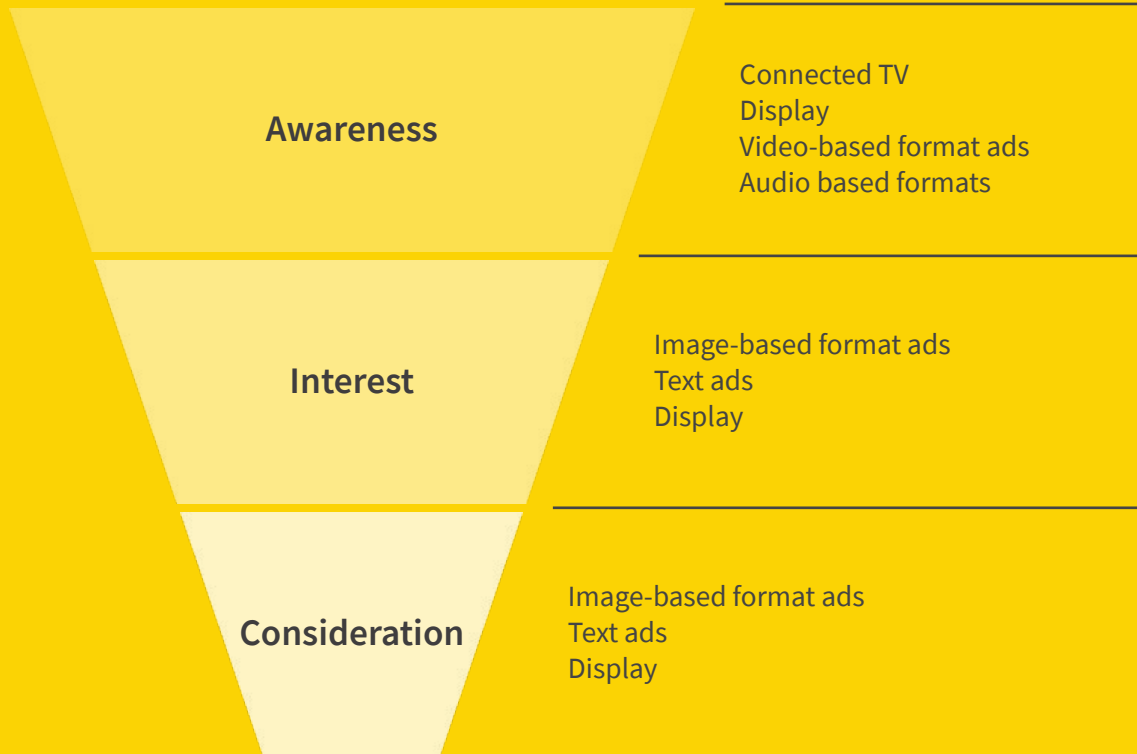
Example funnel





Formats

Example funnel



Best practices = Best results



Structure campaigns tailored to specific audiences allowing us to understand which audiences are best performing and where we are seeing the biggest engagement



KPI & goals Clear KPIs and goals set out at the beginning of the campaign



Complete tracking allows for optimisation from start to finish using well-structured campaign variables



Audience groups Clear definition of audience targeting groups with a deep understanding of who you are addressing



Clear insights Dashboards that provide data in a clear and comprehensive way



Dynamic budgets Allow for flexibility in the media budgets minimising commitments



Education & testing framework A budget allowance % that allows you to test and learn



Data led approach at every level from planning to strategy to execution and learning



Automation Automate simple tasks that will lower costs and increase KPIs



Smart bidding use AI where possible to gain a competitive advantage

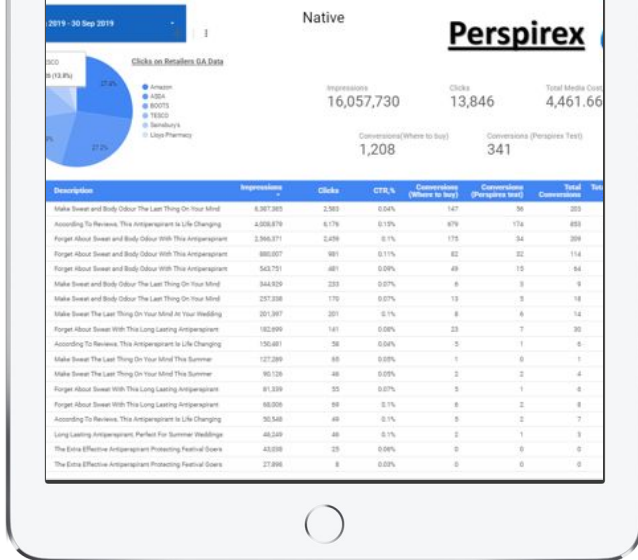


Measure beyond the impression Use surveys to measure brand uplift where possible and feed findings back into the program



Creatives are the foundation of success, working closely with the creative team and the concept builders sets the path to success

Real time reporting dashboards for each of your campaigns



Custom metrics to meet your needs



What's included in our overall set-up & mgmt

Setup

- Project Initiation
- Onboarding tracker customisation
- Run through with the client to ensure all points are covered
- Google Data Studio Dashboard design, setup
- Help facilitate with social channel creation incl logins
- Consult & close work where required with Creative Team on digital assets & content including landing pages
- Invoicing setup for each platform as well as internal systems for tracking spend & payments schedules
- Tracking strategy & pixel implementation
- Advertising accounts creation & set up
- Campaigns structure setup, all strategies and corresponded assets upload, push live
- Platform approvals expediting where required/applicable

Ongoing management

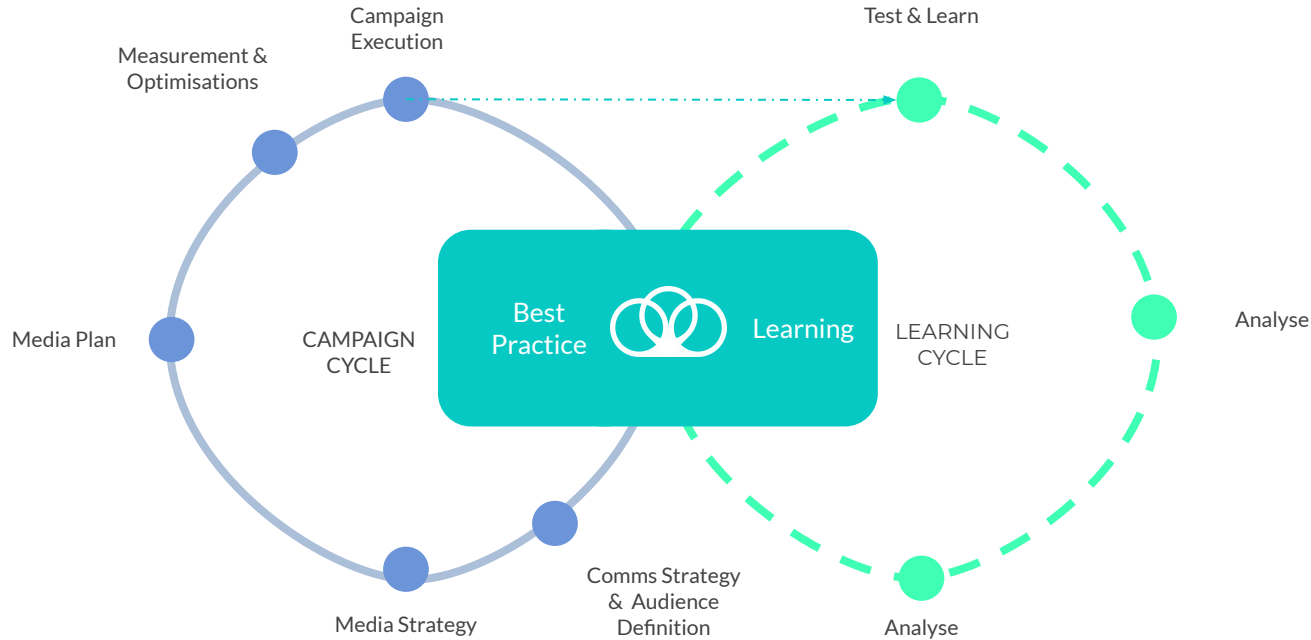
- Account Management
- Weekly/Bi-weekly catch-up & optimisation calls
- Ad hoc meetings
- Creative consulting based n the test results & learnings
- Bid optimisation
- Audience optimisation
- Whitelist optimisation
- Ads review/pause/refresh/new to test
- Ads rotation
- Budget optimisation between strategies
- Placement and creative optimisation
- Frequency optimisation
- Monitoring & refreshing audiences if required

