

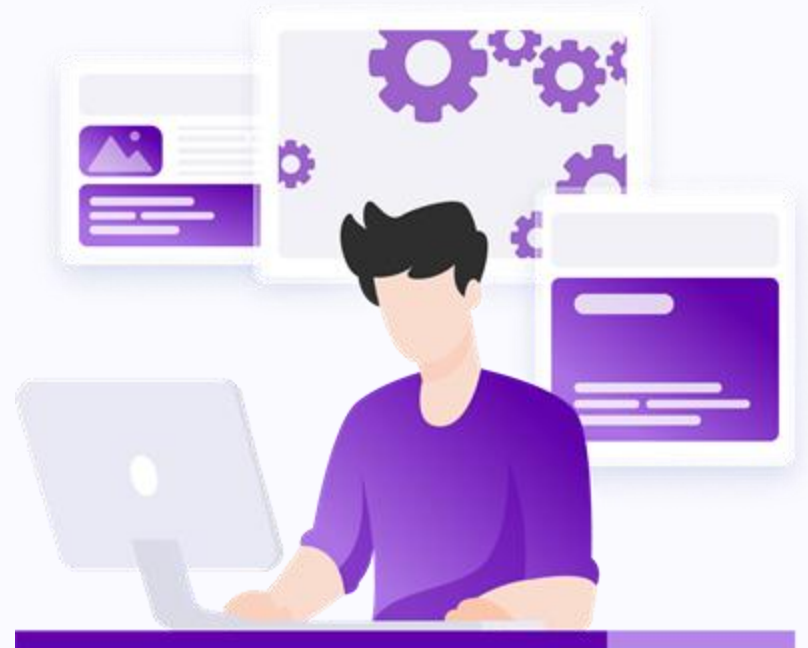
Hybrid

Revolutionizing Digital Advertising Game:
Unleashing Next-Gen AI Magic

Shaping The New With AI

AI in Programmatic Advertising

- AI enables real-time personalized content delivery across multiple channels by aligning with individual preferences and interests
- Personalization fosters brand loyalty, driving repeat business and increasing engagement



Predictive Analytics

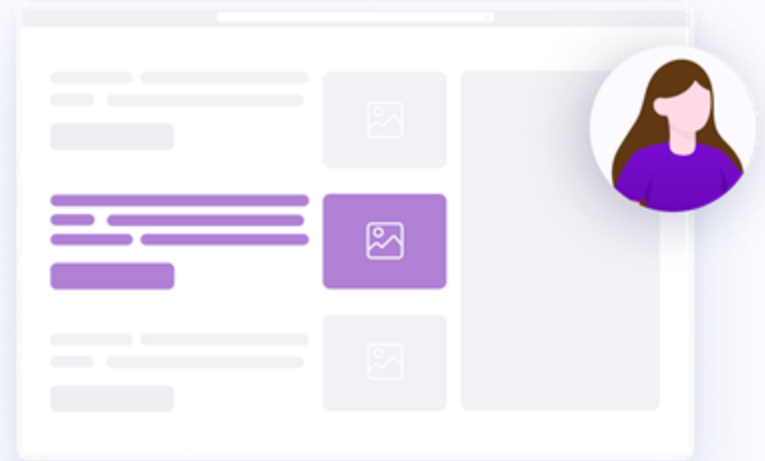
AI-driven predictive analytics enables highly targeted campaigns by analyzing large datasets

Helps optimize bids, enhance audience engagement and conversion rates, improving overall digital ad spends



Personalization at Scale

- AI enables real-time personalized content delivery across multiple channels by aligning with individual preferences and interests
- Personalization fosters brand loyalty, driving repeat business and increasing engagement



A Full Stack Programmatic Advertising Ecosystem

Innovative AI AdTech Solutions

Hybrid
ecosystem



Hybrid Platform

Customized programmatic solutions



Hybe

Programmatic in-house platform for
launching brand mobile app promotion















VOX

Contextual marketing suite

12 Representative Offices Around The World



-  Poland
-  India
-  Indonesia
-  Vietnam
-  Ukraine
-  Germany
-  Mexico
-  Cyprus
-  USA
-  UAE
-  Thailand
-  Singapore



India Presence



Why Hybrid?



Own development stack

based on AI and ML algorithms.

12+ years of development experience.



Ecosystem with customized client solutions & activation framework. From awareness to purchase intent.



AI-driven contextual marketing suite based on **computer vision & textscan & in-app scoring**
= alternative for a cookieless era.



Own Creative Studio with wide variety of non-standard formats. The ability to become more engaging & heart catching to TA.



Innovative solutions for every cooperation stage: media & creative strategy, media planning & buying, measurement mechanics.

