byyd
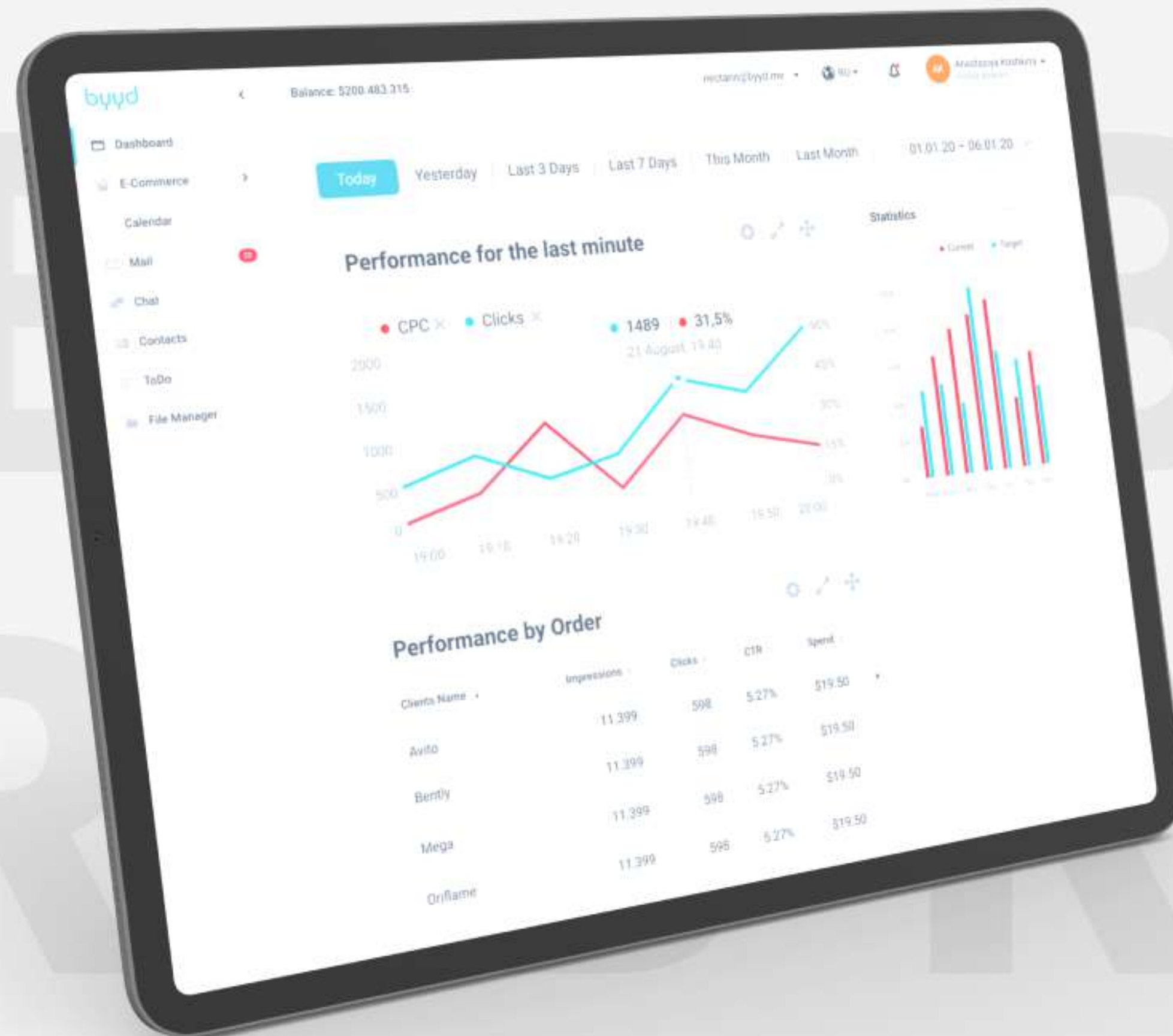
MOBILE
ADVERTISING
PLATFORM

BYYD is the world's largest mobile advertising platform for purchasing mobile advertising traffic in real time.
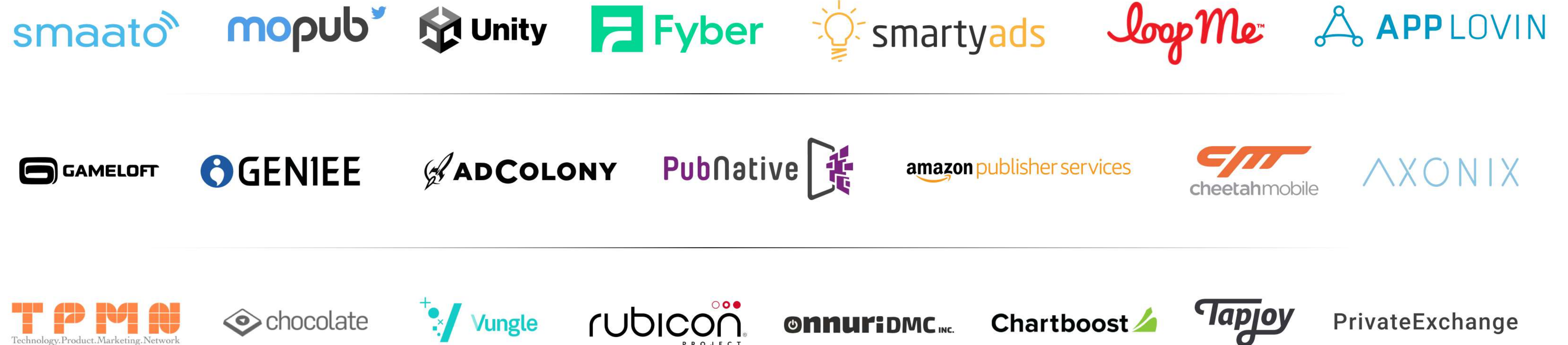
TOTAL REACH

O V E R

5,31 BILLION

UNIQUE USERS IN THE WORLD

Download the brief ⬇

byyd MOBILE ADVERTISING PLATFORM

We are connected to all the major SSPs which allows us to show ads in more than <u>100 000</u> mobile apps all around the World which guarantees an accurate target audience reach

Partner supply-side platforms

smaato   mopub   Unity   Fyber   smartyads   loopMe   APPLOVIN

GAMELOFT   GENIEE   ADCOLONY   PubNative   amazon publisher services   cheetahmobile   AXONIX

TPMN Technology.Product.Marketing.Network   chocolate   Vungle   rubicon PROJECT   onnuriDMC INC.   Chartboost   Tapjoy   PrivateExchange

Only from computers

From computers and mobile devices

Only from mobile devices

6%

61%

33%

84% use more than one device

5,31 billion mobile users in the World

1,75 billion million mobile only users

394 min. per day average time spent online on mobile devices

WORLD MOBILE AUDIENCE

byyd MOBILE ADVERTISING PLATFORM

The number of people using mobile internet within socio-demographic groups

Gender

Female **45%**

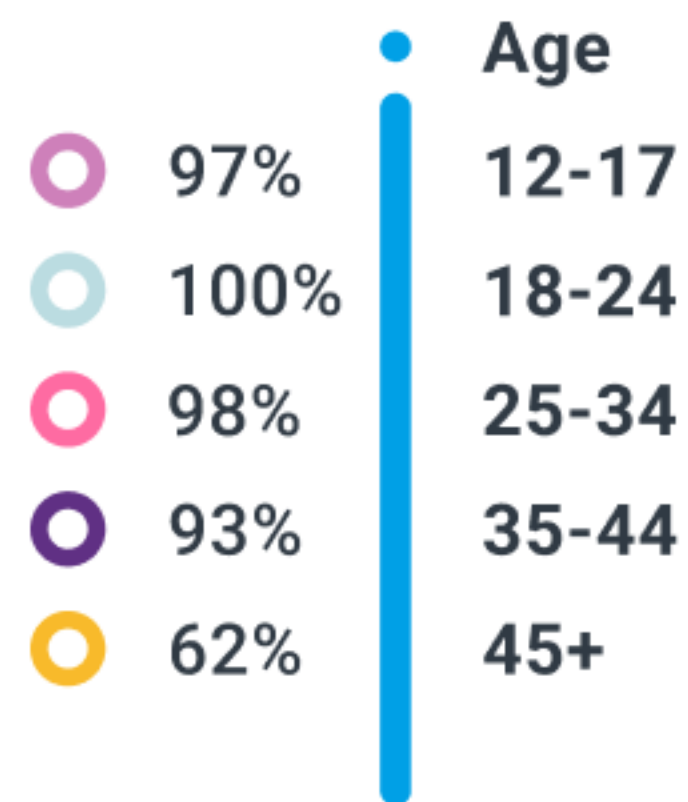Male **55%**

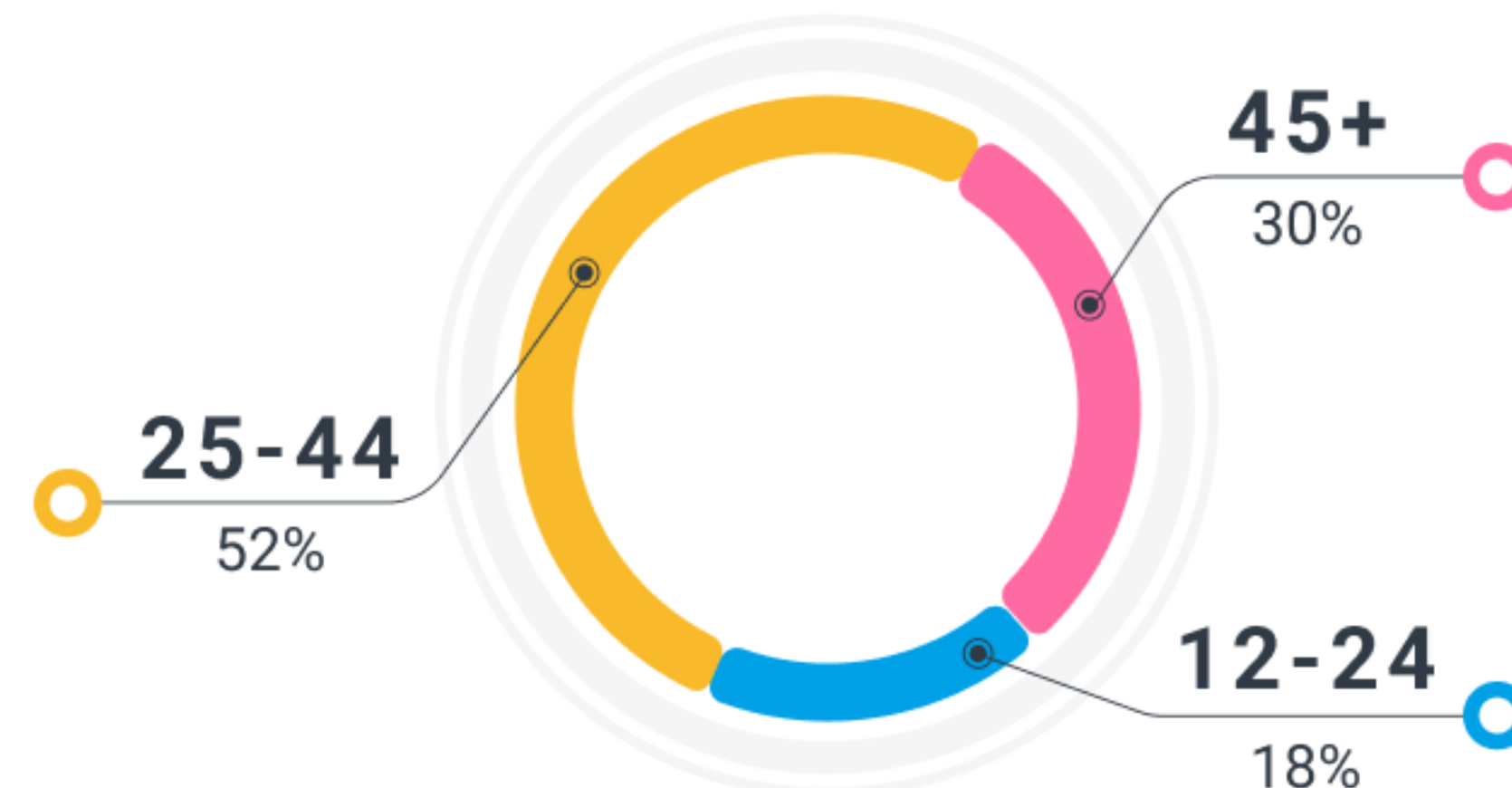### Mobile devices for Internet access

Smartphones **94%**

Tablets **33%**

Feature phones **33%**

Mobile internet penetration among age groups

	%	Age
	97%	12-17
	100%	18-24
	98%	25-34
	93%	35-44
	62%	45+

The main mobile audience is young and solvent users

45+ **30%**

25-44 **52%**

12-24 **18%**

byyd

MOBILE
ADVERTISING
PLATFORM

TARGETING TOOLS

TO THE TARGET AUDIENCE

Gender

Age

Geo-targeting
(any specific locations with a radius starting from 800 meters)

App Categories

User interests

Display time and frequency

Traffic type (In-App)

Connection type (Wi-Fi/Cellular)

Cellular provider

Type of device (smartphone/tablet)

Device brand/Device Model

Operation System (with OS version selection)

Retargeting (Device ID)

White and Black lists
(SSPs, Device IDs, App categories as well as specific apps)

FMCG

- The best strategy is interest targeting + SuperGeo:

  — shopping centers

  — points of sale

- Interests are food and drink, cookery, natural products, healthy eating, vegetarianism

- Clients — MARS, Pepsico, FrutoNyanya, Viola

PHARMACY

- The best strategy is gender targeting + SuperGeo:

  — maternity hospital
  — oncology centers and any other locations

- Top 3 in Mobile Marketing quality rating (pharmacy segment)

- Clients - OTCpharm, Abbott, Materia Medica, IPSEN, LEO Pharma, Teva, EGIS, Obolenskoye, SOLOPHARM, Astellas Pharma, Bayer, PIK-Pharma, Gedeon Richter, PharmaMed, Cytomed, Servier, Sopharma, Grindex

AUTO

- The best strategy is income targeting, SuperGeo on competitors, application categories:

  — service
  — repair
  — buying/selling a car

- Product segments - from budget-friendly to luxury

- Clients — Porsche, BMW, Suzuki, Volvo, TOYOTA, MITSUBISHI, LADA, BRIDGESTONE, IDEMITSU, KIA, HAVAS, Subaru, Chery

RETAIL

- The best strategy is relevant interests, SuperGeo:

  — addresses of outlets
  — residential complexes
  — competitors

- Application categories - food, sales, home goods

- Segments - building materials, furniture, tools, jewelry, clothing/shoes, food, etc.

