

# PROGRAMMATIC & 360° PERFORMANCE





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NETINFO IS PROGRAMMATIC READY  
ARE YOU...

IT DOESN'T NEED TO BE COMPLICATED



# WHAT IS PROGRAMMATIC?

## What is programmatic ad buying?

Programmatic ad buying is an automated method to serve performing ads to most relevant audience in exact moments in any environment – mobile or desktop.

## How can I go programmatic?

You need a demand-side platform (DSP). It allows you to reach the whole display network and to target specific audience defined by different criteria: content verticals, demographics, location, previous browsing behavior, affinity and in-market audiences, etc.

Please be invited to share the benefits of our DSP and our operational expertise with it.

## Why programmatic matters?

It matters because it improves performance both in terms of direct engagement (CTR) and as a view-through results – higher post-view conversions.



# THE PROGRAMMATIC WAY

## Reservation buying

Ads sold via direct transactions between advertisers/agencies and publishers

## AD Network

Ad networks aggregated inventory and sold it to advertisers. Helped publishers by selling unsold inventory.

## AD Exchanges & SSPs

Real-time marketplaces with a large pools of liquid inventory not sold in direct buys  
SSP`s have more controls for publishers to optimize yield

## DSPs

Ad networks aggregated inventory and sold it to advertisers. Helped publishers by selling unsold inventory.

## Private exchanges & automated guaranteed

Exclusive advertiser-to-publisher inventory relationships for programmatic purchasing in brand safe environments

# HOW TO PROGRAMMATIC?

HOW CAN IT HAPPEN TO YOU

## PRERESQUITS

Sufficient budget to kick the algorithmically buying - AI needs impressions to training itself against your unique needs

Targeting idea suitable to your business

Runs by placing a cookie on destination pages. If you need more information – we are ready to help.

## SCENARIOS

You can use a third party DSP solution if you have qualified personnel



# LET'S GO PROGRAMMATIC WITH US?

IF YOU DON'T HAVE DSP YOU ARE NOT ALONE! NETINFO AND TEAM WILL SUPPORT YOU 100% ON YOUR PROGRAMMATIC WAY

## OPEN AUCTION

Inventory prices will be decided in a real-time auction  
Advertisers bid against each other for offered impressions  
The highest bidder wins the impressions

Participate with your DSP in our high quality inventory

## 360° PERFORMANCE

Our best offer.

Full service from a dedicated team of professionals  
Custom solutions to deliver specific performance goals – CPC, CPM, etc.

Top tier DSP solution with access to all major ad exchanges, advanced targeting algorithm for proper audience selection and fast back-end logic to lower the bidding price.

## DIRECT DEAL

Allows you to buy guaranteed ad impressions from our premium inventory  
On a guaranteed CPM  
With a priority against all other buyers

Our implementation experience ensures that we can plug seamlessly most DSPs to our SSP

# PROGRAMMATIC DEALS

	OPEN AUCTION	DIRECT DEAL	360° PERFORMANCE
Placement	Netinfo LOW COST	Netinfo PREMIUM	Netinfo or WORLDWIDE
Pricing	Bid	Fixed CPM	Bid and Service fee
Inventory	Non guaranteed	Guaranteed	Guaranteed / Non Guaranteed
Discounts	No	Individual agreement	No
Service	SSP/DSP	SSP/DSP	Full service

Ads sold via direct Set your goals and we will work on their delivery

We will chose among a mix of technics – programmatic serving, segments optimization, retargeting

Let us mobilize your budget to the max. Be sure to get enough money – your boss will be over charmed



## OPEN AUCTION

- BIDDING MARKETPLACE
- LOW COST INVENTORY
- RANDOM CONTENT
- NO BRAND SAFETY
- FLEXIBLE PRICING
- BASIC TARGETING OPTION

# CONTENT VERTICALS

## DIRECT DEAL

- NO BUYER COMPETITION
- PREMIUM POSITIONS ONLY
- EXCLUSIVE CONTENT BY  
NOVA GROUP
- BRAND SAFETY GUARANTEED
- FIXED CPM
- FIRST LOOK ACCESS



# 360° PERFORMANCE

## FULL SERVICE

Goal driven approach – conversion, traffic, cost per action, etc. First step is to set your goals and ensure metrics for their tracking.

## DEDICATED TEAM

Highly experienced professionals is at you service.



