

An Alternative to the Duopoly??!!

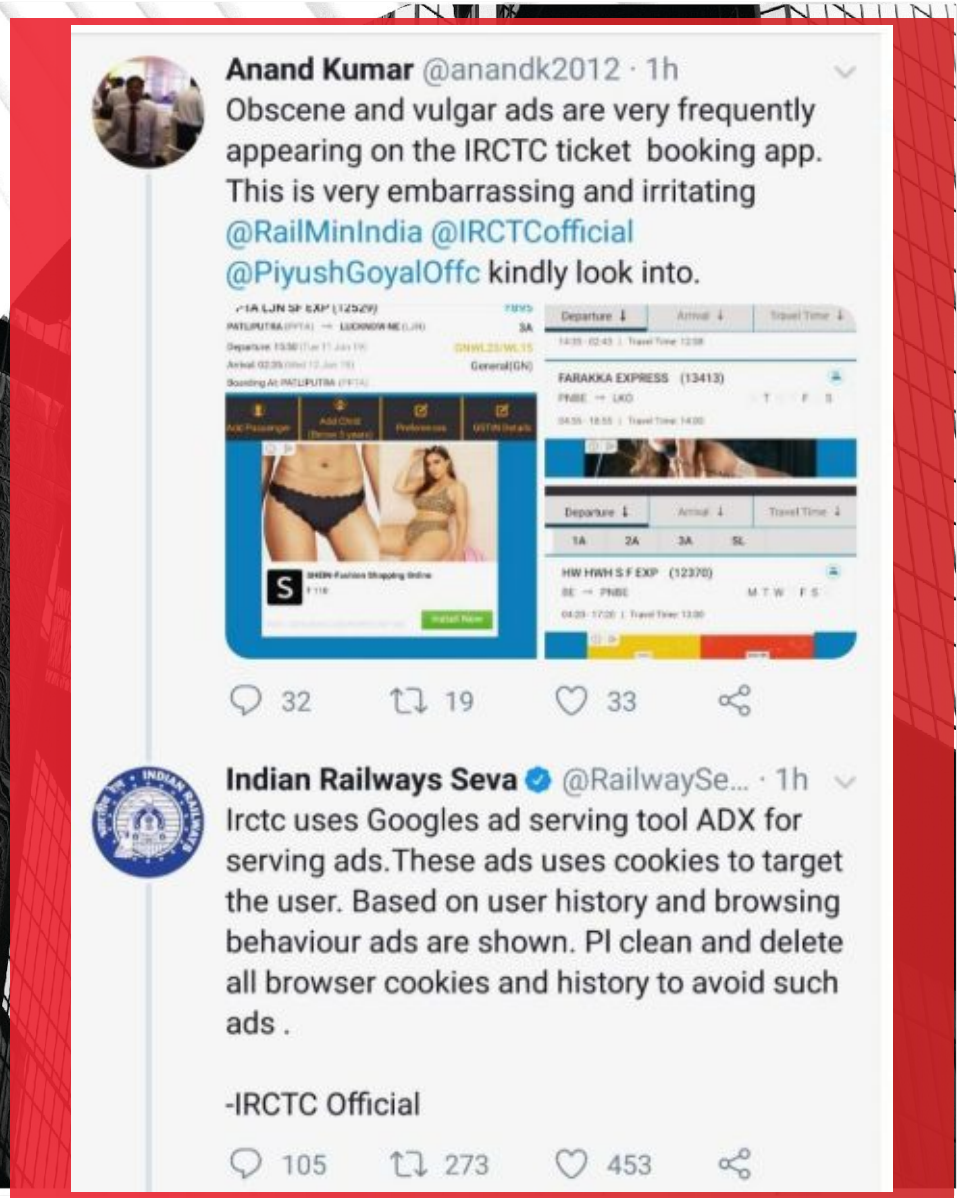
Ananda Rao & Noerman Taufik

CEO

Infomo Global / Infomoo Indonesia

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PROGRAMMATIC HUMOUR



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INTRODUCTION

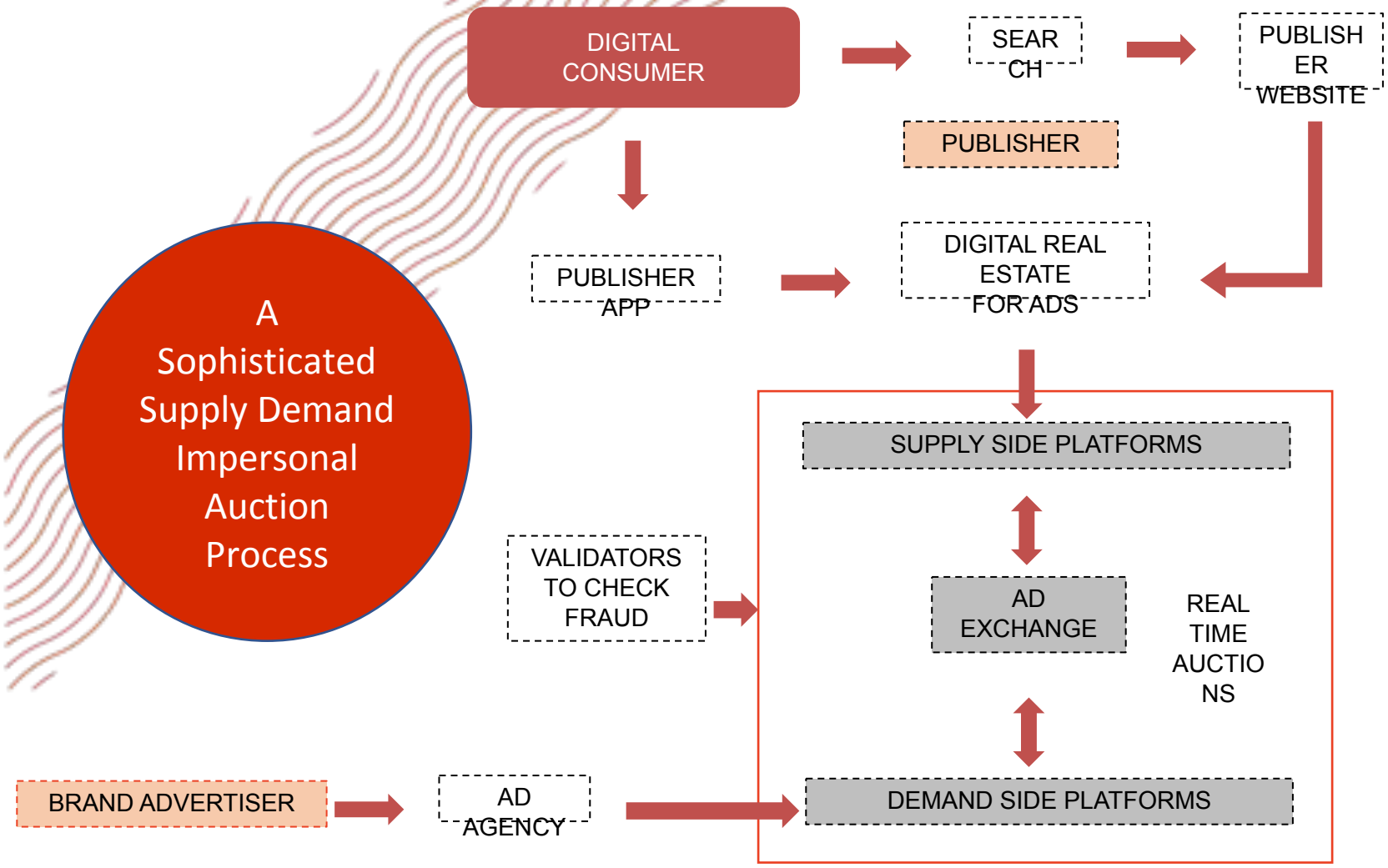
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THE CURRENT PARADIGM

