![Billion tags logo and illustration of people around a laptop with location pins on a map]
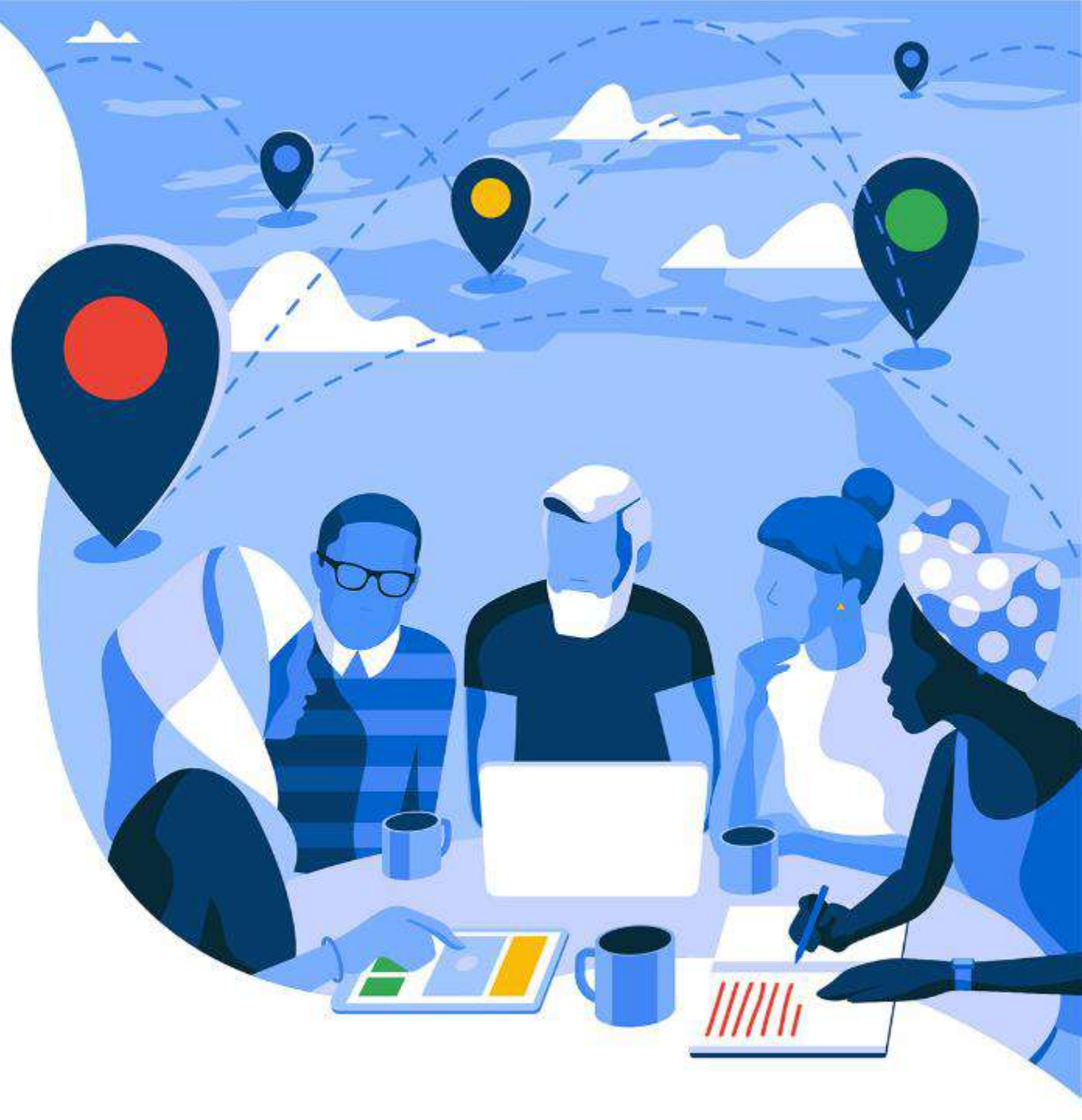
Billion tags

PROGRAMMATIC ADVERTISING AT ITS BEST

WHY PROGRAMMATIC?

Billion

- Right Time
- Right Place
- Right User
- Right Price
- Right Message

PROGRAMMATIC
TRADING DESK

OUR APPROACH TO PROGRAMMATIC

No one vendor or platform executes across all channels or devices.