## STRATEGY

Goal driven approach – conversion, traffic, cost per action, etc. First step is to set your goals and ensure metrics for their tracking.



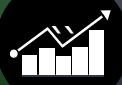
## CUSTOM SOLUTIONS

To achieve your goals we combine different tactics – programmatic, AdWise, direct email, native, Facebook, etc.



## FULL IMPLEMENTATION

We are responsible for all levels of execution, including day to day adjustments.



## REPORTING

360° Reporting – granular and oriented towards campaign goals

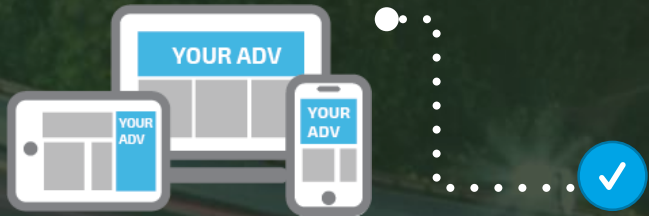
# 360° PERFORMANCE POSSIBILITIES

TARGETING	INVENTORY	CREATIVE FLEXIBILITY	NETINFO AUDIENCE
Location	Desktop, Mobile & Apps Display	Random Rotator	Demography
Language	Product recommendation (Dynamic products)	Sequential Rotator	Intent
Hyperlocal Targeting	Pre-roll, Interactive & Legacy In-Stream video	A/B Rotator	Interest
Campaign Retargeting		Optimized Rotator	Mobile
Website Retargeting		Storytelling Rotator	Gfk Demography

All targeting options can be triggers only for users consented to additional processing as per GDPR requirements.



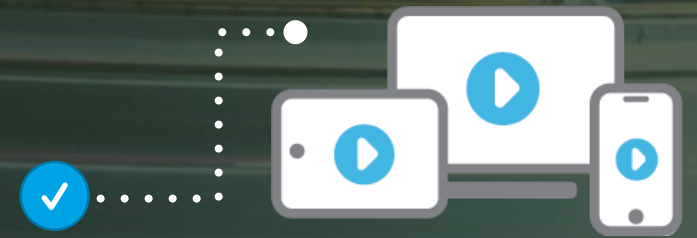
# PROGRAMMATIC INVENTORY



Desktop, Mobile & Apps Display



Product recommendation (Dynamic products)