THE PROGRAMMATIC PROCESS



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THE CURRENT PARADIGM

SOME KEY ISSUES

Too many digital publishers

No direct relation between publishers and brands on where to advertise

Ad fraud

A growing mismatch between the business objectives of the Brands and publisher

Opaque postmortem reports

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THIS IS NO NIRVANA!

THE CURRENT PARADIGM

SOME KEY QUESTIONS

We interacted and discussed this issue with multiple executives from a number of international agencies like WPP, Publicis, Group M, Dentsu and Omnicom plus several local full service agencies in India, Indonesia and Philippines.

This presentation is about an initiative we undertook in Indonesia and the interest this has generated across several SE Asian & Middle East markets



Digital marketing currently is globally controlled by the programmatic processes predominantly delivered by Google/Facebook (84% of global revenues) - What if these global companies get broken up?

What will happen if these global giants increase their delivery and handling charges?

Mobile as a channel is “very distinct” to the browser. However digital marketing to mobiles has followed the browser programmatic processes - What if mobile digital marketing is made very different to browser digital marketing?

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WHAT IS **THE ALTERNATIVE** TO THE EXISTING PROGRAMMATIC CONTROLLED BY THE DUOPOLY?

THE ALTERNATIVE

KEY REQUIREMENTS:

BRANDS, ADVERTISERS & AGENCY PERSPECTIVE



A solution that is country specific, large, easy to learn & use & transparent



Single window aggregator for local digital publishers



Similar to existing digital side platforms



Automated



Options to segment and target



Real time campaign control



Real time engagement insights



A jumbo local supply side platform

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EVERYONE IS SEEKING AN ALTERNATIVE TO THE DUOPOLY



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CREATING THE LOCAL ALTERNATIVE

THE INDONESIAN INITIATIVE

	INDONESIA		
	TELKOM INDONESIA		
	Property	**Method**	**Ad Serves (Per Month)**
	Websites		
1	Uzone Website	Code into Website	49,750,000
2	Mercasuar Website	Code into Website	14,000,000
3	Internetsehat	Code into Website	27,500,000
4	IndiHome Website	Code into Website	49,500,000
5	Blanja.com Website	Code into Website	16,900,000
6	Wi-Fi.id Website	Code into Website	52,050,000
	Mobile Apps		
7	Langitmusik	SDK Integration	120,000,000
8	wifi.id GO	SDK Integration	12,000,000
9	blanja.com	SDK Integration	120,000,000
10	useetv GO	SDK Integration	120,000,000
12	TDX	SDK Integration	60,000,000
13	Uzone	SDK Integration	36,000,000
14	Noice	SDK Integration	12,000,000
15	Swara	SDK Integration	12,000,000
	OTHER CHANNELS PARTNERS		
16	Otoblitz Website	Full Solution with CMS	2,500,000
17	Otoblitz App	Full Solution with CMS	12,000,000
18	Netmedia Website	Code into Website	5,225,000
19	Netmedia App	SDK	60,000,000
20	Zulu App	SDK	60,000,000
21	Zulu Website	Code into Website	6,800,000
22	Cinema21 App	SDK	600,000,000
23	tix.id website	Code into Website	2,750,000
24	Cinema21 Website	Code into Website	12,525,000
25	IDN Times Website	Code into Website	113,550,000
26	popmama.com	Code into Website	5,600,000
27	popbela.com	Code into Website	5,850,000
	KNOWN DIGITAL INVENTORY NETWORK		**1,588,500,000**

Leveraging the India experience with BSNL, we have worked closely with Telkom Indonesia (Metranet) starting June 2019 to become our anchor publisher.

Key properties provided by Telkom Indonesia will utilise Infomo components for incremental asset monetisation.

Infomo the approached known publishers to create a publishers network.

By the end of October, the Indonesian ecosystem will be able to deliver 1.5b full screen rich media ads a month.

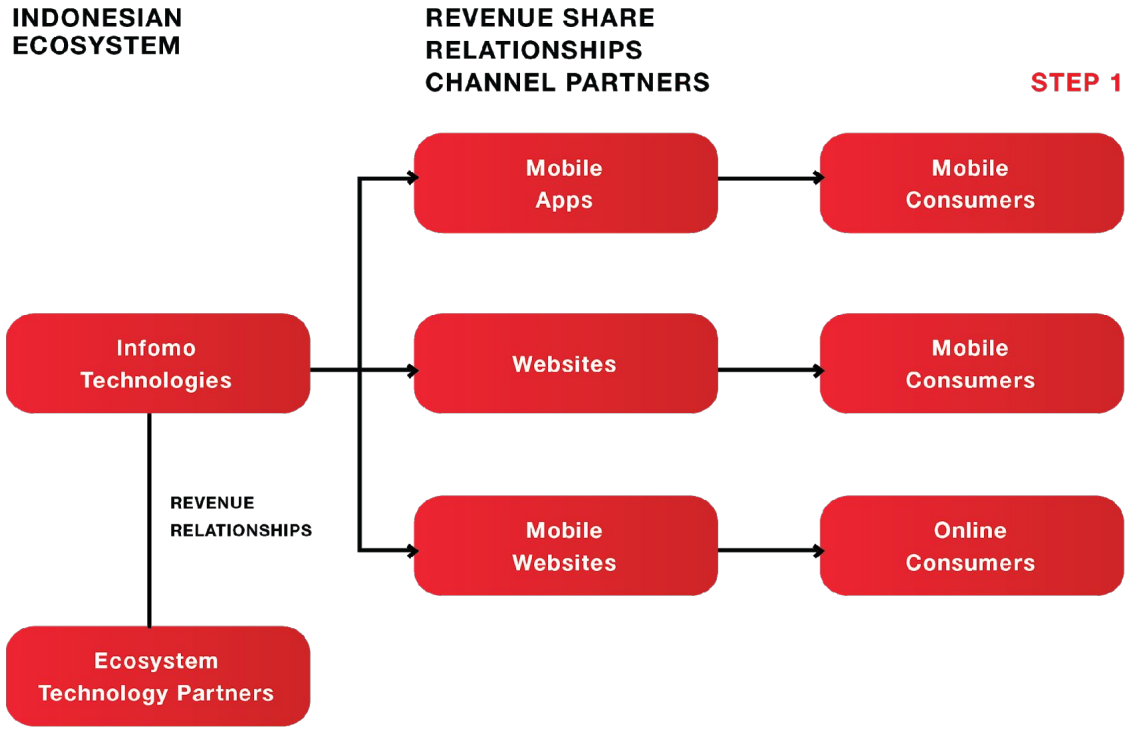
This network anchored by Telkom Indonesia will become a viable alternative to the existing programmatic process.

