byyd
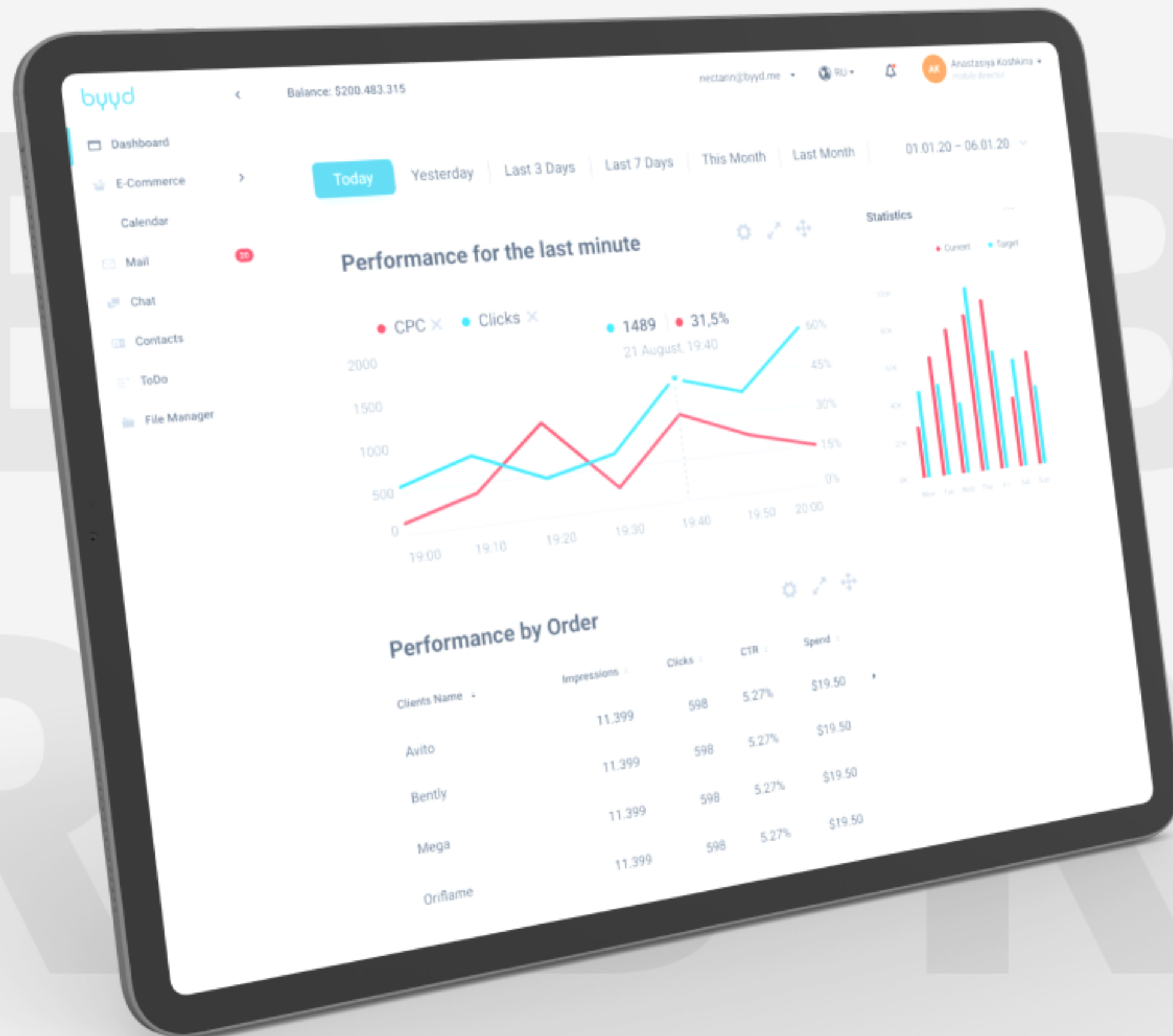
**MOBILE
ADVERTISING
PLATFORM**

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

TOTAL REACH

O V E R

2 MILLION

UNIQUE USERS IN ARMENIA

Download the brief ⤓

Inshot

100 000 000+

Viber
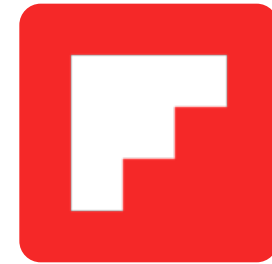
1 000 000 000+

Мамба

10 000 000+

Flipboard

500 000 000+

TuneIn Radio

100 000 000+

OneFootball

50 000 000+

AppLock

100 000 000+

FileMaster

100 000 000+

SNOW

100 000 000+

Bolt

50 000 000+

Flashscore

10 000 000+

Худеем за 30 дней

50 000 000+

Candy Crush Saga

1 000 000 000+

Subway Surfers

100 000 000+

TOP LIST

byyd MOBILE ADVERTISING PLATFORM

MOBILE AUDIENCE IN ARMENIA

Only from computers

From computers and mobile devices

Only from mobile devices

29%

39%

32%

84% use more than one device

2 million mobile users in Armenia

665 thousand mobile only users

MOBILE AUDIENCE IN ARMENIA

Number of mobile Internet users within socio-demographic groups

Gender

Female
45%

Male
55%

Mobile devices for Internet access

Smartphones
94%

Tablets
33%

Mobile internet penetration among age groups

	Age
95%	12-17
95%	18-24
93%	25-34
84%	35-54
49%	55+
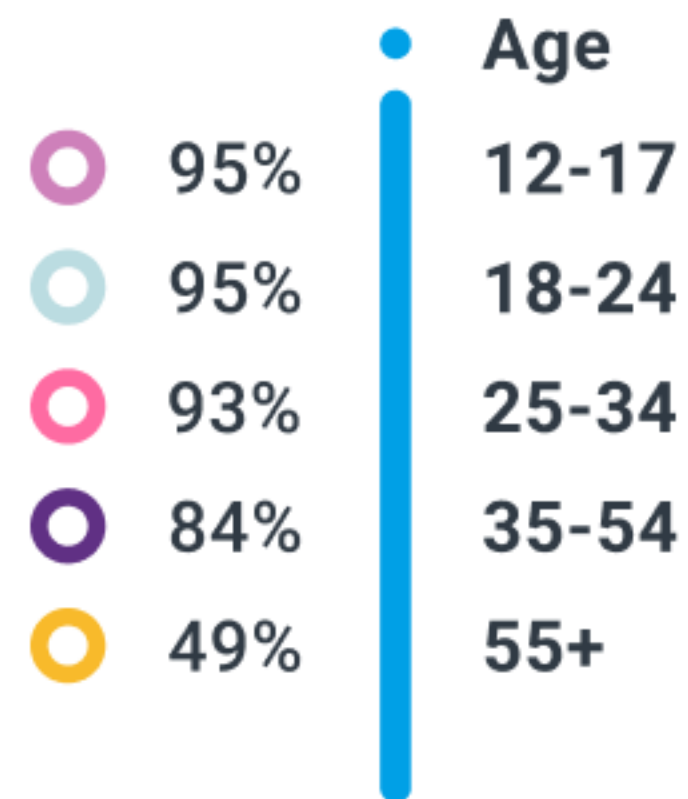
The main audience of mobile in Armenia is young and solvent users