Pre-roll, Interactive & Legacy In-Stream video

# CREATIVE FLEXIBILITY

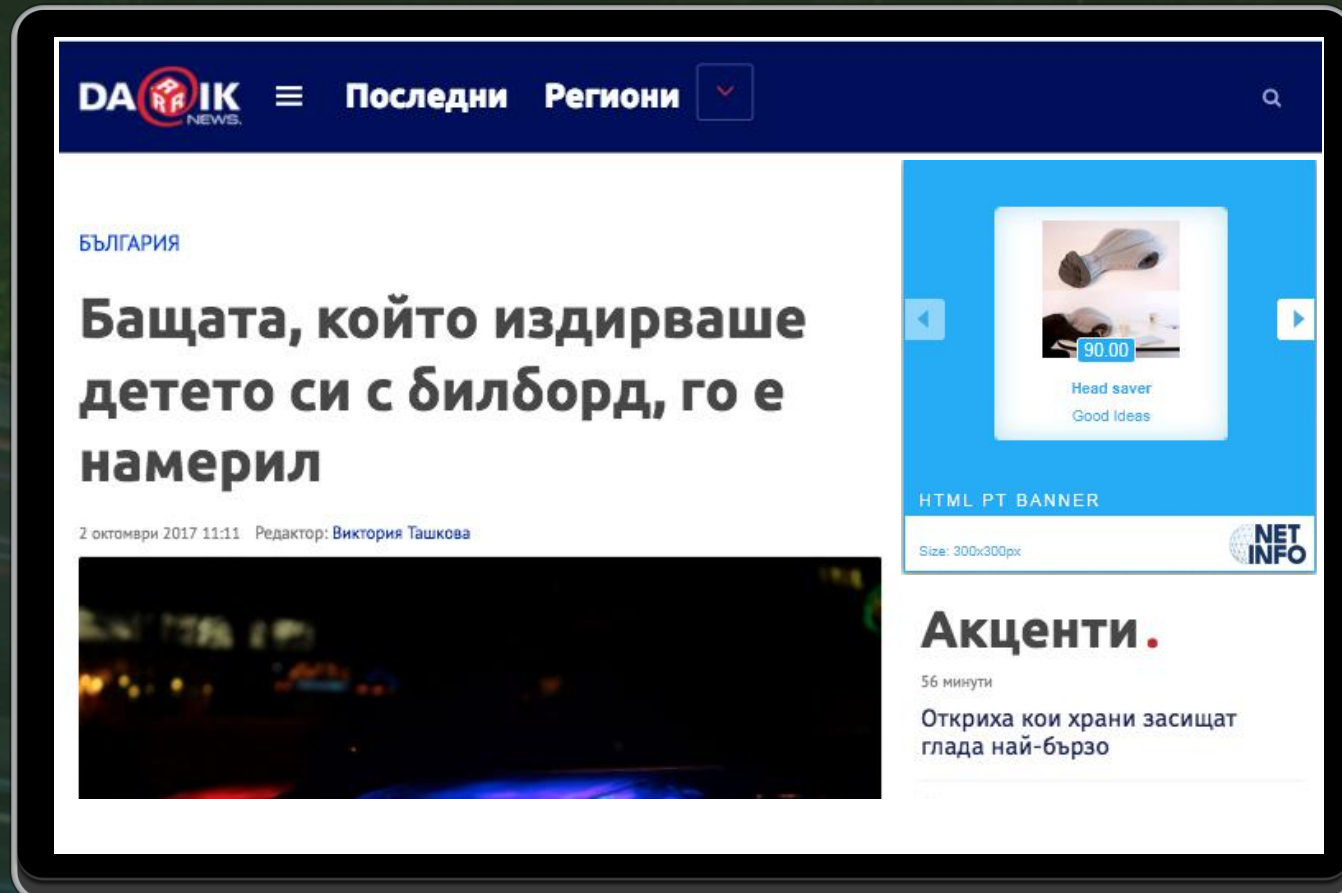
SEQUENTIAL  
ROTATOR 930X180PX

The laptop screen displays a website layout. At the top, there is a blue header with a 'NET INFO' logo and a 'HTML PT BANNER' (Size: 930x180px). Below the header, there are three product cards: 'Head saver' (90.00), 'Diet belt' (10.50), and 'Washing boots' (30.20). The main content area features a large article titled 'Бащата, който издирваше детето си с билборд, го е намерил' (The father who found his child with a billboard, he has found him) in Bulgarian. The article is dated '2 октомври 2017 11:11' and attributed to 'Редактор: Виктория Ташкова'. Below the article title is a video player showing a night scene with blurred lights. To the right of the article is a 'RANDOM ROTATOR 300X600PX' section with a grid of product cards: 'Door lock' (34.70), 'Toshiba Satellite' (1569.00), 'Oven mitts' (5.99), 'Head saver' (90.00), 'Time killer' (9.99), and 'Camera holder' (20.50). At the bottom of the screen, there is another 'HTML PT BANNER' (Size: 300x800px) with the 'NET INFO' logo.