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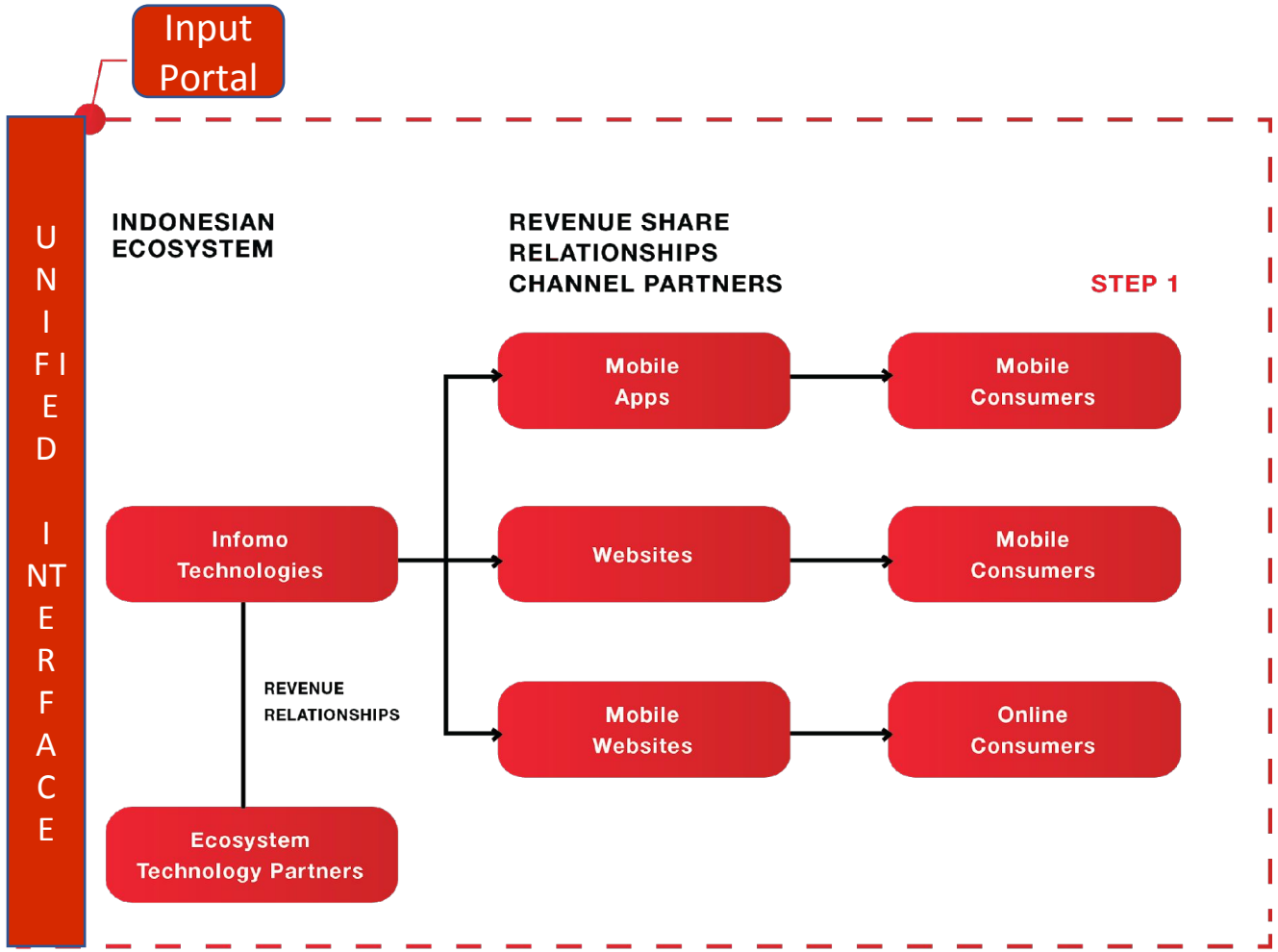
EXPONENTIALLY GROWING INVENTORY