New platforms and technologies are always evolving and entering the market

Performance of platforms varies by campaign & tactic

Optimizing across and within platforms provides operational and media buying efficiency

AUDIENCE TARGETING

Engaging with the right audience with relevant impressions

Billiontags

Browsers

Intenders

Purchasers

PROSPECTING
Prospecting enable Billiontags to identify new/other pools of audience that could be interested in the client's products/services.

BEHAVIORAL SEGMENTATION
Matching multiple profiles of engaged users to create custom "look-a-like" segments to find new targeting opportunities and scale.

CATEGORICAL SEGMENTATION
Maximize target audience composition by contextual segmentation, based on content affinity or site characteristics.

RETARGETING
Re-exposing the brand to a user at every level of engagement with highly relevant personalized messaging.

PROSPECTING STRATEGIES

✓ **GENERAL PROSPECTING**

- This focuses on a run of network approach across all available inventory.
- Frequency is kept to one to enable us to accurately test each environment and also allow the testing to be as **efficient** as possible.

✓ **PREMIUM PROSPECTING/ WHITELISTING**

- This is the same premise as general prospecting but the inventory targeting is narrowed.
- This focusses on engaging with premium publishers only (Fairfax, Yahoo, News, etc.)
- As we have the ability to set up direct partnerships with these publishers we want to secure specific inventory to test their **performance** as well.

✓ **CUSTOM AFFINITY**

- Targeting the competitor and product related websites and keywords to reach more and **relevant audiences**.

✓ **CATEGORY TARGETING**

- Targeting the sites which have the pages/sub category **related** to our products.

✓ **KEYWORD TARGETING**

- Utilising similar targeting to search we're able to **target specific** sites based on what keywords they contain.
- This can also be applied to negative keywords.

3RD PARTY AUDIENCE TARGETING

Billiontags

Billiontags partners with over 57 data providers across all channels, enriching first-party data insights

DEMO AND GEO	LIFESTYLE & CONTEXT	SOCIAL	VERTICAL	INTERNET & IN MARKET	SEARCH	BUYING POWER	LOOK & ACT ALIKE	CUSTOM & CRM
Axciom	Axciom	Clearspring	Bizo	Bluekai	Clearspring	Axciom	Datalogic	Akamai
Blue kai	Blue kai	Lotame	BLuekai	Exelate	Magnetic	eBureau	Quantcast	Axciom
Datalogix	Datalogix	Peerset	Clearspring	Nielsen	ShareThis	IXI	xGraph	Datalogix
Exelate	eBureau		Datalogix	Targus info		Nielsen		eBureau
Experian	Exelate		Exelate	V12		Targus Info		Experian
Lotame	Experian		Nielsen					Nielsen
Nielsen	Lotame		Polk					Quantcast
Targus Info	Nielsen							Targus Info
V12	Targus Info							xGraph
	V12							
	Cadreon							
	Mktplace							

HOW IS THE DATA QUALIFIED?

Billion tags

	DEMOGRAPHIC	**INTEREST**	**INTENT**
TYPE OF DATA	Targeting users based on sector of population. Gender, age, socio, etc.	Targeting users based on categories they have shown interest in.	Targeting users based on them actively looking for a specific product or service.
QUALIFICATION	Inferred Declared	Browsing Based	Search Based

DATA TARGETING STRATEGIES

Billiontags

Data Segment Targeting

This allows us to target specific segments based on previous campaign performance or that are deemed relevant.

These segments are across Demo, Interest & Intent.

Lookalike Targeting

Lookalike targeting allows us to measure the overlap between converting users and specific data segments.

This correlation allows us to identify and target users who are in these overlapping segments. Essentially building a lookalike audience.

In order to run this strategy, converters have to be of a reasonable size.

Precision Targeting

The next evolution of lookalike, rather than looking at individual segments precision builds a profile of converters.

What data groups they fall in, what time they're online what sites they engage with, etc.

