RTB HOUSE

TECHNOLOGY POWERED BY DEEP LEARNING

RTB HOUSE BRANDING SOLUTIONS

Presentation agenda

1. **About RTB House**
2. **Our Clients:** Trusted partner in the region
3. **Deep Learning:** Our USPs
4. **Why work with us?**
5. **Oustanding creatives-** From all verticals
6. **Brand safety** promised

ABOUT RTB HOUSE

Our Deep Learning technology proved to be revolutionary...

One of the fastest-growing companies in Europe, ranked sixth year in a row

2021 Artificial Intelligence Excellence Award for **Full Funnel Marketing Solution**

2020 MarTech Breakthrough Award in the **AdTech Innovation** category

2022 The Drum Digital Advertising Award for **Best Overall Technology for Programmatic Trading (buy side)**

One of the 2022 AdExchanger's **Top 50 Programmatic Power Players**

Bronze Stevie® Award for **Streaming Video Ads** in the Marketing/Public Relations Solution category

Gold Stevie® Award **for AI full-funnel Marketing Solutions** in the Marketing/Public Relations Solution category

Silver Stevie® Award in the **Most Innovative Company of the Year** category, third year in a row

ABOUT RTB HOUSE

We operate in over 30 locations worldwide, serving clients in 85+ markets

• Amsterdam • Beijing • Berlin • Bratislava • Brussels • Bucharest • Buenos Aires • Cracow • Dubai • Hong Kong • Istanbul • Jeddah • Lisbon • London • Madrid • Mexico City • Milan • New Delhi • New York • Nicosia • Paris • Phoenix • Prague • San Francisco • São Paulo • Seoul • Singapore • Stockholm • Stuttgart • Sydney • Taipei • Tel Aviv • Tokyo • Warsaw •

ABOUT RTB HOUSE

Technology which optimizes results

+3000
Campaigns globally

+30B
Monthly impressions

+500M
Monthly clicks

Up to
10M
Queries per second

Stable, efficient, and scalable technology is the key driver of our clients' success.

ABOUT RTB HOUSE

An engine created to generate outstanding results

Up to
32%
More traffic

As much as
42%
More sales

Averages
11:1
Sales to advertising expense ratio

OUR CLIENTS

Trusted partner of leading companies in EMEA in key verticals

Fashion	GAP	H&M	VICTORIA'S SECRET	M&S EST. 1884	LACOSTE
Home & Garden	The Home Depot	RoyalDesign.se	IKEA	BAUHAUS	castorama
Electronics	SAMSUNG	PHILIPS	HUAWEI	acer	MediaMarkt
Sport	outnorth	new balance	adidas	DECATHLON	asics
Classifieds	Duunitori	olx	dba	AUTOUNCLE	Gumtree
Marketplace	TRADERA	PriceRunner	Prisjakt	Shopee	AliExpress
Automotive	HONDA	HYUNDAI	TOYOTA	LEXUS	NISSAN
Health & Beauty	natura	ROSSMANN	BliVakker.no	SEPHORA	Douglas
Travel	ITAKA	home to go	QATAR AIRWAYS	trivago	Emirates

TRUSTED PARTNER

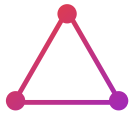
Our clients from the Region

UNIQUE SELLING POINTS

Deep Learning innovations are changing the game

TECHNOLOGY

How Deep Learning outperforms Machine Learning



Conventional
Machine Learning

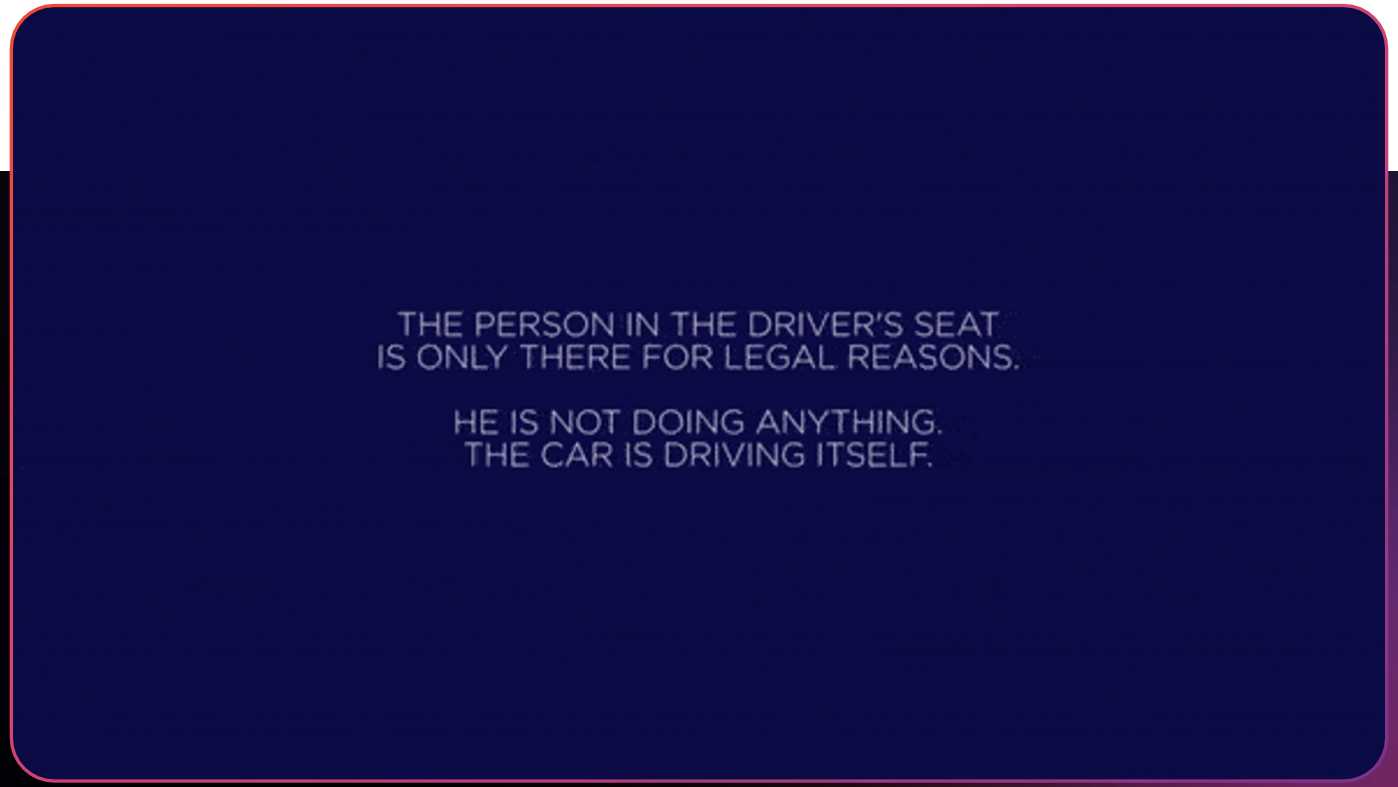
- Rule-based algorithms written by programmers
- Requires structured, organized data
- Analyzes pre-defined features & key data points
- Pre-programmed correlation & reference patterns
- Identifies behavior tied to high conversion potential

