

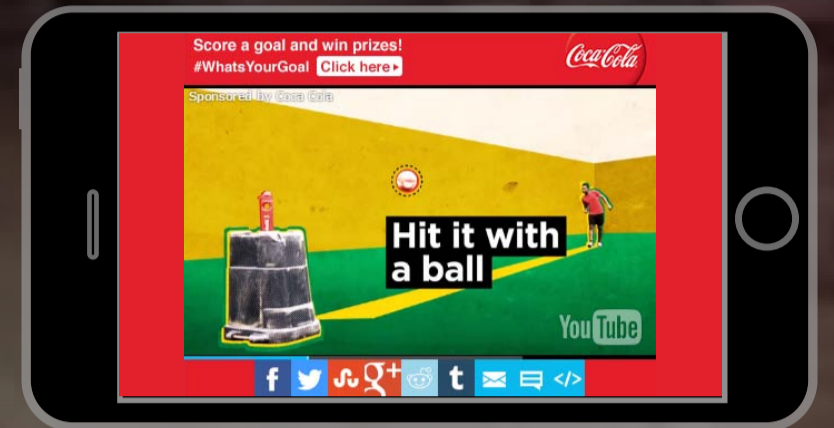


Coca-Cola ACTIVE BEYOND-THE-VIEW SOCIAL ENGAGEMENT RATES FAR EXCEEDING KPI'S



OBJECTIVE:

To distribute the Coca Cola video amongst a target audience of sports fans and optimize towards **social engagement promoting campaign entries**.



THE SOLUTION:

Distribute the Coca Cola video in carefully targeted environments using DMA technology

1. Target users interested in sports throughout the UK.
2. Target games proven to have high share rates to drive users to share the link to the competition
3. Applying dynamic mindset advertising (DMA) technology seeking to identify the exact moment a user is in the most receptive mind-set to engaging with the video before displaying the ad.
4. Target desktop and mobile devices to reach young audiences in a variety of environments

METICULOUS TARGETING

- 1 GEO's – UK
- User demographics
- OS and device
- Optimal ad-engagement mindset (per user, per game) – based on DMA (Dynamic Mindset Advertising).
- Contextual relevancy
- Technographic segmentation
- Dayparting

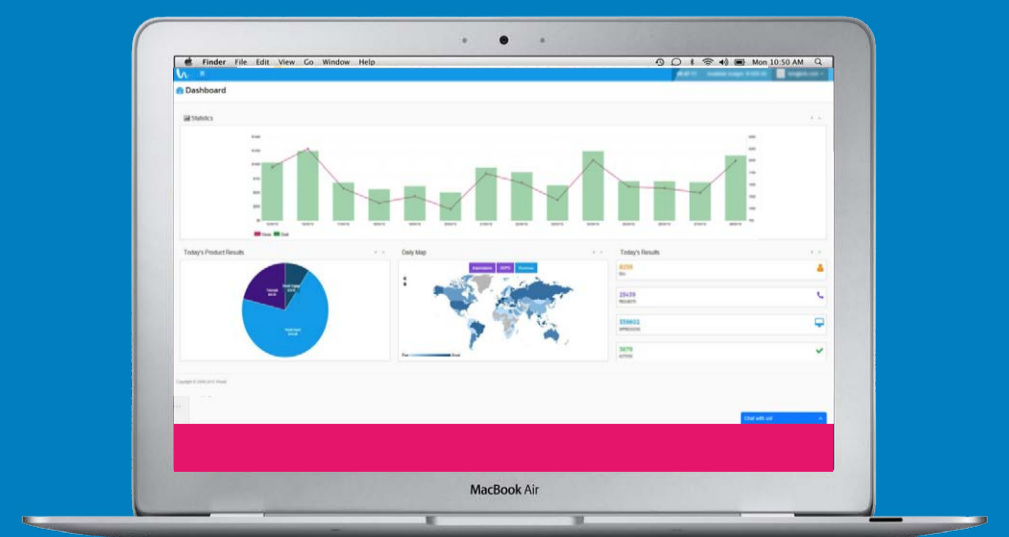
MAIN ADVANTAGES USING WOobi'S DMA COMBINED PROGRAMMATIC RTB:

- Viewability - user initiated video views ensuring actual on-screen play.
- Unmatchable Brand-safety – brand messaging served only to relevant users, and only when they are most likely to engage thus ensuring a positive brand association.
- RTB – real time bidding according to the campaign KPI's (CPV, CPCV)
- Transparency – 100% media transparency of our cross screen and device premium games and apps
- Highest video view completion rates (averaging at 92.1%)
- Real time performance analysis and optimization

RESULTS

↑ 7.12% Total Social Engagement Rate

- Real-time tracking, reporting and campaign performance data.
- Complete transparency throughout the campaign duration, enabling hands-on optimization.
- Enjoy the best of both worlds: a dedicated account manager alongside the complete control using a self-managed platform.



“Really good added value views from you guys”

MEDIACOM David Hazlett
Digital Planner / Buyer Mediacom

WE DO IN-GAME ADVERTISING

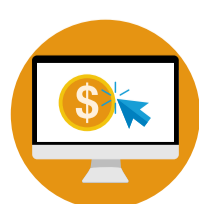
We are an in-game advertising company specializing in branded video distribution through desktop, social & mobile games.



MONETIZING GAMES SINCE 2009



OPERATES IN 130 COUNTRIES



IBA COMPLIANT PROGRAMMATIC PLATFORM

IN-GAME ADVERTISING FUELED BY DMA

1. DMA (Dynamic Mindset Advertising) is an algorithm based technology which is integrated directly into games.
2. DMA studies playing patterns and learns when and how to engages with a user.
3. It's about targeting precisely the right audience, at precisely the right moment, in precisely the right manner.
4. It's about creating the perfect user and brand experience.



GAMES
VIDEO
MEDIA