- Clients — MEGA, Afimall, HOFF, Pandora, Home Market, Kashirsky Dvor, H&M, Austin
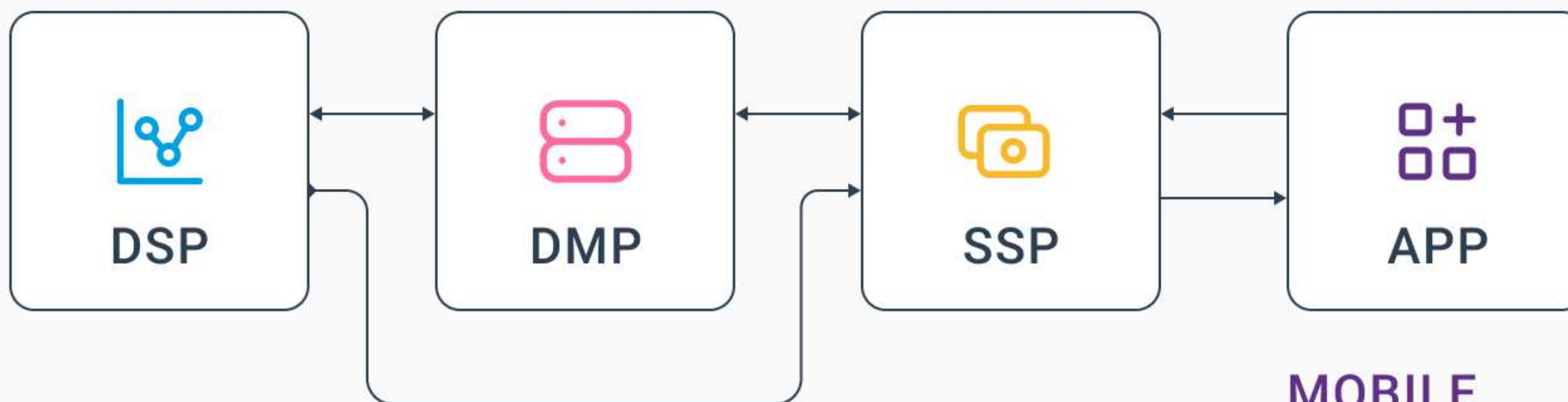
byyd

BYYD IN THE RTB SYSTEM

REAL-TIME BIDDING

OPTIMIZATION OF BYYD

- Launching and setting up a campaign
- Targeting and bid selection
- Sending an impression request to SSP

AUCTION

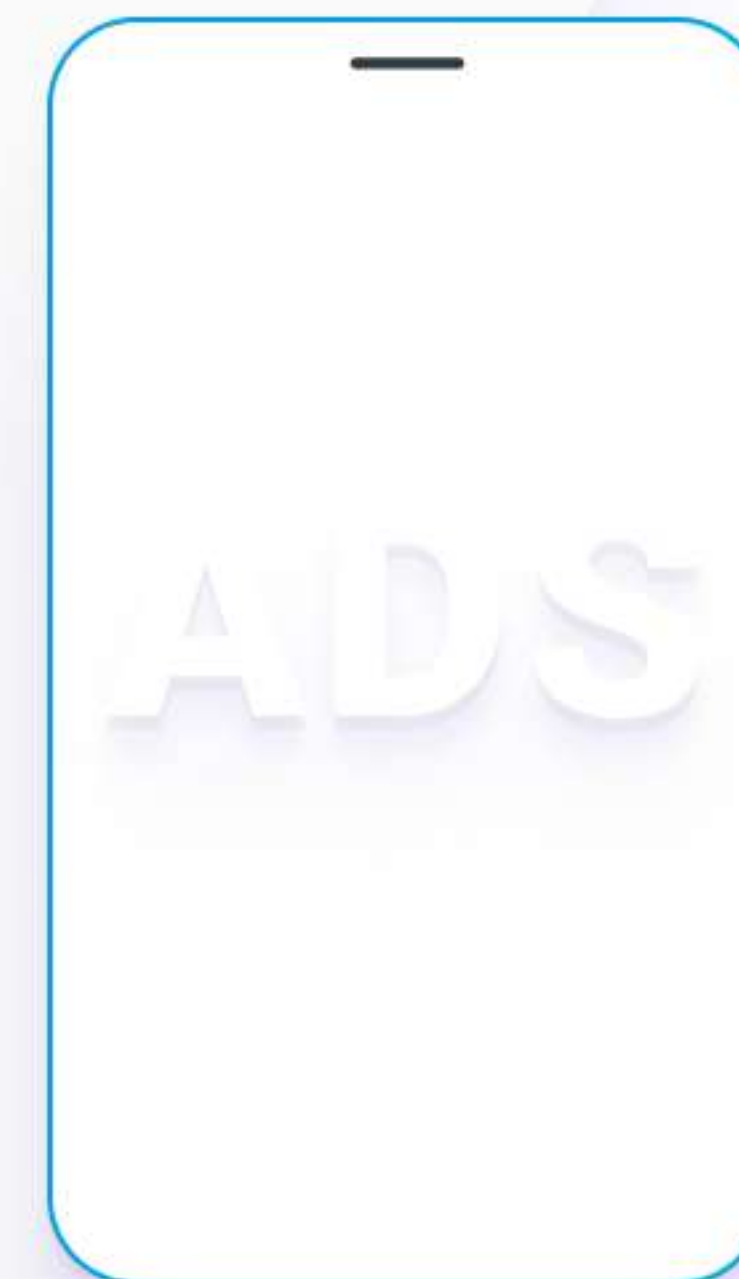Bidding among DSPs to display
ads of the corresponding target audience

```
DSP  ⟷  DMP  ⟷  SSP  ⟷  APP
```

ADS

DATA
ABOUT USER

Checking in progress
received from SSP data

MOBILE
APP

Forming a Bid Request
and sending data about
the user and his device
to the SSP

MOBILE ADVERTISING FORMATS

byyd
**MOBILE
ADVERTISING
PLATFORM**

FULL-SCREEN BANNERS

⭐ **ADVANTAGES**

This format helps to reach the widest target audience

- .jpg — static image
- .gif — several slides

🚀 **TIME TO START**

During 1 hour if the creatives are ready
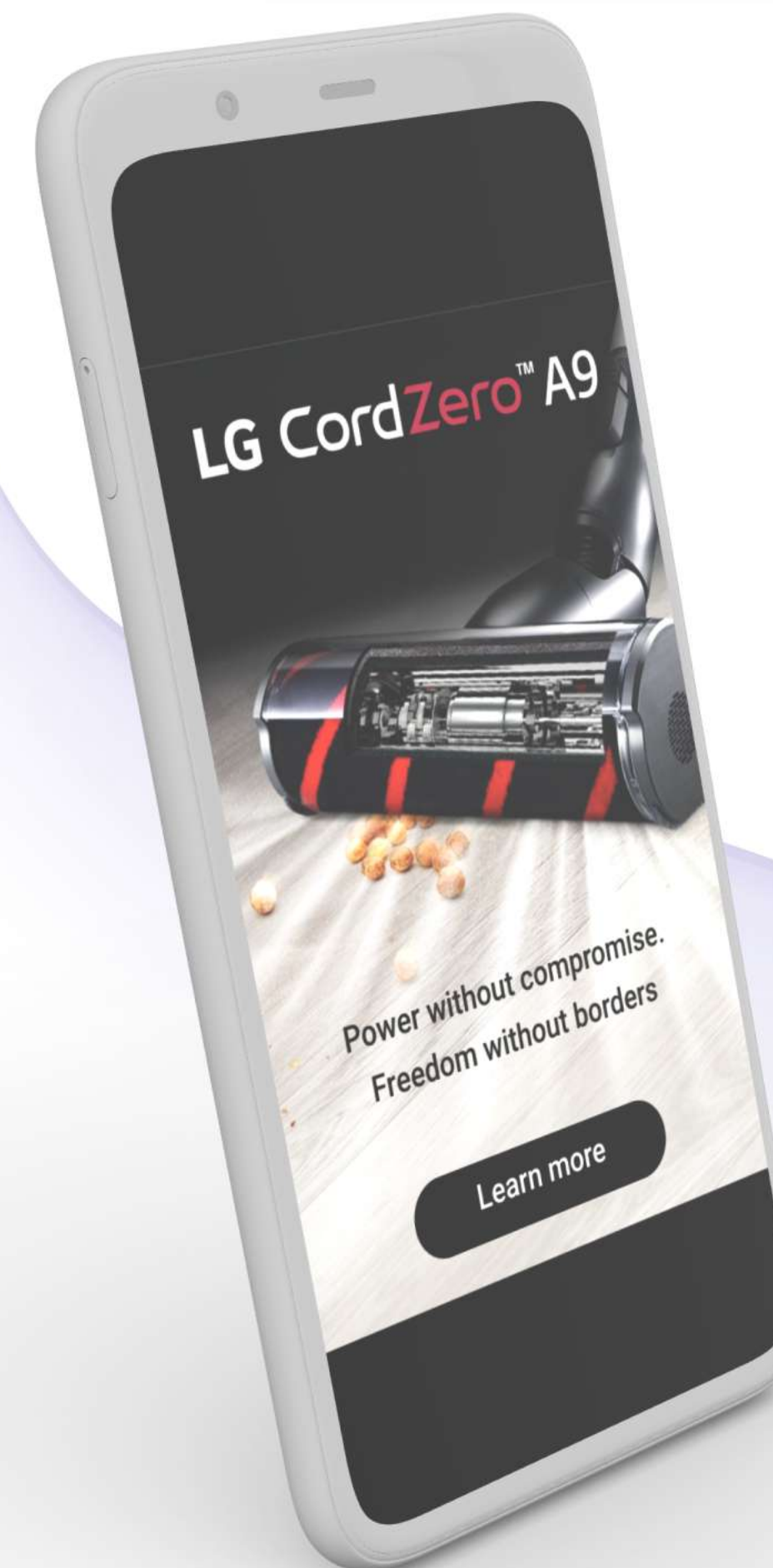
🪙 **PRICING MODEL**

CPM / CPC

👆 **AVERAGE CTR**

1,5%

LG CordZero™ A9

Power without compromise.
Freedom without borders

Learn more

NATIVE FORMAT

⭐ **ADVANTAGES**

- The most user-friendly format
- Does not irritate the user
- Adapts to the context

🚀 **TIME TO START**
During 1 hour if the creatives are ready

🪙 **PRICING MODEL**
CPM / CPC

👆 **AVERAGE CTR**
1,8%

RICH-MEDIA BANNERS

⭐ ## ADVANTAGES

High engagement rates. Allows showing more information and interest potential clients by engaging with the creative.