Revolutionary
Deep Learning

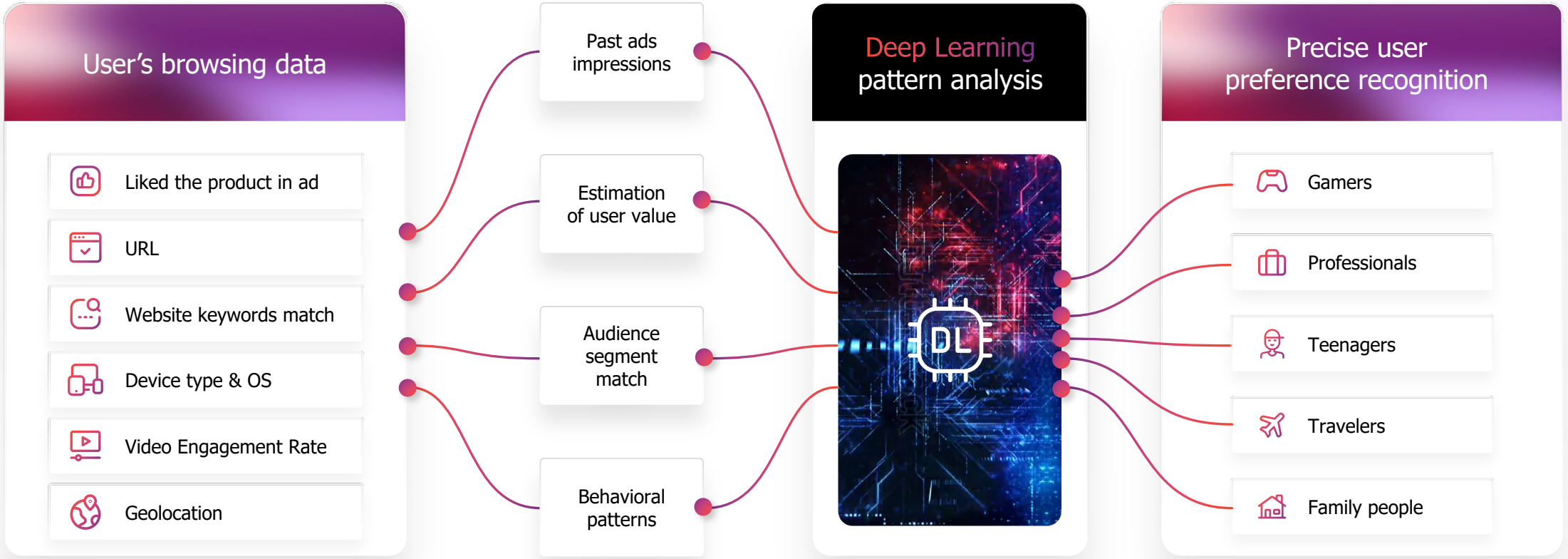
- Learns on its own and rewrites rules without reprogramming
- Flourishes while handling vast amounts of unstructured, rich data
- Identifies features & key data points AUTONOMOUSLY
- Exposes UNLIMITED correlation and reference patterns tied to conversion rates
- Identifies opportunities in “chaotic”, less-predictable behavior

TECHNOLOGY

Deep Learning is capable of driving a real car. It will easily optimize your campaigns to perfection.



Deep Learning makes sense of behavioural patterns and segments your customers according to their preferences



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DEEP LEARNING

What does 100% Deep Learning mean for your results?

