Invest in the Future of Data-Powered Marketing.

ADSTUDIO.CLOUD

Prepared by **Capstone** INTERGRATED

Problem

Publishers lack control over monetizing content, and **advertisers struggle to execute targeted campaigns**

Publishers

- Publishers currently don't have **ownership** of the content

- **Less control** over the ads

- **Monetization** issues

- Lack of understanding of their **audience**

Advertisers

- Struggling to connect with the **target audience** effectively

- **Lack of sufficient data** to inform advertising strategies

- Difficulties in coordinating **omnichannel campaigns**

- Brand **safety**

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Solution

We help publishers gain **content control and insights,** and advertisers access **precise targeting, premium campaigns, and localized ad tools.**

Publishers

- Allow the publishers to take **control** of their content

- Providing them the capability for more **ad-funded publishing**

- Helping the publishers to understand their **insights.**

- Establish a **direct connection with users** and facilitate the enhancement of their first-party data foundations.

Advertisers

- Create a more **premium** audience ad platform

- Incorporation of **local languages** that would be more meaningful to the target audience

- Provide insights into the **target audience segments** to the advertisers

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How it Works

Currently Ad serving via Adstudio Programmatic Network

Publisher ⟵————————————————————⟶ **Advertiser**

Deterministic Identity

SSO enabled Data flow
⋮
Behavioral Data

Adstudio
Identity Hub

Deterministic SSO Linked Data
eg: Requires user consent such as post puchase data

Partner data- e.g.; Retail
+ High intent purchase data
+ Hashed loyalty card IDs
+ Hashed Email/ mobile
+ Behavioral data [purchase patterns, avg spend]

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Adstudio ID

Resolves fragments into unified profile
USER = AUTO ENTHUSIAST

⟵············

Partner data- e.g.; TELCO
+ Mobile Numbers
+ Location Data
+ Device Info
+ Demographics
+ Lifestyle

Probabilistic Data
Campaign ID's
User saw ad for Honda Civic Car
Lookalike signals:
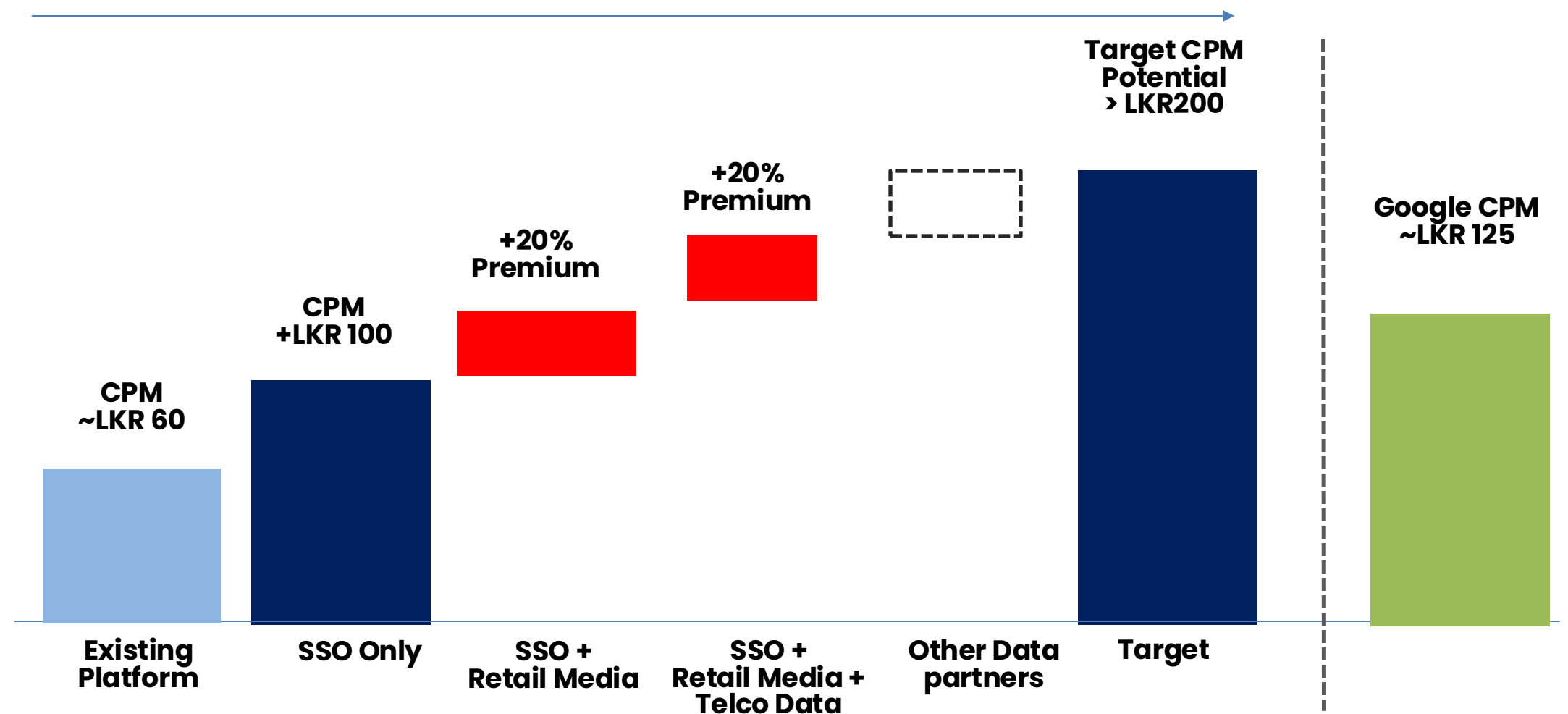Users who clicked Honda read auto reviews

