



FULL STACK APPROACH

PRESENTED BY: ALFONSO MARINIELLO – COUNTRY MANAGER ITALY

adform

WHAT MAKES ADFORM SPECIAL

Founded in Denmark in 2002

Under the leadership of 3 code-writing entrepreneurs

- The leading open and independent full stack ad technology platform
- Innovating the automation of the buying and selling of advertising
- Adform is the only ISO/ IEC27001 certified Full Stack
- 800 industry professionals
- 22 offices in 19 countries



Gustav Mellentin
CEO & Co-founder

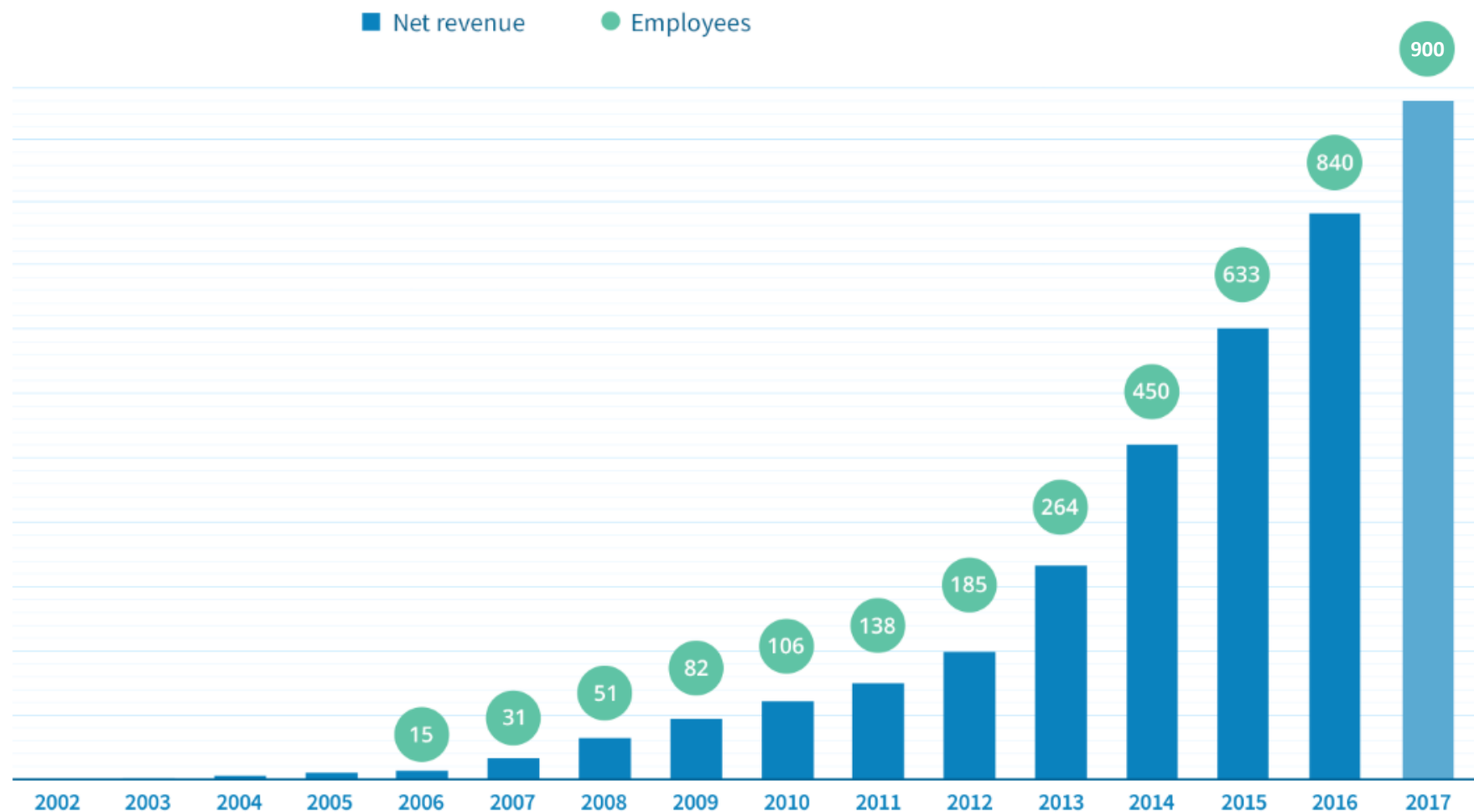


Jakob Bak
CTO & Co-founder



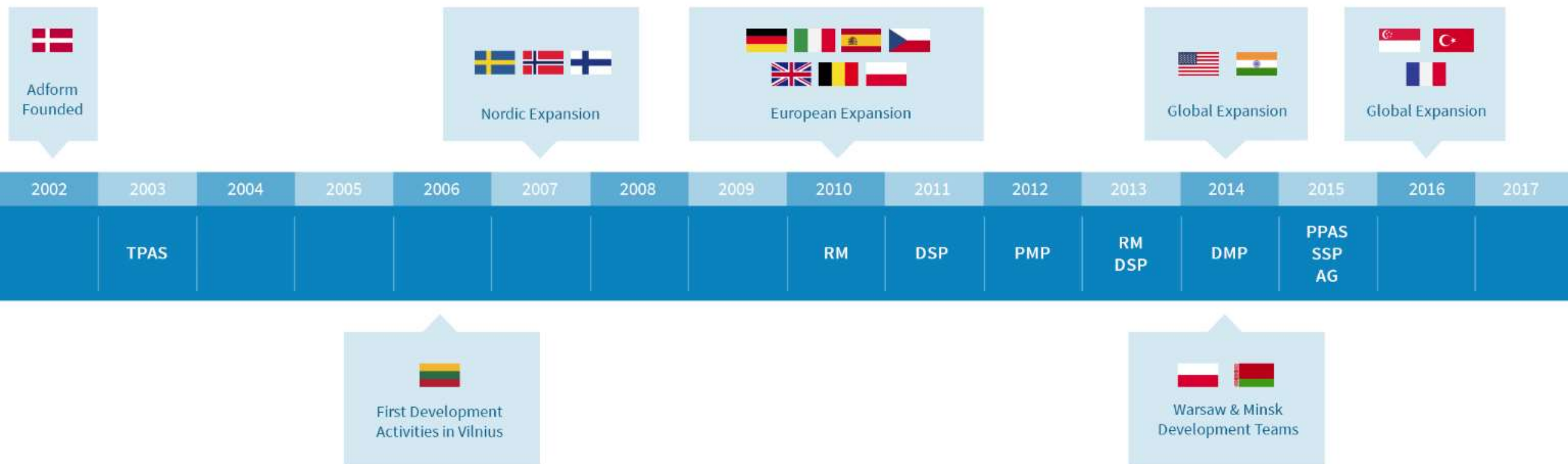
Stefan Juricic
CPO & Co-founder

ORGANIC GROWTH AND DEVELOPMENT



KEY MILESTONES

INNOVATING THE AUTOMATION OF BUYING AND SELLING ADVERTISING



WITH A GLOBAL FOOTPRINT



840

Employees

19

Countries



Adform Reseller

396

Developers

250

Client Services

4,500

Product Releases (Last 12 months)

WITH GLOBAL INFRASTRUCTURE



100bn

Daily transactions

6

Data centers

1000

Physical servers

5PB

Data storage

*not incorporated

We invest in the future

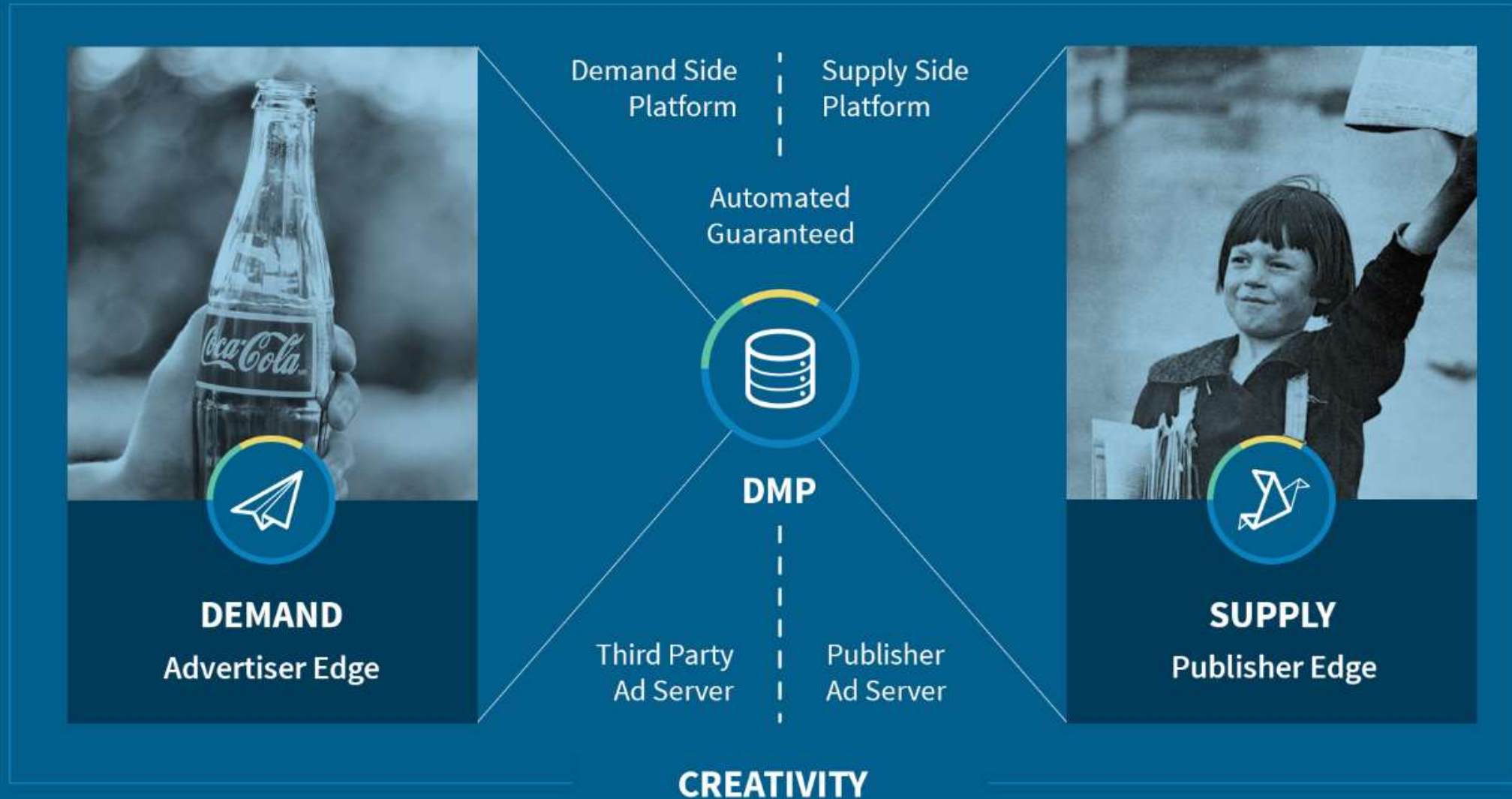
Our Data Center Providers are selected based on performance and their social responsibility.