Reporting

- Goal & KPIs defined
- Mapping available metrics & dimensions to goals & KPIs
- Google Data Studio Dashboard design, setup & maintenance/update
- Additional pages/filters created if needed
- Ad hoc reports
- EOC Reporting (pptx, screenshots, future recommendations)

Learning and best practice at the centre

We help design the questions that allow us to learn



Case Studies





PROJECT:
#MAKEITBRIGHT

A SPECTACULAR 1500KM RELAY RUN TO DELIVER A PAIR OF SHOES FROM MILAN TO BARCELONA



"ACHIEVING 38,845,358 VIDEO VIEWS, 15 MILLION IMPRESSIONS ON TWITTER AND A GLOBAL 74.15% COMPLETION RATE IN A LONG FORMAT VIDEO RESULTING IN A 47% INCREASE ON E-COMMERCE REVENUE FOR TARGET MARKETS DURING THE CAMPAIGN"



PROJECT: #MAKEITBRIGHT



SOCIAL CHANNELS



13 million people saw on average 68% of the 3-minute long film on YouTube, creating **15% additional views worth €58,000 of free media.**

Tweets provided more than 15 million impressions and 2 million video views resulting in a **30,7% increase on engagement.**



Germany & USA saw a **7000% search lift of the brand.**

Blogger collaboration provided more in-depth engagement of over 3 million impressions.

FACEBOOK & INSTAGRAM



Over 5 million views within the youngest audience (18-34 years old) with an astonishing **74% completion rate.**

PROGRAMMATIC

Banners delivered inexpensive impressions with a 37.27 average viewability for banners and 2.17% CTR.

By going **programmatic vs direct** we gained **approx. 90 million free impressions.**

Drove traffic to Diadora's Heritage collection by targeting affluent audiences 35-45 years interested in publications such as:



We achieved an overall 74% completion rate and recorded a 6.7% CTR across the whole campaign in the UK!

DIADORA

make
it **bright**

[EXPERIENCE THE RUN](#)

[WATCH THE STORY](#)

[VIEW FULL ROUTE](#)

THE ROUTE

BARCELONA
SPAIN

CAERANO DI SAN MARCO
ITALY



THE TASK

- Strengthen the brand's position in sport and running
- Promote the launch of a new range
- Engage with the target audience
- Global reach with specific focus on Europe
- Strengthen the brand perception among women

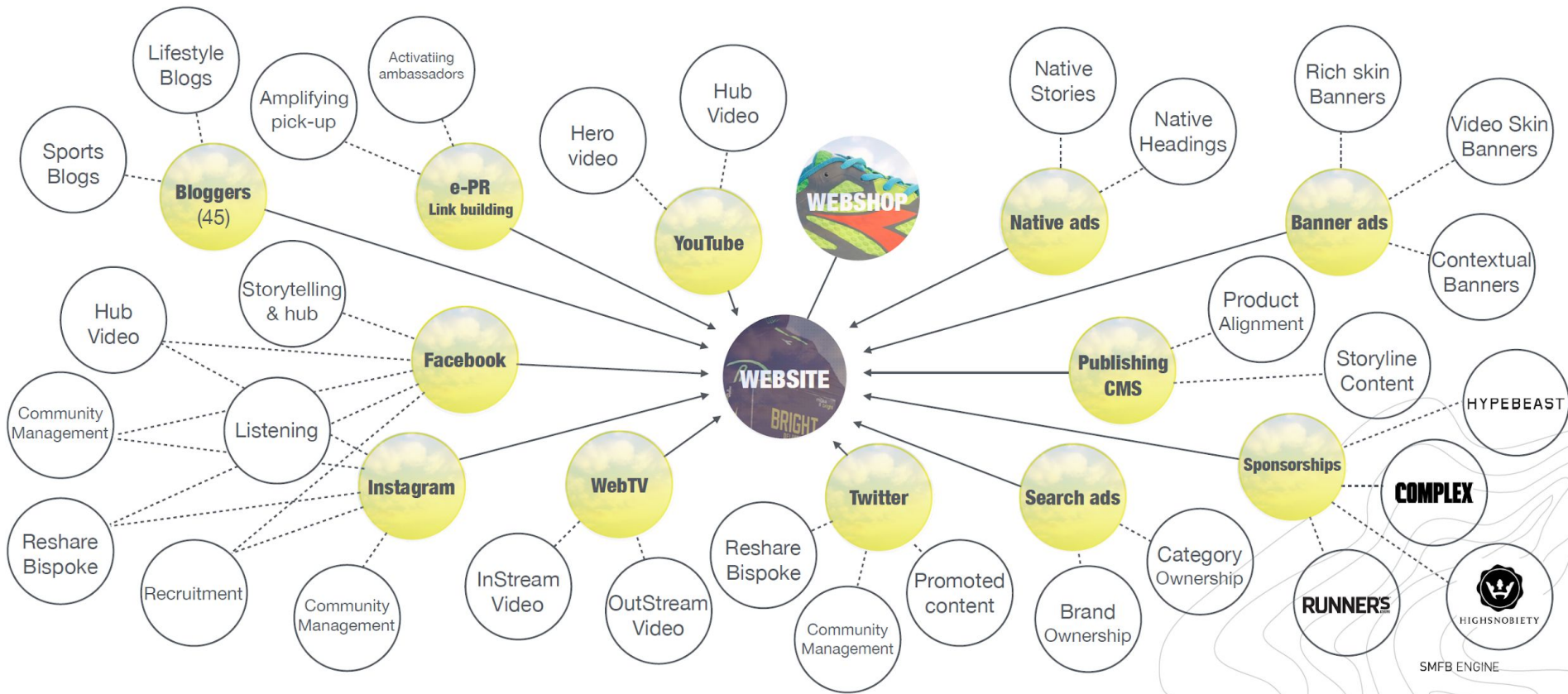
MAIN KPIs

Increase sales of running shoes **18% YOY** with
30% of customers being **female**