45+
20%

25-44
50%

12-24
30%
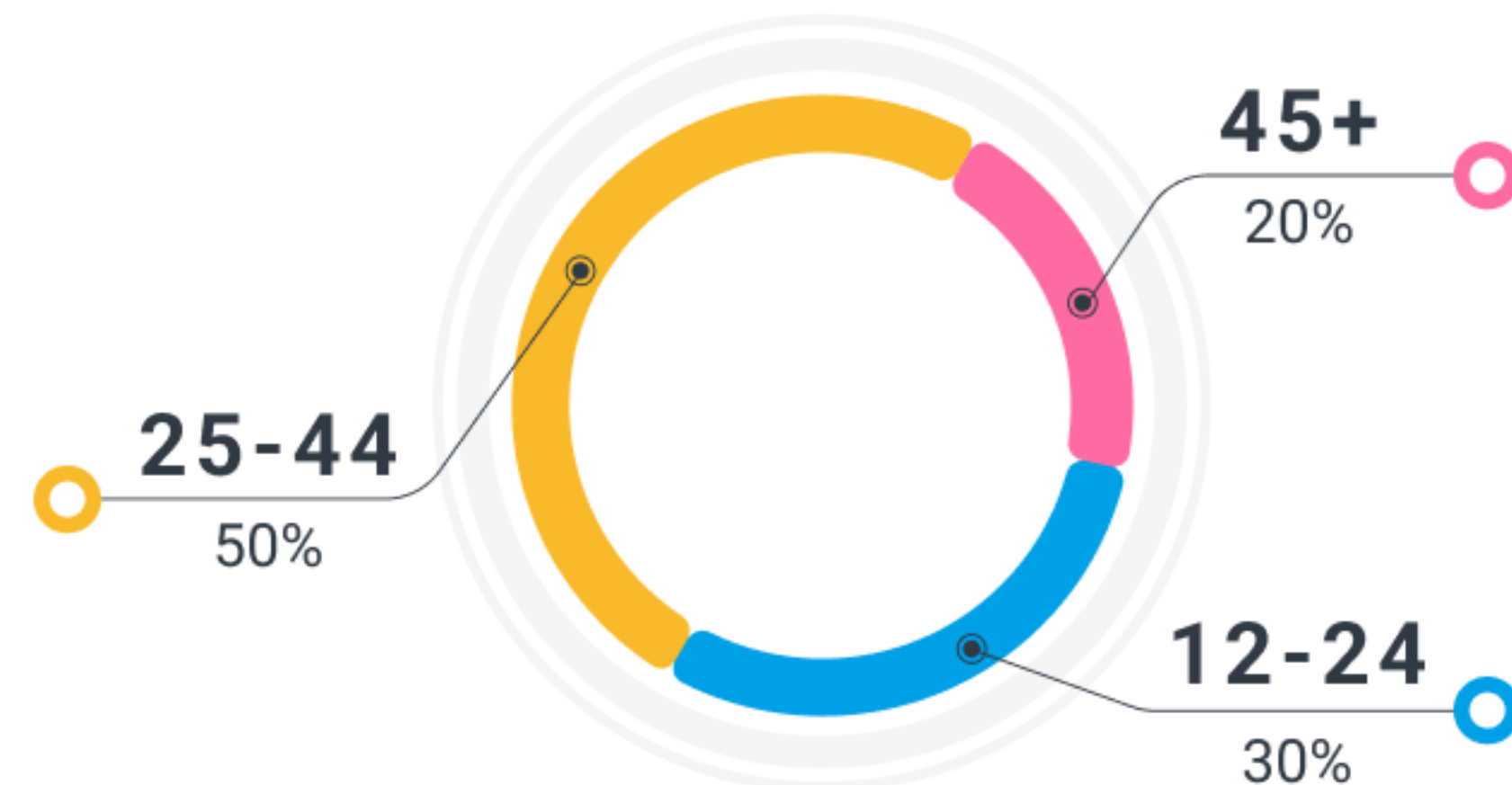
IN 7 YEARS WE HAVE COMLETED MORE THAN 1500 AD CAMPAIGNS

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)

Сотовый провайдер

Type of device (смартфон/планшет)

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
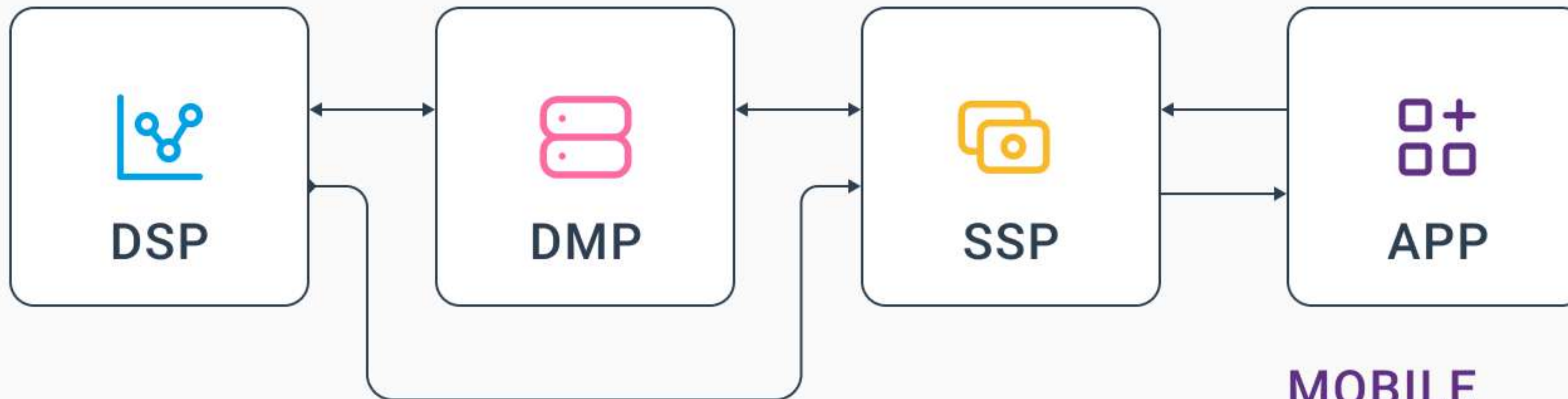
byyd

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
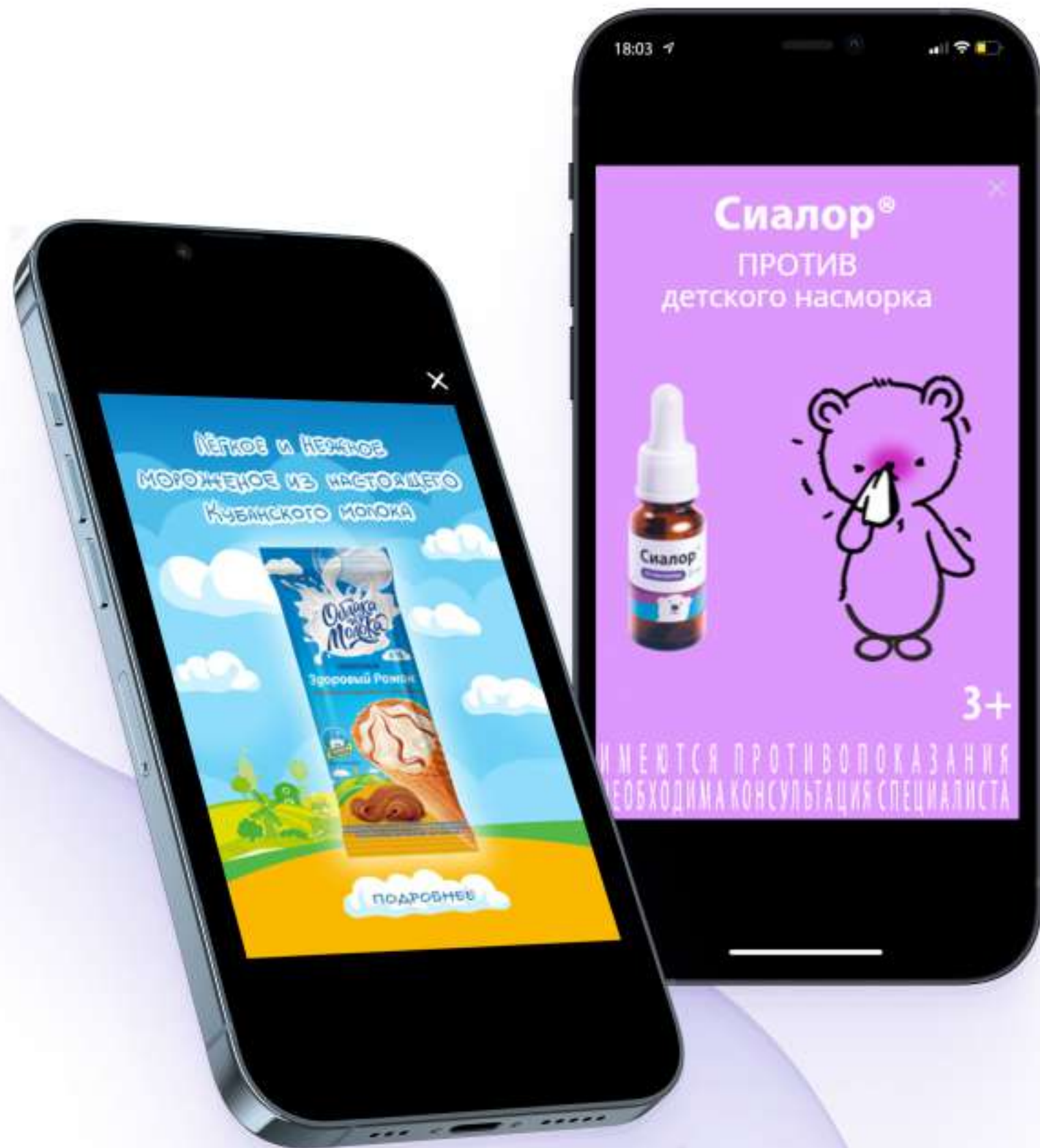
MOBILE ADVERTISING FORMATS

FULL-SCREEN BANNERS

⭐ **BENEFITS**

The most comprehensive format, helps to convey information to the maximum amount of users

