

We Are...

#DigitalMindSet 

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## NT TECHNOLOGIE SOLUTION PUBLICITAIRE PROGRAMMATIQUE OMNISCANALE

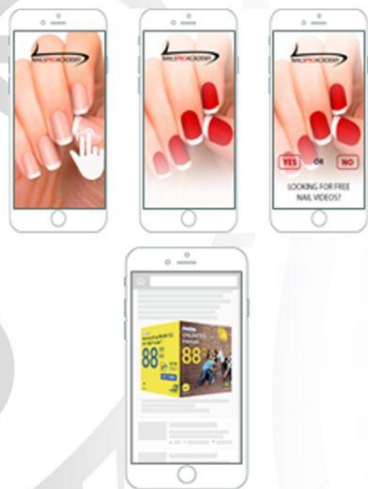
Nous prenons en charge les campagnes publicitaires des marques et de leur performance.

- Des données uniques pour un ciblage précis,
- Une large gamme de formats publicitaires,
- Une adaptabilité et synchronisation sur tout type d'appareils

Nous collaborons avec les principaux partenaires qui souhaitent communiquer pour diffuser des publicités numériques directes à forte impact et gagnantes des campagnes publicitaires:

- Sur le display
  - Le mobile
  - Campagne publicitaire native
  - Campagne publicitaire vidéo
  - Campagne publicitaire de recherche
  - Campagne pub sur TV connectée
- Campagne publicitaire sur tous les réseaux

\*Les campagnes programmatiques les plus réussies utilisent une combinaison personnalisée de ces canaux.





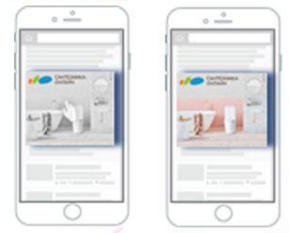
# PACK Digital PROGRAMMATIC Advertising

## CREATIVES Ads NT TECHNOLOGIE

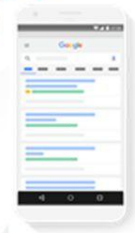
Interactive Banner Ads



Coloring Banner Ads



Advertisers on the sites



Cube



Rewarded Video



The ability to interact with a unique audience



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# PACK Digital PROGRAMMATIC Advertising

Get measured consumer data to reach your desired online audience more effectively and efficiently



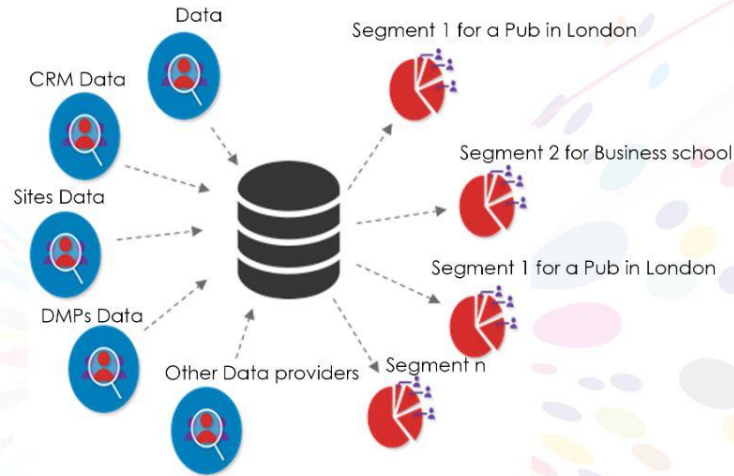
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# PACK Digital PROGRAMMATIC Advertising

## ADVANTAGES PROGRAMMATIC PLATFORM

Many years of experience have given us a possibility to collect unique auditory data aggregated in the DMP



DMP in conjunction with our partnership data aggregators allows to build a customized approach and reach high efficiency. Instead of using standard auditory segments we compile individual ones for each client. The segments are tested during the process and the campaign is optimized according to audience data.



# PACK Digital PROGRAMMATIC Advertising

## BRAND LIFT

is primarily used to identify a positive shift in customer brand awareness and perception

Exposed group (90%)  
will see your ads



Target audience for the campaign is randomly split in two parts

Control group (10%)  
won't see your ads



Among each group an interactive survey is carried out: interactive banner or sponsored post with a poll on social media.

