

AUDIENCE SERV

INTELLIGENT TARGETING EVERYWHERE



COMPANY SUMMARY

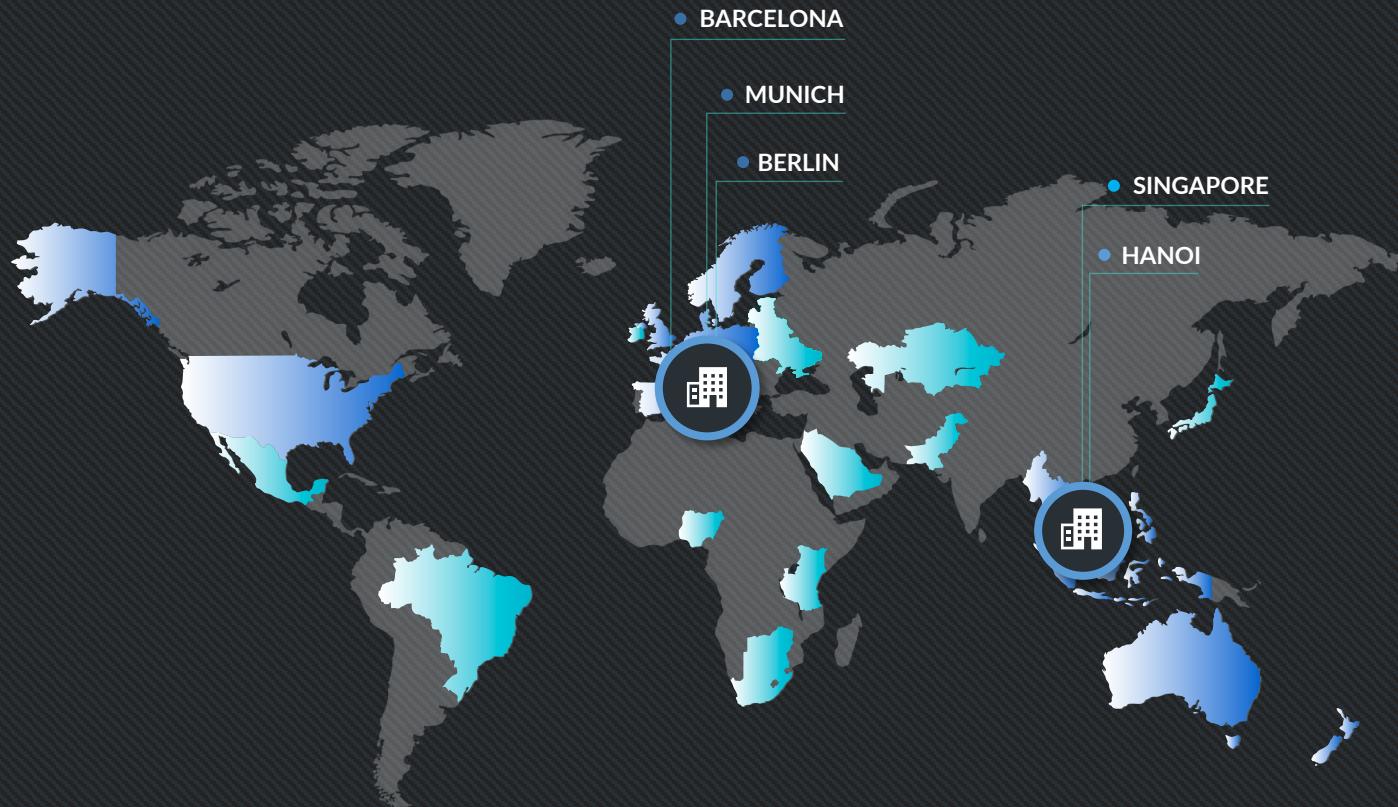
- Audience Serv, formerly known as Evania and founded in 2008, is an international digital media agency with offices in Berlin, Munich, Hanoi, Barcelona and Singapore.
- We are specialists in driving highly targeted online campaigns via multiple marketing channels.



THINK GLOBAL,
ACT LOCAL



AUDIENCE SERV AROUND THE WORLD



55
Audience
Experts



5
Offices



Client & media target
market



Media target market

SELECTED CLIENTS

TRAVEL



HOSPITALITY



FINANCE / INSURANCE



FASHION



AUTOMOTIVE



SELECTED CLIENTS

FMCG



TELECOMMUNICATION



COSMETICS



ELECTRONICS / IT



OTHERS



DIGITAL CHANNELS ARE ON THE RISE

Audience Serv takes a macro-view of your business and will develop campaigns for your digital channels in tune with your overall media strategy



SETTING OBJECTIVES FOR YOUR CAMPAIGNS



AUDIENCE SERV PORTFOLIO

PROGRAMMATIC RTB
DISPLAY ADVERTISING



SOCIAL MEDIA
ADVERTISING



MOBILE
MARKETING



SEM / PPC
(PAID SEARCH)



DATA DRIVEN
EMAIL MARKETING



MOBILE MARKETING 2019



MOBILE DEVELOPMENTS AND TRENDS

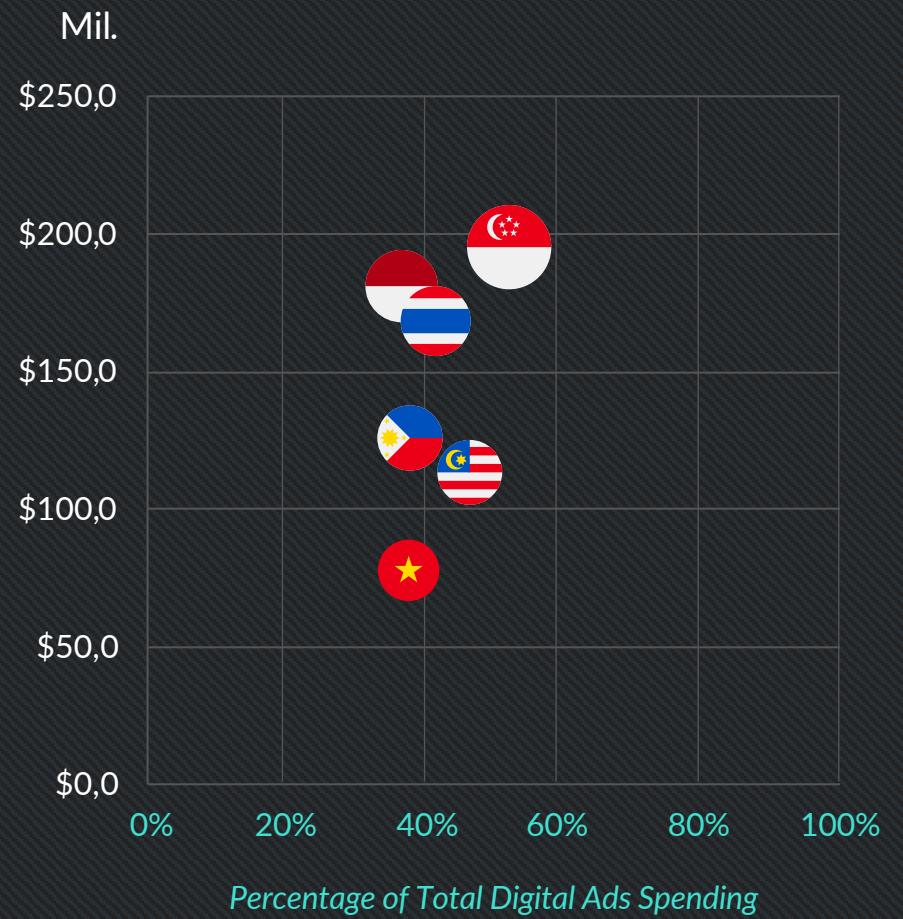
- The overall number of mobile phone users is expected to grow to 4.77 billion in 2017 and **4.93 billion in 2018**. (according to Statista)
 - Users spend on **average 69%** of their media time on **smartphones**. (comScore)
 - Digital mobile usage will reach **5.7 hours per day** in 2018, an increase of 0.3 hours (or 18 mins) from 2017.
 - Apps account for **89% of mobile media time**, with the other 11% spent on websites. (Smart Insights)
 - Over **50%** of smartphone users grab their smartphone immediately **after waking up**. **More than 68%** of mobile users check their **before they go to bed**.
 - The average smartphone user accessed **around 40 Apps per Month** in 2018.
-



According to Forrester, mobile devices helped drive roughly **\$1 trillion** in offline retail sales in 2018. Therefore, mobile advertising is a great channel for Awareness, Branding and Sales.

