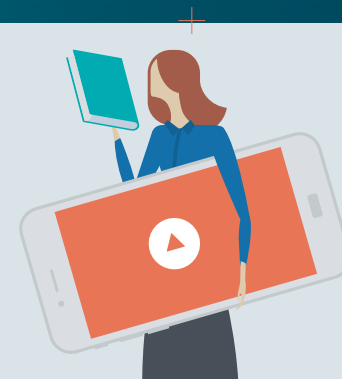




STANDING OUT WITH INNOVATION

Ad-tech | Global Reach | Local Data | Engaging Creatives



THE MARKET OF TODAY

Oversaturated
by the content

Consumers have
the ability to
**research, compare
& review**

Digital consumers
are **extremely
impatient**

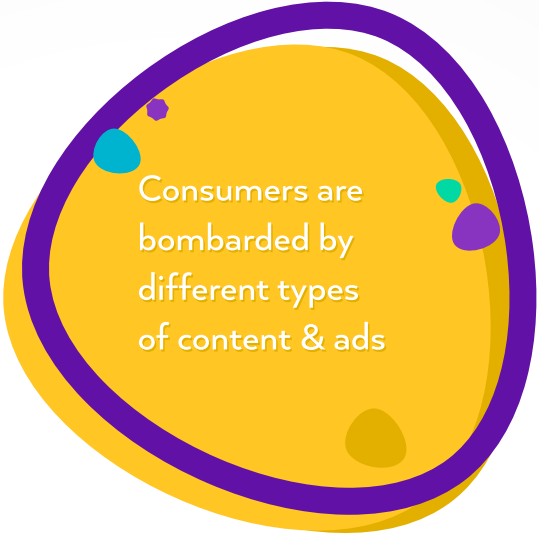
Instant Gratification
is becoming a key
for today's consumer



LACK OF DIFFERENTIATION



A lot of brands fail to connect & establish a relationship with its customer..



Consumers are bombarded by different types of content & ads



It becomes harder to reach audiences

HOW DO I BUILD A RELATIONSHIP?

Today's consumer will choose a brand on thousands different unique value points.





THE CAMPAIGN

MAIN GOAL

The main goal is to drive app downloads and to create awareness and sales

THE AUDIENCE

People within middle and upper SEC aged between (18-45yrs) living in urban towns in Kuwait

