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

<table>
<thead>
<tr>
<th>Reservation buying</th>
<th>AD Network</th>
<th>AD Exchanges &amp; SSPs</th>
<th>DSPs</th>
<th>Private exchanges &amp; automated guaranteed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ads sold via direct transactions between advertisers/agencies and publishers</td>
<td>Ad networks aggregated inventory and sold it to advertisers. Helped publishers by selling unsold inventory.</td>
<td>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</td>
<td>Ad networks aggregated inventory and sold it to advertisers. Helped publishers by selling unsold inventory.</td>
<td>Exclusive advertiser-to-publisher inventory relationships for programmatic purchasing in brand safe environments</td>
</tr>
</tbody>
</table>
HOW TO PROGRAMMATIC?

HOW CAN IT HAPPEN TO YOU

PREREQUISITS

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

<table>
<thead>
<tr>
<th>OPEN AUCTION</th>
<th>360° PERFORMANCE</th>
<th>DIRECT DEAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inventory prices will be decided in a real-time auction</td>
<td>Our best offer.</td>
<td>Allows you to buy guaranteed ad impressions from our premium inventory</td>
</tr>
<tr>
<td>Advertisers bid against each other for offered impressions</td>
<td>Full service from a dedicated team of professionals</td>
<td>On a guaranteed CPM</td>
</tr>
<tr>
<td>The highest bidder wins the impressions</td>
<td>Custom solutions to deliver specific performance goals – CPC, CPM, etc.</td>
<td>With a priority against all other buyers</td>
</tr>
<tr>
<td>Participate with your DSP in our high quality inventory</td>
<td>Top tied 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.</td>
<td>Our implementation experience ensures that we can plug seamlessly most DSPs to our SSP</td>
</tr>
</tbody>
</table>
## PROGRAMMATIC DEALS

### OPEN AUCTION

- **Placement**: Netinfo LOW COST
- **Pricing**: Bid
- **Inventory**: Non guaranteed
- **Discounts**: No
- **Service**: SSP/DSP

### DIRECT DEAL

- **Placement**: Netinfo PREMIUM
- **Pricing**: Fixed CPM
- **Inventory**: Guaranteed
- **Discounts**: Individual agreement
- **Service**: SSP/DSP

### 360° PERFORMANCE

- **Placement**: Netinfo or WORLDWIDE
- **Pricing**: Bid and Service fee
- **Inventory**: Guaranteed / Non Guaranteed
- **Discounts**: No
- **Service**: Full service

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

OPEN AUCTION

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 your service.

**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

**STRATEGY**
Goal driven approach – conversion, traffic, cost per action, etc. First step is to set your goals and ensure metrics for their tracking.
## 360° PERFORMANCE POSSIBILITIES

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

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
CREATIVE FLEXIBILITY

OPTIMISED ROTATOR
300X300PX
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

*Sample data from Adform*
CONTENT VERTICALS ONLY IN BULGARIAN AMONG LOCAL TOP WEBSITES

- 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

- 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