MOBILE ADS SPENDING IN SEA

- Mobile ads spending in Southeast Asian countries ranged from 78 million to 194 million USD in 2018.
- Singapore lead the area with the highest mobile ads spending, which also captured the biggest share of total digital ads spending.
- Vietnam had the smallest mobile ads market among those countries in 2018 about 78 million USD was spent on mobile ads, accounting for 36.6% of total Vietnam digital ads spending.

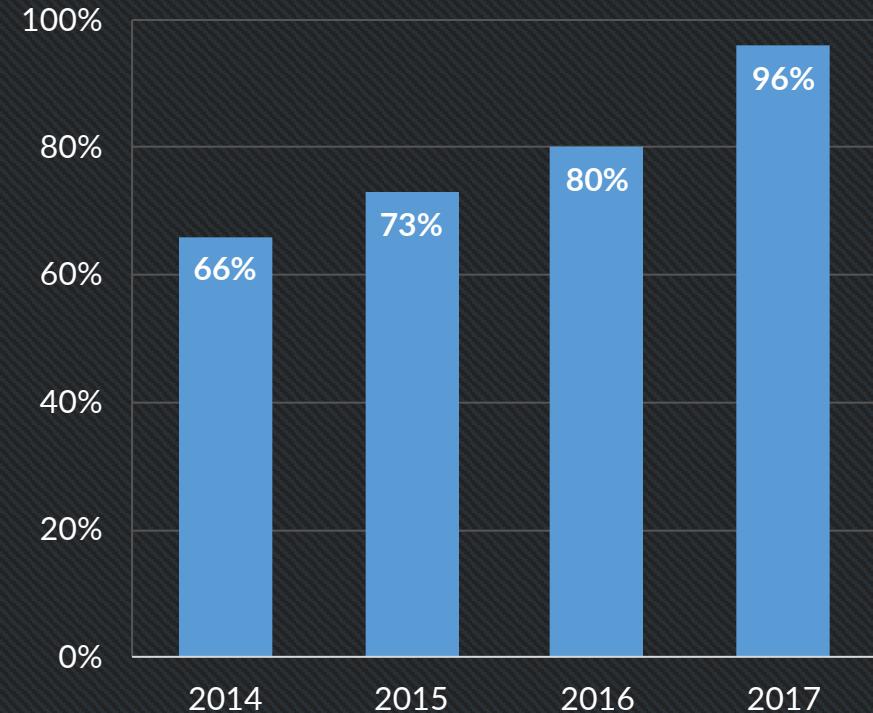


Note: Total Ads Spending on mobile phones, tablets & other internet-connected devices excluding MMS, P2P messaging based ads

TIMELINE OF IN-APPS SPENDINGS

- ➊ Along with the development of mobile industry and mobile ads, the growing influence of mobile in-app ads over the last 4 years is obvious.
- ➋ Globally, in-app ads spending share increased impressively from 66% (2015) to 96% (2018).
- ➌ Mobile web ads spending's left with substantially diminishing share, from 34% (2015) to only 4% (2018).

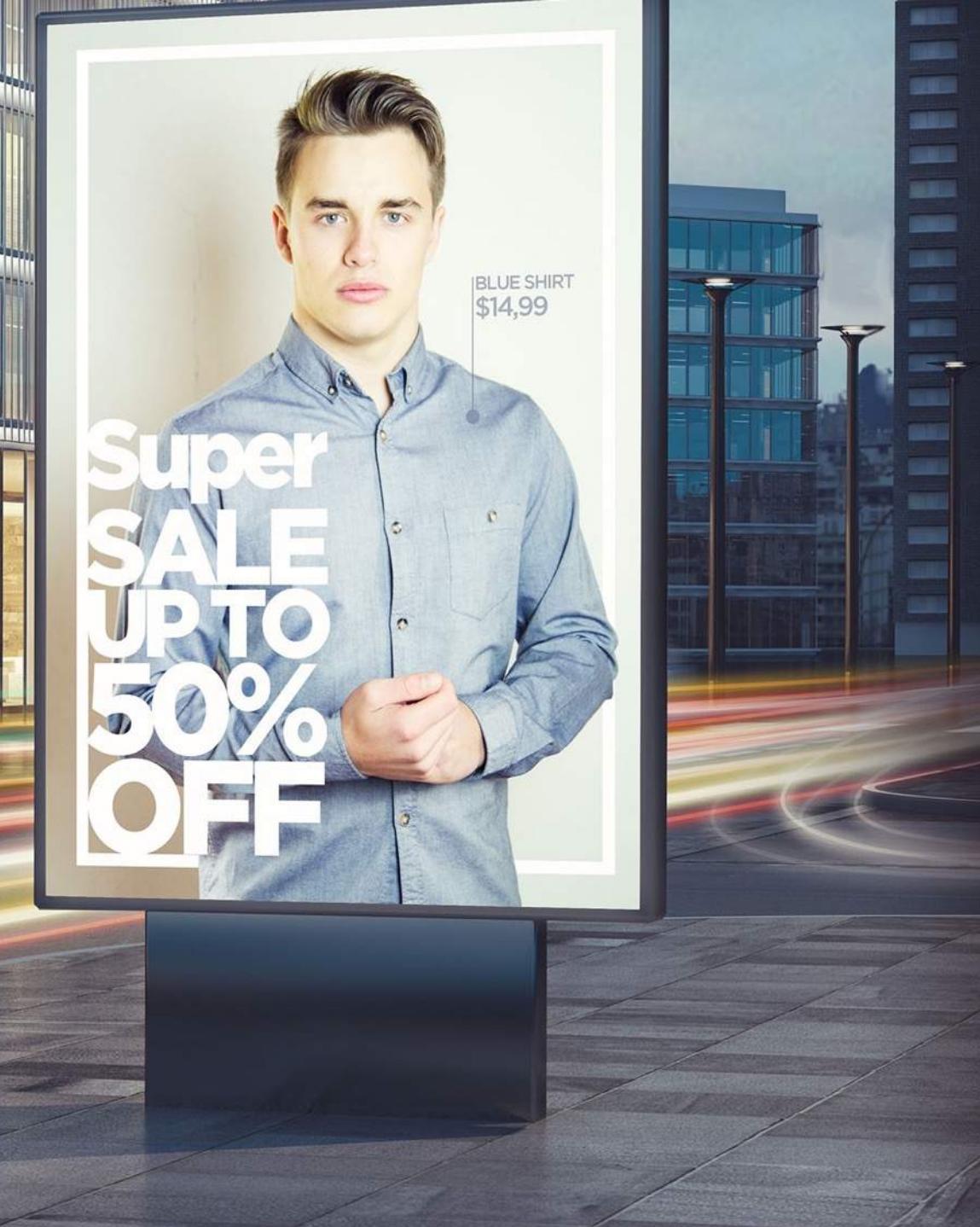
Global IN-APP Ads Spending Share



Mobile web ads expenditure



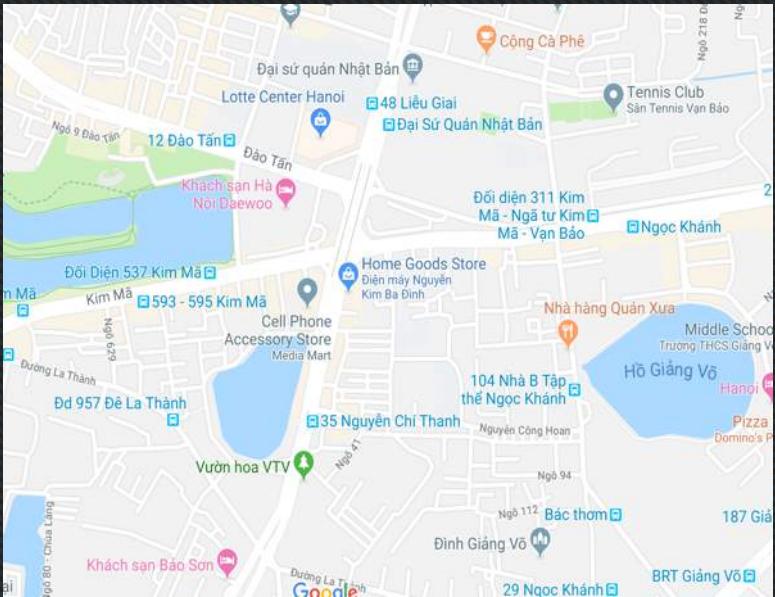
DISADVANTAGES OF TRADITIONAL AWARENESS CHANNELS



TRADITIONAL MARKETING CHANNELS

- ➊ Personal / Staff Marketing (random, not targeted)
- ➋ Elevator Marketing (no tracking)
- ➌ Poster / Flyer (overseen)
- ➍ Press Release (once done – forgotten)
- ➎ Yellow Pages (who looks at it?)
- ➏ Radio (who listens to radio?)
- ➐ Billboards (very expensive)
- ➑ TV (very expensive – people take a break)