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Winning Formula
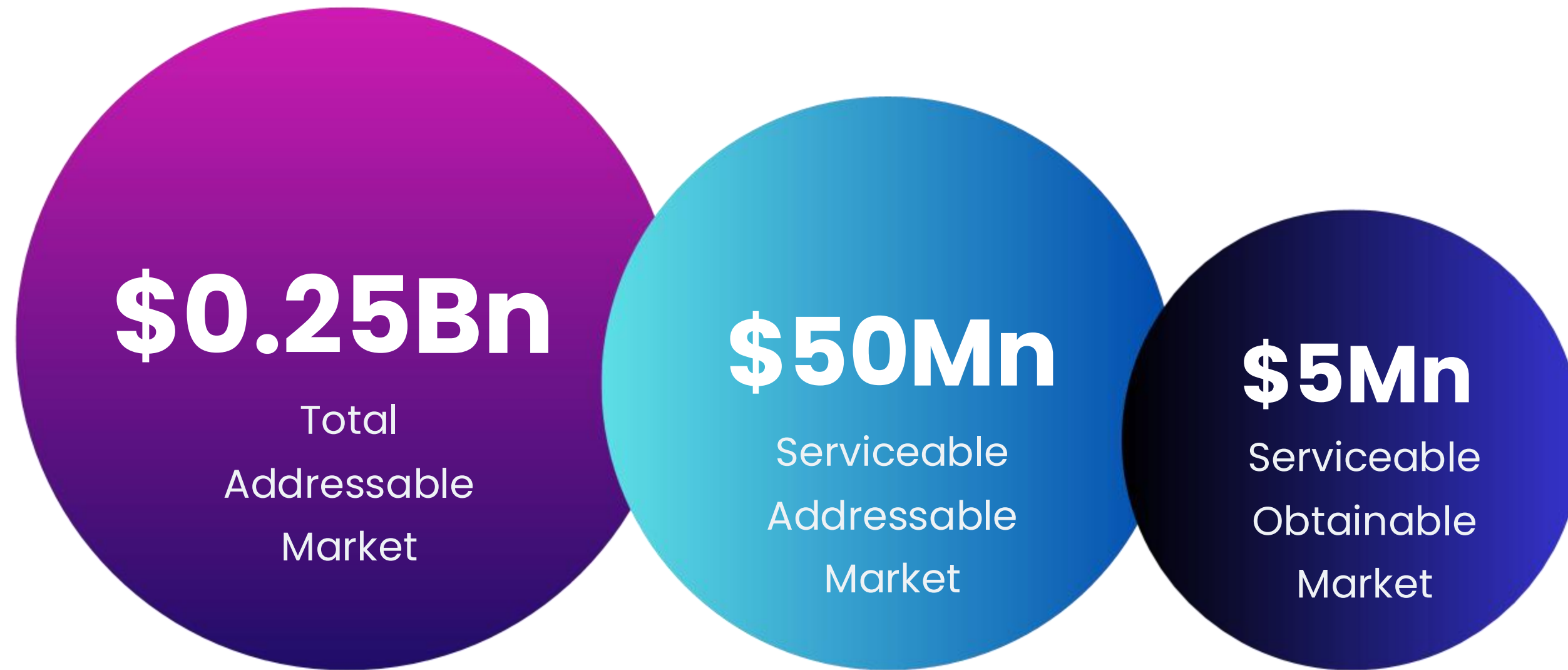## Data Convergence for Maximum Reach