1

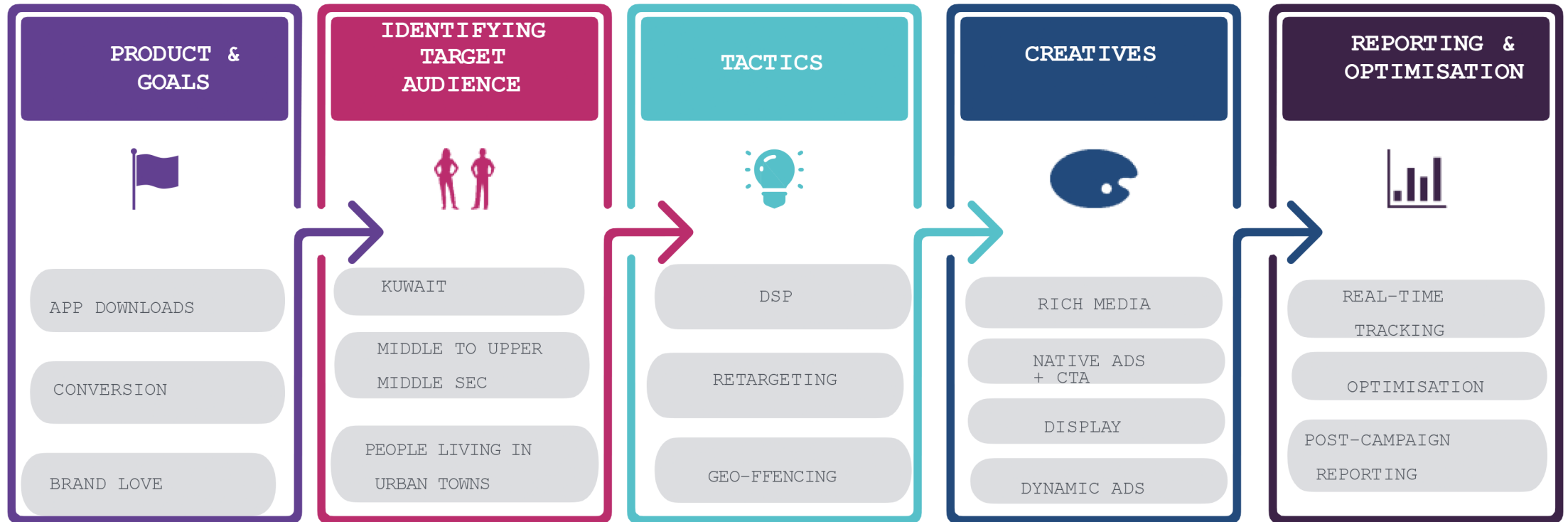
DOWNLOADS

2

SALES

CAMPAIGN STRATEGY

ESKIMI WILL TAKE CARE OF YOUR PROGRAMMATIC MARKETING STRATEGY FROM PRODUCTS & GOALS TO OPTIMIZATION AND ADVANCED REPORTING



Our enriched user data will give you more opportunities to segment users and will meet your direct needs. You'll create and store different audiences with different interests and attributes (age, gender, interest, location etc.). Stored audiences can be re-used for future campaigns.

01.

Behavioural

- Consumer Interests;
- Retargeting;
- User Lists;
- Visited Locations;
- Geofencing Areas;
- Socio-economic Class.

02.

Placement

- Exchanges;
- Apps/Sites;
- Position;
- Time.

03.

Tech

- Browser;
- Operating System;
- OPERATOR;
- 3G/4G/WiFi;
- Device Brand & Model;
- Device Price Range;
- & other data points.

04.

Demographics

- Age;
- Gender;
- Location;
- Hyper-location.

AUDIENCE DATA STORIES

We will create audience segment based on factual data and not predictive algorithms. Create relevant data stories for largest demand brands to pitch the upper-funnel story.

SUBWAY PERSONA

MALE & FEMALE

INTERESTED IN SHOPPING

PARENT

LIVES IN KUWAIT CITY

AGE 24-45

HIGH DATA CONS.