CREATING THE LOCAL ALTERNATIVE

THE INDONESIA ECOSYSTEM



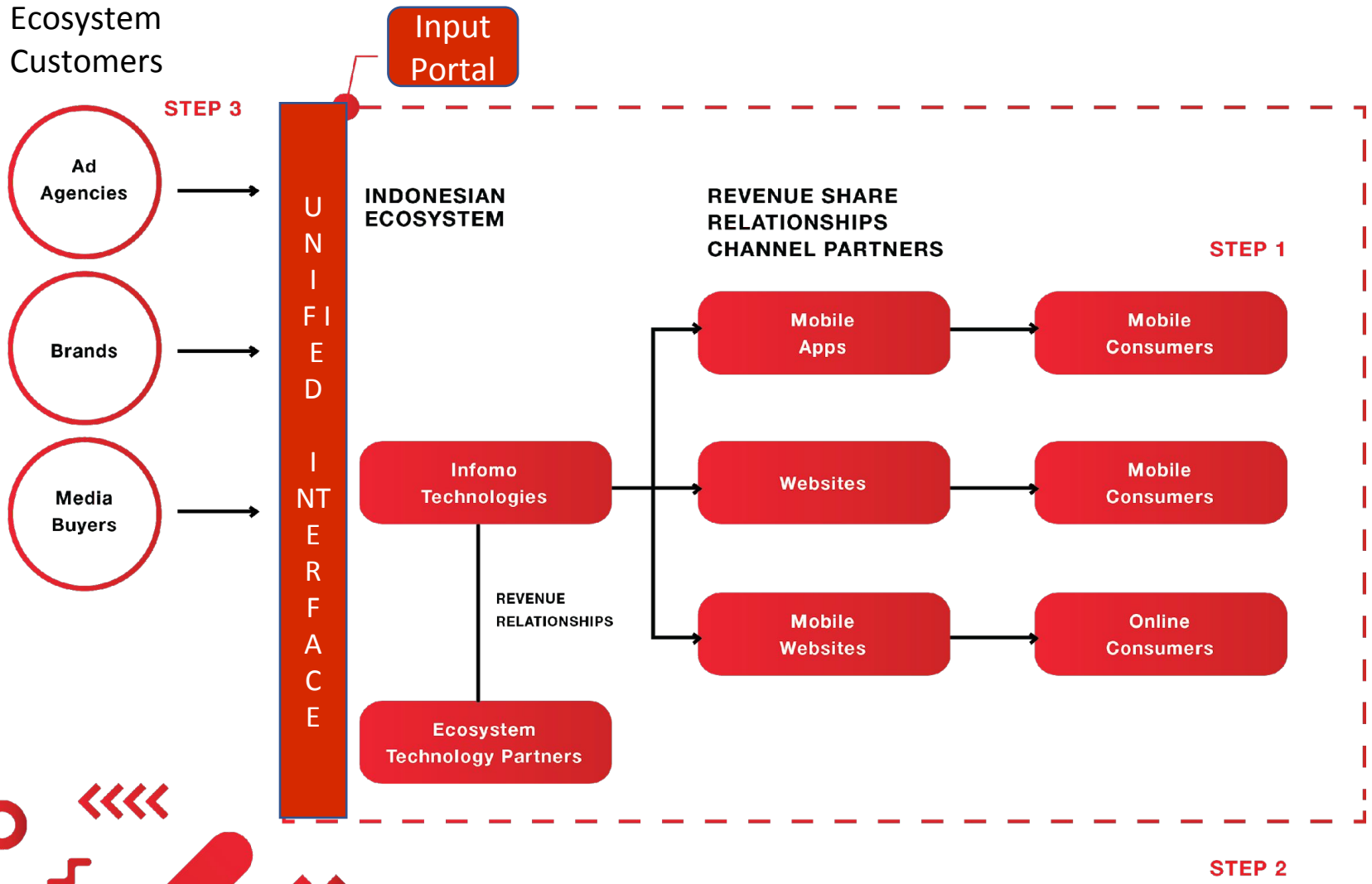
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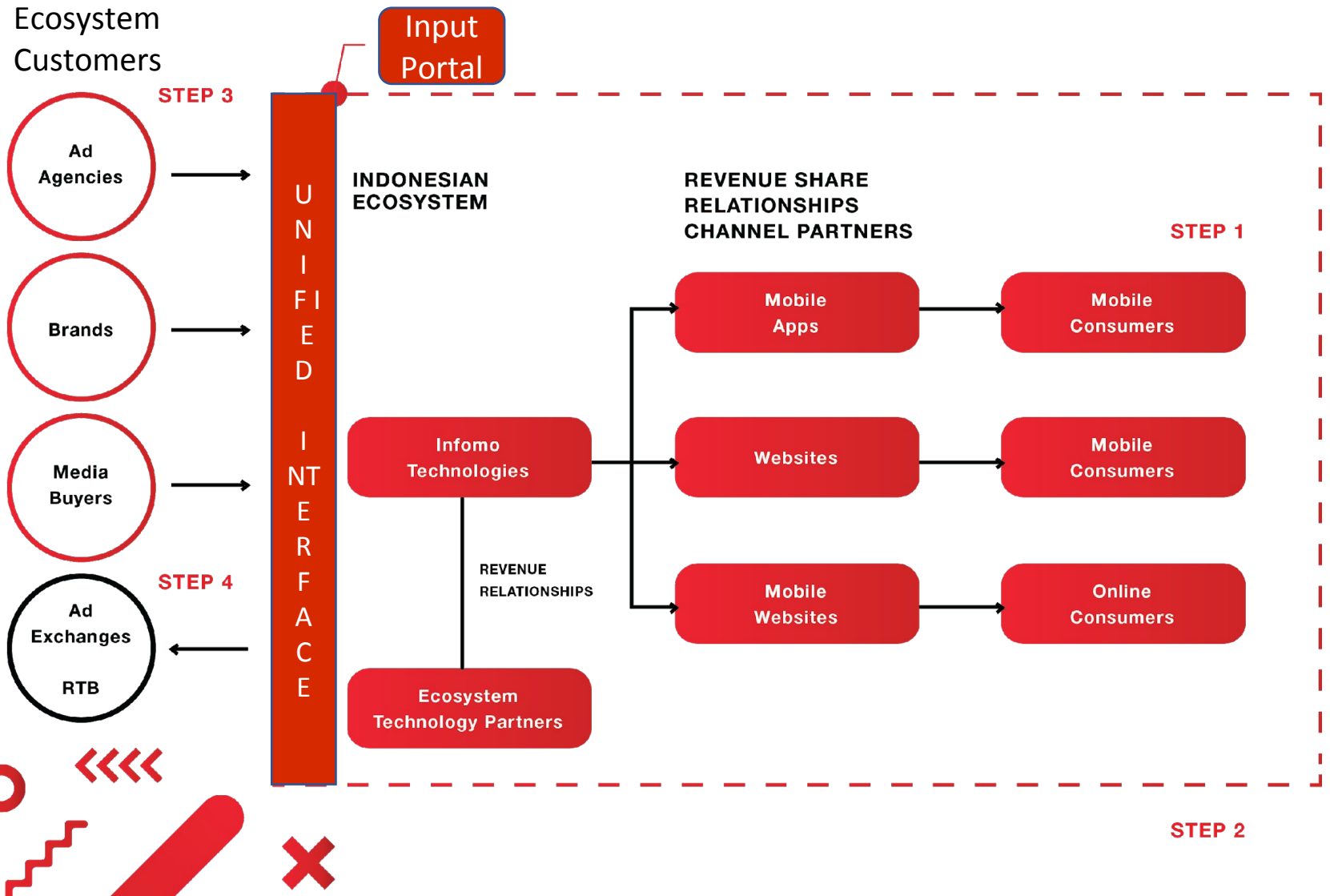


Purpose Built for the Marketing Fraternity
Designed with Digital Publishers in mind

STEP 2

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Ecosystem Customers
Input Portal
STEP 3
Ad Agencies
Brands
Media Buyers
UNIFIED INTERFACE
INDONESIAN ECOSYSTEM
REVENUE SHARE RELATIONSHIPS CHANNEL PARTNERS
STEP 1
Infomo Technologies
REVENUE RELATIONSHIPS
Ecosystem Technology Partners
Mobile Apps
Mobile Consumers
Websites
Mobile Consumers
Mobile Websites
Online Consumers
STEP 2



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N INDONESIAN BEST-OF-BREED DIGITAL ADVERTISING ECOSYSTEM

DEMO RUNS IN PROGRESS

SAMPLE RESULTS

Health apps

WEB

Originally was a static banner. To enhance engagement, we modified it to motion (mp4 format)



[redacted] is the apps that provide full service for health, from asking the GP or specialist, buy medicine, lab check and other health information. Hassle free without queuing.

Challenge There is 10+ apps within the same benefit in the market, [redacted] need more awareness and downloaders so consumer can experience [redacted].

The brief

Engage consumer enable them to learn more about [redacted] so they can know about [redacted] benefit before decide to download the app

Campaign Period	: 10 days
KPI	: 2,000 clicks
Format	: push down header video
Result	: 284,733 impression/ 2,301 clicks / 0.8% CTR (vs 0.35% in GDN)

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IT WORKS

DEMO RUNS IN PROGRESS

SAMPLE RESULTS

CINEMA

WEB

Original content was a 2'' 35"' movie trailer. Customized to 15' with a view to bring in more [redacted] awareness



[redacted] is the largest cinema chain in Indonesia, with almost 1000 screen all over Indonesia.

