

# Det Network



**Favourite food:** Anything with chillies

**Home-ownership:** One day soon **Business director:** Hip Records

**Favourite outfit:** Black is always the new black

**Income:** R25,000 per month

**Age: 35** 

**Tertiary education:** School of life

Lives in Meadowlands, works in Woodmead

Know who you're speaking to. Dot Network helps companies target audiences to meet their marketing & commercial goals. See how at www.dotnetwork.network

or call +27 11 380 6500





Traditionally advertising is sold by media owners based on the audiences that consume their content, and the size of those audiences.

Smartphones and the internet changed that. Instead of selling you an advert during the rugby, we build databases of internet users in various industries, interest areas and demographics, and you can target them where they are.

We show your advertising to these audiences using our programmatic technologies. We turn big data into marketable audiences.

## Dot Network at a glance

















How
we reach
audiences

- · Demographics
- Online behaviour
- Interests
- Legal and live location
- Building look-a-like audiences
- First-party data matching

# Dot Network audience

		EdgarsAdvertising.Network	FashionBeauty.Network	EatDrink.Network	Business Directors.Network	Your Data.Network	SalesLeads.Network	MobileLocation.Network	YourBusiness.Network
Audience Size	Unduplicated	2M	4M	2M	133k	SQ	n/a	25M	29M
Audience Demographics	Age	25-34: 44% 35-44: 19%	18-24: 38% 25-34: 35% 35-44: 13%	18-24: 33% 25-34: 34% 35-44: 14%	35-44: 36% 45-54: 27%	S.Q.	S.Q.	S.Q.	S.Q.
	Gender	65% female, 35% male	59% female, 42% male	58% female, 42% male	43% female, 57% male	S.Q.	S.Q.	S.Q.	S.Q.
	Device	Mobile only 63%	Mobile only 76%	Mobile only 70%	Desktop & mobile: 44% mobile only: 48%	S.Q.	S.Q.	S.Q.	S.Q.
Targeting	Behavioral	Yes	Yes	Yes	Yes	Yes	Yes		Yes
1st Par	rty Data Matched	Yes			Yes	Yes			Yes
	Look-a-Like	Yes	Yes	Yes	Yes	Yes			Yes
	Demographics	Yes	Yes	Yes		Yes	Yes	Yes	Yes
	Live Location	Yes	Yes	Yes		Yes	Yes		Yes
	Legal Location					Yes	Yes	Yes	
Channels	Display Ads	Yes	Yes	Yes	Yes	Yes		Coming soon	Yes
	Email	Yes			Yes	Yes	Yes	Yes	
	Video Ads	Yes	Yes	Yes	Yes	Yes			Yes
	SMS				Yes	Yes	Yes	Yes	
Sales Models	СРМ		Yes	Yes	Yes	Yes			Yes
	CPC		Yes	Yes		Yes			Yes
	CPA/CPL					Yes	Yes	Yes	Yes
Guaranteed Views/Clicks		Yes							
Rates	from	R350 CPM	R69 CPM	R69 CPM	R299 CPM	SQ	R75 CPL	R400 CPM for SMS	SQ
		R15 + CPC	R15 + CPC	R15 + CPC		SQ			SQ



#### Big data goes shopping

Speak to an audience of over 2 million people who know and trust the Edgars brand

#### Uses

- Product launches
- Events
- Special offers and sales
- Travel
- Education

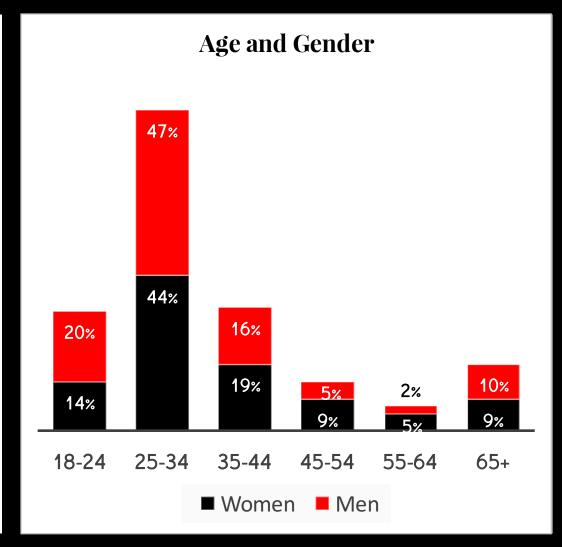
#### Reach

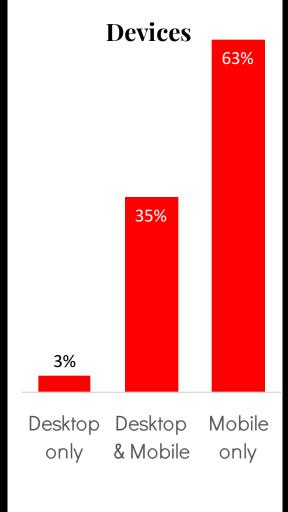
- 78% university & higher education
- 4 x more likely to click ads
- 65% female, 35% male