Adform Data Centers rely almost entirely on sustainable energy and energy consumption best practices to ensure the lightest CO2 footprint possible.



THE INDEPENDENT & OPEN - FULL STACK AD TECH PLATFORM

WE COMBINE DATA, CREATIVITY AND TRADING



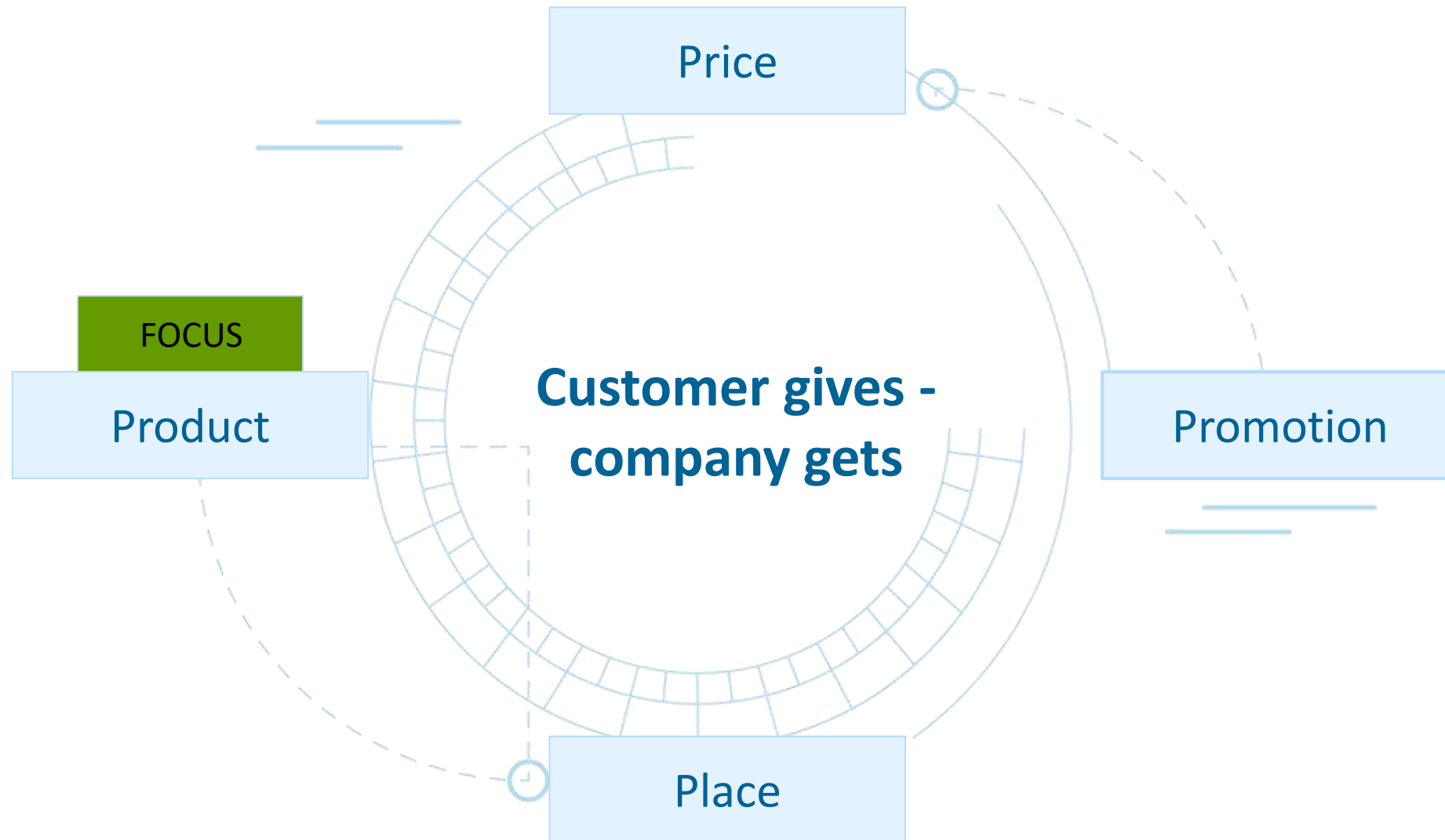
SOME OF OUR BRAND CLIENTS

			
			