Mechanics variations are nearly unlimited. Some of them are:

- Scroll
- Animation
- Brand Lift
- Wipe the screen

🚀 ## TIME TO START
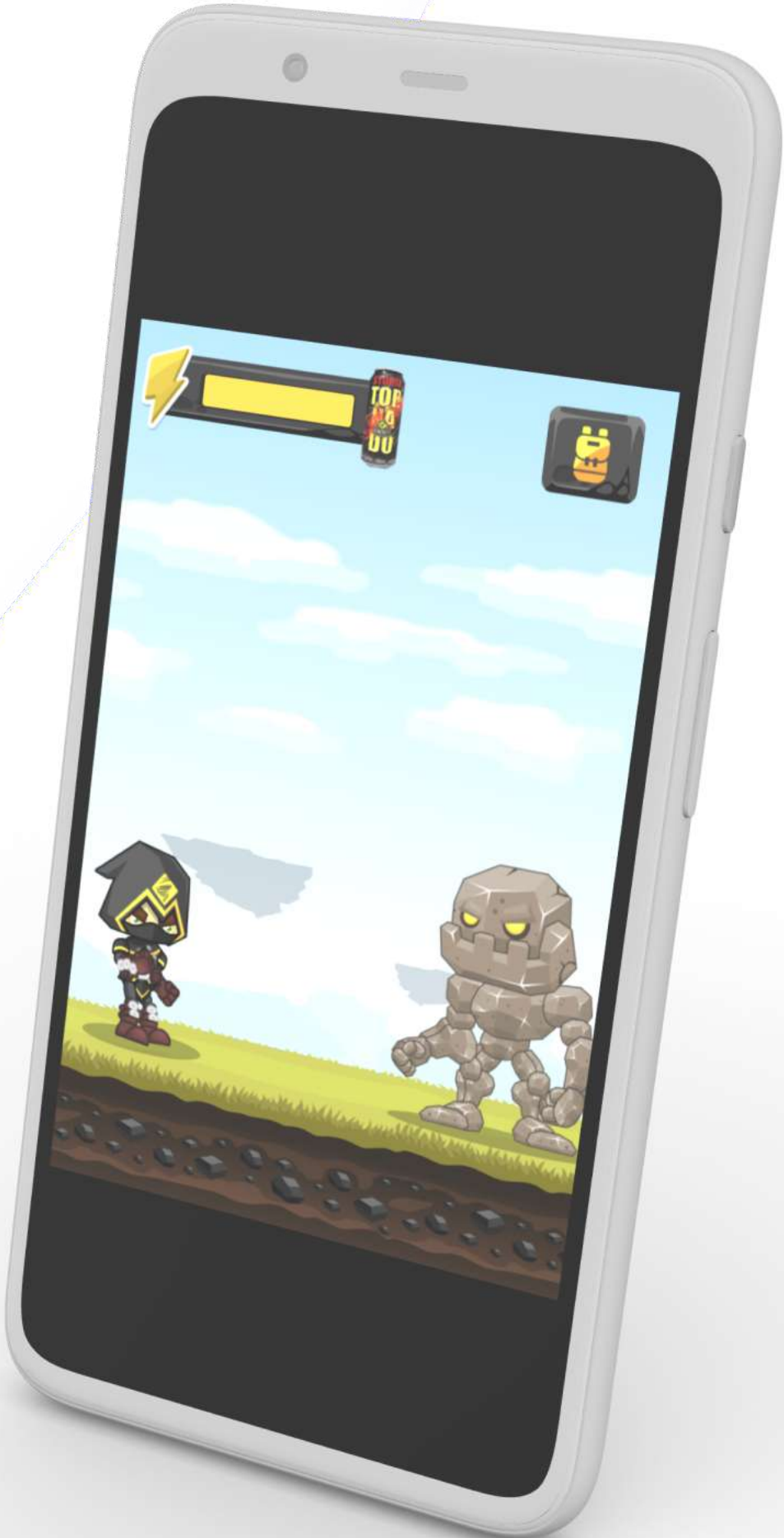
During 1 hour if the creatives are ready

🪙 ## PRICING MODEL

CPM / CPC

👆 ## AVERAGE CTR

2%

VIDEO

⭐ **ADVANTAGES**

Premium and the most informative type of format.
Possible optimization by the screening time (VTR).

Duration:

- Skippable videos up to 30 seconds
- Unskippable videos up to 15 seconds

🚀 **TIME TO START**

During 1 hour if the creatives are ready

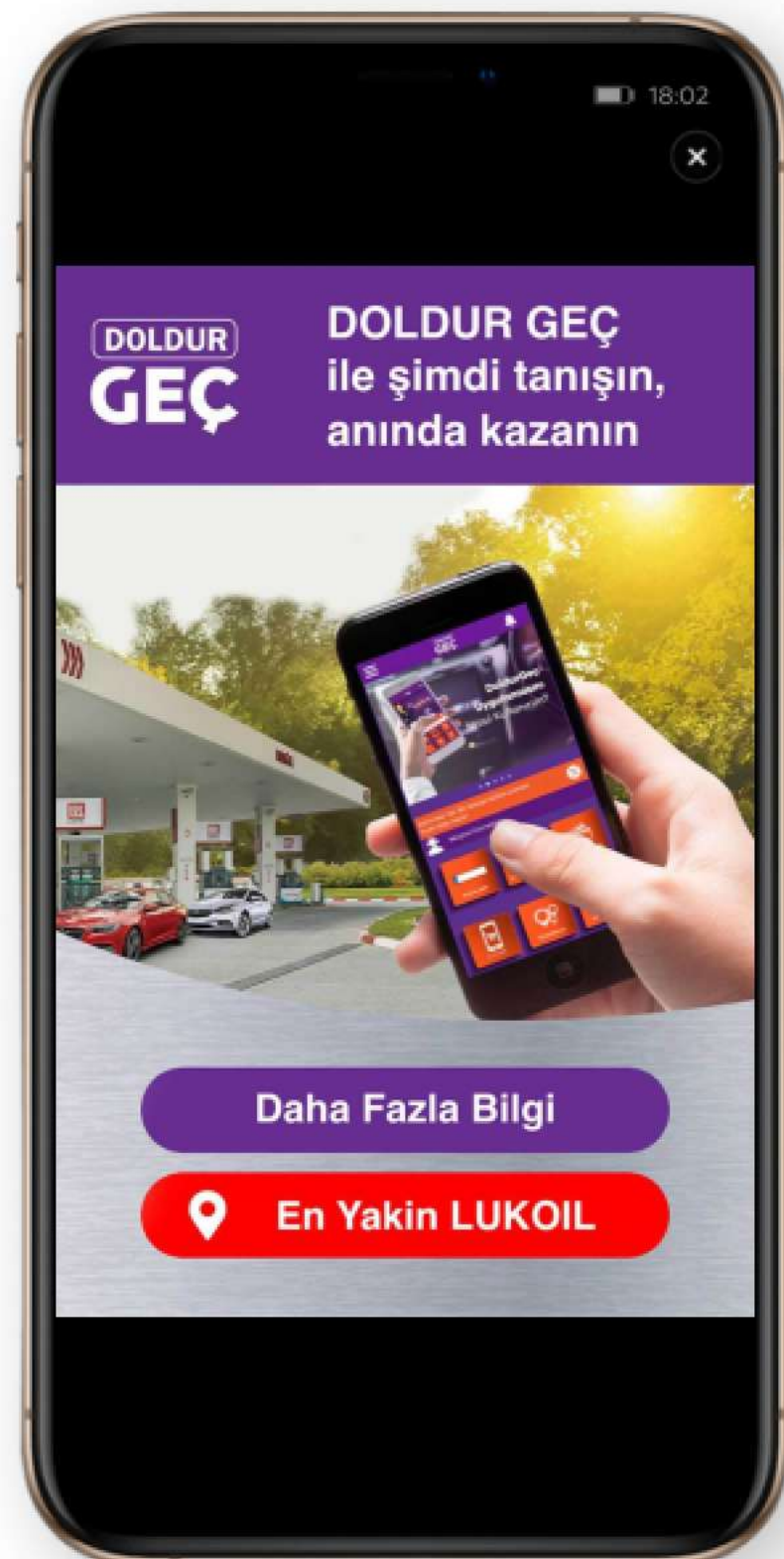🪙 **PRICING MODEL**

CPM / CPC

☝️ **AVERAGE CTR**

4 – 4,5%

**Brand Lift** is a research of recognition growth, which helps to:

- Evaluate your brand's organic brand awareness among mobile audiences*, given the large percent of mobile only audience

- Get data on the increase of brand awareness after an advertising campaign
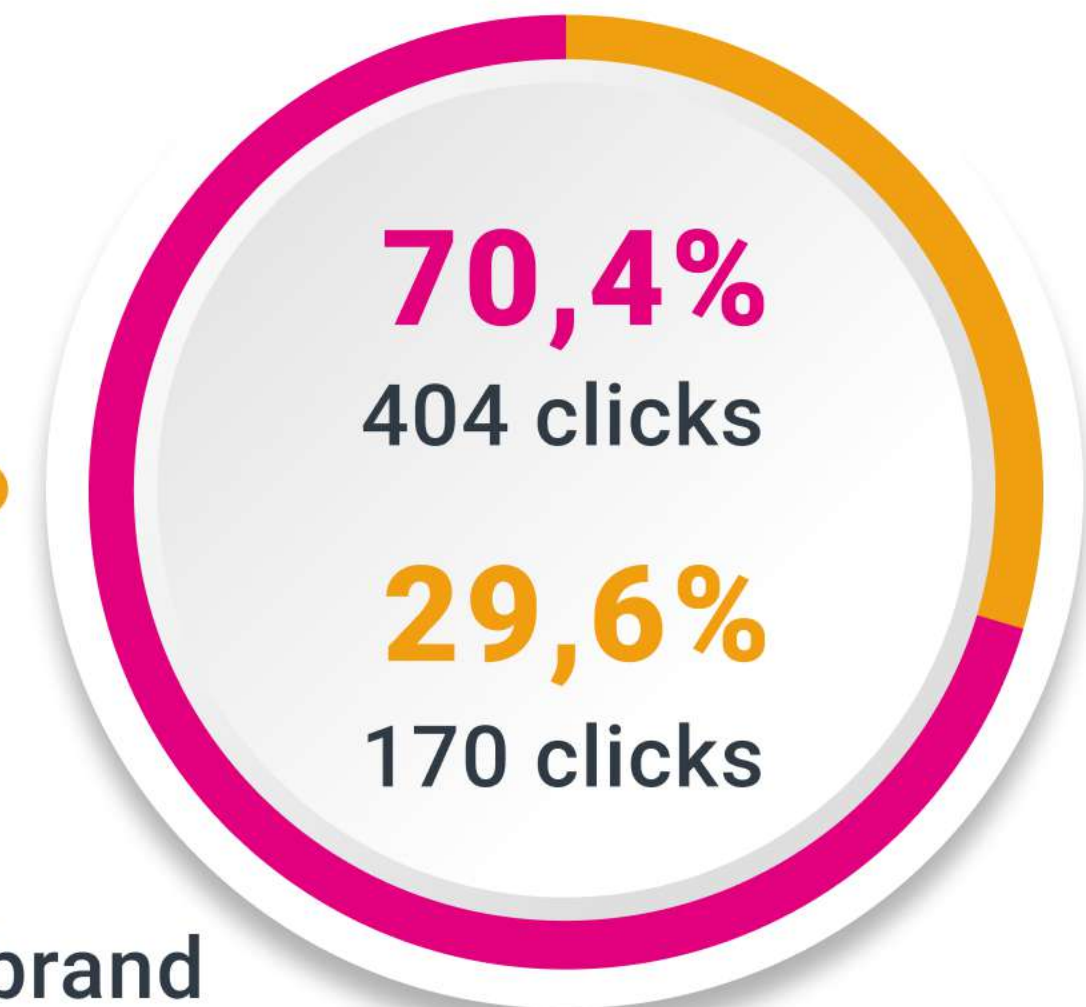
EXAMPLE OF BANNER

NEVER SAW THE AD*
(retargeting audience added to the Blacklist)

14,55%
88 clicks

85,45%
517 clicks

SAW THE AD**
(retargeting)