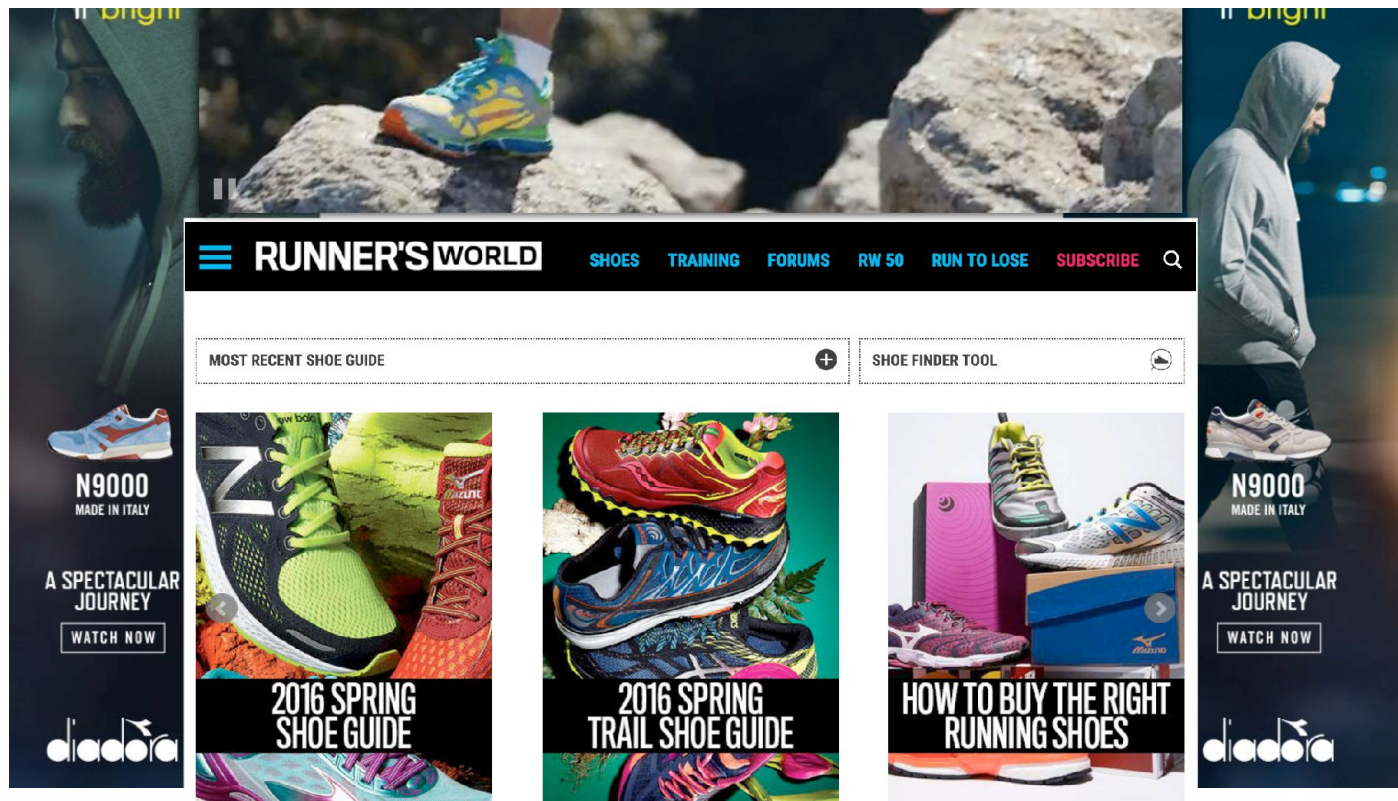
GLOBAL MEDIAMIX



ITALIA | FRANKRIE | USA | TYSKLAND | UK | SPANIA | NEDERLAND



DIRECT PUBLISHER INTEGRATION WITH RUNNER'S WORLD



RUNNER'S WORLD SHOES TRAINING FORUMS RW 50 RUN TO LOSE SUBSCRIBE

MOST RECENT SHOE GUIDE + SHOE FINDER TOOL



N9000
MADE IN ITALY
A SPECTACULAR JOURNEY
WATCH NOW

2016 SPRING SHOE GUIDE

2016 SPRING TRAIL SHOE GUIDE

HOW TO BUY THE RIGHT RUNNING SHOES

N9000
MADE IN ITALY
A SPECTACULAR JOURNEY
WATCH NOW

A SMALL SELECTION OF THE 800 BANNERS WE USED



ONLINE SALES:

+47%

Product line sold out 2
WEEKS before campaign
ended

FEMALE SALES:

+65%

INTENTION TO BUY:

+43%

BRAND PERCEPTION

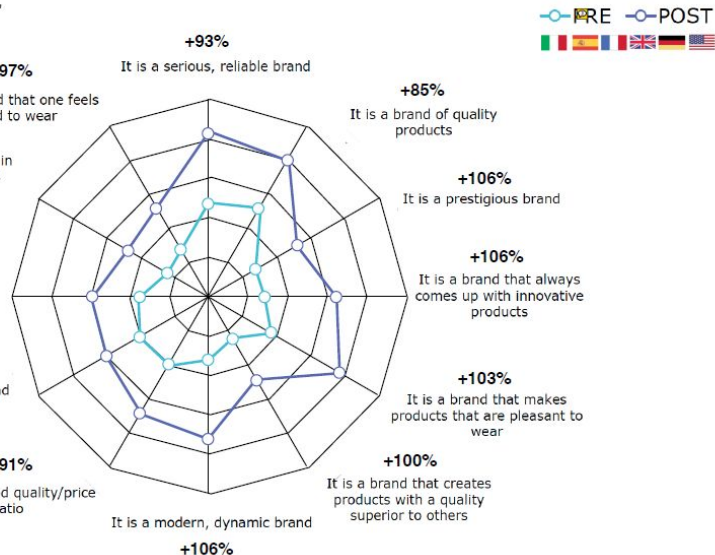
+106%

"A modern and
dynamic brand"

INCREDIBLE BRAND UPLIFT AS VERIFIED BY INDEPENDENT TNS RESEARCH

MEASURING ONLINE ADVERTISING VIA OFFLINE RESEARCH

Pre and Post Test "Diadora campaign"
"Make it Bright"
© TNS





PROJECT:

NTT SD-WAN campaigns for NTT General & CISCO/NTT

- PAID MEDIA SCHEDULE – LINKEDIN, NATIVE & PPC
- DIRECT LEAD GENERATION - INBOX INSIGHTS
- DIGITAL STRATEGY
- MEDIA PLANNING
- AD COPYWRITING

