Score Powered Programmatic

How we make the difference within the programmatic trading desks landscape.

How we can commit to deliver better performance to your campaigns.

Table of contents

The association of two areas of expertise

BeOnPerf and Zeta work together to offer you a full set of services, from expert advice to ad operations.

- Media trading desk (media buying)
- Demand Side Platform (DSP)
- Exclusive and proprietary ad technology

- Strategic advice in customers acquisition
- Global Ad Technologies expertise
- Campaign management
- Banners design and delivery

zeta ✚ **BeOnPerf**

https://zetaglobal.com/

https://beonperf.ch/

About BeOnPerf

- Since 2012 in Switzerland and France
- Digital strategy consulting
- Performance focused (e-commerce)
- 360° digital marketing services
- Integrated Web agency (web development)
- 100% seniors employees (minimum 10 years in digital)

Some clients

Main partners

About Zeta

Founded in 2007 by David A. Steinberg & John Sculley with the vision that big data would forever change marketing. We have grown a lot since then. Zeta acquired IgnitionOne late 2019

1500+
Total employees in 26 Offices in 4 countries

1000+
Customers in 2020

800+
Engineers, Data scientists & AI experts

75
Patents

2.4B+
Consumer IDs Worldwide

750M+
Deterministic Consumer IDs

500M+
Consumer IDs in Europe

Some Zeta clients

CARS	RENAULT Passion for life · Peugeot · CITROËN · TOYOTA · LAND ROVER · JAGUAR · Audi · FIAT · BMW
RETAIL	RALPH LAUREN · ZADIG&VOLTAIRE · sarenza.com · LACOSTE · Cdiscount.com · CHANEL · TRUFFAUT · SWAROVSKI · NEW LOOK
FMCG	Mondelēz International · DANONE · Intermarché · Dr Oetker · Unilever · picard · Johnson & Johnson · ooshop · Nestlé · GROUPE LACTALIS
TRAVEL	Expedia · easygo · CenterParcs · tripadvisor · SNCF · SINGAPORE AIRLINES · IHG InterContinental Hotels Group · LA QUINTA INNS & SUITES · siblu villages
BANKS	BNP PARIBAS · AXA · Groupama · AMERICAN EXPRESS · Humanis Protéger c'est s'engager · Hello bank! · CAISSE D'EPARGNE LA BANQUE. NOUVELLE DÉFINITION. · Santander
OTHERS	Reed MIDEM A member of Reed Exhibitions · orange · Withings · acer · ENGIE · SONY · Le Monde · SUD OUEST · Compagnie des Alpes · FEI FÉDÉRATION ÉQUESTRE INTERNATIONALE

- 30M+ retail transactions completed in 2022.

- 450+ Million customers profiled in real time every month for brands across the world.

- Millions of leads and incremental revenue generated

zeta   BeOnPerf

A dedicated team for You

Exec Sponsors

ALAIN PEZZONI

Digital Strategy Consultant,
BeOnPerf CEO

Be On Perf

FLORIAN GROUFFAL

Global Account Director

zeta

AYMERIC DUHESME

Programmatic
Team Lead

zeta

Media Trading, Ad Operations

ARMAND GASTE

Programmatic
Account Manager

zeta

VICTOR FREDON

Programmatic
Account Manager

zeta

CAMILLE BAUD

Programmatic
Account Manager

zeta

zeta   Be On Perf

Our products and Services

Global overview

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Zeta Customer Intelligence Platform

Scoring

Leverage on-site & cookie-based data to identify your best customers in order **to find similar profiles** and **to bid at the right price** with regard to your customers engagement.

Audiences

Leverage 1st, 2nd and 3rd party data as well as **white lists** to create & syndicate target audiences across web sites, search, display, social networks and more.

Personalization

Target the right audience at the right time and the right bid with a personalised message.

