

CAMARA
THE TELCO GLOBAL API ALLIANCE

THE CONSENT & MEASUREMENT API

CENTILLION

1

Hyper-scalers Google and Meta have built their empires by selling ADVERTISEMENTS inside a massive MOBILE Ad-Tech ecosystem primarily based on identity (*attributes*)

2

Billions of dollars continue to be generated on the backs of Mobile Network Operators increasing the strain on their infrastructure, without fair compensation.

3

**THESE PRACTICES
& SYSTEMS ARE
RAPIDLY COMING
TO AN END**

WHY?

Advertising Exchanges incentive to jam bandwidth with fake impressions on MNO infrastructure
Brands have no choice but accept this fraudulent BASED SYSTEMS lack integrity with
a broken promise to help brands reach a potential customer is
**OPAQUE and EXPLOITABLE, HAVE POOR AD MEASUREMENT, AND
ARE BUILT WITH OPEN ENDED CONSENT.**

1

Global legislators have been cracking down on the industry, demanding transparency and putting rigorous consumer privacy protections into law.
(Ex. GDPR /CCPA / CPRA/ VCDPA /CPA / Eliminating the tracking pixel / cookie)

THE TWO
FORCES
DRIVING
CHANGE

2

Identity based systems are the ideal breeding grounds for bots, creating fake user traffic on fake websites. Bots were responsible for
\$84B lost to Ad fraud in 2023 (projected \$170B in 5 years)

Telcos have built a global 5G network and API ecosystem to work within the existing AdTech infrastructure. This will democratize the walled gardens of Google / Meta through unified measurement and attribution for brands



HOWEVER, A REVOCABLE USER CONSENT WITH THE EXPIRATION BULIT IN
(focusing on the right to delete and ADVERTISING MEASUREMENT SOLUTION
IS REQUIRED TO **UNLOCK BILLIONS OF BRAND DOLLARS FOR THE TELCO APIs**

