TARGET
MEDIA

№1 IN ADVERTISING MARKET IN RUSSIA

IN TERMS OF THE TOTAL SQUARE AREA OF MEDIA FACADES

AdMetrix, 2019

№1 DOOH OPERATOR

№1 IN QUALITY OF SERVICE

TECHNOLOGY INDEX 2019 IN DOOH CATEGORY

by Adindex

Adindex.ru

TARGET MEDIA

FEDERAL
OOH OPERATOR

- ◻ Media facades
- ◼ Brand building structures

18

years
in the market

Murmansk

Kaliningrad

Saint-Petersburg

Yaroslavl

Surgut
Khanty-Mansiysk

Moscow   Nizhny Novgorod   Perm

Kursk   Tula   Cheboksary   Izhevsk
Voronezh   Tambov   Naberezhnye Chelny
Saransk   Kazan   Yekaterinburg
Tolyatti   Samara   Tyumen
Rostov-on-Don   Saratov   Chelyabinsk
Volgograd   Ufa

Omsk   Khabarovsk

Krasnodar
Novorossiysk   Stavropol   Kemerovo   Krasnoyarsk
Simferopol   Sochi   Novosibirsk   Irkutsk
Astrakhan   Vladivostok
Barnaul

40

operation
regions

Media facades in Moscow

High-end digital network for premium media outreach

12

- 57 Kutuzovsky avenue
- 158 Leninsky avenue
- 4B, G site Levoberezhny unit, Khimki
- 27 Khoroshovskoye highway
- 1/118 Varshavskoye highway
- 2/146 Yaroslavskoye highway
- 18 Avtozavodskaya street, Third Ring Road
- 1/26 Volgogradsky avenue
- 61G Kashirskoye highway
- 2, Bolshaya Tulskaya
- 2 ,2nd km MKAD
- 134, Leningradskoye highway

Media facades in the major Russian cities

Media facades are located at the busiest parts of the cities

MAER's digital screen reaches out over %85 of city residents including those from surroundings

11

- **Saint-Petersburg**
  5,3 mln people
- **Novosibirsk**
  1,6 mln people
- **Yekaterinburg**
  1,4 mln people
- **Nizhny Novgorod**
  1,2 mln people
- **Chelyabinsk**
  1,1 mln people
- **Samara**
  1,1 mln people
- **Ufa**
  1,1 mln people
- **Perm**
  1 mln people
- **Volgograd**
  1 mln people
- **Tyumen**
  0,8 mln people
- **Sochi**
  0,4 mln people

Digital Supersites

Full coverage network of digital supersites along the highways of the Moscow region is a perfect addition to the premium media facades structures. Together that provides an exclusive ominchannel split

65

Digital Supersites

1,9 bln
Ad exposure audience per month

Rooftop structures

Company's logo on a LED structure maximizes the impact on the target audience

300

locations

Wallscapes

Eye-catching brand
building advertisement
placed on an externally
illuminated sides of
buildings

400

own
structures

New Products

An individual approach to each customer taking into account his/her aims and requirements creates a new relevant product

Infinite set of unique solutions

WI-FI

AIO PROGRAMMATIC

HTML CREATIVES

DOOH PROGRAMMATIC

TRIGGERS

PRODUCT
Dynamic creatives
Wi-Fi
Triggers
HTML creatives

PRODUCT
Radio
Wi-Fi
Triggers
DOOH PROGRAMMATIC

Geo-targeting based on in-house data

Targeted advertising
External data
Real-Time

PRODUCT
Analytics
Wi-Fi
Triggers
AIO Programmatic
DOOH Programmatic

Comments, references, posts within creatives
TV
Stream
Online-video

PRODUCT
DOOH Targeting
Wi-Fi
Triggers
HTML creatives

Broadcasting from external source
Real-Time Moderation

PRODUCT
O2O Retargeting
Wi-Fi
AIO Programmatic
DOOH Programmatic

Automated selection of creative according to the traffic

Audience Profile*

Qualitative data on the media facades' audience tracked by Wi-Fi sniffers and processed by Yandex.Audience

Yandex Audience

MEN	WOMEN
%66,4	%33,6

AGE:

%1,96 %6,63 %29 %33 %20,4 %9,04

18   25   35   45   55
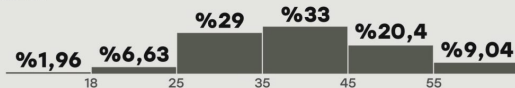
USER SIMILARITY: AVERAGE

HIGH
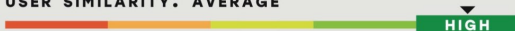
The more similar users in a segment are in terms of characteristics and behavior, the better that segment is for creating a similar users segment.