.jpg - static image

.gif - multiple slides

🚀 **LAUNCH**

Within 1 hour
(subject to agreed creatives)
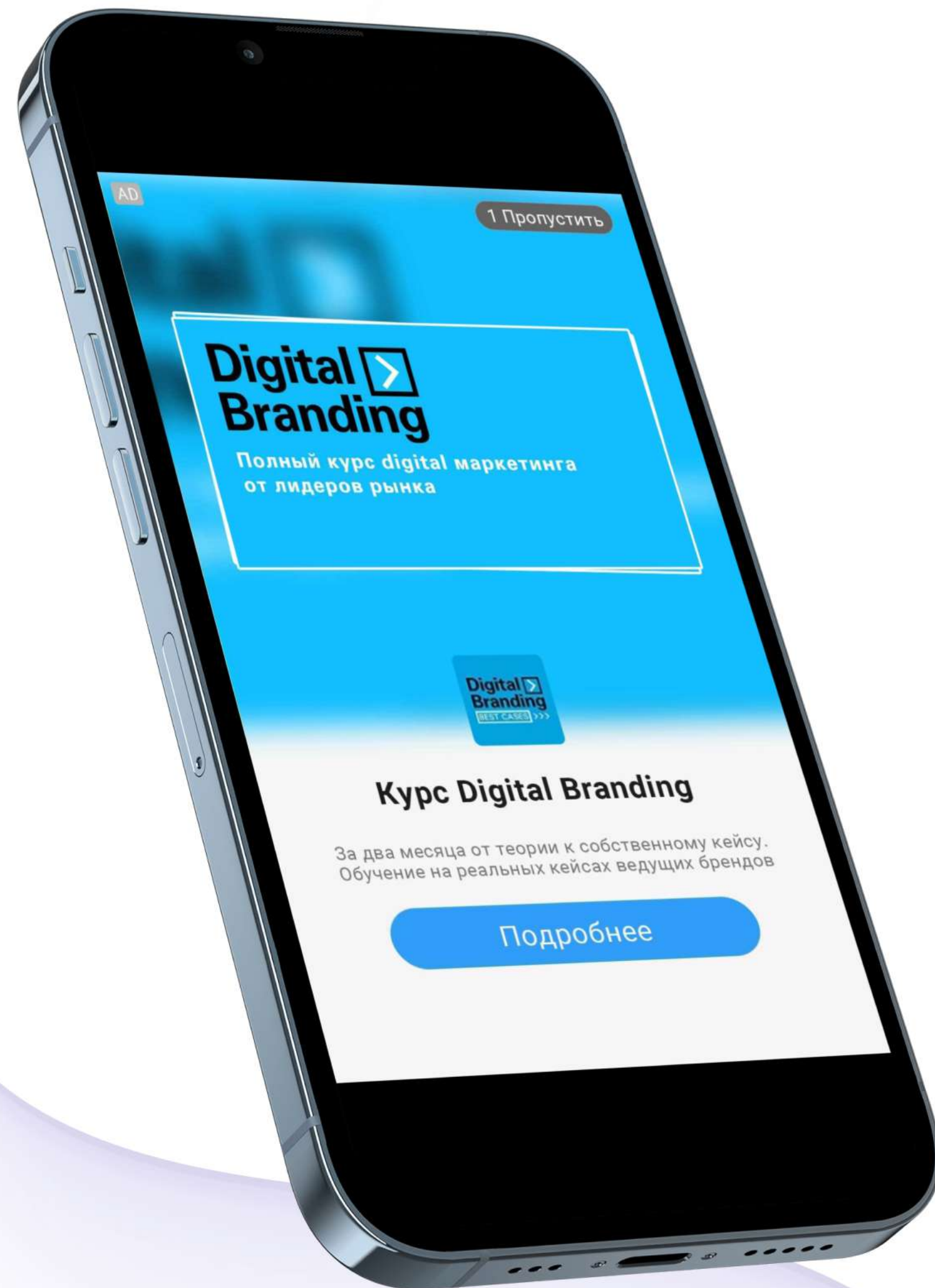
AVERAGE CTR

1,5%

PURCHASING MODEL

CPM / CPC / CPS

Show

NATIVE FORMAT

⭐ **BENEFITS**

- The most user-friendly form
- Does not cause rejection and irritation
- Adapts to the context

🚀 **LAUNCH**

Within one day
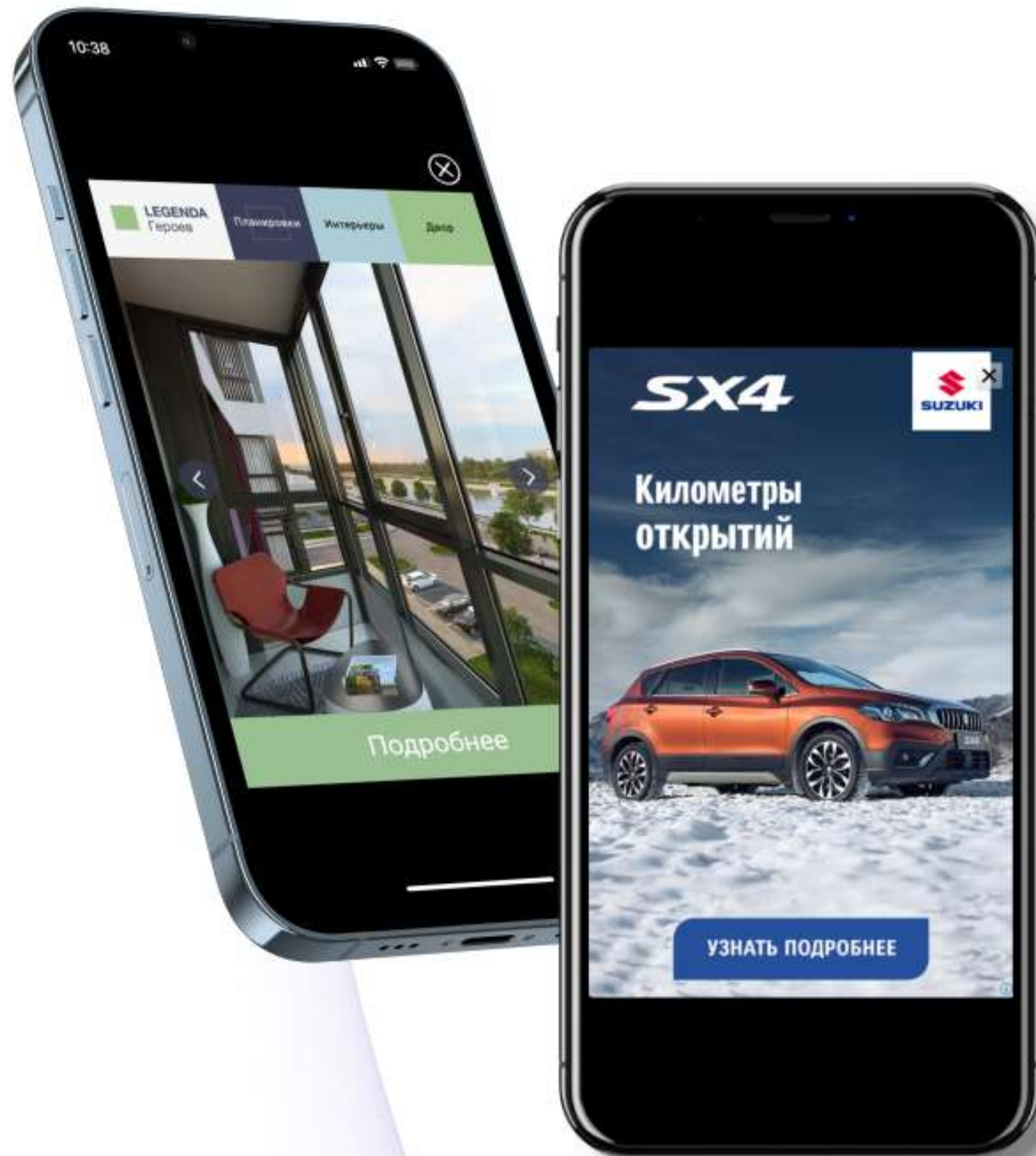(subject to agreed creatives)

💳 **PURCHASING MODEL**

CPM / CPC / CPS

🖱 **AVERAGE CTR**

1,8%

RICH-MEDIA BANNERS

⭐ **BENEFITS**

High user engagement rates. Allows you to demonstrate more information, to interest potential customers in interacting with the creative

The code is in HTML5, the possibilities of mechanics are almost limitless:

Animation	Game	Before/After	Random
Interaction	Slider	Wipe	I-Location

🚀 **LAUNCH**

Within one day
(subject to agreed creatives)

📷 **PURCHASING MODEL**

CPM / CPC / CPS

🖱 **AVERAGE CTR**

2%

Show

VIDEO

⭐ **BENEFITS**

Premium format. The highest level of information. Influences more emotionally and dynamically. Video duration:

- 1-15 seconds (not skippable)
- from 15 seconds (skippable)

🚀 **LAUNCH**

Within three hours (subject to agreed creatives)