We are then able to compare all new users against this profile to determine their propensity to convert and target them,
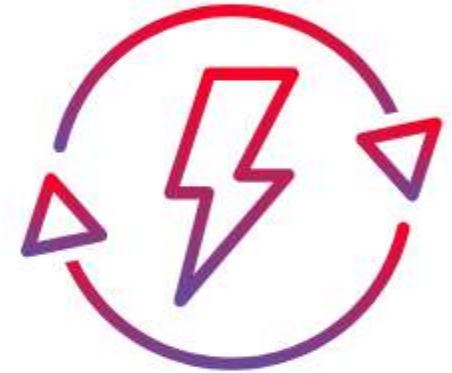
PROGRAMMATIC NATIVE ADS

Billion tags
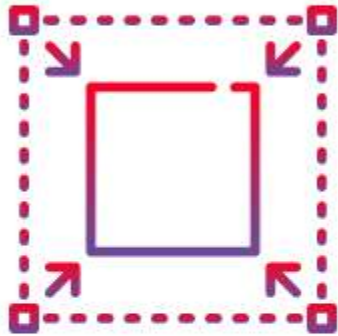
SCALE

Make programmatic native possible for all of your ads across all publishers

PRECISION

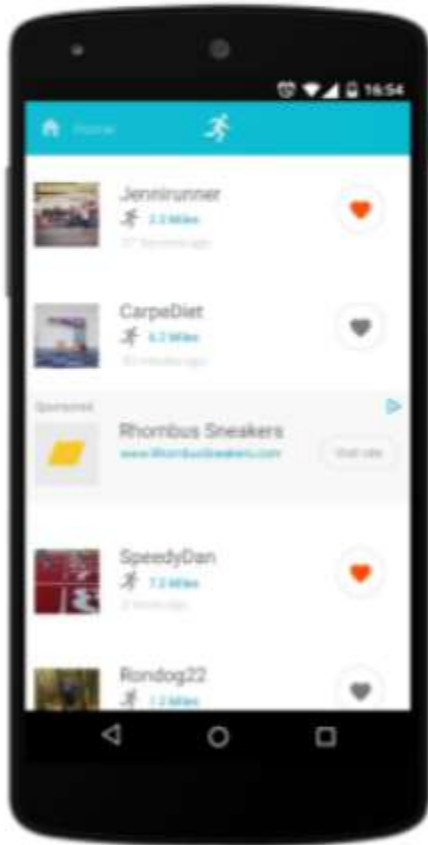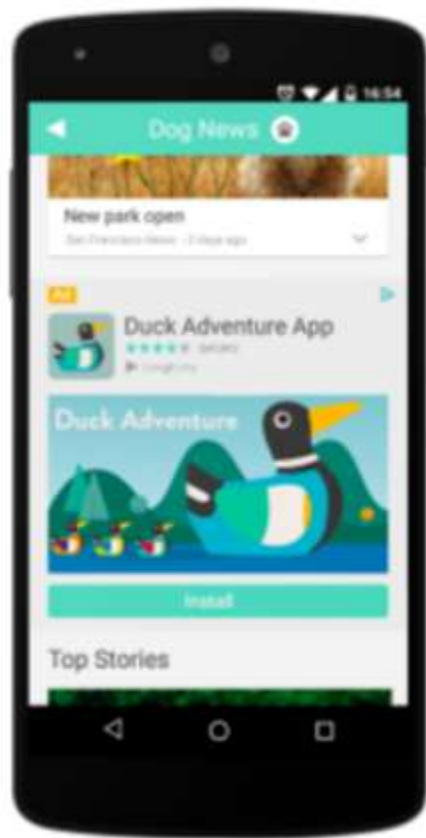Apply the power of DoubleClick's buying, targeting and measurement capabilities to your native campaigns

EFFICIENCY

Manage everything in one place, from your creative assets and previews, to your targeting and reporting needs

NATIVE SITE AD

COMPONENT	SPEC
Advertiser or Brand*	25 Characters
Headline/Title*	25 Characters
Description or body text*	90 Characters
Call to action*	15 Characters
Large rect image (Primary)*	1200 x 627
Ad choices URL*	Prefilled
Landing page URL*	
Impression Tracker 1	Autogenerated
Logo	128 x 128
Price	15 Characters
Square Image	627*627
Other impression trackers	
Click tracker	

BRAND SAFETY

A MULTI-LAYERED APPROACH TO ENSURE ADS RUN IN APPROPRIATE SITES ADJACENT TO APPROPRIATE CONTENT.

Billion tags

1 INVENTORY VALIDATION

Inventory is vetted for adherence to IAB standard content and maturity classifications, before being connected to any of our buying platforms.