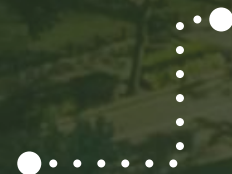
RANDOM ROTATOR  
300X600PX



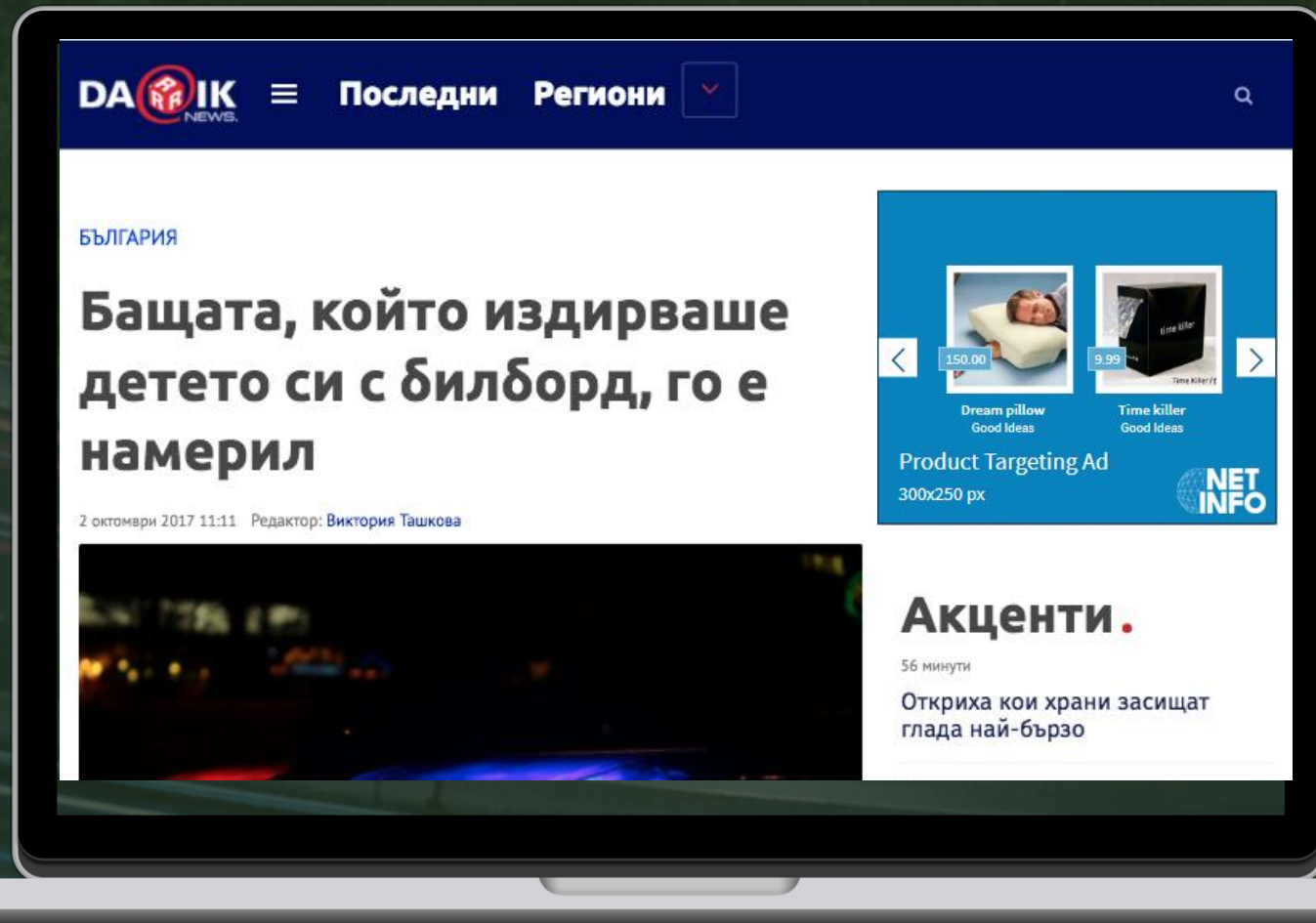
# CREATIVE FLEXIBILITY



OPTIMISED ROTATOR  
300X300PX



# CREATIVE FLEXIBILITY



STORYSELLING ROTATOR  
300X250PX





# LOOKALIKE CAPABILITIES

MAKE LESS MORE

## HOW ABOUT LOOK LIKE?

All advertisers want to increase the size of their valuable audiences.

We have one of the broader audience profiles in Bulgaria

Provide us with your existing users behavior and we will enlarge their number by finding users with similar behavioral pattern across Net Info inventory