AdStudio is building Sri Lanka's largest consent-based identity graph—powered by SSO and Partner data [e.g.; Telco data, and retail data]
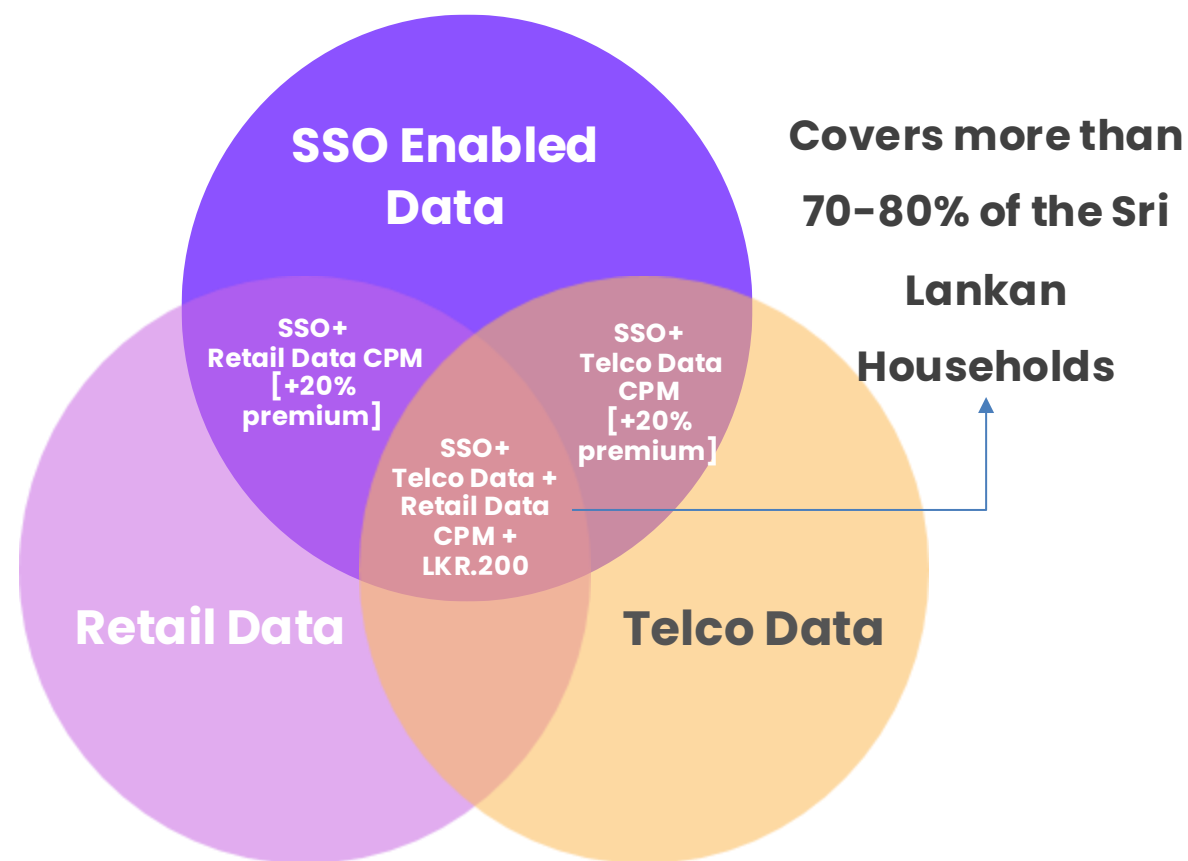
By integrating SSO, telco, and retail data, AdStudio enables highly precise audience targeting, driving CPM rates to exceed LKR 200.