TRADITIONAL MARKETING CHANNELS



Location: Kim Ma Street, Hanoi
GPS: 21°01'50.1"N 105°48'48.2"E



ADVANTAGES OF MOBILE MARKETING

ADVANTAGES OF LOCATION BASED MOBILE MARKETING

- The most effective and cost efficient way to reach any smartphone and tablet user.
- This can be done by targeting users at specific locations such as Airports, Stadiums, Events and Shopping Malls.
- Your message can be shown to targeted users in real-time or at a specific time later on.
- Mobile Marketing can be used as a single marketing strategy or in correlation to other channels to reach your goals.



TRADITIONAL MARKETING CHANNELS



Location based (real time or delayed)

- ⦿ Right target audience at right location at the right time
 - ⦿ Target location and radius
-



Retargeting

- ⦿ Save up ID of users at defined location and show them the advertisement afterwards no matter where they are.
-



Location based (real time or delayed)

- ⦿ Many ad solution
- ⦿ Walk-ins
- ⦿ Activations
- ⦿ Data mining
- ⦿ Brand Awareness
- ⦿ Sale
- ⦿ Downloads

TARGETING

Network: Worldwide

Targeted Locations: 80,000 POIs globally

Reachable Devices: 1,5BN

Typical POIs

- ⌚ Events
- ⌚ Airports
- ⌚ Sports Stadiums
- ⌚ Bus Stations
- ⌚ Super Markets
- ⌚ Restaurants
- ⌚ Hotels
- ⌚ Around frequented areas
(Times Square NY e.g)

Ideal solution for

- ⌚ Hotels
- ⌚ Airlines
- ⌚ FMCG
- ⌚ Brands
- ⌚ Stores and Chains
- ⌚ Events
- ⌚ Gym, Spa
- ⌚ Banks
- ⌚ Real Estate



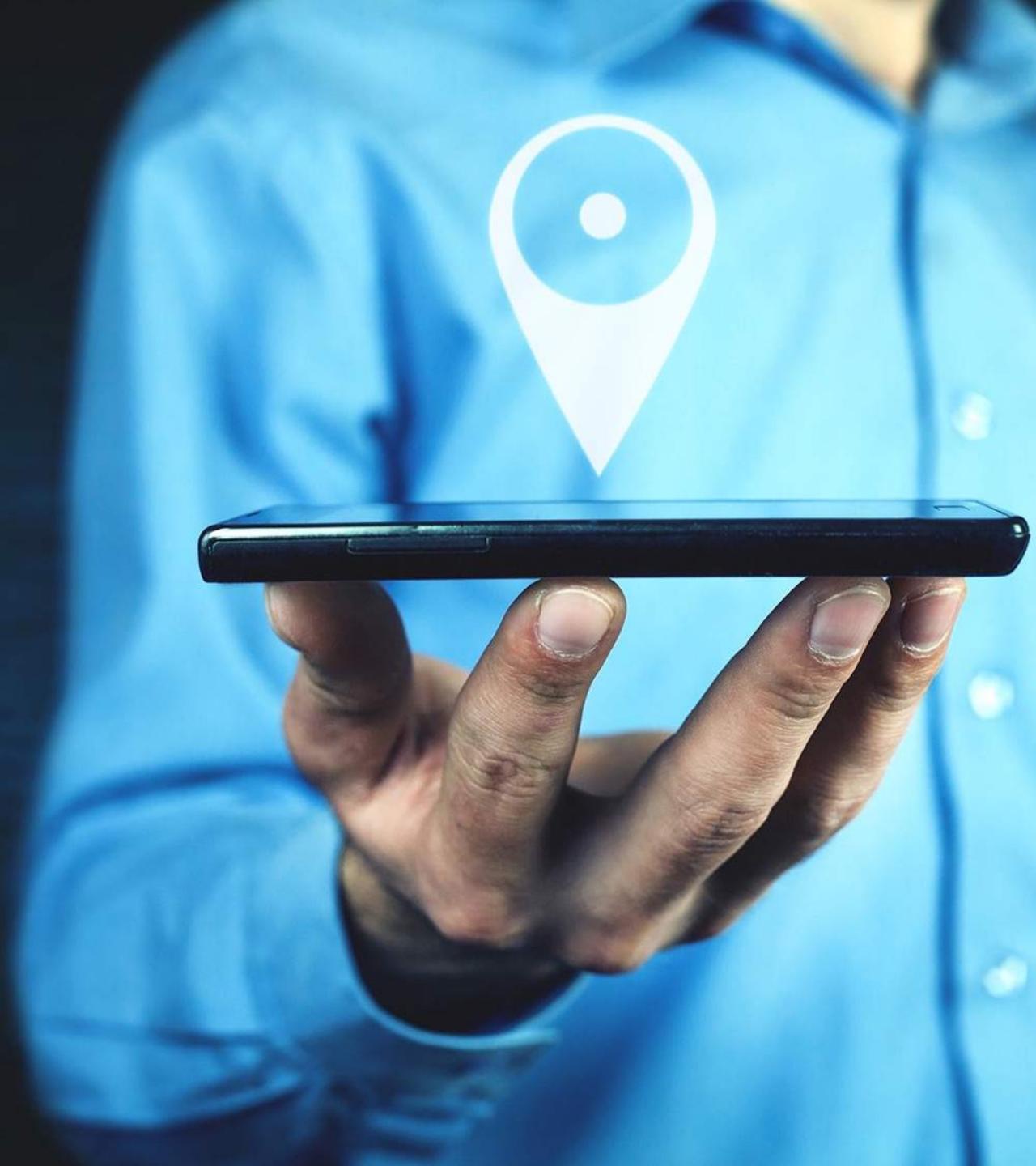
GEO VS WIFI

	HYPER LOCAL	SPOTLIGHT	WIFI MARKETING
GEO Targeting	Via GPS – At your defined location(s)		WIFI Access Point needed
Identifying	User Device ID identified while using Apps		User must actively Log-In
WHEN Showing Ads	Real Time	At defined time (Collected IDs can be reused)	Real-Time (when Logging-In)
WHERE Showing Ads	While the user is at a certain location	At defined location	While User access the browser within reach of WIFI
Type	In-App + MWEB		WIFI Login Screen (in Browser)
Formats	Classic Banner, Interstitials, Expendables		Full Screen

HYPERLOCAL
(REAL-TIME)

VS

SPOTLIGHT
(DELAYED/RETARGETED)



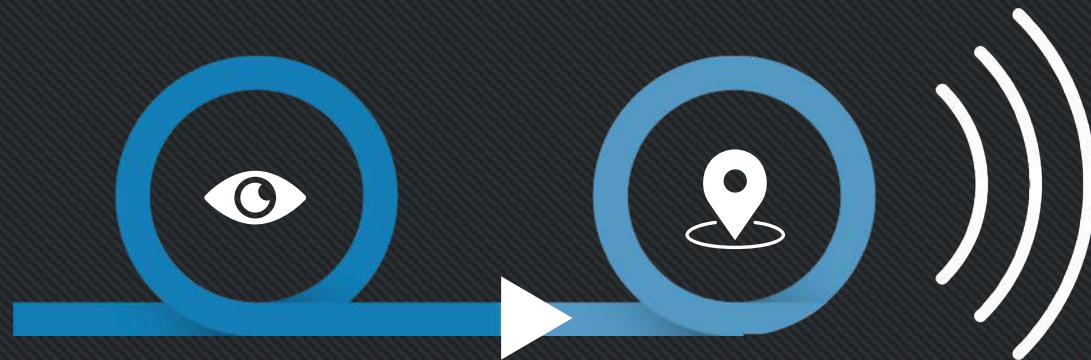
HYPER LOCAL



We target any user within this zone on any webpage or app that they load within this zone

- Advertise to the right audience at the right place and at the right time
- Target users in real-time at a defined location

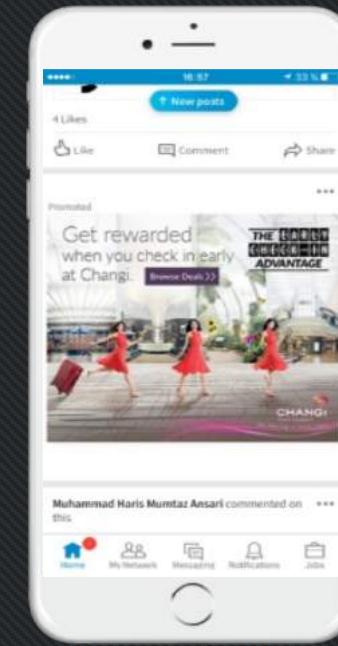
HYPER LOCAL



Identify Target Audience

Where, Who, When?