			+ more

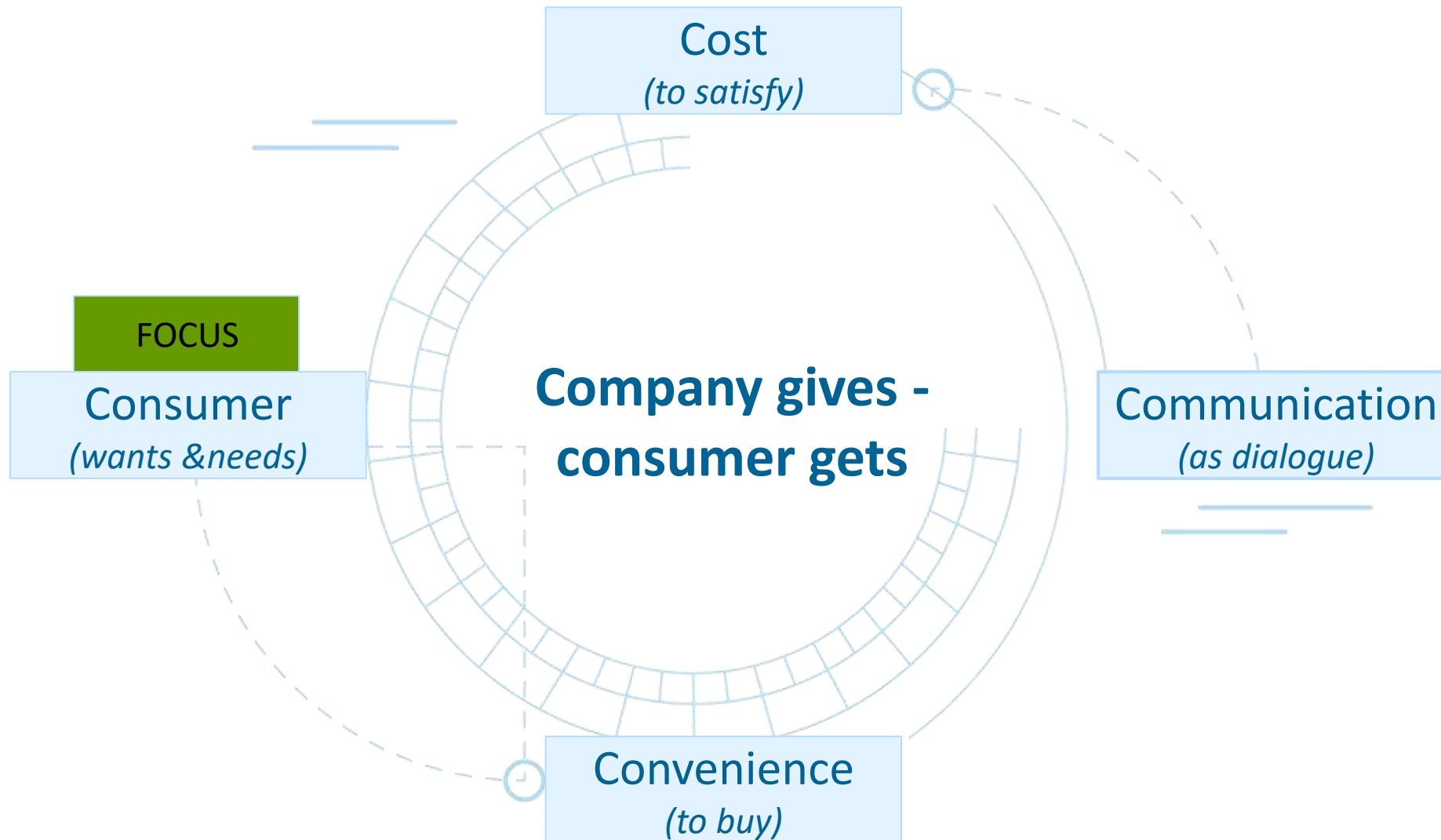


**CONSUMERS HAVE CHANGED.
HAVE YOU?**

IN THE 60IES



IN THE 90IES



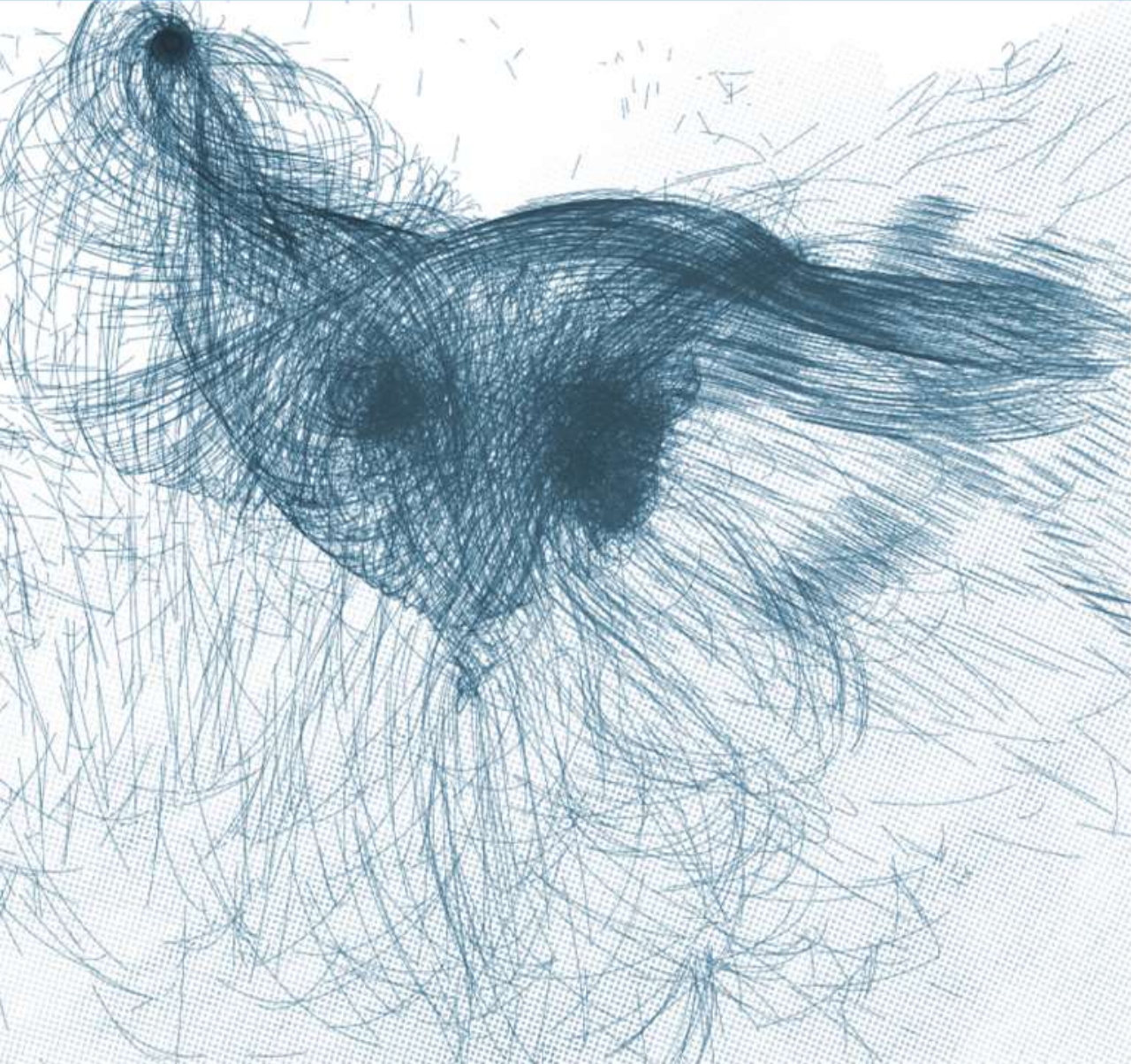
TODAY



90%

of marketers want to
MOVE BEYOND SEGMENTATION
towards one-to-one, real-time
PERSONALIZATION

GO FOR IT!



70+%

Believe in the
DATA-DRIVEN APPROACH
& will increased
data-marketing budgets

CONTENT



Product
Focus



CLIENT
driven



Few
for **ALL**



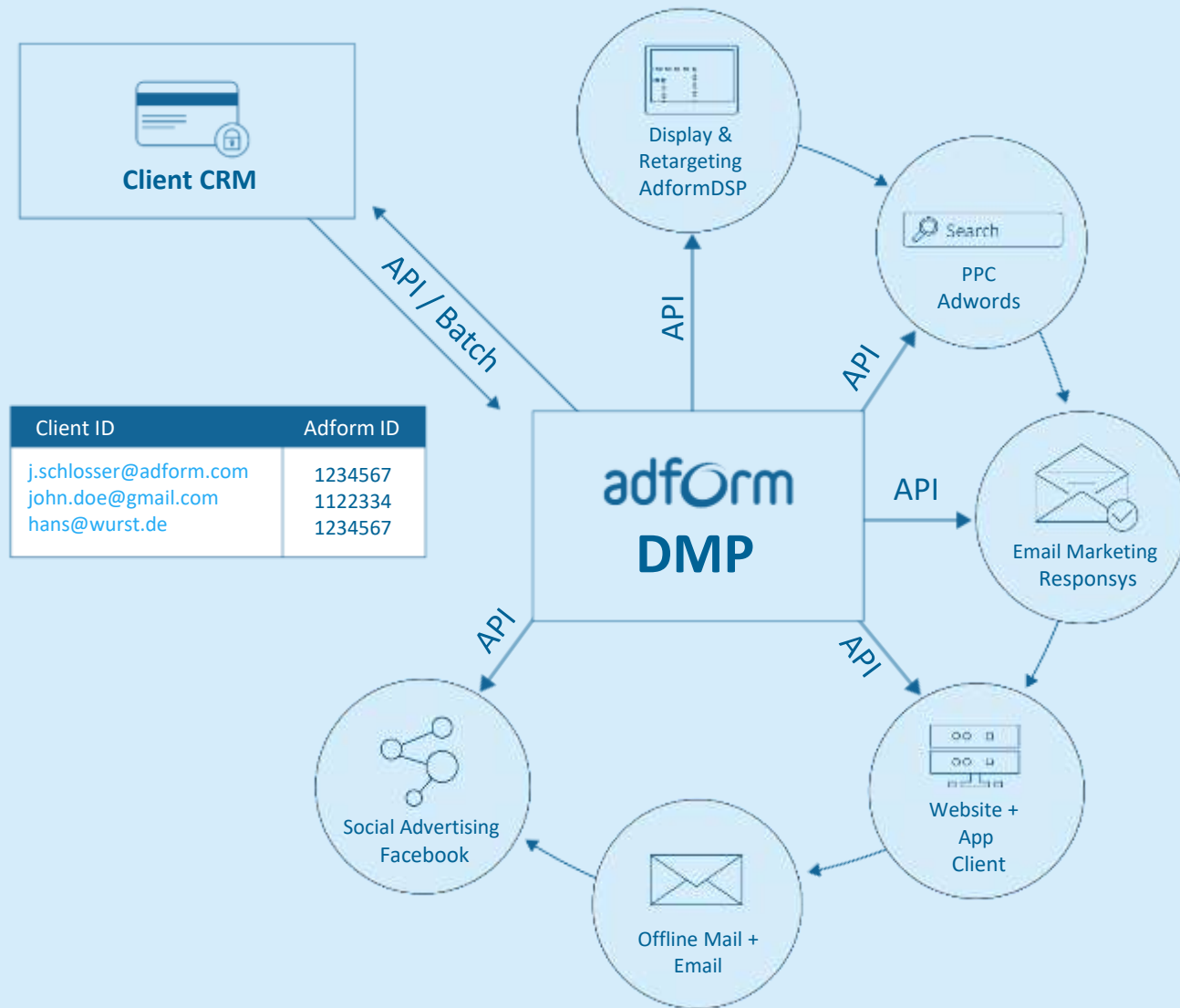
Curated
for needs



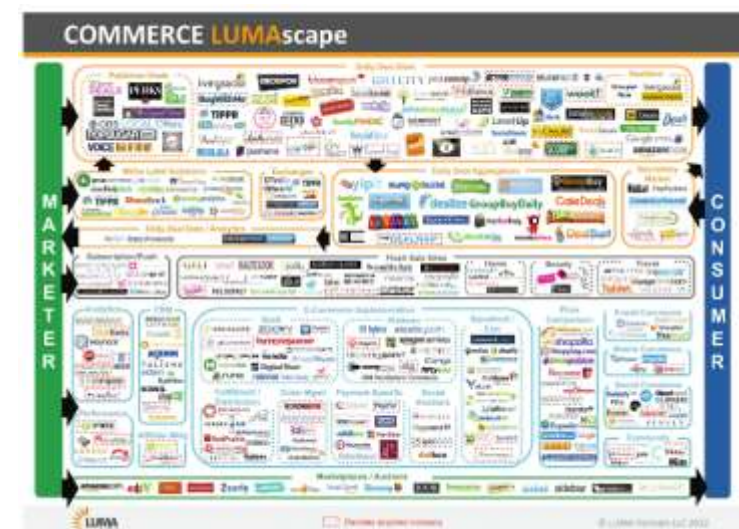
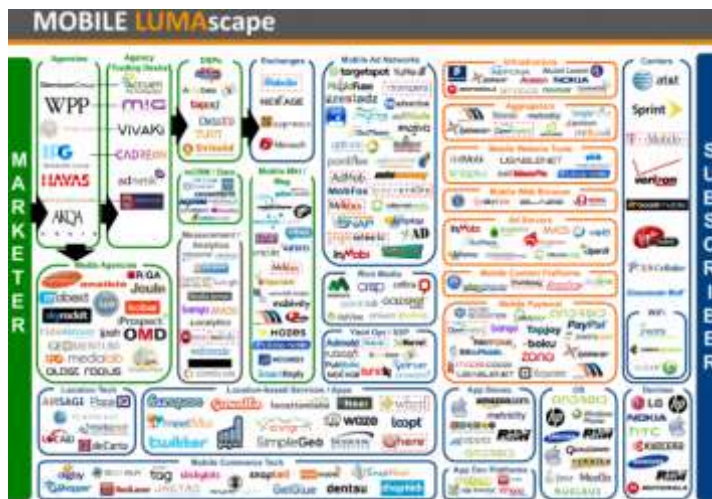
MEASURE