SSO Enabled Data

Retail Data

Telco Data

SSO+ Retail Data CPM [+20% premium]

SSO+ Telco Data CPM [+20% premium]

SSO+ Telco Data + Retail Data CPM + LKR.200

Covers more than 70-80% of the Sri Lankan Households

Target CPM Potential > LKR200

Google CPM ~LKR 125

+20% Premium

+20% Premium

CPM +LKR 100

CPM ~LKR 60

Existing Platform

SSO Only

SSO + Retail Media

SSO + Retail Media + Telco Data

Other Data partners

Target

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$0.25Bn
Total Addressable Market

$50Mn
Serviceable Addressable Market

$5Mn
Serviceable Obtainable Market

Total Programmatic Market in Sri Lanka

Programmatic Market, excluding Social Media and YouTube

Assuming 10% Market Share

Market Size

USP

AdStudio is the first-mover programmatic advertising platform in Sri Lanka, offering unmatched targeting capabilities by leveraging data on over 50% of the population.

- **Localised Ads** in Sinhala and Tamil

- Versatile **Data-Management Platform.**

- We hold data for more than **50% of the population** in Sri Lanka.

Competitive Landscape

Affordability

Localization

ADSTUDIO.CLOUD

Google Ads

ESKIMI

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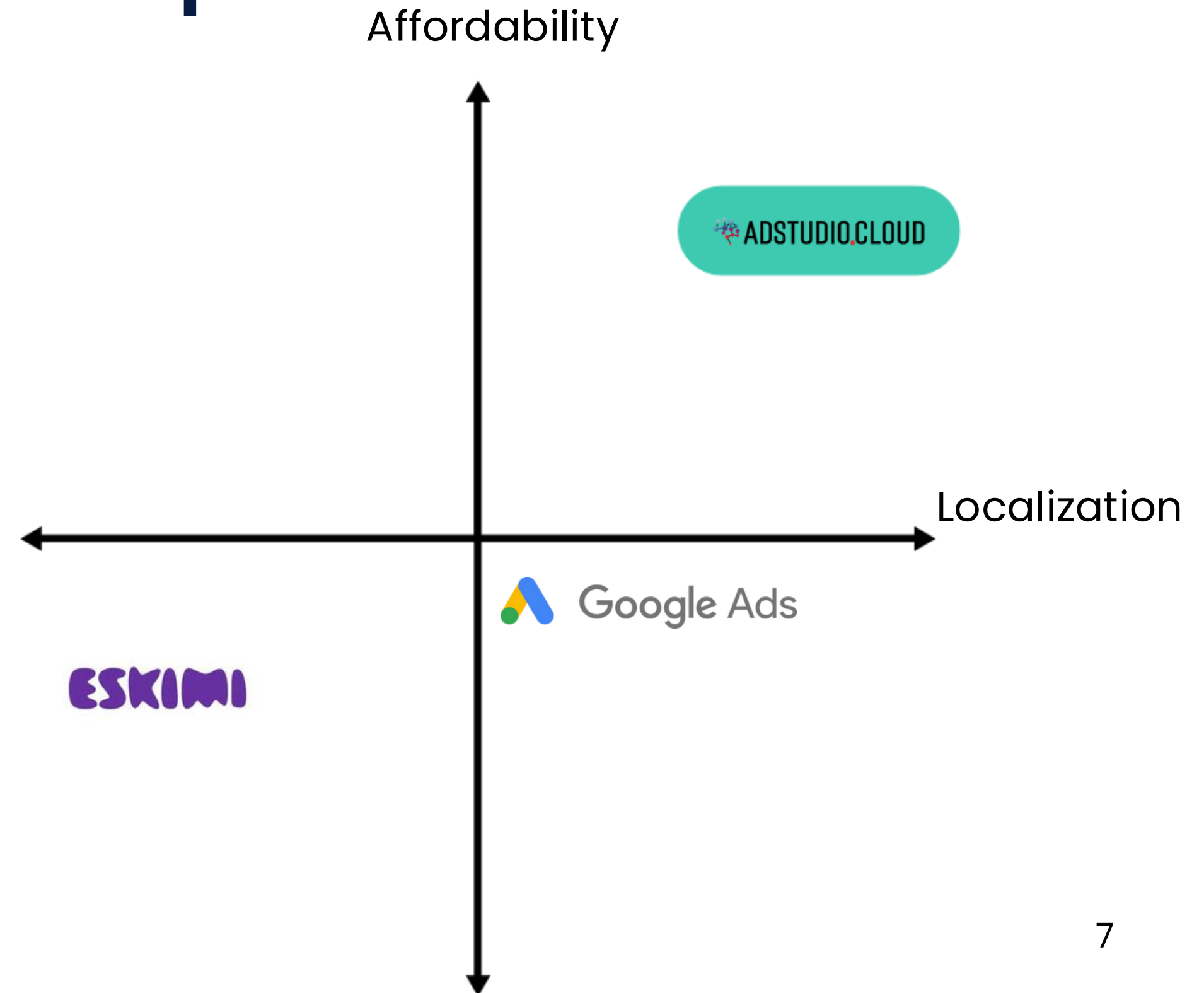
Advertisers