CENTILLION Propose

THE CONSENT & MEASUREMENT

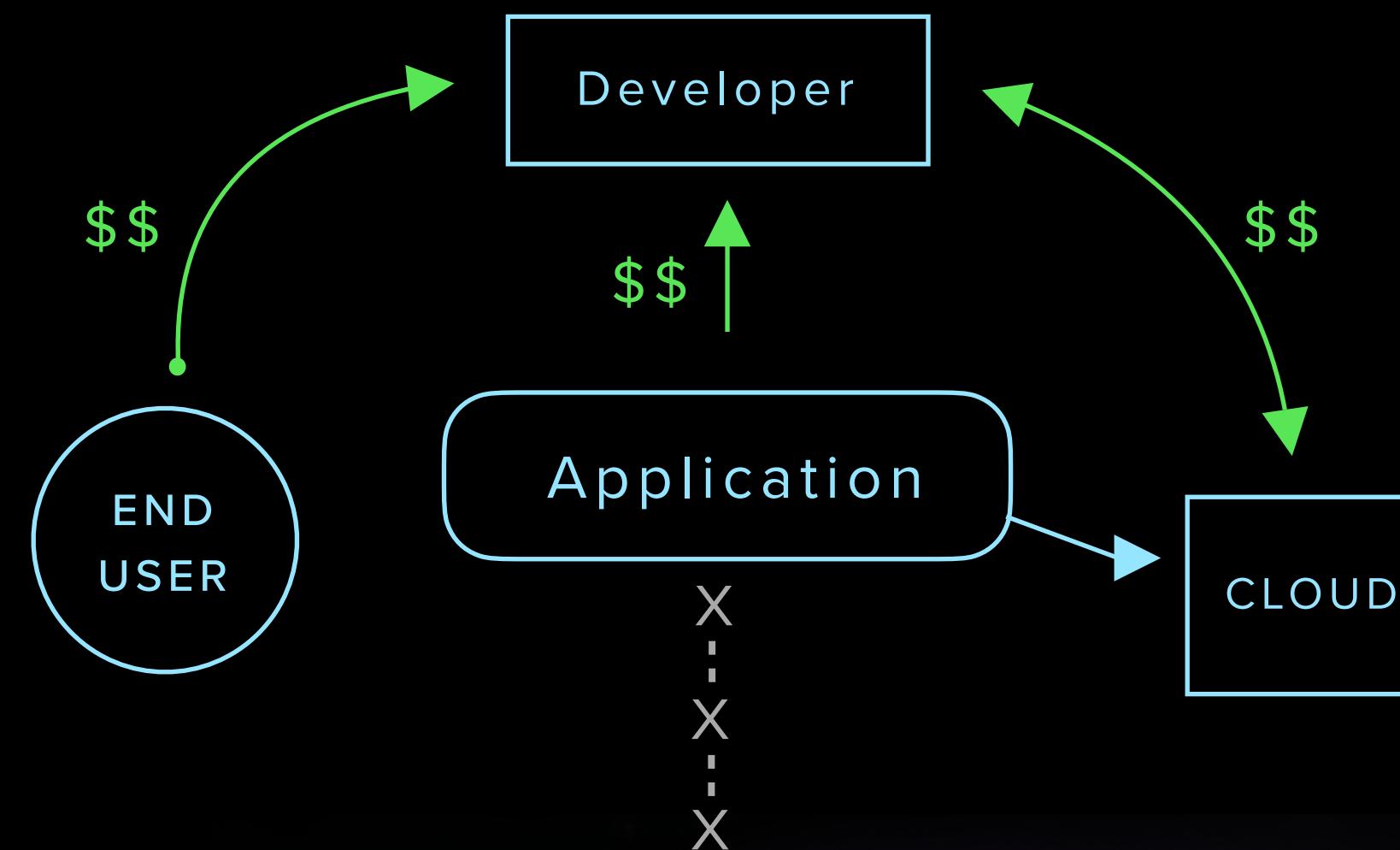
A globally compliant, revocable user consent by advertisers and measurement solution that works seamlessly with Telco APIs and the AdTech ecosystem.

*“Data collected with meaningful consent will
be the most valuable data of all,
because it’s the only data companies
will be allowed to act upon.”*