SPORTS FAN

TRAVELS

STABLE JOB

LIVES IN KUWAIT CITY

FIBER AT HOME





UTILIZING INTERESTS TARGETING

Teenagers

Cooking Enthusiasts

Candies, snacks

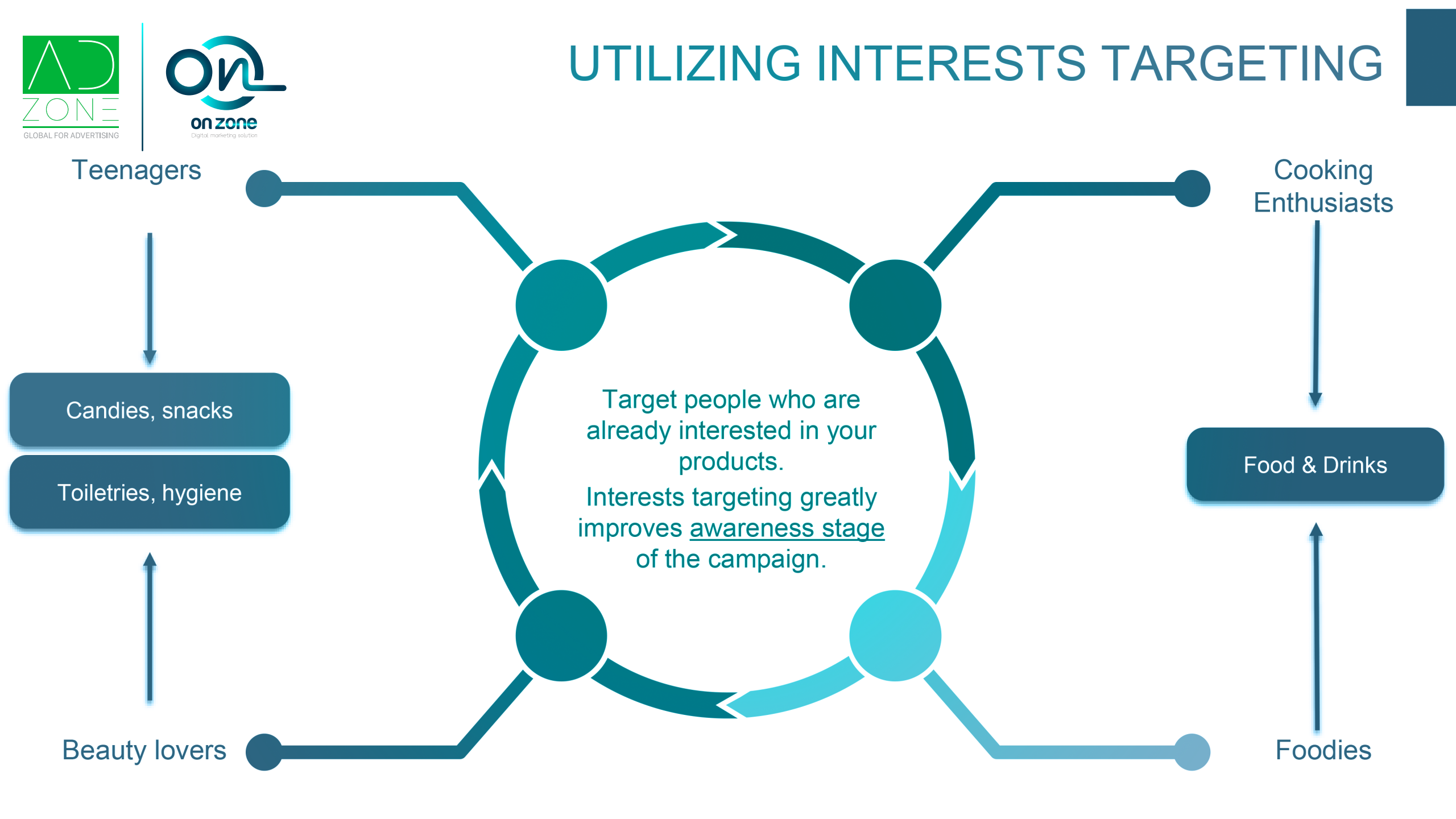
Toiletries, hygiene

Food & Drinks

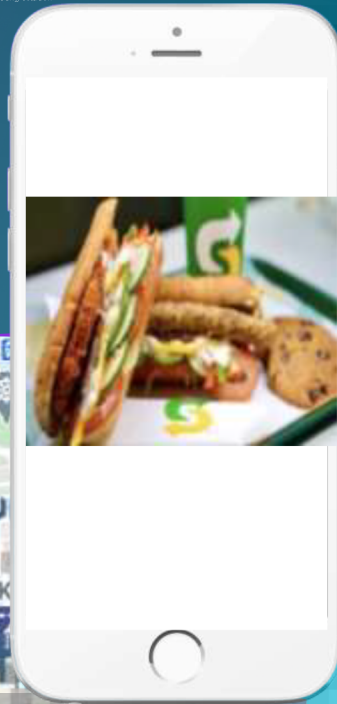
Beauty lovers

Foodies

Target people who are already interested in your products.
Interests targeting greatly improves awareness stage of the campaign.



ADVANCED GEO-LOCATION TARGETING



Consumers will see an ad when they are in the selected location.



Consumers will see an ad when they leave the selected location.

Geolocation targeting helps reach your campaign goals and measure the effect on both your brand awareness as well as ROI.

This type of targeting allows you to reach potential business customers within driving or walking distance of a specific store, airport, hotel, billboard - you name it!

**Geo-fencing fast food restaurants;
Mid-range restaurants; Shopping
malls; Food Trucks; Bars.**

Example:

User visits grocery store



Buy a sandwich-
get a free soda

FOOTFALL TRACKING

Track how many users who viewed your ad via Eskimi

DSP, has visited a physical location like:

- Subway shop
- Restaurant
- Hotel
- Shop
- Event, etc.

See which campaign drives more potential clients to your business showroom.