(Radius of min 20m circle)



Advertising at the locations

(Real Time Bidding)

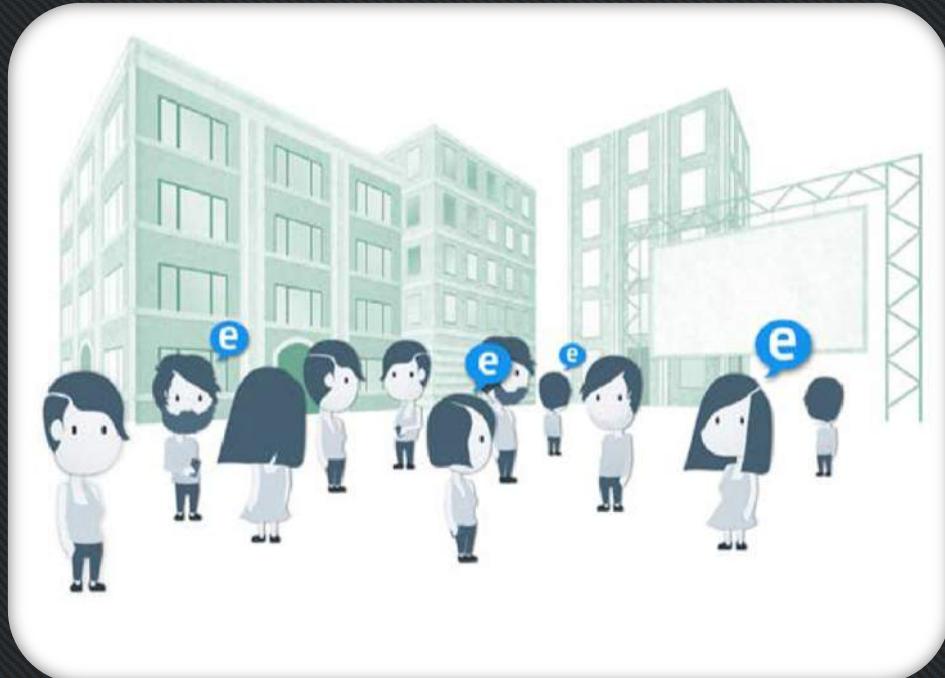
SERVICE/PUBLISHER	PLACEMENT/TARGETING	TARGET/MARKET	CREATIVE SIZE	MODEL	IMPRESSIONS/SENDOUT	CTR%	CLICKS
Hyperlocal	Location: Kuta, Legian, Seminyak, Denpasar, Ngurah Rai International Airport	Bali, Indonesia	320x50	CPM	1,000,000	1,00%	10,000
			300x250	CPM	750,000	1,50%	7,500
			320x480	CPM	1,000,000	1,00%	15,000
TOTAL					2,750,000		32,500

EXAMPLE HYPERLOCAL

Public viewing - drinks for free!

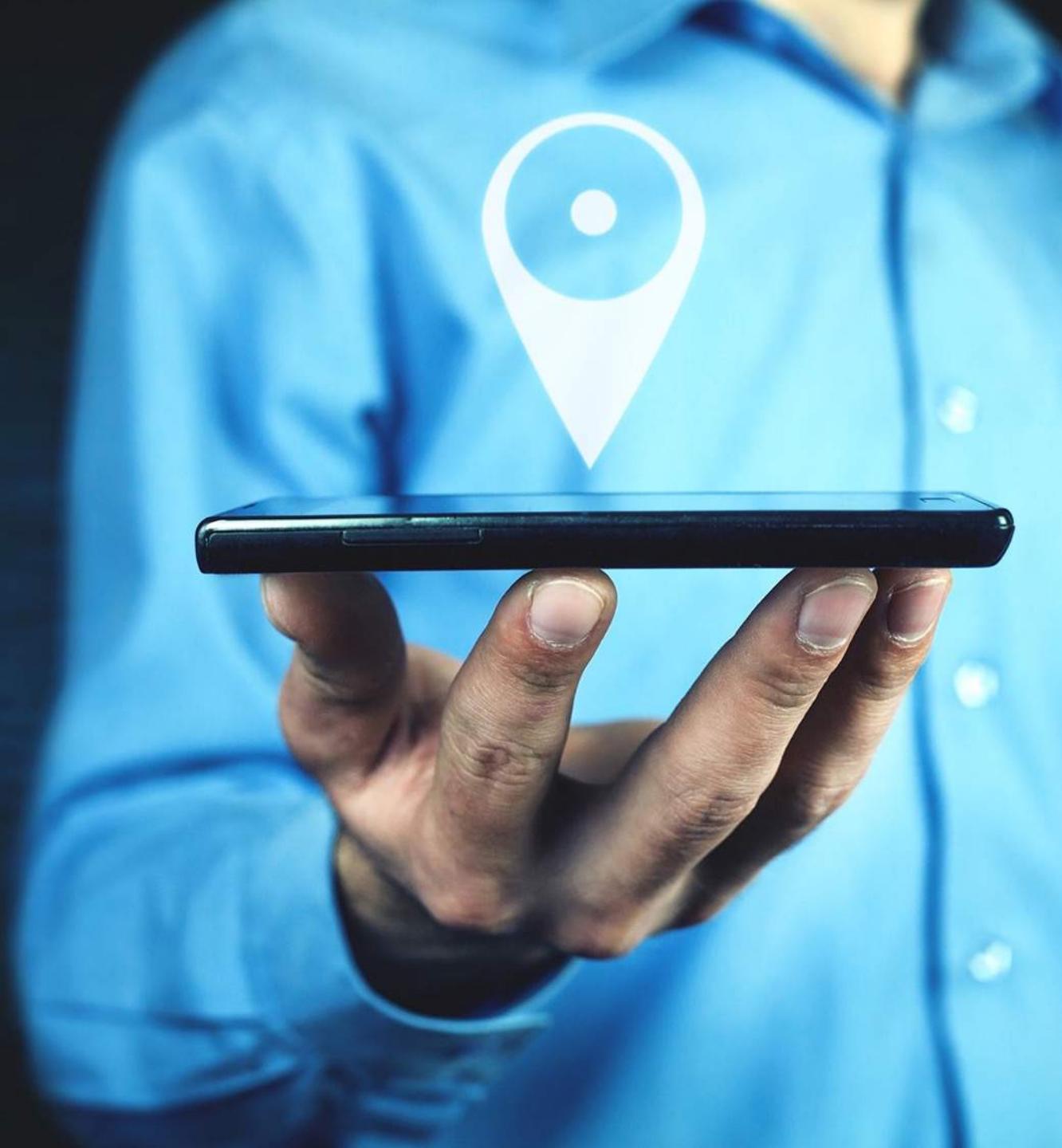
An energy soft drink producer, who sponsored public viewing events worldwide, asked us to address all users attending the events with specific mobile ads featuring their products. The campaign, where beverage vouchers could be redeemed at a stationary booth, was a big success.

The location and identification data of the users were given to the customer afterwards for his retargeting campaign.



