

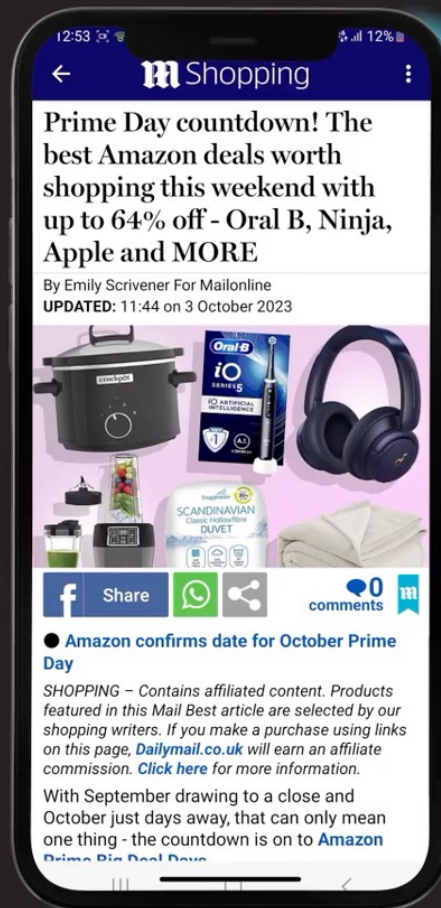


THE NEW DIGITAL PLAYBOOK

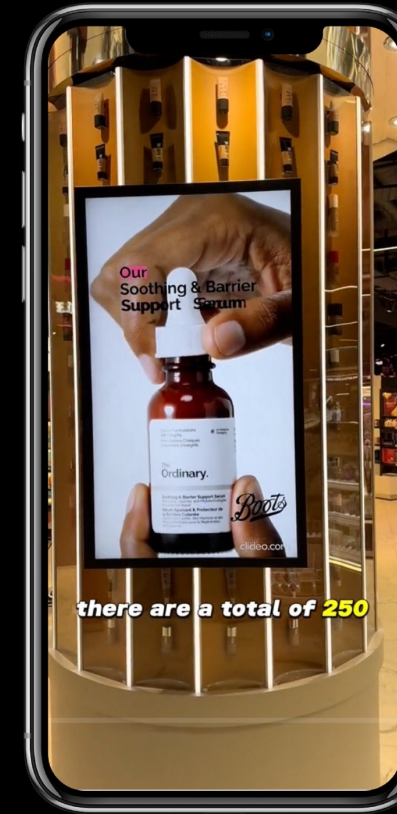
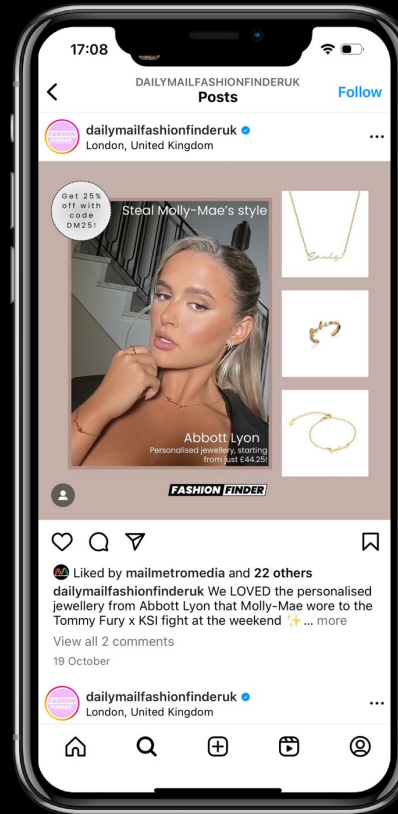
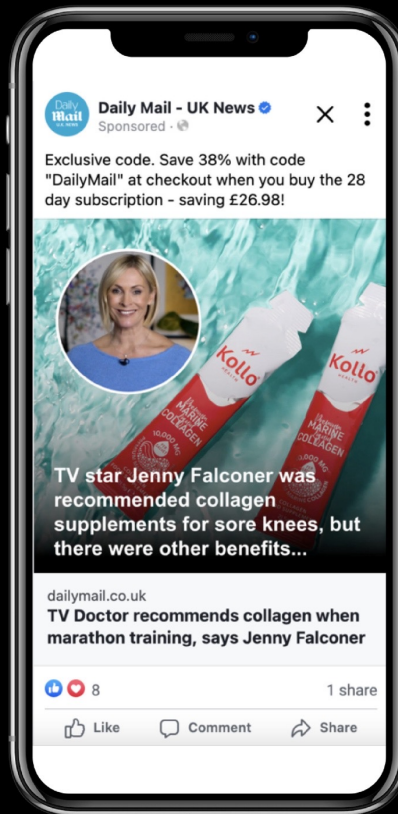
WE ARE STORYTELLERS