Score Powered Activation

All opportunities to leverage our score

Social

Display

300   800

Search

Web Personalization

DMP

CRM
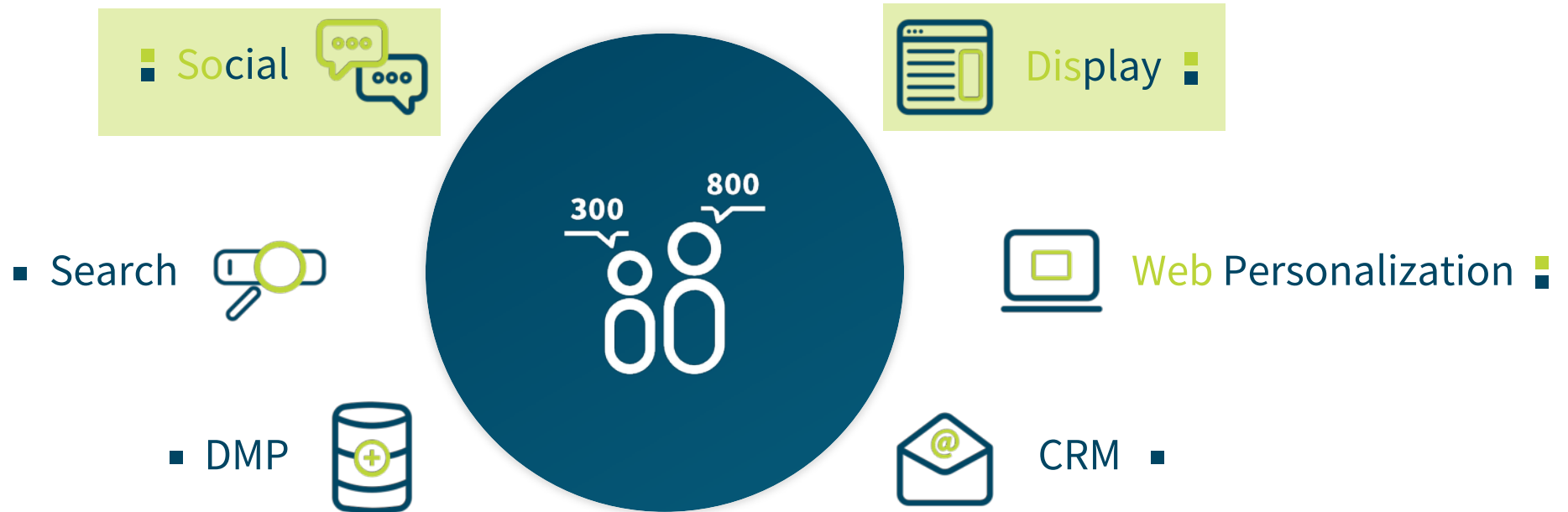
- ■ Data Provider/Self Service
- ■ Managed Service

Acquisition channels
detailed in this prezentation

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Scoring explained

4 SCENARIOS USING OUR SCORE

+ Every user of the advertiser's website gets scored at any given time for each offer/product on the website.

+ We use time spent on the site, frequency, visited pages and over 50 other on-site surfing data elements to evaluate the users with respect to each other.

+ After a visit, an aging algorithm is applied in order to keep the score relevant.

+ Our Score is available in Appnexus, Doubleclick 360 (DBM), Facebook and Google Ads.

Dynamic Retargeting

Exclusion

Top of Mind

Lookalike

Scoring explained

Score factors thousands of data signals to drive personalised messaging across both paid and owned engagement channels

+ Powered by advanced machine learning techniques

+ Determines Score from onsite activity – as well as other 1st, 2nd and 3rd party data sources

+ Easily drive propensity to undertake a defined action

Programmatic Display & Social Ads

Manage & optimize campaigns

Key Features

+ Serve your best ads at the best possible cost with built-in predictive optimization for bids, placements and creatives

+ Delivers advanced formats such as high-impact, dynamic creatives and more

+ Use a single platform for display advertising across desktop, mobile web, and native in-app

Scored 1st Party Data

Proprietary 3rd Party Data
(Zeta DataCloud)

Direct-to-Publisher
Inventory Partners

Open Exchange (Indirect)
Inventory Partners

Other 3rd Party Data

Targeting

Contextual

Whitelists

ABC Key words

Behavorial

3rd party data

Audiences affinity

Look alike

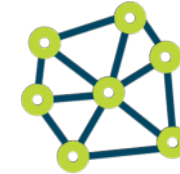## Exclusive (proprietary technology) :
Our score

Audiences

We help you leverage first-, second- and third-party data for your Display advertising efforts