INTERESTS	AFFINITY INDEX		CATEGORIES	AFFINITY INDEX
Auto	%147		Travel abroad	%259
Finance	%145		Car owners	%248
Sport	%143		Travel around country	%213
Realty	%141		Engage in sport	%152
Tourism	%135		Students	%145
IT	%134		Parents	%135
Pets	%123		Follow fashion	%128
Family and children	%122		Homemakers	%122
Cooking	%106		Make online purchases	%100
Health and beauty	%105		Gamers	%100

Data obtained using Crypta technology

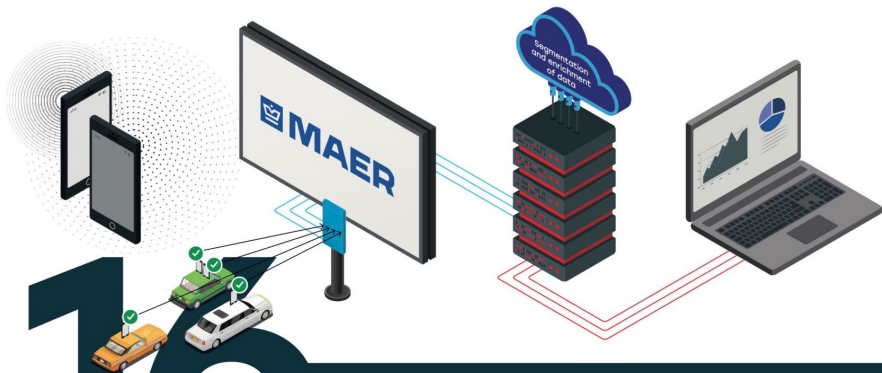**Data harvesting**

1 Mobile devices send requests when searching for Wi-Fi signal

2 Wi-Fi sniffers on structures receive those requests

3 Collected data is analyzed in DMP

4 Segments for analytics and online advertising campaign are being prepared

Segmentation and enrichment of data

MAER

patents in 2020-2021

Wi-Fi complex.
Set data harvesting

Accuracy is achieved with the 4th generation MAER's Wi-Fi sniffers using a combination of sectoral and highly directional antennas.

The technology of multichannel simultaneous monitoring from 3 to 13 channels is applied

Only real devices are tracked:

- ✓ Laptops
- ✓ Tablets
- ✓ Smartphones

- ✗ Watches
- ✗ Game Consoles
- ✗ Routers
- ✗ Tracking Devices

MAER

■ SECTORAL ANTENNA
500 meters

■ HIGHLY DIRECTIONAL ANTENNA
1200 meters
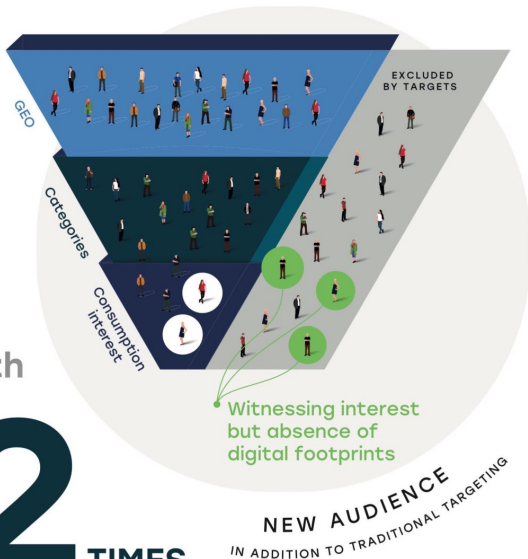
O V E R
160
Wi-Fi Sniffers

TARGET MEDIA Online marketing

Online retargeting functions subconsciously "catching up" with audience already familiar with the brand from OOH:

- Effect enhancement from repeat advertising exposure
- Conversion cost reduction
- Guaranteed absence of fraud

CTR and CR growth

BY 3-2 TIMES

GEO

Categories

Consumption interest

EXCLUDED BY TARGETS

Witnessing interest but absence of digital footprints

NEW AUDIENCE
IN ADDITION TO TRADITIONAL TARGETING

Working with MAC-addresses segments

AIO Media is a cross media advertising platform of MAER Digital for an automated premium placement of banners and video by CPM

PREMIUM FORMATS WITH HIGH CONVERSION RATE:

- Rollup
- Fullscreen
- InText Video
- InStream Video

OVER

220

PARTNER WEBSITES	TRAFFIC PER MONTH
Avito	000 500 320
Vesti	000 000 78
Drive2.ru	000 000 66
Komsomolskaya Pravda	000 400 65
AIF	000 500 32
Sport Express	000 000 31
TASS	000 000 24
Express Gazeta	000 000 17
Russia TV	000 900 16
Baby.ru	000 100 16
KakProsto	000 800 14
Svobodnaya pressa	000 600 14
3Dnews	000 700 13
Teleprogramma	000 400 13
Drive.ru	000 600 3
Autovesti	000 800 2

top publishers

TARGET
MEDIA

APPLICATION
OF TECHNICAL
ADVERTISING TOOLS

Implemented cases

Application of 4 technologies within one case

- Analytics
- DOOH targeting
- Dynamic creative
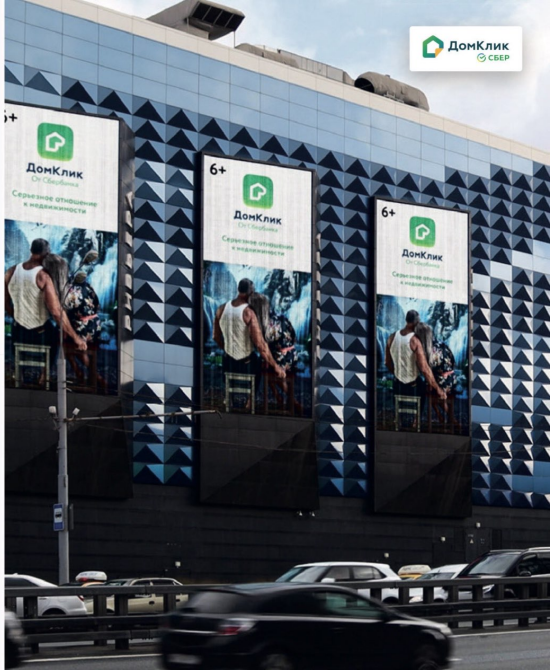- O2O retargeting

GOALS AND OBJECTIVES:

1. Create a distinctive association of "DomClick" brand with purchase of property in familiar district

2. Increase of active website visitors and potential clients

GEO:
Moscow

AD MEDIA:
DOOH: media facades / DSS
Internet: AIO Media / MyTarget

# Establishing audience regions based on Wi-Fi data

• Analytics ▸

ДООН:

🏢 **7** MF   📋 **46** DSS

РЕГИОНЫ ПОКРЫТИЯ:

- ● Northern Administrative District (Khoroshovo-Mnyovniki)
- ● North-East Administrative District (Losinoostrovskiy district)
- ● Southern Administrative District (Varshavskoye Shosse)
- ● South-West Administrative District (Gagarinskiy district)
- ● Western Administrative District (Kutuzovskiy Prospect)
- ● Minskoye Shosse
- ● Rublyovo-Uspenskoye Shosse
- ● Novorizhskoye Shosse
- ● Lenigradskoye Shosse
- ● Dmitrovskoye Shosse
- ● Ostashkovskoye Shosse
- ● Yaroslavskoye Shosse
- ● Entuziastov Shosse
- ● Novoryazanskoye Shosse
- ● Kashirskoye Shosse (A105-)