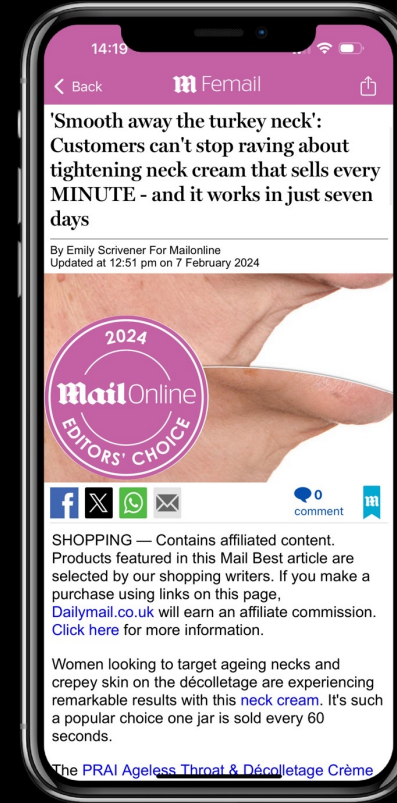
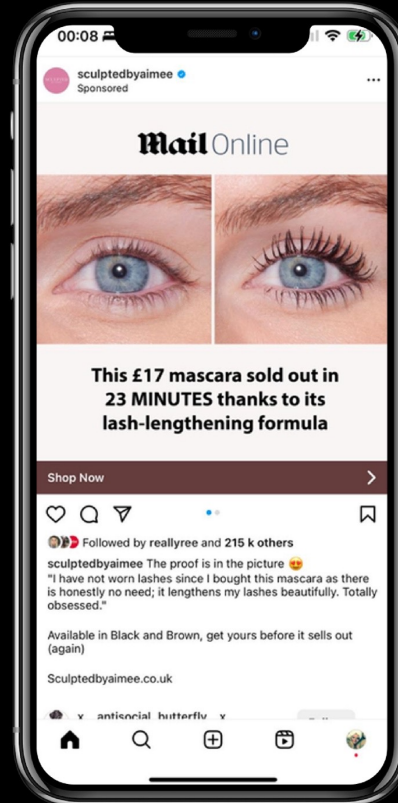
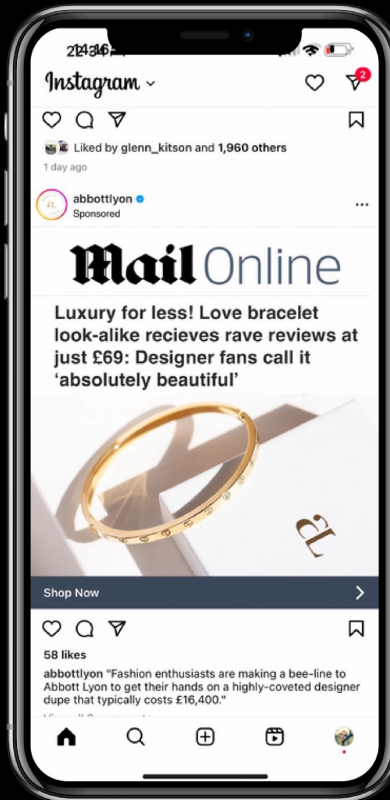
INFLUENCERS DRIVING DISCOVERY & DECISIONS