First-party data
(from your CRM or from your site visitors based on score) for retargeting and look-alike prospecting

Second-party data
from inventory partners (whitelists of websites) for prospecting

Third-party data
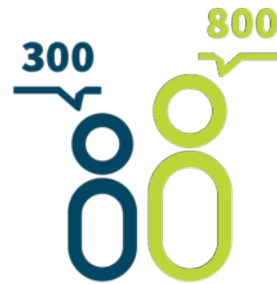from external providers and Zeta DataCloud for prospecting

Extending First-Party Audiences (Look-a-Like)

We can leverage Score-Powered Audiences (or your CRM data) to find audiences similar to your best customers

We accumulate
Score-Powered Audiences
(or onboards CRM data)

Data Science analyses
your CRM and score
levels to determine
your best customers

New lookalike Audience is
activated across Display
channels

Activate Second-Party Audiences (media audiences)

We can activate 2nd party audiences by selecting online medias (white listing) with similar audiences to your website

Through out our media audiences database we identify online media that have an audience similar to your website (same interests and socio-demographic profile)

By using impactful ad formats that are purchased at best costs (smart bidding strategy) we ensure to send to your website targeted customers ready to engage with your brand.

Activate Third-Party Audiences

We can activate 3rd party audiences to find profiles (cookies) that are looking for your products