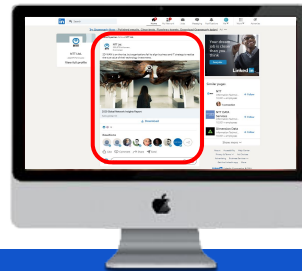


OVERVIEW

- Increase awareness & generate B2B leads in a niche target audience interested in SD-WAN services
- Use different message framework depending on whether targeting NTT General or CISCO/NTT
- Be relevant and sensitive to current climate with any messaging
- Deliver content wherever the user is active
- Engage existing accounts
- Retarget with Hard offer landing page



PROJECT: NTT – PAID MEDIA & LEAD GENERATION



SOLUTION

- Use a mixture of channels to maximise reach, whilst delivering a highly targeted campaign to create awareness and generate leads from existing accounts, targeted NTT/Cisco accounts and new logos
- Drive users to multiple landing pages using dynamic budget allocation where possible.
- Implement a detailed pixel strategy and UTM structure that will allow us to refine the media
- Using compelling copy that addresses the customers challenge



SECTOR: IT B2B



GEO: UKI, FR, IT, ES, PL, NL, LUX, BE, AT, AU

CHALLENGES

- Managing campaign setup between 3 markets leaders, global management & tech associate
- Integration with Eloqua & GDPR regulations
- Multiple geos & budgets
- Separate geo & members targeting for NTT General & CISCO/NTT
- Mix of campaign activities varied between markets
- Multilingual assets
- Feedback on leads quality and landing pages engagement was limited

RESULTS

- Reduced client's time campaign preparation & launch timeline in half
- Increased NTT SD-WAN awareness among broader audience via use of various platforms & tactics by generating 3,3m impressions & 5,1K clicks to country specific SD-WAN landing pages
- Lead Generation via LinkedIn campaign resulted in the members high engagement with forms with over 1.1K form opens
- Hundreds of high-ticket leads added to the marketing funnel from LinkedIn & Inbox Insights activities of the campaign

CANADA 
KEEP EXPLORING

PROJECT:

CANADIAN TOURISM COMMISSION – DESTINATION CANADA

- FULL PAID MEDIA SCHEDULE – *PPC, FACEBOOK, TWITTER, INSTAGRAM, YOUTUBE, PROGRAMMATIC DISPLAY & VIDEO, NATIVE*
- DIGITAL STRATEGY
- MEDIA PLANNING
- CONTENT PARTNERSHIPS



“\$12+ Million in paid spend resulting in 2+ million clicks, 180+ million impressions & 15+ million completed video views across 11 markets”

PROJECT: DESTINATION CANADA – PAID MEDIA



OVERVIEW

DIG implemented a full digital only media planning and buying strategy on behalf of Destination Canada. In total over \$12m of media was spent across 11 markets.

We inspired consumers through the power of video and amazing story telling, driving awareness and moving those users through the purchase funnel towards consideration.



SECTOR: TOURISM

GEO: UK, DE, FR, CN, KR, MX, BR, AU, JP, IN

SOLUTION

An extensive data program was rolled out to categorise audiences and serve consumers relevant content.

Working with some of the world's largest publishers and coolest influencers allowed us to leverage the power of storytelling through deep & integrated partnerships combined with mass reach channels.

Users were finally retargeted and sent to the travel trade where they could book holidays.

RESULTS

40% uplift in paid efficiency compared to previous top 4 network agency.

Programmatic cost per completed view of \$0.01 & a 2% CTR

the guardian

DIE ZEITUNG

MailOnline

Le Monde

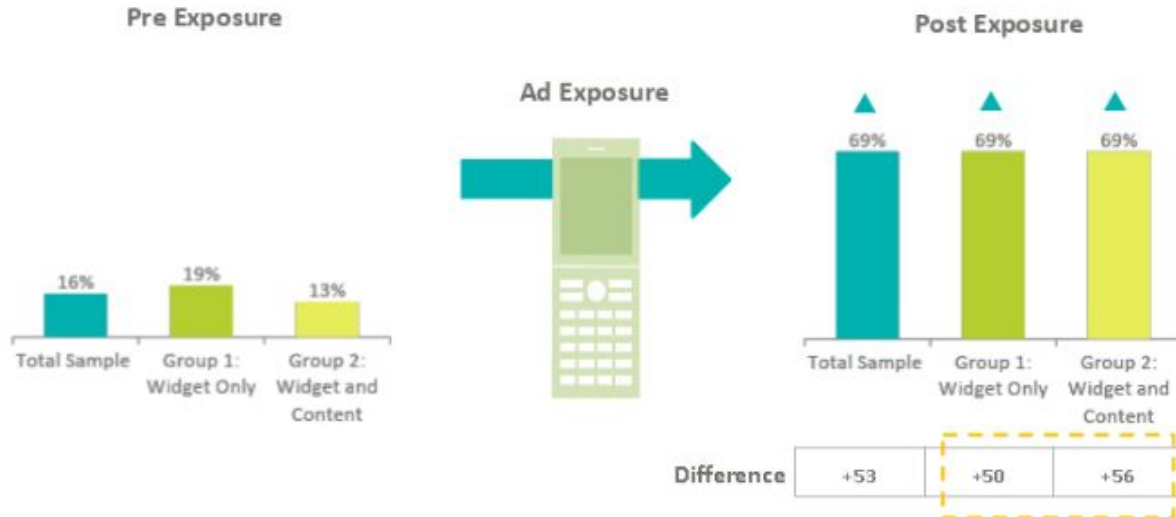
NATIONAL GEOGRAPHIC

THE HUFFINGTON POST

+ many more premium content partnerships

At a total level, while both formats provoked the same level of awareness, the addition of content again appears to drive stronger gains.

Spontaneous Brand Awareness: Total Mentions - Thinking about outdoor adventure holiday destinations, which are the first countries that come to mind? Please list countries from all around the world.



Base: Total sample (300), Group 1 (150), Group 2 (150)

▲ ▼ Significantly higher/lower. Tested at 95% confidence interval

LONDON - SINGAPORE -
DUBAI
ondeviceResearch.com

ondevice
research



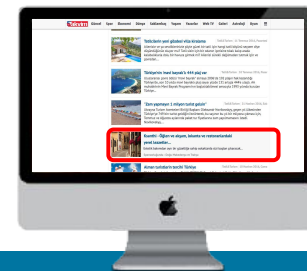
Eastern
Macedonia
& Thrace
Greece

PROJECT: EASTERN MACEDONIA – NATIVE ADVERTISING



**“AROUND 700,000 IMPRESSIONS FROM
NATIVE ADVERTISING TARGETED TO A
SMALL SEGMENTED TARGET AUDIENCE
WITHIN A SHORT PERIOD OF TIME”**

PROJECT: EASTERN MACEDONIA – NATIVE ADVERTISING



OVERVIEW

We worked with Eastern Macedonia & Thrace to create brand awareness with native advertising. The campaign was delivered across travel-related top websites in Turkey.

SOLUTION

We targeted people who intend to travel or are interested in travelling abroad. As the campaign was delivered to only one market, using interests rather than demographics increased the reach of the ads.

RESULTS

We achieved around 700,000 impressions from native advertising with a 0.25% CTR – way above the market average of 0.16%.

