

·taplap·

Specialist DSP powering area-based marketing



MEDIABRANDS



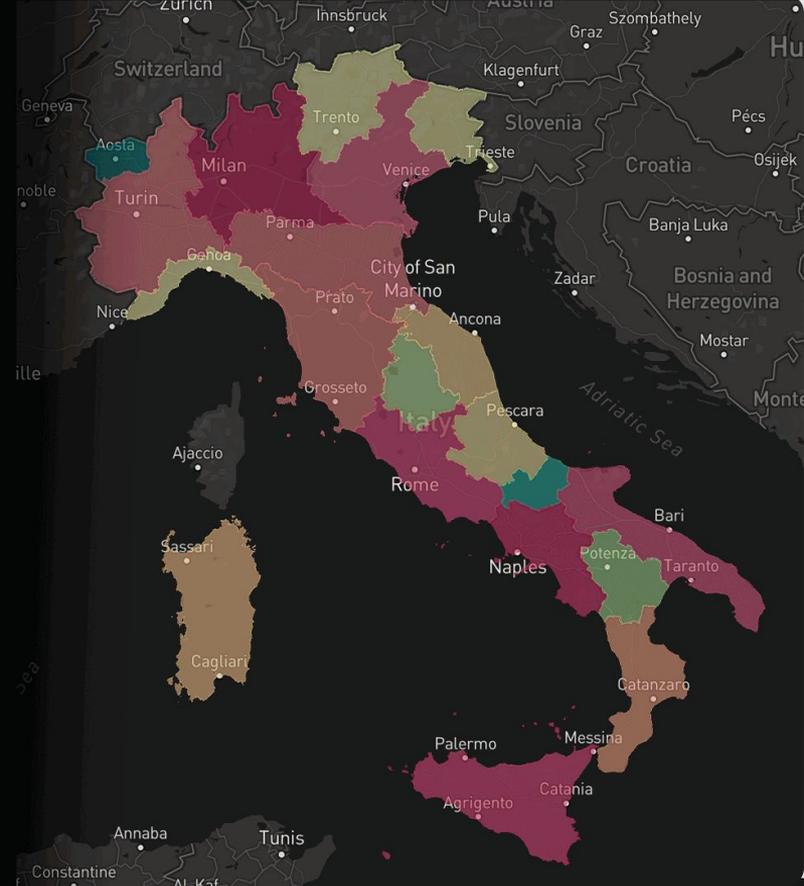
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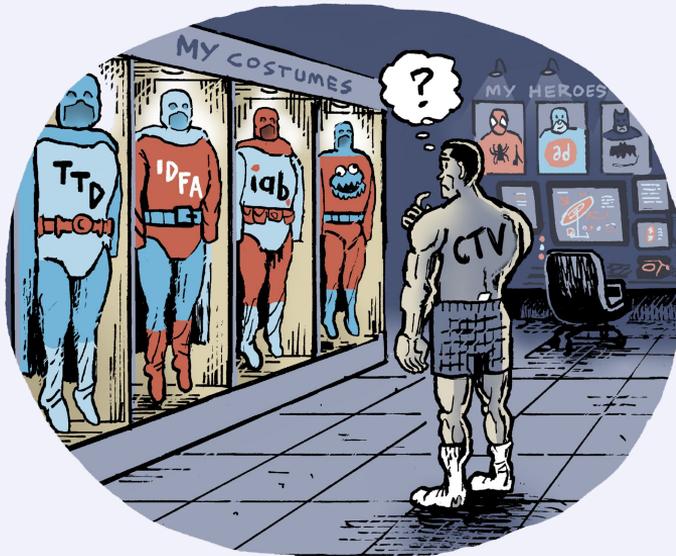
Broadcast scale with targeting precision

Actionable at every level
of the cartographic
pyramid - from country to
postal code

Region



Fragmentation and standardisation challenges remain with CTV



Identity Crisis

Top CTV advertiser challenges include viewership fragmentation, identity resolution, creative personalization





Gender



Age



Income level



Purchase behaviour



Everything happens somewhere so it can be
georeferenced for multi dimensional insight



