Maximising the impact of Connected TV advertising

#MEDIASMART

an affle company

May 2023

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

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mediasmart's difference

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 1P data or integrated DMPs

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

Impactful CTV with mediasmart

CTV Household Sync

CTV App Sync

CTV Creative Sync

CTV Offline Sync

CTV
Household Sync

Effortless Interactions with your Audience made possible with our Household Sync

When CTV meets mobile

Measure, attribute and boost interactions with Household Sync

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

Place an Ad on premium CTV publishers

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

RIDE THE **WAVE** OF **PERFECT SOUND**

WORLD's NO1

JBL
HARMAN

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

WORLDS NO 1
FASTEST GROWING TWS BRAND

JBL
by HARMAN

RIDE THE **WAVE** OF **PERFECT SOUND**

JBL
HARMAN

POSSIBLE ACTIONS

Serve ads that lead to

❏ Store visit (IRL)

❏ Apps

❏ App stores

❏ Websites

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In-Depth Look

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

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

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

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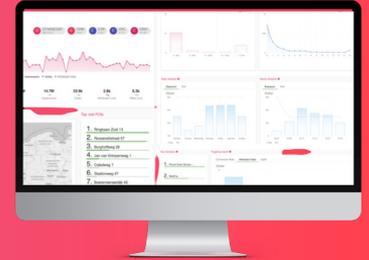
When the ad is served on CTV the platform retrieves the IP address of the household using different approaches depending on the type of inventory
(SSAI inventory is supported)

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

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"

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
App Sync

High Impact CTV ads leading to measurable impact on Mobile App Downloads & Engagements

Effectively acquire users across screens

Real-Time Tracking

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

AppsFlyer   **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

Real-Time Optimization

Let our algorithms do the heavy lifting

Optimize in Real-time

Towards KPIs across screens

Fully Integrated with main MMPs

AppsFlyer ADJUST

And our incremental metrics methodology

Easy A/B testing

With Strategies in the same Campaign

Assisted Conversions

Measure the impact of your ads on conversions

Advanced buying methods

Micro-bidding at publisher level and Deal types

Fully integrated with top MMPs

Ad to APP	AppsFlyer	ADJUST	KOCHAVA ★	branch
Mobile to Mobile	✅	✅	✅	✅
CTV to Mobile	✅	✅	✅	❌
CTV to CTV	✅	✅	⏳	❌

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CTV ads to Mobile app conversions

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

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

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

4 **mediasmart counts MMP conversions in real-time, and assisted conversions** when it finds household matching but no MMP attribution. When non-attributed conversions are sent by MMP. mediasmart can automatically suppress users that already converted
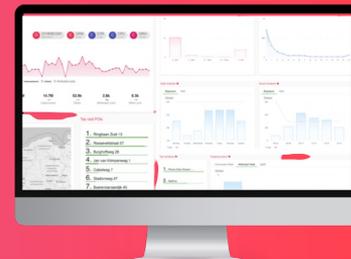
MMP
AppsFlyer
ADJUST
KOCHAVA★

(Optional) MMP **provides impression/click trackers** for synced mobile ads

(Optional & recommended) mediasmart 'Household syncs' campaign

Note: # CTV app marketing is View-through Attribution (VTA), as there are no clicks on CTV.
Fully validated IPs are needed to properly attribute.

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CTV ads to CTV app conversions

1 MMP provides **impression tracker(s)** specific for TV Ads or 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
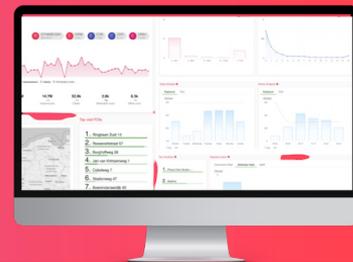
3 User downloads app on CTV and **MMP attributes app events** to TV ads:
deterministically when possible, based on TV native ID (TIFA, LGUID, AmazonID...)
based on IP matching if not.