MORE THAN ADVERTISING



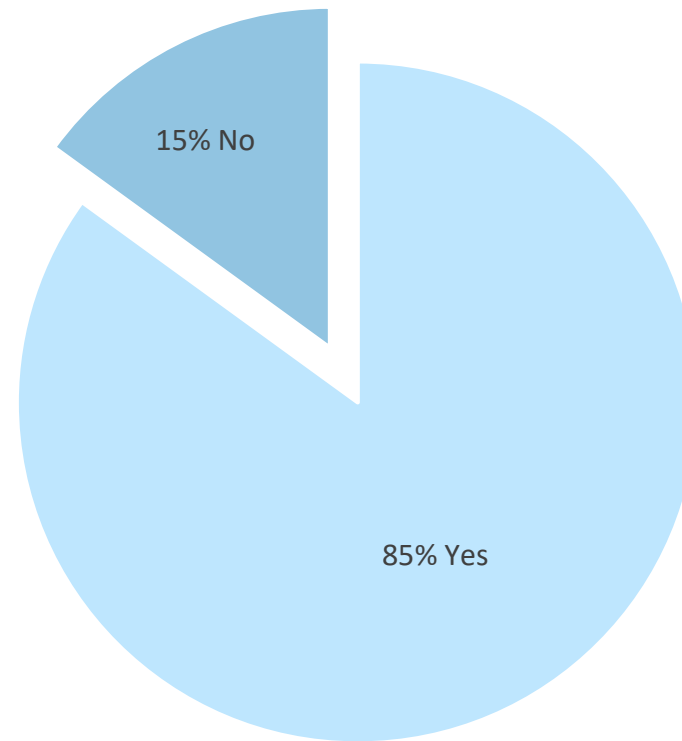
MASS OF POINT SOLUTIONS



MOST ADVERTISERS WANT A SINGLE SOLUTION

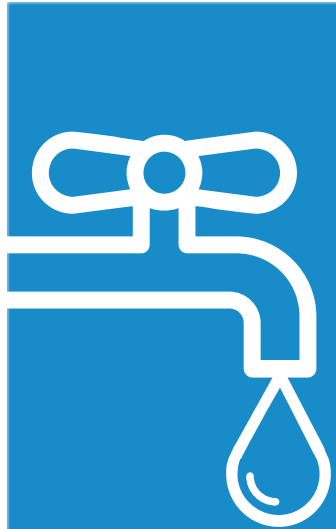
THERE IS NO VALUE IN POINT SOLUTIONS

Do you think there is value in using a suite of products over point solutions?



ADVERTISING PAIN POINTS

Media Waste



Data leakage between platforms costs you dearly



Reaching consumers instead of devices



Reaching consumers at the moment of purchase



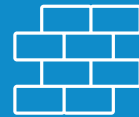
The right creative execution at the right time



Fraud and data security



Lack of data ownership and transparency



Walled Gardens

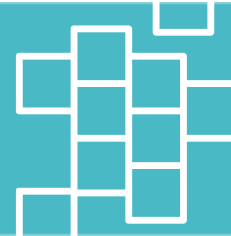
Lack of efficiency



Inefficiencies / repeated work streams



Cost of integration work



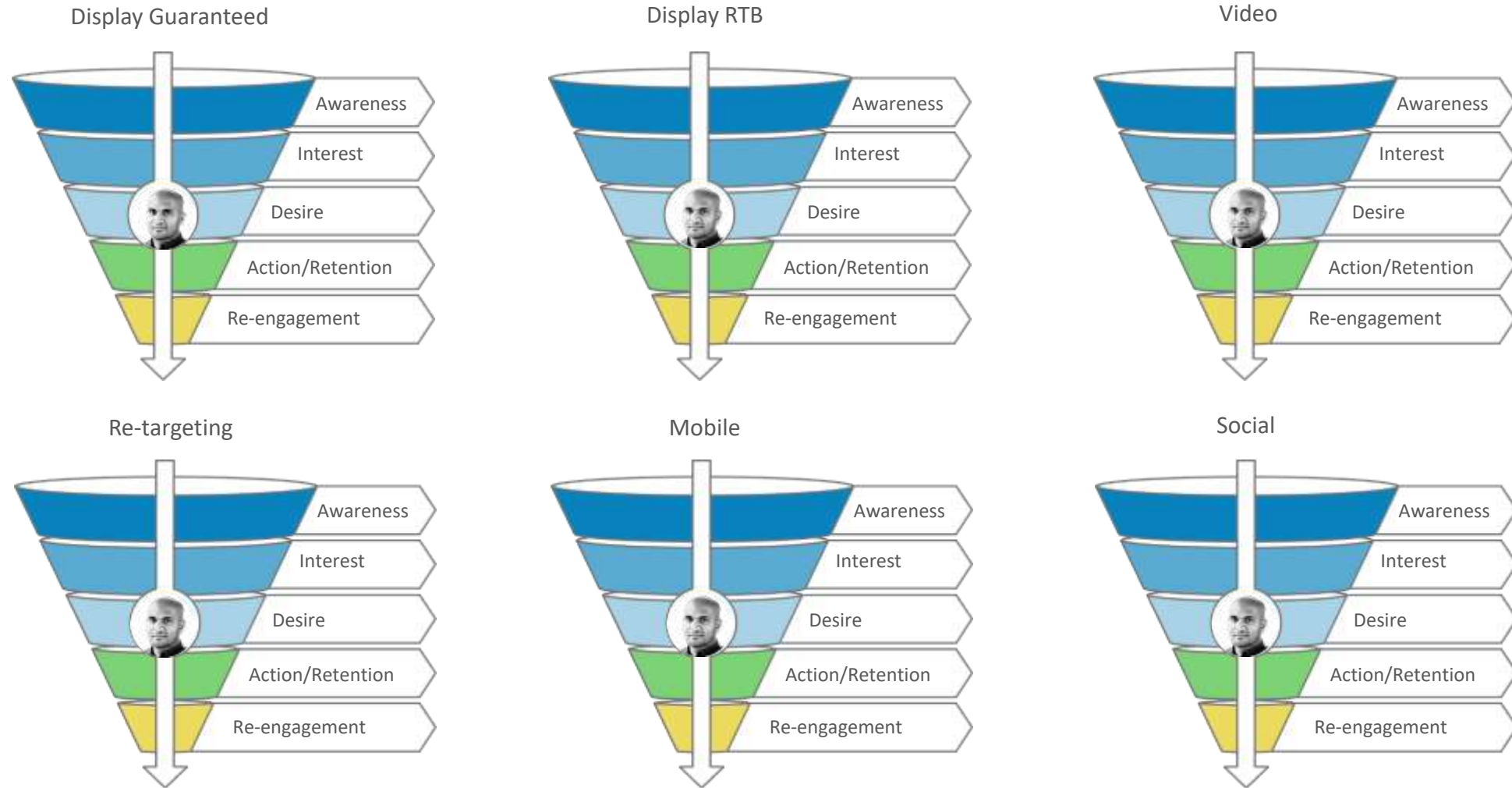
Supplier fragmentation



High Tech Tax

SEPARATED MARKETING ACTIVITIES

MULTIPLE SALES FUNNELS FOR THE SAME USER LEAD TO WASTED BUDGETS

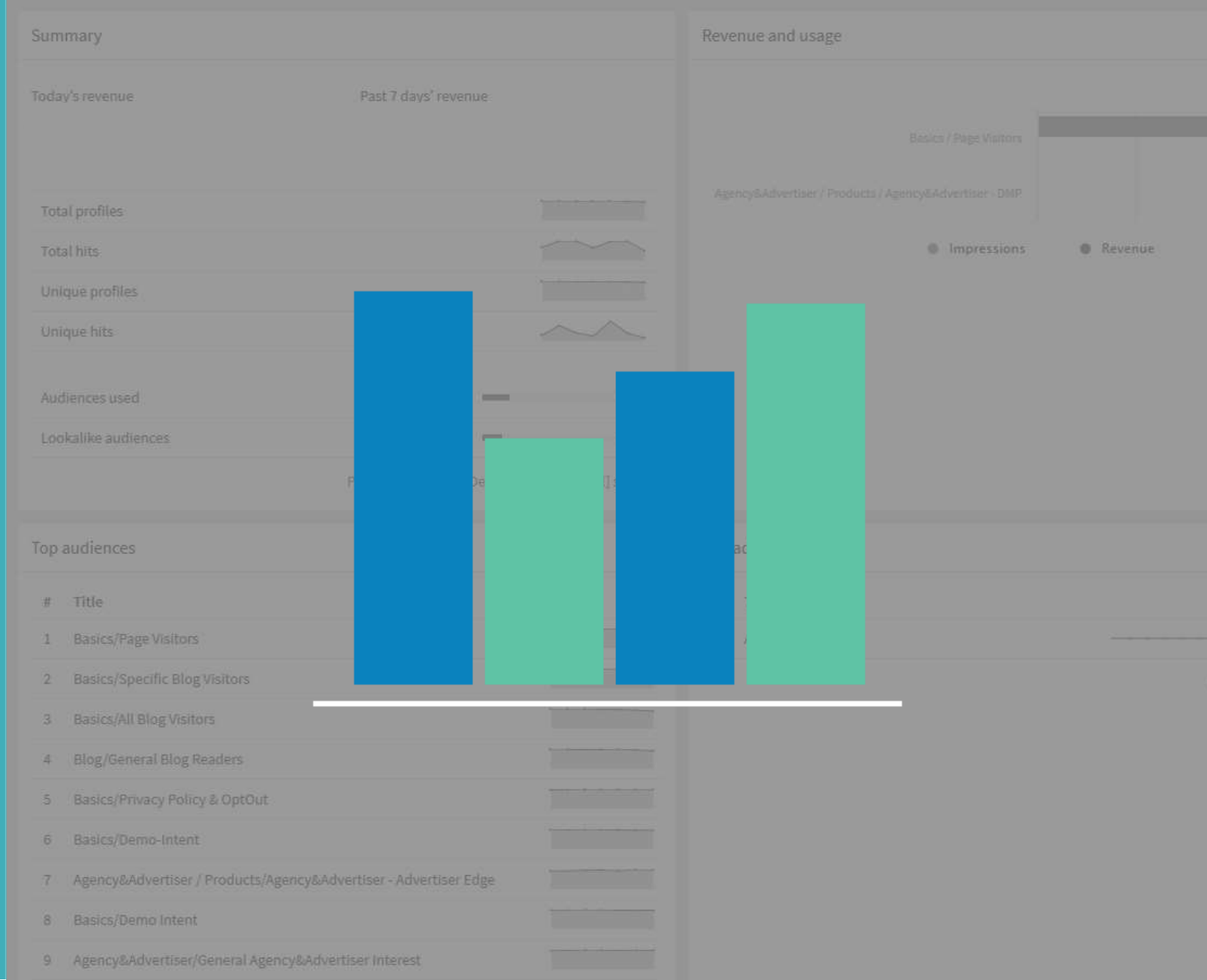


Inefficiencies / repeated work streams

Campaign execution across multiple platform is very a complex affair, which gives you less time to focus of strategic activities

