



PROGRAMMATIC

THE SCIENCE OF PROGRAMMATIC MEDIA TRADING AND PERFORMANCE

MARS.MEDIA

COMPANY OVERVIEW

Throughout the years, MMG has expanded its activities and now performs in various areas in the online market 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.

The online world never stops changing, MMG adapts accordingly to keep delivering results in a dynamic environment.



OUR TECHNOLOGY

DEMAND SIDE PLATFORM (DSP)

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.

CROSS DEVICE/PLATFORM

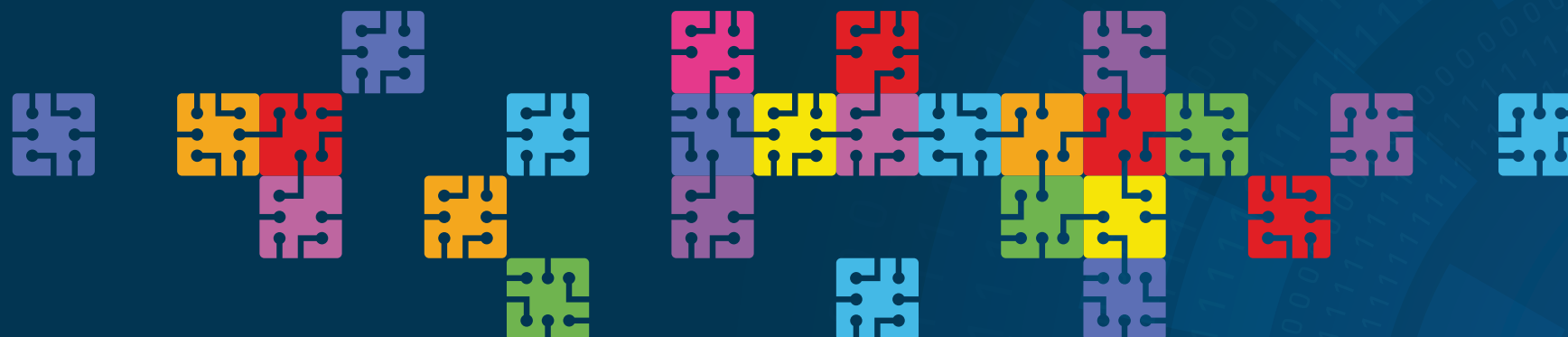
Today's fast-paced digital world makes it quite challenging to follow a customer's journey. Many may begin researching products on their PC/tablet at home, and end up in an actual physical store to finally make the purchase. Due to the unpredictable nature of consumers' shopping behavior, MMG leverages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

SUPPLY SIDE PLATFORM (SSP)

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.

DATA MANAGEMENT PLATFORM (DMP)

MMG's Data Management Platform allows you to accurately pinpoint and target the relevant campaigns to the relevant audiences. By doing so, we leverage and increase your 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.



MMG ADQUALITY CONTROL

FRAUD DETECTION

MMG Utilizes its in-house tools combined with the best brands in the fraud-detection field to refine traffic using cutting-edge technology, ensuring that ads are seen and clicked by real users. We provide detailed reports, offering clients full transparency in regards to the quality of traffic they acquire.



ADS VERIFICATION

Protecting partners is a fundamental facet of MMG's ad-serving. Consequently, we have developed a "Multi-Layer" protection mechanism by cultivating our technology with industry leaders in the ad-verification field. These providers are integrated into our platform in order to enhance monitoring capabilities and deliver faster automated responses when an ad is incriminated.



MMG FOR AGENCIES

MMG works with the world's leading agencies with a single goal in mind: bringing the right solution to your client. Our agency partners are leading experts and innovators in digital marketing. MMG connects best-in-class technology with deep programmatic, customer and vertical specialization.

CONVERSION ANALYSIS

BRAND SAFETY

RETARGETING

A/B TESTING



PREDICTIVE TARGETING

LIVE REPORTING

CROSS-DEVICE ANALYSIS

PRIVATE PUBLISHER DEALS



TOP ADVERTISERS

GLOBAL



RUSSIA



ASIA PACIFIC



MARS DSP

Mars DSP was created to leverage technology and drive automation, rather than just provide standard tools for running campaigns. Our sophisticated algorithms and machine learning tools allow the entire process to be done automatically, with unmatched quickness and efficiency.