Such means allow to assess current level of brand awareness



Advertising campaign:  
only exposed group users see  
your ads





# PACK Digital PROGRAMMATIC Advertising

## ADDITIONAL FEATURES



Cross-platform



Brand safety



Fraud prevention



Creative adoption



Advanced targeting options



Post-view conversion tracking



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# PACK Digital PROGRAMMATIC Advertising

## PROFESSIONAL CAMPAIGN MANAGEMENT

Full-service: Strategic Concentration of Expertise



### Partnership Manager

- ✓ communication with partners
- ✓ assigning tasks to team members
- ✓ control of an advertising campaign



### Technical Designer

- ✓ creative development
- ✓ creatives adaptation



### Data Analyst

- ✓ media planning
- ✓ creating a media strategy
- ✓ Insights
- ✓ reports



### AdOperations specialist

- ✓ management and campaign optimization



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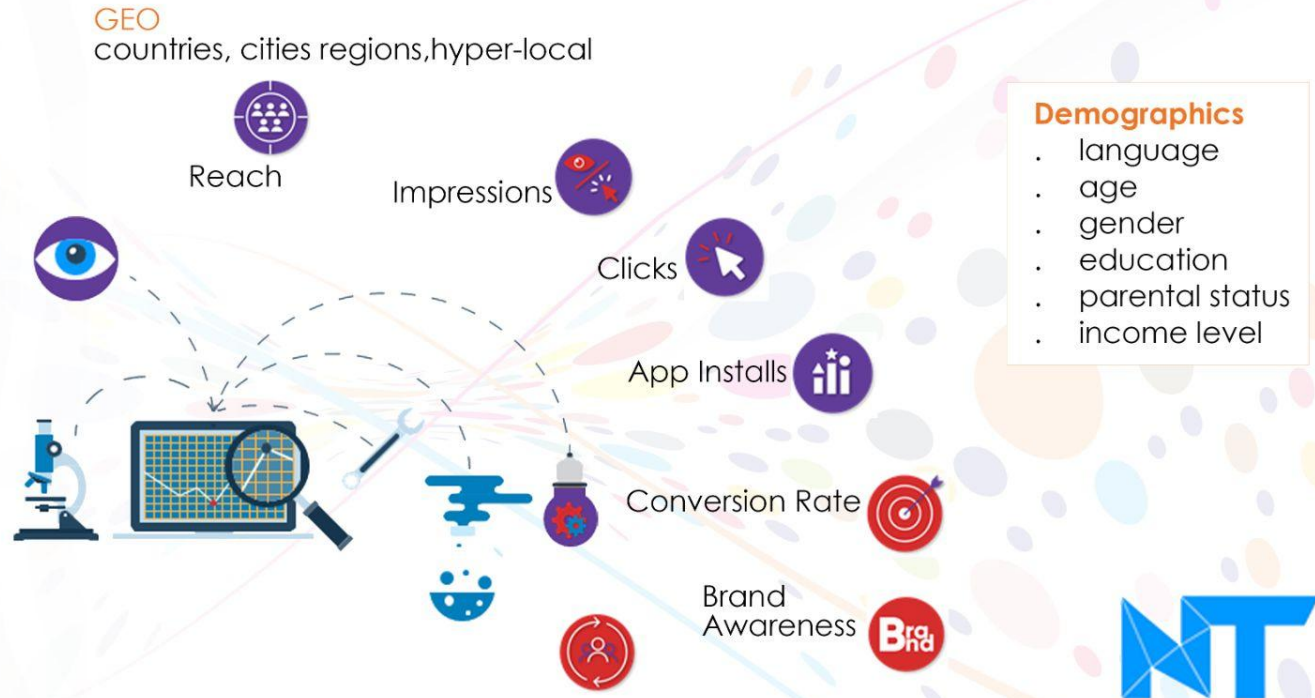
## OUR DSP KEY BENEFITS

- 1 Extensive Reach**  
Get access to thousands of publishers, ad networks and ad exchanges which support OpenRTB protocol to purchase ad space with lower price, but higher value
- 2 Customer Segments**  
DMP in conjunction with our partnership data aggregators allows to build a customized approach and reach high efficiency
- 3 Real-Time Analytics**  
DSP builds custom machine learning models using historic and real-time data to predict future actions for every campaign
- 4 Fraud Detection & Brand Safety**  
We offer a variety of configurable filters that can satisfy any of your brand safety requirements, no matter how stringent they are
- 5 Price Optimization**  
Buying your potential customers for the lowest possible price due to our Bid factors optimization algorithm