70,4%
404 clicks

29,6%
170 clicks
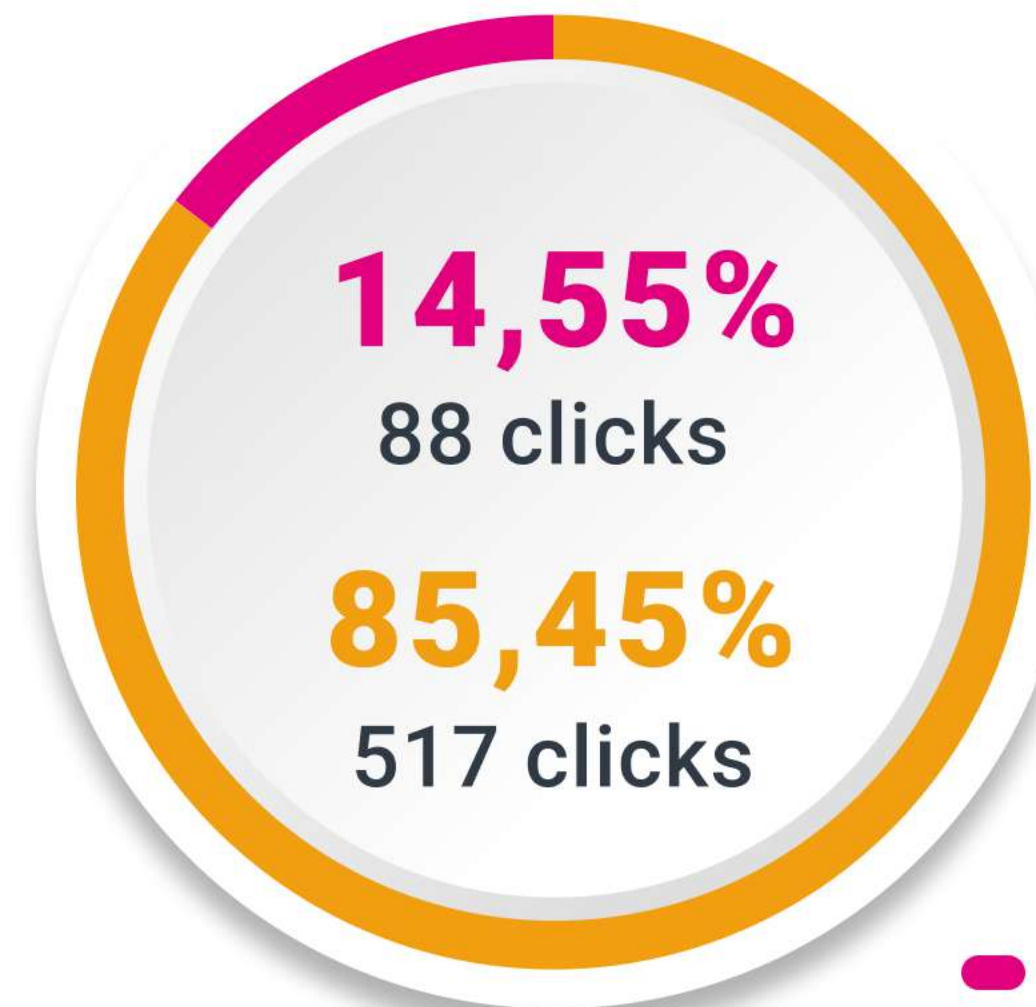
● Know the brand
● Not know the brand

*target audience tracking conducted with Device ID
**Brand Lift results of a client from FMCG sector

MOBILE ADVERTISING PLATFORM

Another option for conducting a Brand Lift allows you to evaluate not only the increase in awareness, but also the share of the brand's presence in the advertising space.

To do this, we also create a Rich Media banner with a mention of the advertised brand and several brands Competitors

Users have the option to select multiple answers.
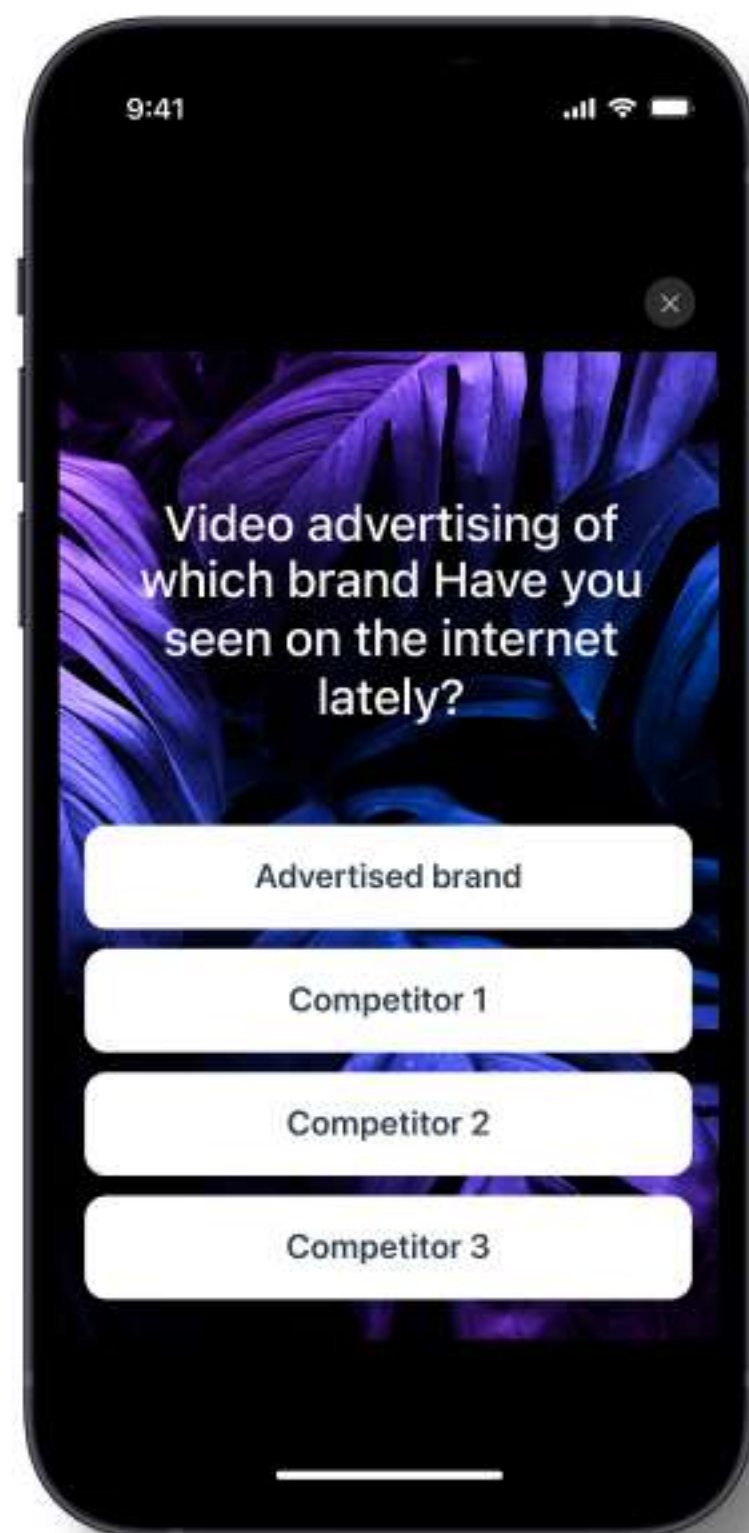
Advertised brand
49,8%

Competitor 1
26,3%

Competitor 2
34,5%

Competitor 3
41,1%

HIGH QUALITY TRAFFIC

High quality and transparency of the traffic is always a very important issue.

Each app is being strictly checked prior to getting into the online stores:

Google play	App Store

We do not work with SSPs which allow publishing:
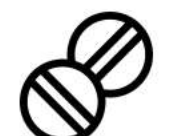
Adult   **Weapons**

Alcohol   **Gambling**

Prescription Meds

MODERATION

Not a single SSP from our list will allow the advertising of beer (even the non-alcoholic one) as well as any other content which can ruin a brand's reputation.

All the advertising campaigns and creatives are being checked by our mobile managers so the "wrong" ones can't be passed through to the SSP by advertisers without us declining it.

ANTI–BOT

The traffic is being checked from both, BYYD and the SSP's side, which allows us having no bots at all.

Each campaign is being monitored and optimized by a mobile manager (using different analytic and tracking systems) and the behavioral indicators show the high quality of the traffic as well as interest level of the target audience.

Using CPC and CPM payment models we optimize the campaigns only to the end-user behavior.

It means that the main thing our mobile managers do is selecting the pools with the highest possibilities to reach the needed KPIs:

- Duration

- Session depth

- Bounce Rate

- Difference between clicks and sessions

This is a process which is done for each campaign individually because some apps, for example, can give a high CTR but not show the needed behavioral indicators.

We work with any tracking systems such as Weborama, Adriver, TNS, Gemius, Google Analytics.
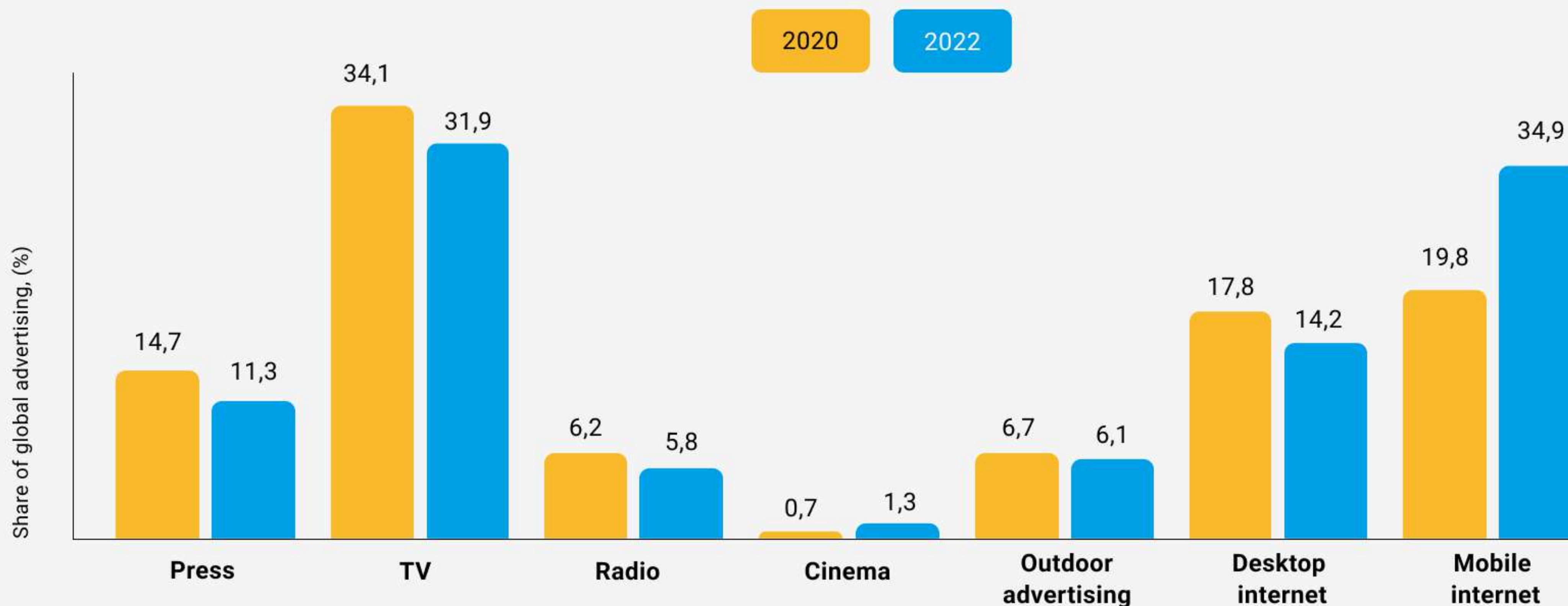
byyd MOBILE ADVERTISING PLATFORM
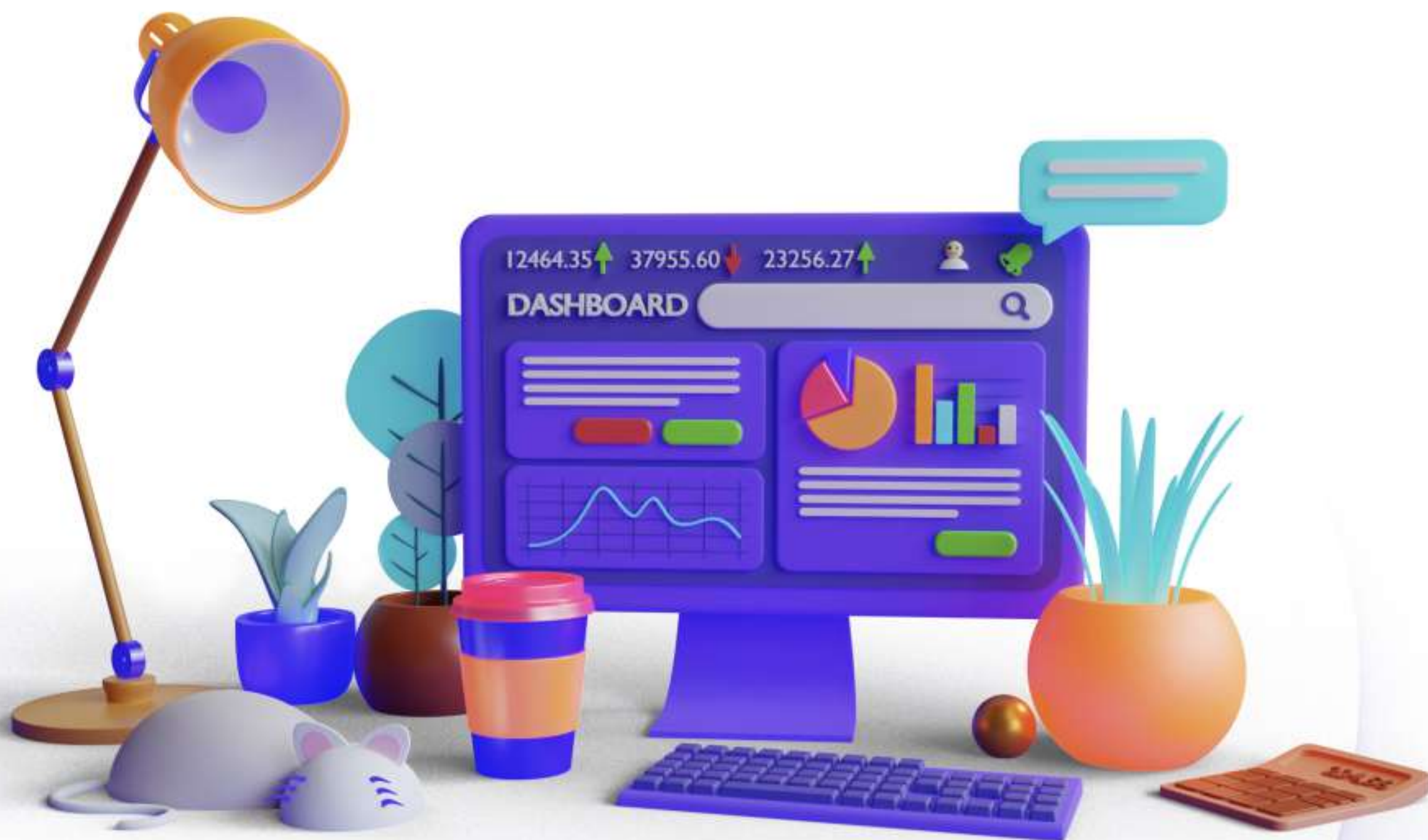
FORECAST FOR THE GLOBAL ADVERTISING MARKET

