



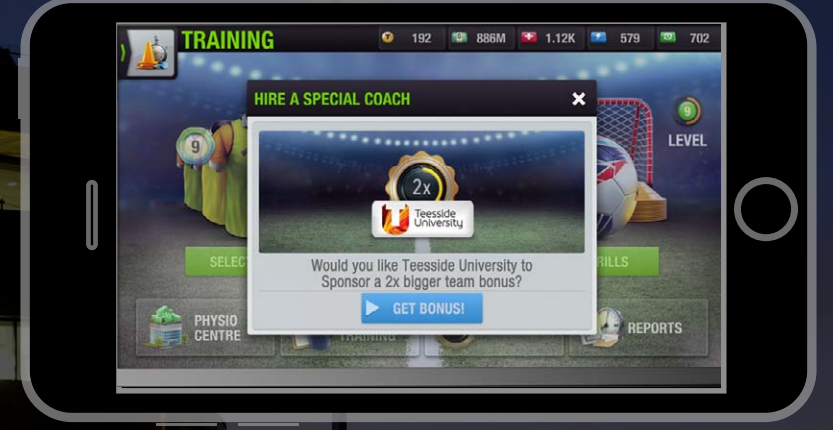
# MEDIACOM

# EXCEEDING DELIVERY TARGETS BY 75% WITHIN THE SAME BUDGET USING WOObI'S DMA & PROGRAMMATIC RTB



## OBJECTIVE:

Target young adults throughout the UK, considering attending university, with the primary goal of clicking through to the Teesside University website



## THE SOLUTION:

Distribute the Teesside University video in carefully targeted environments using DMA technology and programmatic RTB to maximize user value and ROI.

1. Targeting users 16-19 in the NE, NW, Yorkshire, and Midlands areas of the UK who are considering attending university.
2. 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.
3. Targeting games proven to have high clickthrough rates to drive users to the Teesside website
4. Targeting desktop and mobile devices to reach young potential

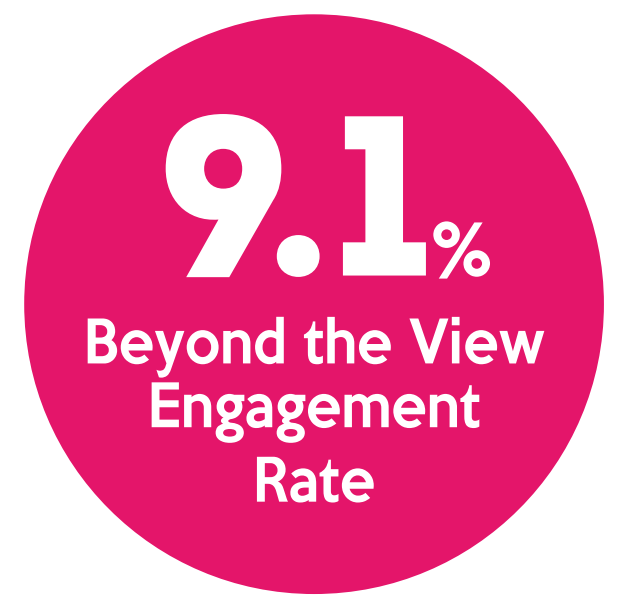
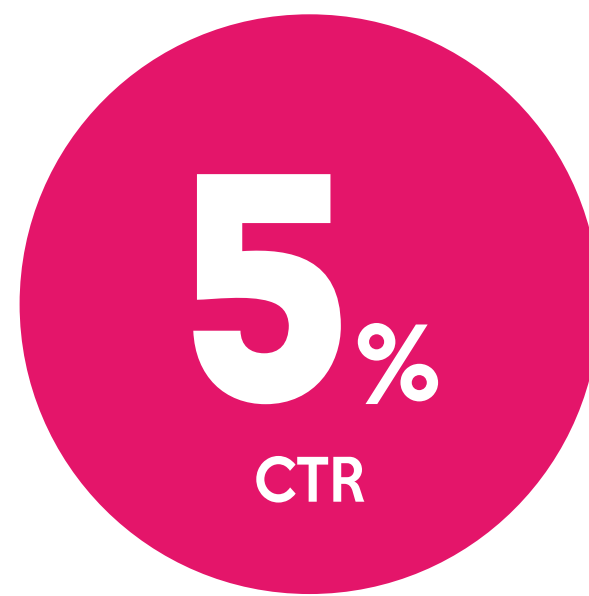
## METICULOUS TARGETING CAPABILITIES

- GEO's – specific regions within the UK with highest relevancy to the University
- User demographics
- Optimal ad-engagement mindset (per user, per game) – based on DMA (Dynamic Mindset Advertising).
- OS and device
- Contextual relevancy
- Technographic segmentation
- Dayparting

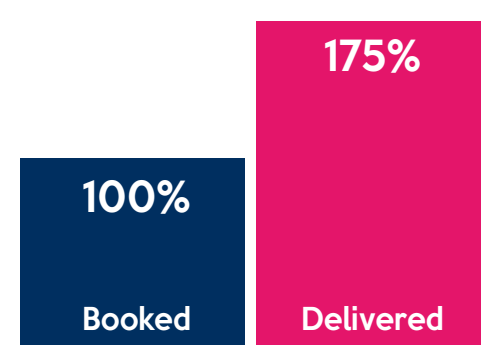
## MAIN ADVANTAGES USING WOObI'S DMA COMBINED PROGRAMMATIC RTB:

- 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 (CPC, 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

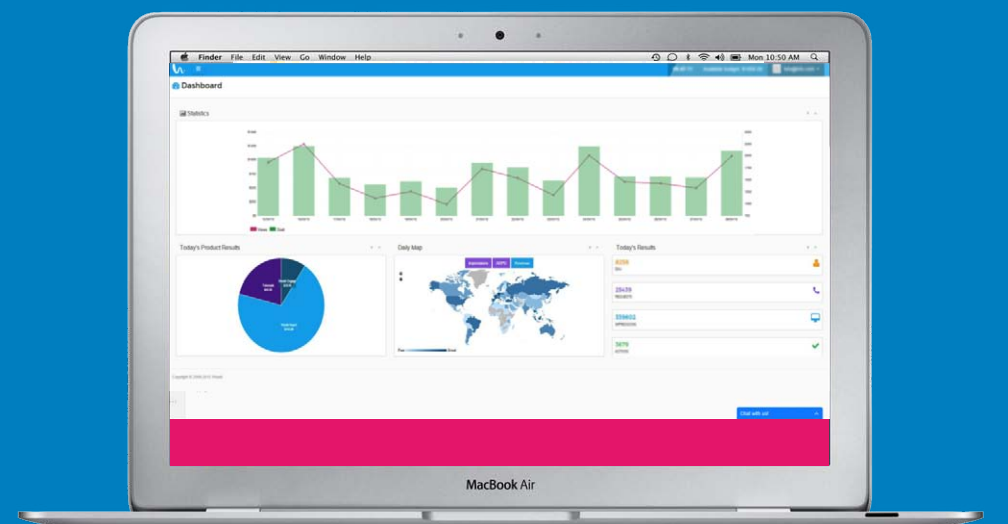
# RESULTS



## WOObI'S OVER-DELIVERY WITHIN CAMPAIGN BUDGET



- 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

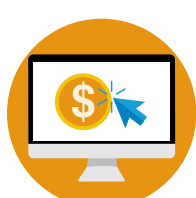
We are an in-game advertising company specializing in branded video distribution through desktop, social & mobile games.



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 engage 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