

The New Marketing Canvas

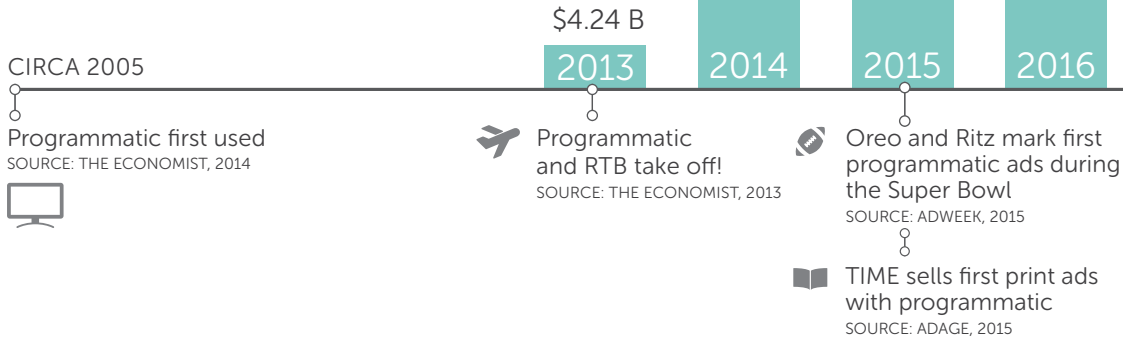
Programmatic & Creative Personalization Within Your Budget



It's a Programmatic World

US programmatic digital display ad spending to eclipse **\$10 billion** in 2014 and predicted to reach **\$20.14 billion** in 2016

SOURCE: EMARKETER, 2014



CIRCA 2005

Programmatic first used
SOURCE: THE ECONOMIST, 2014



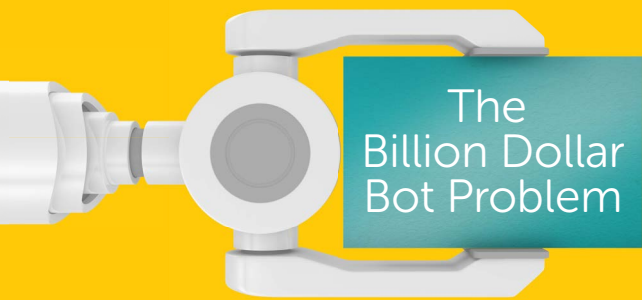
Programmatic and RTB take off!
SOURCE: THE ECONOMIST, 2013



Oreo and Ritz mark first programmatic ads during the Super Bowl
SOURCE: ADWEEK, 2015



TIME sells first print ads with programmatic
SOURCE: ADAGE, 2015



15.8% Digital ad fraud on the radar; click fraud on web ads at 15.8%
SOURCE: INFO WORLD, 2007

19.1% Digital ad fraud growing at a slow and steady pace; click fraud up to 19.1%
SOURCE: INTERNET RETAILER, 2010

Marketers could lose \$6.3 billion to bots

SOURCE: MEDIAPOST, DEC 2014

30% Digital ad fraud increasing; fraudulent impressions account for 30% of online traffic
SOURCE: CLICKZ, 2013

250% Cyber theft and data breaches generated from spam and malvertising jumped 250% in 2014
SOURCE: CISCO, 2015 ANNUAL SECURITY REPORT



Adadyn partners with Forensiq and The Media Trust to offer ad fraud detection and malware protection

Dynamic Creative Personalization

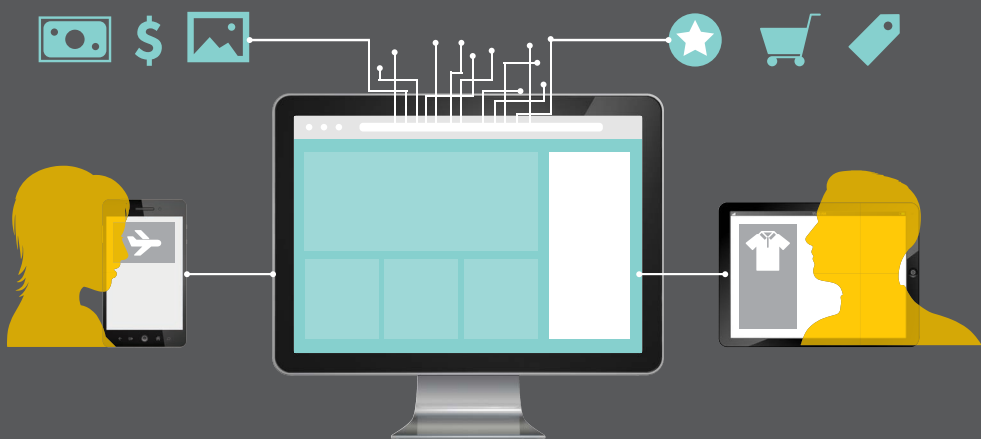
The Drum is Among the First to Clearly Articulate the Benefits of Dynamic Creative Personalization



As teams begin to work more closely together to bake in dynamic creative at the heart of the ideas stage, the industry will start to fully unlock the power that relevance and creativity working in tandem can bring in the programmatic trading landscape.



SOURCE: THE DRUM, 2015



Creative Personalization + Programmatic + Retargeting Solutions on the Rise

Adadyn's end-to-end, self-serve platform arms midsize marketers with the same ad chops as their goliath counterparts, presenting a level playing field. With all the tools in one place, there is no longer a need to spend extra cash or feel overwhelmed.

THE
adadyn
Solution



Adadyn extends the reach for smaller budgets and produces successful campaigns without large spends.