

•Dada•Ad

Performance Advertising

New Media Advertising Agency

• 29 ottobre 2009

Dada Ad

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Performance Ready!

Dada's **New Media** agency, Dada Ad, is focused on direct, display and performance-based digital products.



Direct ADV: Dada Ad offers its expertise for direct mobile products (SMS, MMS, VMS) and DEM in Italy and Brazil. Currently, Dada Ad is the exclusive new media advertiser for the carrier H3G and holds exclusive licenses for sending direct products to a database of highly profile users.



Display ADV: Dada Ad plans effective premium campaigns (banners and special projects) aimed at a highly-profiled target audience. Dada Ad advertises on its own network (Blogo, Splinder, Aziende, etc.), on websites with which Dada Ad has agreements (Flashgames, MotoGP, Everyeye, just to name a few) and on both "on and off net" wap portals (H3G, Claro, Oi).



Performance Adv: Dada Ad manages LowCPM, CPC and CPA through its new network Simply, as well as through other select ad networks.



Dada Ad Simply Products

In a world dominated by the spasmodic search for results, we are proud to offer our advertising solutions to anyone seeking ROI, frenetic acquisition of leads, traffic boosts and massive brands.

No complicated instruments, simply a platform where the concept itself is sovereign.



What is SIMPLY?

SIMPLY is Dada performance Ad Network optimized for investors. We started with a Blind Global Network managed by a basic targeting system evolved into a dynamic new proprietary platform equipped with complex, but easy-to-activate, algorithms giving clients and media buyers the chance to build their own performance strategy through a control panel.

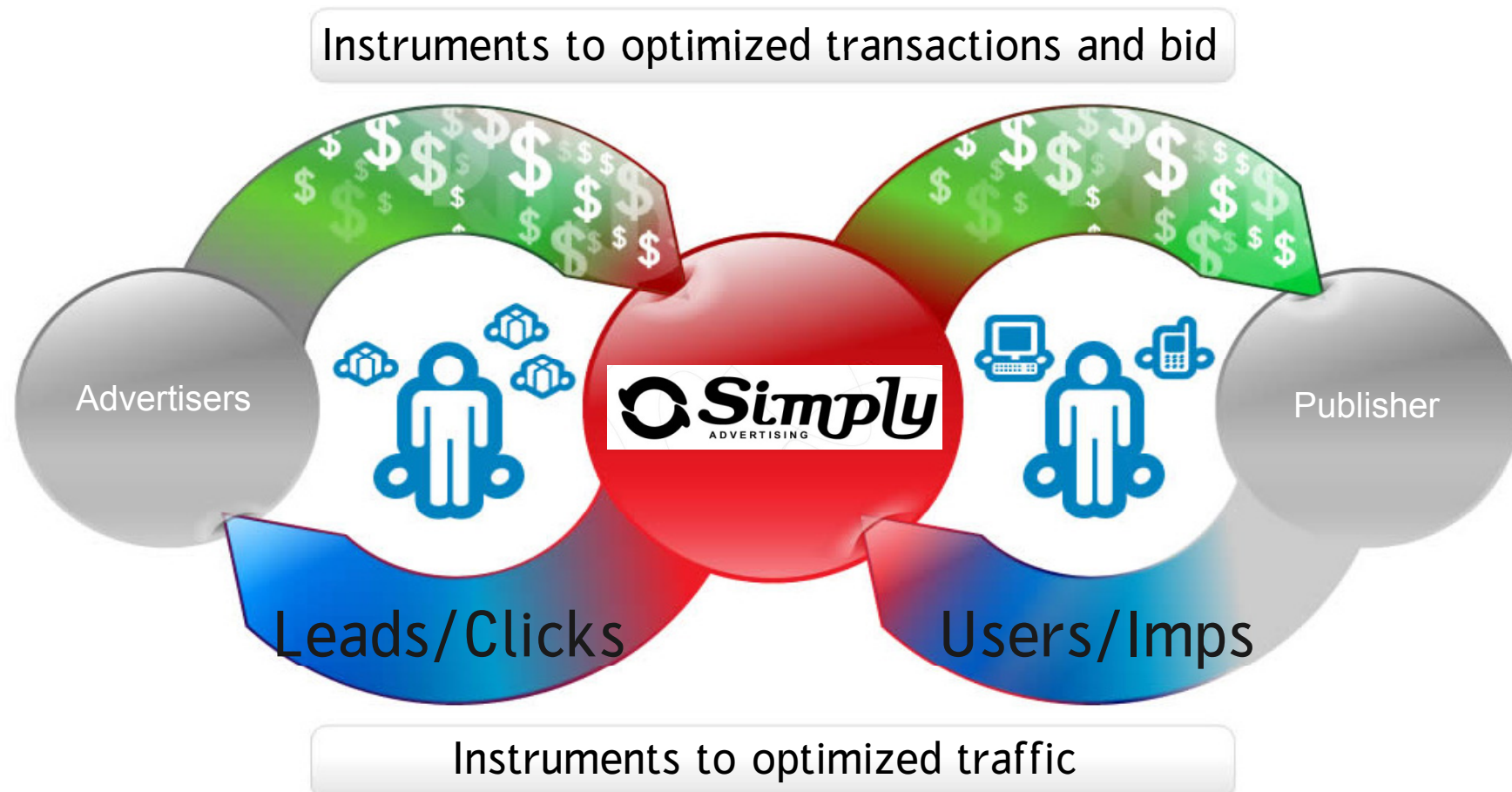
Simply's integrated targeting technology dynamically distributes ads adapting them to both the market and the interests and behavior of users. The algorithm works to optimize results only showing ads to the target audience interested in that content.