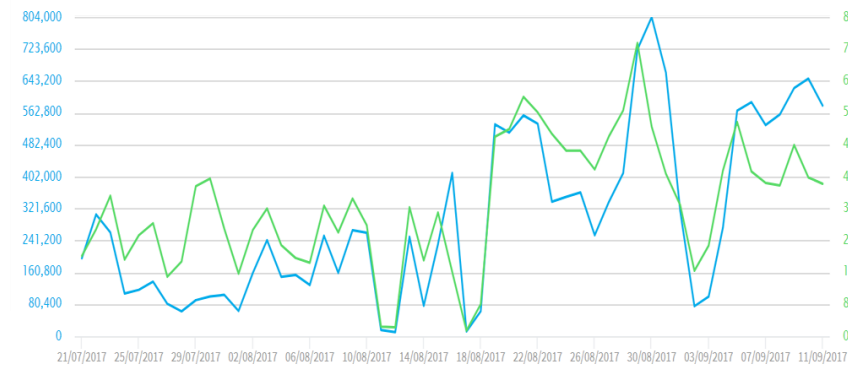
# REPORTING AND ANALYSIS

## TRANSPARENCY OF THE PERFORMANCE

Inventory Cost **Time** Line Items Banners

### Impressions/Clicks

● Impressions ● Clicks



Date	Impressions	Clicks	CTR (%)
21/07/2017	196,356	201	0.10%
22/07/2017	306,507	268	0.09%
23/07/2017	261,124	352	0.13%
24/07/2017	107,262	192	0.18%
25/07/2017	116,719	253	0.22%
26/07/2017	137,295	283	0.21%
27/07/2017	81,473	149	0.18%
28/07/2017	62,558	187	0.30%
29/07/2017	90,703	376	0.41%
30/07/2017	100,010	395	0.39%
<b>Total:</b>	<b>15,722,669</b>	<b>17,485</b>	<b>0.11%</b>

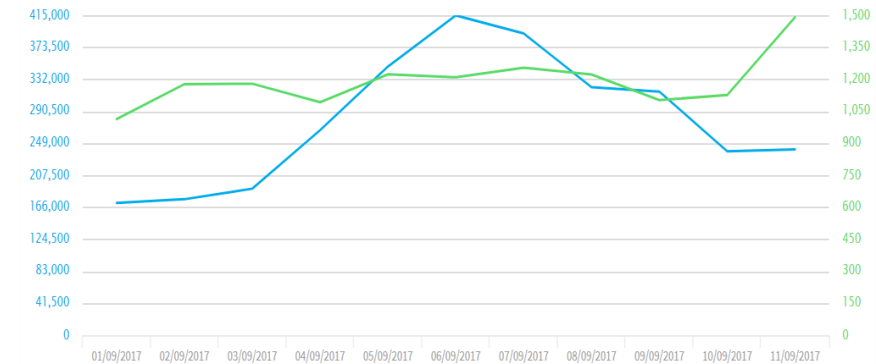
Page: < Prev 1 2 3 4 5 6 Next >

Rows per page: 10

The data in the report is in (UTC+02:00).

### Impressions/Clicks

● Impressions ● Clicks



### Time Performance

Page: < Prev 1 2 Next >

Rows per page: 10

Date	Impressions	Clicks	CTR (%)
01/09/2017	171,622	1,013	0.59%
02/09/2017	176,352	1,177	0.67%
03/09/2017	190,078	1,179	0.62%
04/09/2017	266,023	1,092	0.41%
05/09/2017	348,524	1,223	0.35%
06/09/2017	414,832	1,209	0.29%
07/09/2017	391,393	1,254	0.32%
08/09/2017	321,662	1,222	0.38%
09/09/2017	315,922	1,102	0.35%
10/09/2017	238,563	1,126	0.47%
<b>Total:</b>	<b>3,075,934</b>	<b>13,088</b>	<b>0.43%</b>

Page: < Prev 1 2 Next >

Rows per page: 10

The data in the report is in (UTC+02:00).





# PREMIUM PROGRAMMATIC

## CONTENT VERTICALS ONLY IN BULGARIAN AMONG LOCAL TOP WEB SITES

- Agriculture
- Art & Culture
- Auto Business, Financial, Law
- Culinary
- Education & Knowledge
- Entertainment
- IT&Technologies
- Jobs
- Lifestyle
- News
- Shopping
- Sport
- TV, Radio, Video, Music
- Travelling
- Women
- Pets & Animals
- Home & Garde
- Many others

\*CUSTOM CONTENT VERTICAL ON DEMAND

# BUDGET DIRECT DEALS

Direct Deals with Netinfo  
web site network



- NETINFO CONTENT
- VERTICALS BY WEBSITE CATEGORIES
- RETARGETING
- UNSOLD RUN OF NETWORK INVENTORY

- CPM 1.50 BGN NET\*
- DESKTOP & MOBILE
- 3RD PARTY TRACKING
- RICH MEDIA BANNERS FIXED SIZES (300X250; 300X600)

\*THE PRICE IS INDICATIVE





**INNOVATE**  
WITH US!

[www.netinfocompany.bg](http://www.netinfocompany.bg)