

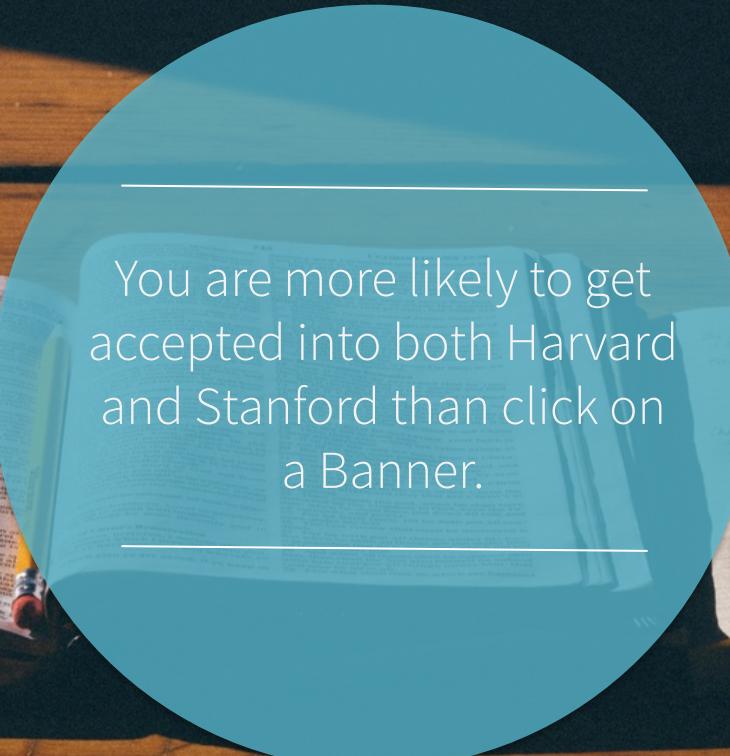


Eyetag[©]



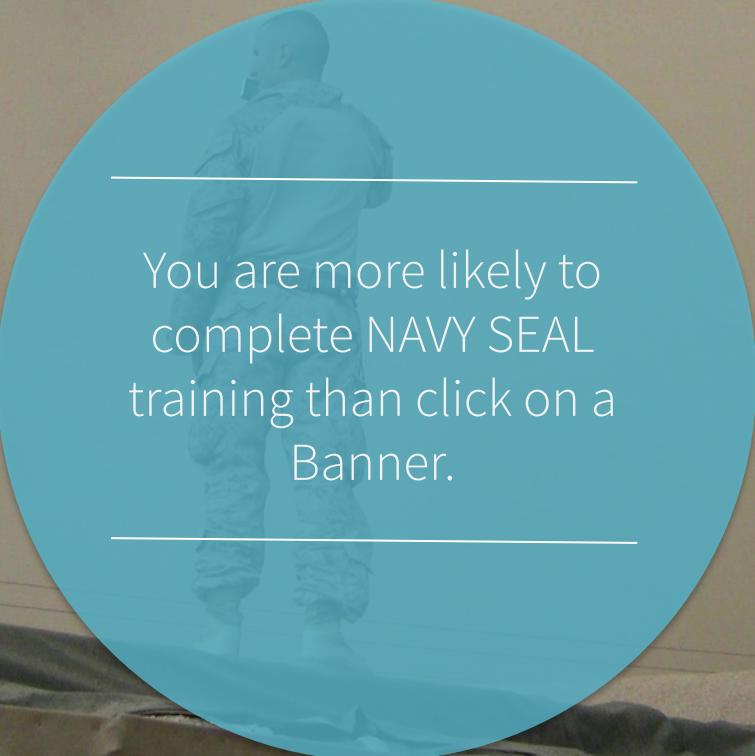
0.06%

average CTR for display banners in 2014



You are more likely to get
accepted into both Harvard
and Stanford than click on
a Banner.





You are more likely to
complete NAVY SEAL
training than click on a
Banner.