Up to
29%
overall performance increase

Up to
41%
higher product recommendation efficiency

Up to
2.5k
times more operations leading to the purchase decision

Up to
16%
CTR boost within the same budget limitations

Up to
50%
more efficient personalized retargeting

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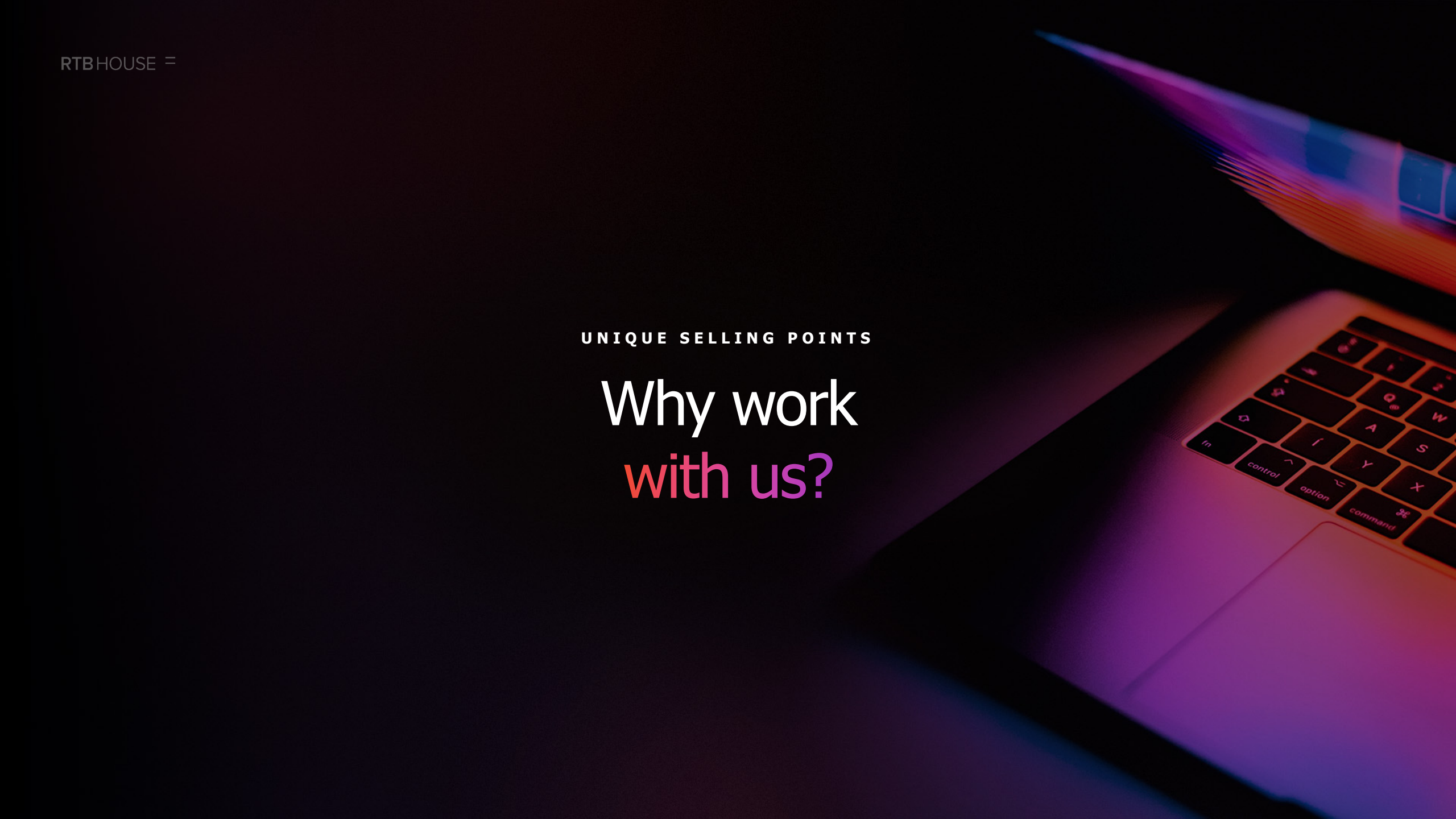
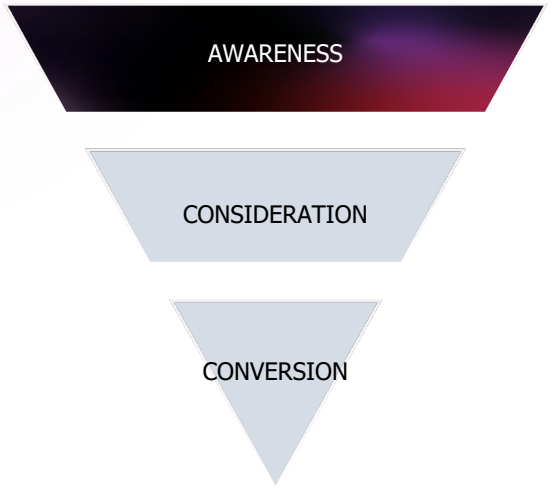
UNIQUE SELLING POINTS

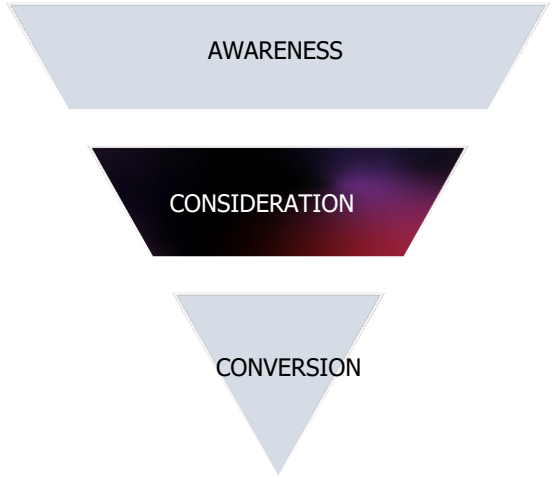
Why work with us?



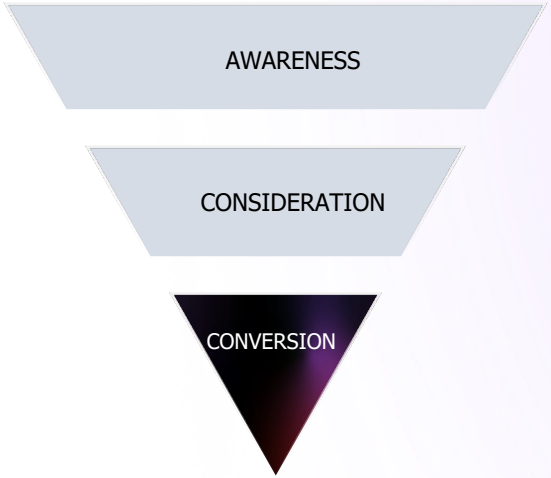
We offer full funnel solution with different Metrics for different Goals.



- Reach
- Impressions
- New users
- Viewability
- Video Completion Rate
- Cost per Completed View
- Cost per New User



- Clicks
- CPC
- Cost per Session
- Post-view sessions
- Session Length
- Bounce Rate
- User migration between funnel stages



- CPA
- CPS (%)
- ROAS
- Landing page visits
- User migration between funnel stages