The use of banners as an addition to the native advertising resulted in a total of 1,300,000 impressions and 3,000 new potential customers to Eastern Macedonia & Thrace.



SECTOR: TOURISM



GEO: TURKEY



PROJECT:

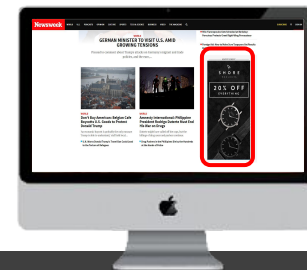
SHORE PROJECTS– VIDEO & NATIVE ADVERTISING



**“1,000,000 IMPRESSIONS FROM VIDEO
ADVERTISING ACHIEVED 90%
COMPLETION RATE WITH 8% CTR”**



PROJECT: SHORE PROJECTS– VIDEO & NATIVE ADVERTISING



OVERVIEW

We worked with Shore Projects to create brand awareness with native and video advertising.

The campaign was delivered throughout Entertainment and Fashion- related top websites in UK. We also used retargeting which resulted in banner placements at websites such as Forbes.com.



SECTOR: ONLINE RETAILER



GEO: UK

SOLUTION

We targeted people aged 18-35, millennials who are always looking for the latest trends and interested in similar competitors brands/products.

As this sector is very competitive, the use of retargeting would reach those who showed some interest but didn't finish a purchase/checkout.

RESULTS

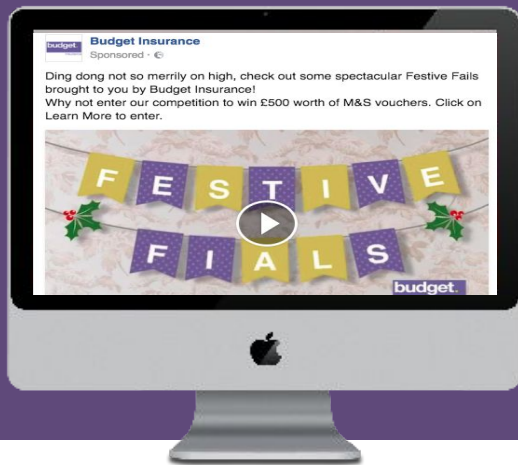
We saw 1,000,000 impressions from video advertising with a 8% CTR and 90% completion rate.

The use of banners and native advertising as an addition during Black Friday and Christmas period resulted in a total of 9,700,000 impressions and 86,000 new potential customers for retargeting.



PROJECT:

BUDGET INSURANCE – FACEBOOK ADVERTISING



"ACHIEVED NEARLY 100,000 VIDEO VIEWS FROM FACEBOOK ADVERTISING WHICH RESULTED IN 1,420 NEW COMPETITION ENTRIES AND 4.5x MORE PAGE LIKES"



PROJECT: BUDGET INSURANCE – FACEBOOK ADVERTISING



OVERVIEW

We worked with Budget Insurance to drive brand awareness through Facebook advertising while acquiring a database of potential new customers.

SOLUTION

We distributed Facebook ads to a UK audience to increase brand awareness and boost brand perception.

To acquire data of potential new customers, we encouraged users to enter a competition that went alongside an entertaining video ad.

The people we targeted had an interest in funny videos and were often customers of competitors.

RESULTS

We achieved nearly 100,000 views from our Facebook ads with a 5.5% CTR.

Resulting in 1,420 competition entries and 4.5x more Budget Insurance Page likes.



SECTOR: INSURANCE



GEO: UK



PROJECT:
LAUREUS – FACEBOOK VIDEO PLAYER



**“ACHIEVING 71,000 VIEWS AND NEARLY
20,500 LIKES FROM THE FACEBOOK
VIDEO PLAYER ADVERTISEMENT”**



PROJECT: LAUREUS – FACEBOOK VIDEO PLAYER



OVERVIEW

We worked with Laureus for their prestigious awards.

Laureus was looking to increase awareness of their upcoming live event, Real Heroes. They also wanted to increase their number of Facebook fans by reaching new, highly relevant audiences.



SECTOR: CHARITY



GEO: UK

SOLUTION

We built a customer player that included a Facebook like button which was displayed within Facebook applications, helping us deliver the campaign to the right target audience – Sports fans.

RESULTS

We achieved 71,000 views from our Facebook Video Player ad with a 10% CTR (1,000x higher engagement than a display banner) and high completion rate for a long form video. The Facebook campaign resulted in nearly new 20,500 likes.

The video drove 15% of all traffic on the LWSA16 site, meaning it was the 3rd largest source of traffic.



PROJECT:

BEACHCOMBER HOTELS – DISPLAY BANNERS



**“ACHIEVING 3,200,000 IMPRESSIONS
FROM IN-BANNERS ON PREMIUM
WEBSITES AND RETARGETING
ADVERTISING”**



PROJECT: BEACHCOMBER HOTELS – DISPLAY BANNERS



OVERVIEW

We worked with Beachcomber Hotels to generate enquiries from engaged users interested in booking holidays.

SOLUTION

We employed three core targeting methods: keyword targeting, keyword contextual targeting and audience based targeting.

Banners were placed in premium travel websites such as Lonely Planet and CN Traveller.

RESULTS

We achieved 3,200,000 impressions from Display Banners. The use of retargeting resulted in an average CPR of 0.22%.



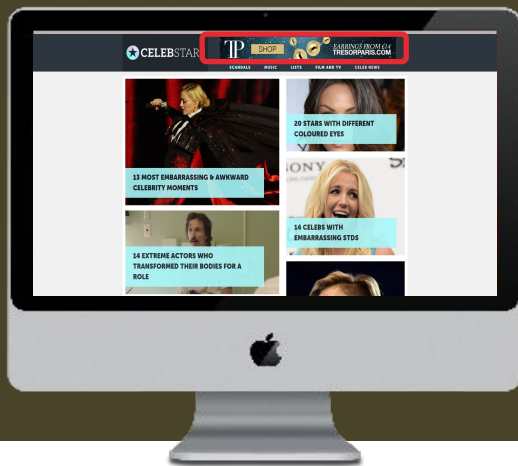
SECTOR: HOSPITALITY



GEO: UK



PROJECT:
TRESOR PARIS - DISPLAY BANNERS



**“ACHIEVING 11,800,000 IMPRESSIONS
WITH AN AVERAGE 0.37% CTR FROM
DISPLAY BANNERS AND RETARGETING
ADVERTISING METHODS”**



PROJECT: TRESOR PARIS - DISPLAY BANNERS



OVERVIEW

We worked with Tresor Paris to create brand awareness and generate visits to their website from display banners who could then be retarget to deliver conversions.

SOLUTION

We targeted male and female via placements in premium entertainment and fashion sites.

With the build up on Black Friday and Christmas season we targeted Fashion and Jewellery related sites with view to optimise clicks and conversions.

RESULTS

We achieved more than 11,800,000 impressions with an average 0.37% CTR from display banners. Retargeting resulted in a 0.45% CTR.



