THE SCIENCE OF PROGRAMMATIC MEDIA TRADING AND PERFORMANCE
Over the years, MMG expanded its activities and now performs in various areas of the online marketing world. MMG offers its Supply and Demand partners an extensive, fully-transparent Programmatic Marketplace in the online digital space across Mobile, Video, Native and Display. Our technology utilizes prediction algorithms, leverages unique BI capabilities and analyzes data from billions of daily ad impressions, providing innovative, smart and effective solutions.
Programmatic and data-driven advertising have been changing the entire face of online marketing since their emergence, introducing a whole new level of efficiency, transparency and simplicity. With our machine learning DSP, you can increase your reach, target new audiences and maximize your ROI.

**DEMAND SIDE PLATFORM (DSP)**

Our SSP offers publishers scope to sell their advertising inventory via an auction mechanism directly from the ad server in real time. In parallel to MMG direct demand, our SSP is integrated with various DSPs in the marketplace. Multiple connections to demand sources increase the opportunity to auction the highest number of ad impressions at the highest available yields.

**CROSS DEVICE/PLATFORM**

Today’s fast-paced digital world makes it quite challenging to follow a customer’s journey. Many may begin researching products on their PC/tablet at home, and end up in an actual physical store to finally make the purchase. Due to the unpredictable nature of consumers' shopping behavior, MMG leverages its technology to pair all the user devices into one profile and deliver the message simultaneously and effectively.

**SUPPLY SIDE PLATFORM (SSP)**

MMG’s Data Management Platform allows you to accurately pinpoint and target the relevant campaigns to the relevant audiences. By doing so, you leverage and increase your brand engagement, leading to improved results, more conversions and higher ROI. Our platform gathers, categorizes and converts first-party, second-party and third-party data into intuitive and manageable insights.
Programmatic technologies have evolved to minimize the complexity of reaching today’s highly diverse audience. This evolution has also made it possible to transcend and go beyond the conventional focus on audiences and segments. By this, there can be a better understanding of specific and highly relevant moments in consumers’ lives.

The Mars DSP was created to leverage technology and drive automation, rather than just provide standard tools for running campaigns. In many cases, when using some other DSPs out there, users can find themselves spending precious hours on optimizing manually and fine-tuning on their own. However, our sophisticated algorithms and machine learning tools allow the entire process to be done automatically, with unmatched quickness and efficiency.
MMG’s campaign optimization technology examines and studies patterns across various audiences, communications and environments. Once the automated learning process is complete, the accumulated knowledge is translated into a real-time optimization processes based on various KPIs.

The combination of advanced technology-driven tools and powerful algorithms allows insights to be delivered in real-time – enabling you to call the shots, optimize and be fully in charge of all campaign aspects.

Customize your campaigns in real time and get better engagement. Use data gathered from viewers’ characteristics, such as browsing habits and location, and shape your ad’s copy and creative accordingly.

Retarget your users across all connected platforms and devices. Our DSP can automatically determine which devices are linked to the same user, and target them all across the board.
In addition to our internal media properties and O&O direct publishers, MMG has integrated a wide range of RTB exchanges and SSPs into its platform. We support Display, Mobile, Video and Native inventory from more than 40 exchanges. Meet Some of Our Partners:
MARS DSP INVENTORY BY CATEGORY

**DESKTOP**
- E-commerce: 43%
- Arts & Entertainments: 18%
- Hobbies & Games: 13%
- Sports & Recreation: 11%
- Technology & Computer: 9%
- Food & Drink: 6%

**MOBILE**
- E-commerce: 28%
- Arts & Entertainments: 38%
- Styling & Fashion: 4%
- Sports & Recreation: 9%
- Food & Drink: 9%
- Hobbies & Games: 12%
Video advertising has become a driving force in the online ecosystem, and has the ability to shape trends, influence users' perception and drive engagement. Mars Media Group's DSP provides an efficient programmatic media buying solution for advertisers, agencies, and ad networks alike. Our platform gives you the key for unlocking premium inventory across all marketplaces, SSPs and publishers.