Our Solutions

VOX

TV Sync

Triggers

Hyperlocal



Contextual Marketing Suite



Q search...

CONTEXTUAL AI

AI algorithms recognize a variety of objects in **images and videos** using text keywords.

Comprehensive text and images analysis allows us to **deeply categorize articles** and even **recognize a meaning of each page**.

As a result, we can **interact with consumers in the environment they are interested in** without reference to cookies.

10 most loved tourist attractions in Asia

By Hoang Phong July 11, 2024 1:02:04 am PT

From Gardens by the Bay in Singapore, Hoi An ancient town in Vietnam to Wat Phra Chetuphon Pagoda in Thailand, here is a list of 10 most loved tourist attractions in Asia as voted by **Tripadvisor** readers.



Gardens by the Bay, a popular tourist attraction in Singapore, topped the list as part of Tripadvisor's 2024 Travelers' Choice Awards Best of the Best, based on the quantity and quality of reviews and ratings collected on its website over the past year.

The nature park spans 101 hectares and consists of three waterfront gardens, the largest of which is the Bay South Garden, which houses two cooled conservatories, as well as so-called super trees.

Traveler reviews for Gardens by the Bay called it "stunning" and "out of this world."

CREATE YOUR BRAND IMAGE THROUGH THE CORRECT ASSOCIATIVE ARRAYS