SPOTLIGHT

(RE-TARGETING)



SPOTLIGHT

- Collecting User Device IDs at a defined Location / Point of Interest
- 5.2 million data sets already available collected from over 80.000 POIs around the world
- Showing ads at the best time to get most attention and interaction



✓ **Right User**

✓ **Right Time**

✓ **Right Message**

Identify Target Audience

- Where, Who, When?

Collecting Data

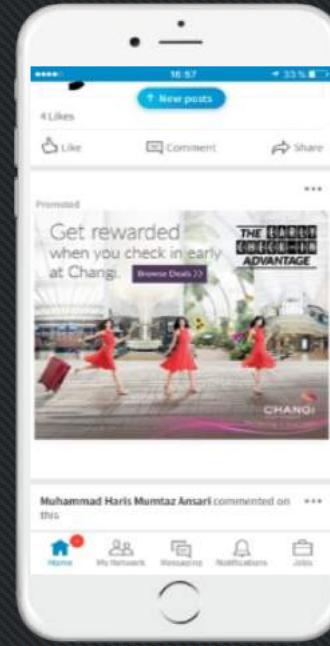
- Location A (POI)
- Time A

Showing Advertisement

- Independent from Location A
- Time B (Real Time Bidding)

Ads Shown

- All kinds of Mobile
Formats possible



SPOTLIGHT

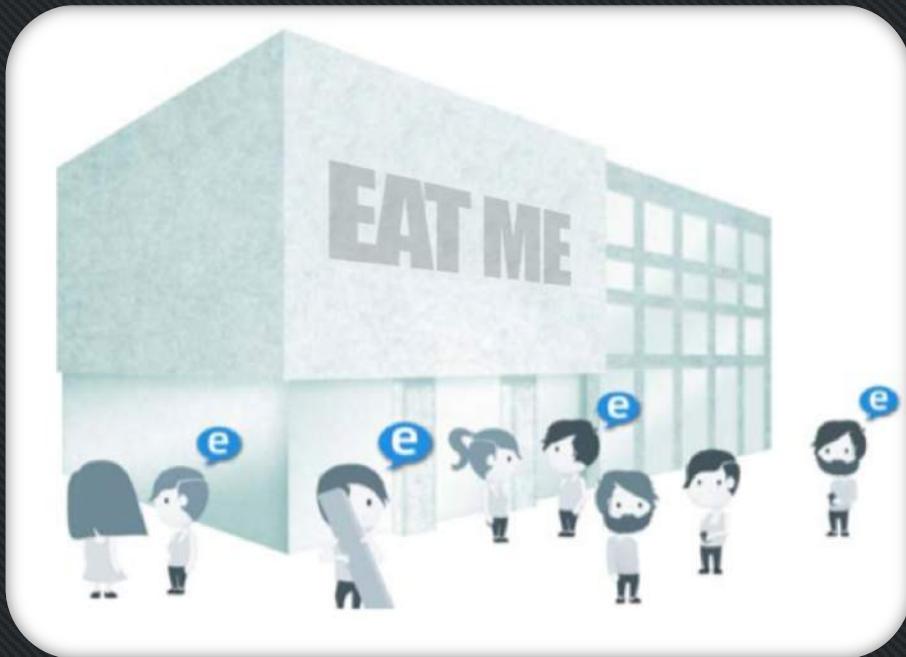
What is Spotlight? Data collection and re-usage!

Why use Spotlight? Invest in your relevant audience!

How does Spotlight work?

Example:

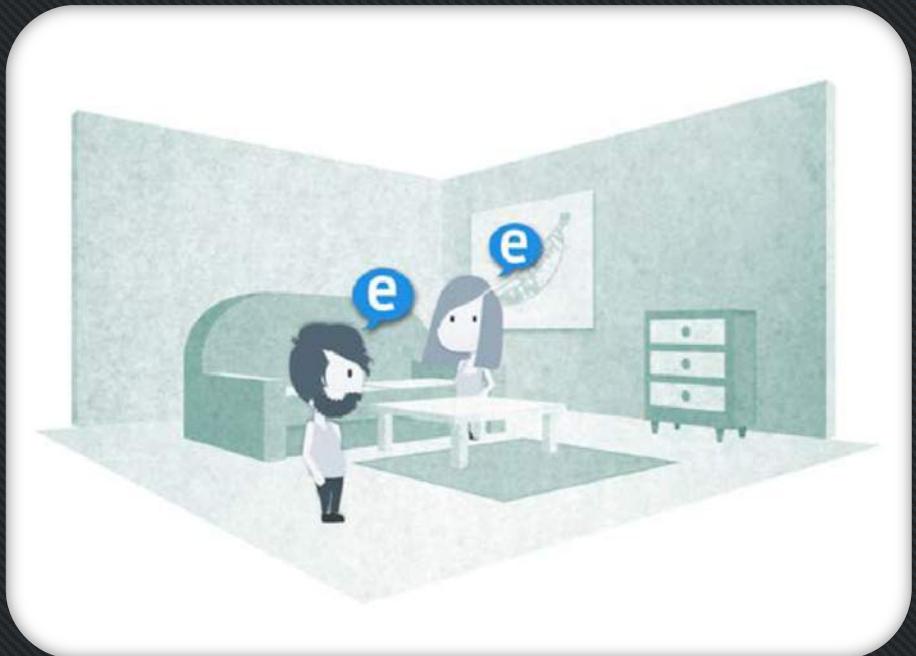
A 5-star hotel chain contacted us regarding the opening of a new fine-dining restaurant. We were asked to target users, who regularly visit the exclusive restaurants in the same. After they were flagged those users were then targeted with ads offering special discounts for the grand opening of our client's fine-dining.