#### Channels

- Display ads
- Email
- Video ads

- Guaranteed clicks/views
- From R350 CPM
- R15 + CPC







#### Big data just got stylish

Put your message in the places over 4 million fashion and beauty lovers find inspiration

#### Uses

- Product launches
- Events
- Sales and specials
- Travel

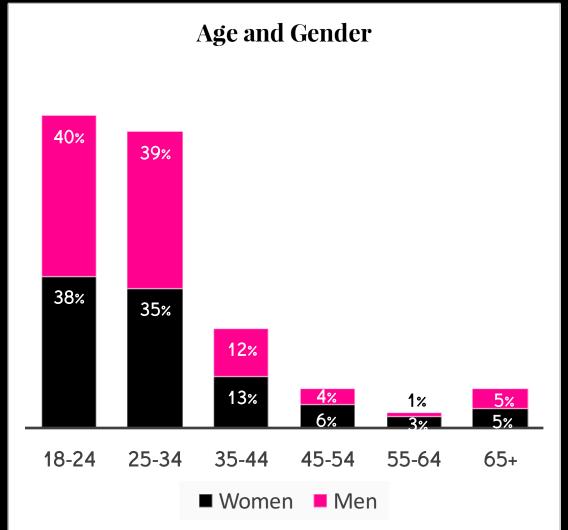
#### Reach

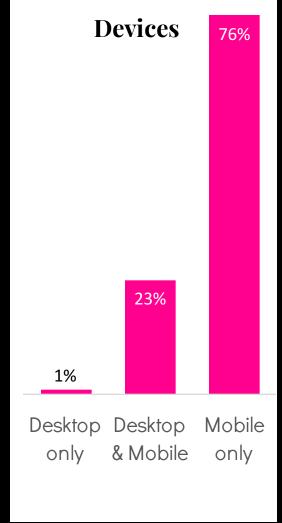
- 36% single, 58% relationship/married
- 59% female, 42% male

#### Channels

- Display ads
- Video ads

- From R69 CPM
- R15 + CP







#### Big data just got yummier

Whet the appetites of over 2 million food lovers

#### Uses

- Product launches
- Awareness campaigns
- Travel
- Events and festivals

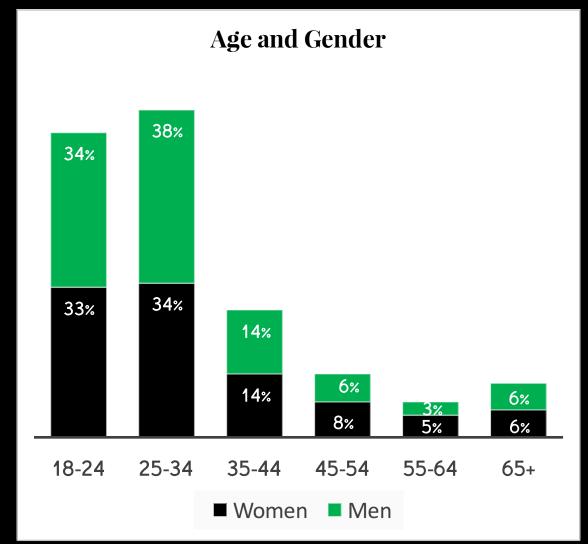
#### Reach

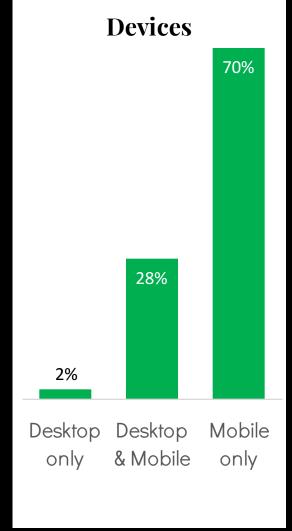
- 4 x more engaged on social media
- 11% postgraduate education
- 58% female, 42% male

#### Channels

- Display ads
- Video ads

- From R69 CPM
- R15 + CPC







#### Big data puts on a suit

Talk to the people who make the decisions – our CIPC-verified database has over 133 000 business directors