Work Smart, work less

A unified platform will increase performance by up to 33% and reduce CPA by 32%*

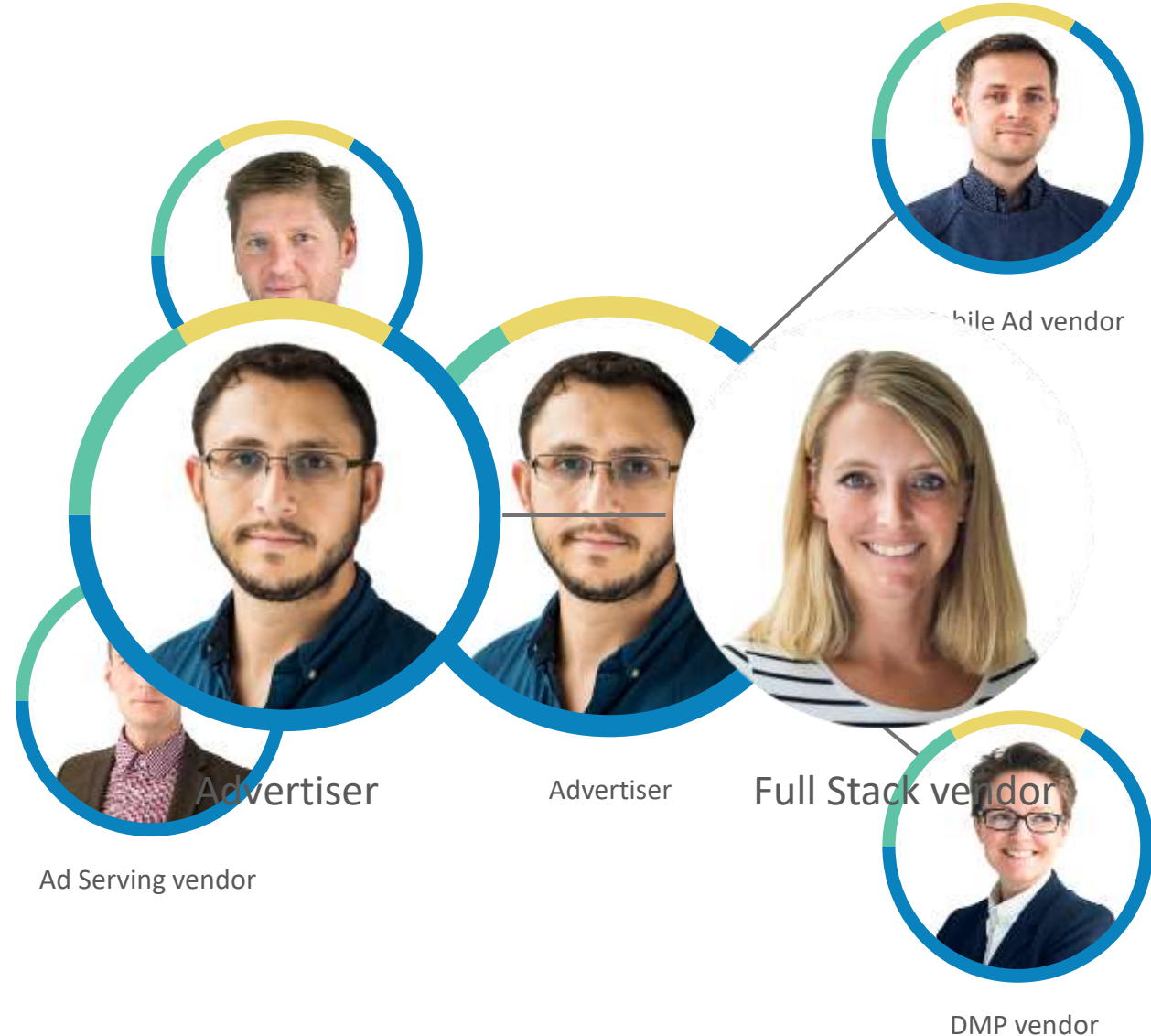


Supplier fragmentation

Using multiple vendors is an extremely complex path, filled with negotiations, contracts, service agreements, and other cumbersome administrative tasks. On top cost for procurement and legal

All in one

One vendor, one account team, one service organization, all under one contract

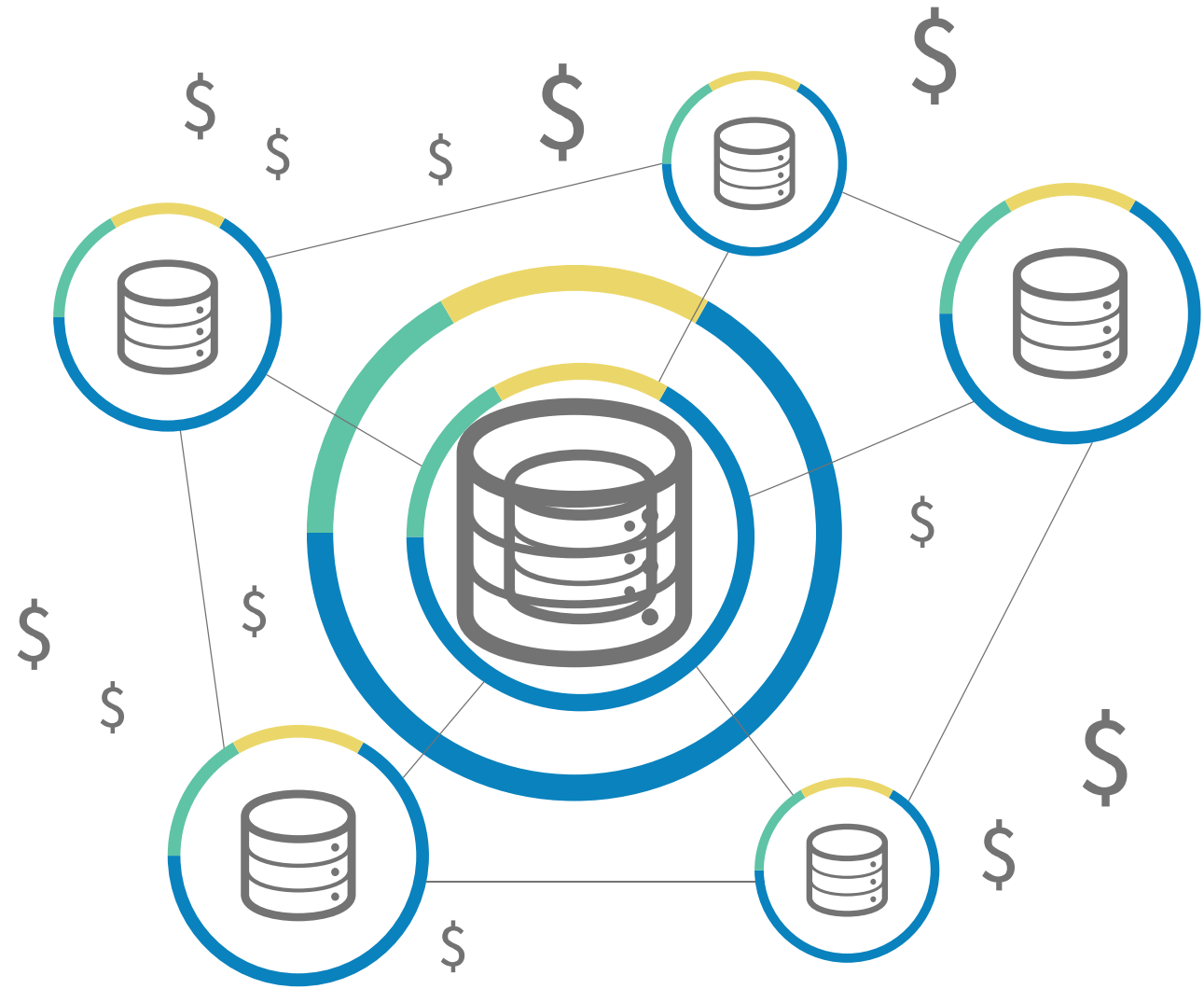


Cost of integration work

Integrations can be extremely complex. Unless your organization employs a team of expert software integrators, using multiple vendors can result in heavy up-front and maintenance cost

Fully Open

Everything integrated into one platform. Simple import and export of data!