Intent Segments
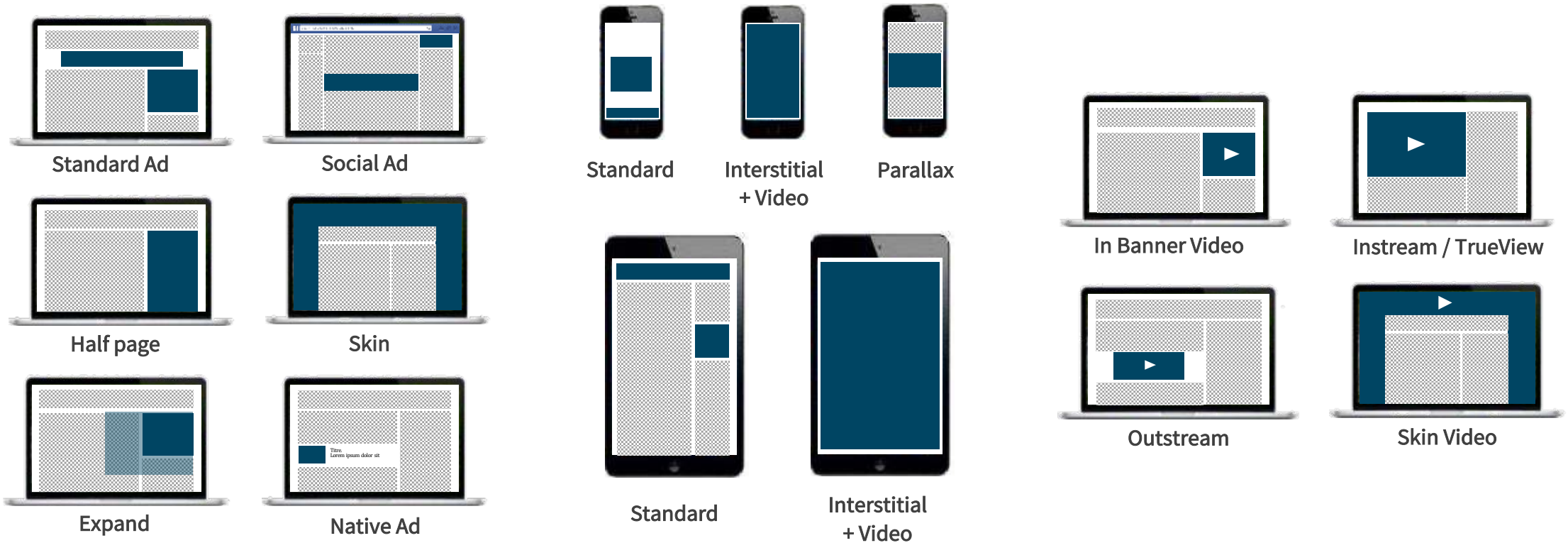
Comparison Shoppers

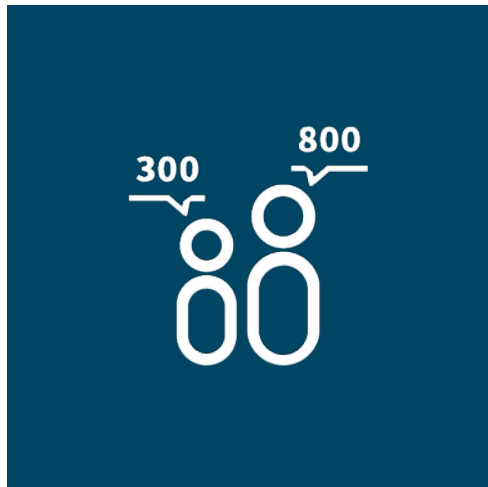Past Purchase History

App Users

Geo-Based Segments

Weather-Based Segments

Creatives Types

Standard Ad

Social Ad

Half page

Skin

Expand

Native Ad

Standard

Interstitial + Video

Parallax

Standard

Interstitial + Video

In Banner Video

Instream / TrueView

Outstream

Skin Video

Our Vision

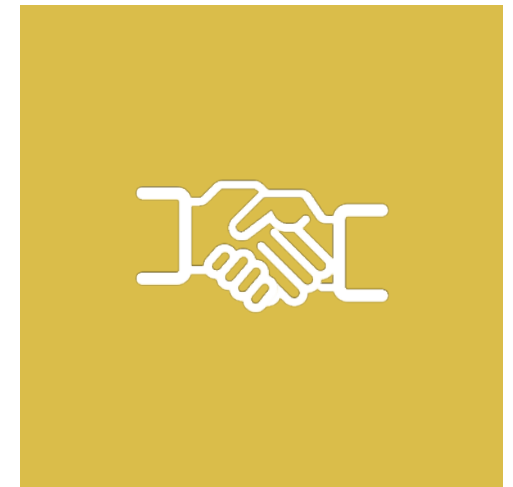| AD TECHNOLOGY	OPTIMIZATIONS	TRANSPARENCY	BE A PARTNER
Algorithmic support to programmatic media buying, proprietary technology	Performance focused team who's striving to optimize results along the campaign duration	Enabled by expertise and trusted ad tech partners, detailed reports provided to client	Adapt / Save time for our partners, committed to deliver results

Programmatic Display, Video & Social Ads

Score Powered Audiences

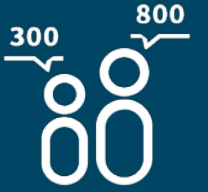## Exclusive and proprietary ad tech for smart targeting

AD TECHNOLOGY

22
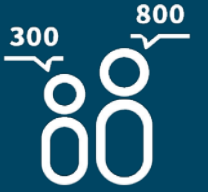
Brand Safety

AD TECHNOLOGY

BLACKLISTS

ADS.txt CRAWLER

BLACKLISTS ADLOOX

adloox

PRE-BID FILTERS
(Brand safety/ Bot traffic/ Viewability)