#### Uses

- B2B opportunities
- High net worth products
- Conferences, events, seminars, workshops
- Lifestyle and travel
- Education

#### Reach

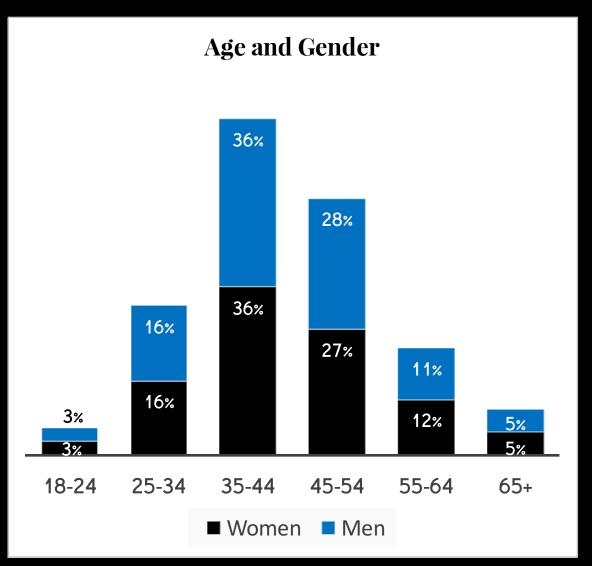
- 68% married
- 2 x more likely to click ads
- 43% female, 57% male

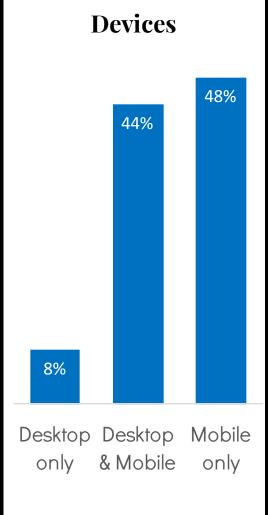
#### Channels

- Display ads
- Email
- Video ads
- SMS

#### Rates

From R299 CPM





#### Your Data• Network



#### Big data just got personal

Put your first-party data to work. We'll match it to real people and create look-a-like audiences

#### Uses

- Lead generation
- Awareness campaigns
- Customer retention

#### Channels

- Display ads
- Email
- Video ads
- SMS

#### Rates

Speak to us about the campaign you need





#### Big data closes deals

Our database of over 25 million credit active South Africans means you get only the best leads POPI compliant data available

#### Uses

- Lead generation
- Customer retention

#### Channels

- Email
- SMS

#### Rates

From R75 CPL

# Mobile Location • Network



#### Big data on the move

Put your message in pockets with geo-targeted SMS, MMS and email campaigns

#### Uses

- Store openings
- Awareness campaigns
- Location-specific offers

#### Channels

- Email
- SMS
- Display ads

- From R400 CPM for SMS
- R180 CPM for display

# Where your ads will appear

















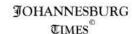








































# Geotargeted banners

User directed to **Simplified Delivers nearest Detects user** engagement options: landing page location-relevant location map, drive, call, etc. (optional) banner 29 ← mq.co.za https://ad2.vic-m.co/ban Engen - Longmeadow 1 Stop, Eden. Mail Guardian Mail Guardian "http://mg.co.za" Would Like To Use Your Current Location rotesters plan march to police station from your location Modderfontein Off Ramp Please share your feedback Mail Guardian online 5 min (2 km) Fastest route, the usual traffic

# Location targeted banners

1 2

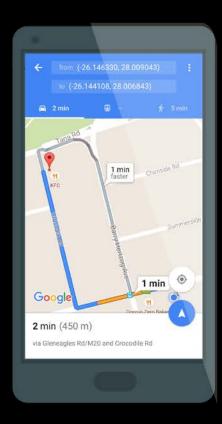
Detects user location & delivers nearest location-relevant banner



User directed to landing page (optional)



Simplified engagement options: map, drive, call, etc.



#### Your Business • Network



#### Big data for your industry

A bespoke audience to match the exact needs of your business

#### **Uses**

- Awareness campaigns
- Product launches
- Events
- Special offers

#### Channels

- Display ads
- Video ads

#### Rates

• Speak to us about your requirements

# Bulgari Rose Goldea case study

Generate awareness for a Bulgari Rose Goldea activation in Sandton City using Fashion Beauty dot network

Impressions: **476,046** Engagements: **16,264** 

Link Clicks: 13,332

Click Through Rate: 3,42%

Reach: **221,888** Frequency: **2.15** 





Learn More

only!