OPTIMIZATION

Opportunity to optimize depth of inspection (VTR)

PURCHASING MODEL

CPM / CPC / CPS / CPV

AVERAGE CTR

4 – 4,5%

Show

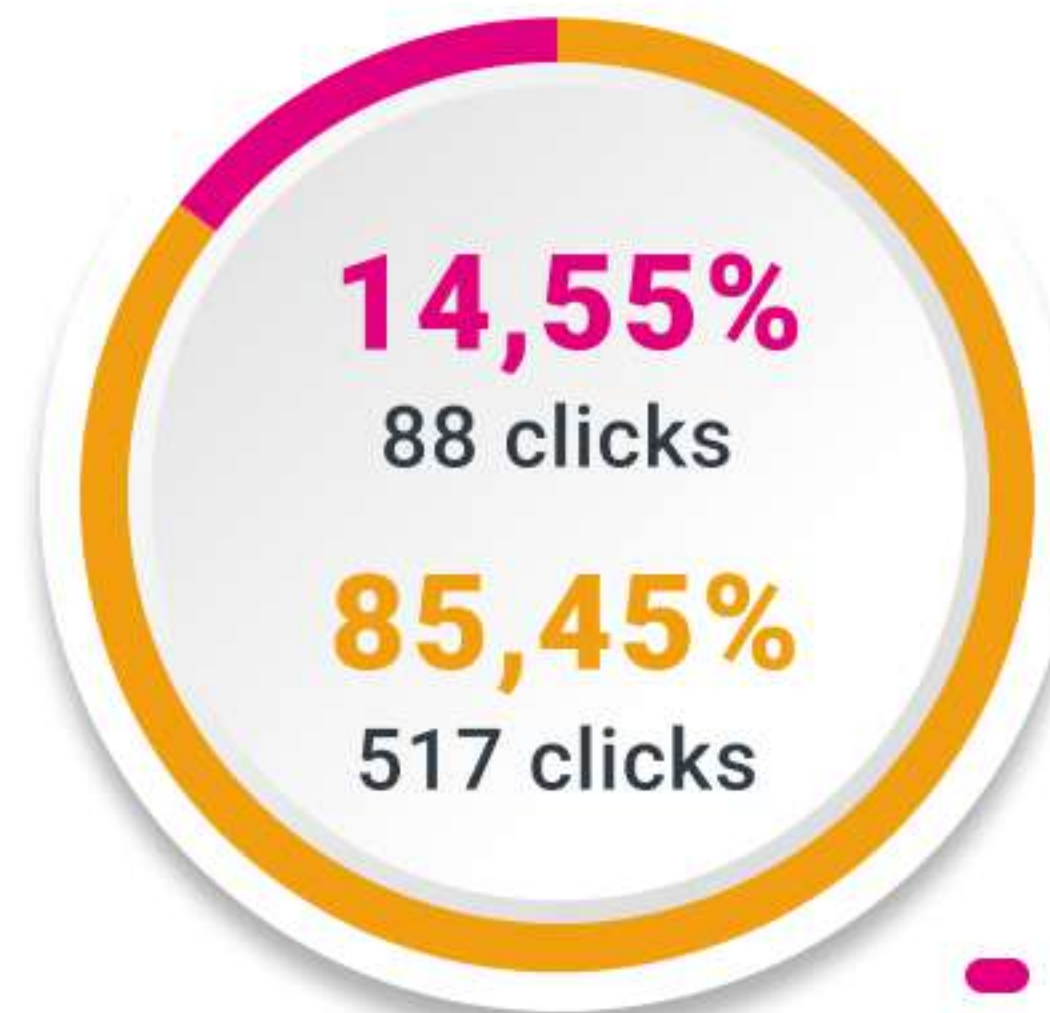**Brand Lift** is a research of recognition growth, which helps to:

- 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

ТЫ
СЛЫШАЛ ПРО

ПЕРЕКУС

ДА

НЕТ

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
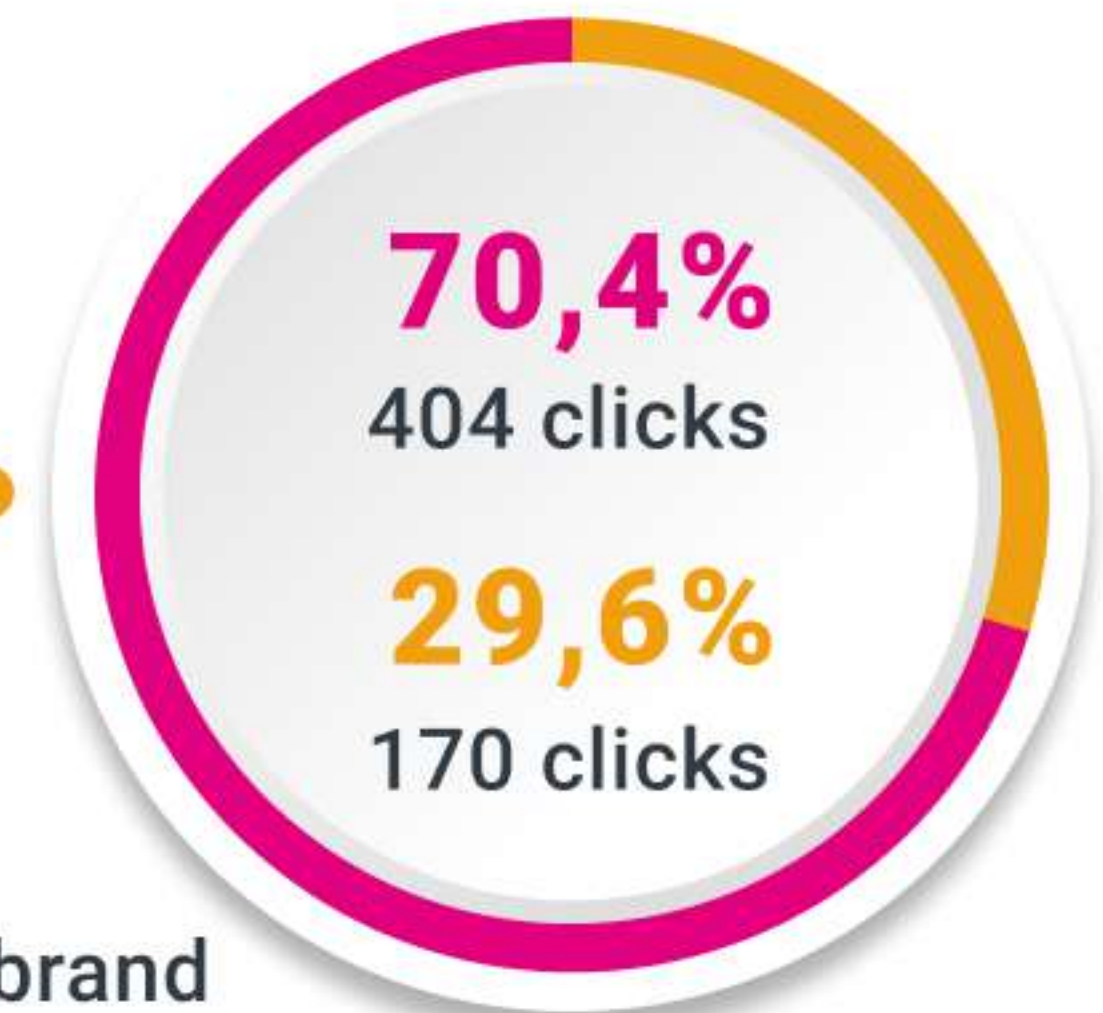
- Know the brand
- Not know the brand