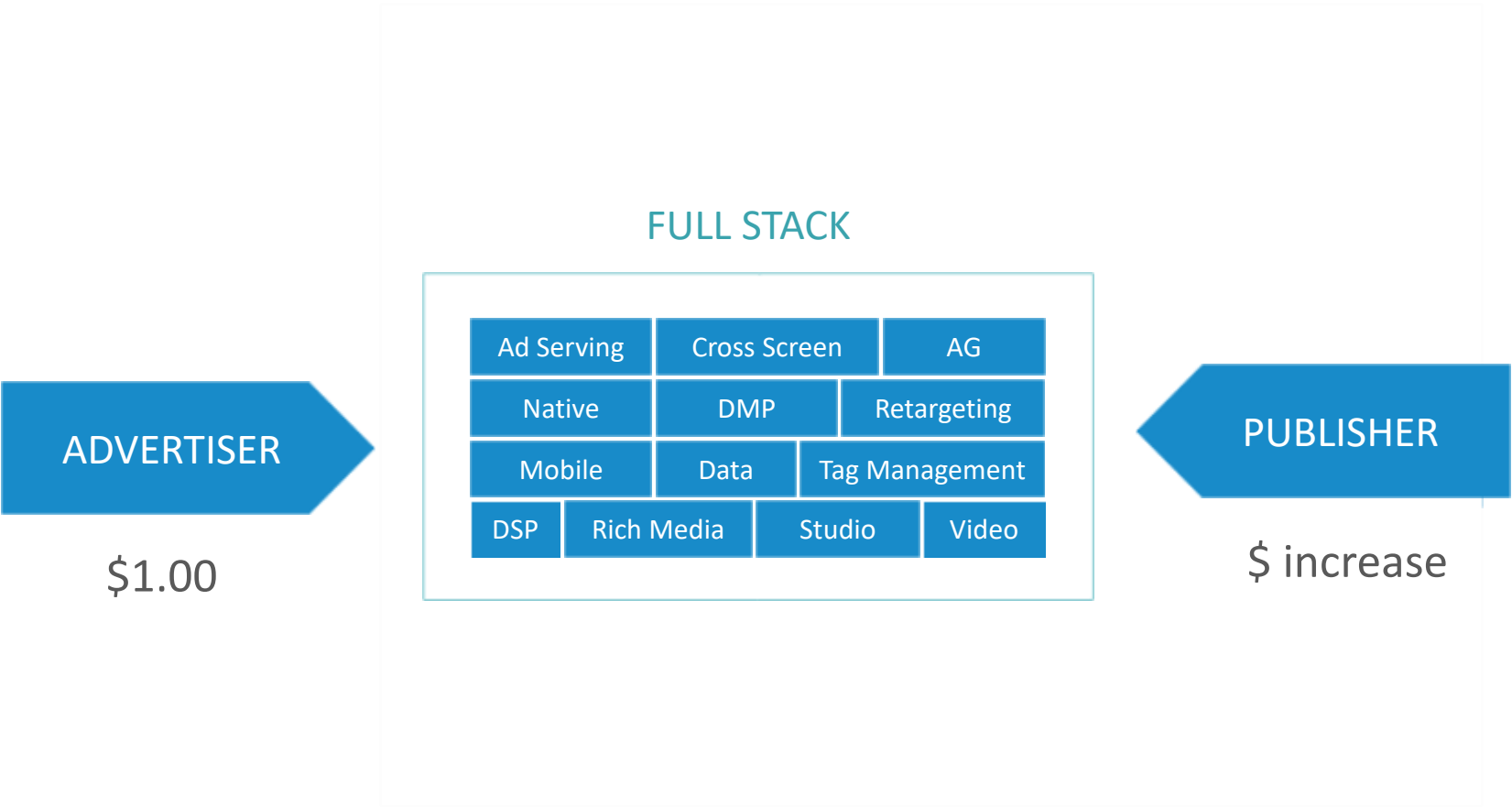


High tech tax

Every step of the multi platform campaign costs you. Every single impression

One System – No extra costs

Don't waste your budget on unnecessary tech taxes

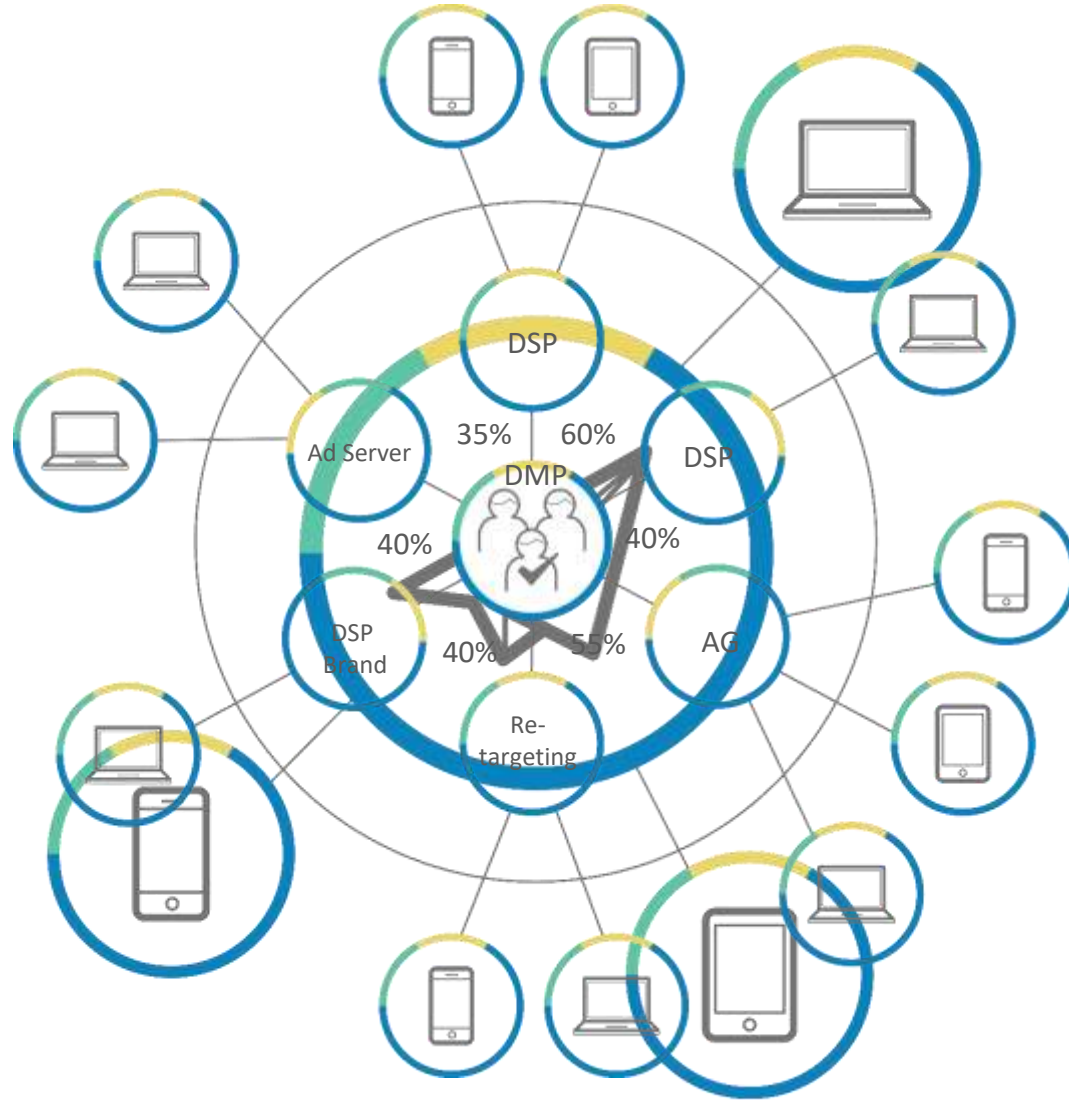


Data leakage between platforms costs you dearly

Data leakage leads to increased media waste, lost opportunities and decreases ROAS

>95% Cookie Matching

Industry leading cookie matching rates, providing better targeting and attribution



The right creative execution at the right time

Creativity is crucial for doing effective advertising. No other platform connect data, creativity and trading in real time

1:1 Storytelling

Our creative intelligence platform empowers you to create compelling brand experiences across devices based on consumer & campaign data

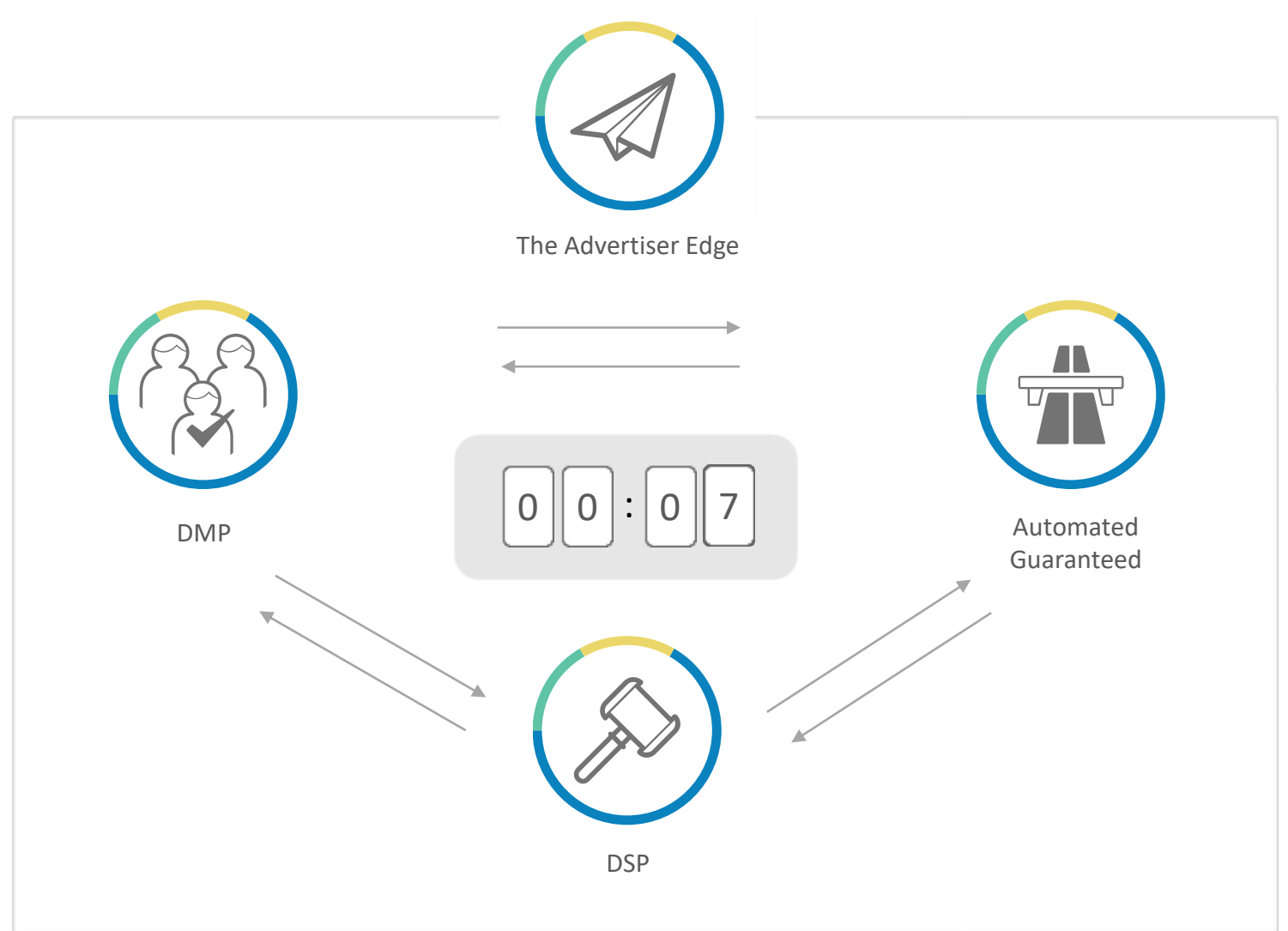


Reaching consumers at the moment of purchase

Data latency costs you. In a real-time world, you need the possibility to instantly target users. Some platforms take up to 24 hours to reclassify users