# Bulgari Omnia case study

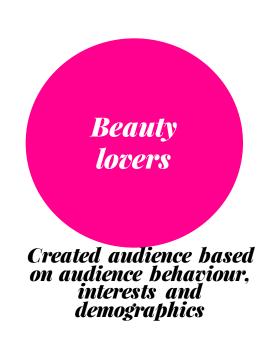
Generate awareness about new Bulgari fragrance to beauty lovers with Edgars Audiences dot Network

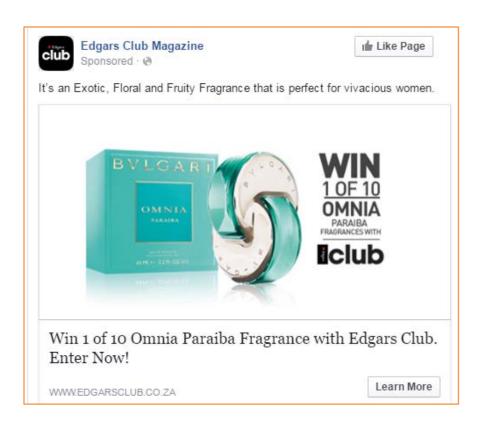
New subscribers: 299

Reach: 400 416

Referred friends: 46

Facebook impressions: 201 982





# Ericsson case study

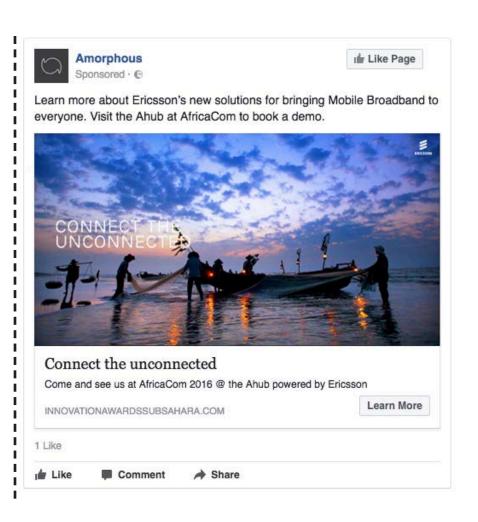
Generate awareness for Ericsson's new mobile broadband solutions in executive level South Africans using Business Directors dot Network

Impressions: 231,477 Engagements: 16,264

Reach: 24,876

Frequency: 9.31





## Neotel case study

Generate awareness about Neotel packages in areas with strong connectivity with Lead Generation dot Network