IAS Integral Ad Science

KEYWORDS
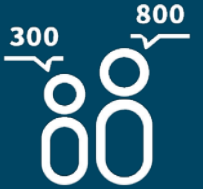Inclusion/Exclusion

adloox

FIREWALL ADLOOX
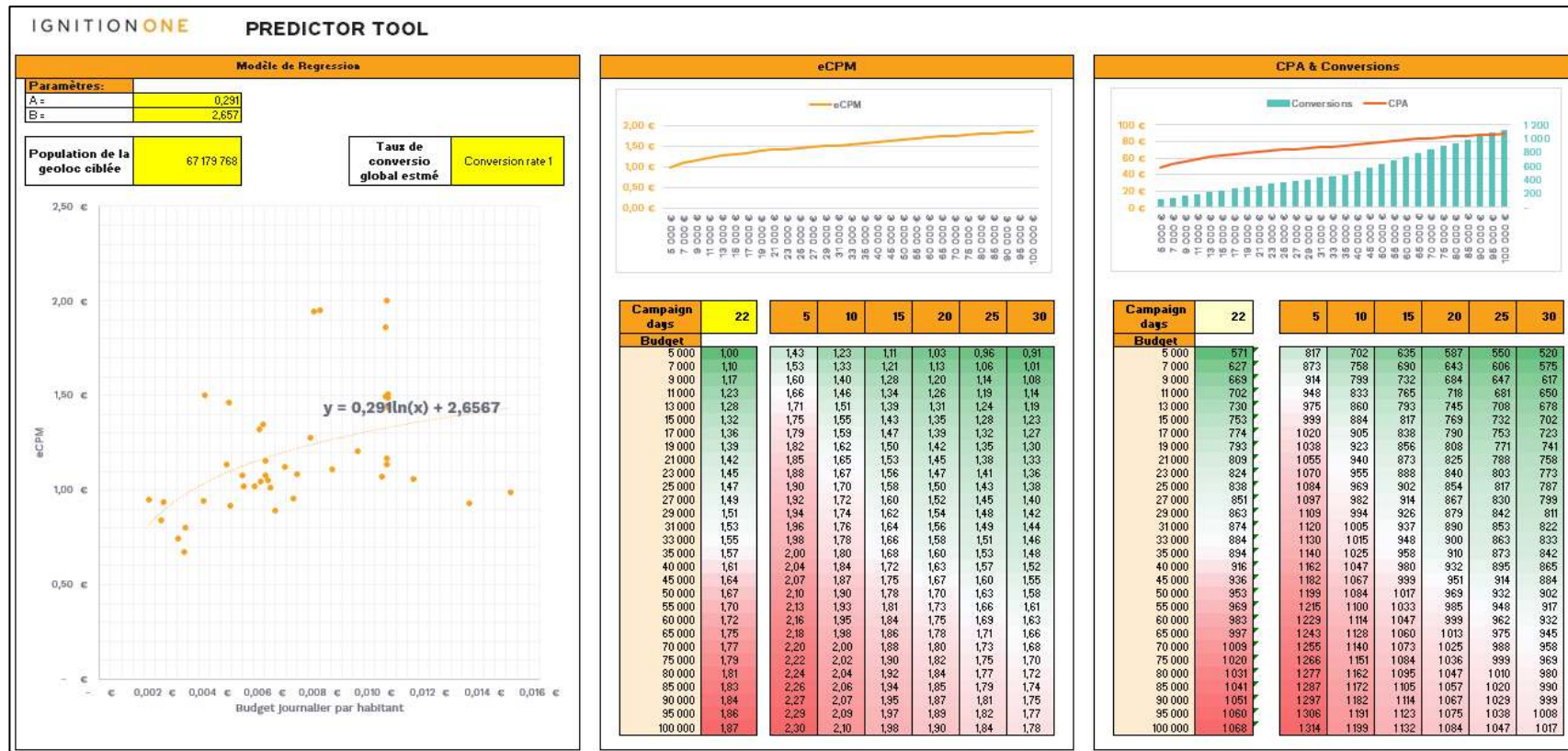(Blank creative)

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Campaign planning

Predictor Tool (CPA and conversions predictor)