**TOTAL
TRANSPARENCY**



**DESKTOP AND
MOBILE AD FORMAT**



**DETAILED
ANALYTICS**

MARS DSP TRAFFIC SOURCES

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 MAIN SOLUTIONS

AUTOMATIC CAMPAIGN OPTIMIZATION

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.

DYNAMIC CREATIVE OPTIMIZATION

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.

REAL-TIME INSIGHTS

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.

TRANSPARENCY

Our granular performance metrics enable us to understand where every invested dollar goes, how it performs and what we get in return. We can see performance data at the URL level which translates into more efficient, effective campaigns.



MARS DSP ADVANCED TARGETING OPTIONS

MMG utilizes its powerful RTB engine to fully maximize its targeting potential and capabilities. Being a technology leader in the programmatic industry, all of our capabilities are based on MMG proprietary technological innovations. Among our targeting capabilities are the following parameters:



APP PRESENCE



OS VERSION



CITY



AD POSITION



IN-APP VS WEB



HYPER LOCATION
GPS BASED



CARRIER



TIME OF THE DAY



STORE CATEGORY



DEVICE
MANUFACTURER



MARS SSP

Our SSP provides numerous selling options across screens and ad formats. Through robust relationships with the leading exchanges, our SSP provides the connections that can drive higher yield.



CROSS-SCREEN AND CROSS-FORMAT

Knowing that publishers no longer operate in a single-screen world, our SSP remains flexible to changing consumer engagement behaviors. Publishers can sell display, video and native inventory across desktop, mobile web and mobile app devices easily and efficiently.



ENHANCE WITH HEADER BIDDING

By providing access to MMG powerful programmatic marketplaces, publishers immediately experience increased competition from premium brands for their impressions. The results are dynamic bids and smarter decisioning that help publishers optimize the value of every impression.