GUARANTEED OUTCOMES



COMMERCIAL LICENSING



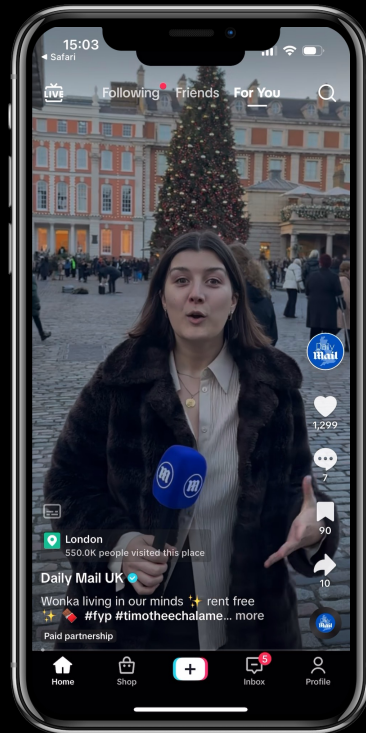
INTRODUCING **EDITS**

INTRODUCING EDITS

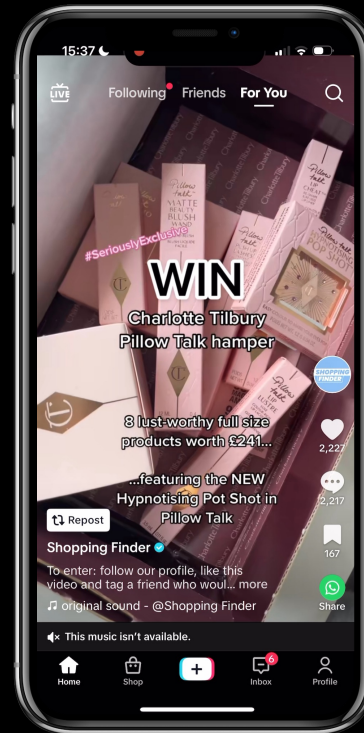
VERTICALS: BEAUTY | FASHION | FOOD/DRINK | RETAIL | TECH | TRAVEL | GAMING | ENTS | MOTORS | FINANCE



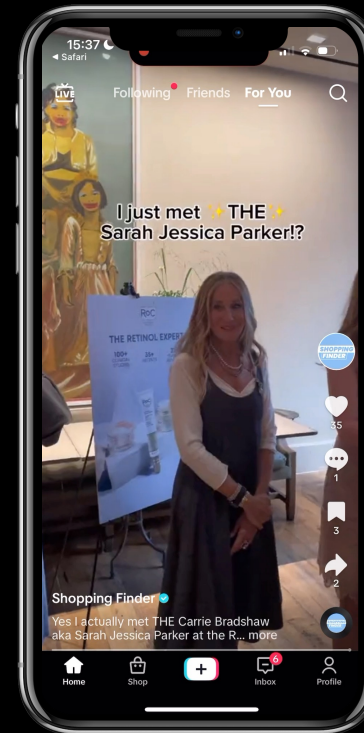
20 QUESTIONS WITH...



VOX POP LOVE



WIN THE BRAND



DAY IN THE LIFE OF...