Geo-targeting by segments

ДомКлик СБЕР
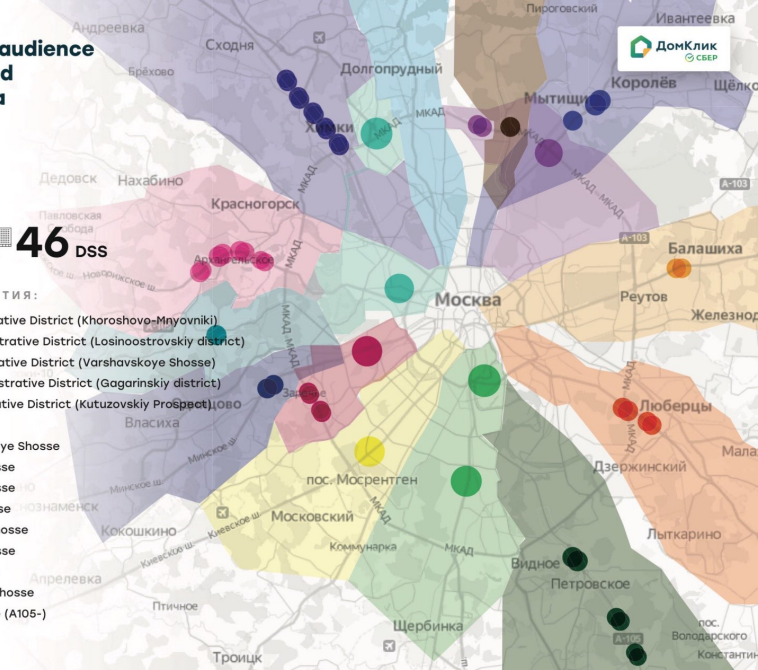
• DOOH targeting

1. Data from Wi-Fi sniffer is transferred to AIO DMP in two seconds prior to a video ad broadcasting

2. Audience conformity to each segment is checked in percentage

   A relative value variation is computed

3. An ad relative to a segment with maximum variation of a relative value is launched to air

   An ad of a region where a structure is placed is launched if variations are minor or negative

AIO DMP

Northern Administrative District	Novorizhskoye Shosse		Leningradskoye Shosse
AVERAGE VALUE			
%9	%15		%8
CURRENT VALUE			
%11	%30		%6
RELATIVE VARIATION			
%18+	%100+ ✓		%33-

CREATIVE

NOVORIZHSKOYE SHOSSE

CREATIVES FROM OTHER SECTORS

NORTHERN ADMINISTRATIVE DISTRICT

LENINGRADSKOYE SHOSSE

NOVORIZHSKOYE SHOSSE
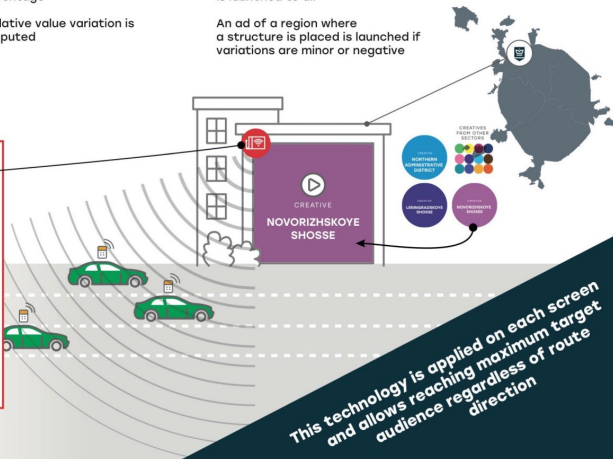
This technology is applied on each screen and allows reaching maximum target audience regardless of route direction

Building up a creative idea according to external factors

• Dynamic creative ▸

1. **Targeting on a date and time basis**
2. **Targeting on geo basis**
3. **Targeting according to weather conditions**

Ищете квартиру в районе Новорижского шоссе? Найдите на DomClick.ru
Ищете квартиру в Химках? Найдите на DomClick.ru
Ищете квартиру в районе Ярославского шоссе? Найдите на DomClick.ru

ДомКлик ОТ СБЕРБАНКА
ДомКлик СБЕР

API 2 https://domclick.ru

Replacement of any elements without change of entire creative ad

ДомКлик СБЕР   Ищете квартиру в районе Ярославского шоссе? Найдите на DomClick.ru