Business Class Car



Business Meeting



Yacht



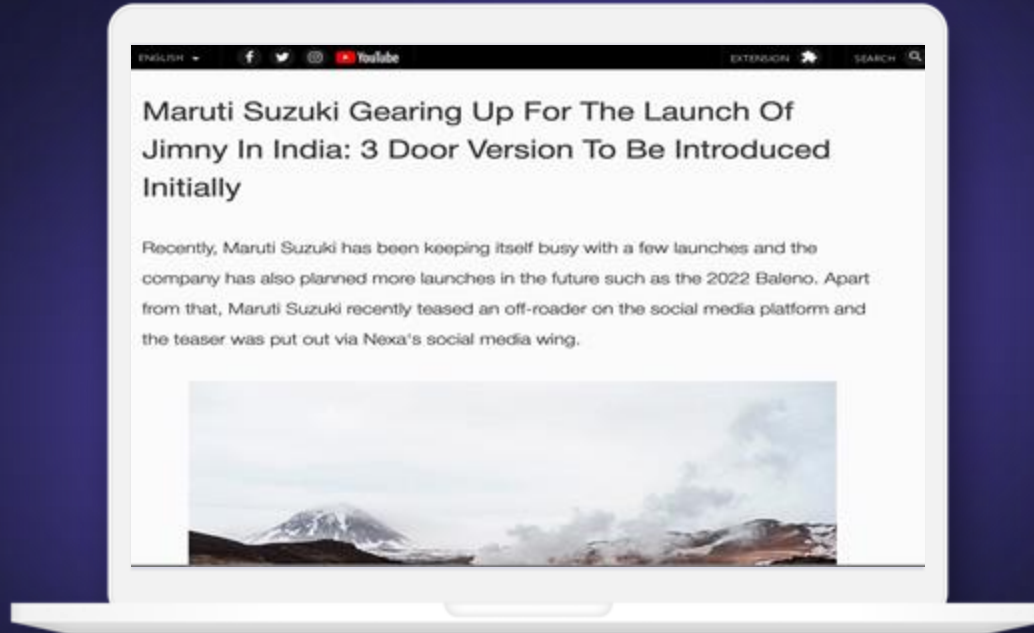
Luxury Property



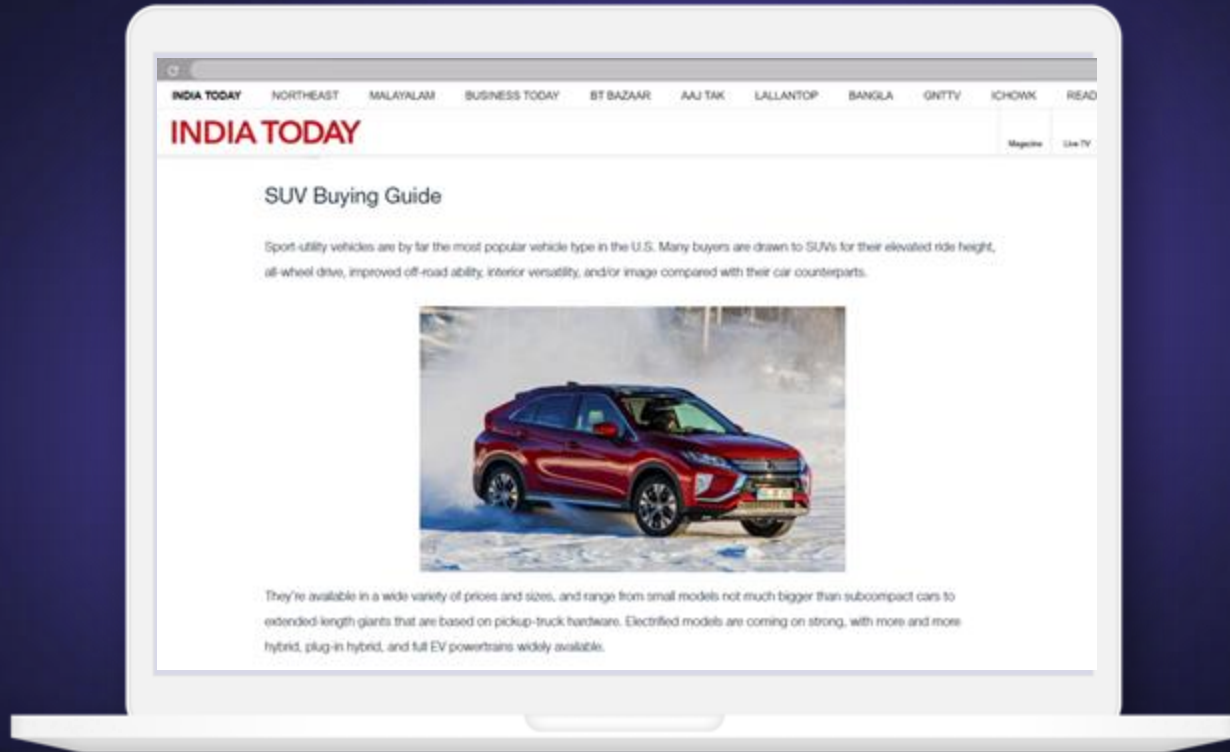
Branded Goods

WHERE TO DISPLAY?

Ad integration into the editorial content & images: optimal creative position **within the attention zone** (screen focus).



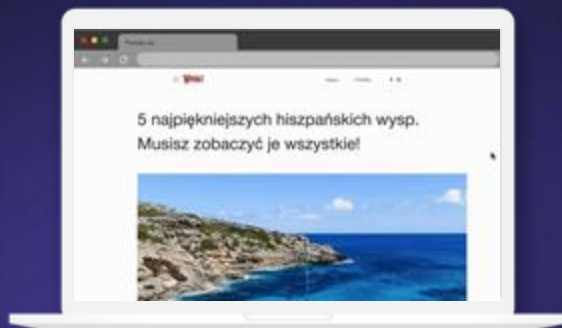
WOW-EFFECTS (NEW) TO ATTRACT ATTENTION



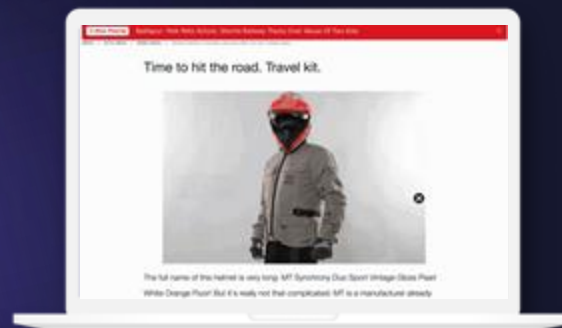
IN-IMAGE MIX PACKAGE



In-image stripe + Sticker



In-Image Button / Point



In-image stripe video



In-image Stripe Plus + Scroller



In-Image Flip



In-image Large

INVENTORY FOR EXECUTION

Top SSPs

 AppNexus

 unity

 RUBICON

 Google ADX

 smaato

& many more

Top Premium Publishers

THE TIMES OF INDIA

The Telegraph

FINANCIAL EXPRESS
WORLD LEADER

oneindia

Hindustan Times

Jagran

boldsky

CarDekho
INDIA'S LARGEST

NBT
नवभारत टाइम्स

mid-day

DIVY

Herzindagi

& many more

AI HUB «IREN»

Iren is the center where we create, train and improve our algorithms.



Content Manager Team



Data Science Team



Dataset collection



Training and creation of algorithms



Performance Analysis of models
and algorithms

DATASETS CREATION

The more complex the category is, the more images are required for the accurate dataset



Now I know what family dinner looks like!