In 2021 Desktop and Mobile Internet overtook the traditional TV and became the biggest advertising medium where 39.2% of all the advertising budgets are spent.
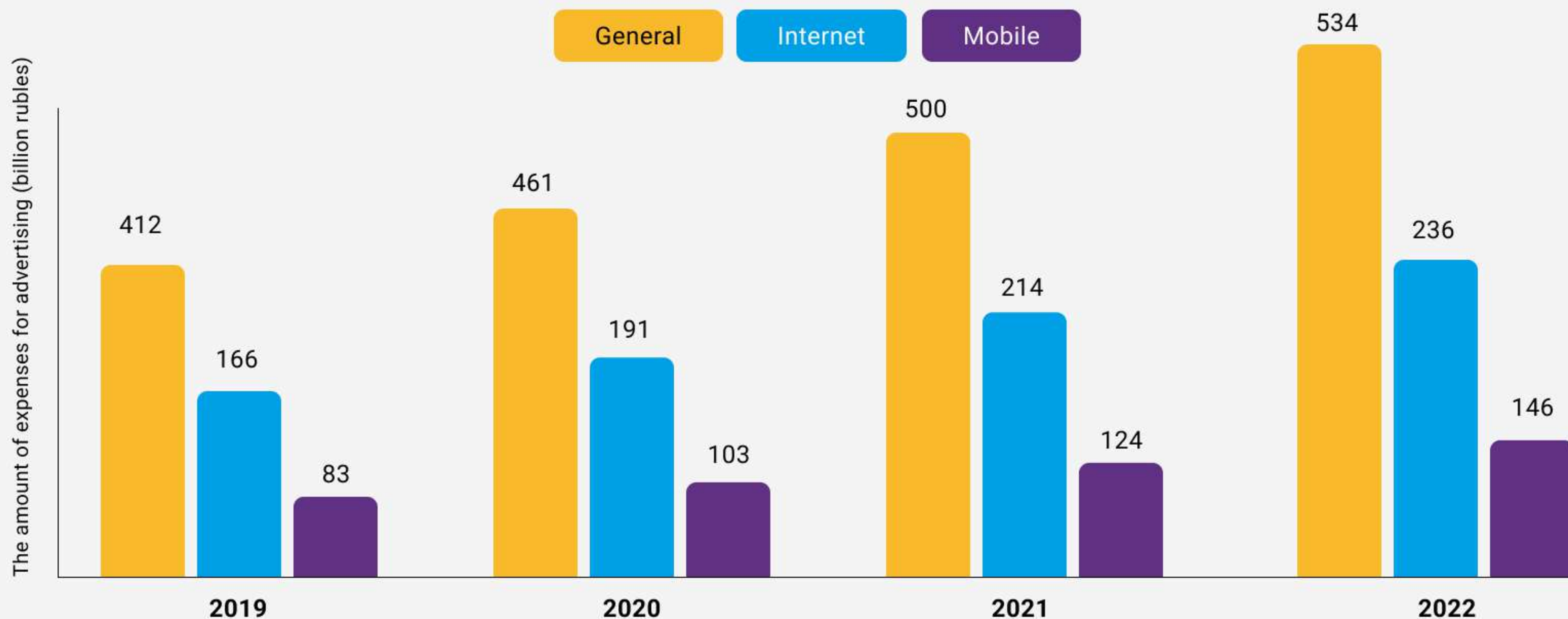
By 2022, advertisers will spend 46% of their budgets on the Internet.

2020   2022

Share of global advertising, (%)
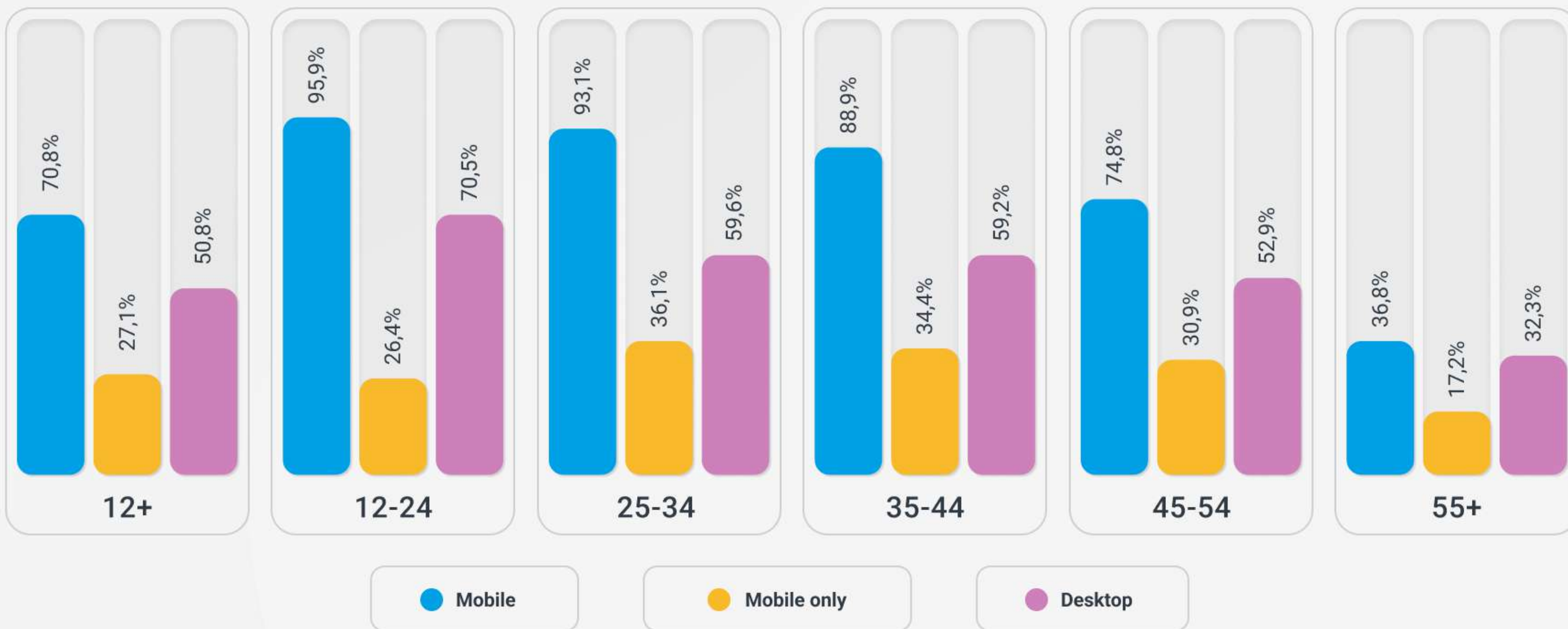
	Press	TV	Radio	Cinema	Outdoor advertising	Desktop internet	Mobile internet
2020	14,7	34,1	6,2	0,7	6,7	17,8	19,8
2022	11,3	31,9	5,8	1,3	6,1	14,2	34,9

We have our own production team which includes the web and template designers and allows us to do all the creative work on our side. We make the landing pages as well as Rich Media and full-screen banners for all the advertising campaigns of our clients.

We are ready to invest in this field because we believe that having high-quality creatives is one of the most important things to reach the KPIs.

BYYD in the best in its field because we take the whole process into our hands, starting from the strategy, creating the ad and until the final post-campaign report.

CASES

FMCG

ORBIT

TASKS

▪ Promotion of Orbit chewing gum.

INSTRUMENTS

▪ Video clip

RESULTS

As a result of the campaign, both audiences showed approximately equal results.

Audience 1 M / F, 18-24 years old:
Impressions:
plan – 140,000
fact – 164 493
Clicks – 3 515

Auditorium 2 M / F: 25-34:
Impressions:
plan – 140,000
fact – 171 874
Clicks – 3 724

Two campaigns reached over 150,000 users, VTR – over 89%. Due to optimization, it was possible to achieve an overfulfillment of the impressions plan within the budget by 20%

MORE

PURINA

TASKS

- Promotion of Purina One pet food.
- Maximum reach and user engagement.
- Attracting an audience to the brand's website.

INSTRUMENTS

- Video clip lasting 10 seconds
- Optimization by site, SSP

RESULTS

The volume of impressions for the campaign has been fully fulfilled.

Impressions:
Plan – 2,000,000, Actual – 2,109,263
Through optimization, achieve 5% overfulfillment of impressions within the agreed budget.

100% video inspections:
Plan – 1 400 000, Actual – 1 973 042
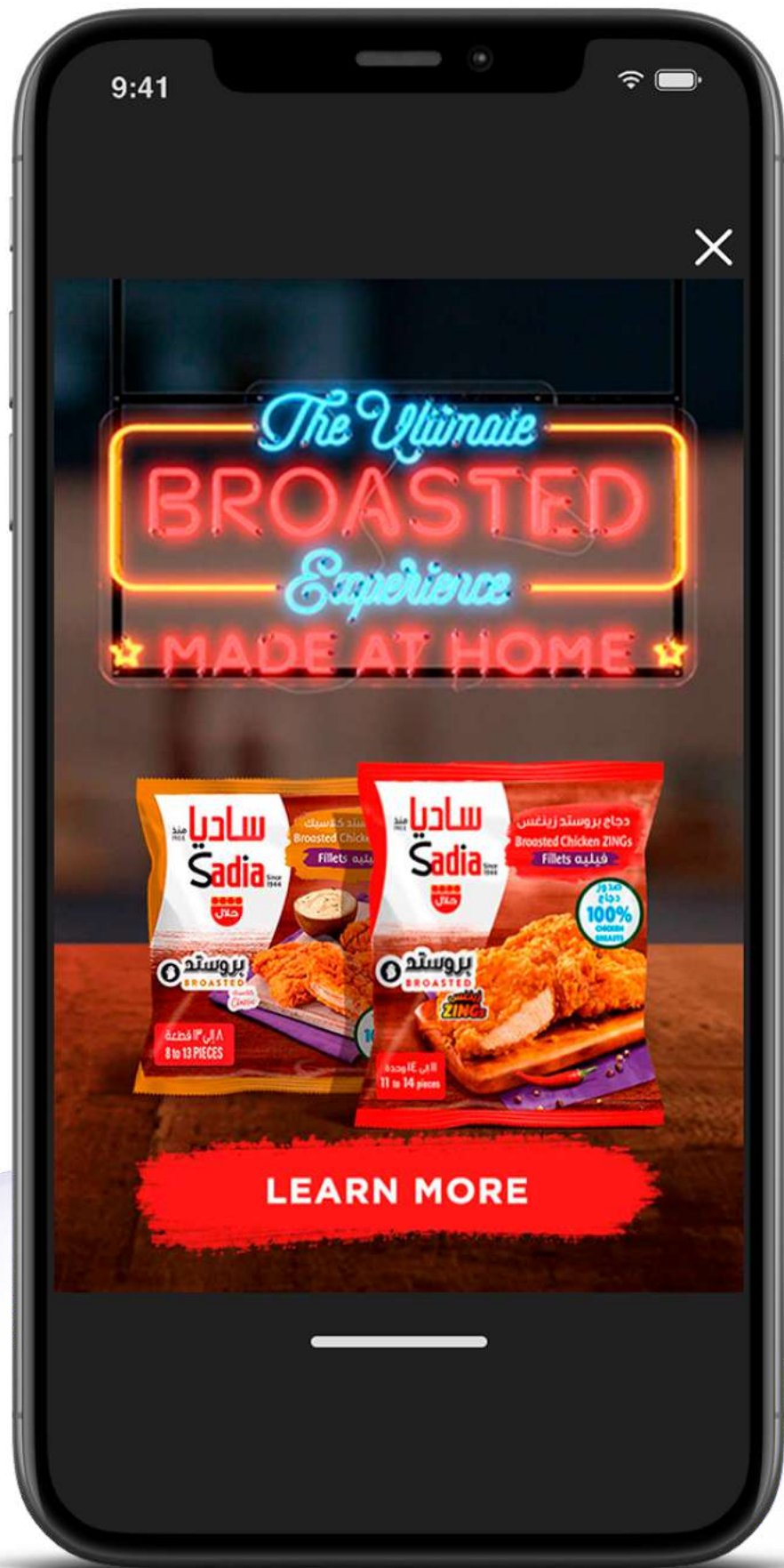The number of 100% inspections was 93.54% of the total amount of video impressions.

