



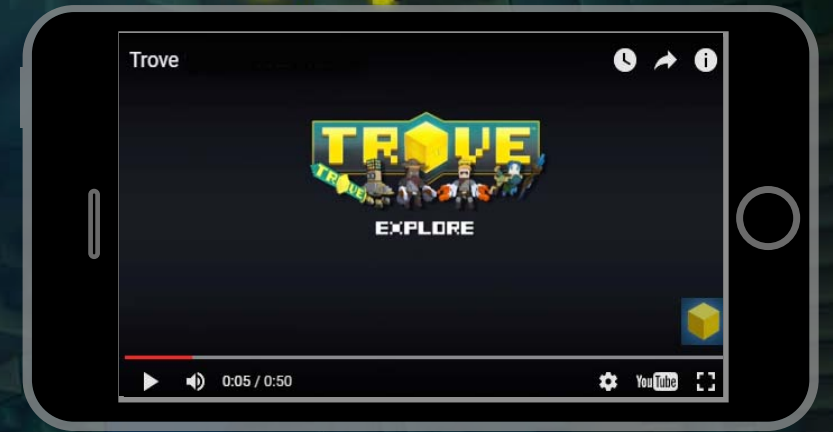
CTR & ACTIVE BEYOND-THE-VIEW ENGAGEMENT RATES

FAR EXCEEDING KPI'S



OBJECTIVE:

To distribute the Trove video amongst a target audience Aged 16-25 Generating registration for the Trion World's Trove Game, while optimizing towards driving a viral campaign.



THE SOLUTION: Distribute the Trove video in carefully targeted environments using DMA technology

- 1. Target users Aged 16-25 in selected GEO's.
- 2. Target games proven to have high clickthrough rates to drive users to the registration page
- 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

- GEOs - specific regions within the UK with the largest userbase of gamers
- 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 (CPM, 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

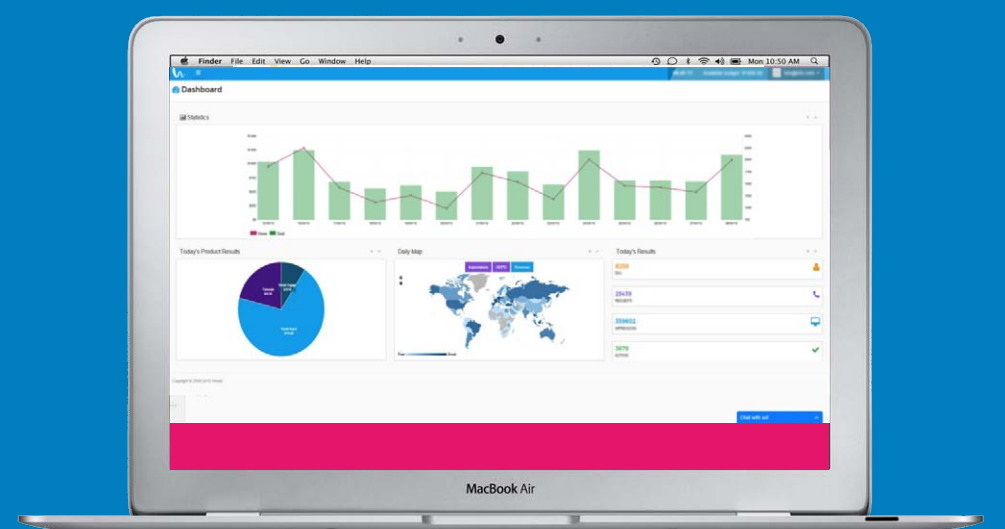
Total Social Engagement Rate:

12.8%

CTR

8.7%

- 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