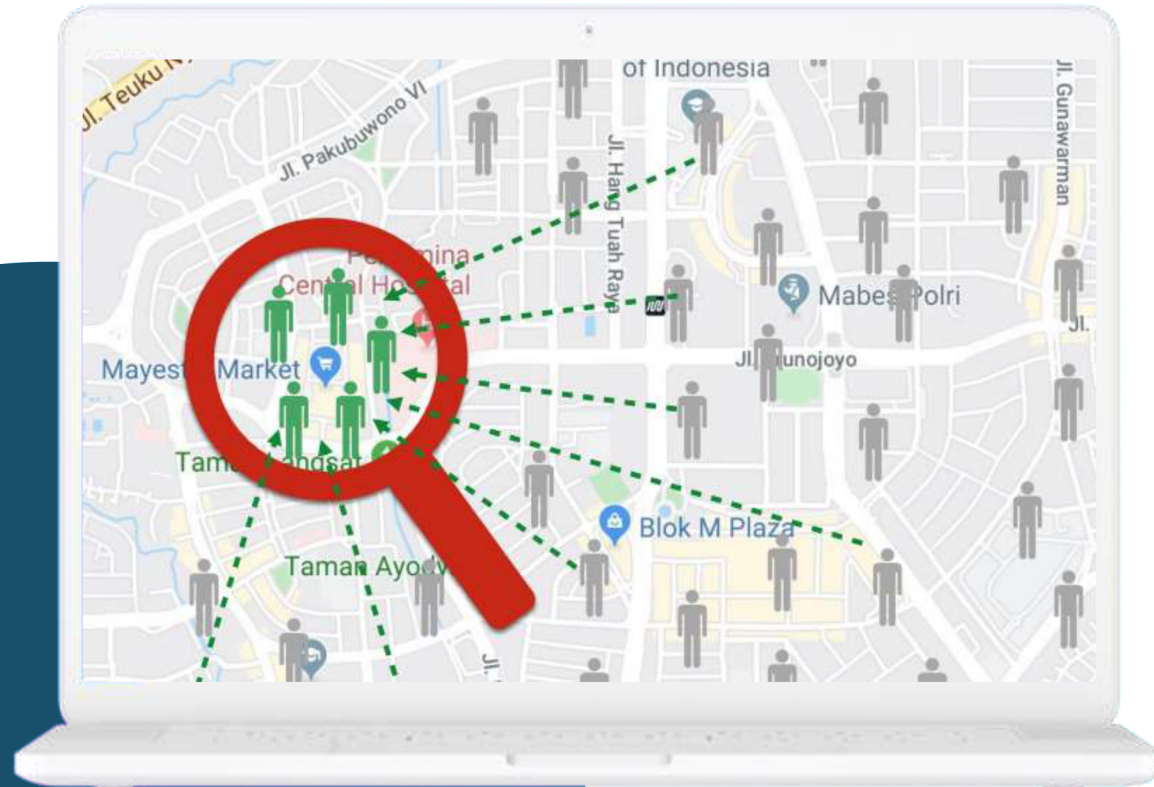
Understand your return on investment (ROI)

Example:

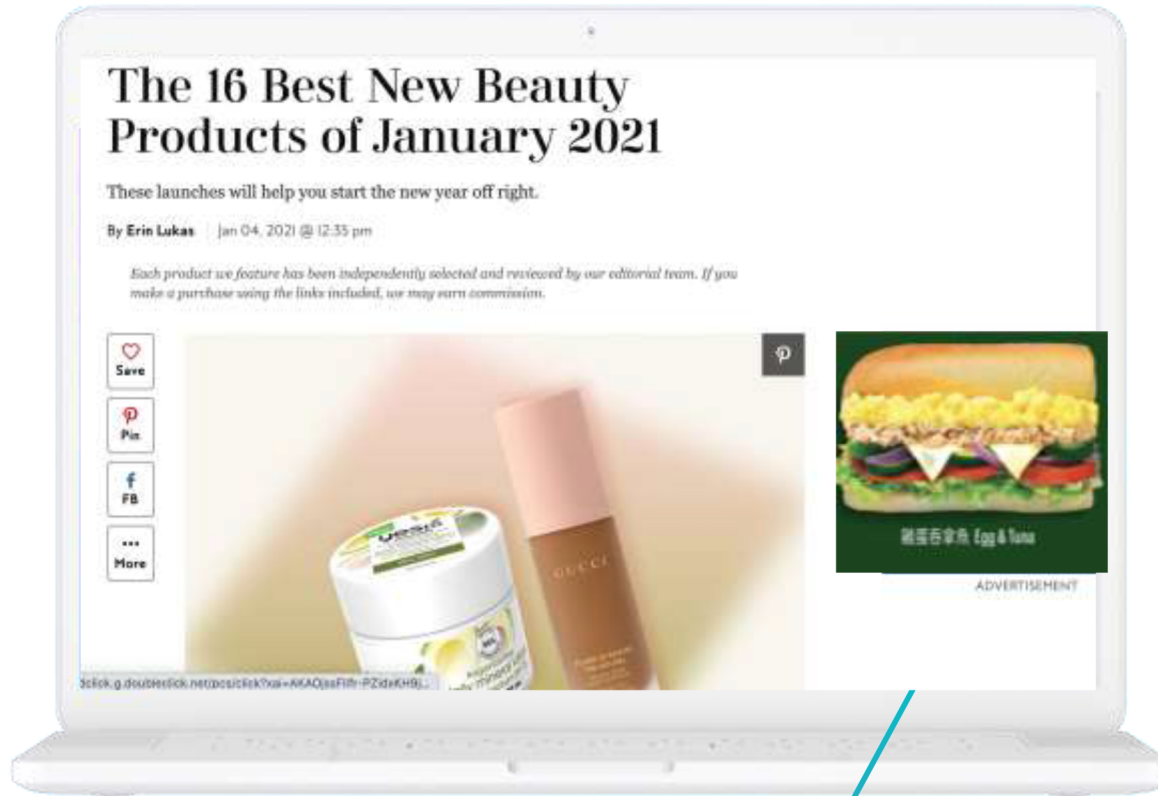
User sees ad –Get a free 300ml ltr soda with every sandwich