Key Advertisers established at the MVP stage

Publisher Partners

List of Publisher partners
established at the MVP stage

Traction of the MVP

Operations	12 Month Revenue	Average Recurring Revenue
24 Months	**$165,000** FY25	**90%**
Clients **+100**	Avg Revenue Per Client **$1,650** FY25	Profit After Tax **10%** FY25
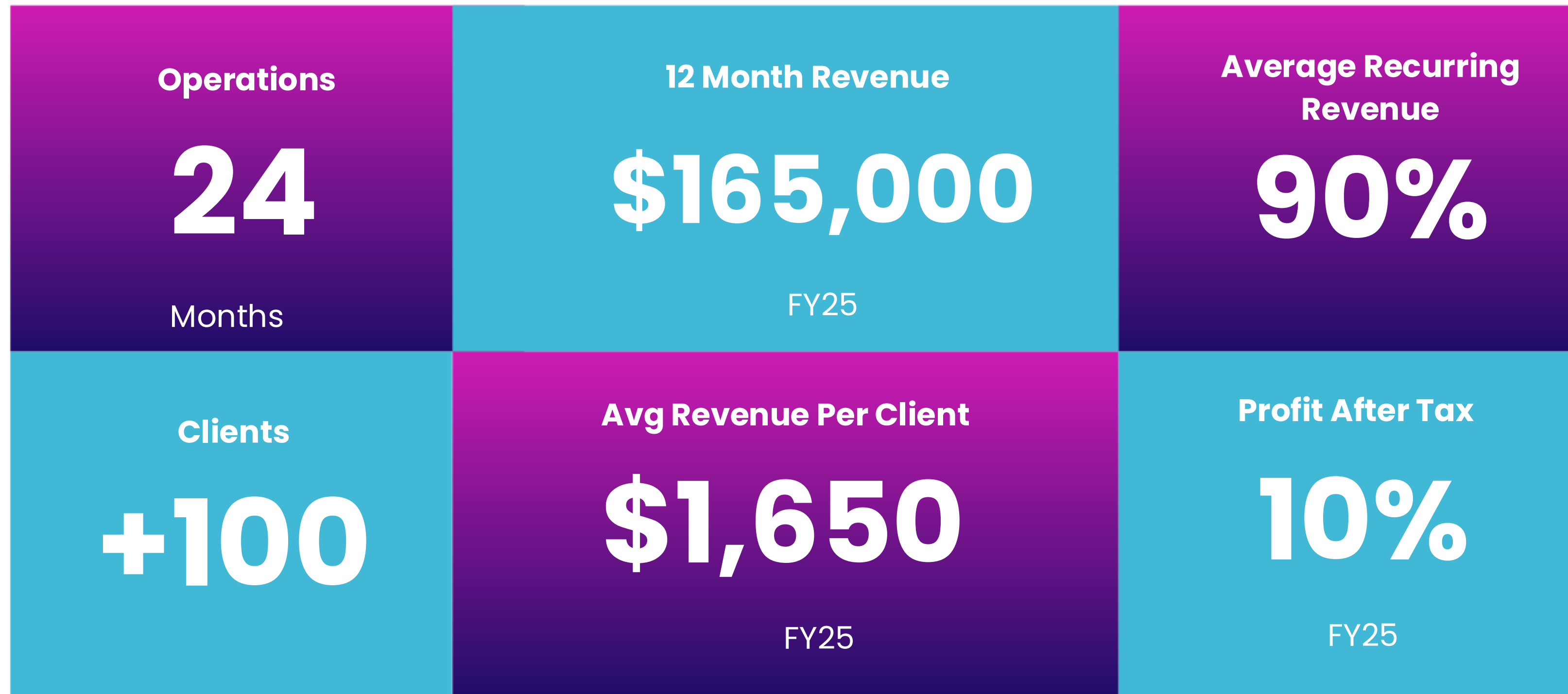
Leadership Team