SECTOR: JEWELLRY ONLINE RETAILER



GEO: UK



PROJECT:
CHELSEA FC – DISPLAY BANNERS



**“RESULTING IN 1,100,000 IMPRESSIONS
FROM DISPLAY BANNERS TARGETED TO A
SMALL SEGMENTED AUDIENCE”**



PROJECT: CHELSEA FC – DISPLAY BANNERS



OVERVIEW

We worked with Chelsea FC on a B2B campaign to drive enquiries for their premium hospitality packages from display banners.

SOLUTION

We targeted businesses based in key wealthy areas such as Kensington in Central London. We used retargeting and site optimisation to target big financial companies.

RESULTS

We achieved more than 1,100,000 impressions with an above the target average 0.17% CTR from display banners.

The conversion rate was 150% above target.



SECTOR: HOSPITALITY



GEO: CENTRAL LONDON



PROJECT:
FALLOUT 4 - PROGRAMMATIC



**"RESULTING IN AN AVERAGE 1.6% CTR
FROM PROGRAMMATIC DISTRIBUTION"**



PROJECT: FALLOUT 4 - PROGRAMMATIC



OVERVIEW

Fallout 4 is an action role-playing game developed by Bethesda Game Studios.

We worked on this campaign to drive sales of Fallout 4 Merchandise from programmatic distribution.

SOLUTION

We targeted young males with banner placements in popular gaming sites and related pages to either gaming or the Fallout 4 release.

RESULTS

We achieved a 1.6% CTR via display banners (1,000x higher than average) within a very short amount of time considering competition – as other brands were also advertising Fallout 4 release deals.

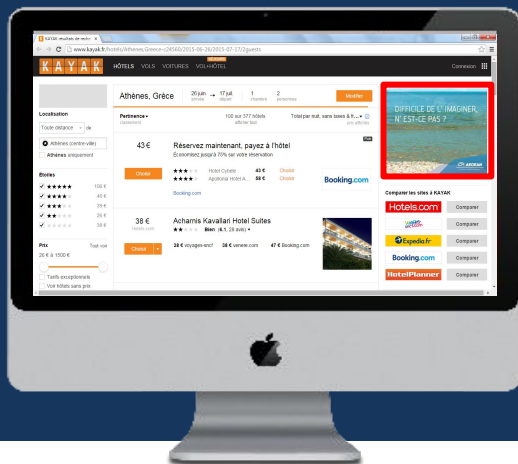


SECTOR: ONLINE RETAILER



GEO: UK

PROJECT: AEGEAN AIRLINES - BANNERS



**"ACHIEVING NEARLY 6,000,000
IMPRESSIONS FROM PROGRAMMATIC
DISTRIBUTION"**

PROJECT: AEGEAN AIRLINES - BANNERS



OVERVIEW

With the financial crisis hitting Greece, Aegean Airlines saw their bookings decrease. They wanted our help to increase brand awareness and air ticket bookings in France.

SOLUTION

We used contextual targeting and strategically placed our ads next to content related to Greece and Mediterranean holidays. The ads were placed across premium news and travel websites using lists such as Comscore Top 20.

As the campaign was running during the Greek financial crisis we applied a blacklist of any pages that hosted negative content about the topic. This ensured that the user would have a positive view of Greece and Aegean Airlines.

RESULTS

We achieved nearly 6,000,000 impressions from our banner placements.



PROJECT: BETANO - BANNERS



**“ACHIEVING 3,000,000 IMPRESSIONS
FROM PROGRAMMATIC DISTRIBUTION”**



PROJECT: BETANO - BANNERS



OVERVIEW

We worked with Betano to drive online betting activity across betano.com and increase brand awareness from Display Banners.

SOLUTION

We targeted males aged 18 to 45 across a premium whitelist of Polish sites related to sports new.

RESULTS

We achieved 3,000,000 impressions from our banners placements with an overall 0.24% CTR (above the average CTR of programmatic advertising).



SECTOR: ONLINE GAMBLING



GEO: POLAND

PROJECT: INTERREG - BANNERS



**"ACHIEVING 10,800,000 IMPRESSIONS
FROM PROGRAMMATIC DISTRIBUTION"**

PROJECT: INTERREG - BANNERS



OVERVIEW

We worked with Interreg – a government initiative – with the aim of increasing trade between Bulgaria and Greece. Users were driven to the Interreg site where they could learn more about and trade opportunities.

SOLUTION

We targeted high profile individuals and financing news sites.

RESULTS

We achieved 10,800,000 impressions from our banners placement.



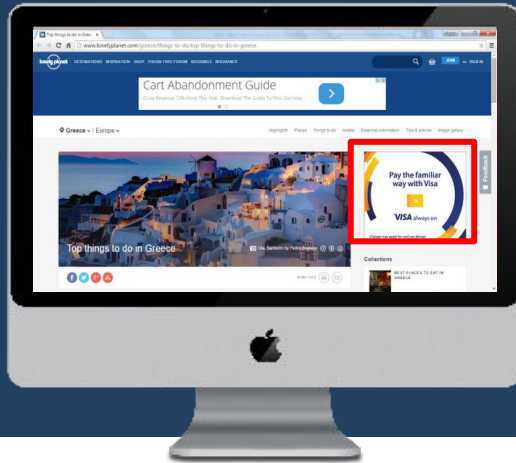
SECTOR: GOVERNMENTAL



GEO: BULGARIA



PROJECT: VISA - BANNERS



**“ACHIEVING 10,800,000 IMPRESSIONS
FROM PROGRAMMATIC DISTRIBUTION”**



PROJECT: VISA - BANNERS



OVERVIEW

Advant Technology was approached by VISA to help boost recognition and usage of their services among travellers.

SOLUTION

Our strategy was focused around distributing VISA banners across over 80 global markets, favouring countries with a population more inclined to travel over the summer months to Greece.

We primarily targeted high net worth individuals and distributed our banners across premium travel and financial news websites in order to raise awareness and drive people through to the landing page.

RESULTS

We achieved 10,800,000 impressions from our banners placements with a 0.33% CTR.

As this was an awareness campaign we focused on viewability and achieved 83% on average vs a global average of approximately 50% depending on year and market.



SECTOR: FINANCIAL

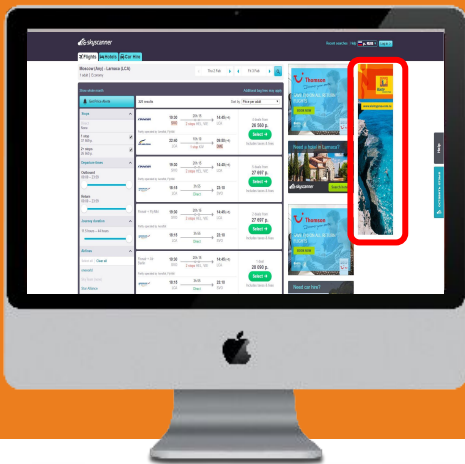


GEO: GLOBAL



PROJECT:

VISIT CYPRUS - SOCIAL, NATIVE, PAID SEARCH



**“DRIVING 220,000 NEW VISITORS TO THE
VISIT CYPRUS PAGE WITH A 20% REDUCTION
IN BOUNCE RATE ”**



PROJECT:

VISIT CYPRUS – SOCIAL, NATIVE, PAID SEARCH



OVERVIEW

We worked with Visit Cyprus to drive visitors to the Visit Cyprus Tourism Information Page with in-banner advertising.