AD TECHNOLOGY

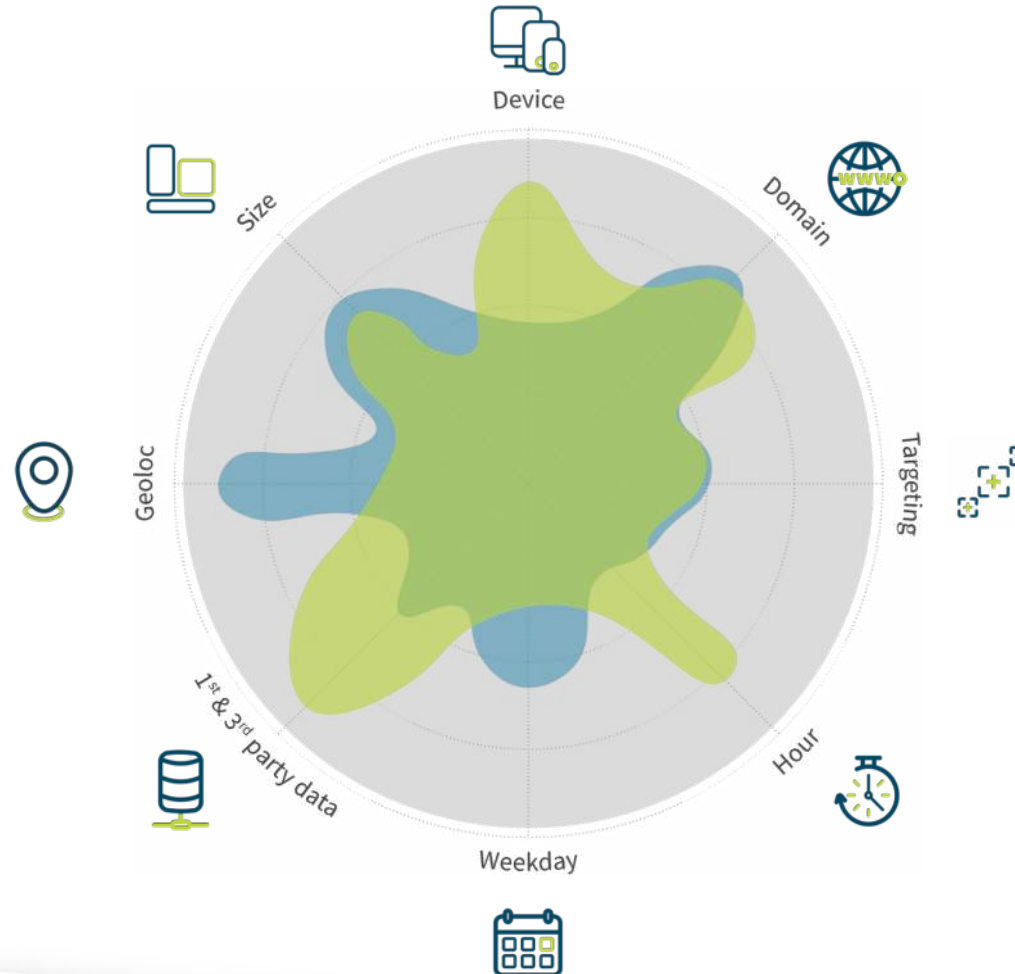# Optimizations

Media Trading applied to all campaign dimensions.

Product A

Product B

Transparency on tools

TRANSPARENCY

DSP

ADSERVER

ATTRIBUTION

DMP

PRE-BID FILTERING

TRADING OPERATIONS

AD VERIF REPORTS

Transparency on reports

Sample

TRANSPARENCY

Budget by size

- 160x600 14%
- 728x90 44%
- 300x250 24%
- 300x600 18%

Budget by domain

- zimbra.free.fr — 1,6% / 1,9% / 2,0%
- fr.yahoo.com — 2,5% / 3,2%
- msn.com — 3,5% / 4,4%
- mail.yahoo.com — 4,7% / 5,2%
- leboncoin.fr/voit… — 6,5%

PAR MOIS

Programmatic Display, Video & Social Ads
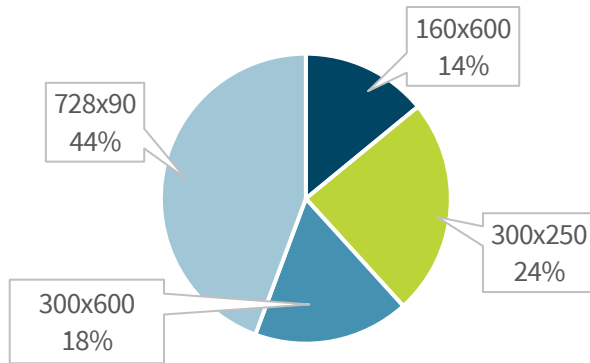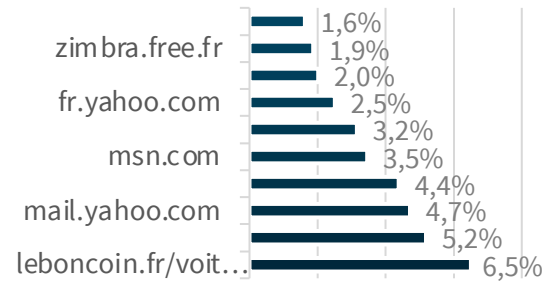
Transparency on reports

Realtime online dashboard (sample)