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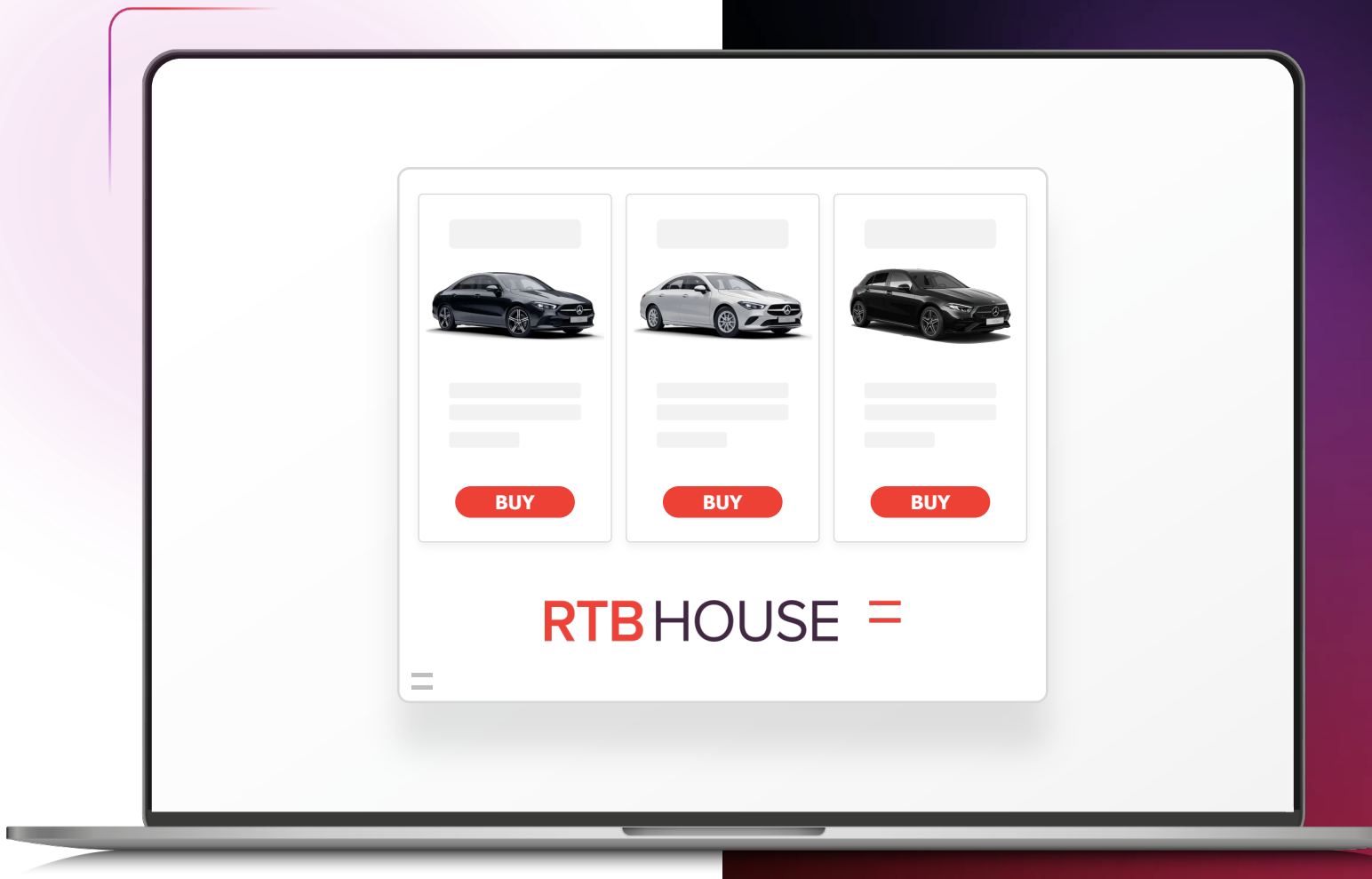
UNIQUE SELLING POINTS

What is retargeting?

Retargeting is a highly effective method of online advertising that makes users return to your site.

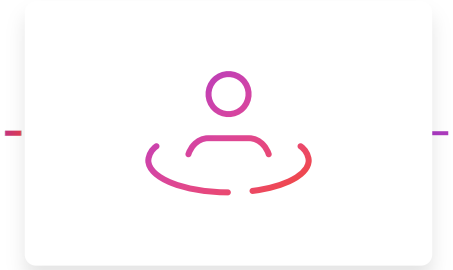
This service allows you to display advertising creatives tailored to the preferences of potential clients, focus your efforts on the most important user groups, and encourage them to make purchases.



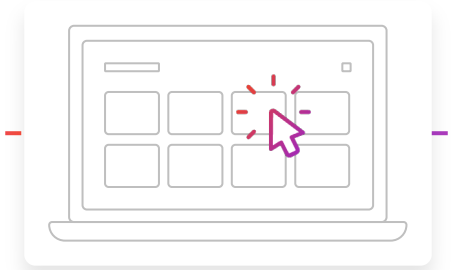
RETARGETING

How does it work?

Potential customer – internet user



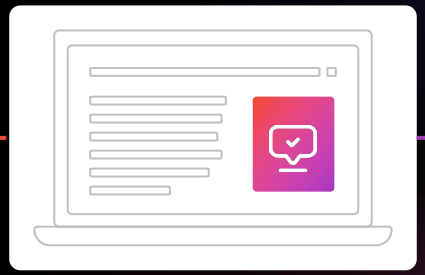
Visits your online store and looks at products



Leaves without making a purchase

Visits a site within the reach of RTB House

Sees a personalized message



Clicks on an ad banner and returns to the store to make a purchase

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How you can benefit from RTB House branding campaign?

