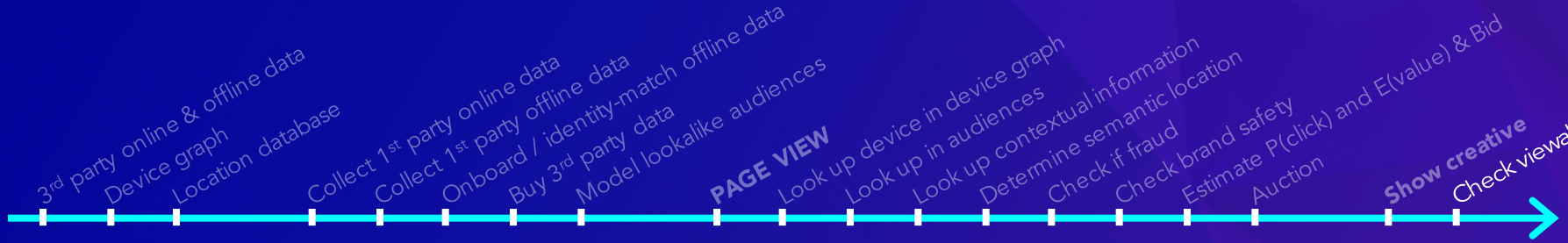
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Ad User Experiences driven by data and programmatic creative

Miha Mikek, Founder & CEO Celtra


3rd party online & offline data
Device graph
Location database
Collect 1st party online data
Collect 1st party offline data
Onboard / identity-match offline data
Buy 3rd party data
Model lookalike audiences
PAGE VIEW
Look up device in device graph
Look up in audiences
Look up contextual information
Determine semantic location
Check if fraud
Check brand safety
Estimate P(click) and E(value) & Bid


WATCH VIDEO
WHERE TO BUY
FRIGIDAIRE
PROFESSIONAL.
CRANK UP
YOUR KITCHEN
SEE HOW ››


3rd party online & offline data
Device graph
Location database
Collect 1st party online data
Collect 1st party offline data
Onboard / identity-match offline data
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Model lookalike audiences
PAGE VIEW
Look up device in device graph
Look up in audiences
Look up contextual information
Determine semantic location
Check if fraud
Check brand safety
Estimate P(click) and E(value) & Bid
Auction
Show creative
Check viewability

Disparity in Sophistication



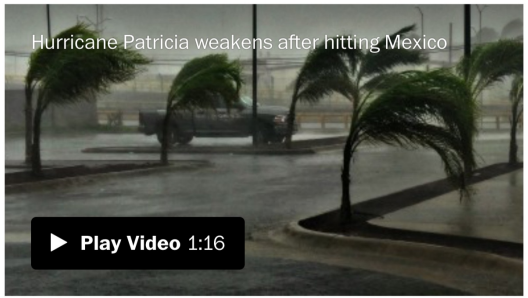
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The Washington Post

World

For Mexico, Hurricane Patricia hit just the right spot

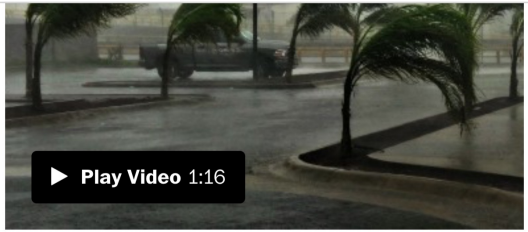
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At its peak, Hurricane Patricia was a massive Category 5 storm with 200-mph winds. After making landfall it quickly withered into a tropical storm early Saturday, Oct. 24. (Reuters)



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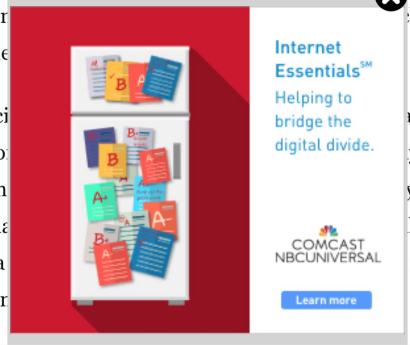