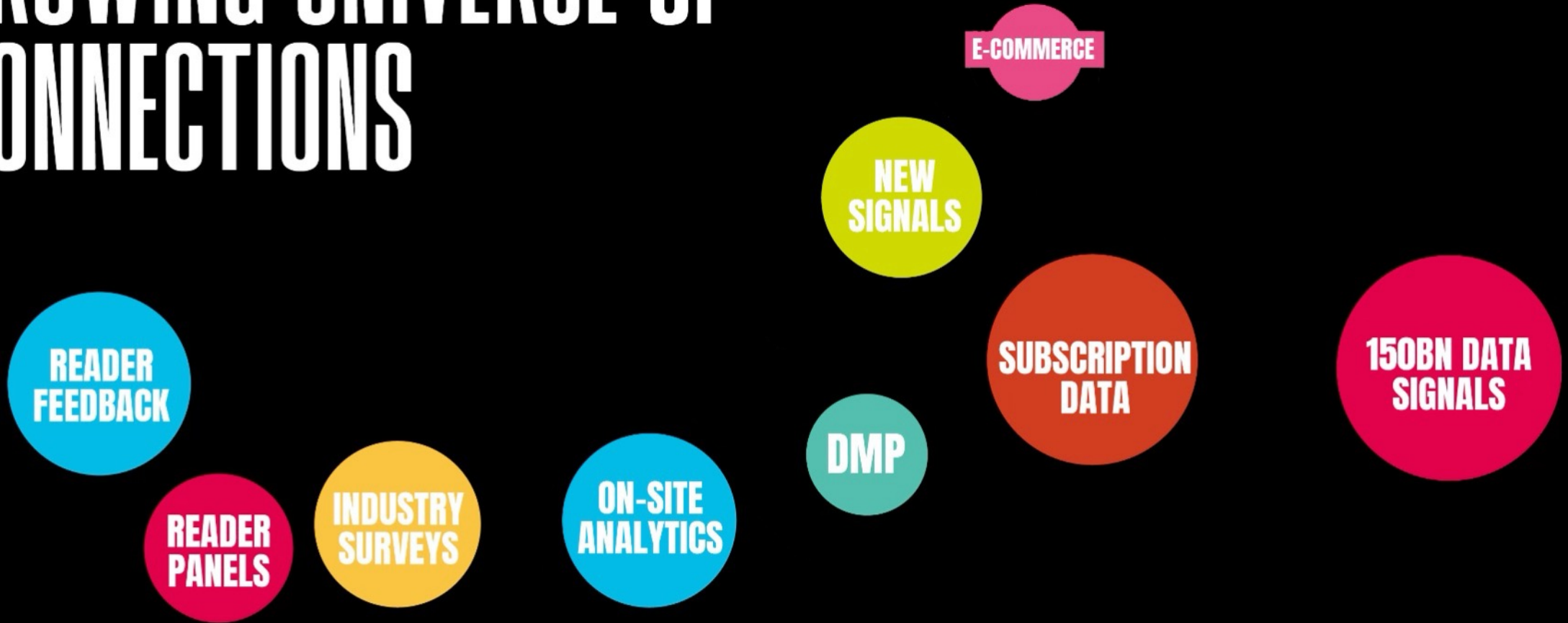
HOW TO...