Programmatic Display, Video & Social Ads

Be a partner throughout the entire funnel

Leveraging each step of the conversion funnel

BE A PARTNER

AWARENESS

INTEREST

INTENTION

ACTION

RETENTION

- REACH
- VISIBILITY
- CUMULATIVE EXPOSURE TIME PER INTERNET USER
- COST PER QUALIFIED VISIT
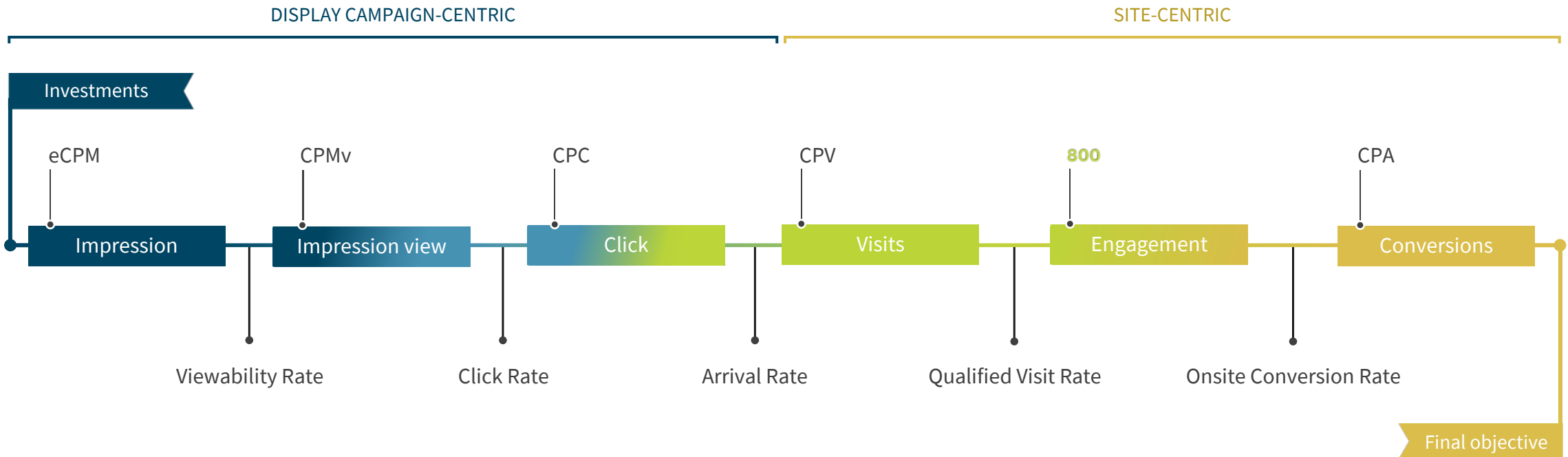- COST PER LEAD / COST PER SALE (CPA)
- ROI / ROAS