Jayomi Lokuliyana- Executive Chairperson

- Pioneered mobile marketing in Sri Lanka since 2003, leading the country's top marketing tech company.
- Recognized as EY Entrepreneurial Winning Woman (APAC 2019) and Woman Entrepreneur of the Year (2015, 2016) for outstanding leadership in digital innovation.

Daniel Hess- Executive Director

- Daniel Hess is a seasoned sales and marketing leader with a strong track record in digital transformation and subscription growth at TX Group.
- At Goldbach Media Group, he successfully led the national radio ad sales business, driving market development in collaboration with top private radio stations.

Naresh Sathasivam- Assistant Vice President

- Naresh Sathasivam offers over two decades of diverse expertise in Sri Lanka's corporate sphere, particularly in digital technologies like Fintech and e-commerce.
- Having held strategic roles at Dialog Axiata and other tech giants, he has a reputation for launching innovative solutions for both B2B and B2C sectors.

Madura Harshana- Chief Technology Office

- Madura Harshana, wields over 14 years of IT expertise, particularly in driving technological advancements in the lottery and government sectors.
- A holder of an MSc in Information Security and a BSc in Computer Science from the University of Colombo School of Computing.

Client Testimonials

Advertisers

Exceptional results and increased awareness
-Thilina Gunage, Home Lands Holdings

Outstanding results from awareness to lead generation
-Ashwin Umasudhan, NGage Strategic Alliance

Enhanced brand visibility and superior placements
-Shabier Subain, Fashion Bug

Publishers

Increased revenue and reduced dependence on AdSense
-Riyasewana.com

Helped us understand the ad space landscape, friendly and the best ad network in Sri Lanka
-Colombo Times

A great service provider and team player, aiding creative monetization and financial goals
-Lakehouse Digital