1°

CONTEXT



ONLINE ECONOMY IS IN DANGER



Online ads are too intrusive :
Expansion of 41% of Adblocker users in 2014



Publisher generate less revenue :
Loss of 15% of revenues each year because of Adblockers



Marketers need to spend more to bring a qualified audience to their website

Source:
(1) Comscore study
(2) Infolinks

THE FUTURE OF ADVERTISING IS NATIVE

DISPLAY BANNERS



NATIVE ADVERTISING



Share of users who identify the format as advertising



EyeTag[©] brings the next generation of
native advertising

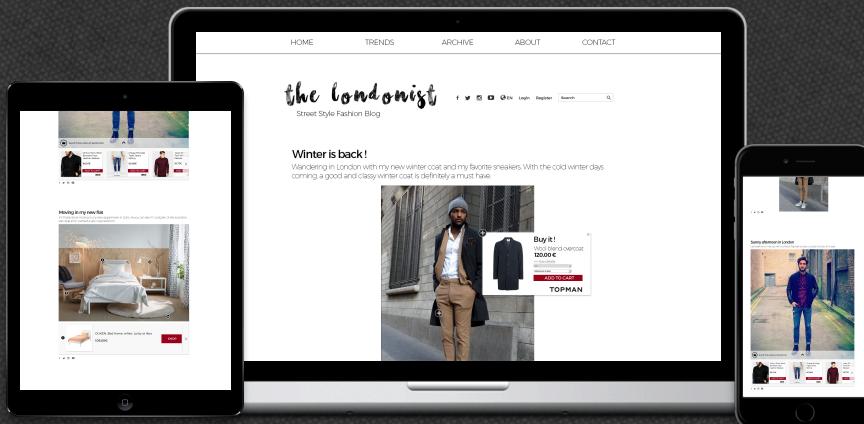


2°

VALUE PROPOSITION



Artificial Intelligence powered native advertising

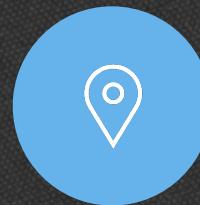


OUR ADS MAKE A DIFFERENCE



NATIVE

Our ads fit seamlessly in the editorial content



RELEVANT

Our ads target the audience at the **right place, at the right time.**



ENGAGING

Eyetag creates **real interactions** with site users.



SPORTS

FOOTBALL ▾

FOOT TRANSFERT

Transfert : Liverpool sur deux jeunes Parisiens

Le 25/10/2015 à 12:40:00 | Mis à jour le 25/10/2015 à 22:30:39 | 48 Commentaires

Partager sur Facebook

Tweeter



156 Partages



Christopher Nkunku a été très bon en Youth League. (L'Equipe)

Mercredi, le PSG a maté le Real Madrid en Youth League (4-1) grâce notamment à un match superbe de son attaquant Christopher Nkunku. Selon nos informations, un émissaire de Liverpool était présent en tribunes pour superviser le jeune joueur de 17 ans.

► Directs 2 | ► Résultats |

CHRONO

Choisissez votre sport ▾

14:16 ALL - Dortmund Sokratis jusqu'en 2019

14:14 ESP - Barça Appel pour Mascherano

14:11 ANG - Everton Jagielka sur le flanc

14:00 ANG Arsenal mis à l'amende

13:52 FIFA Bility également candidat

13:29 Transfert Brattan à City et prêté à Bolton

13:05 ANG - Leicester Et une pizza pour Ranieri

13:02 ANG - Newcastle Appel pour Coloccini

13:00 Votez pour le plus beau maillot !

13:00 Médias "Fils de", enfer ou bénédiction?

◀ 1/10 ➡

VOIR TOUT LE CHRONO



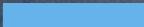
NIKE

PSG DOMICILE

MATCH 15

3°

THE EYETEAM



OUR EYETEAM



Arnaud Delaunay
Co-Founder - X



Antoine de Maleprade
Co-Founder - ENS & MIT



Koss Chibi
Co-Founder - Ecole 42



Guillaume Vacherand
Co-Founder - HEC



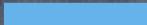
Médéric Roger
Co-Founder - HEC



Vincent Houdebine
Co-Founder - HEC

4°

TECHNOLOGY



THE MAGIC BEHIND

Our proprietary deep learning algorithm mimics the way the human brain recognises images and text :

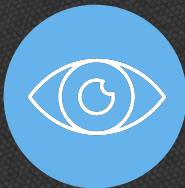


IMAGE & TEXT SCANNING

Using **deep learning networks** and **computer vision technologies**



PRODUCT MATCHING

We use **feature matching** in order to associate the **right product with the right image**