Impressions: 8,260

Leads: 190

Cost per lead: R380

Lead rate: 2%



Created audience based on residential location and income

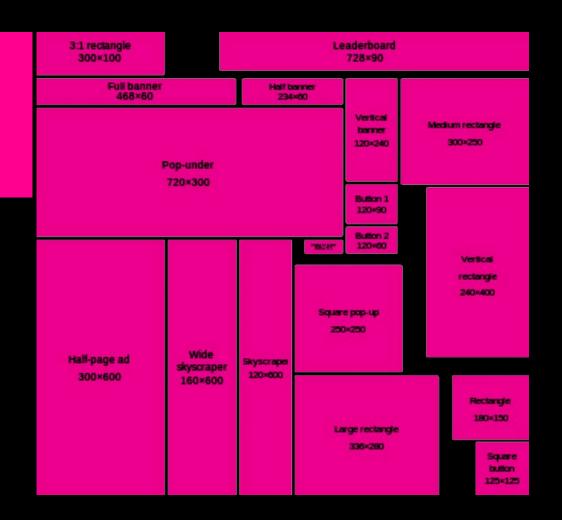


# Specifications

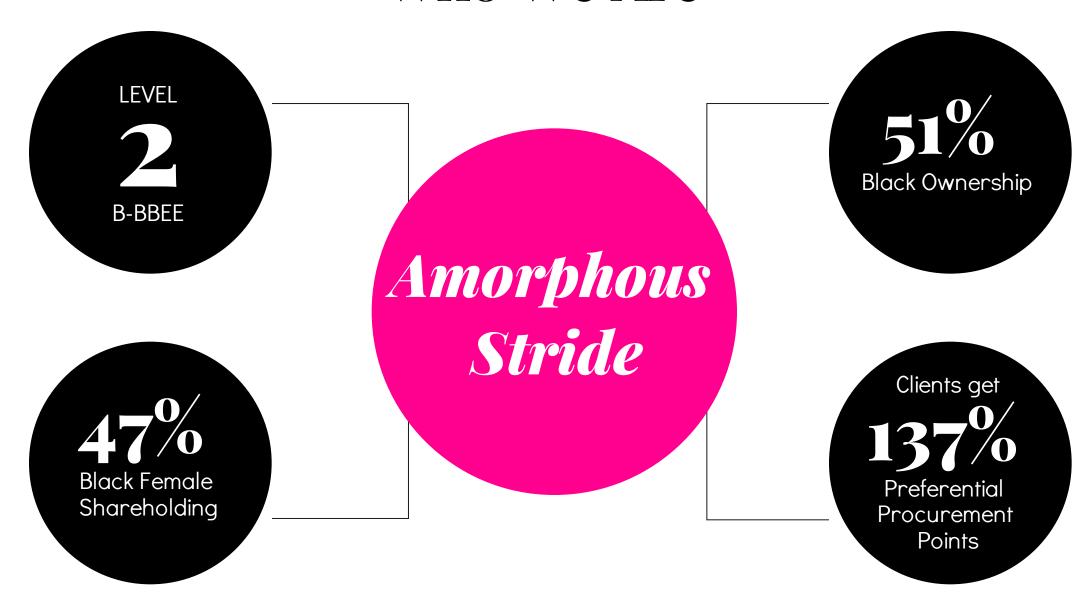
1200 x 628

Headline: max 25 characters
Text: max 90 characters
Description: max 200 characters

All adverts max 150KB



### Who We Are



# Frequently Asked Questions



#### What is programmatic advertising?

Programmatic advertising uses software that ensures that the right person receives the right message at the right time. It allows advertisers to buy space on the most efficient platform at the optimal price.

#### What is a data management platform (DMP)?

It is software that accumulates and aggregates data about audience segments and the customer journey.

#### What is a demand-side platform (DSP)?

This software purchases media and inventory through automated advertising. We use numerous DSPs.

# Frequently Asked Questions



#### What is real-time bidding?

RTB is an auction-based mechanism that allows media buyers to bid on advertising impressions in real time. Using it, media buyers can buy impressions that match their goals.

#### How does billing work?

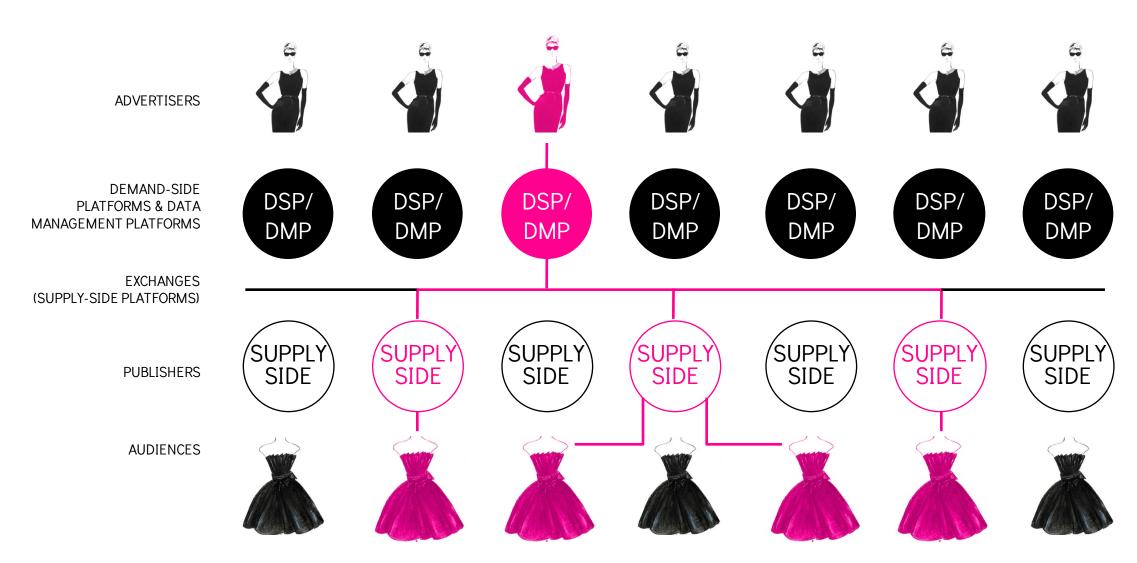
All billing is through Amorphous Stride, a level 2 B-BBEE company, so clients get 137% preferential procurement points. The automated process means that there are no quotes, invoices or product definitions.

#### What kind of reporting will I get?

Ads can be measured through all standard metrics that are typically used in media buying (e.g. CPC, CPM, CPI etc.). Third party tracking can be deployed from most servers.

# Programmatic Advertising

#### Programmatic advertising enables targeting and efficiency



# Thank YOU

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Neli: 083 570 2614 or neli@amorphous.net
See more at www.dotnetwork.network