Average basket size



Campaign
engagement



Commuting patterns



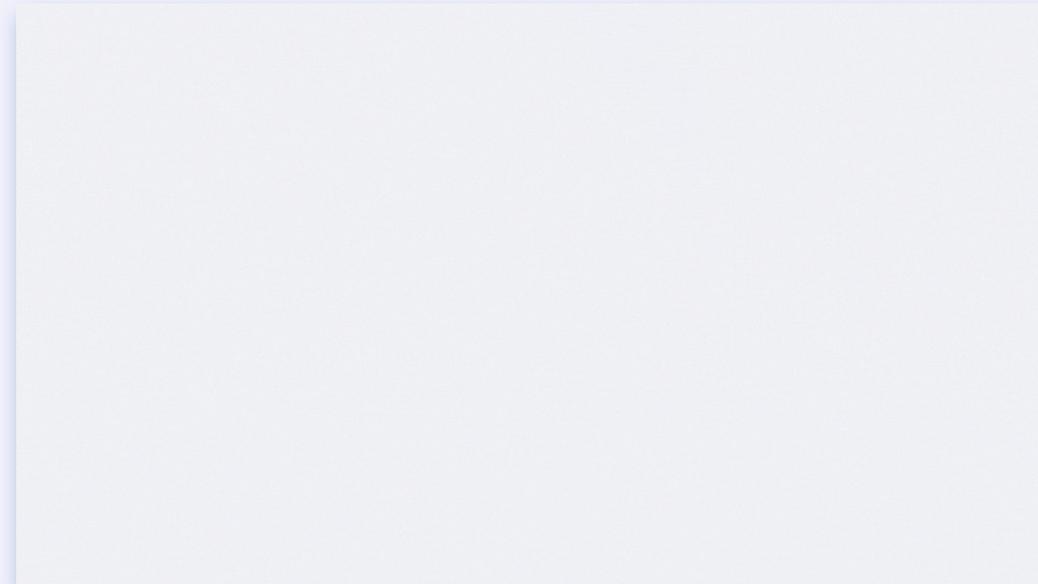
Content and
social interest



Residential
status



CTV with Taptap offers a simple and effective area-based approach



Amidst the many *fragmented* IDs and measurement solutions available for CTV, **simplify for your choice: opt for area-based marketing** to reach the right audience at the right volume, without the need for individual level targeting.



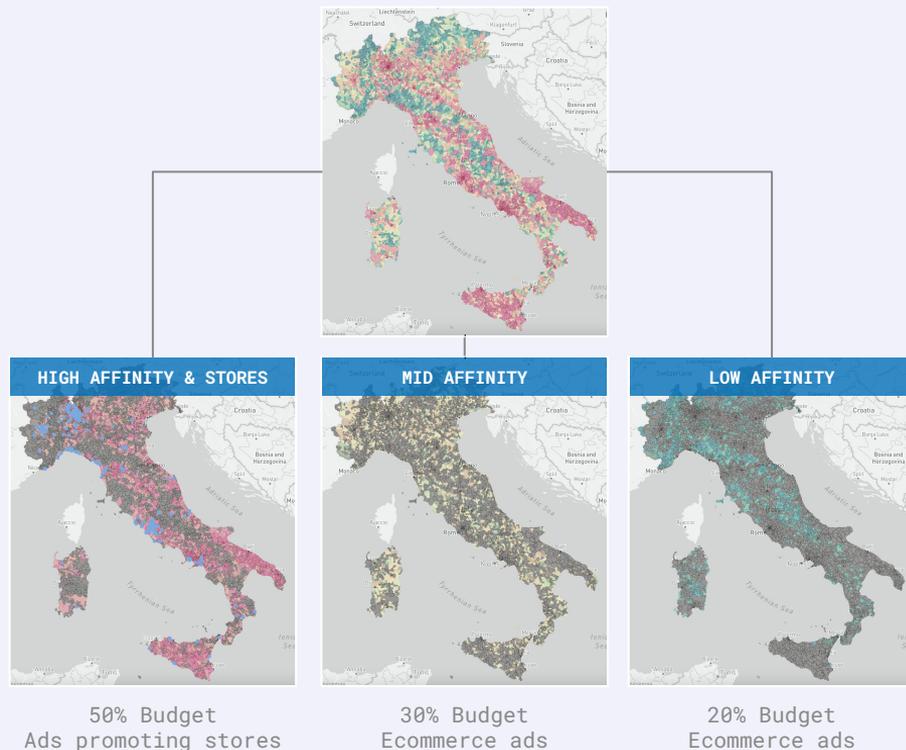
Area

Using affinity levels to identify focus areas where your ideal customers are and the optimal CTV strategy

Group postal codes or other geo shapes according to an affinity analysis across audience, contextual or geographic variables to create and activate a custom CTV strategy for each group, adjusting