At its peak, Hurricane Patricia was a massive Category 5 storm with 200-mph winds. After making landfall it quickly withered into a tropical storm early Saturday, Oct. 24. (Reuters)

By Manuel Roig-Franzia and Joshua Partlow
October 24 at 1:41 PM
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PUERTO VALLARTA, MEXICO — Hurricane Patricia, a storm for the Sie

Patrici tion, meteo y, makin y popula liding with a its swirlin

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Danny Moloshok, Associated Press

A man holds a laptop computer with a YouTube logo on it at YouTube in Los Angeles.

SAN FRANCISCO — In a move to fortify Google's video advertising business in the face of growing competition from Facebook and Twitter, YouTube is getting a new product chief from Google.

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Neal Mohan, Google's senior vice president of video and display advertising, is moving to Google's video-sharing service YouTube to lead product and design.

He will report to YouTube chief executive Susan Wojcicki who made the announcement on Twitter.

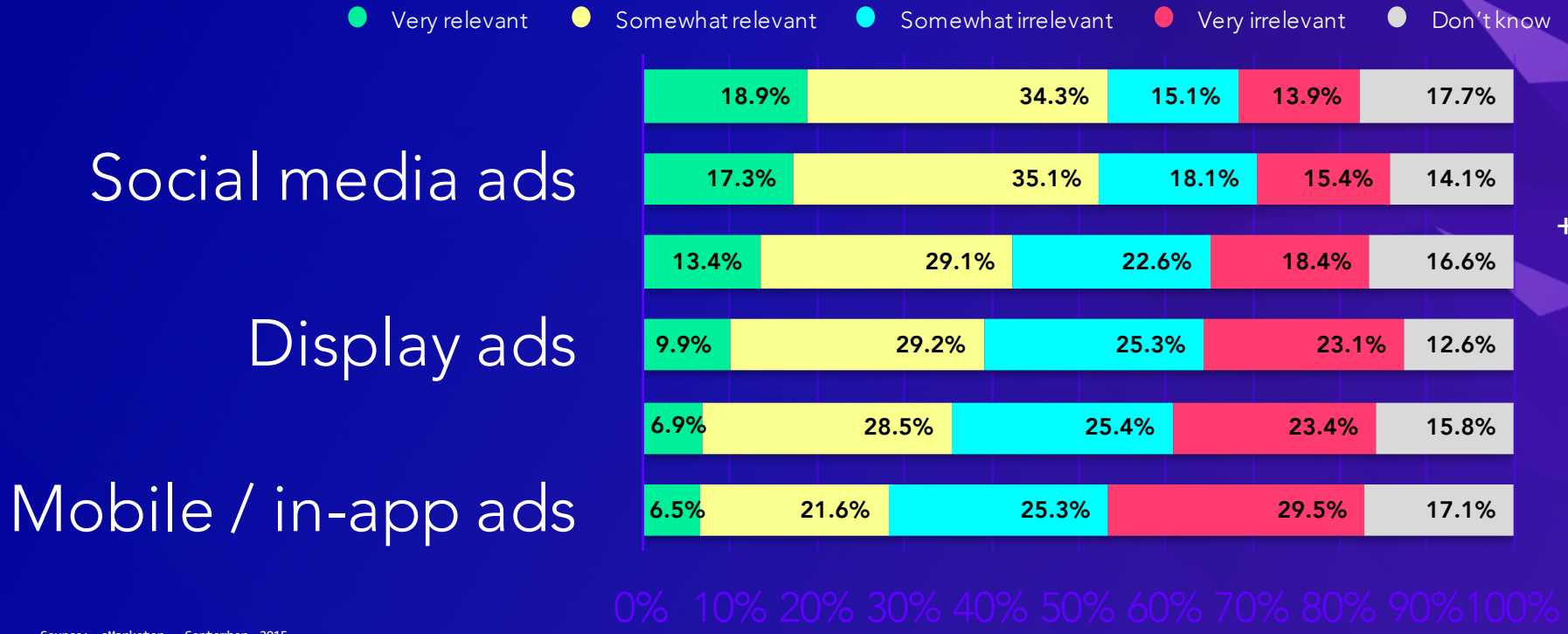

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relevant experiences

Relevance of Digital Ads According to US Millenial Internet Users

by Type/Tactic, July 2015



Source: eMarketer, September 2015

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69% of online consumers agree that the quality, timing, or relevance of a company's message influences their perception of a brand.

*Source: Consumers in the Micro-Moment, Google/Ipsos, U.S.,March 2015

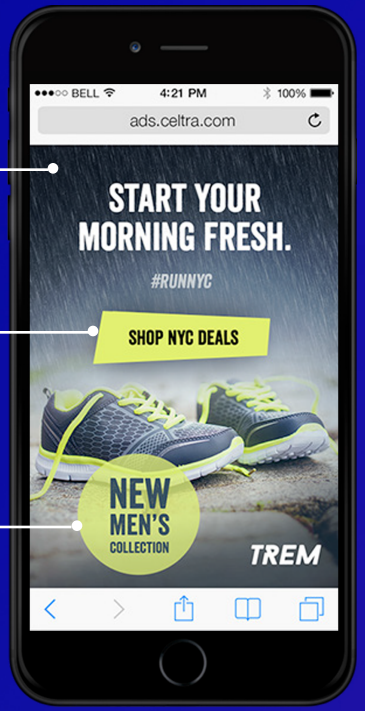

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Right audience
≠
Right message