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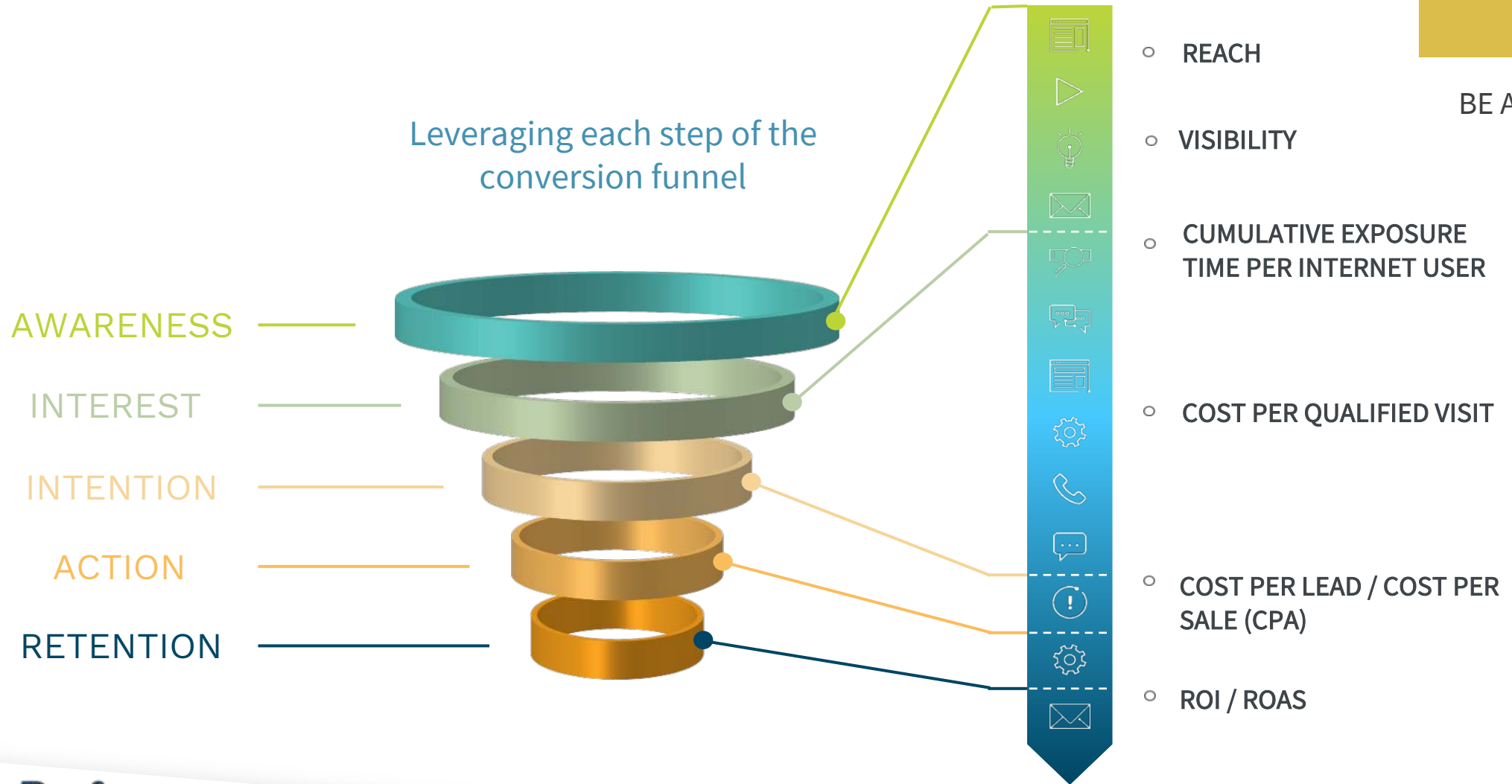
Be a partner to secure and optimize your budget

We analyze together your media investments until the objectives are met.

BE A PARTNER

DISPLAY CAMPAIGN-CENTRIC

SITE-CENTRIC

Investments

eCPM	CPMv	CPC	CPV	800	CPA
Impression	Impression view	Click	Visits	Engagement	Conversions

Viewability Rate

Click Rate

Arrival Rate

Qualified Visit Rate

Onsite Conversion Rate

Final objective

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Working together

Our offer

Our strengths in one look

PERFORMANCE DRIVEN
AD TECHNOLOGY

Knowledge & Tools including
exclusive ad tech

TRANSPARENCY AND
REPORTS

Realtime and exhaustive
reports. All data are shared.

PARTNERSHIP

Open to trials, performance
optimization along campaigns,
long term commitment.

Our commercial proposal as proof of commitment

1 Commitment on performance: a minimum of -15% on CPA vs other trading desks or display campaigns of any kind.

2 Billing on a CPA based model after a first trial of 3 months.

3 5'000 CHF free media budget offered for a 1st trial*

*Minimum media budget investment: 15'000 CHF, i.e. 33% discount.

Start Working Together

Live Marketer (score)
Visualization of the Score
for 30 days free of charge

Media Investment
10 K€ / 30 days minimum
No implementation fees

Regular Follow Ups
Weekly updates on spent budget
(or on demand) and generated conversions

Exit Clause
In case of poor satisfaction,
a campaign can be stopped at any time.
Only the spent budget will be charged.

Guaranteed Performance
After studying the campaign
over the 3 first months,
a guaranteed CPA can be contracted.

Required Actions
(advertisers)
Our tag on the website, Creatives,
Commitment for a 1st partnership

THANK
__YOU

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"That's all Folks!"