The campaign was delivered throughout travel-related top websites in key affluent cities in Russia, including Moscow, Yekaterinburg and St. Petersburg.

SOLUTION

We targeted premium travel websites. The team monitored and optimised Google Analytics closely in order to segment traffic sources and feed data back into campaign delivery.

RESULTS

The campaign drove **220,000 new visitors** to the landing page

Our methods resulted in a **20% reduction** in bounce rate

We saw an improvement of 1.8x average time spent on site



SECTOR: TOURISM



GEO: RUSSIA



PROJECT:

SANTORINI – VIDEO ADVERTISEMENT & BANNERS



**“ACHIEVING 1,200,000 IMPRESSIONS FROM
VIDEO ADVERTISEMENT AND DISPLAY BANNERS”**



PROJECT:

SANTORINI – VIDEO ADVERTISEMENT & BANNERS



OVERVIEW

Increase awareness around Santorini as an all-year travel destination through strategically placed ads across travel media.

SOLUTION

Our ads were strategically placed across travel sites such as Lonely Planet and TripAdvisor where people are likely to research their next holiday.

RESULTS

1,200,000 impressions with 1.3% average CTR



SECTOR: TOURISM



GEO: AT, BE, CH, DE, DK, ES, FI, FR, UK, NL,

NO, SE



Medtronic

PROJECT:

MEDTRONIC - CONTENT AMPLIFICATION & PROGRAMMATIC ADVERTISING



**“ACHIEVED 16 MILLION IMPRESSIONS WITH
CONVERSION RATES UP TO 28.36% THROUGH
NATIVE ADVERTISING”**

Medtronic

PROJECT:

MEDTRONIC - CONTENT AMPLIFICATION & PROGRAMMATIC ADVERTISING



OVERVIEW

Medtronic is the world's largest medical device and systems manufacturer with a turnover \$23billion.

They wanted our help to leverage leads into health system leaders within government , insurance ,medical education and the general medical sector; including surgeons, physicians & clinical specialists.

To aim was to improve awareness and lead generation within the healthcare professionals with a view to increasing medical sales.



SECTOR: HEALTHCARE



GEO: UK, BR, CL

SOLUTION

We worked with the Medtronic team to drive the maximum number of video views and clicks to their whitepapers within a relevant audience who showed interest in the content and “want to learn more”. We used different targeting methods to achieve the best results:

- Targeting pages through a set of keywords (contextual targeting)
- Find users based on 3rd party data (audience targeting)
- Specific known top domains (domain targeting)
- Targeting relevant categories such as business news, health etc.

RESULTS

We achieved around 16 million impressions with conversion rates reaching up to 28.36%.

Native ad formats significantly outperform the average goal conversion rate.

Medtronic

PROJECT: MEDTRONIC - CONTENT AMPLIFICATION & PROGRAMMATIC ADVERTISING

Using Native Advertising to push white-papers into publication feeds




Assessment of Healthcare
See an assessment of healthcare systems in 25 countries

SPONSORED BY MEDTRONIC

VALUE-BASED HEALTHCARE
A GLOBAL ASSESSMENT

Commissioned by
Medtronic



Revealed: A Common Framework and Key Indicators in Value-Based Healthcare

Medtronic—Commissioned Research in 25 Countries Serves as a Valuable Roadmap to Help Define Strategies and Track Progress Towards Value-Based Healthcare Models

Worldwide, health systems, payers and governments are under intense clinical and economic pressure. From access to vital medical care to rising global costs, there are significant challenges facing healthcare leaders in every country.

While there is no easy fix—visionary leaders, organizations and governments around the world are working towards solutions. Health systems are beginning to shift away from payment systems that focus on volume to a model that puts the value provided to the patient at the center of care—known as value-based healthcare (VBHC). However, there is shared recognition that key questions remain about this new approach across systems and borders.

For this reason, Medtronic brought together the Economist Intelligence Unit (EIU) and an international roster of healthcare experts—ranging from health system leaders in Germany and the U.S. to prominent academics in Brazil and China—to assess the global adoption of VBHC across 25 countries.

The findings—outlined in *Value-Based Healthcare: A Global Assessment*—were derived from a common framework the EIU and advisory panel established to help breakdown this complex topic through a set of key indicators. With these indicators, we now have a roadmap for the healthcare community to track progress towards VBHC today, while also spurring interest and action to advance value-based approaches as we move toward tomorrow.

By delivering country-level perspectives and actionable insights for applying the tenets of value-based care, the commissioning of the *Global Assessment* reflects Medtronic's larger commitment to partner with organizations that are also dedicated to improving outcomes and optimizing costs.

As the *Global Assessment* reveals, we're still in the early stages of the journey to value-based care. But the findings from this report, and the roadmap it provides, are steps in the right direction and it's one of the many ways Medtronic is helping to drive adoption of VBHC principles.

To foster constructive dialogue about the move to VBHC, Medtronic has sponsored industry-leading perspective and events with partners—including programs with the *Harvard Business Review*, *The King's Fund* and the *British Medical Journal*—that offer best practices from policymakers, researchers, providers and health system executives. Working together, we've helped to identify solutions and driven consensus among various stakeholders for this important shift.

Revealed: A Common Framework and Key Indicators in Value-Based Healthcare 1

Placements in: Harvard Business Review, Wall Street Journal, Medical Xpress, MedGadget, SDN
Achieved around 16 million impressions with conversion rates reaching up to 28.36%

Medtronic

PROJECT:

MEDTRONIC - CONTENT AMPLIFICATION & PROGRAMMATIC
ADVERTISING



Contextual Programmatic used to target relevant keywords and articles in leading publications

sdn The Student
Doctor Network

Harvard
Business
Review

MedicalXpress
medicalxpress.com

medGadget

LEARN PIONEERING APPROACHES TO VALUE-BASED HEALTHCARE FROM AROUND THE WORLD

LEARN HOW

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LEARN PIONEERING APPROACHES TO VALUE-BASED HEALTHCARE

Innovative healthcare approaches from around the world

LEARN HOW

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Innovative healthcare approaches from around the world

LEARN HOW

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PROJECT: AUSTROTHERM - NATIVE, DISPLAY & PROGRAMMATIC VIDEO



**"ACHIEVING 850,000 IMPRESSIONS
FROM PROGRAMMATIC DISTRIBUTION"**



PROJECT:

AUSTROTHERM - NATIVE, DISPLAY & PROGRAMMATIC VIDEO



OVERVIEW

We worked with Austrotherm to create brand awareness and encourage people to learn more about the brand by visiting the site.

SOLUTION

We targeted users aged 30+ who are likely to renovate or build a house and also people who are environmentally conscious.

To reach the target audience we placed banners, videos and native ads in sites with related keywords such as lifestyle, architecture and furnishings.

RESULTS

We achieved 850,000 impressions from our programmatic distribution.