RTB HOUSE

We have delivered extraordinary results to many of our clients

93%
Viewability

in the Zen Pirlanta branding campaign

19M+
Impressions within 3 weeks

in the Debenhams Valentine's Day awareness campaign

92%
Video Completion Rate

in the Zen Pirlanta branding campaign

4x
Better reach with 3x lower frequency

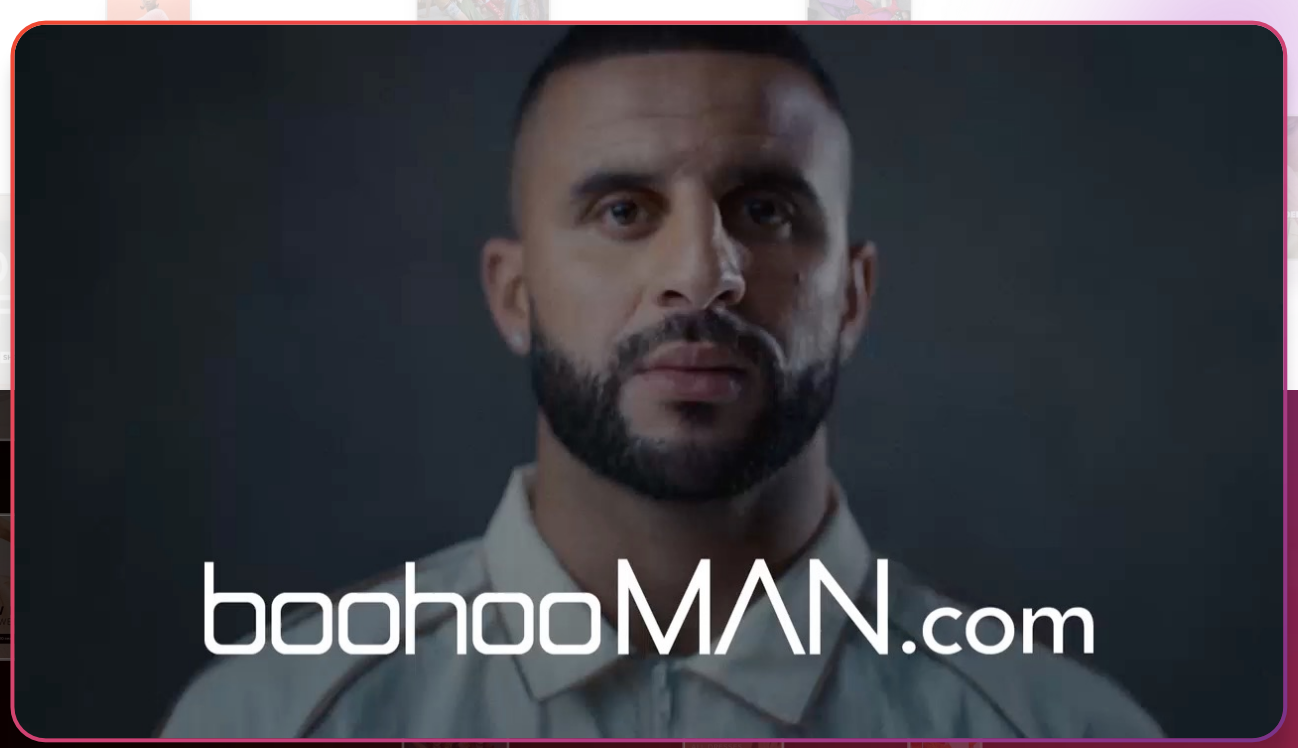
in the Stock Center branding campaign

25%
lower CPCV than the local benchmark

in the Steve Madden branding campaign

ADVERTISER'S CHALLENGE

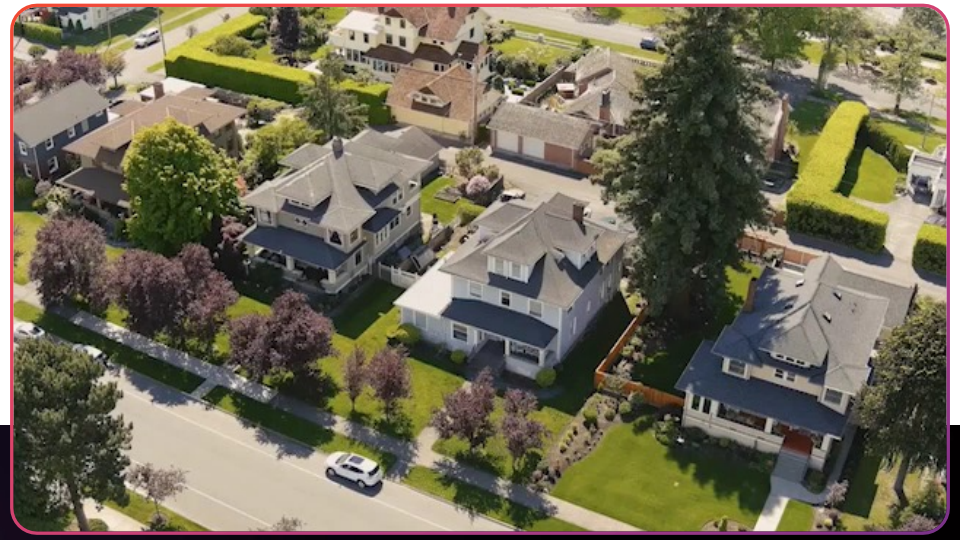
We can help you deliver the right ad that your customers will notice instantly



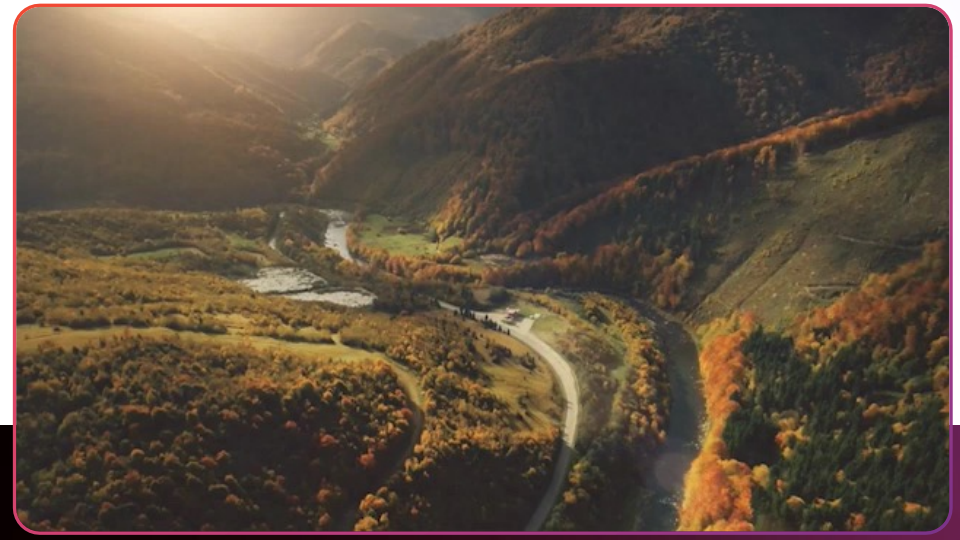
OUR OFFER

Once your customers are segmented, we display tailored ads that resonate with them

Family people



Adventurers



Based on the targeted persona, we tailor video content to highlight the most relevant product features, maximizing the chance of the user noticing and remembering the ad