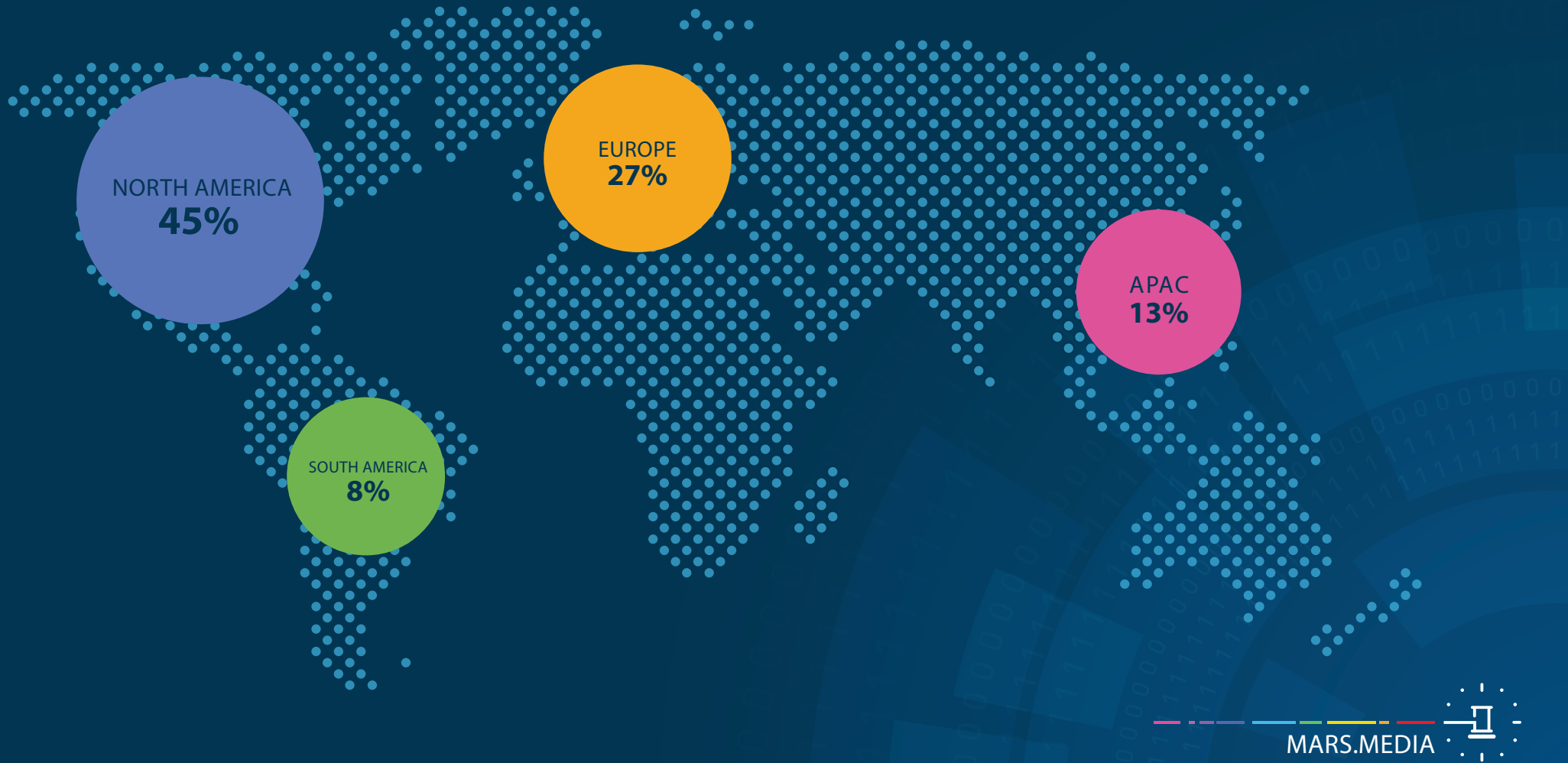


PRIVATE MARKETPLACE

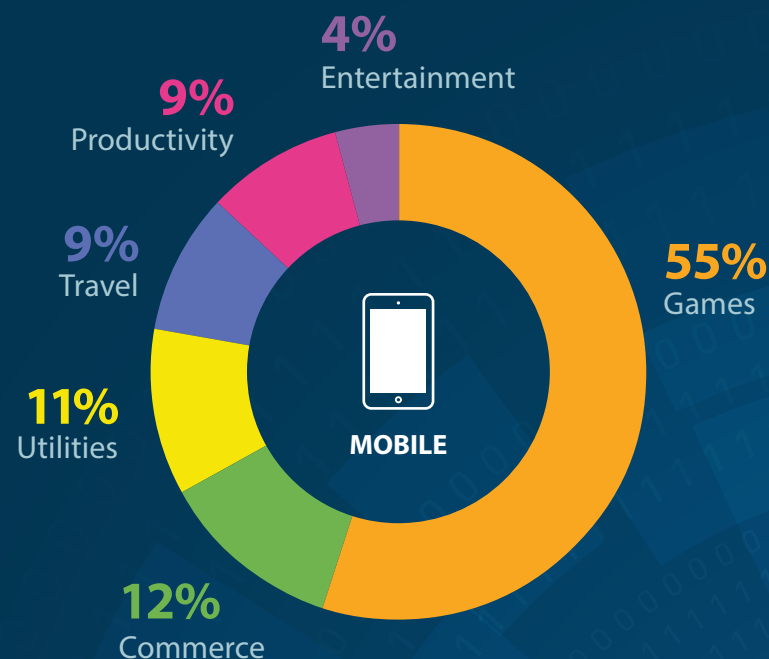
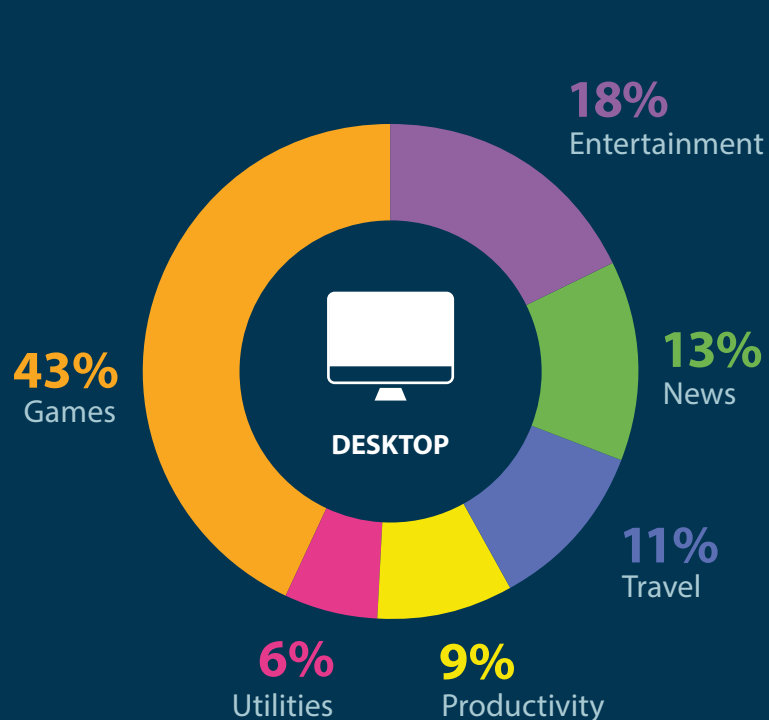
MMG's exclusive PMP deals provide partners first-look access to premium traffic sources before they become available through the open marketplace, enabling them to efficiently target their audience through all available categories.