*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.
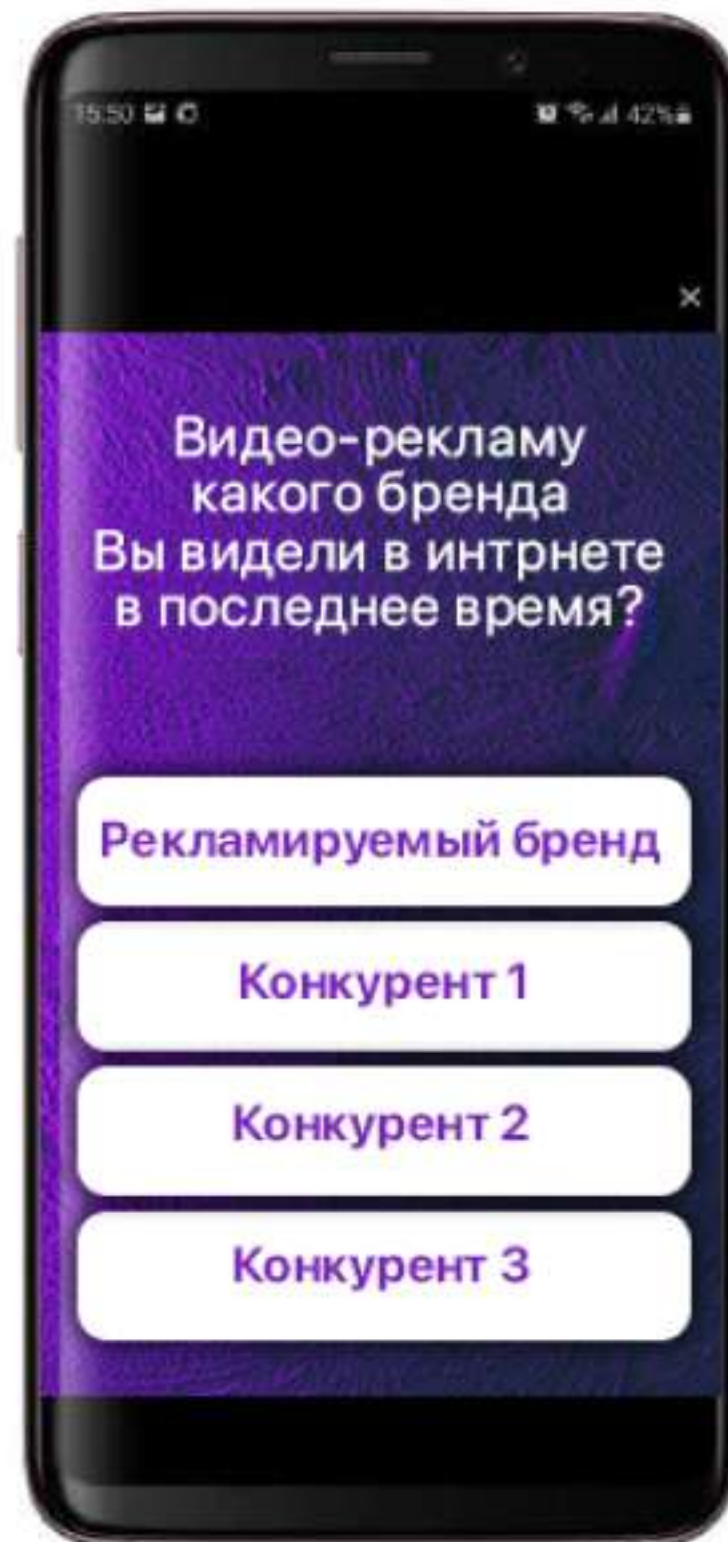
Advertised brand
49,8%

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
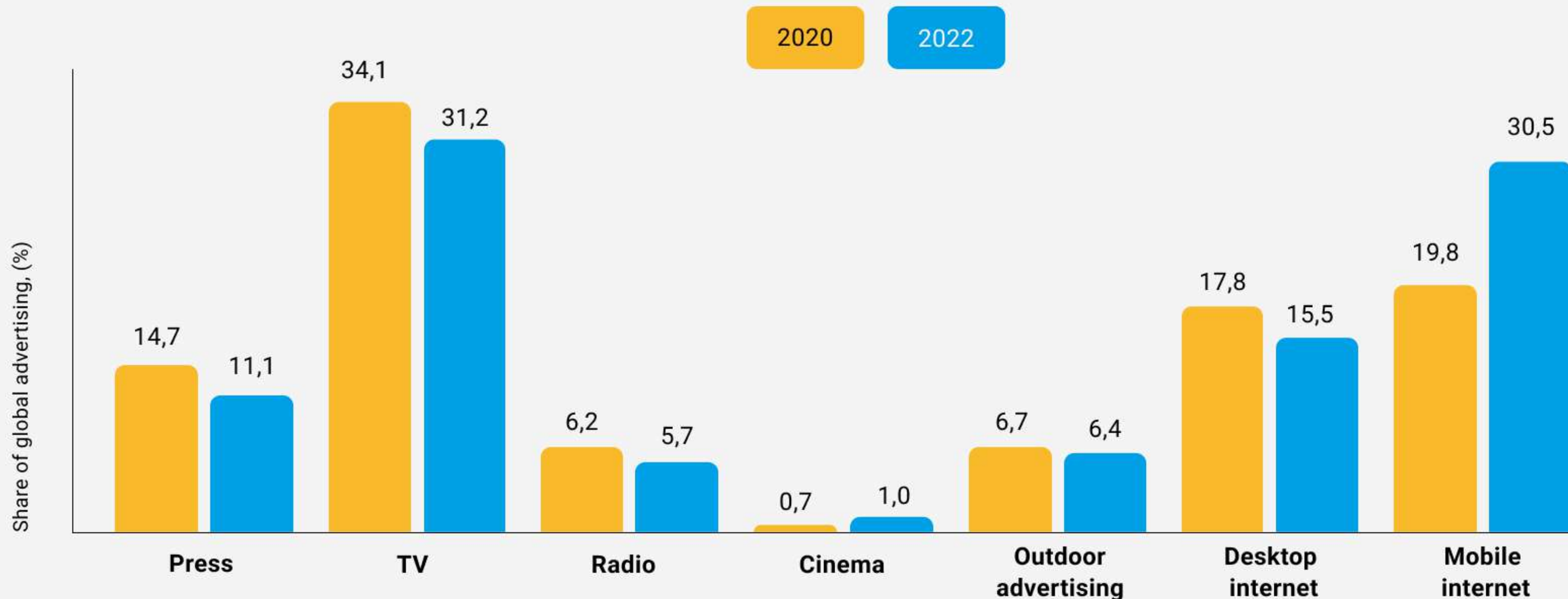- Bounce Rate
- Difference between clicks and sessions

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 ARMENIA AD MARKET

Mobile advertising now accounts for 52.6% of all internet budgets. By 2022, mobile will account for 65.6% of the total internet and 29.3% of all ad spend in 2022, more than media other than television.

The amount of expenses for advertising (billion rubles)