PERFORMANCE

Our **algorithm integrates feedback** on ads' performance

5°

BUSINESS MODEL

BUSINESS MODEL

Private Ad-network



Advertisers pays publisher on a Cost Per Click basis



Eyetag takes a 30% comision on publisher's campaign revenue

Media trading desk



Eyetag buys ad inventory through AppNexus on a Cost Per Mille basis



Eyetag sells ads to advertisers on a Cost Per Click basis



6°

MARKET OPPORTUNITY

MARKET VALUE

7.9B \$

NATIVE ADVERTISING
MARKET IN 2014

7.5B \$

IN-IMAGE ADVERTISING
MARKET IN 2014

25B \$

IMAGE RECOGNITION
MARKET IN 2014

37% BRAND UPLIFT
51% MORE VIEWABILITY

Source:
(1) IAB
(2) RnRMarketResearch

7°

GO FAST STRATEGY

GO FAST TO MARKET STRATEGY

1 BETA TEST

On a restricted number of fashion blogs, with few advertisers with light AI technology.

2 SCALE & GO FAST

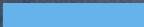
Deploy full AI technology and grow publisher base.
Develop to scale rapidly (Wordpress, Magento, Joomla...)

3 DIVERSIFY & INCREASE REACH

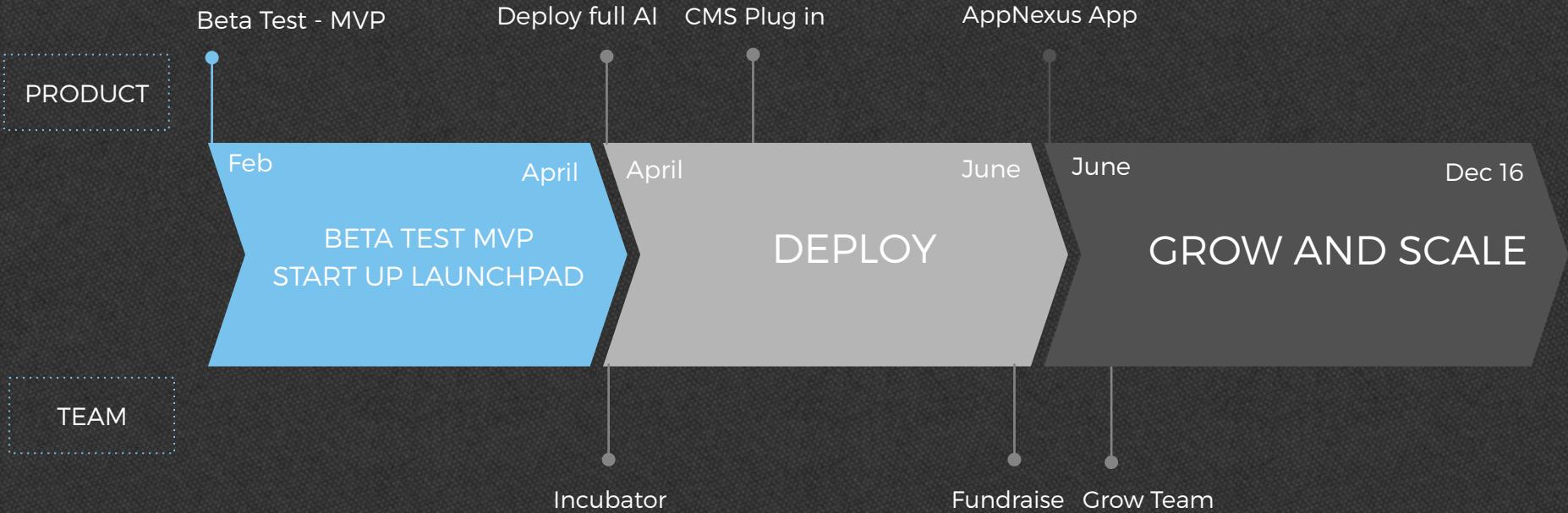
Grow publisher acquisition and use AppNexus API to develop media trading desk and increase our reach