2 BILLION TAGS UNIVERSAL BAN LIST

Billiontags Universal Ban List (UBL) is applied across all buys. Sites are banned for inappropriate content, fraudulent activity and other non-compliant activities. The list is updated regularly.

3 VIEWBILITY MEASURED

Ensures ads are running in approved placements and meet advertiser's targeting requirements.
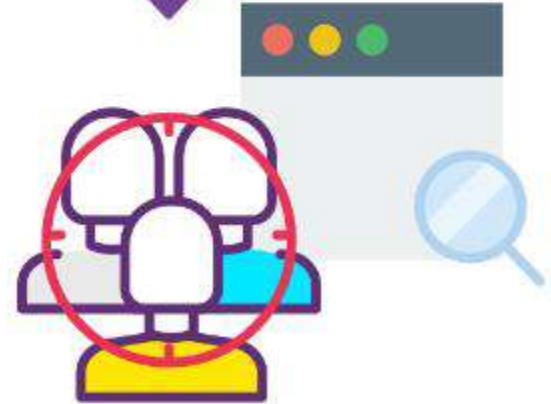
4 3RD PARTY DATA

3rd party platform integrated to the buying of quality media to ensure safe environments and quality exposures.

WHAT IS RE-TARGETING?

Re-targeting is focused on engaging with users who have been to the site previously but have not converted. It allows advertisers to reach users in the consideration phase and entice them to complete a conversion.
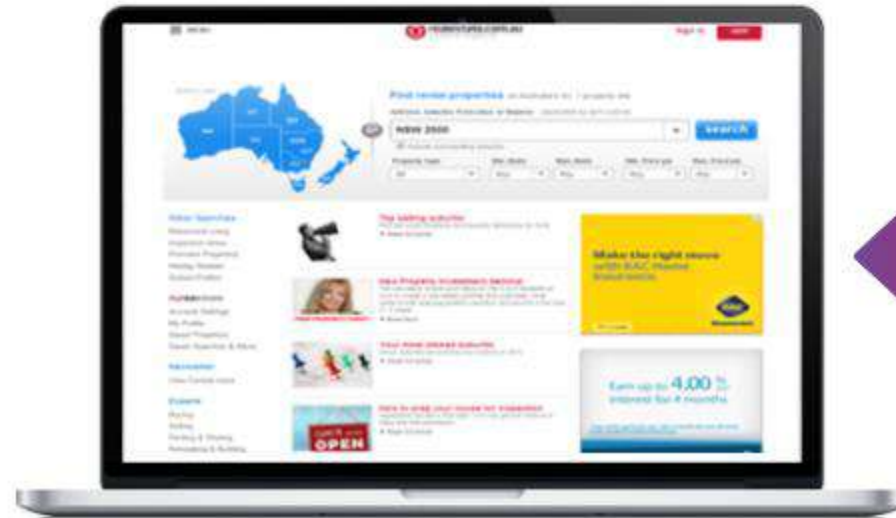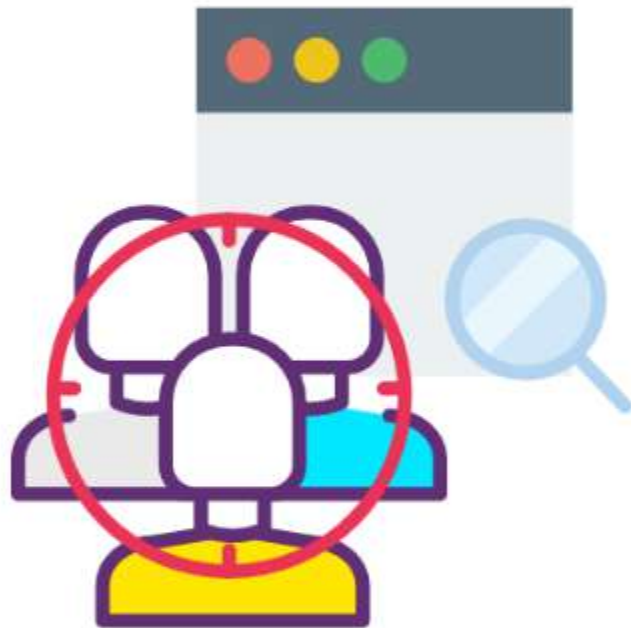
RE-TARGETING STRATEGIES

Standard Re-Targeting

This is focused on just engaging with all users who have been to the site but have not converted.