TIMING

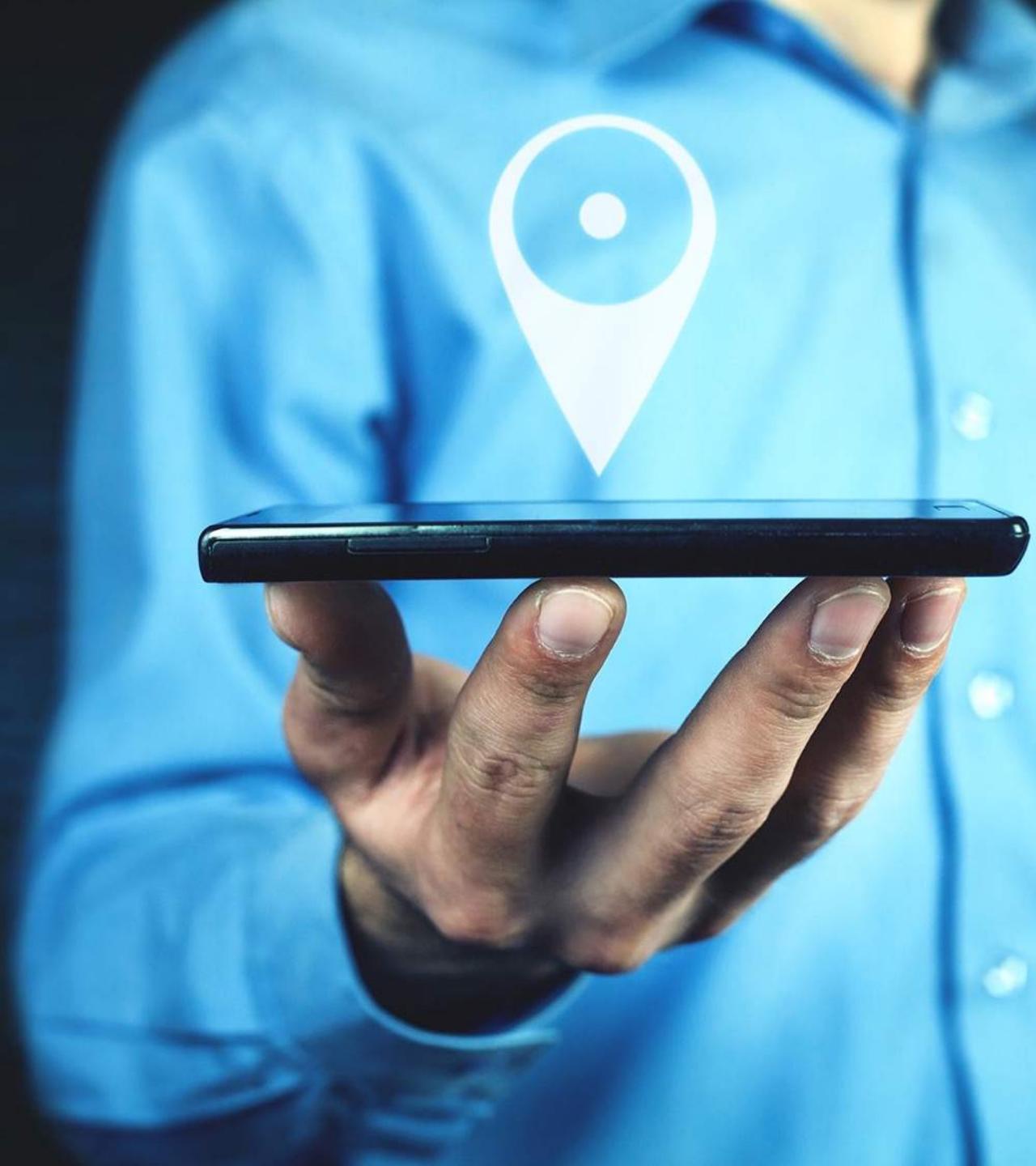
Home, sweet home

Studies show that users are most susceptible for advertisement when they're in their own four walls. For that reason, we like to display adds to our users when they are at home. But it's only one possibility: We can flag users at any desired point of interest and display the ads to them at another location. So, what do you think?



MORE EXAMPLES

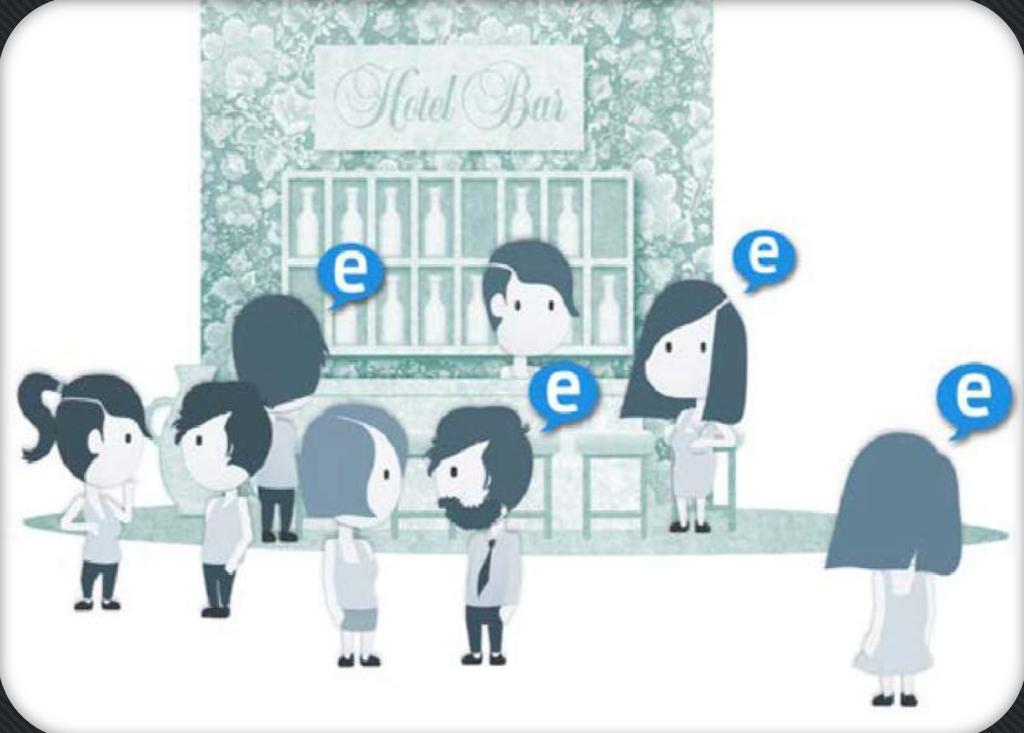
(MIX HYPERLOCAL / SPOTLIGHT)



Brief from Client

Audience Serv was asked to target visiting professionals of an automobile trade show in Paris.

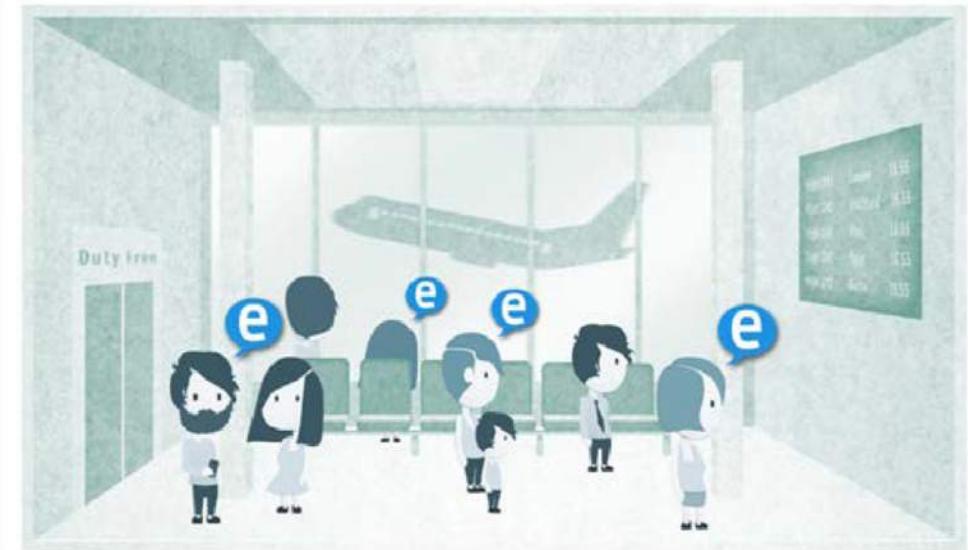




The evening before the event the selected users were informed about the new products of our customer and were invited to meet the company at their exhibition stand or directly contact their customer support. (HYPERLOCAL)

In addition, regular visitors of the trade show were marked during the event.

They afterwards received ads with the commercial message: “Thanks for visiting – get your trade show discount!”. The ads were displayed to the users in strategic spots such as airports...(SPOTLIGHT)





...or back in their offices. The campaign was a great success for our client.

A close-up photograph of a person's hands interacting with a smartphone. The hands are positioned as if the person is scrolling or tapping on the screen. A smartwatch with a light-colored strap is visible on the person's left wrist. The background is blurred, showing what appears to be a cityscape at night with lights and buildings.

FORMATS AND TARGETING

MOBILE FORMATS

Did You Know...?

- ➊ The average mobile display ad campaign CTRs is 0.25 – 0.3%.
- ➋ Hyper Local and Spotlight advertising can achieve average CTRs in the range of 1.50% – 2.2%.

CTR – “Click Through Rate”



MOBILE DISPLAY AD SIZES

SMARTPHONE



300 X 50



300 X 250



300 X 450
(Custom)

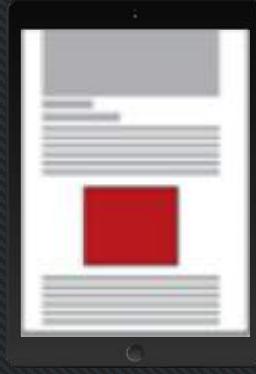


320 X 480
Interstitial

TABLET



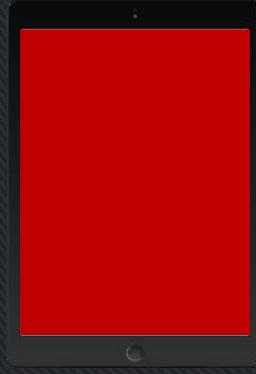
728 X 90



300 X 250

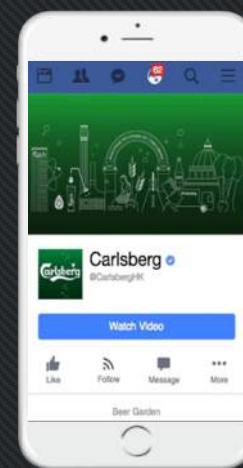


728 X 360
(Custom)



728 X 984
Interstitial

MOBILE FORMATS

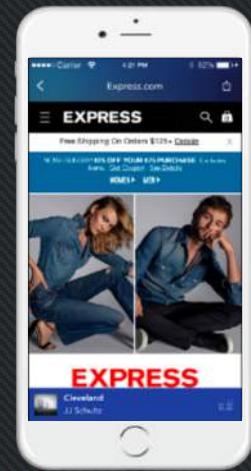
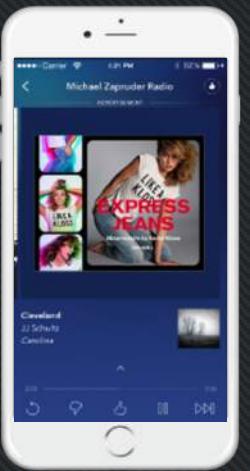
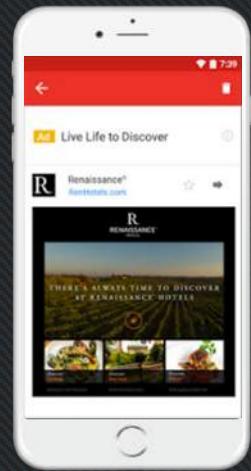