A NEW WORLD OF CONNECTIONS

ADDING COLOUR TO DATA TARGETING
POWERED BY DMG::ID

GROWING UNIVERSE OF CONNECTIONS



WE PROVIDE CERTAINTY, IN AN UNCERTAIN FUTURE

CHALLENGES

30% addressability in Open Web

Chrome removing cookies

Harder to plan audiences

Black box solutions

Limited measurement

OUR SOLUTION

95%+ addressability

Cookieless framework

Exclusive audience strategies

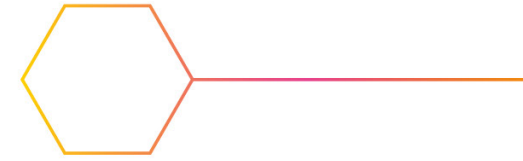
Transparent solutions

Real time optimisations & measurement

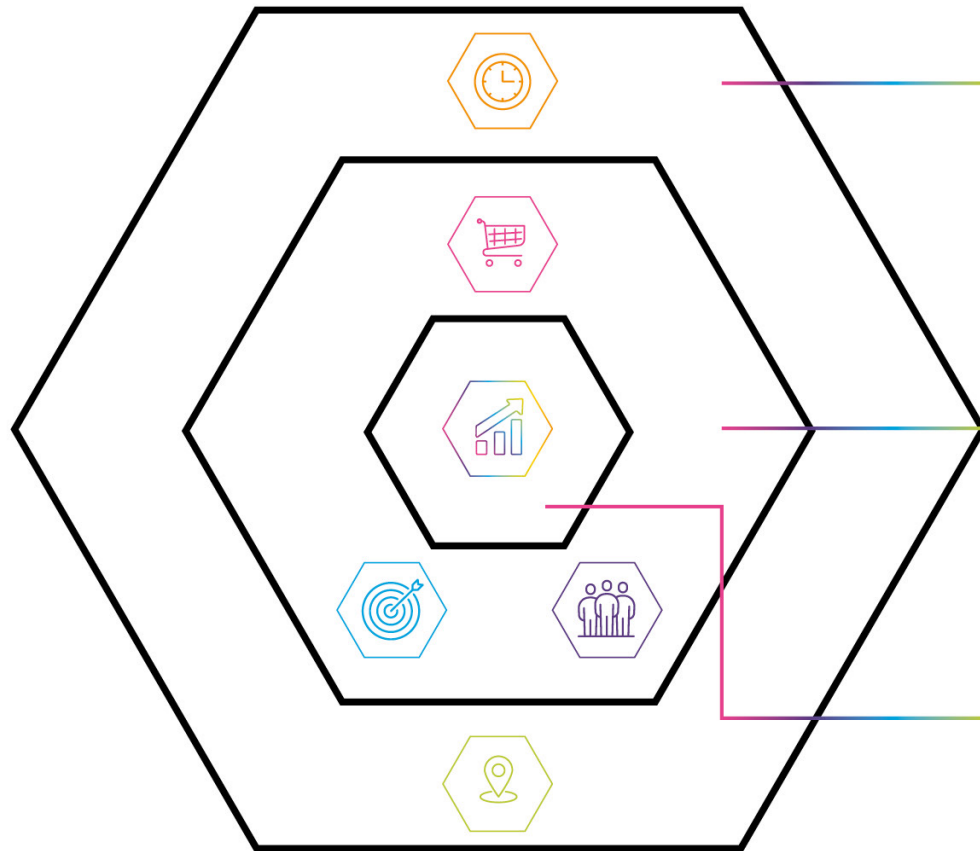
UNIQUELY POSITIONED FOR THE FUTURE



ADDING COLOUR TO YOUR TARGETING GIVE US 95% ADDRESSIBILITY OF YOUR PLAN



PLAN



CONTEXT & GEO SOLUTIONS

Reaches consented and non-consented users to ensure extended addressability

BEHAVIOURAL SOLUTIONS

Consented users built using detailed user behaviour.

OUTCOMES

Powerful targeting solutions built using all positive interactions from consented users across our network designed to deliver outcomes

INPUT

ADVERTISER DMG::ID
OUTCOMES SEGMENT

ADVERTISER TARGET AUDIENCE

ADVERTISER FIRST PARTY DATA



DEVELOPING A SUITE OF DATA LED SOLUTIONS

 **dmg::ID**
OPTIMISE

Test & learn
optimisation strategies



**CTR
DOUBLED**

**INVENTORY
INCREASED**

**DMG::ID
OUTCOMES
CTR 2.7%**

CADe applies
custom targeting
to the campaign

Luxury fashion brand wants to target
AB females interested in fashion.

FEMALES	FASHIONISTAS
FASHION	LUXURY
AFFLUENT	OUTCOMES
3 CREATIVES – EQUAL IMPRESSIONS	
ALL CHANNELS	
ALL DAY	
ALL WEEK	



CADe optimises
the campaign
towards data which
is and isn't applied
to the campaign
and suggests
recommendations

Fashionistas, Sport Channel, early
mornings and mid week impressions
are underperforming.

FEMALES	FASHIONISTAS
FASHION	LUXURY
AFFLUENT	OUTCOMES
3 CREATIVES – IMPRESSIONS WEIGHTED TO BEST PERFORMING	
SPORT CHANNEL	
11PM-9AM	
TUES-THURS	



Underperforming
segments are
removed and
replaced with
segments
generating a higher
performance