Real Real-Time

Data is available in our platform after 7 seconds, allowing you to support the whole customer journey in real time

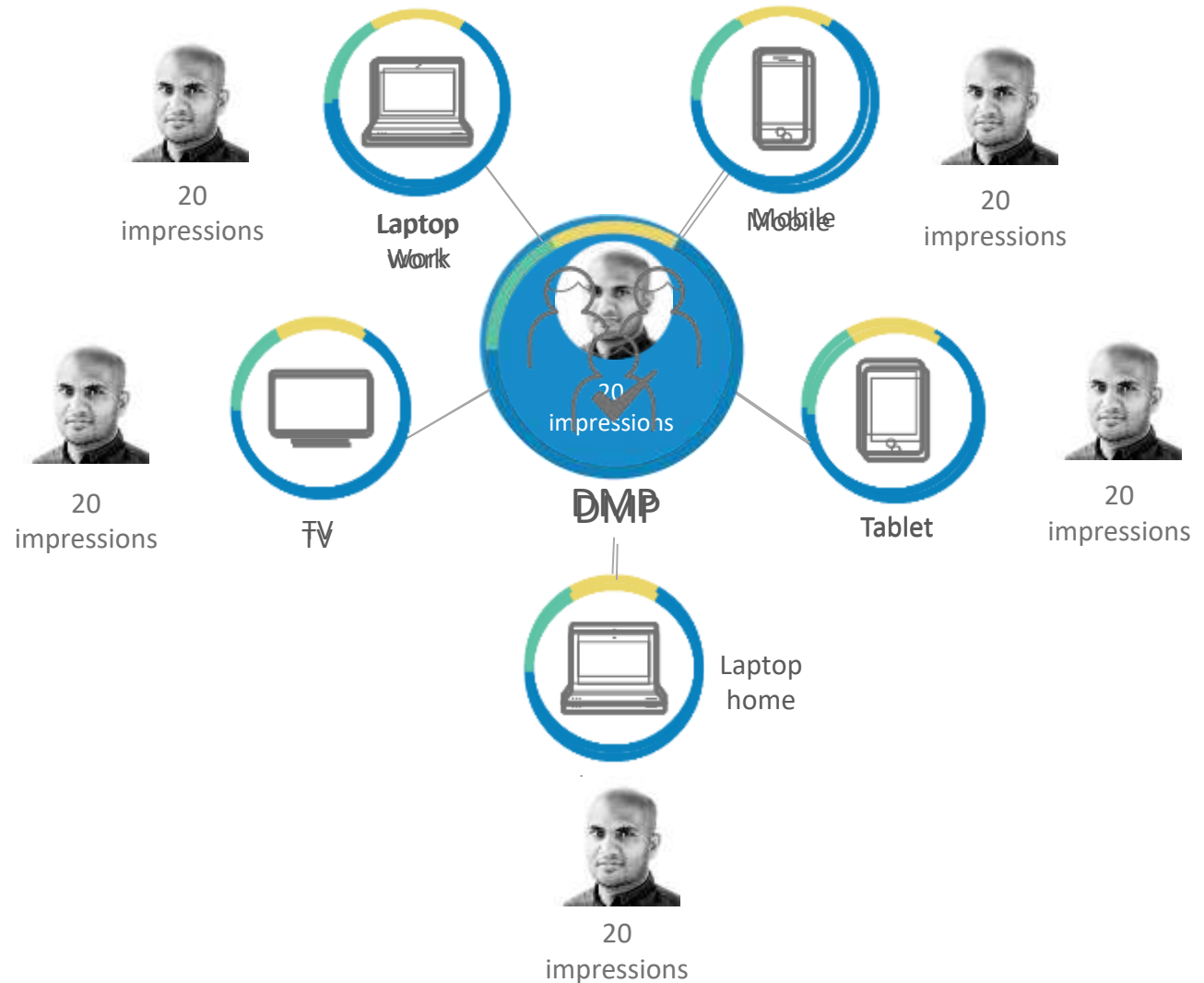


Multi-device users wreak havoc with your frequency capabilities

Multi-device users wreak havoc with your frequency capabilities

Raise efficiency and value by finding the optimal frequency for each user

Raise efficiency and value by finding the optimal frequency for each user



Fraud and data security

Ad fraud and brand safety is becoming far more elaborate. You need adequate security to protect your budgets, brand and safeguard your data

Safe as Houses

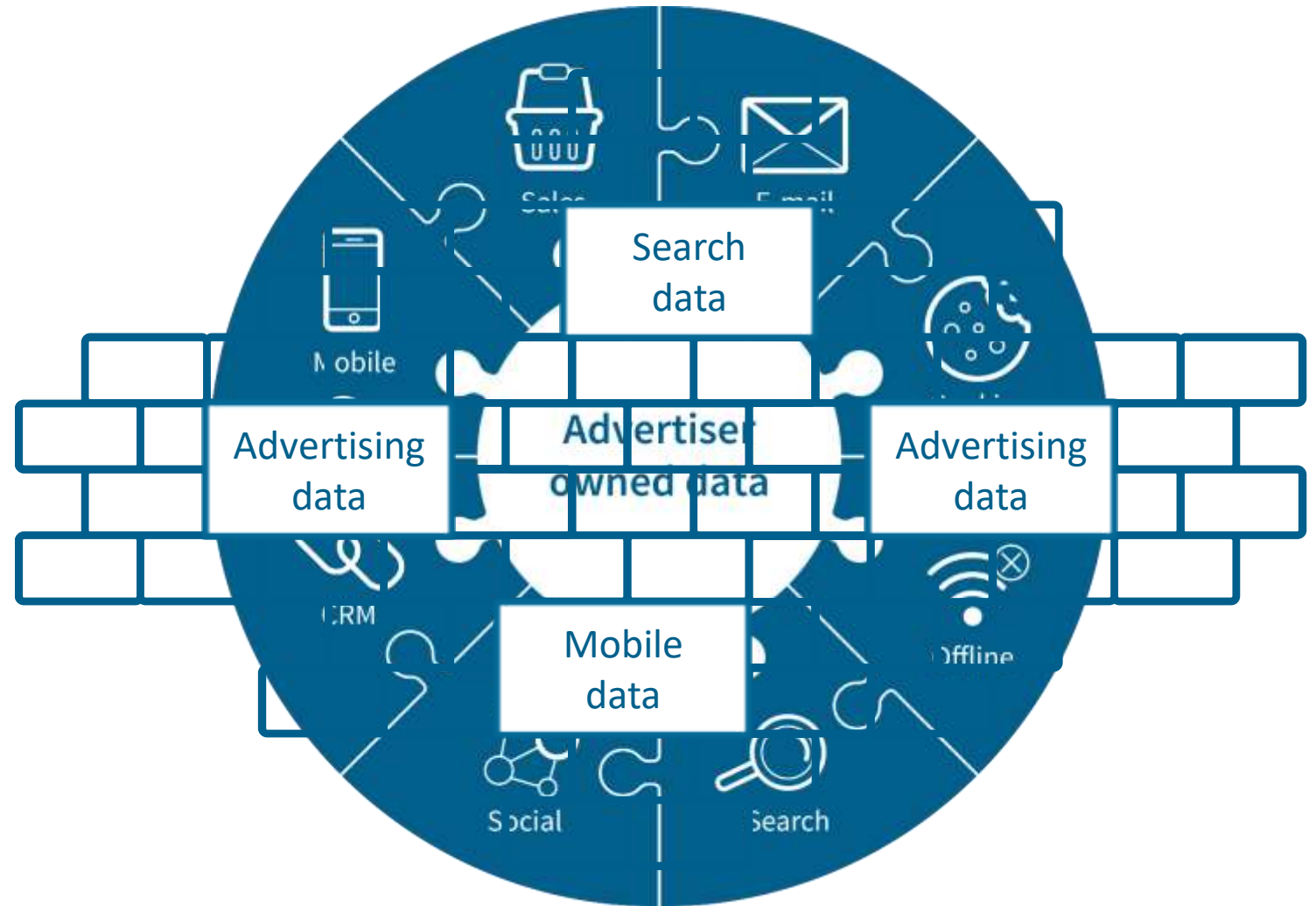
Bearskin, our built-in fraud detection solution protects your interests.