User visits the selected Subway

Users who visited seen



CONTEXTUAL TARGETING



Your ad

Unlike behavioural targeting where tracking pixels are used, contextual targeting utilises keywords on a web page to show ads. It shows relevant ads based on content on the page.

Contextual targeting creates a positive influence on users browsing through the website. The ads shown are contextually relevant, so they get better viewability. In this case, relevant keywords may include:

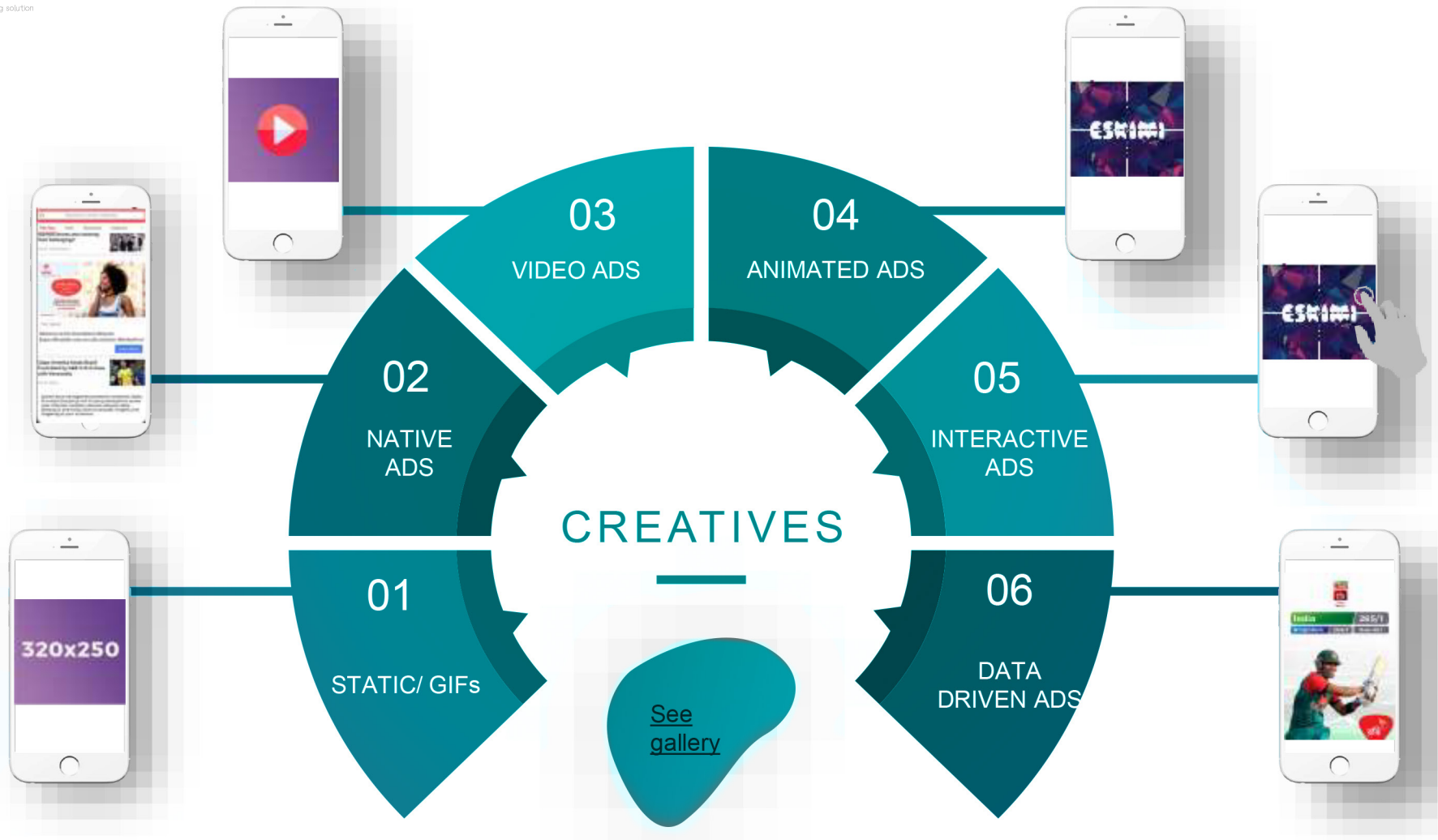
- Food & drink
- Cooking
- Fashion
- Beauty and more!