Clicks:
Plan – 40,000, Fact – 41,062
Reaching the most interested audience made it possible to exceed the volume of clicks by 3%
Thus, the video was shown to the most relevant audience and aroused high interest among users.

PURINA
ONE®
Visible Health For Today & Tomorrow

CAT FOOD

MORE

SADIA

TASKS

- Increase the awareness of Sadia semi-finished products in MENA countries

INSTRUMENTS

- Rich Media banners in English and Arab languages (8 types)
- Optimization by platform

RESULTS

UAE
Impressions
Planned impressions – 207 000
Actual impressions – 211 776
Through optimization, we achieved an over fulfillment of impressions of 2% within the agreed budget.

Kuwait
Impressions
Planned impressions – 135 700
Actual impressions – 142 521
Through optimization, we achieved an over fulfillment of impressions of 5% within the agreed budget.

Oman
Impressions
Planned impressions – 170 368
Actual impressions – 176 209
Through optimization, we achieved an over fulfillment of impressions of 3% within the agreed budget.

Qatar
Impressions

Planned impressions – 135 700

Actual impressions – 141 049

Through optimization, we achieved an over fulfillment of impressions of 4% within the agreed budget.

KSA
Impressions

Planned impressions – 235 750

Actual impressions – 265 184

Through optimization, we achieved an over fulfillment of impressions of 12% within the agreed budget.
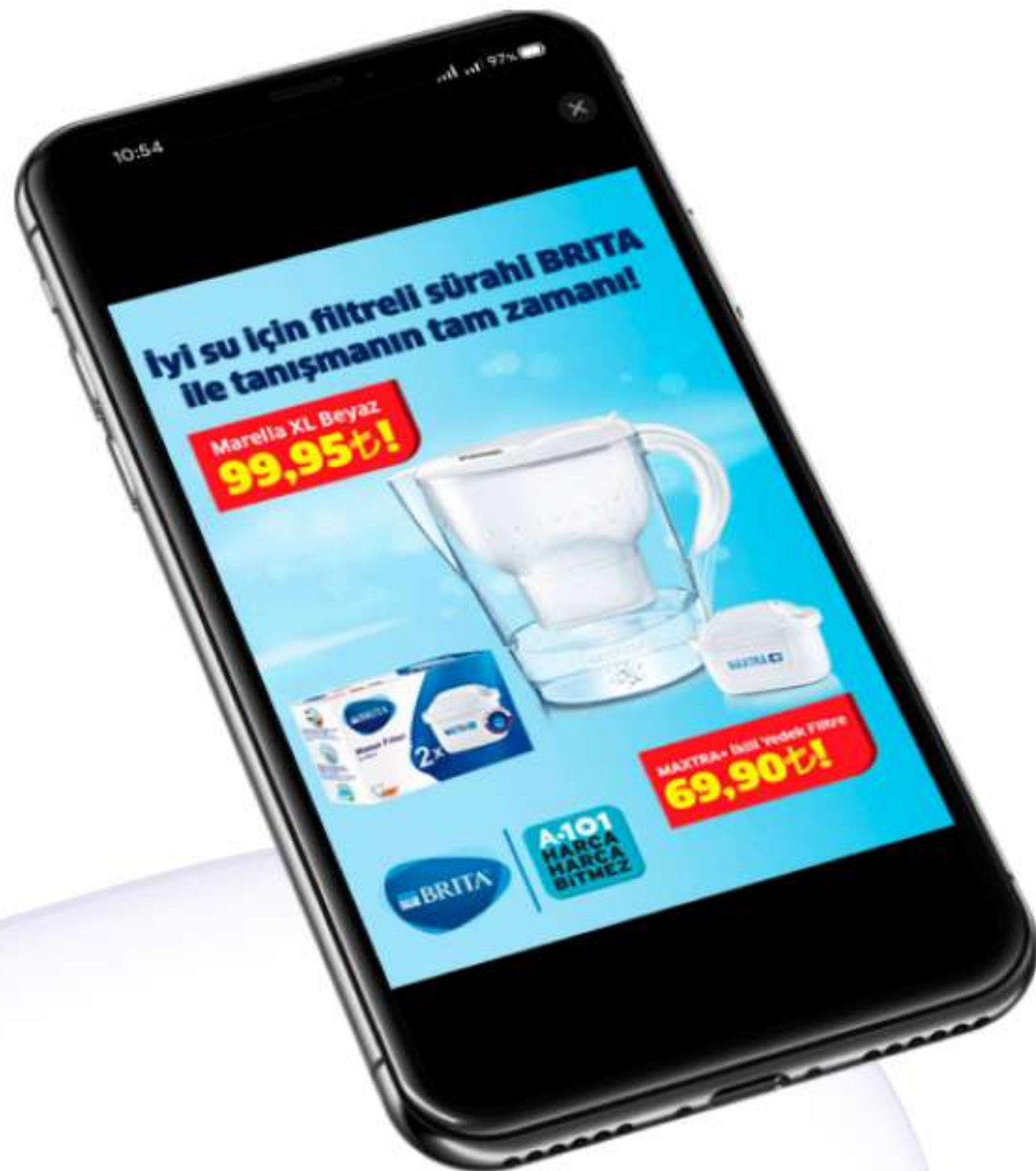
MORE

CASES

Retail

BRITA

TASKS

- Increasing brand and product awareness
- Attracting the users to the nearest distribution points
- Stimulating the target audience to purchase a product

INSTRUMENTS

- Fullscreen banner
- RichMedia with route planning
- Google Analytics
- Optimization by apps, CTR

RESULTS

Click:
Planned — 25000
Fact — 25000

Reach – more than 685 000 unique users

Google Analytics:
Sessions — 16 920
Difference between clicks and sessions 33% (average rate for the mobile channel is ~40%)
Average session duration — more than 1.30 minutes

CTR 1,66%

MORE

ACER

TASKS

- Spreading awareness about Acer Porsche Design model
- Attracting target audience to the website

INSTRUMENTS

- Fullscreen banners
- Targeting by interests and socio-demographic parameters
- Daily manual optimization

RESULTS

Due to daily manual optimization, it was possible to achieve exceedance of the plan within the budget.

Impressions
Plan – 1 734 286
Fact – 1 751 214

Reach
Plan – 780 000
Fact – 787 852

[MORE]

---

acer

PORSCHE DESIGN | ACER BOOK RS
Değişime Hazır Ol

KARBON FİBER KAPAK, 1,2 KG
14 İNÇ FHD IPS DOKUNMATİK EKRAN
%90 EKRAN-GÖVDE ORANI
17 SAAT PİL ÖMRÜ

LENOVO

TASKS

- Increase brand awareness
- Promote the latest generation of Yoga laptops
- Attract the users to the product webpage

INSTRUMENTS

- Fullscreen banners
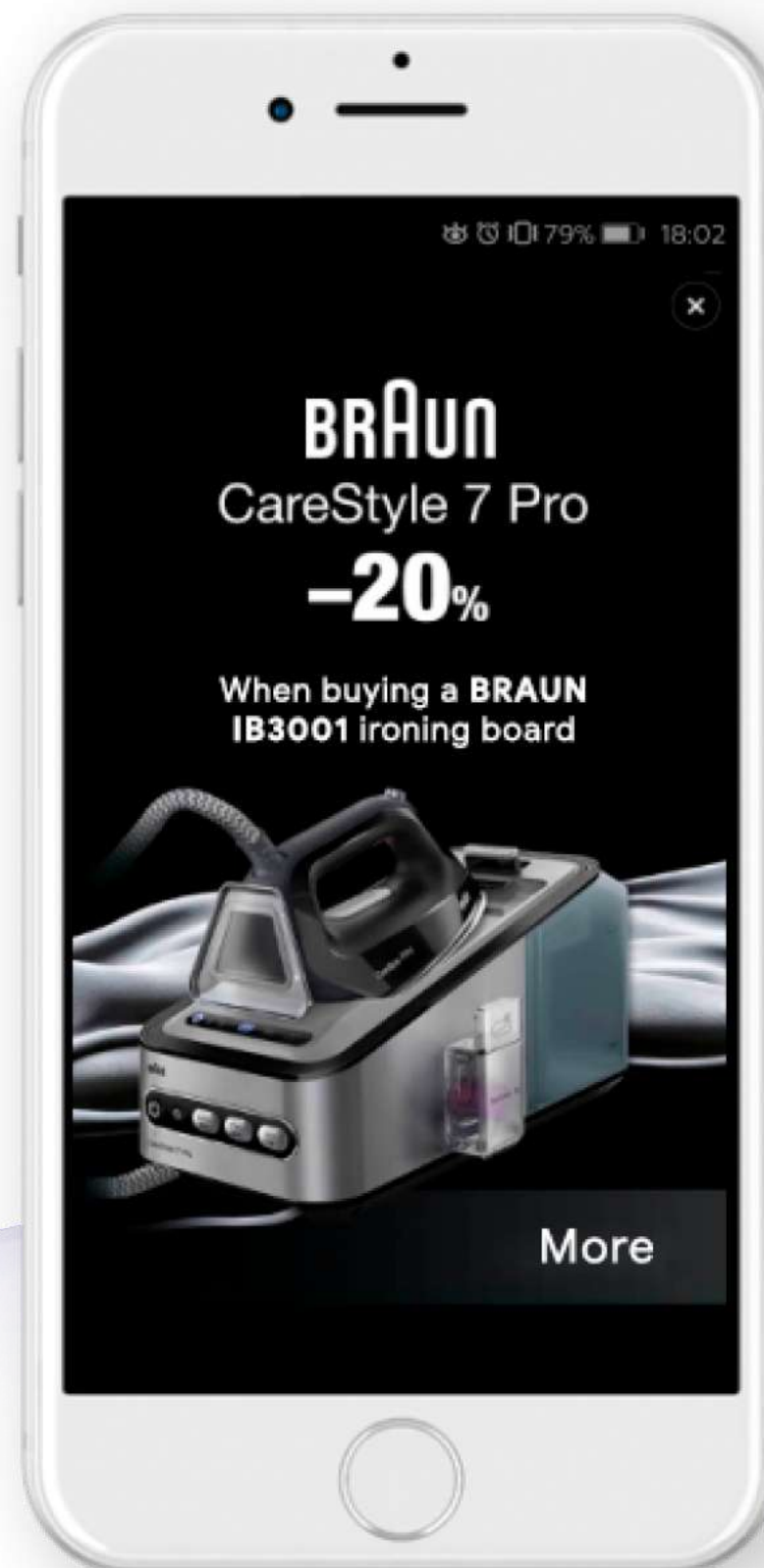- Optimization by apps, CTR