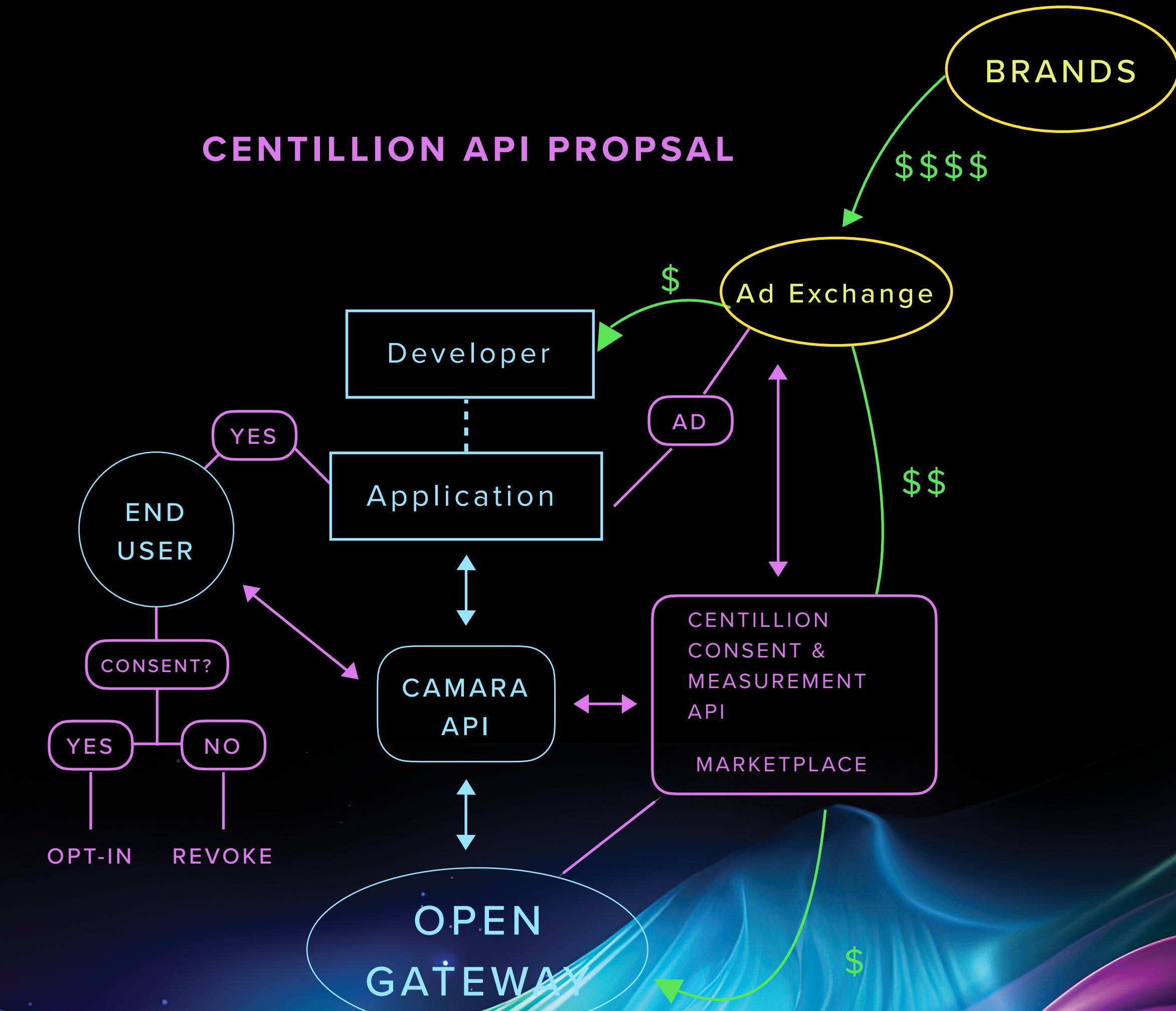
* Harvard Business Review “New rules of data privacy”