# PACK Digital PROGRAMMATIC Advertising

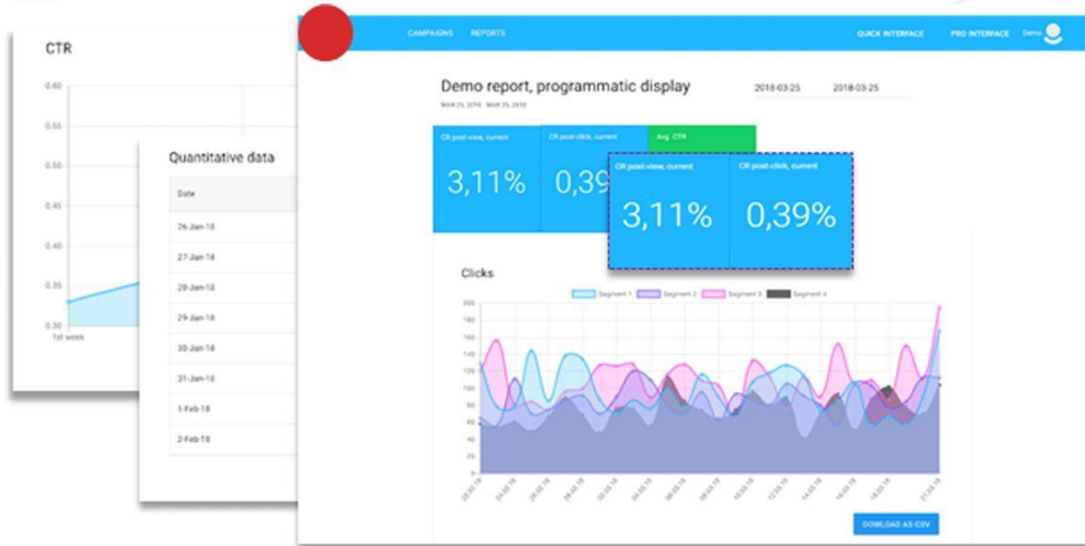
WE WILL MANAGE ALL THE AD CAMPAIGN STEPS. YOU WILL GET SELF-SERVICE ACCESS TO YOUR AD CAMPAIGN RESULTS



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# PACK Digital PROGRAMMATIC Advertising

## FEATURES: REAL-TIME REPORTING



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# Nos clients




Portfolio

Subcontracting partners



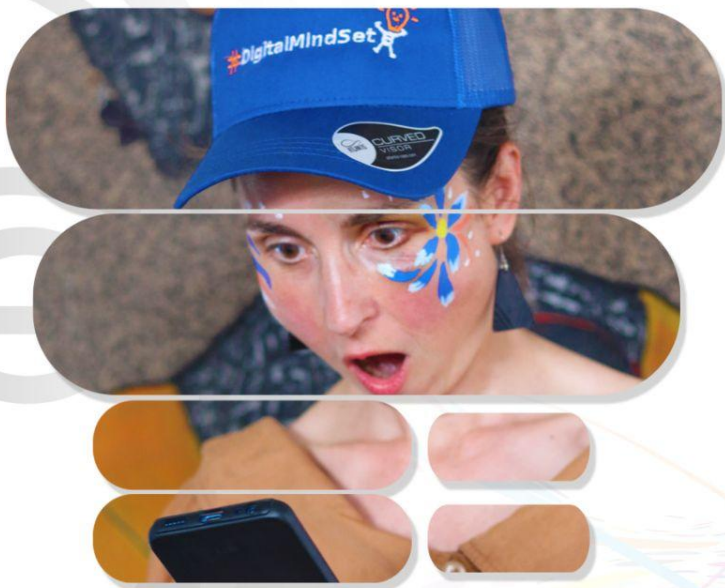
C'est ici que votre Expérience Commence

#DigitalMindSet 

**ID&Co**  
We bring your ideas to life

Merci de nous faire confiance

"We bring your Ideas to life"



# Faites savoir au monde votre savoir faire



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