Challenge Even [redacted] the largest cinema chain, there is downtrend in website visitors. Since there are more player also in the market and become more aggressive.

The brief

Increase visitors to [redacted] website by Promote movie 'Angel Has Fallen' as direct leads to m-tix to buy movie tickets

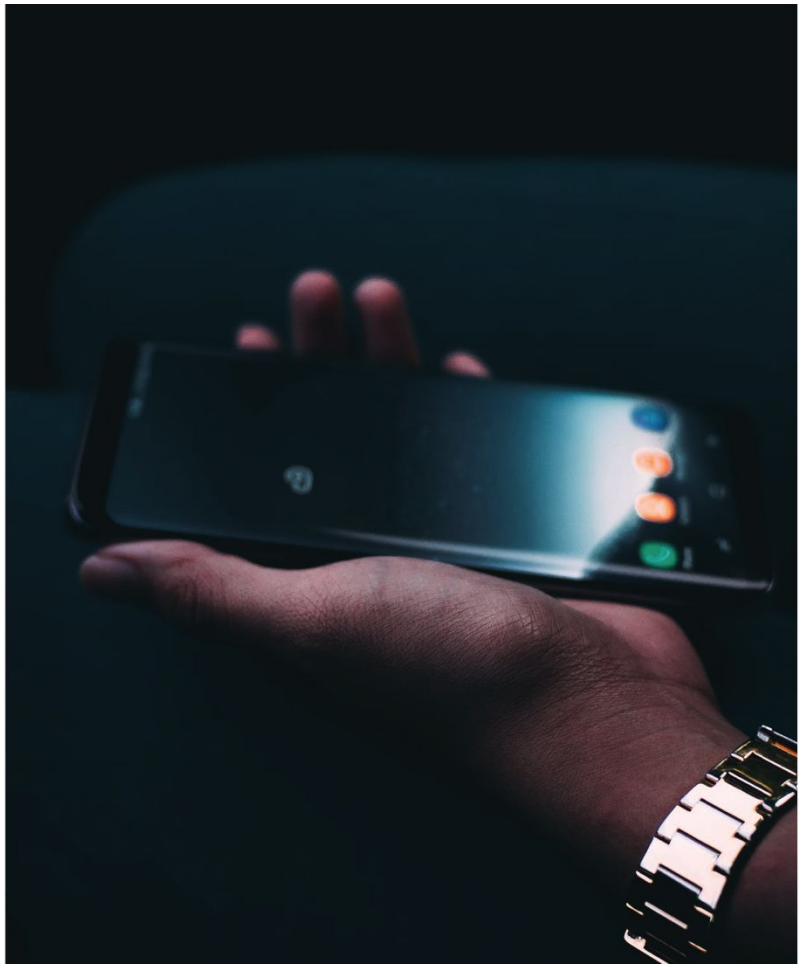
Campaign Period	: 10 days
KPI	: 5,000 clicks
Format	: Push down header video
Result	: 377,410 impression/ 5,530 clicks / 1.4% CTR (vs 0.35% in GDN)

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IT WORKS

INTRODUCING THE ALTERNATIVE

A UNIQUE MOBILE-FIRST APPROACH



- **Pure pay-on-results performance marketing ecosystem**
- **Enables brands/agencies to directly deliver their brand story to chosen consumer base**
- **Real-time zero fraud solution**

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ENABLING AN EEFECTIVE & EQUITABLE DIGITAL ADVERTISING ECOSYSTEM



THE ALTERNATIVE
SOME KEY BENEFITS

Direct control over content displayed

Completely different "engagement capabilities"