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

MMP

AppsFlyer
ADJUST
KOCHAVA★

Apps

QLED.
The Next innovation in TV

SAMSUNG

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

(Optional & recommended) mediasmart 'Household syncs' campaign

(Optional) Attribution to mobile synced ads only available is based on IP.

Note: # CTV app marketing is View-through Attribution (VTA), as there are no clicks on CTV.
Fully validated IPs are needed to properly attribute.

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CTV Creative Sync

mediasmart's
CTV Ad Builder Platform

CTV Creative Sync

Leverage Brand Recognition and Engagement on CTV with Powerful Creative Sync Ads

With the help of our **CTV Ad Builder Platform** we can make your video ads more engaging and impactful for the CTV user

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Brand Sync

Create effective brand **impact** by showcasing your product and brand in the first seconds of your ad using our **Brand Sync** format.

Our animated stripe will highlight your products and main message for maximum brand recognition.

Preview

PORTUGAL

7

Progress Bar Sync

Personalize the Ad Creative Charging Bar with a Totem of your product to leverage high levels of completion view.

With the **Progress Bar Sync** format your product or service becomes an important part of the video, where we personalize it to promote high levels of **engagement** and brand recognition.

Preview

Conversion Sync

Create powerful redirections on CTV with smart QR Codes to promote your business, gather deeper insights of your customers and **measure** campaign success

With the **Conversion Sync** formats you can now redirect the user directly from CTV to a variety of smart conversions QR Codes, boosting your strategy and gathering important data about your customers behavior online.

Smart Redirections:

URL | Socials | Coupons | App Store | Imagery | Video SMS | E-Mail | E-Commerce | Whatsapp | Product Page

Preview

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Offline Creative Sync

Create a more immersive experience for users with our **Offline Creative Sync** format.

Personalize the experience, by changing the ad based on real-world conditions like weather, language, or device type, you can promote engagement, aligned with what the user may experience in the offline world.

Smart   Personalizations:

Language | Screen Size | Weather | Gender | On Demand Personalization to Your Brand

CTV Offline Sync

Building a Strong Brand Identity through Cohesive Messaging, Targeted Reach, and Unified Customer Journeys