The three essential parameters upon which SIMPLY is based are:

- **Behavioural Targeting:** which analyzes the behavior of users;
- **Contextual Targeting:** associates each campaign with the most appropriate editorial context;
- **Yield Targeting (o Yield Management):** analyzes the progress of individual ads to optimize distribution and maximize performance.

Value for Advertiser

- Better ROI
- Global Control
- Maximum Audience Relevance
- Advertiser could target campaigns by geolocalization, language, channels and other items
- Advertiser could bann unwanted channels



SIMPLY is made up of a network of directly managed sites (Proprietary Network), a network of partner sites (Network Exchange), and a network of sites selected for their editorial quality and user reactivity (Select).

SIMPLY NETWORK

- 1,4 billion impressions per month (Proprietary Network) - IT, UK, ES, FR, BR and other countries;
- 193 billion impressions per month (network exchange)- world wide.

SIMPLY SELECT

- 220 billion impressions per month - IT, ES, FR, UK, BR and other countries.

ULTRALOW CPM

Type of product: The lowest CPM available, communicate with all target users on the network.

Adaptability: Product dedicated to big brands that want to be present everywhere and increase the visibility of their brand everywhere.

CLICKBOOST CPC

Type of product: Low cost click, increases traffic.

Adaptability: For clients who wants to channel large amounts of traffic through its own instruments, dedicated to promotional sites for events and new service.

Available Sizes:

set of standard IAB banner supplies and products of CPC text links also

A careful selection of sites on the Dada Ad network, from the elevated editorial profile that distinguishes itself for quality content and target audience. Simply Select offers the maximum guarantee that your brand and your product will be placed in a high quality moderated editorial context.

CPM

Type of product: Low CPM on a network of selected sites.

Adaptability: Product dedicated to Brand Awareness, but given its position on particularly relevant sites, the product is also great for adding new interested users to a well-defined target.

CPC

Type of product: per click on defined target for maximum redemption.

Adaptability: No loss of redemption for this type of product, customizable to bring the most interested users to investors.

Available Sizes:

set of standard IAB banner supplies and products of CPC text links also

Simply CPA: Products

Type of product: Cost per acquisition or lead CPA.

Adaptability: Combines all the performance parameters of SIMPLY; this product is for those who don't want to risk anything and only pay for obtained results.

From the simple acquisition of a registered user (who registers for a service by filling in a form) to the acquisition of paying users based on COP models, SIMPLY CPA is the most versatile tool.

Additional features: An optimized platform and a team of experts are available to assist you. Graphic support and analytical support are just two of the parameters available by the SIMPLY CPA team.

Other Performance Products

Contextual Adv

The screenshot shows the Barzellette website with a navigation bar and a search box. The main content area features an article titled "Coppia Moderna > n.1". A callout box points to a specific word in the text, "acquistare", with the text: "Link Testuale agganciato al sistema di contextual adv." The article text includes a sponsored link for "YouBuy.it: offerte di elettronica ed informatica".

The screenshot shows the same Barzellette website as the previous one. A callout box points to the word "acquistare" in the text, stating: "Al passaggio del mouse sopra al link appare l'annuncio cliccabile". This illustrates how the contextual advertisement is triggered by a mouseover event on the specific word.

Context Advertising is an innovative online advertising system that allows you to place an ad directly within the text found on a website without taking away from the layout of the page.

Through a metamotore the advertiser's pages are interpreted by a system that inserts the topic within the text of the advertisement.

The presence of a topic-oriented advertising message guarantees higher click through rates (this has been proven by Google Adsense).

Edintorni Network

The image displays two examples of websites within the Edintorni Network. The left screenshot shows a magazine website with a magnifying glass highlighting a sponsored link for 'scantify fair'. The right screenshot shows the TGCOM website with several ads at the top, including 'Prestiti e Finanza Personale su...' and 'Credito... credito on line'.

Editorni is a Network affiliated websites. This network contains a spider that analyzes content and matches ad to the relevant keywords present on each and every site. Through these ads, you can plan a CPC-based campaign with high return on investment at a very good price.

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