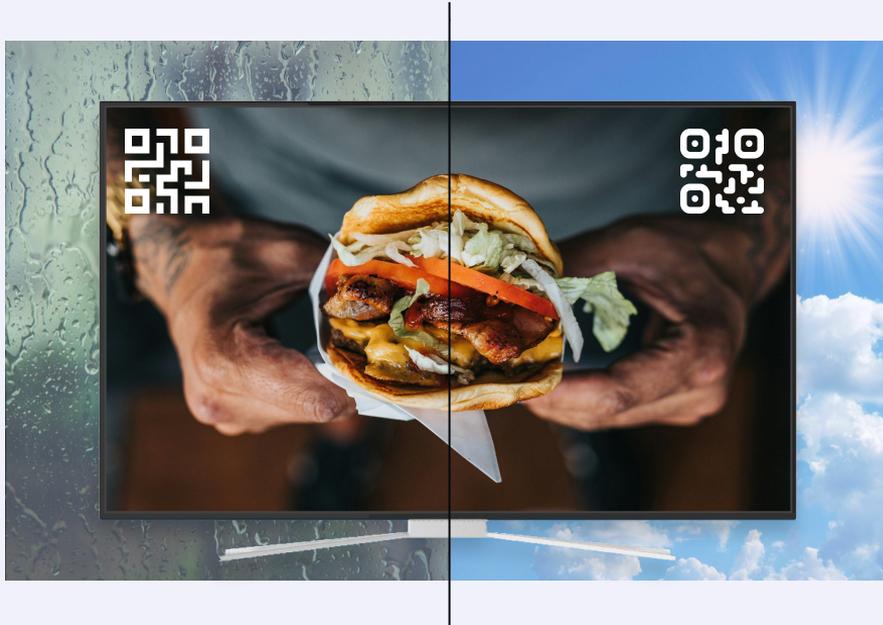
- Budget levels
- Creative messaging
- Pacing

Ensures efficiency while maintaining coverage, making your campaign work smarter



Moments

Dynamically adapt your campaign and creative to real time moments to increase the impact of your CTV



Serve different creatives, products and promotions based on different mealtimes



Increase CPMs when mobility is low to reach more indoor audiences with the same ads



No changes to creative necessary

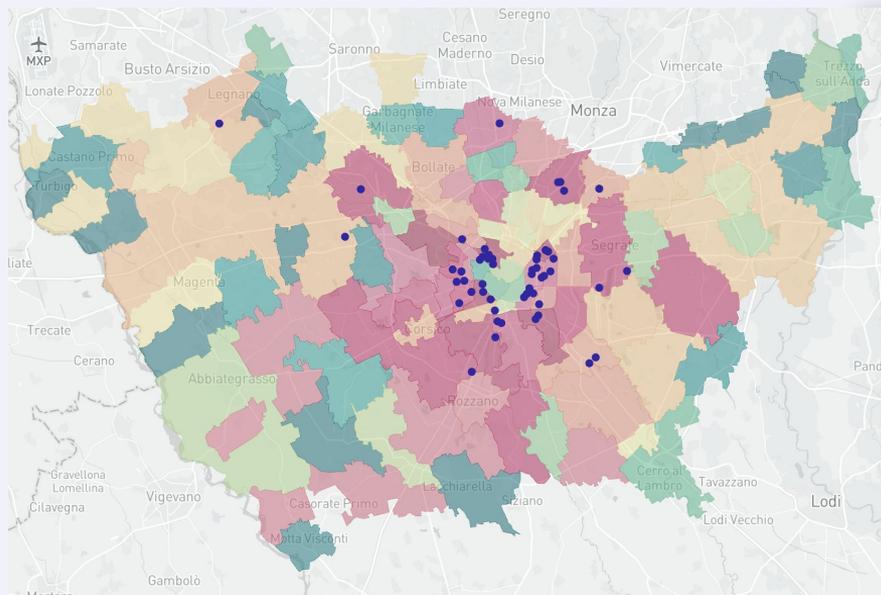
Adapt QR code messaging according to the weather - promote delivery when raining



Launch CTV in moments when key engagement on social over indexes
GAMING | STREAMING | SOFT DRINKS

Media

Complement your CTV with optimal supporting channels for the most effective strategy per area



OOH/DOOH



CTV



DISPLAY

HIGH AFFINITY & STORES



CTV



DISPLAY



VIDEO

MODERATE AFFINITY



DISPLAY

LOWER AFFINITY