**MARS DSP VIDEO CAPABILITIES**

Video advertising has become a driving force in the online ecosystem, and has the ability to shape trends, influence users' perception and drive engagement. Mars Media Group's DSP provides an efficient programmatic media buying solution for advertisers, agencies, and ad networks alike. Our platform gives you the key for unlocking premium inventory across all marketplaces, SSPs and publishers.

**CROSS-CHANNEL ADVERTISING**

MMG’s access to standard pre-roll, interactive pre-roll, mobile/tablet video, social video and connected TV provides a holistic and comprehensive solution. With the multiple formats available, we can maximize your reach, optimize performance and accurately target various audiences with various video types. We know that each format has its own strengths and advantages, and can therefore, find the best and most suitable inventory types, based on various characteristics and criteria.

**DESKTOP**

Our in-stream and in-banner inventory is made mostly of standard and interactive pre-roll formats, which are the most popular in the video advertising ecosystem. In-stream provides a high-end branding experience, with the video playing before, during or after content. In-banner, on the other hand, provides you with a customizable user-driven experience, giving you that massive scale and reach.

**MOBILE**

The combination of interactive ads with pocket-sized screens and highly targeted and engaged users has set mobile advertising as an important key element. It is now considered to be an integral part of any overall marketing/branding strategy.

**CONNECTED TV**

By utilizing Connected TV Advertising, we can provide users with a relaxed branding experience, as they consume digital video content on their TV sets at home. The video ads play at full resolution across a wide range of supported devices, including smart TVs, gaming consoles.
Programmatic buying is now breaking into the Native Advertising industry, with IAB's recent release of OpenRTB 2.3 and Native Ads v1.0 protocol for automated trading of media.
Native Advertising Trends and Expectations

**How Can You Benefit from Native Ads?**
According to eMarketer, 73% of media buyers in the US now invest in Native Advertising. The top objectives for Native Advertising remain brand awareness, brand affinity, and purchase intent.

**Native Advertising Adoption in Numbers**
According to market researches, native ad spending in the US were estimated at $1.3 billion in 2013, and are expected to increase drastically through 2018, when it would reach $8.8 billion.

**Top Marketing Goals for Mobile Native Ads in the US, 2015**
- Awareness: 84.4%
- Branding: 67.5%
- Brand Affinity: 53.2%
- Purchase Intent: 33.8%
- Customer Acquisition: 24.7%
- Thought Leadership: 24.7%
- Lead Generation: 16.9%
- Loyalty: 16.9%

**Native Ad Spending in the US, 2012-2018**
- 2012: $1.5B
- 2013: $2.2B
- 2014: $3.2B
- 2015: $4.3B
- 2016: $5.7B
- 2017: $7.1B
- 2018: $8.8B
MMG utilizes its powerful RTB engine to fully maximize its targeting potential and capabilities. By doing so, we allow our advertisers to use personalized targeting options and reach the right audience at the right message in the right time.
MARS DSP GLOBAL REACH

MORE THAN 75 BILLION MONTHLY IMPRESSIONS ACROSS 250M ACTIVE MONTHLY UNIQUES

- CANADA: 1.5B
- UNITED STATES: 40B
- MEXICO: 1B
- BRAZIL: 2.7B
- ARGENTINA: 240M
- UNITED KINGDOM: 1.5B
- GERMANY: 9B
- FRANCE: 4B
- ITALY: 2.7B
- UNITED STATES: 40B
- MEXICO: 1B
- BRAZIL: 2.7B
- ARGENTINA: 240M
- UNITED KINGDOM: 1.5B
- GERMANY: 9B
- FRANCE: 4B
- ITALY: 2.7B

- RUSSIAN FEDERATION: 3.2B
- CHINA: 700M
- JAPAN: 175M
- SINGAPORE: 105M
- SOUTH AFRICA: 200M
- AUSTRALIA: 406M
- INDIA: 1.5B