INTERACTIV BANNER

CLASSIC BANNER

FULL SCREEN
BANNER

FEATURES

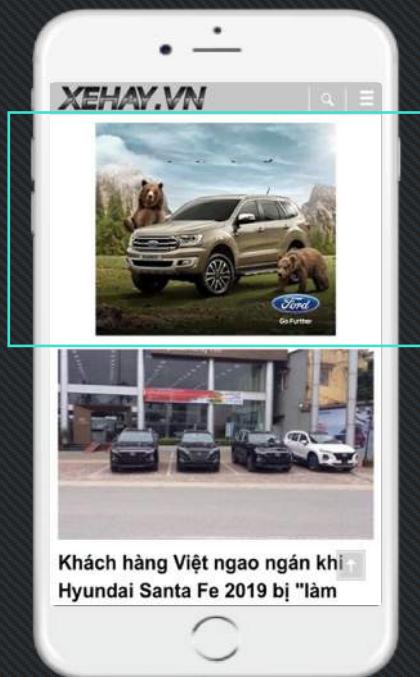


EXPANDABLE ADS

RESPONSIVE ADS

HOW DISPLAY MARKETING LOOK ON MOBILE

YOUR ADVERT HERE ➤



◀ YOUR ADVERT HERE



APP SAMPLES IN VIETNAM

SELECTED APPS VIETNAM

Social iOS & Android:

Facebook
Lite
BIGO Live
Instagram
Live.me
360 Live
Bloomer
Tra cuu BHYT, BHXH
Zing Me
Welbo
Ola
Jaumo
LINE Play
Paltalk
Badoo
Shou
BeeTalk

News iOS & Android:

VN Ngày Nay - Tin Tức, Đọc Báo
MỚI - Đọc Báo, Tin Tức
Tin moi 24h - Doc bao, tin tuc
TIN NÓNG 24h
Zing.vn - Vietnam Daily News
VnExpress.net
Vui Plus – Giải Trí 24h
Bao Net - Tin tuc 24h moi nhat
Tin tuc 24h - Tin moi nhat
Báo công an - bao cong an
Bao Moi - Báo Mới 24h
Tin Tuc 24h - Doc Bao
Tuổi Trẻ Online
Trí Thức VN
VietNamNet - Bộ TT-TT
TIN TUC 24H - Báo Zing News
TIN TUC 24H - Báo Tuổi trẻ
TIN TUC 24H - Tin tức 24h

Weather iOS & Android:

Weather :)
News, weather and updates
Weather locations app free
Weather Live
Daily weather
AccuWeather

Games iOS:

Neighbors from Hell
Garena Liên Quân Mobile
Balls VS Blocks
SUP Multiplayer Racing
Candy Block Puzzle
Hồi Ngu - Nhũng câu đố vui
Thông Thiên Tây Du
Tien Len - Tiến Lên - ZingPlay g
Phi Long Tại Thiên
Monsters Connect Classic
TIP.Club - Đại gia Game Bài

Games Android:

Garena Liên Quân Mobile
Fidget Spinner
Chicken Shooter
Hồi Ngu - Nhũng câu đố vui
Mobile Legends Bang Bang
Choi bai BigKool Online
Tiến lên - tien len - ZingPlay
Tien Len
Tập Kích (Crisis Action VN)
Gunny Mobi - Bắn Gà Teen
iCá - Ban Ca Online
Roll the Ball™ - slide puzzle
Kiếm Hiệp Truyền Kỳ
Truy Kích Mobile - 8vs8

A woman with glasses and a blue shirt is working on a laptop, looking at the screen. A man and another woman are standing behind her, looking at the laptop screen together. The scene is set in a dark room with a desk and some papers. The overall atmosphere is professional and collaborative.

CASE STUDY CHANGI AIRPORT IN-APP MOBILE TRAFFIC

CASE STUDY - CHANGI AIRPORT SINGAPORE



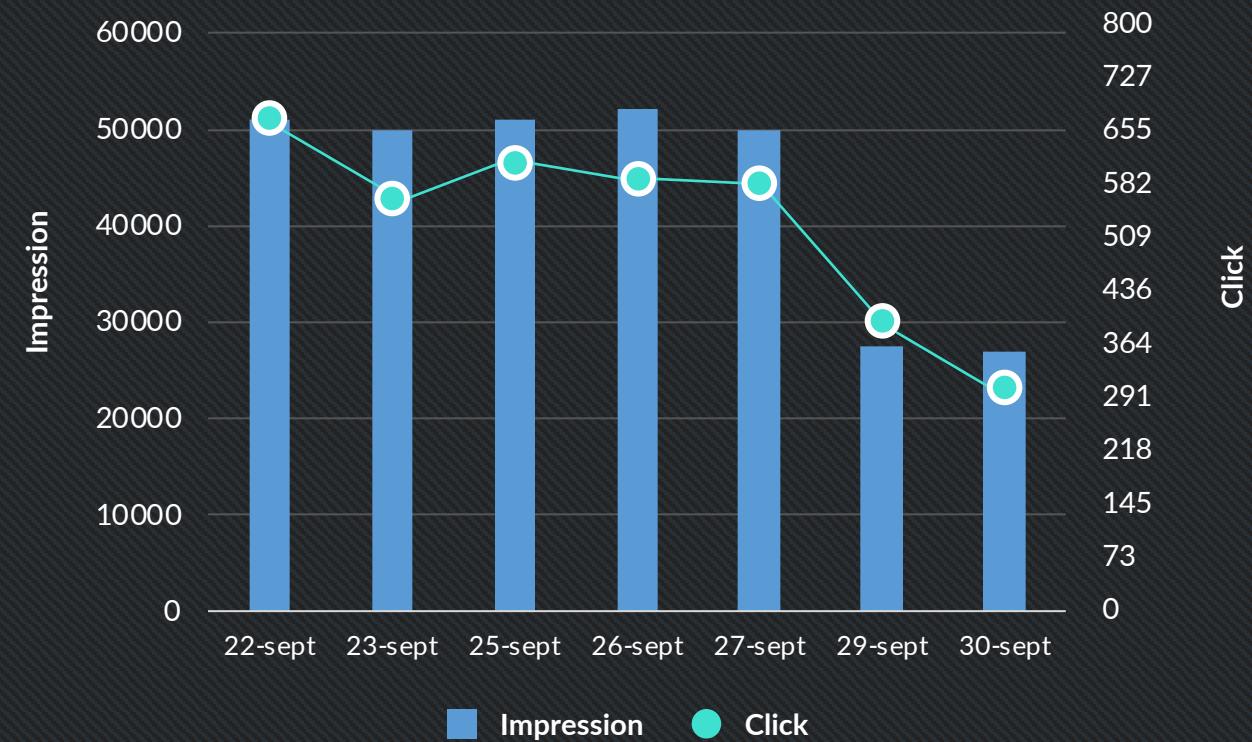
CAMPAIGN NAME	Changi airport early check-in
CAMPAIGN PURPOSE	Promote users to check-in early for compensation of Reward Program to shop with iShopChangi.com
TARGET AUDIENCE	Passengers departing from Singapore Changi Airport
TARGET LOCATIONS	Changi Airport Terminal 1, 2, 3 departure area, Sentosa, Clarke Quay, Little India, Bugis, Marina Bay Sands/Gardens By the Bay, Merlion in Raffles
SOLUTION	We determined that to generate awareness amongst relevant passengers, we needed to target not by websites and channels – but instead by location and time (Hyperlocal targeting)