-1комнатная квартира

000 750 5 ₽

В ипотеку от 829 20 ₽/мес

TARGET MEDIA

"DomClick" ad campaign findings

The ad campaign gained attention by visualizing native districts being at the far end and outside of a city

Further online marketing communication with a given audience firmly fixed "DomClick" brand and a property purchase process associativity

ДомКлик СБЕР

Cost per click reduction for ad exposed in DOOH

-75%

*it is relative to a control group of those not exposed to an ad (for instance, driving by an ad structure during broadcasting of another ads)
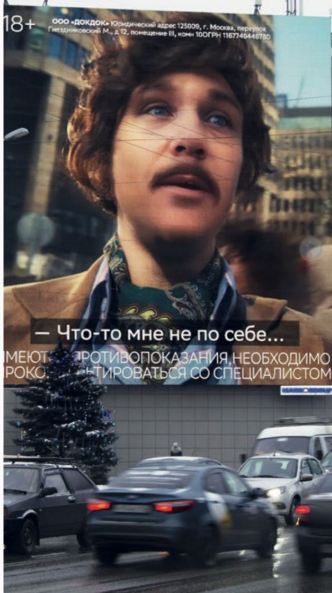
Replacement of ad creative depending on traffic activity

- Dynamic ad creative
- Traffic jams

1. Reaching high exposure rate

2. Optimize ad budget

3. Increase product identification

4. Ensure maximum engagement

Adaptive approach to an ad length

Ad length changed according to traffic activity

This approach provides gaining maximum time of contact with an ad message

30 seconds / 100 seconds

2 / 8

СБЕР

OTS

(number of contacts with an ad message)

134 mln

Directional antenna

Sectoral antenna

52:45:5A:8E:80:89
3 minutes 40 sec

FE:B8:22:A1:80:F4
FE:B8:22:A1:80:F4
3 minutes 40 sec

C4:C4:D1:F0:
3 minutes 40 sec

XX:36:5D:E0:0C:XX
21:4E:69:54:Q3:C1
3 minutes 40 SEC

42:46:5A:KE:1C:00
34:71:5B:EE:0C:XX
11:4E:69:UE:23:C1
2 minutes 3 sec

65:3B:23:E7:00:V3
36:12:69:11:2E:6F
F6:AB:AB:FA:F6:74
21:4E:69:54:Q3:C1
28:0E:FD:7C:0C:07
40:B7:59:33:A2:5B
D6:C4:09:7A:98:8F
50:FB:39:C4:5F:19
10 minutes 40 sec

BF:27:1A:82:10:30
3 minutes 3 sec

A6:68:7F:E0:73
3 minutes 3 sec

52:45:5A:8E:80:89
2 minutes 45 sec

50:46:5D:6E:8C:20
5 minutes 20 sec

A6:68:7F:E0:73:B1
3 minutes 3 sec

8D:03:82:04:A1:31
2 minutes 50 sec

16:78:49:63:55:0A
AF:7B:1A:62:10:11
CB:3A:33:B9:B7:A2
2 minutes 52 sec

48:D6:D1:F6:7D:0E
3 minutes 3 sec

52:45:5A:8E:80:89
2 minutes 10 sec

7F:E6:2F:A8:25:56
3 minutes 3 sec

52:45:5A:8E:80:89
3 minutes 3 sec

TV broadcasting on large screens

- Dynamic ad creative
- Broadcasting

GOALS AND OBJECTIVES:

1. Acquire additional viewship of New Year lottery edition (widen coverage)

2. Increase of lottery participants

3. Increase audience engagement

TOOLS:
DOOH
Live broadcasting

GEO:
Moscow

BROADCASTING DURING HOLIDAYS:
Trial – December 2020 ,31
Exclusive broadcasting – January 2021 ,1

Retargeting and interactive engagement

TV broadcasting

Online broadcasting

LIVE

СТОЛОТО НТВ

COVERAGE
(number of people)

1,29 mln.

in 2 days

OTS
(number of contacts with an ad message)

2,51 mln.

in 2 days

Our partners

OVER

300

major
world
brands

TARGET
MEDIA

+971 55 744 7008   +971 50 276 8529

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World Trade Center, Dubai, UAE