RESULTS

Clicks
14 286 plan
14 431 fact

IMPRESSIONS
850 084 total number of impressions

MORE

BRAUN

TASKS

- Attracting target audience to the website
- Increasing brand awareness

INSTRUMENTS

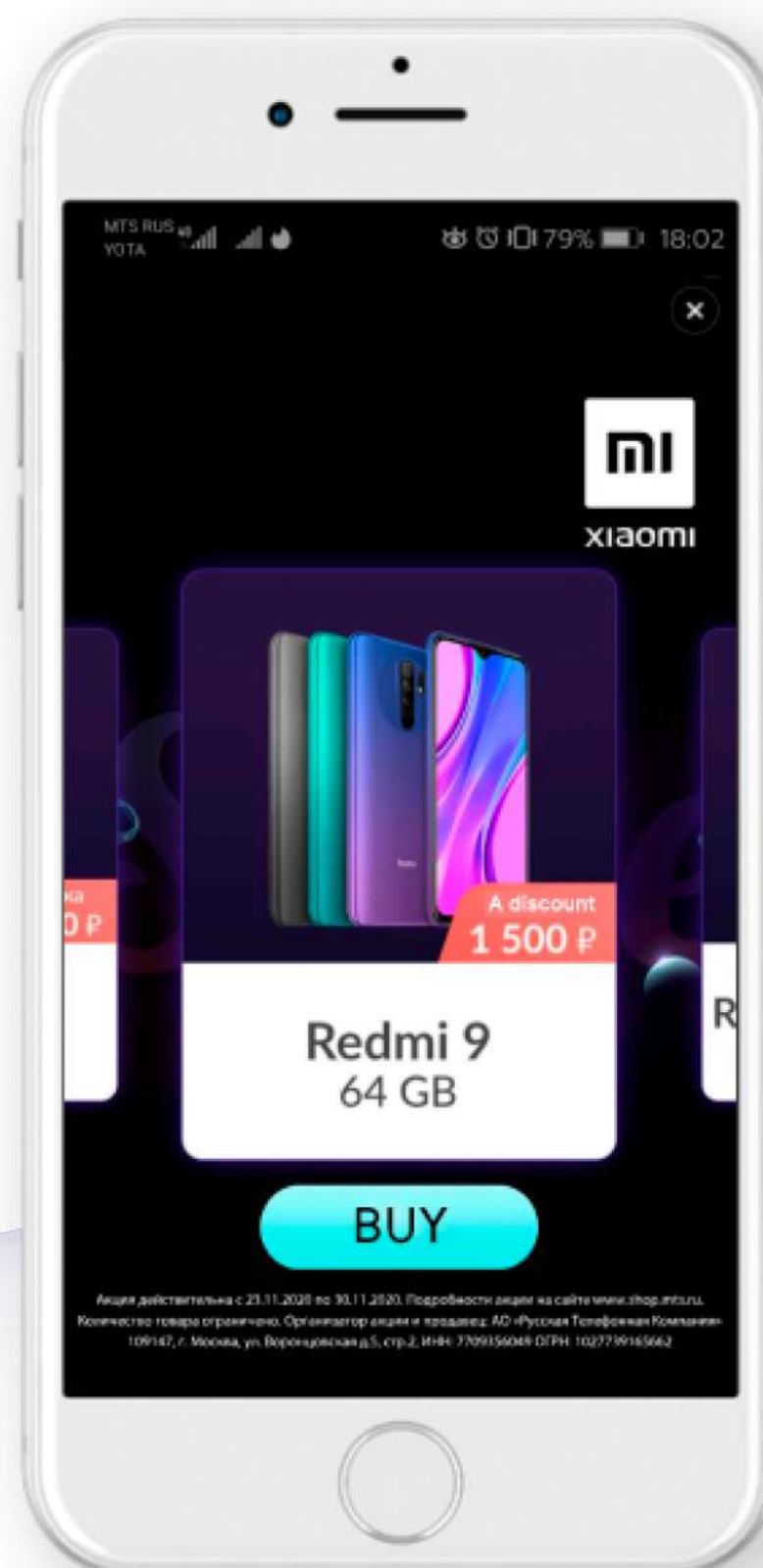- Fullscreen banners
- Optimization by site, SSP

RESULTS

The set of measures and tools used made it possible to achieve overfulfillment of the necessary indicators:

Clicks RichMedia
Planed: 8 928
Actual: 9 988

Overfulfillment by 12%

MORE

XIAOMI

TASKS

- Attracting the audience to the website

INSTRUMENTS

- Rich Media banner
- Social-demographics and interests targeting
- Manual optimization

RESULTS

Conducted 2 parallel campaigns for landing MTS and DNS. Due to high-quality optimization, we managed to reduce the rate and over fulfill the plan for clicks.

For MTS:
Click plan – 30 000
Click fact – 32 674

For DNS:
Click plan – 30 000
Click fact – 31 640

CTR> 2.6%

[MORE]

AVENE

TASKS

- Promotion of wash gel for oily and acne-prone skin
- Increasing the recognition of the brand
- Attracting target audience to the e-commerce website

INSTRUMENTS

- Fullscreen banners
- Interest targeting
- Google Analytics
- Optimization by apps, CTR

RESULTS

Click:
Planned — 25000
Fact — 25000

Reach – more than 685 000 unique users

Google Analytics:
Sessions — 16 920
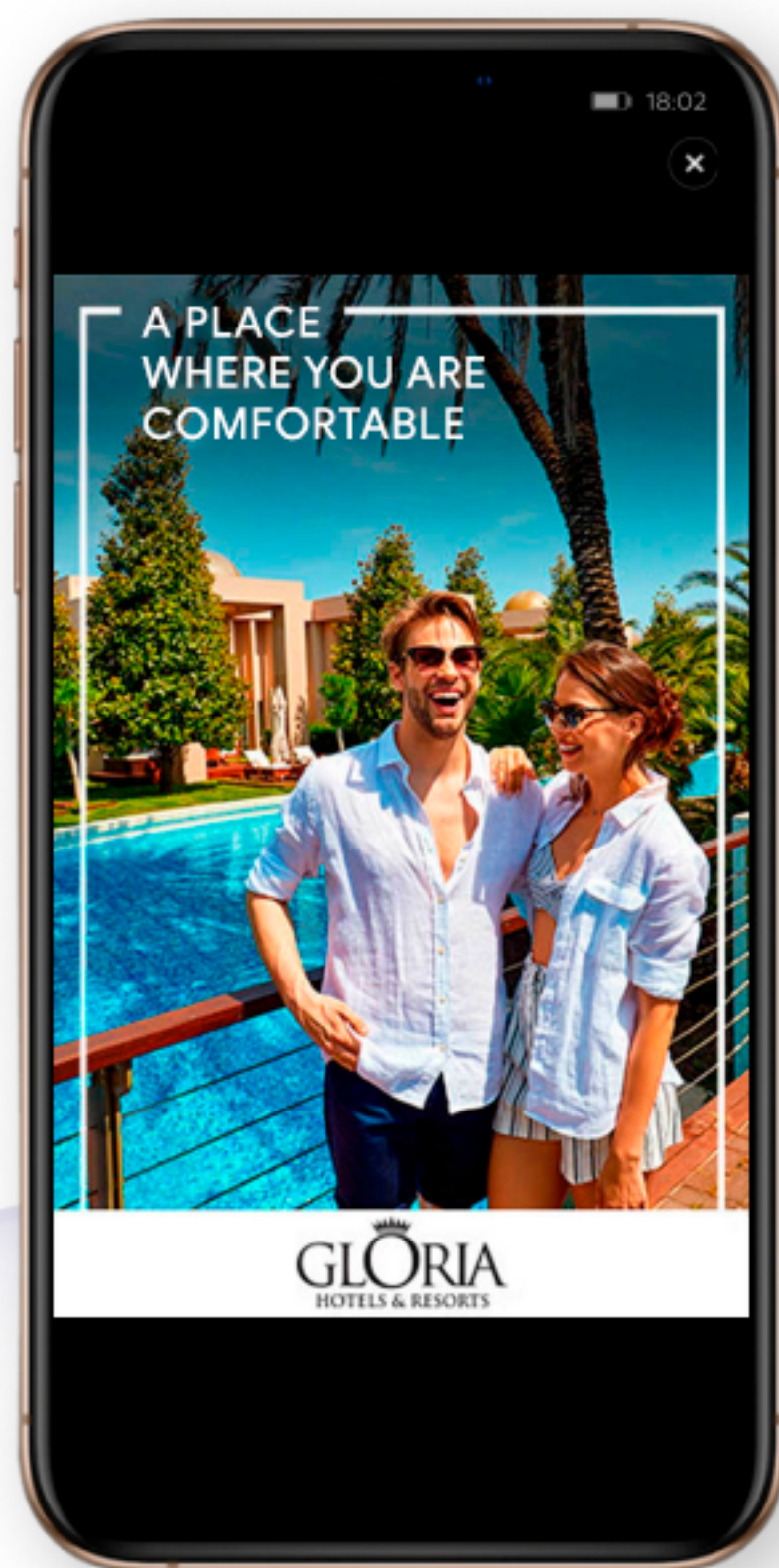Difference between clicks and sessions 33% (average rate for the mobile channel is ~40%)
Average session duration — more than 1.30 minutes

CTR 1,66%

MORE

CASES

Tourism

A PLACE WHERE YOU ARE COMFORTABLE

GLORIA
HOTELS & RESORTS

MORE

TASKS

- Increasing the brand awareness
- Attracting target audience to the website

INSTRUMENTS

- Fullscreen banners
- Interest targeting
- Google Analytics
- Optimisation by apps, CTR

RESULTS

Sessions with a duration of more than 30 seconds:

Plan 3,500
Fact 6,389 (5,382 unique sessions)
In total, 132,374 unique users have seen the ads during the campaign.
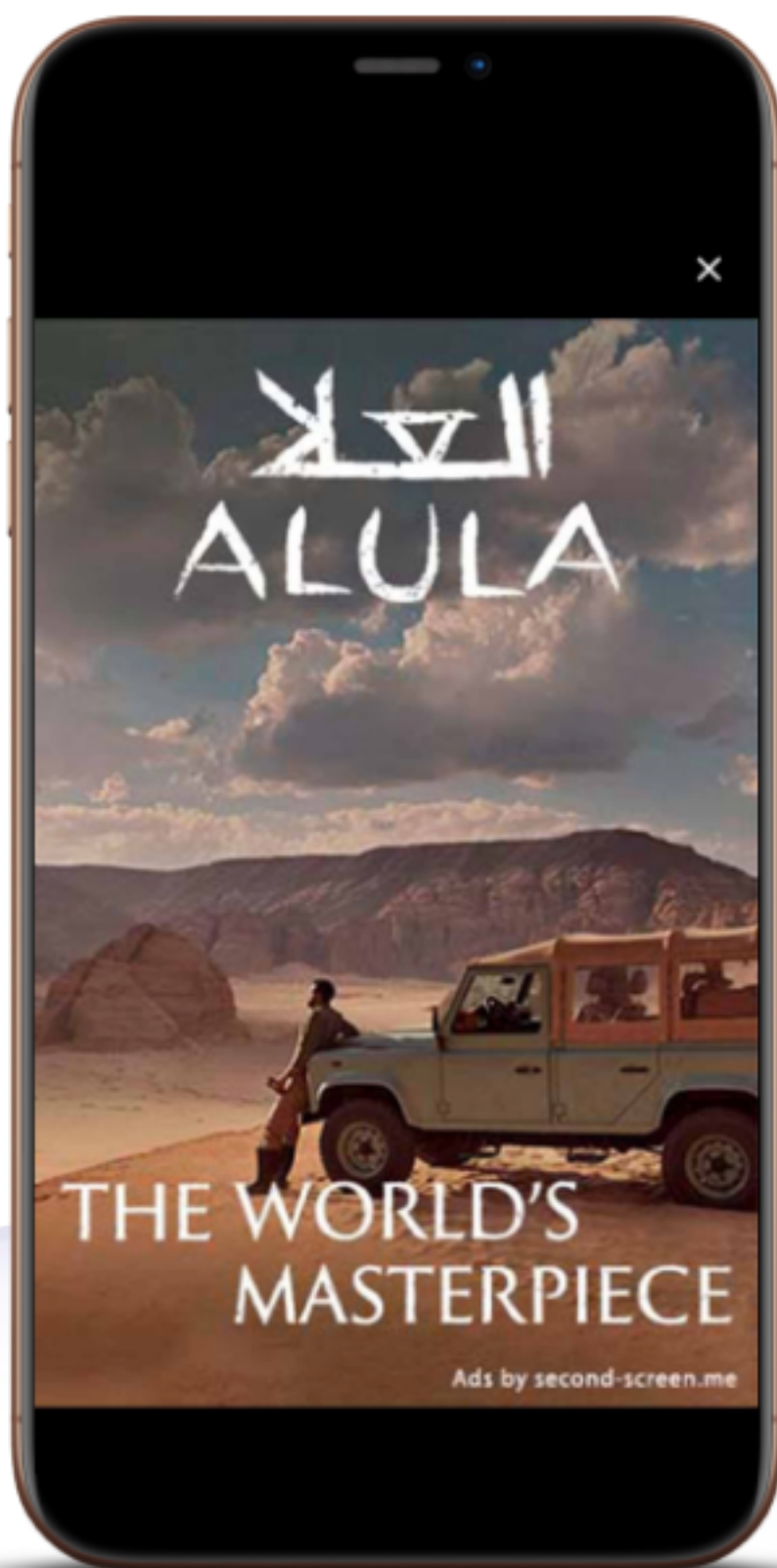
Google Analytics metrics:

Average session duration
2 min 6 sec
Bounce rate 35,69%

ALULA

TASKS

- Attracting target audience to the website
- Informing the target audience about tourist activities in Al-Ula

INSTRUMENTS

- Fullscreen banners
- Google Analytics
- Daily manual optimization by sites, SSP

RESULTS

Click:
Planned — 4 585
Fact — 4 635
(fulfillment 101% of the plan)

Post-click results:
Sessions – 3 676
Bounce rate – 21,3 % (benchmark in mobile advertising is 50% and more)
Time on the website: 1 minute 47 seconds (benchmark in mobile advertising is 30 seconds)
Clicks/sessions discrepancy: 21% (benchmark in mobile advertising is 40% and more)
For a short period of the campaign we managed to reach more than 230 000 users

CTR 1,61%

MORE

CASES

Auto

LUKOIL

TASKS

- Attracting target audience to the website
- Increasing awareness of the DoldurGeç payment system among the target audience

INSTRUMENTS

- RichMedia banners
- Fullscreen banners
- Daily manual optimization

RESULTS

Fullscreen banner:
Impressions
Plan – 4 500 000 (Fact – 4 511 308)

Rich Media banner:
Impressions
Plan – 2 933 333 (Fact – 2 958 582)

During the campaign more than 2 000 000 people were reached.