General | Internet | Mobile

2019
- 412
- 166
- 83

2020
- 461
- 191
- 103

2021
- 500
- 214
- 124

2022
- 534
- 236
- 146

MOBILE AUDITION IN ARMENIA
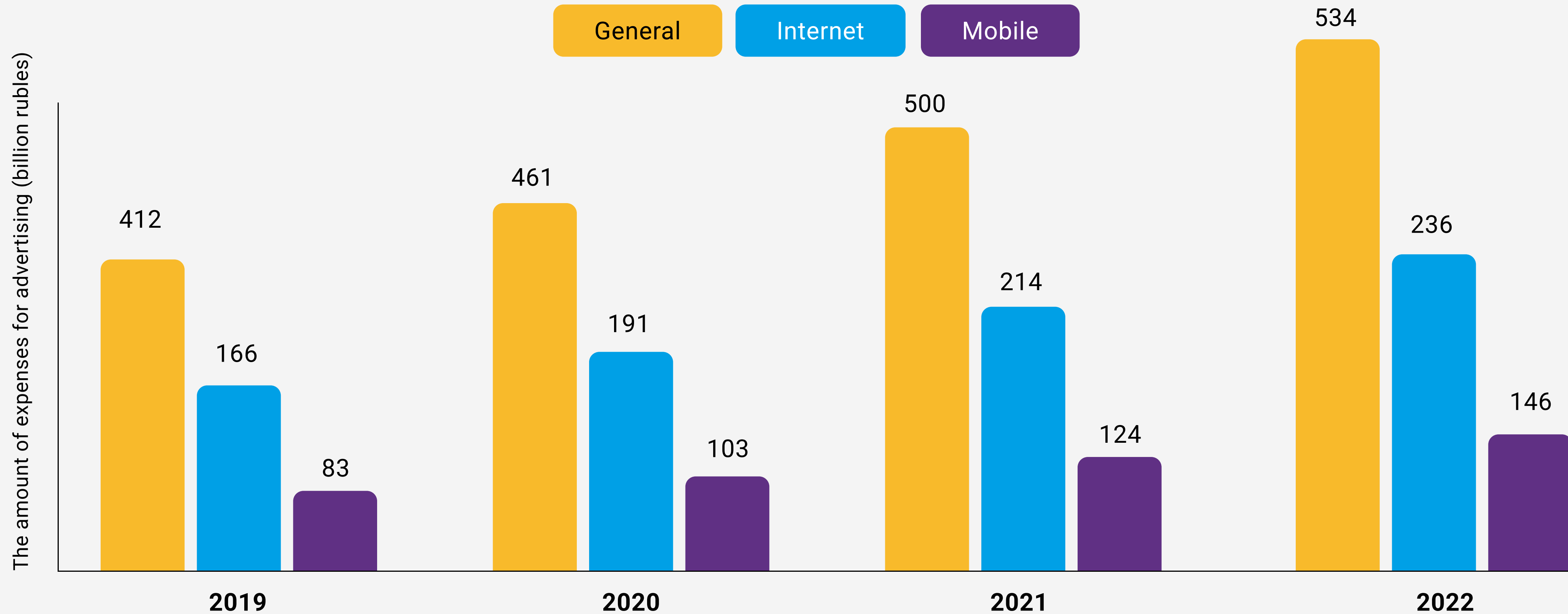
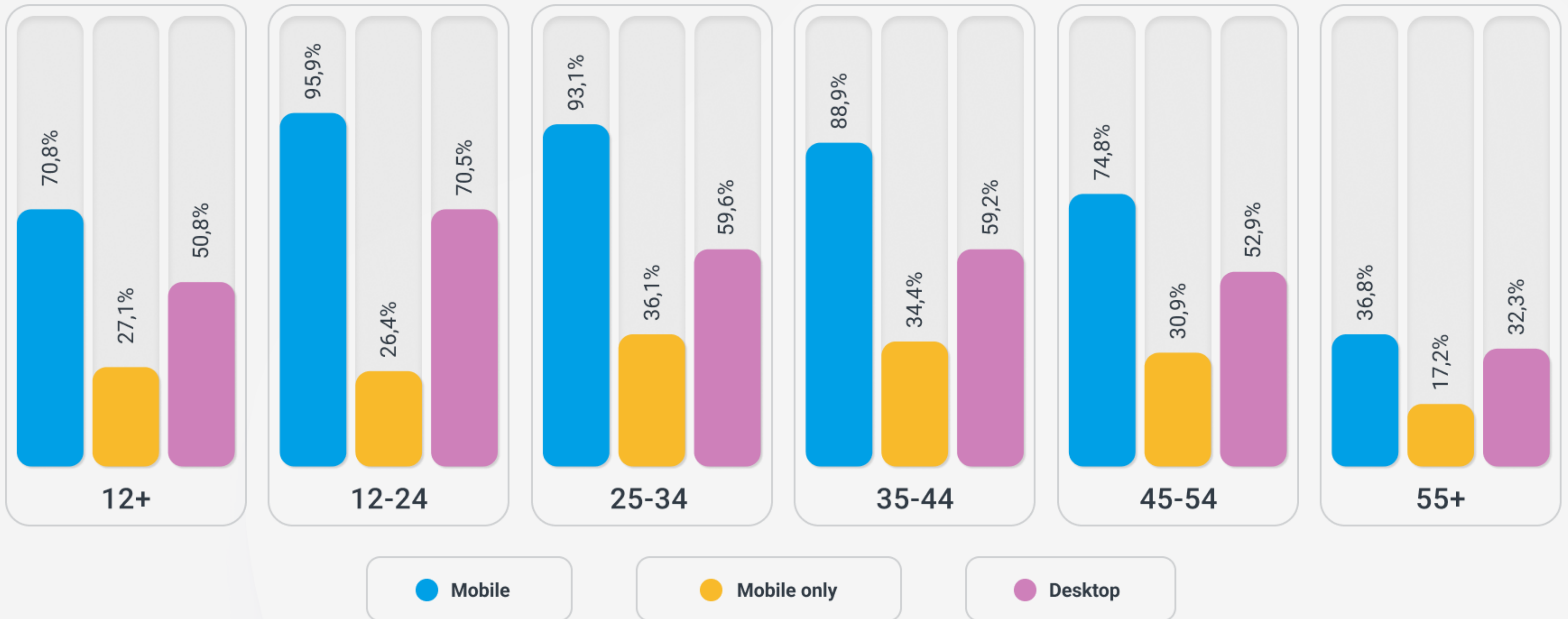## Device Ratio and Age Ratio by Mobile

12+
- 70,8%
- 27,1%
- 50,8%

12-24
- 95,9%
- 26,4%
- 70,5%

25-34
- 93,1%
- 36,1%
- 59,6%

35-44
- 88,9%
- 34,4%
- 59,2%

45-54
- 74,8%
- 30,9%
- 52,9%

55+
- 36,8%
- 17,2%
- 32,3%

- Mobile
- Mobile only
- Desktop

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

Pharmaceuticals

HEDELIX

TASKS
- Promotion of cough syrup and drops Gedelix
- Attracting the target audience to the landing page

INSTRUMENTS
- Fullscreen, Rich Media
- Socio-demographic targeting, relevant interests, retargeting
- Google Analytics
- Site optimization, CTR

RESULTS

The set of measures used made it possible to meet and exceed all KPIs set at the start of the campaign, within the budget.

Fullscreen:
Impressions (planned/actual) — 6,750,000 / 7,863,571
Overfulfillment of the plan by 16%
CTR - 1.50%
Clicks (plan/actual) — 101,250 / 118,153
Overfulfillment of the plan by 17%

Rich Media:
Impressions (planned/actual) — 685,000 / 795,129
Overfulfillment of the plan by 16%
CTR - 1.50%
Clicks (planned/actual) — 13,700 / 17,367
Overfulfillment of the plan by 16%

Behavioral metrics by Google Analytics:
Bounce rate: 10.13% (average 40-50%)
Time: 2 min 13 sec (average - from 40 seconds)
Over the entire period, the ad campaign managed to reach more than 3,900,000 users

MORE

DERINAT

TASKS

- Increasing brand awareness
- Attracting targeted traffic to the site
- Stimulating the target audience to buy a product

INSTRUMENTS

- FullScreen
- Yandex Metrica
- Site optimization, SSP

RESULTS

The complex of measures and tools used made it possible to achieve overfulfillment of the required indicators:

Clicks:
Planned - 30,000
Fact - 31,796

Impressions:
Planned - 2,000,000
Fact - 2 014 834
Overfulfillment of the plan was 11%

Behavioral metrics by Google Analytics:
36.2% bounce rate (mobile average: up to 50%)
Time spent on site - 1:07 (average for mobile advertising: from 30 seconds)
Click/session divergence - 11% (benchmark: 40%)
During the period of the ad campaign, it was possible to reach more than 916,000 users

MORE

CASES

Moms

MEDELA

TASKS

- Increasing brand awareness of Medela breast pumps among young mothers
- Attracting the target audience to the site

ИНСТРУМЕНТЫ

- Rich Media
- White List Apps for Moms
- Access to Google Analytics

RESULTS

Thanks to optimization, the following results were achieved:

- Average time on site – 1 minute 29 seconds
  (average for mobile advertising: from 30 seconds)
- Bounce rate - 21.2%
  (average for mobile advertising: from 50%)
- Coverage was more than 150,000 users

MORE

medela ✦
Swing Flex™
Больше комфорта

360°

Подробнее

Ознакомьтесь с инструкцией. О возможных противо-показаниях проконсультируйтесь со специалистом

JOHNSON`S BABY

TASKS

- Promotion of the brand of baby shampoos "Johnson`s Baby"
- Attracting users to the site

INSTRUMENTS

- 10 second long video
- Site optimization, SSP

RESULTS

The volume of impressions for the campaign has been fully completed.
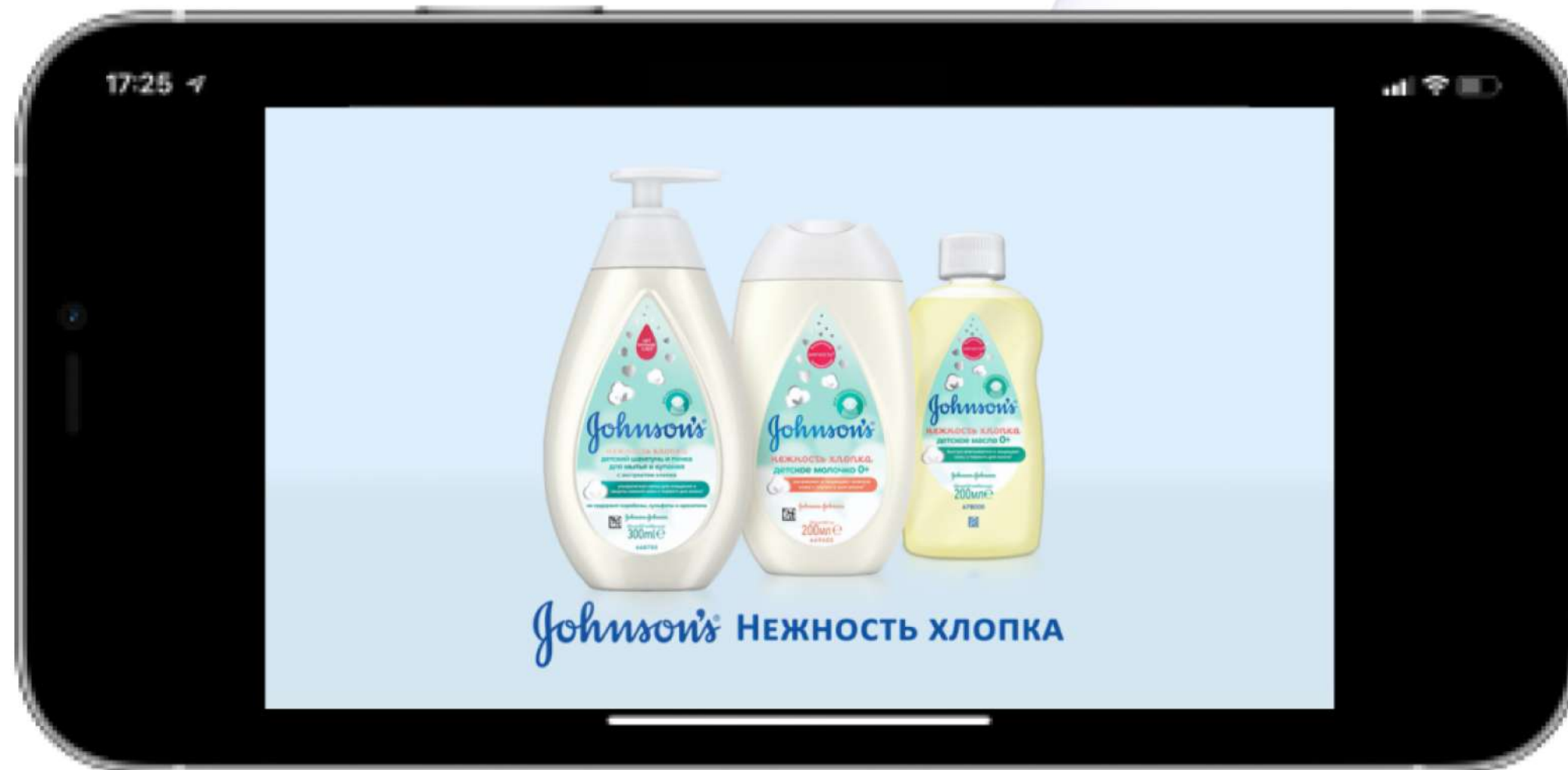
Impressions
Planned: 1,100,000
Fact: 1,100,434