Recency Re-Targeting

Recency targets users based on how long ago they were previously on the site. This can be separated by hours, days or weeks.
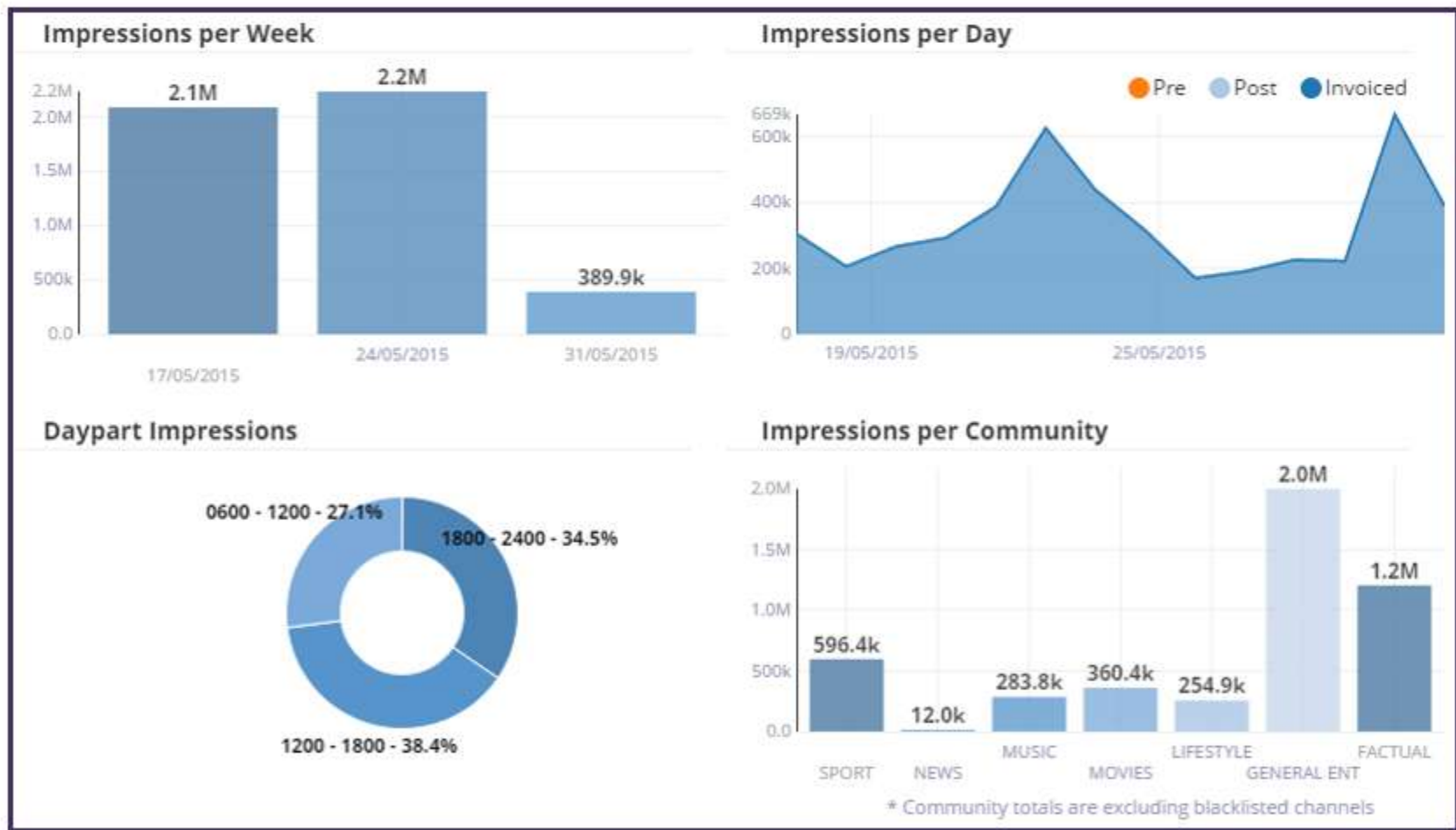
The benefit of this is that we can control how aggressive we target a user based on how recently they engaged. This allows us to engage with users a lot more as the product is still fresh in mind.