RICH MEDIA

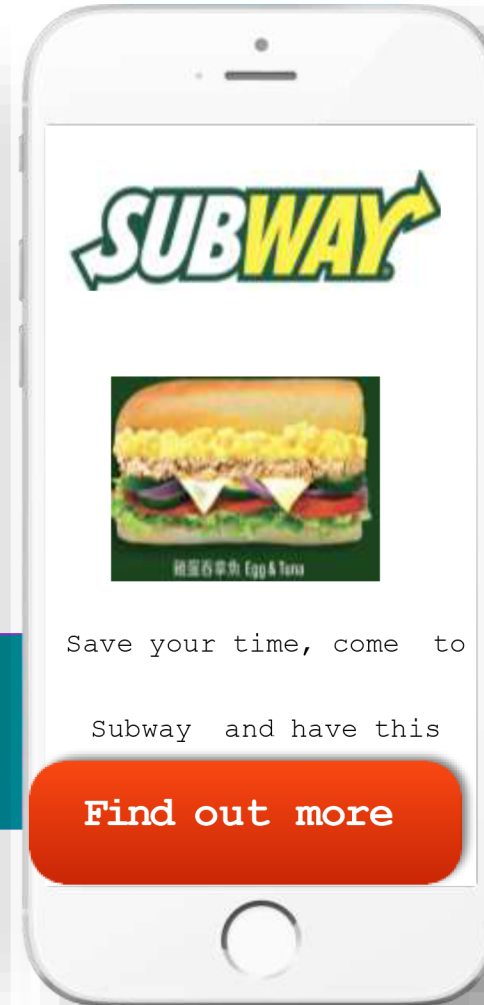
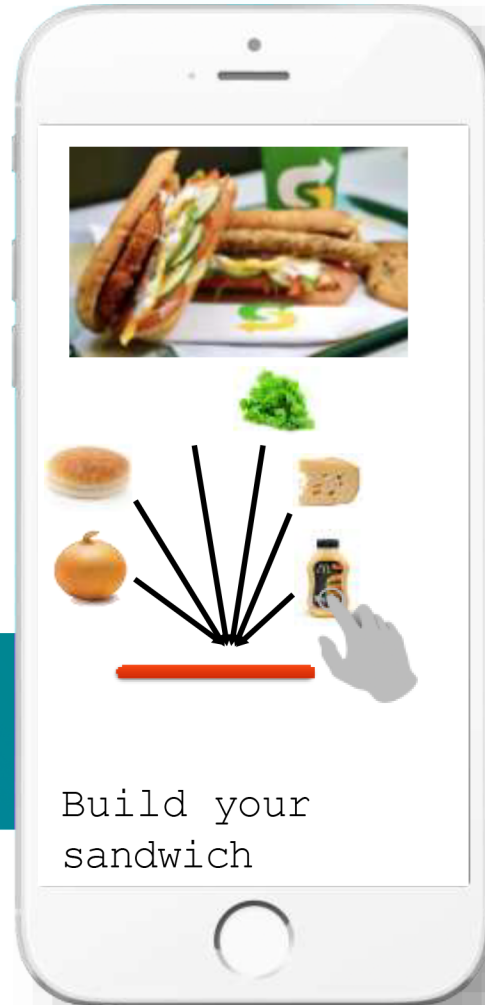
Eskimi provides 20 standard templates of unique, interactive ads, and we can also create custom rich media formats on request. Our rich media formats generate average engagement rates of 3-15%, which means high audience interaction and ad recall for brands.