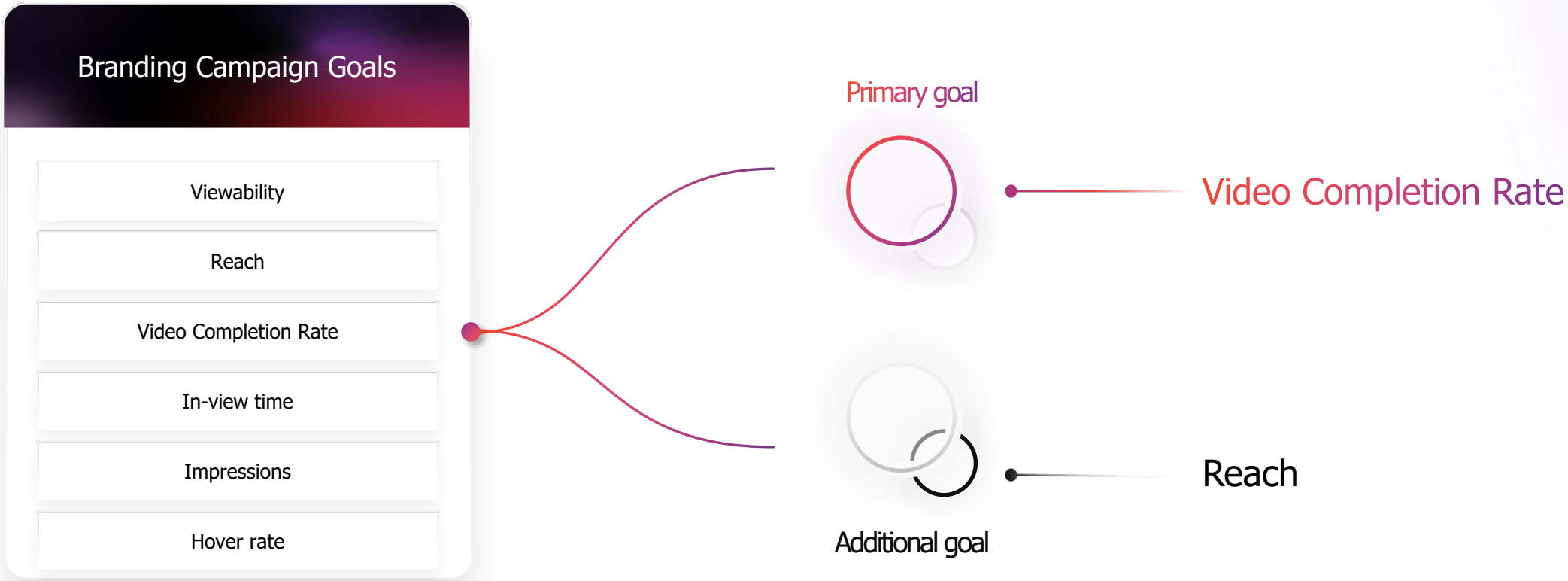
OUR OFFER

We can overlay the video with a personalized product feed to encourage product discovery

Delivering awareness campaigns as you've never seen before with real-time bespoke product recommendations powered by Deep Learning

CAMPAIGN SETUP & REPORTING

Optimize campaign goals across highly flexible parameters



Our solution lets you specify the goals most important to your business:
customer segments, target categories, and custom bidding strategies per segment, just to name a few

OUR OFFER

Reaching your customer on whichever screen they're looking at...

CAMPAIGN SETUP & REPORTING

Control campaign performance with fully transparent, third-party verified reporting

Third-party reporting
and external verification

MOAT nielsen

RTB House is in active cooperation with Moat and Nielsen to measure ad delivery quality and the effects of branding.

RTB House dashboard
for live data and insights

We are ready to plug in any other third-party tracking or verification tools

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IN-APP

Advantages of RTB House in-app campaigns

Drive more conversions and sales

Boost results with performance-driven models, even in a closed budget scenario

Increase retention rates

Increase the engagement of current users and reactivate dormant ones by driving them back to your app

Optimize app usage

Target users based on various events redirecting them to the app thanks to Deep Linking

Maintain brand consistency

Preserve cross-channel brand identity across web, mobile and in-app touchpoints with best-in-class banners

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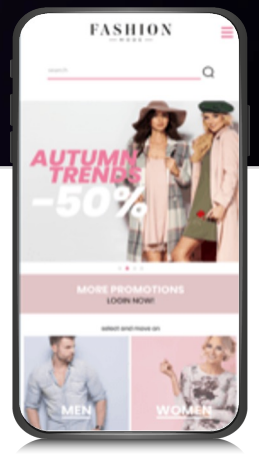
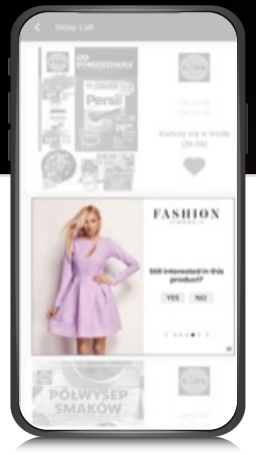
IN-APP

Optimize in-app activities thanks to Deep Linking



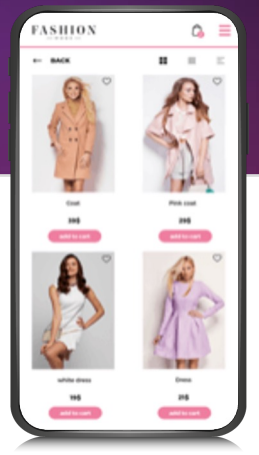
Cart abandonment

Money spent on acquiring a customer goes down the drain when your customer abandons their shopping cart



Targeted reactivation

RTB House campaigns reach your users as they browse other apps, reengaging them with your brand by showing them a message and products relevant to their interests



Finalized sale

Attract, remind, and re-engage users back to a specific, personalized product offering in your app thanks to Deep Linking technology

IN-APP

Our direct in-app supply partners

Google Ad Manager
PubNative
INMOBI
Fyber
unity
ironSource
APPLOVIN
Magnite
PubMatic
triplelift
Yahoo Exchange
xandr
loopMe
INDEX EXCHANGE
smaato
smartyads
OpenX

We work with +80 In-app SSP and +800K publishers

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BANNERS

We have outstanding creatives from various verticals

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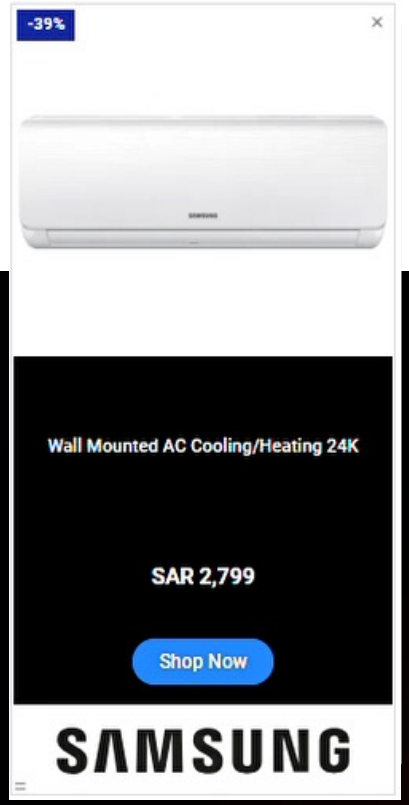
CREATIVES EXAMPLES