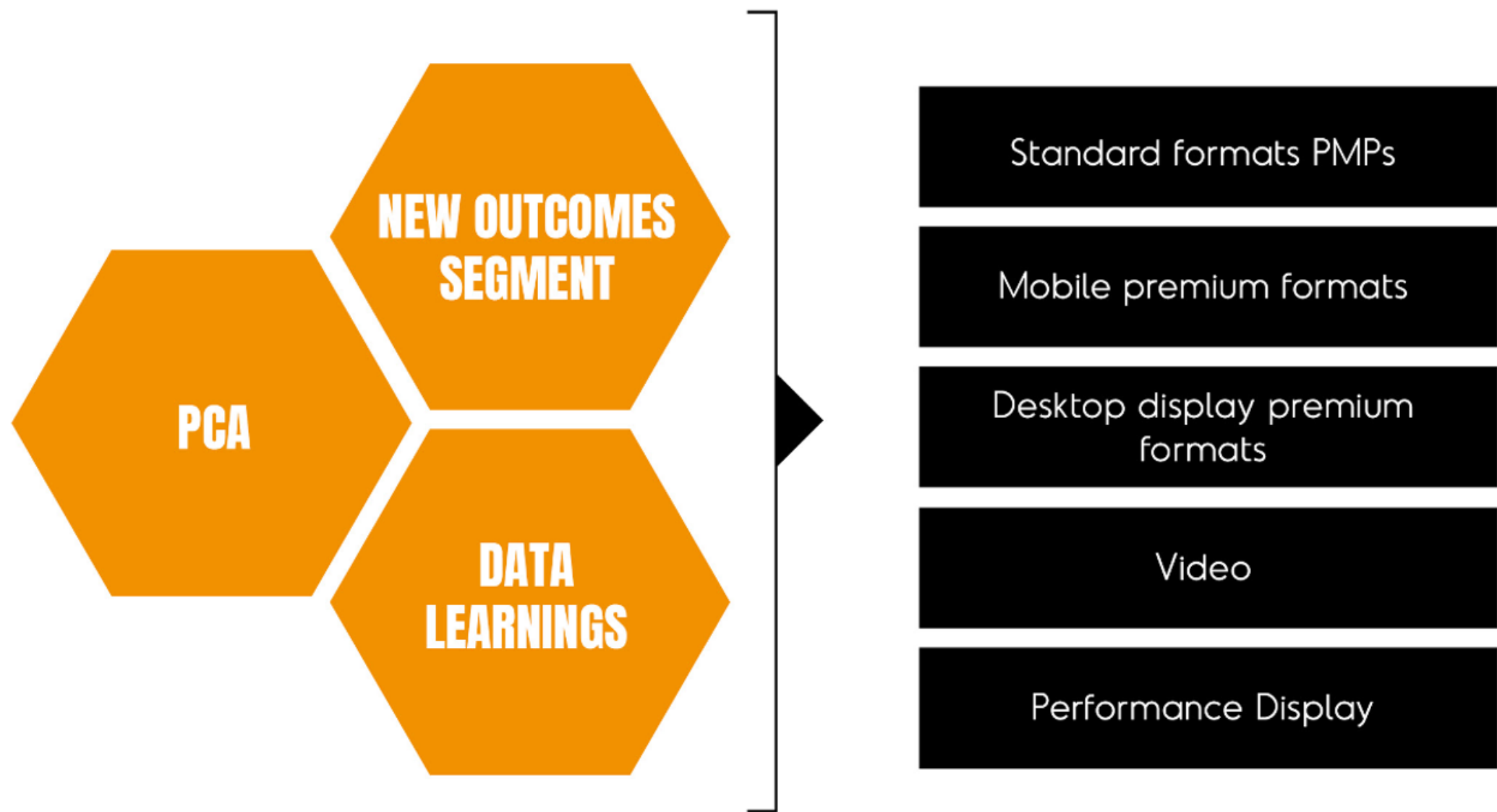
In Market- Beauty, Contextual Royals &
Perfume are all over performing.

FEMALES	BEAUTY	NEW
FASHION	ROYALS	NEW
LUXURY	PERFUME	NEW
AFFLUENT	OUTCOMES	
3 CREATIVES – IMPRESSIONS WEIGHTED TO BEST PERFORMING		
REMOVE SPORT CHANNEL		
10AM-10PM		
FRI - MON		