Custom Rich Media

Target audience will drag ingredients to build their own Egg tuna sandwich. After sandwich is made, promotional offer will

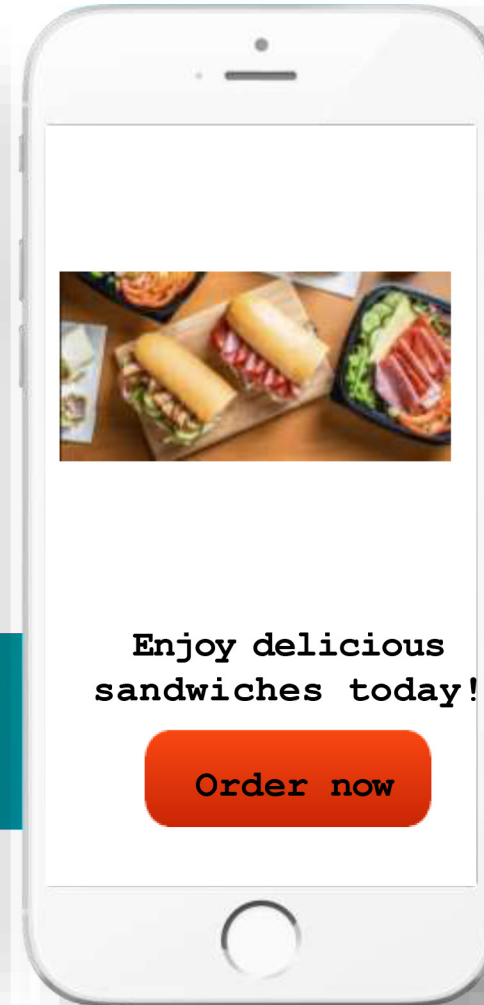
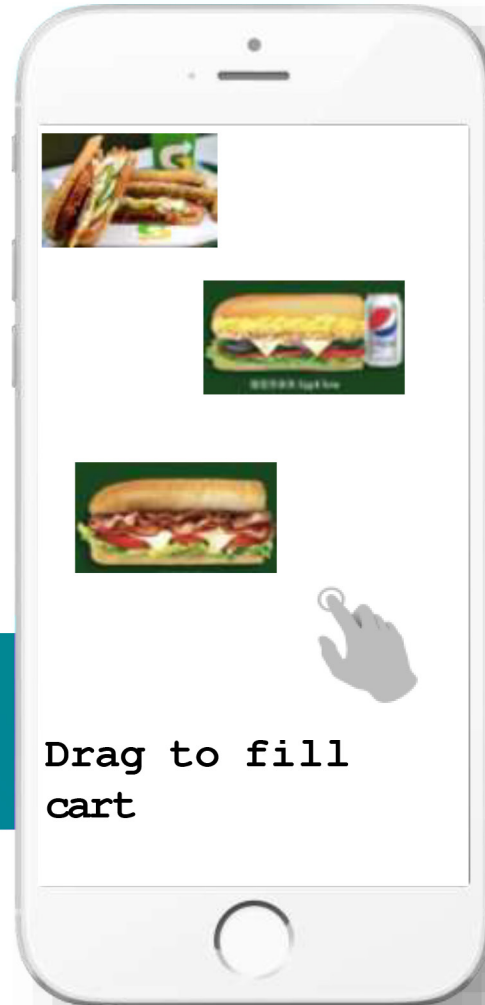


See all formats

NO MINIMUM SPEND

Custom Rich Media

Target audience will drag ingredients to build their own ideal sandwich. After sandwich is made, promotional offer will