Clicks
Planned: 19 800
Fact: 20,377

Coverage of an interested audience allowed overfill click volume by 3%

Video watched to the end: 88.07% of total impressions

Coverage: over 360,000 users

MORE

CASES

VICI

TASKS
- Increasing brand awareness
- Attracting targeted traffic to the site

INSTRUMENTS
- Fullscreen banners
- Socio-demographic targeting
- Site optimization, SSP

RESULTS

As a result of the advertising campaign, it was possible to obtain the following indicators:

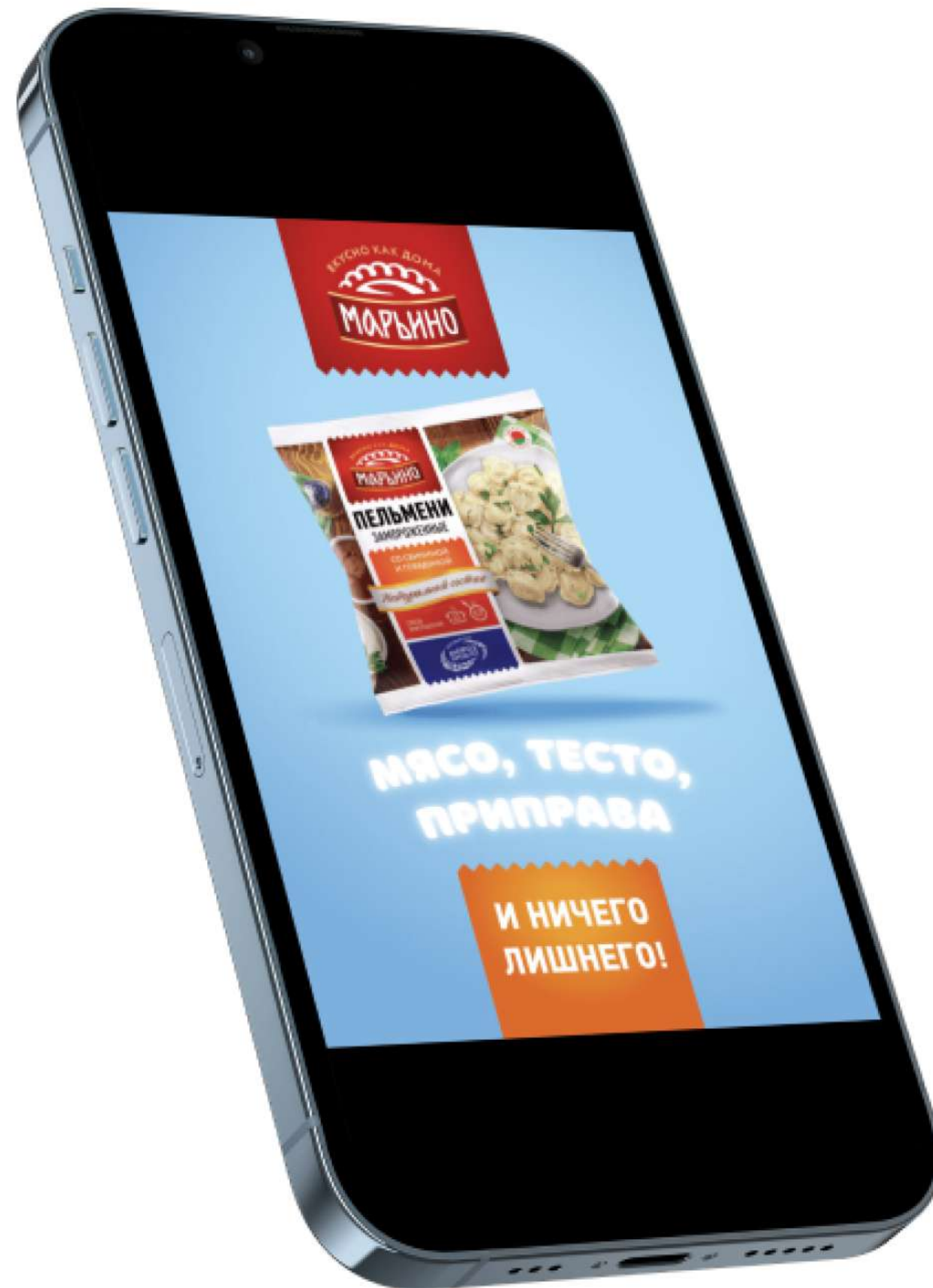The impression plan is 100% fulfilled:
Planned: 454 545
Fact: 454 571

During the period of the ad campaign, 205,626 unique users were reached.

CTR - 1,61%

[MORE]

MOROZPRODUCT

TASKS

- Increasing brand awareness
- Attracting targeted traffic to the site

INSTRUMENTS

- RichMedia premium format (Puzzle mechanics)
- Socio-demographic targeting
- Site optimization, SSP

RESULTS

As a result of the advertising campaign, it was possible to obtain the following indicators:

Overfulfillment of the plan by clicks by 8%:
Planned - 12,000
Fact - 13 059

During the period of the ad campaign, 274,247 unique users were reached.
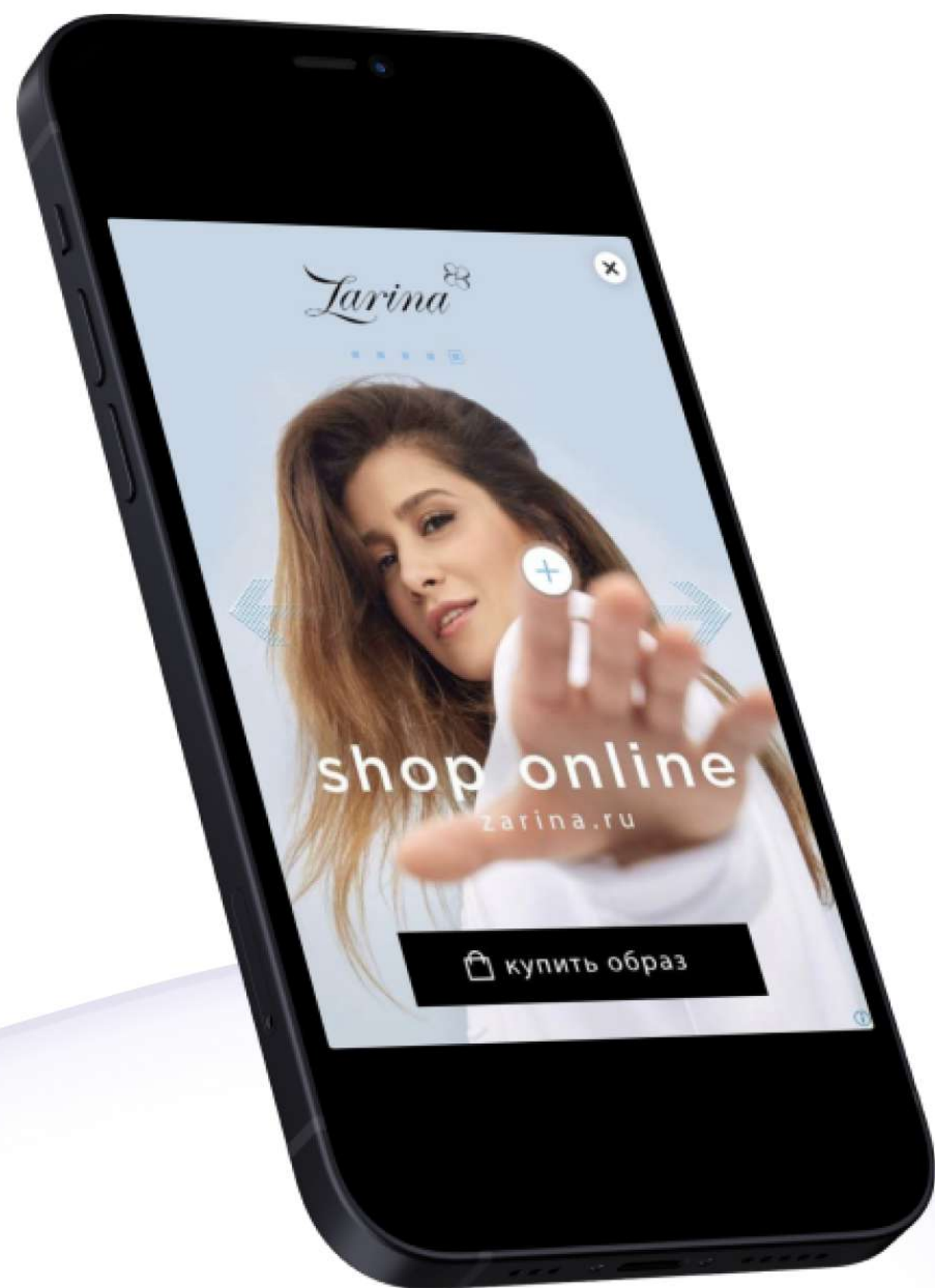
CTR - 2.17%