SECTOR: CONSTRUCTION



GEO: HUNGARY



PROJECT:
GERARD - BANNERS



**“ACHIEVING 1,000,000 IMPRESSIONS
FROM PROGRAMMATIC DISTRIBUTION”**



PROJECT: GERARD - BANNERS



OVERVIEW

As a roofing manufacturer, Gerard's target audience is broad and could apply to any homeowner but the timing of when you may make a purchase makes the audience niche, not everyone will be in the market for a new roof in the near future. We've been using display banners, native and video formats to raise awareness among users currently in the market for a new roof.



SECTOR: CONSTRUCTION



GEO: HUNGARY

SOLUTION

Our team uses contextual targeting to reach out to untapped audiences through display banners. The list of publishers is typically pre-set and targets people aged 30-64 currently constructing or renovating their homes. A typical campaign gets well over 1m impressions through whitelisted premium publishers.

RESULTS

To us, client retention is the biggest proof of success and something we're incredibly proud to say we're smashing! We've been managing Gerard's campaigns since we were just one year old (back in 2016), and look forward to many more years of collaboration together.



PROJECT:
GO SPLASH – FACEBOOK VIDEO PLAYER



“ACHIEVED NEARLY 150,000 COMPLETED VIDEO VIEWS WITH A 13.56% CTR FROM FACEBOOK VIDEO PLAYER ADVERTISING”



PROJECT: GO SPLASH – FACEBOOK VIDEO PLAYER



OVERVIEW

We worked with Go Splash to deliver video views and to drive people to go to their page where users could like it and enter a competition to win an iPad from a Facebook Video Player Advertisement.

SOLUTION

We targeted people via Facebook In-Apps such as fun games like UNO and Domino.

RESULTS

We achieved nearly 150,000 completed video views from our Facebook video player ads with a 13.56% CTR – above the 4-12% norm.

It resulted in an average of 58.50% completion rate and 3.8% Facebook Likes.



SECTOR: RETAIL



GEO: UK



PROJECT:

ATHENS ATTICA – FACEBOOK, INSTAGRAM, DISPLAY,
NATIVE, TWITTER, VIDEO, YOUTUBE



OVERVIEW

We worked within strict scope of work for the tourism board of Athens, Athens Attica.

The brief was to an exact amount of impressions, engagements, clicks and views across within a media plan across a 6 month period. We ran a multi channel campaign aimed at Inspiring audiences to make their next holiday adventure while telling an engaging story about Athens



SECTOR: TOURISM



GEO: GERMANY, FRANCE, UK, GREECE, CYPRUS, NETHERLANDS, AUSTRIA

SOLUTION

We optimised the campaign beyond the click, we used dynamic budgeting and UTMs to help reduce bounce rate. A structured UTM helped pull through hundreds of data points to optimise and remove any publishers which were not sending through quality traffic.

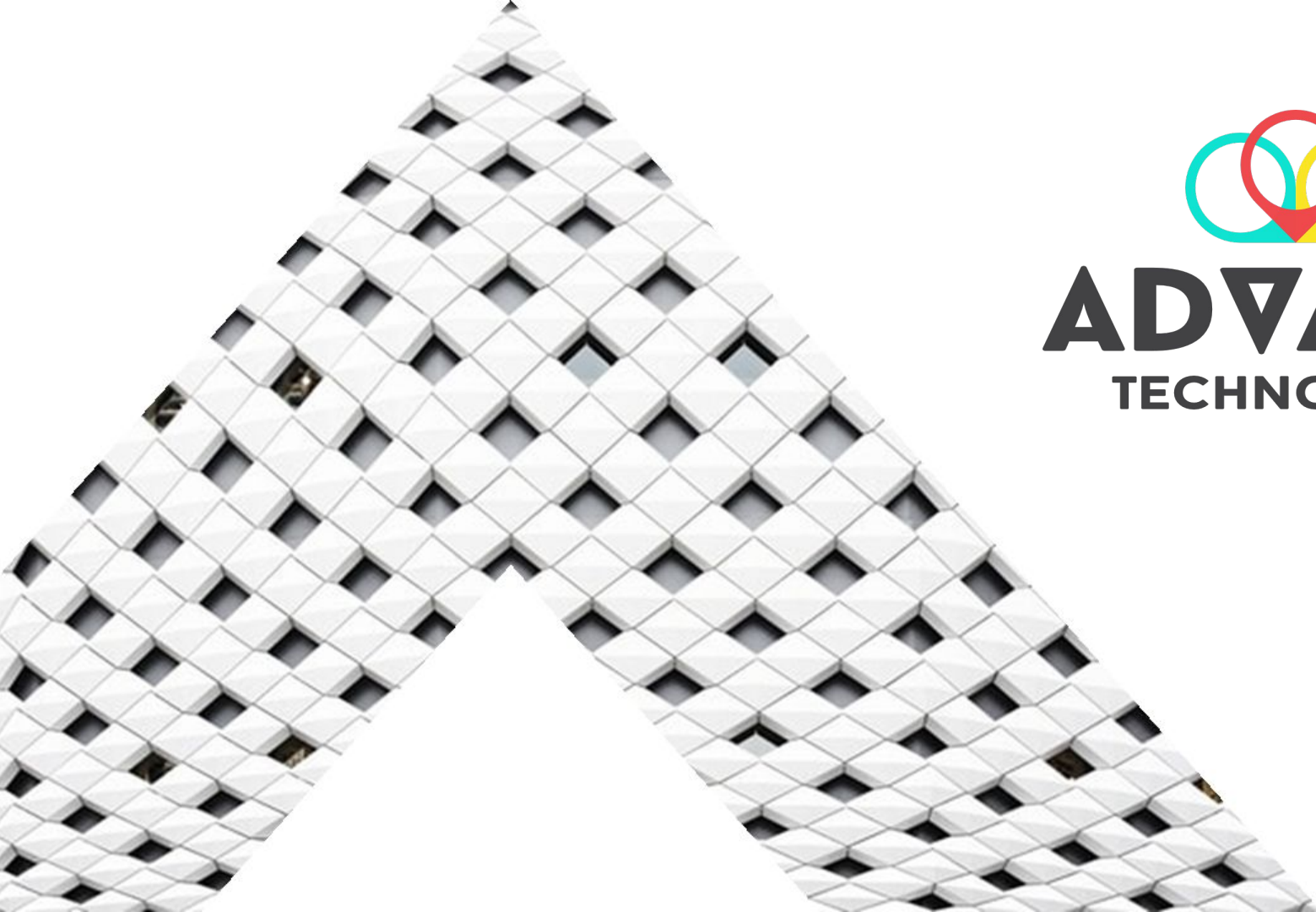
Using intelligent long tail keywords we were able to use paid search to compliment Athens Attica partners who were also bidding on similar but different keywords, this helped us maintain a low PPC which is critical at the upper funnel stage for any DMO.

RESULTS

- **22.8m** impressions
- 6,720 clicks from search
- 1000 Engagements on Twitter
- 404,000 completed video views

Audiences:

- Above average income
- Culturally engaged with a strong interest in history
- Aged 35+ yrs



ADVANT
TECHNOLOGY