DATASETS CREATION

Sometimes complex categories require more images to get accurate results



images in the dataset
for the category "garlands"



what might be considered
a garland, if there are few images



CUSTOM CATEGORY EXAMPLE

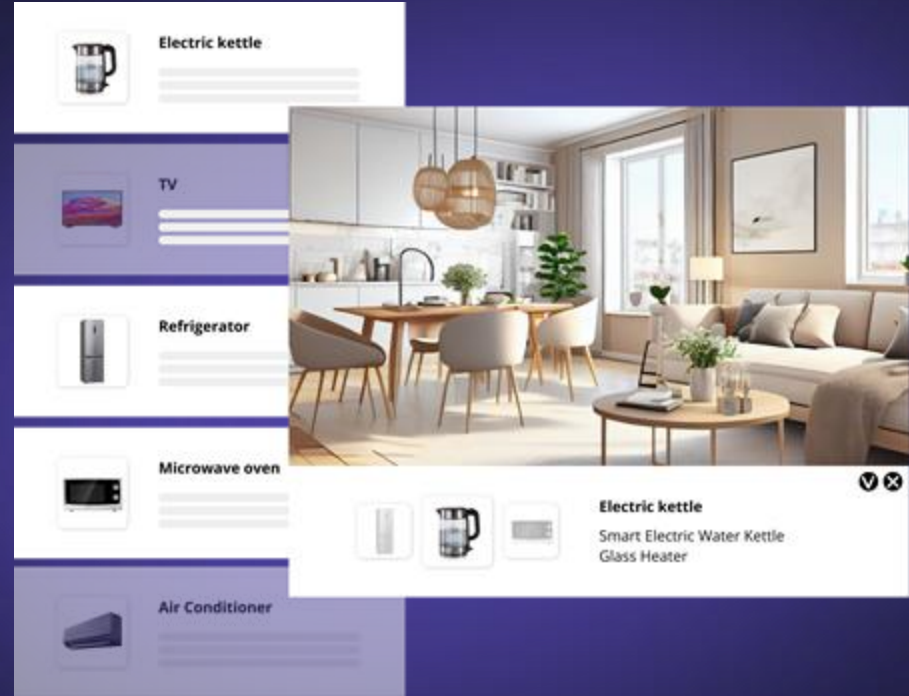
For the needs of a client from Africa, we created a category for photographs that contain blue.



AI BASED DYNAMIC PERSONALIZATION

Personalize your creative with AI using information from the xml feed.

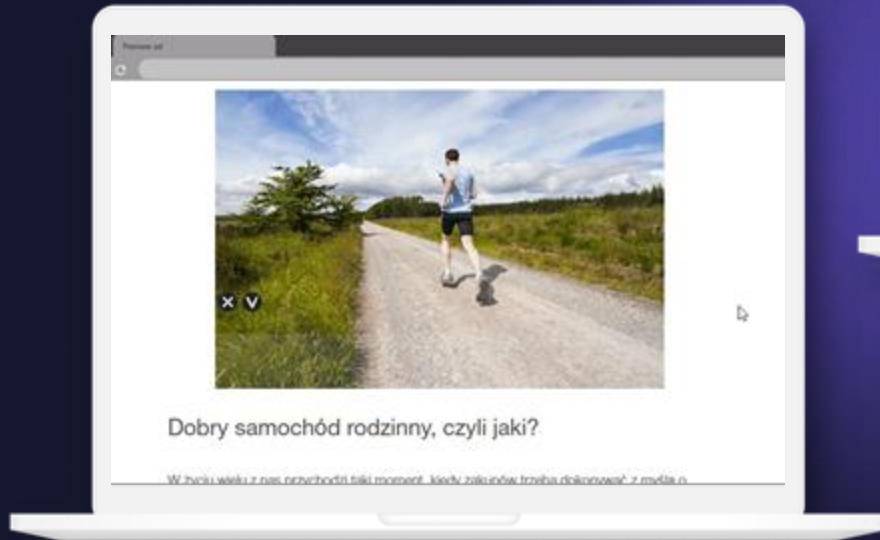
Creatives with products that match these images will be placed in the contextually relevant images.



DETECTION FUNCTION (NEW)

Some available options:

- Gender detection.
- Detection of approx age, hair color, mode of dress, etc.
- Creative personalization.




Max users involvement could be reached via such non-standard approach

AI CREATIVE OPTIMIZATION


BEAUTY TIPS & TRICKS

What Lipstick Shade Suits Me?

by Mad Group on Nov 29, 2023



Age: 20 y.o.



Face Lotion for young skin


✓ ✕

SKIN CARE | Your Skin | Science | Ingredients | Routine | Acne | Conditions | Procedures | Products | Sun Protection | Natural | Hair & Nails


How to Have Your Best Skin in Your 40s, 50s, and 60s

40s | 50s | 60s and beyond | Takeaway

Medically reviewed by Debra Rose Wilson, Ph.D., MSN, R.N., IBCLC, AHN-BC, CHT — Written by Kate M. Watts on April 11, 2018







Age: 50 y.o.