DEVELOPING A SUITE OF DATA LED SOLUTIONS

dmg::ID EFFECTIVENESS





TEST & LEARN

AUTHENTICATED		ANONYMISED	
DIRECT	INDIRECT	DIRECT	INDIRECT

Client Direct
integrations and
Individual data
Matching

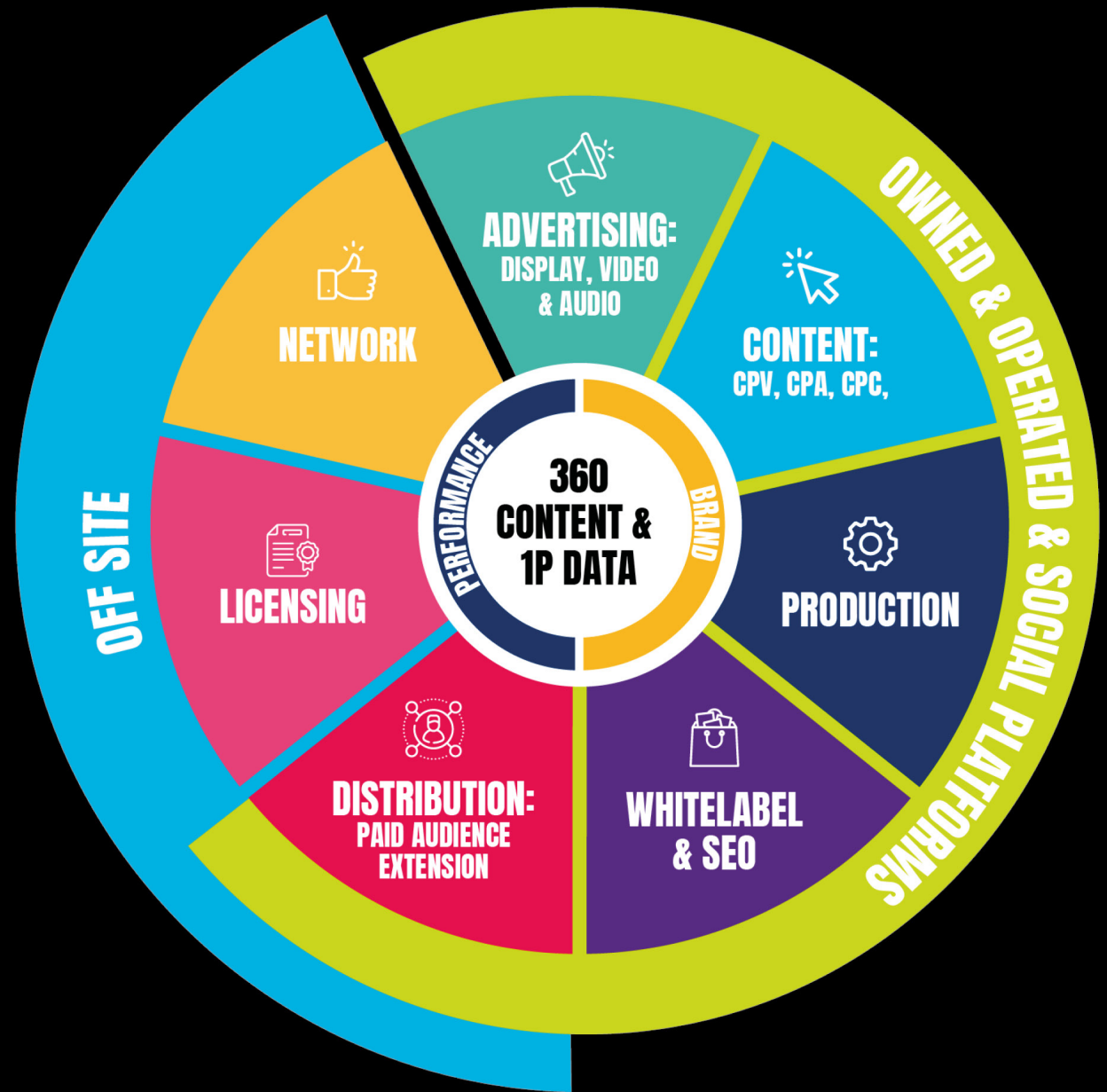
Alternative
Audience
Solutions e.g.
Contextual

Identity solutions;
replacing cookies
within the existing
RTB protocols

Bidstream
enrichment -
with first party
data sets

A GLOBAL 360 SOLUTION

Daily Mail The Mail MailOnline METRO i
YOU weekend This is MONEY The Telegraph NewScientist



THANK YOU