Electronics

Banner 600x300px

Link

Banner 600x300px



Link

Banner 300x250px

Link

Banner 336x280px

Link

Banner 970x250px

Link

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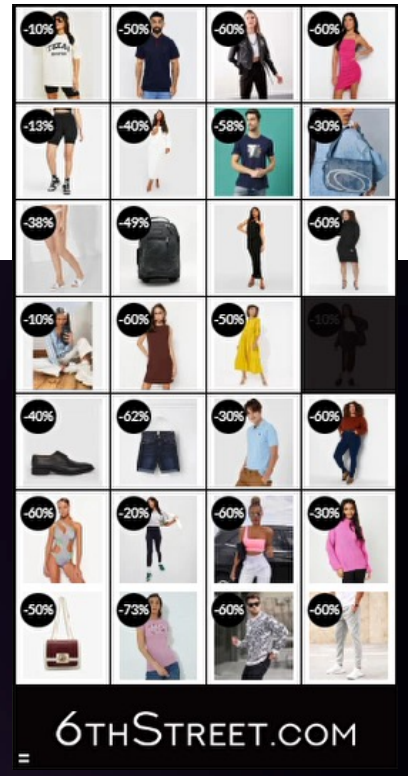
CREATIVES EXAMPLES

Fashion

Banner 600x300px



LINK

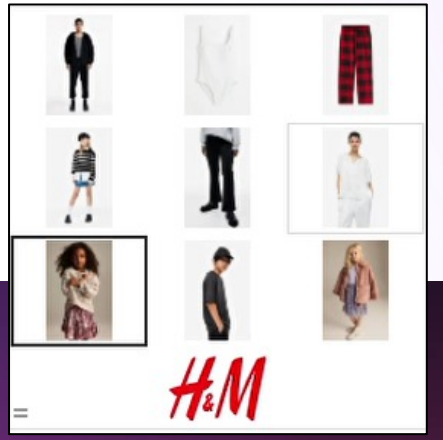
Banner 600x300px

LINK

Banner 300x250px

LINK

Banner 250x250px



LINK

Banner 970x300px

LINK

CREATIVES EXAMPLES

Food and Beverages

Streaming Video Banner 1300x800px

Banner 336x280px

LINK

Banner 300x250px

LINK

Banner 970x250px

LINK

RTB HOUSE

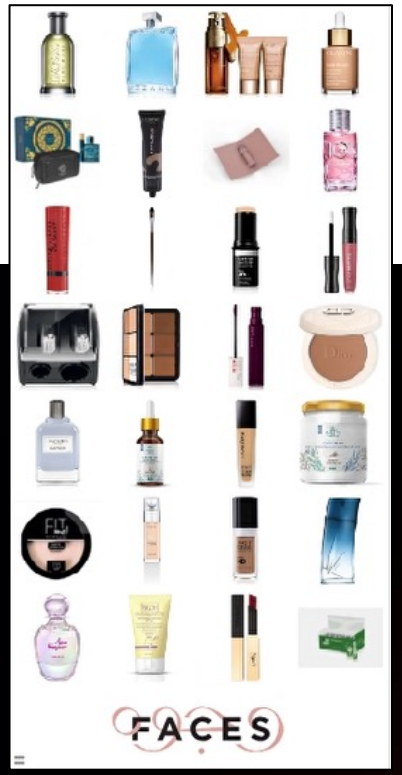
CREATIVES EXAMPLES

Health and Beauty

Banner 600x300px

LINK

Banner 600x300px

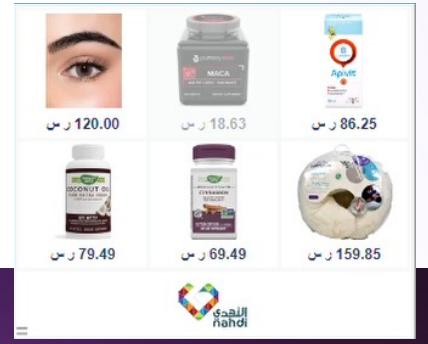


LINK

Banner 300x250px

LINK

Banner 250x250px



LINK

Banner 970x300px

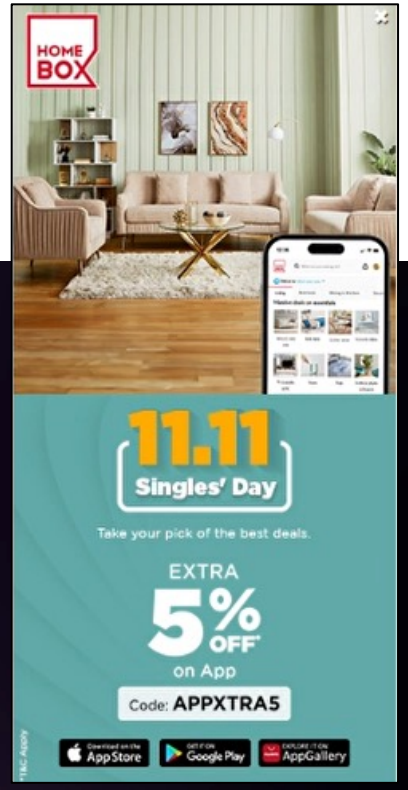
LINK

RTB HOUSE

CREATIVES EXAMPLES

Home, Office & Garden

Banner 600x300px



LINK

Banner 250x360px

LINK

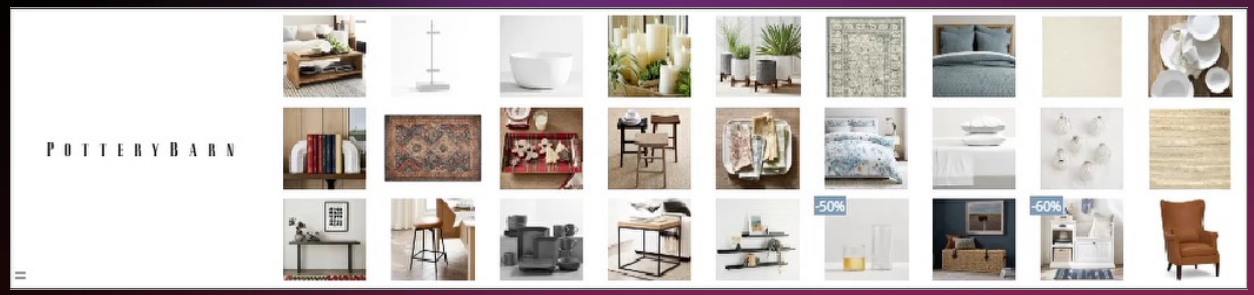
Banner 336x280px

LINK

Banner 250x250px

LINK

Banner 970x200px



LINK

RTB HOUSE

CREATIVES EXAMPLES

Multicategory

Banner 320x480px

LINK

Banner 300x600px

LINK

Banner 300x250px

LINK

Banner 300x250px

LINK

Banner 970x200px

LINK

RTB HOUSE

CREATIVES EXAMPLES

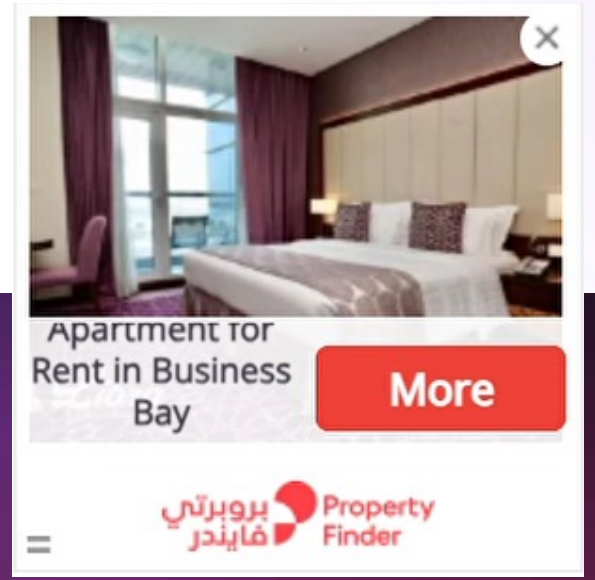
Real Estate

Banner 1300x800px

Banner 300x600px

LINK

Banner 320x480px



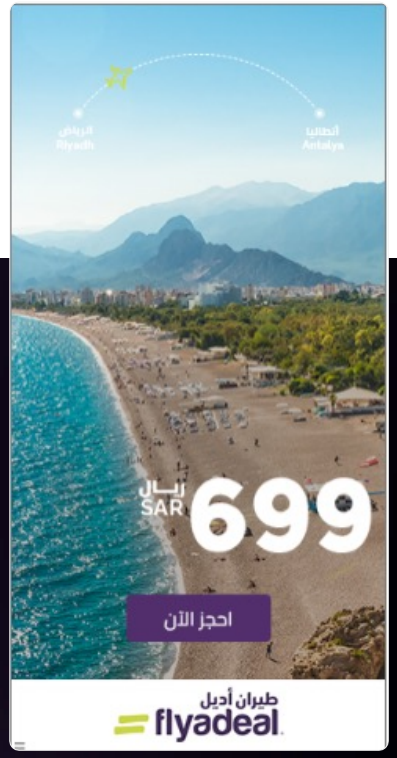
LINK

RTB HOUSE

CREATIVES EXAMPLES

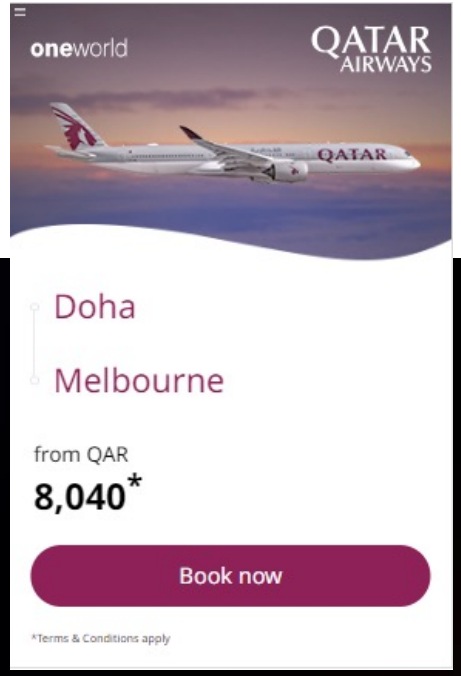
Travel

Banner 300x600px



LINK

Banner 320x480px



LINK

Banner 300x250px

LINK

Banner 300x250px

LINK

LINK

CREATIVES EXAMPLES

Kids

Banner 300x600px

LINK