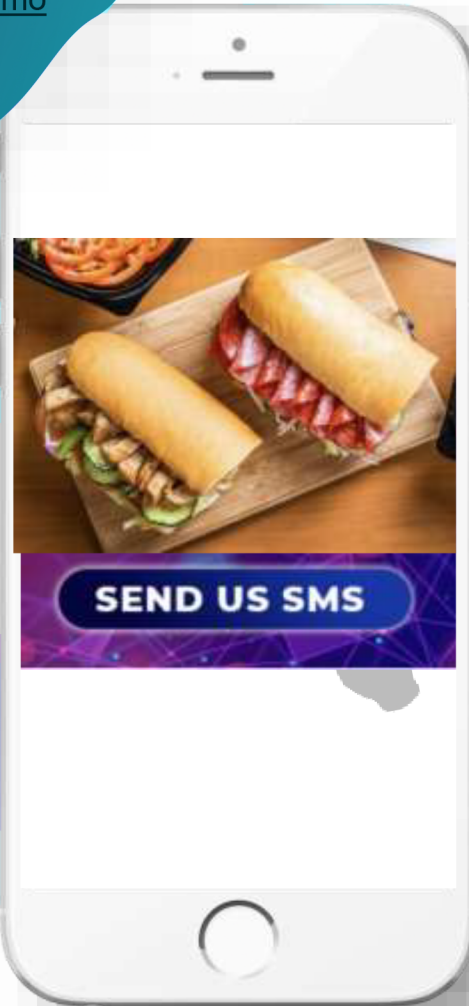


See all formats

NO MINIMUM SPEND

Call-to-action ads

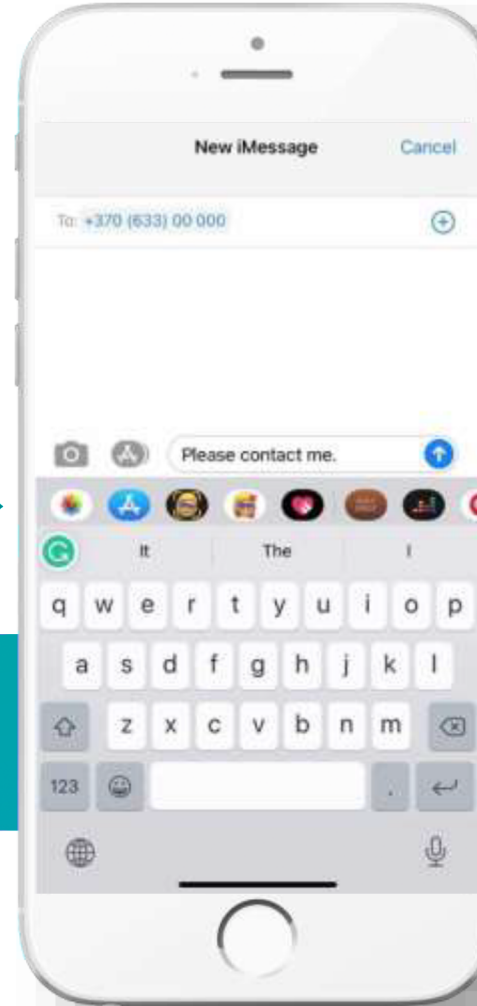
Demo



User clicks on a banner

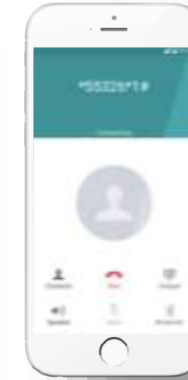


Click-to-SMS



User is lead to SMS window

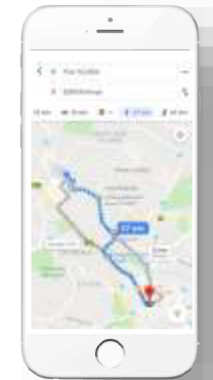
Click-to-USSD



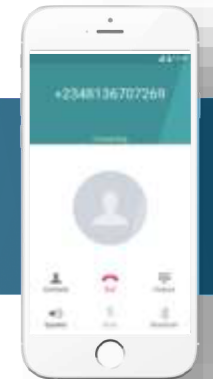
Click-to-chat



Click-to-map



Click-to-call



Call-to-Action

CTA ads are unique ads for performance. Ad is calling the user to make an action whether it is a Click To download the app, click the Map or More Advanced - SMS or Chat



CONTACT US

    adzonekw

 www.ad-zone.net

Free Zone, Waves Business Center, Block 02
Building 04, Ground Floor, Office D