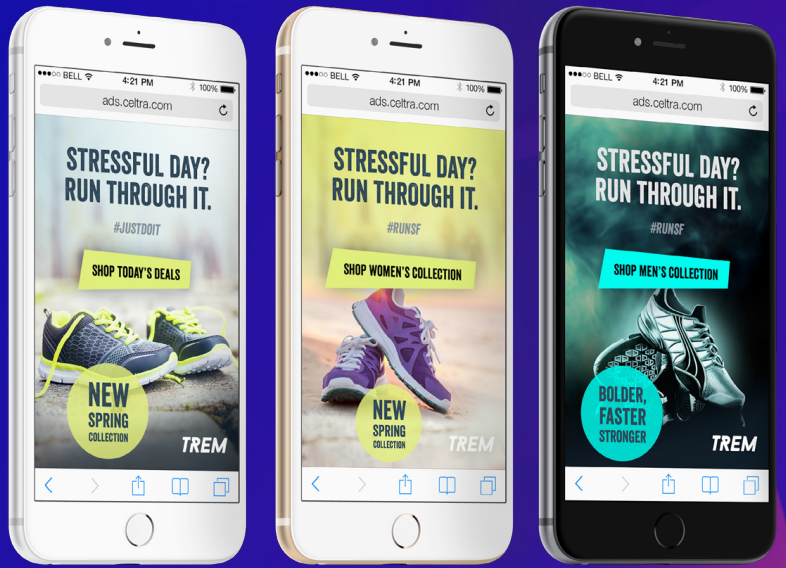
Programmatic Creative

WEATHER

LOCATION

AUDIENCE





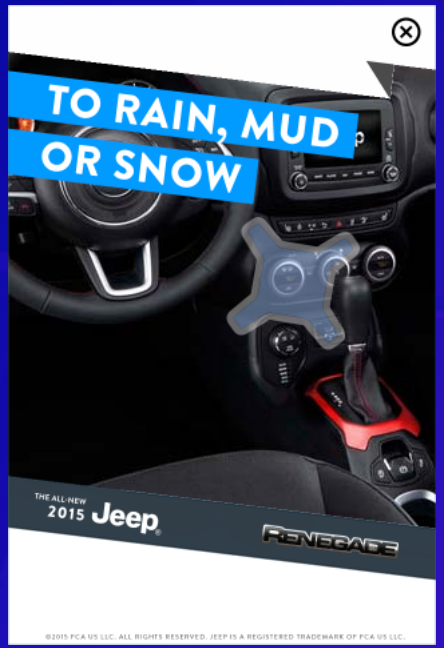

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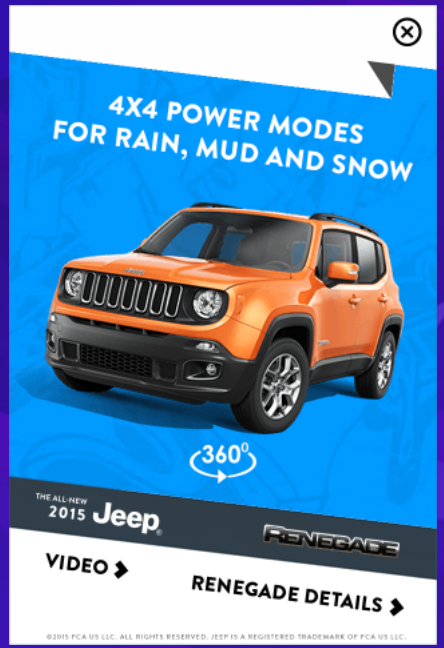

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SAND
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31 HWY MPG1
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Ad relevancy driven by media signals and 3rd party audience data

Location

- Semantic location
- Weather
- Pollen

Audience

- Gender
- Life stage
- Passions
- Language

+

Time

Publisher context

- Topic
- Attention span

Platform

Ad relevancy driven by advertiser data