YOU CAN'T MEASURE ADVERTISING WITHOUT CONSENT

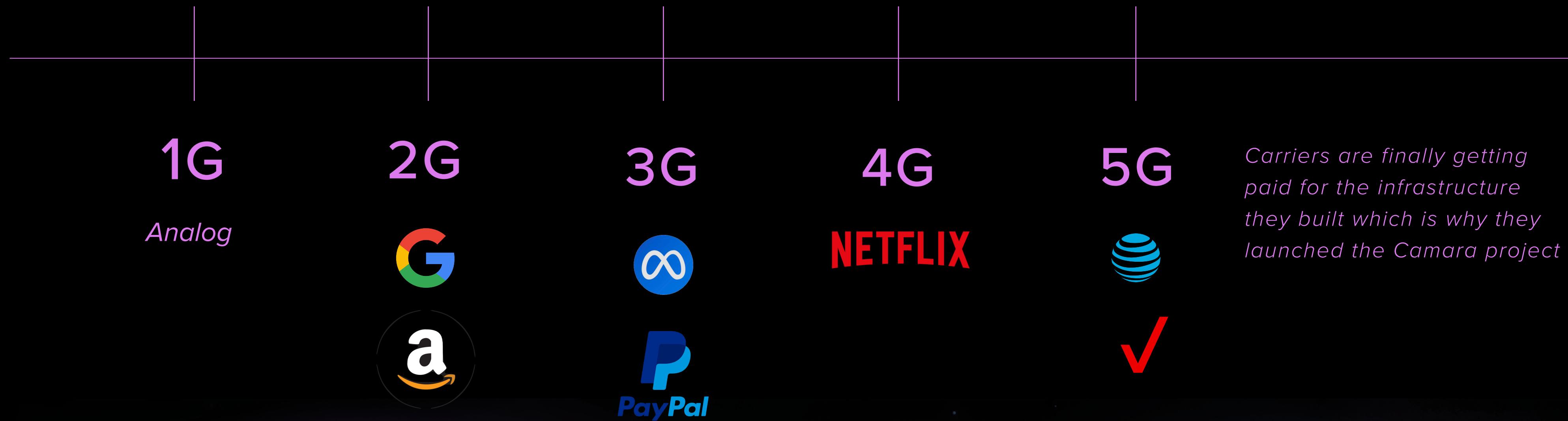
HISTORICAL APPLICATION FRAMEWORK



CENTILLION API PROPOSAL



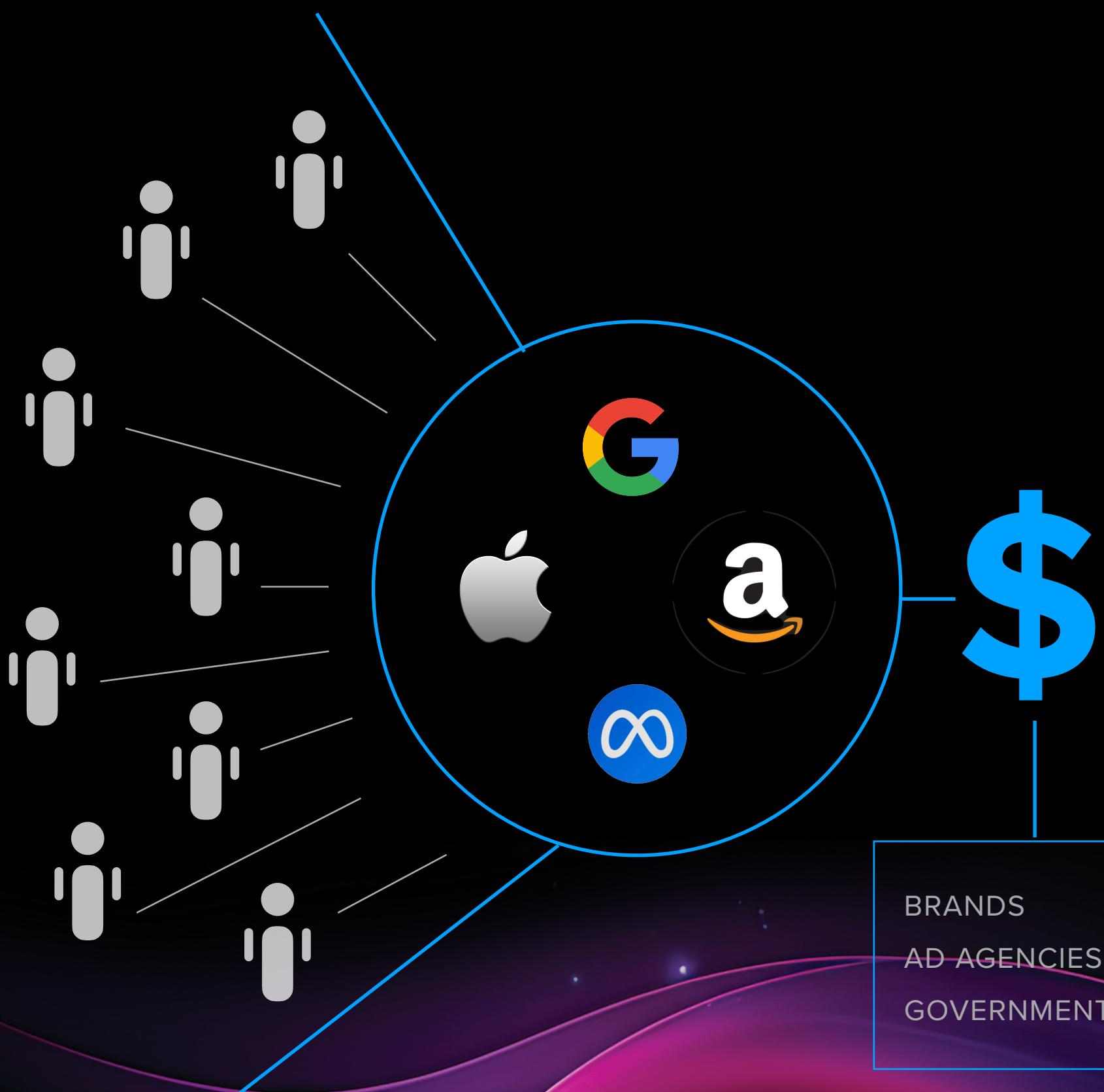
AS TELECOM BUILT THIER INFRASTRUCTURE MANY COMPANIES REAPED THE BENEFITS.
IT'S TIME FOR TELECOM TO UNLOCK THE FULL VALUE OF 5G.