Brand lift research
After the campaign, we did research on awareness of the DoldurGeç app among people who saw our ad. For this purpose, we created a Rich Media banner with a question on it: "DoldurGeç uygulamasını daha önce duydunuz mu?" ("Have you heard ща the DoldurGeç app before?")

Brand lift was held in two stages:

1 stage: We created the audience with the same set of targetings as for the main campaign, but excluded device IDs of people who saw or interacted with the banners.

Results: Yes – 27% No – 73%

2 stage: For the second stage we ran the survey only among the people who interacted with the banners during the primary campaign, using their device IDs.

Results: Yes – 69% No – 31%

Thus we can conclude that after the campaign the awareness of DoldurGeç app among users who saw the advertising increased by 42%
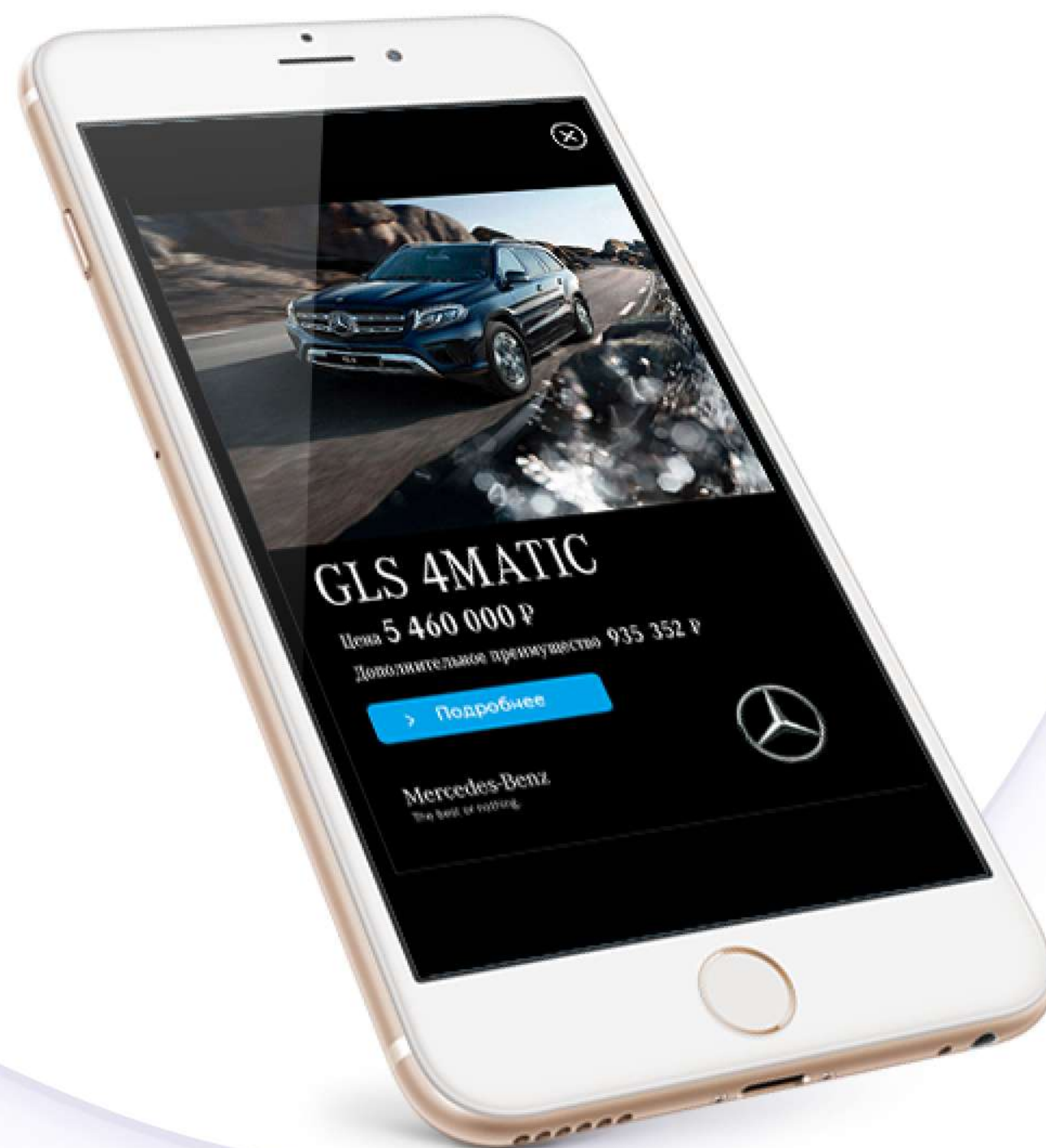
MORE

MERCEDES-BENZ

TASKS

- Announcement of the special offers of October from "Mercedes Benz Omega" Salon
- Attracting new users to the website

INSTRUMENTS

- 3 sets of Fullscreen Interstitials
- Socio-demographic targetings, relevant interests
- Optimisation by the apps used, CTR
- Google Analytics and Yandex Metrica

RESULTS

Results of the AC "Energy of October"

Clicks

Plan — 3 000

Fact — 3 309

Overfulfillent the clicks plan by: 10%

Number of sessions on the website — 2 440

Average session duration — 00:01:53

Bounce rate — 46,1%

Reach — 98 912

Results of the AC "Announcement of special o ers on corporate park cars"

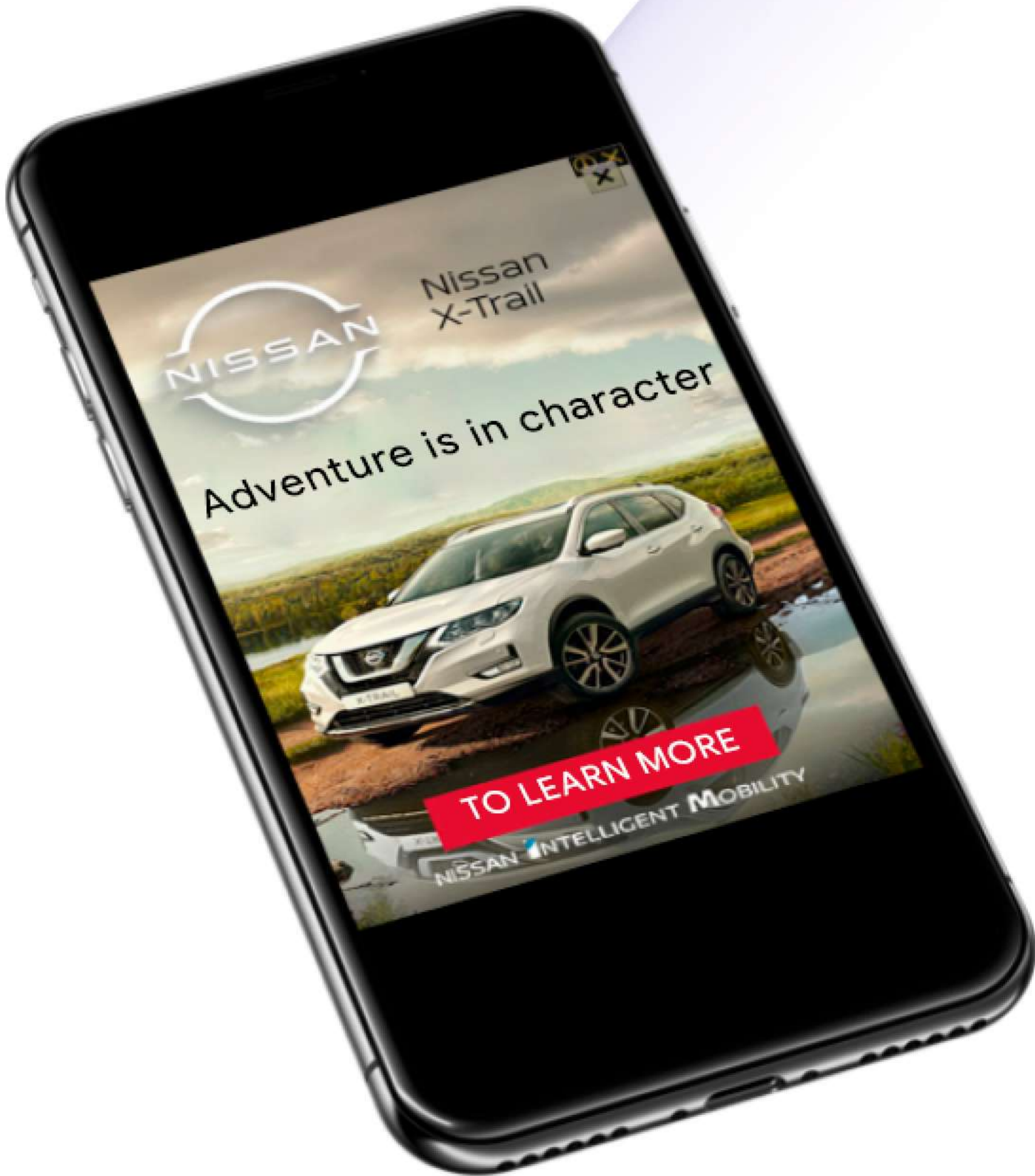Clicks

Plan — 4 000

Fact — 4 018

Behaviour indexes in Yandex Metrica:

Number of sessions on the website — 2 813

Average session duration — 00:01:46

Bounce rate — 43,7%

Reach — 90 893

MORE

NISSAN

TASKS

- Increasing brand loyalty
- Attracting the target audience to the site
- Encouraging users to buy

INSTRUMENTS

- Fullscreen
- Site optimization
- Socio-demographic targeting, relevant interests and app categories

RESULTS

As a result of the advertising campaign, the following indicators were obtained:

X-Trail
Impressions: Planned - 500,000,
Fact - 503 038
Clicks: Plan - 7,500,
Fact - 7 646
Overfulfillment by 2%
Coverage – 226 190 users
CTR: 1.52%

Qashqai
Impressions: Planned - 500,000,
Fact - 515 975
Clicks: Planned - 7,500,
Fact - 8 578
Overfulfillment by 14%
Coverage – 229 702 users
CTR: 1.66%

Terrano
Impressions: Planned - 500,000,
Fact - 501 843
Clicks: Planned - 7,500,
Fact - 9 048
Overfulfillment by 21%
Coverage - 230 046 users
CTR: 1.80%

Thanks to the measures and tools used, we managed to exceed all KPIs and get a high percentage of clicks converted into sessions for all campaigns.

MORE

TASKS

- Promotion of Nitto tires within the target audience
- Attracting target audience to the website

INSTRUMENTS

- Rich Media creatives
- Socio-Demographic targetings together with the relevant interests and app categories
- Manual campaign optimization using the platform data and Google Analytics

RESULTS

With the help of the advertising campaign optimization we have reached further results:

- Bounce Rate – 40,21%
- Page Depth – 1,15

- Average time on the website – 1 minute 14 seconds
- Users saw the advertising about 2 million times Rich-Media creative can be viewed at the link

Brand Lift
The study showed high loyalty to the brand and the significant impact of the main campaign on increasing knowledge among the target audience. Among those who saw the banner during the main campaign (retargeting), the following results were obtained:

- answer "Yes" – 75% (1 023 clicks)
- answer "No" – 25% (348 clicks)

Among those who have not seen the banner before (new users), the statistics are as follows:

- answer "Yes" – 26% (362 clicks)
- answer "No" – 74% (1 011 clicks)

Brand Lift can be viewed at the link.
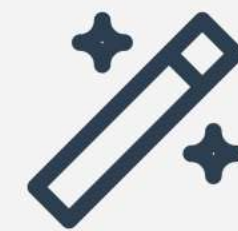
CTR 2,09%

MORE

WORK PROCESS

BRIEFING

DEVELOPMENT OF STRATEGIES

MEDIA PLANNING

PRODUCTION

LAUNCHING AND OPTIMIZATION

POSTCAMPAIN RESEARCH

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