Banner 250x360px

LINK

Banner 250x250px

LINK

Banner 200x200px

LINK

Banner 950x200px

LINK

ABOUT RTB HOUSE

We cooperate with the best inventory supply partners

RTB HOUSE

BRAND SAFETY

Protect your brand reputation with RTB House

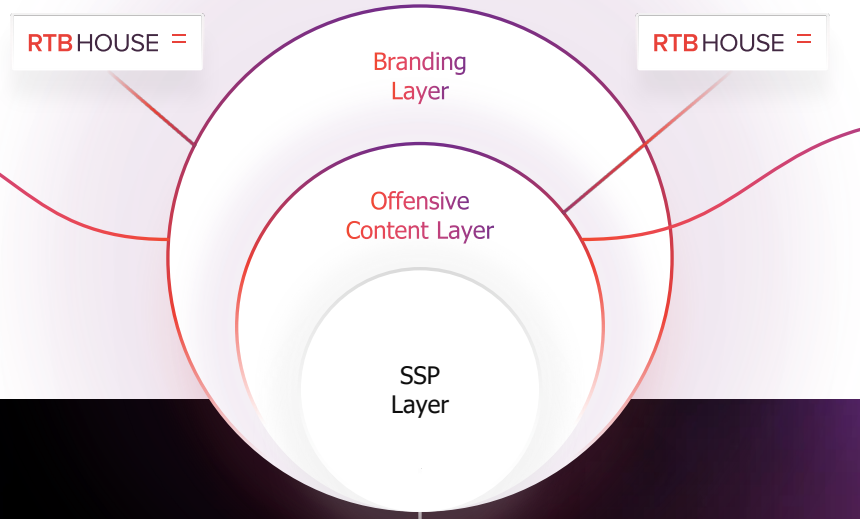
BRAND SAFETY

Multi-layered Security keeps your Brand safe online

With our multi-layer security approach, RTB House prevents your ads from being served to sites that may have a negative effect on your brand.

Branding Layer

Powered by RTB House, a fully customizable brand safety layer, allowing each advertiser to configure their own Not Allowed Lists of websites, keywords, content, apps, etc. according to their brand safety policy.



Offensive Content Layer

Powered by RTB House, this layer filters content that might be considered offensive, and is used as a double-check after the SSP Layer.

SSP Layer

Combines protection from the Supply-side Platform (SSP) and a third-party solution, like Google Play Protect. These layers filter any illegal or offensive websites, detecting and blocking unsafe pages that contain malware or phishing content.

SUMMARY

Next steps

We sign papers including a contract, NDA, and GDPR permissions

We get a brief and set up the conditions for the cooperation

We integrate the app, including issues related to the feed

If the feed is OK, we prepare the graphics based on the approved mockups

We start the campaign

It’s important to know that we never show any ads without your permission, and that all creatives go through a multi-step approval process.

RTB HOUSE

Thank you.

Firas Jarrah

Sales Director

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