PRESENT

HARVEST BASED DATA ECONOMY

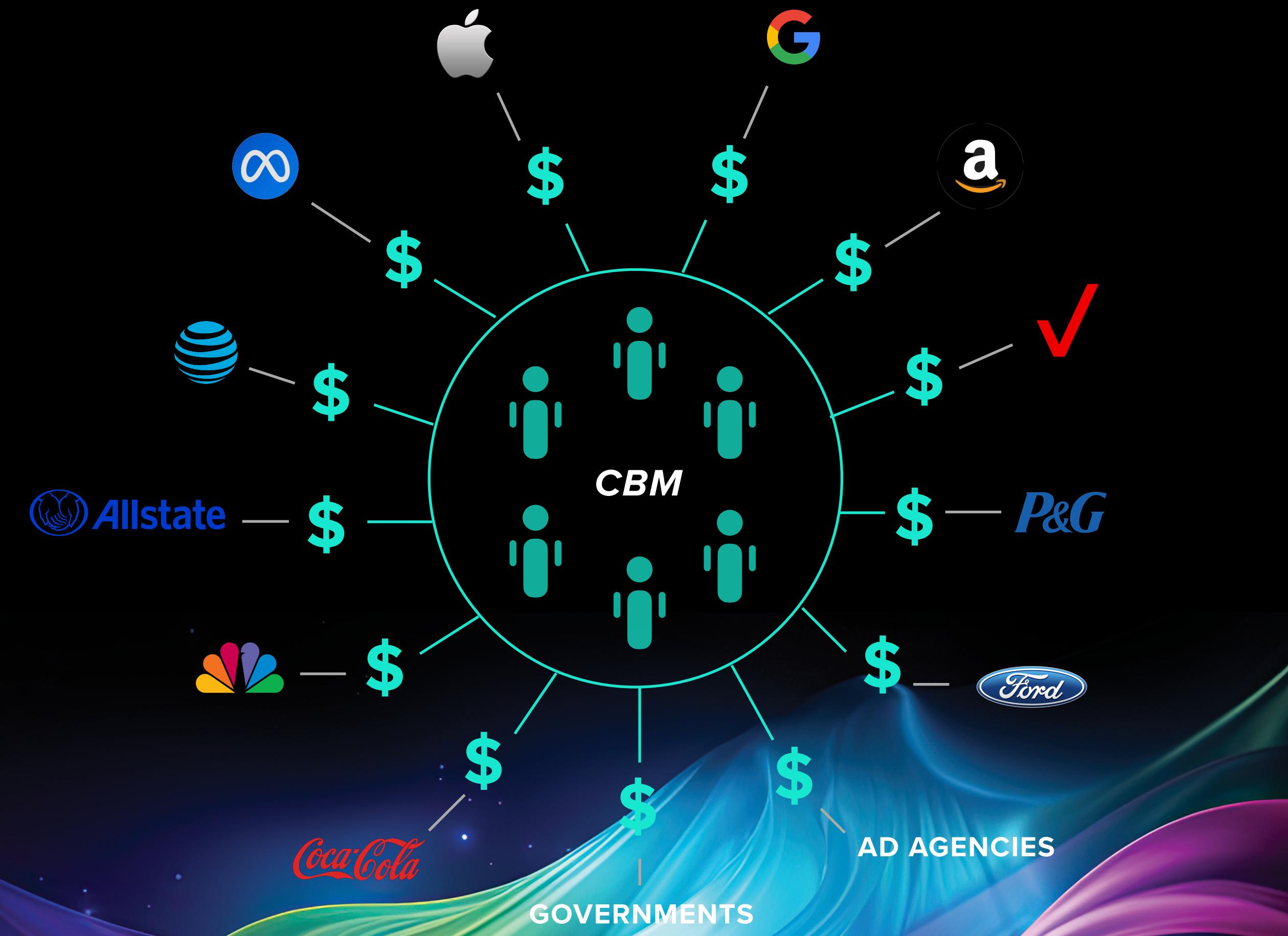
BIG TECH HARVESTS PERSONAL DATA AND SELLS IT TO CORPORATIONS AND GOVERNMENTS FOR MASSIVE PROFITS.