MORE

CASES

Retail

ZARINA

TASKS

- Drawing attention to the limited collection
- Attracting targeted traffic to the site

INSTRUMENTS

- RichMedia
- Google Analytics
- Site optimization, SSP

RESULTS

The complex of measures and tools used allowed to achieve overfulfillment of the required indicators:
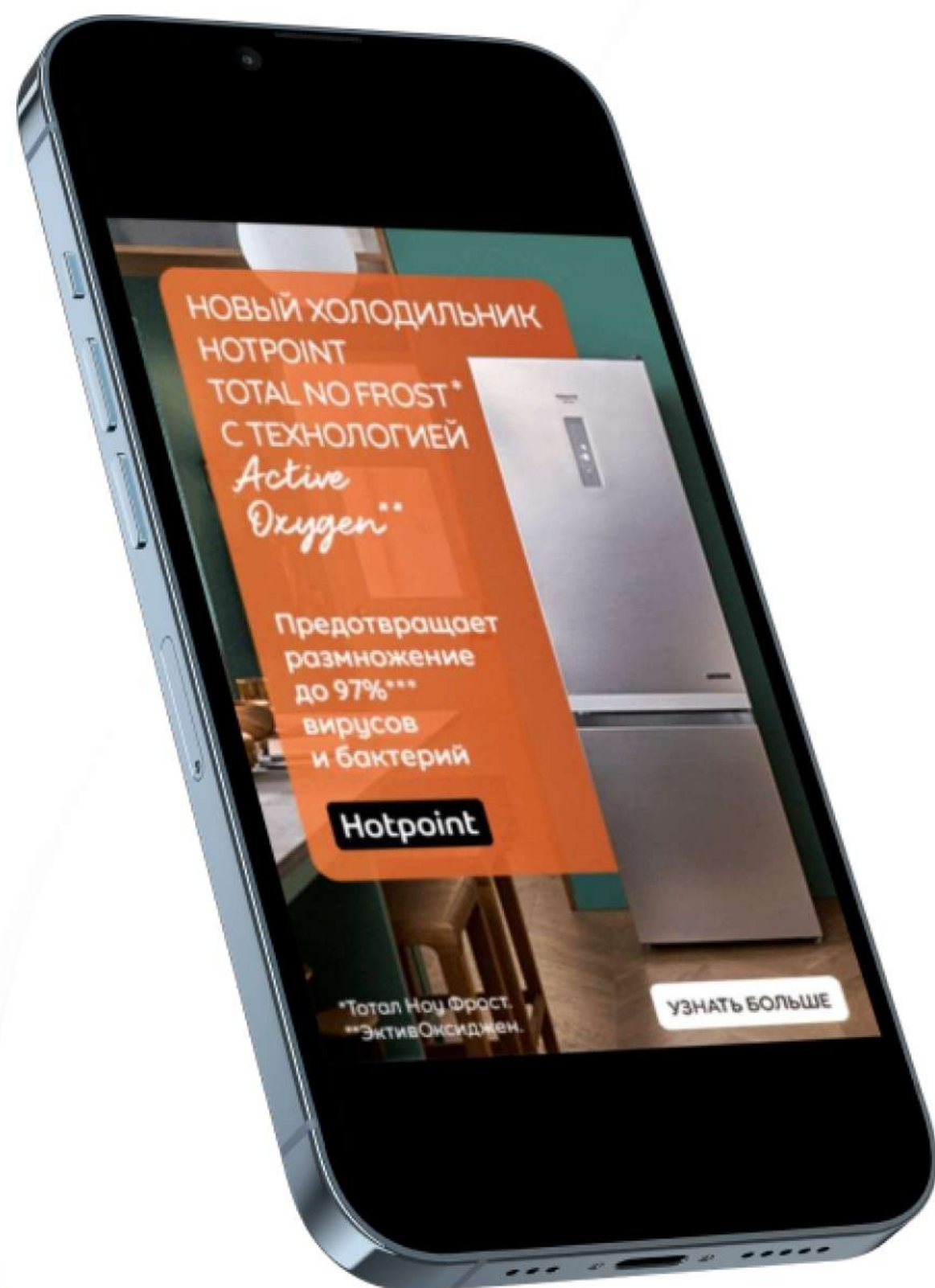
cliques
planned — 5 556
fact — 5 729

Overfulfillment of the plan by clicks + 3%
Coverage - 120,000+ users

MORE

HOTPOINT

TASKS
- Increasing brand awareness
- Attracting targeted traffic to the site

INSTRUMENTS
- Fullscreen
- Google Analytics
- Site optimization, SSP

RESULTS

The complex of measures and tools used allowed to achieve overfulfillment of the required indicators:

Impressions:
planned — 1 290 000
fact — **1 303 588**

Post click indicators:
Time spent on site - 51 sec (average for mobile advertising: from 30 sec)
Click/session divergence - 31% (benchmark: 40%)
During the period of the ad campaign, it was possible to reach more than 485,000 users

MORE

CASES

Auto

SUZUKI

TASKS

- Attracting users to the site

INSTRUMENTS

- Rich media
- Socio-demographic targeting, relevant interests

RESULTS

Suzuki SX 4

Clicks:

Planned - 5 833

Fact - 5 901

Impressions – 293 367

CTR - 2.01%

Coverage: For the entire period of the ad campaign managed to reach 145,793 users

Suzuki Jimny

Clicks:

Plan - 7 778

Fact - 7 857

Impressions – 392 437

CTR - 2.00%

Coverage: For the entire period of the ad campaign managed to cover 195,035 users

Suzuki Vitara

Clicks:

Planned - 25 278

Fact - 25 567

Impressions – 1,267,623

CTR - 2.02%

Coverage: For the entire period of the ad campaign managed to cover 629 943 users

VITARA
SUZUKI

Реклама. Внешний вид автомобилей может отличаться от представленного в рекламе. Демонстрируемые опции доступны не во всех комплектациях.

[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
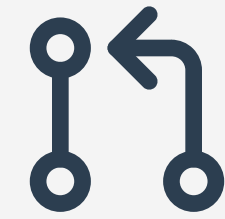CTR: 1.66%

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.
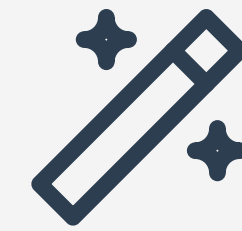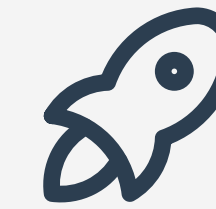
MORE

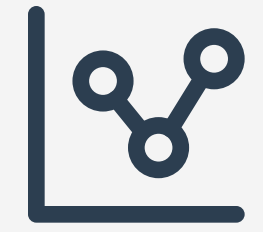# WORK PROCESS

BRIEFING

DEVELOPMENT OF STRATEGIES

MEDIA PLANNING

PRODUCTION

LAUNCHING AND OPTIMIZATION

POSTCAMPAIN RESEARCH

Download the brief

THANKS FOR ATTENTION

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MOBILE
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PLATFORM