MARS SSP PREMIUM INVENTORY

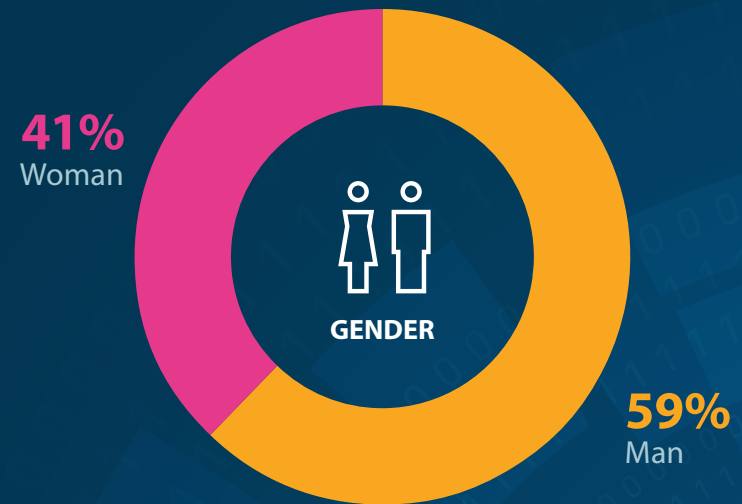
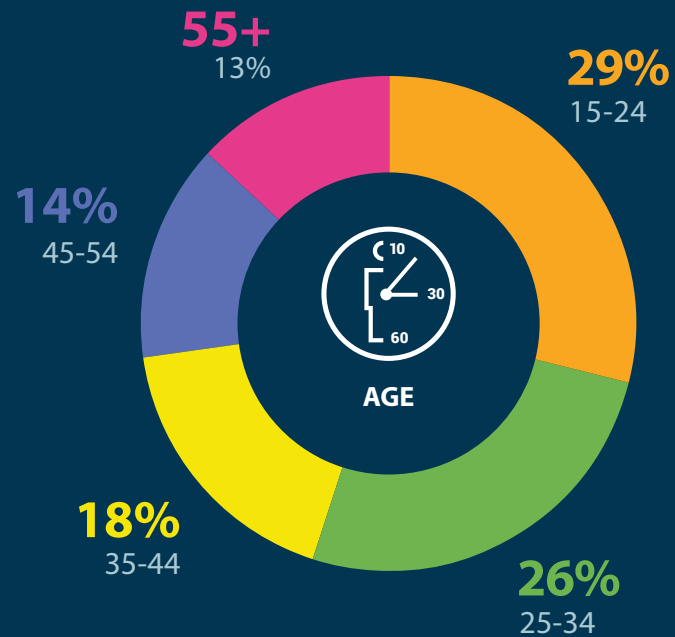
MORE THAN 12 BILLION DAILY IMPRESSIONS