Deeper analytics of consumers

Deliver contextual content

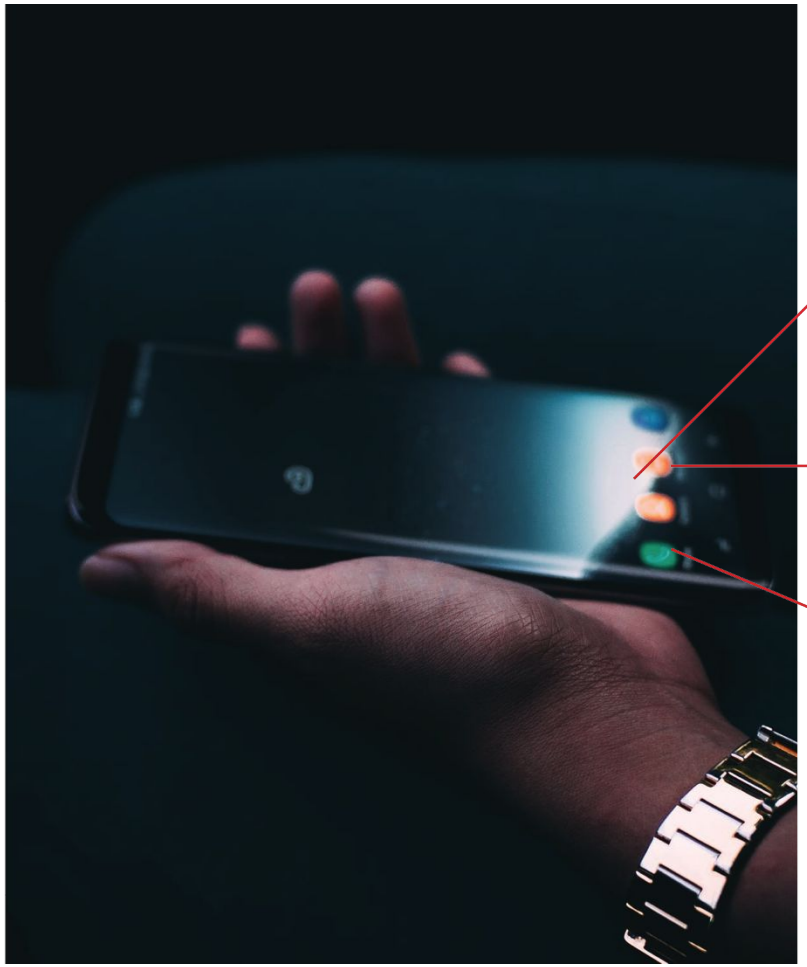
Enable the brand to tell its story

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DELIVERING AN ALTERNATIVE TO LEGACY TO EXISTING DUOPOLY

LIVE DEMOS

REDEFINING MOBILE ENGAGEMENTS



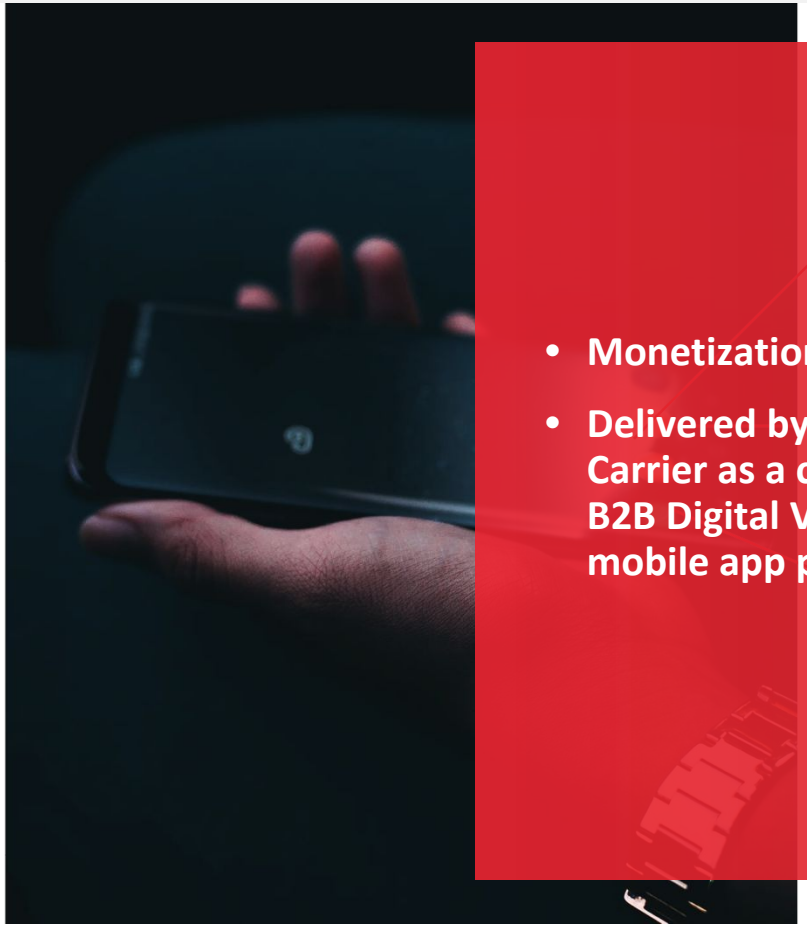
- Device-triggered ads **DEMO**
- Publisher-triggered ads **DEMO**
- User-triggered ads **DEMO**

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THE ALTERNATIVE

REDEFINING MOBILE ENGAGEMENTS

PRECISE MOBILE TARGETING



- **Monetization as a Service**
- **Delivered by the Local Telecom Carrier as a click, download and use B2B Digital VAS offering to any mobile app publisher**

User-triggered ad **DEMO**

Publisher-triggered ad **DEMO**

Device-triggered ad **DEMO**

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PERMISSION-BASED WITH INTEGRATED CONSUMER GAMIFIED GRATIFICATION

THE ALTERNATIVE

REDEFINING WEB ENGAGEMENTS



- The Peel — DEMO
- The Icon — DEMO
- The Banner — DEMO
- Context-based engagements — DEMO
- Ad blocker-proof engagements — DEMO

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INTRODUCING INFOMO

REDEFINING WEB ENGAGEMENTS



- Monetization as a Service
- Delivered by the Local Telecom Carrier as a click, download and use B2B Digital VAS offering to any website publisher

The Peel	DEMO
The Icon	DEMO
The Banner	DEMO
Context-based engagement	DEMO
Ad blocker-proof engagement	DEMO

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ADS SOURCED FROM PROGRAMMATIC UNIVERSE TO UTILISE ANY VACANT INVENTORY

THE ALTERNATIVE

HOW IT COMPARES WITH THE PROGRAMMATIC



LEGACY PROGRAMMATIC ECOSYSTEM

- Programmatic ecosystem evolved from legacy website advertising.
- Not optimal for ever-growing mobile (app & browser) advertising markets.
- Dominated by Facebook/Google.
- Publisher assets are commoditised.
- No control over display content.
- No control over inventory value.
- Prone to fraud.

COLLABORATIVE PROGRAMMATIC ECOSYSTEM

- Collaborative engagement with Publisher partners.
- Significant authenticated consumer population.
- A mobile-first approach.
- Advertisers precisely know when and where their content is shown
- Local Telco Anchored
- Real Time Campaign Control
- Zero Fraud
- Publisher assets are valued.
- Publisher partakes in revenue share.
- Publisher curates campaigns.

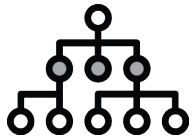
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PROGRAMMATIC MODEL IS COMPLEX, OPAQUE & IT COMMODITISES PUBLISHER ASSETS

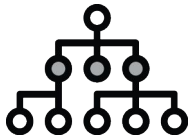
THE ALTERNATIVE
FOR INDONESIAN ADVERTISERS

SELF-SERVICE CAMPAIGN MANAGEMENT PORTAL

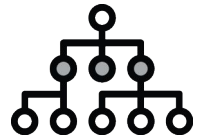
CONTENT DELIVERY AND ENGAGEMENT WITH AUTHENTICATED USER BASE



Ad-tech solutions for improved “consumer engagement”



Response management capabilities: Online data, Offline voice, Offline text, Offline email



Engagement data collection, analysis & insight

A real opportunity to tell sequential stories across different media platforms within a connected network in a progressive fashion

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ADVERTISERS CONTROL WHERE THE ADS ARE SHOWN

THE ALTERNATIVE
LEARNINGS FROM THE INDONESIAN INITIATIVE

Imagine The Local Telecom Carrier
as
<u>The Alternative</u>

Digital Monetization as a VAS as a new source of revenue

All the Telecom Carrier needs is a Zero Touch, Zero Opex, Zero Capex offering!

Simple GTM opportunity - where the local Telecom Carrier becomes a white-labelled Super Supply Side Platform to mobile app developers and publisher websites

New incremental sources of revenue as pure voice/data services are commoditised.



Individual consumer relationships:
- Voice
- Data (mobile)
- OTT

Residential relationships:
- Voice
- Data (broadband)
- Content services (streaming, etc)

Business relationships:
- Voice
- Data (mobile & broadband)
- Storage
- Business services

Standard Telephony Offerings

NETWORK OPERATOR HAS STRONG RELATIONSHIPS WITH AUTHENTICATED SUBSCRIBERS

INFOMO CONTRIBUTES "SUPER SUPPLY-SIDE PLATFORM TO CREATE NEW SYNERGIES

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LOCAL TELCO
THE ALTERNATIVE
BENEFITS FOR ALL



ADVERTISER:

- Complete focus on customer response and leads development
- Content delivery is for a known pool of consumers and always guaranteed
- Total process transparency with zero fraud
- ROMI calculations straightforward
- Easy control

NETWORK OPERATOR:

- New ancillary revenues
- Action driven economics
- Better value
- Full control over ads
- Less inventory requirements
- Pull marketing
- Stickiness

CONSUMER:

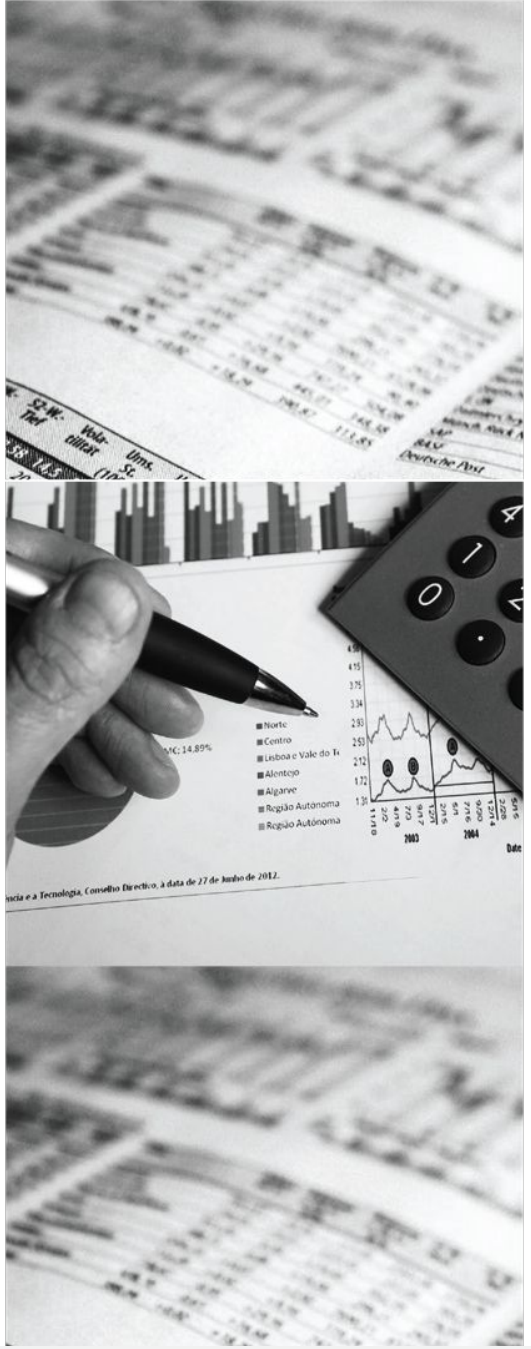
- Instant gratification
- Consent driven
- Transparency
- High relevancy
- Full control
- Pull marketing & zero spam

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ENABLING AN EEFECTIVE & EQUITABLE DIGITAL ADVERTISING ECOSYSTEM

LOCAL TELCO
THE ALTERNATIVE
BEYOND INDONESIA

Digital VAS
Zero Touch Plug & Play Offering
B2B Solution
Local Digital Publishers



Already In Delivery

BSNL, MTNL — India

Telkom Indonesia — Indonesia

Already in Active Discussions

Viettel (Say it your way), mobifone (mọi lúc - mọi nơi), vinaphone — Vietnam

PLDT, Globe — The Philippines

Focus for Q4, 2019

ooredoo, du, vodacom, etisalat, Omantel, عمانتل — The Middle East

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GAINING GLOBAL TRACTION

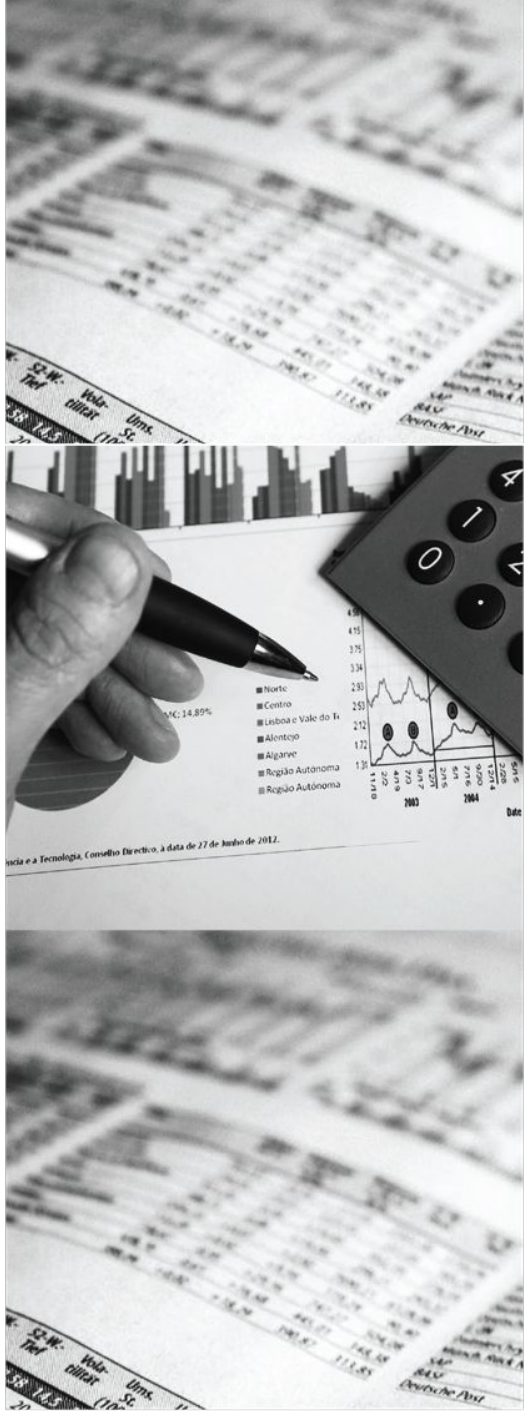


CONCLUSION

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CONCLUSION

- Identified authenticated audience of deliver over 1.5B full screen rich media ads in just two months in Indonesia
- The Telco Partnership gave us access to a range of leading mobile & web publishers
- Model finding acceptance with carriers across SE Asia and the Middle East
- A Telecom Carrier be THE ALTERNATIVE provided it is empowered with right capabilities
- Solutions designed with Digital Marketing Community in perspective



Telecom carriers have advertising channels like Messaging (MMS, SMS, Voice) and Mobile Couponing.

As The Alternative, the telecom carrier can offer a COMPLETE 'Integrated Solution to Brands, Advertisers and Agencies'

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THANK YOU

For more information please make contact with:

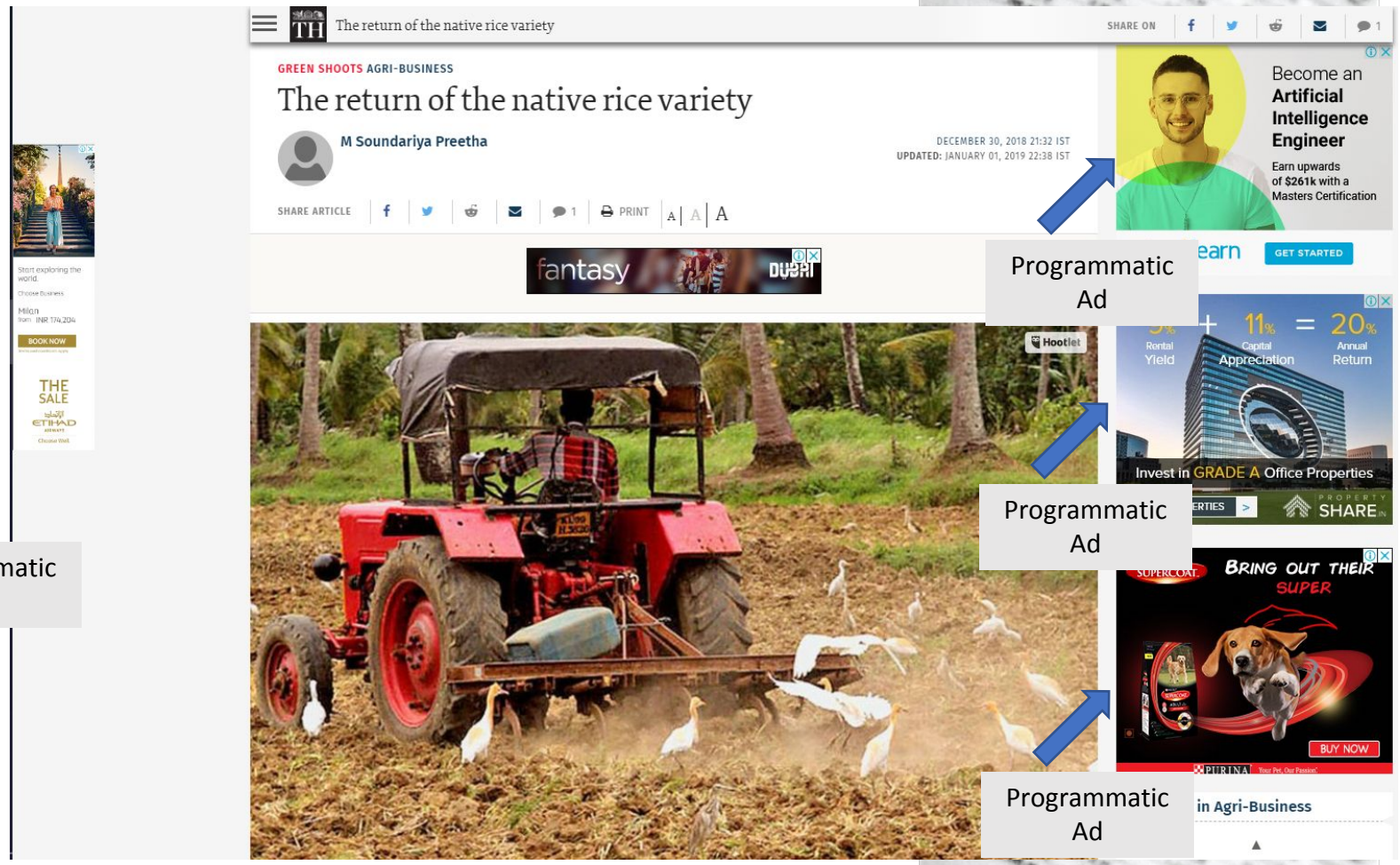
ANANDA RAO
Founder & Chief Executive

1 NORTH BRIDGE ROAD
#21-06 HIGH STREET CENTRE
SINGAPORE 179094

+61 410 283 222
ananda.rao@infomo.net
www.infomo.net

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STANDARD AD DISPLAY



Programmatic Ad

Programmatic Ad

Programmatic Ad

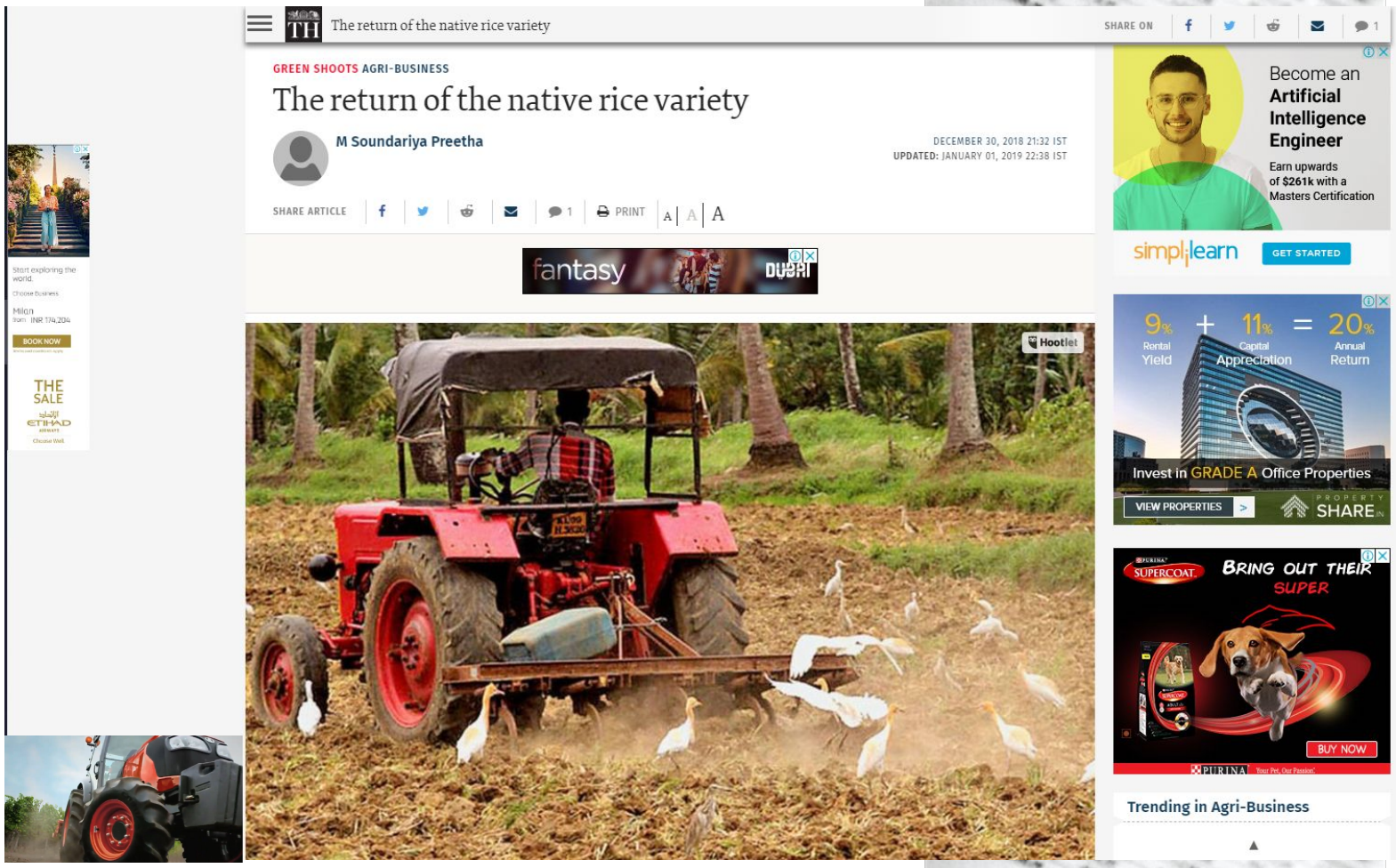
Programmatic Ad

IRRELEVANT ADS

COMPANY CONFIDENTIAL

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THE ALTERNATIVE



Relevant Ads
Works alongside programmatic
Deep Analytics

COMPANY CONFIDENTIAL

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