Anti-Wrinkle Facial Cream

✓ ✕

More in Your Look, Your Way

-  CoolSculpting: Does It Work?
-  Varicose Veins: Causes, Symptoms, and Diagnosis
-  Hair Transplant: the Cost of Treatment, Recovery, and More
-  Botox Under the Eyes: Cost, Effectiveness, and Side Effects

EMOTIONAL PURCHASES: SHOPPING FUNCTION

Show your ads to the interested audience in the proper context and attract users' attention.



VOX recognizes clothing items in the image of the article on the website.

Similar products are downloaded **from the online store catalog** in advertising creative.

COMPREHENSIVE BRAND SAFETY

Brand Safety on contextual level: contextual filtering through two channels - **text and graphic.**

▶ **Sensitive Content Classification:** pictures and text are analyzed and categorized appropriately in categories like adult content, violence, hate speech, etc and excluded from placement.

▶ **Contextual Targeting** itself makes ads appear alongside relevant and suitable content.

▶ **Real-Time Monitoring:** content id monitors in real-time to identify and address potential brand safety risks promptly.



CASES STUDIES



Impression

9,219,761



Clicks

117,257



CTR

1.27%



Impression

8,073,289

Clicks

87,494

CTR

1.08%



Impression

5,338,880



Clicks

85,751



CTR

1.61%

TV Sync



Omnichannel is a new black: TV Sync

Synchronize TV and programmatic ads for greater **engagement.**

The server receives broadcast data and the TV ad is shown on your device while the TV ad is running.

The campaign is a part of a **cross-channel project** - TV synchronization of commercials with ads on mobile devices.



Triggers

Weather

Air

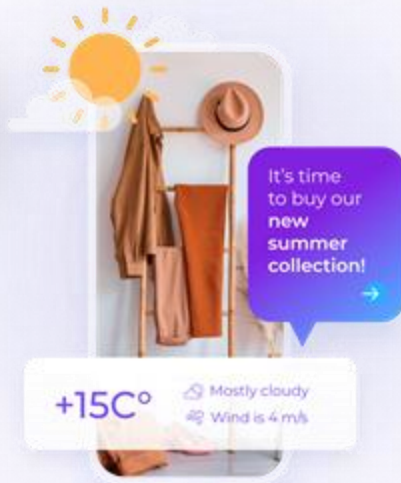
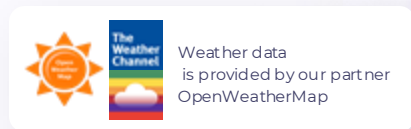
Weather

Air

Weather Targeting

Streamline your advertising budget, getting the most interested customers.

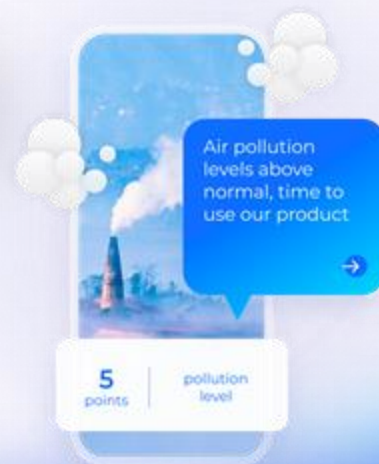
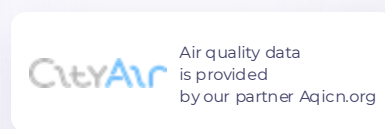
This option allows to customize advertising campaigns and show different creatives depending on **weather forecast**.



Air Quality Targeting

Use targeting by local environmental conditions to personalize your ad and attract more engaged customers.

The user will be able to see the information on **air quality in the relevant location**.



Hybrid

Places

Hyperlocal Targeting

Geolocation targeting



Hybrid Places

Find your audience in the in-app channel and display your ads to the **relevant users** in accordance with their **location**.



HyperLocal targeting

Motivate your potential customers to visit offline store and make a purchase within a **radius of 250 m to 1.5 km** from a specific place.



We make a selection of addresses in necessary categories.

We collect the starting segments of users who visit the selected locations during working hours:

- The collection is based on mobile IDFA/GAIDs that are relevant over time;
- The initial segment is collected based on 1 to 60 days of data;
- After the start of the campaign, segments will be updated with new identifiers daily.

Have Any Questions?

Contact us

 [hybrid.ai](https://www.hybrid.ai)  sales@hybrid.ai