MARS SSP INVENTORY BY CATEGORY



MARS SSP DEMOGRAPHIC



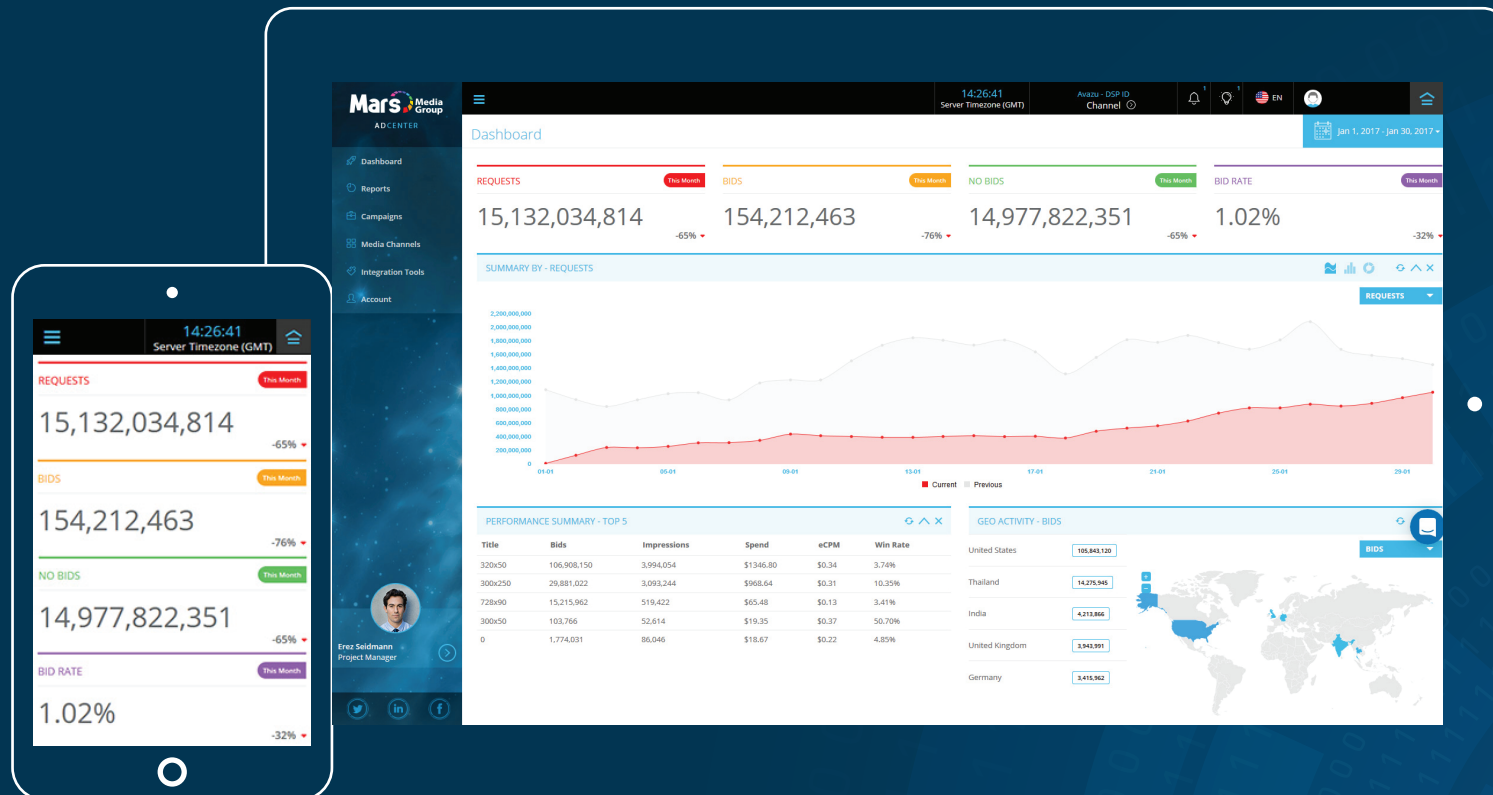
MARS DMP

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.



REAL TIME REPORTING

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 HOPE FOR A FRUITFUL COOPERATION



**ALWAYS
ONE BID AHEAD!**