8°

PLAN & PERSPECTIVES



PLAN



PERSPECTIVES

Social Media
analytics &
Consultancy

In video and TV
advertising

Create and
monetize an
API

Partner with
bank of
images

THANK YOU

contact@eyetag.io

9°

APPENDIX



DETAILED PROCESS

1



Advertiser shares
product image
database

2



EyeTag scans thousands
of Publisher photos and
text across our Network

3



Our algorithm matches
photos with similar
products and logos

4



EyeTag makes
publisher image
shoppable

5



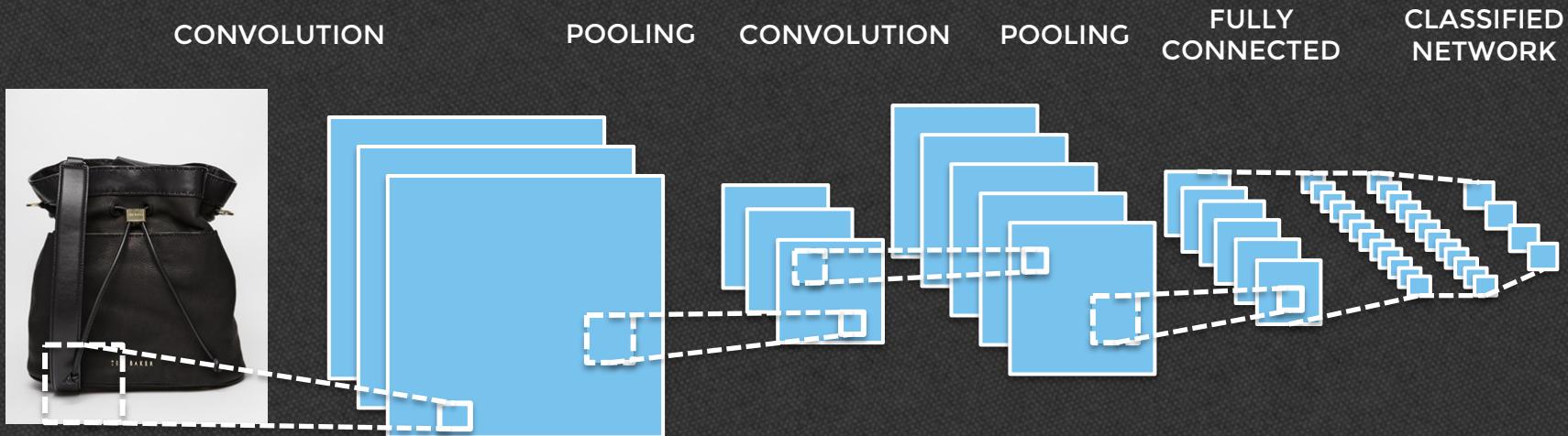
Advertiser pays
Publisher on a CPC
basis

6



We apply machine
learning to improve
future campaigns

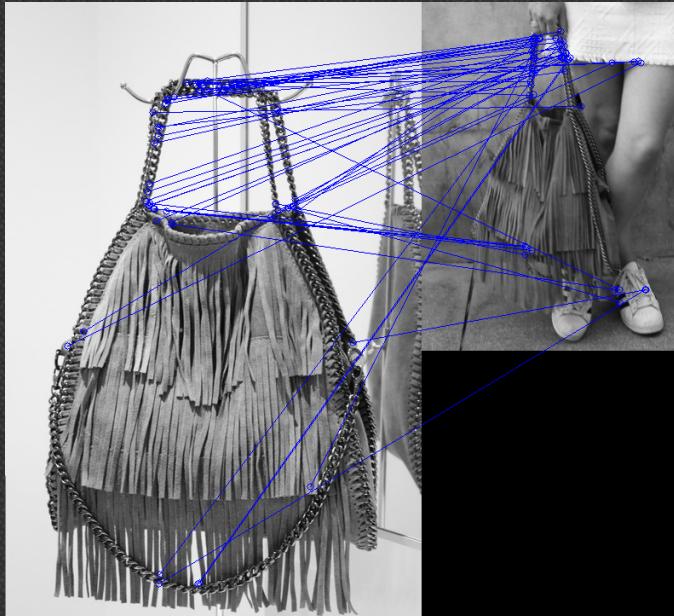
DEEP LEARNING



A Convolutional Neural Network enables us to build a fully connected map of products

FEATURE MATCHING

We use computer vision technologies to match products with publishers images



COMPETITION

Use of Image
Recognition

Full Use



Partial Use

deepomatic

CURALATE

PRIMETAG

popMarkerTM
Interactive image advertising

VIBRANT

S Stipple
TinEye

No Use

monomy
oznaptag

Competitiveness

Tier 1

Tier 2

Tier 3

EN LECTURE

BALM POUR H&M : NOTRE PLAN D'ACTION POUR SHOPPER LA COLLECTION

310

partages



ELECTRA STUDIO

Pro Express Control Plus de Calor

La centrale vapeur haute pression Calor avec 3 réglages optimaux pour un repassage rapide et efficace même sur les textiles les plus difficiles.

Découvrez-la

powered by PopMarker

VOIR LE DIAPORAMA
8 photos >