From Online to Offline Impact

Benefit from Mobile interactivity, CTV storytelling and DOOH impact

 # Cohesive Brand Message & Amplified Reach

Establish a brand identity to effectively reach audiences across channels

 # Unified Customer Journeys & Targeted Impact

Leverage programmatic advertising to deliver the right message at the right time

 # Synchronize Campaigns & Optimize Effectively

Use advanced capabilities and data-driven insights to maximize results

Advanced Capabilities

Versatile Screen Location Targeting

\# Target any **City, Region or Country**

\# Adapt your ads to **language, time of the day or day of the week**

\# Tailor your ads for **diverse screen dimensions**

Smart Location-Based Audience Generator

\# Target users independently of the **device they use**

\# Target users based on their **purchase intent and content consumption**

\# Target a user that **visited your competitors' store in the last 14 days**

\# Target users based on **frequently visited places**

Advanced Capabilities

Effortless decisions with our Dashboards for any Channel Campaign

\# Heatmaps with **top POIs & Adplays**

\# **Distance & Days** to visit

\# **Temporal Analysis** of Attributed Visits

\# Unique **DOOH screens**
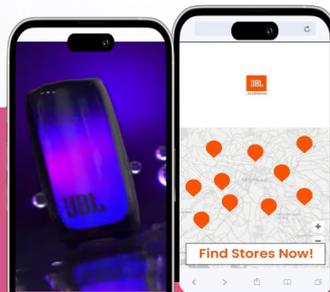

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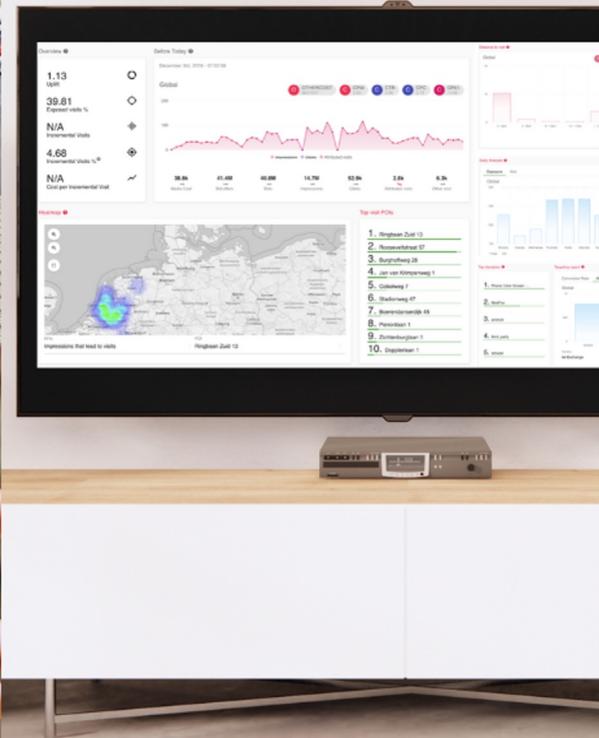
Overview

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

2 Ads are placed on **DOOH screens near the households** were the ad has been served on CTV
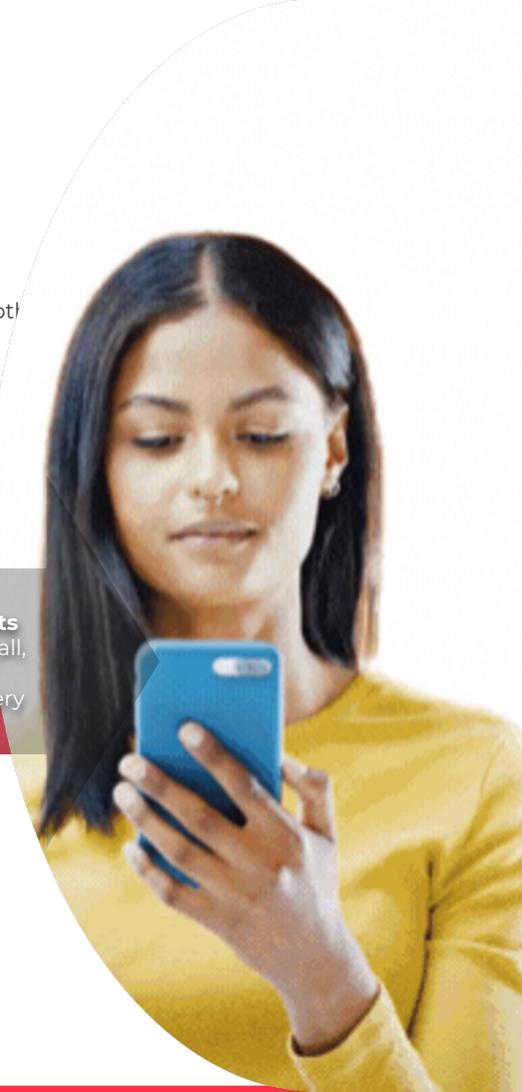
3 **Synced Mobile ads** are shown to either or to both
  # Mobiles within the Household
  # Mobiles around DOOH screens
to achieve **better brand recall and drive to action**

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

IP67 WATERPROOF AND DUSTPROOF TO TAKE EVERYWHERE

Find Stores Now!

Reach your audience wherever and measure your campaign success

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Key Takeaways

Unravel CTV with mediasmart's Unique Omnichannel Capabilities

CTV Household Sync
Measure, Attribute and Boost interactions with Household Sync

CTV App Sync
Impact and Measure app downloads and interactions to optimize towards the best cost per action in real-time

CTV Creative Sync
Adapt your video ads for the CTV user to maximise impact and engagement

CTV Offline Sync
Build a Strong Brand Identity through cohesive messaging, targeted reach, and unified customer journeys across screens

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Contact us to

maximise the impact of CTV advertising for your brand

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