The Ask

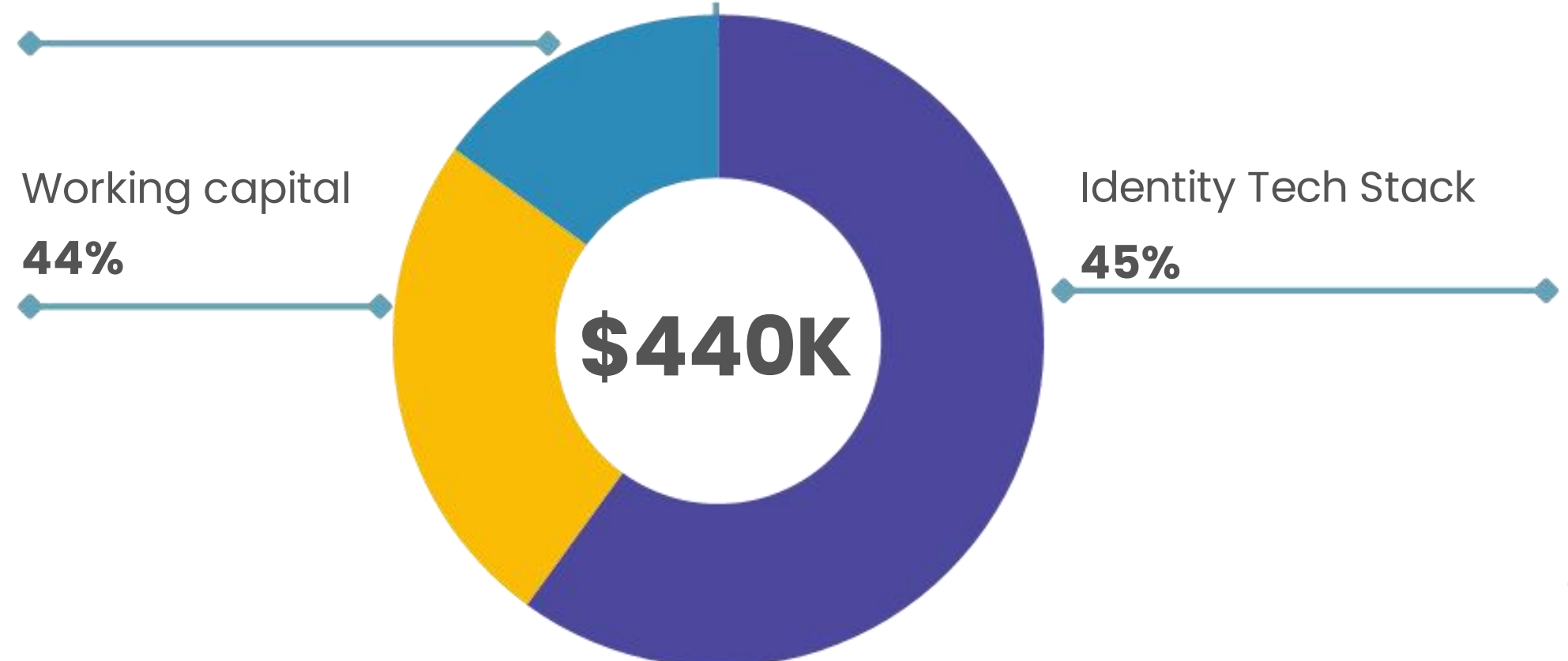Raising **$440,000** with a **3-year payback** and **an IRR of 35%**

Bootstrapped/Pre-seed

USD 150K

Seed

Series- A

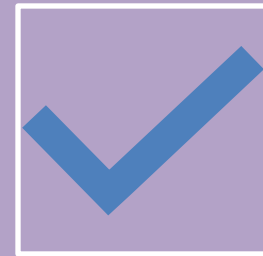Programmatic Foundation

11%

Working capital

44%

Identity Tech Stack

45%

$440K

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Note- The working capital comprises of funding for marketing, recruiting the team and financing losses in the first year.

Phasing

The development timeline is projected to span one year, with the project scheduled to kick off in Year 2

Set Up
0-6 Months

Deploy SSO+ Consent tools

Pilot wth 2-3 Publishers

Prepare identity hub
6-12 Months

Build identity graph

Building the activation layer

Scale and franchise
+12 Months

Spread to other markets

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Thank You

We are ready to ride the **next data-backed** wave in Sri Lanka

Prepared by Capstone Integrated