Adform is the only ISO/IEC27001 certified Full Stack in the world



Walled gardens

Lack of transparency, lack of control, lack of learnings, lack of trust



Fully Open

Complete and total data ownership.
Your data, your rules

Lack of data ownership and transparency

Arbitrage & numerous pricing models from multiple tech partners lead to artificially high CPAs & CPLs

Full Independence

Full Control, no hidden fees & complete transparency, allowing you to pay less for more



TEI FRAMEWORK AND METHODOLOGY

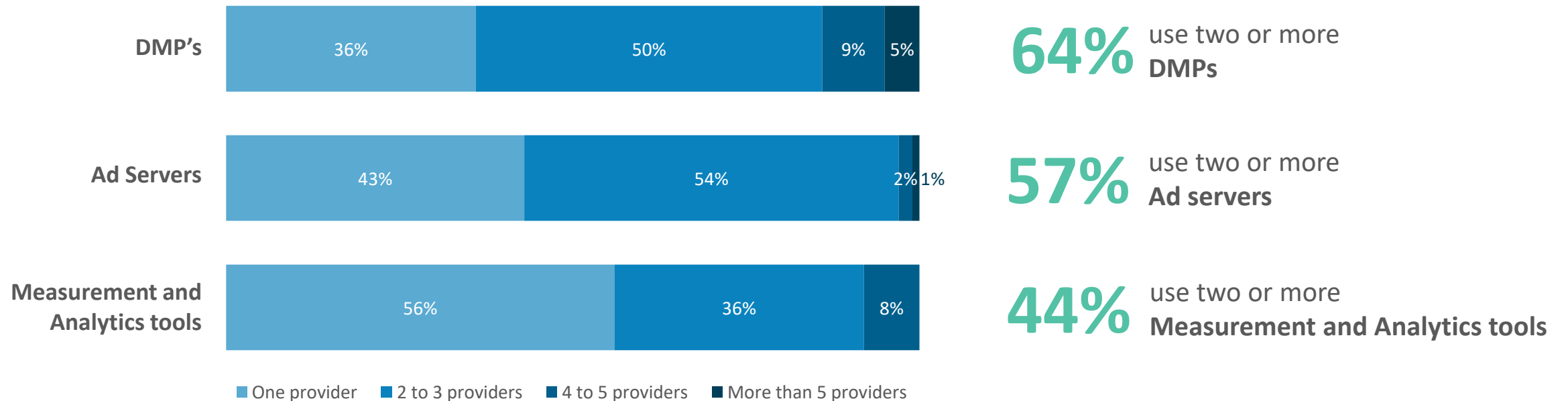
Forrester has conducted a Total Economic Impact™ (TEI) study to examine the potential return on investment enterprise clients may realize by using the Adform Full Stack Solution

The objective of the framework is to identify the cost, benefits, flexibility, and risk factors that affect the investment decision

KEY SURVEY INSIGHTS

Forrester asked a hundred marketing executives:

“Thinking about your ad technologies / products, with how many unique technology platforms / products do you approximately work?”

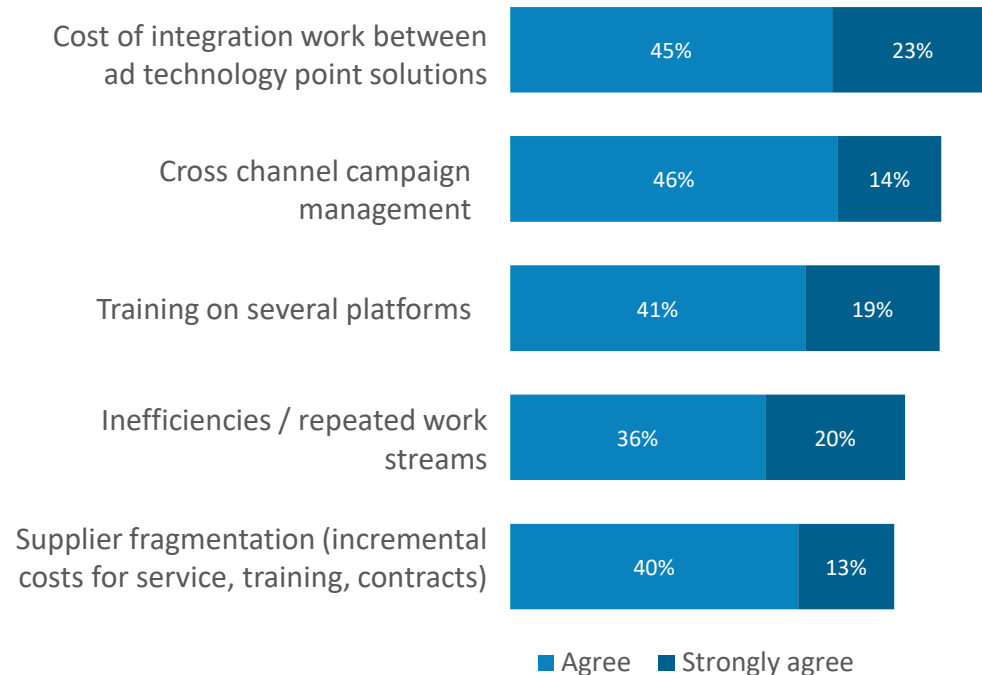


KEY SURVEY INSIGHTS

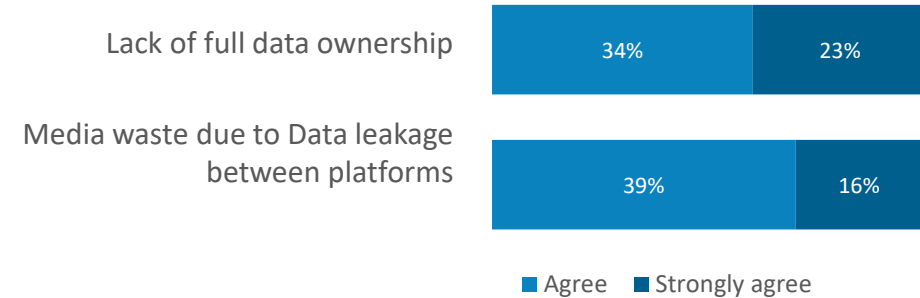
Forrester asked a hundred marketing executives:

“Do you think that a fully-integrated stack of ad technology would help your organization to address the following challenges?”

Efficiency issues



Loss of data

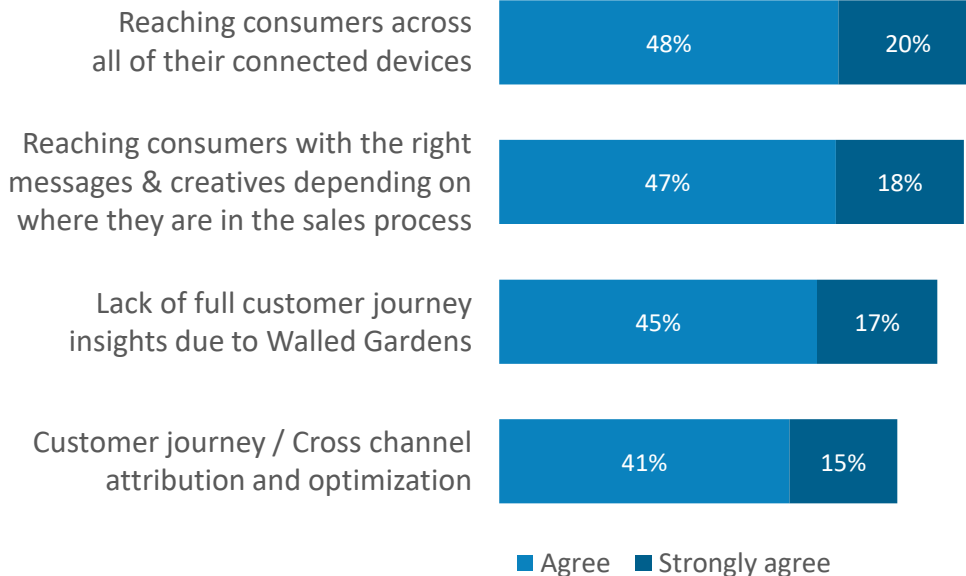


KEY SURVEY INSIGHTS

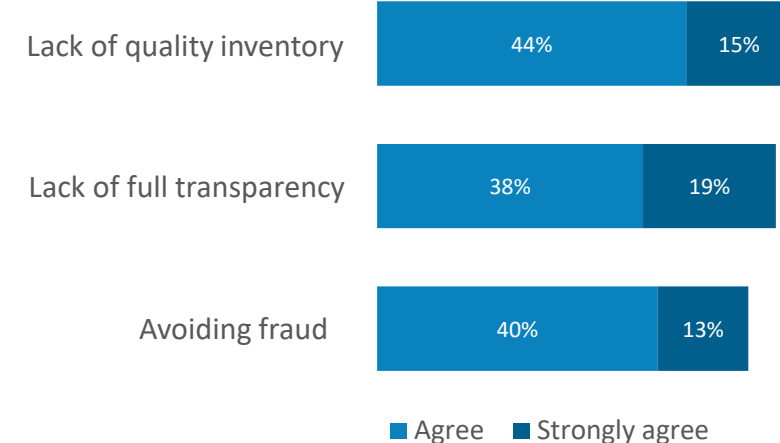
Forrester asked a hundred marketing executives:

“Do you think that a fully-integrated stack of ad technology would help your organization to address the following challenges?”

Improving consumer journey



Lack of transparency and quality



FORRESTER KEY FINDINGS

Benefits of Adform's integrated marketing platform that enables customers to consolidate and internally manage activities for digital advertising:



10% increase in
return on ad
spending



Reduced search
advertising
\$268,580



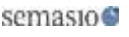








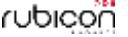






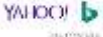




Reduced cost
vendor governance
\$179,551





ADFORM ADVERTISER EDGE

DATA	CREATIVITY		TRADING
 Audience Base Data Management Platform (DMP)	 AdServer (TPAS)	 Creative Base Creative Site Platform (CSP)	 Trading Base Demand Side Platform (DSP)

Intuitive UI – Simple workflows across platforms	Audience Builder - Audience Extension - High-Reach 3 rd Party Data - Taxonomy Builder	Rich Media – Site tracking - HTML5 Studio - Dynamics / Rotators - Dynamic Creative Optimization (DCO) - Creative Library	Direct (AG/ IO) - RTB - Marketplace - PMP/ Deal Management - Real-Time Forecasting - viewability - CPC, CPM, CPA
--	--	--	--

Integrations - API	CROSS-DEVICE	DATA	SUPPLY	TRACKING	ATTRIBUTION
	 	       + many more	       + many more	       	 MarketShare

Cross-Device - Client-Side Encryption of Identifiers (PII) - Probabilistic + Deterministic Data

CROSS- DEVICE / CROSS- CHANNEL	 Desktop	 Mobile	 Video	 Social	 Print	 TV	 DOOH	 Audio	 Native
---	--	---	--	---	--	---	---	--	---

adform

Questions?

@AdformInsider