FUTURE

FIRST PARTY CONSENT BASED DATA ECONOMY

A **CONSENT BASED MARKETPLACE** ENABLES A MORE EQUITABLE and TRANSPARENT PERSONAL DATA EXCHANGE BETWEEN PEOPLE AND CORPORATIONS



CAMARA and telecom APIs in AdTech are offering solutions that address the challenges of the post-cookie era.

THE CENTILLION CONSENT API PROPOSAL

Leverages NAAS APIs, advertisers and platforms in order to enhance ad personalization, measurement, security, and contextual relevance, leading to REVENUE FOR MNOs, IMPROVED ADVERTISING ROI and enhanced user experiences.



1

Dynamic Ad Personalization in E-Commerce

APIs Used: Measurement Number Verification API + Device Location API.

Scenario: An e-commerce platform uses these APIs to personalize ads based on the user's verified identity and location, offering location-specific deals and products.

Benefit: Increases conversion rates by delivering highly relevant ads, enhancing user experience and customer satisfaction.

2

Contextual Advertising in Urban Mobility Apps

APIs Used: Measurement + Device Location API + Quality On Demand API.

Scenario: Mobility apps (like ride-hailing services) use these APIs to serve contextual ads based on the user's current location and network quality, such as promoting nearby restaurants or events.

Benefit: Improves ad relevancy and engagement, leading to higher ad revenue for the app and better ROI for advertisers.

3

Cross-Platform Advertising in Media and Entertainment

APIs Used: Number Verification API + Device Status API.

Scenario: Media companies use these APIs to track and measure ad performance across different platforms (TV, mobile, online) for a unified view of audience engagement.

Benefit: Enables accurate cross-platform ad measurement and attribution, optimizing ad spend across media channels.

4

Real-Time Audience Analytics for Event Marketing

APIs Used: Measurement + Device Location API + Device Status API

Scenario: Event advertisers use these APIs to analyze audience demographics, ad exposure in real-time at events, adjusting marketing strategies and ad placements accordingly.

Benefit: Provides valuable insights into audience behavior and preferences, enabling more effective event marketing and sponsorship opportunities.

5 Enhanced Ad Measurement for TV Streaming Services

APIs Used: Measurement + Quality On Demand API
+ Number Verification API.

Scenario: Streaming services use these APIs to ensure high-quality ad delivery and verify viewer identity, measuring ad engagement more accurately.

Benefit: Leads to more effective ad targeting and reliable measurement of viewer engagement, benefiting both the platform and advertisers.

6

Geotargeted Campaigns for Retailers

APIs Used: Measurement + Device Location API + SIM Swap API.

Scenario: Retailers use these APIs for geo-verified visitor receives advertising campaigns, ensuring that ads are shown to users in relevant locations while verifying the authenticity of user interactions.

Benefit: Increases foot traffic measurement, and sales in physical stores through targeted promotions, while minimizing ad fraud.

OUR ACTIVE CLIENTS: JANUARY 2024