CRM

CMS

People

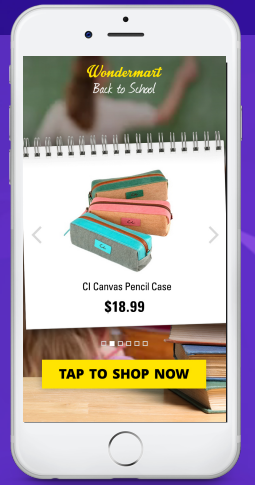
Locations

Products

Offers

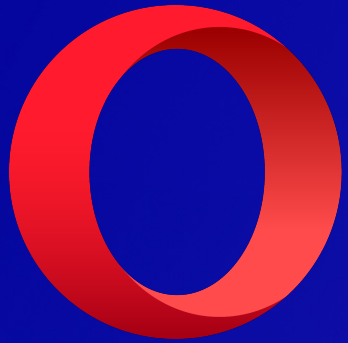
Assets

Ad UX Platform



Personalized advertising

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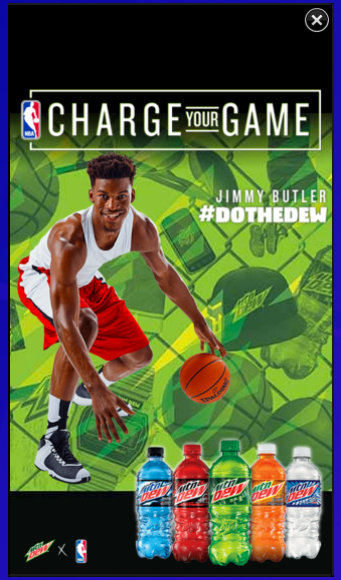


Opera
MEDIAWORKS

Jason Collar, Sr. Director Creative Services

Mountain Dew









Dynamic location based on location with 5 different variables, Dallas, Forth Worth, Chicago, LA and Houston.

ABC









The Family *dynamic message based on 7 day variable*. (Special Premiere March 3, Special Premiere Thursday, Tomorrow, Tonight, new episode, tomorrow and tonight.

Thank you!