CASE STUDY - CHANGI AIRPORT SINGAPORE

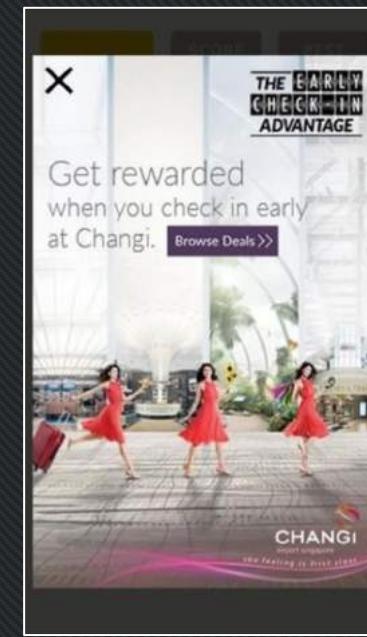
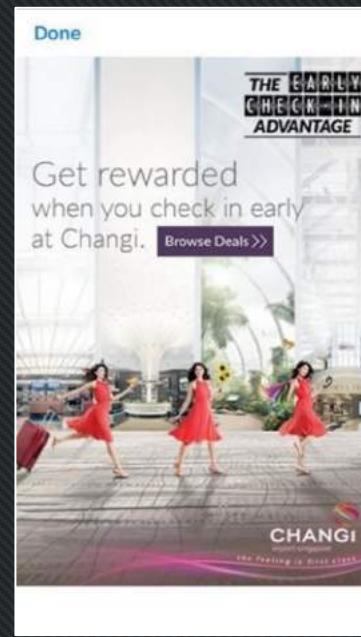
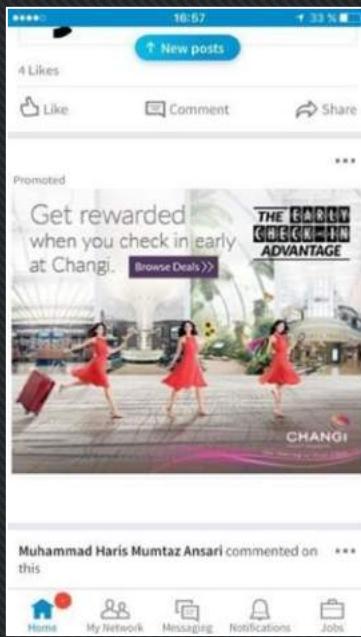


Goals: Encourage passengers check-in early in the airport

- ① Changi Airport
- ② Beijing Airport
- ③ Kuala Lumpur Airport
- ④ Soekarno – Hatta Airport



CREATIVES



CASE STUDY SAVVYCOM



CASE STUDY - SAVVYCOM



CAMPAIGN NAME

Savvycom Awareness

CAMPAIGN PURPOSE

Increase brand awareness to Australia to look for customers in those areas

TARGET AUDIENCE

Targeted people living in four cities in Australia

TARGET LOCATIONS

Australia (Sydney, Melbourne, Canberra, Brisbane)

SOLUTION

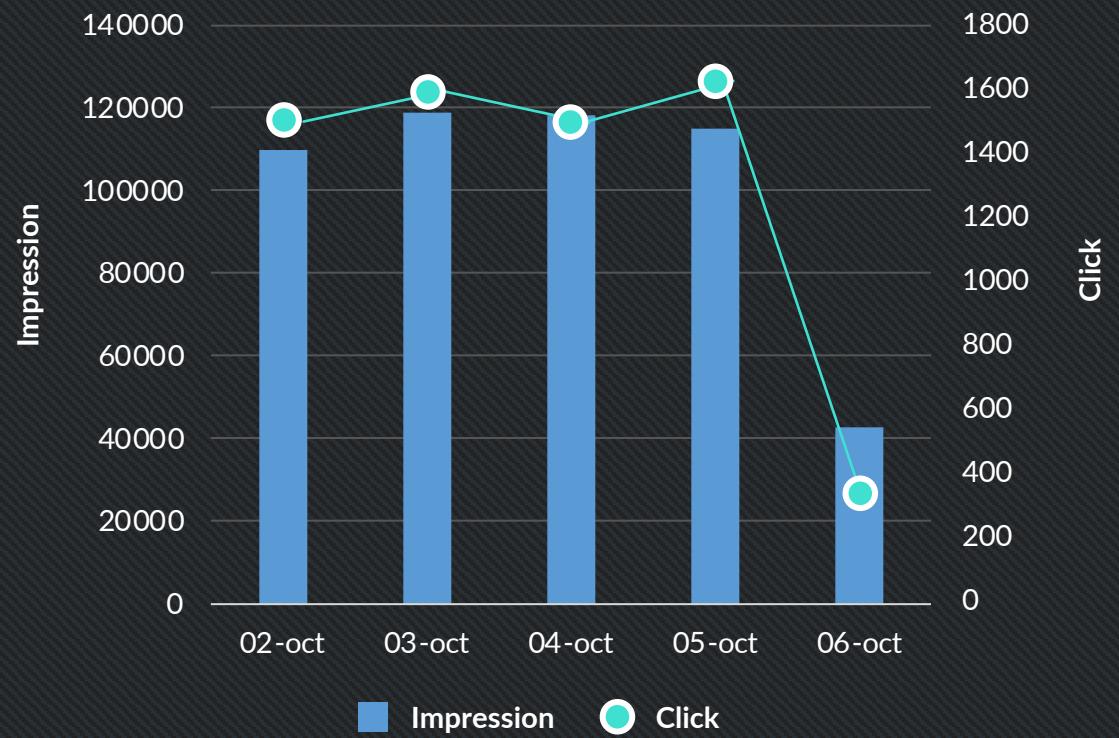
We determined that to generate awareness amongst relevant customers, we needed to target not by websites and channels – but instead by location and time (Hyperlocal targeting)

CASE STUDY - SAVVYCOM

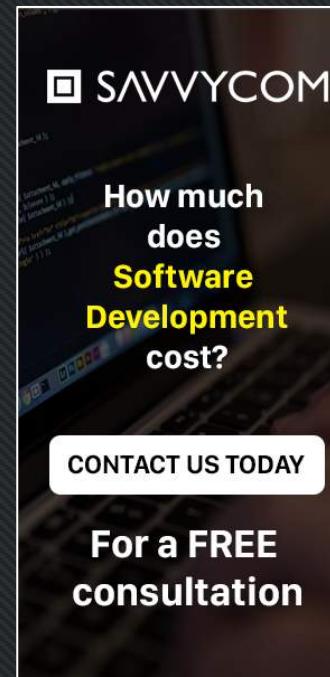


Goals: Increase brand awareness of Savvycom to targeted customers living in Australia

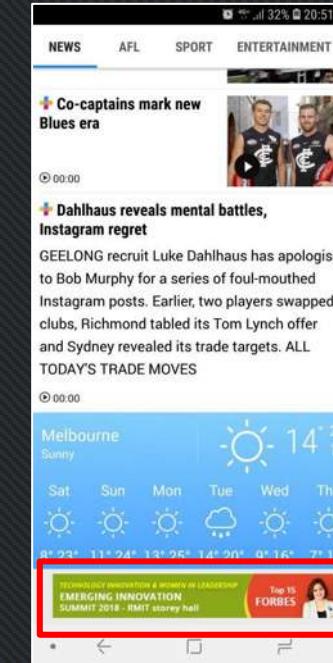
- 1 Sydney
- 2 Melbourne
- 3 Canberra
- 4 Brisbane



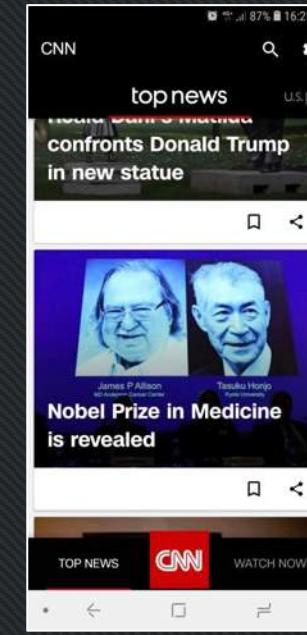
CREATIVES



SCREENSHOTS OF BANNERS



SCREENSHOTS OF BANNERS – FULL SIZE



THANK YOU
FOR YOUR ATTENTION

AUDIENCE SERV

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