MORE THAN 75 BILLION MONTHLY IMPRESSIONS ACROSS 250M ACTIVE MONTHLY UNIQUES
MMG's Data Management Platform allows you to accurately pinpoint and target the relevant campaigns to the relevant audiences. By doing so, you leverage and increase your brand engagement, leading to improved results, more conversions and higher ROI. Our platform gathers, categorizes and converts first-party, second-party and third-party data into intuitive and manageable insights. These can be used to enhance your campaign performance and provide you with all the information required for utilizing advanced and deeper segmentation options.
We have created our technology as a natively integrated DSP/DMP and analytics solution. This means that all of the components have been specifically designed from scratch to be able to work seamlessly and harmoniously together.

This holistic, fully-integrated platform enables brands to carry out several different actions with great ease and efficiency: streamline customer data, run branding and direct response campaigns across multiple channels, and leverage advanced analytics to gain deeper insights. The benefits of working with such platform are numerous, but here are two that stand out more than others – no data loss and no latency.
REAL TIME DIGITAL AUDIO

The challenge of capturing your audience’s attention becomes even bigger, as everything is going mobile, and consumers constantly shift between several connected screens. Digital audio addresses this issue and offers a direct pathway for approaching these consumers, as well as measuring their response to the message itself.

**BENEFITS FOR ADVERTISERS**

By harnessing the power of digital audio, we offer advertisers various ways to communicate their brand’s story with a voice, and make their stories heard out loud. Digital audio allows you to nurture more meaningful connections with an already interested audience, at the exact time of optimal engagement.

**BENEFIT FOR PUBLISHERS**

Publishers can leverage this solution as an innovative way for diversifying and adding a new edge to their monetization strategy. Digital audio offers the ability to package, price, and match between specific audiences and specific advertisers seeking various kinds of profiles.

**IAB DAAST COMPLIANT**

Compatible with the IAB’s Digital Audio Ad Serving Template (DAAST) specification, DAAST ensures a standard tracking method for advertisers, providing a more simple and streamlined approach to serving digital audio ads.
MARS SSP

Our SSP offers publishers a vast scope for selling their advertising inventory via a designated auction mechanism. In addition to MMG’s direct demand, our SSP is integrated with various DSP’s in the marketplace. The more connections there are to demand sources, the better the chances are to auction successfully.

**TARGETING OPTIONS**

MMG’s requests include geo-location information, alongside more than 20 other advanced targeting options. This enables Demand Partners to precisely target the right audience, at the right time, reaching them within the best context.

**PREFERRED DEALS**

Our DSP’s receive several billion auctions every month, containing a Deal ID. Programmatic buyers can easily gain access and reach the high-valued inventory of publishers with whom they have an agreement.

**EASY INTEGRATION**

MMG is fully compliant with Open RTB 2.3 standards, making integration an easy and smooth process. Our bid requests contain all relevant information, including IAB Category, Domain name, and Currency.

**MOBILE RICH MEDIA**

MMG’s SSP is MRAID compliant - the IAB standard. This naturally makes it possible for agencies to deliver various rich media ads on mobile applications. Monetization partners will be able to benefit from this greatly, and have the option to deliver all formats supported by mobile and tablet devices.
Our real-time reporting capabilities can help you stay on top of things at all times, and fully control your activity. We support fully responsive dashboard for desktop, mobile and tablet as well as API and scheduled CSV emails to help you integrate your system to our advanced analytics in every possible way.
With the various exchanges and SSPs integrated into our system, it is extra critical for us to ensure the quality of the inventory you buy, as well as the safety of your brand. Quality control tools and processes are therefore built in, as an integral part of our platform. We continuously monitor and take measures to improve quality across the marketplace, partnering with third-party experts to minimize fraud and maximize brand safety.
WITH HOPE FOR A FRUITFUL COOPERATION

ALWAYS ONE BID AHEAD!