D.N Dot Network

TURNING BIG DATA INTO MARKETABLE AUDIENCES

Meet Thabo Siliwe

Favourite food: Anything with chillies
Home-ownership: One day soon
Business director: Hip Records
Favourite outfit: Black is always the new black
Income: R25,000 per month
Age: 35
Tertiary education: School of life
Lives in Meadowlands, works in Woodmead

Know who you're speaking to. Dot Network helps companies target audiences to meet their marketing & commercial goals. See how at www.dotnetwork.network or call +27 11 380 6500

DN Dot Network

the BIG idea

Traditionally advertising is sold by media owners based on the audiences that consume their content, and the size of those audiences.

Smartphones and the internet changed that. Instead of selling you an advert during the rugby, we build databases of internet users in various industries, interest areas and demographics, and you can target them where they are.

We show your advertising to these audiences using our programmatic technologies. We turn big data into marketable audiences.

Ericsson Innovation Awards Case Study

Generate entries for the Awards across sub-Saharan Africa targeting tech innovators using your business *dot* network

Impressions: **35.393,770**
Link Clicks: **689,206**
Click Through Rate: **1.95%**

Tech innovators in Africa

Campaign ran in 39 markets across sub-Saharan Africa

Ericsson Innovation Awards Sub-Saharan Africa 2016.

WE TURN INTENTIONS INTO IMPACT

Ericsson Innovation Awards Now Open
This year's theme is the Future of Food. Enter and win $10,000

WWW.INNOVATIONAWARDSSUBSAHARA.COM

Learn More

Bulgari Rose Goldea case study

Generate awareness for a Bulgari Rose Goldea activation in Sandton City using Fashion Beauty dot network

Impressions: **476,046**
Engagements: **16,264**
Link Clicks: **13,332**
Click Through Rate: **3,42%**
Reach: **221,888**
Frequency: **2.15**

Female Sandton Shoppers

Audience within 20km of Sandton City

FBN Fashion Beauty dot Network
Written by Grant Shippey [?] · 25 August · ⊙

Pop into Edgars Sandton City between 24-29 August, take a creative shot of the new Bulgari GOLDEA ROSE, upload it with #RoseGoldea #BulgariSA #ModernCleopatra, and you stand a chance of winning 1 of the 3 Bulgari GOLDEA gift hampers.

Win 1 of 3 Bulgari GOLDEA gift hampers - this week only!
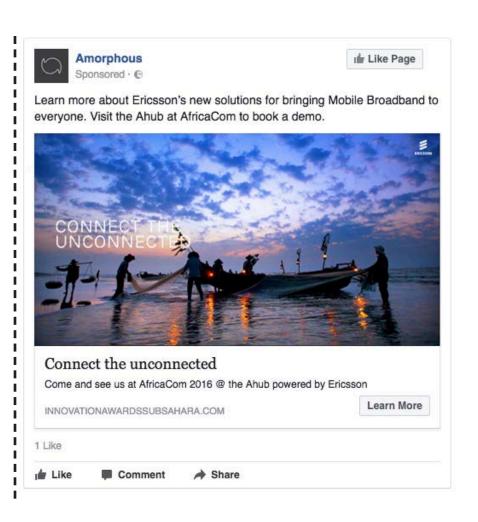
Learn More

Ericsson case study

Generate awareness for Ericsson's new mobile broadband solutions in executive level South Africans using Business Directors *dot* Network

Impressions: **231,477**
Engagements: **16,264**
Reach: **24,876**
Frequency: **9.31**

Business directors

Matched audience of South African Business Directors

Neotel case study

Generate awareness about Neotel packages in areas with strong connectivity with Lead Generation dot Network

Impressions: **8,260**
Leads: **190**
Cost per lead: **R380**
Lead rate: **2%**

Lead generation

Created audience based on residential location and income
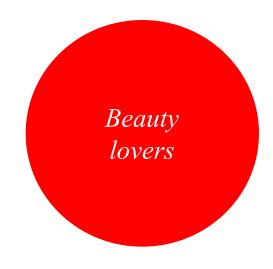
Bulgari Omnia case study

Generate awareness about new Bulgari fragrance to beauty lovers with Edgars Audiences dot Network
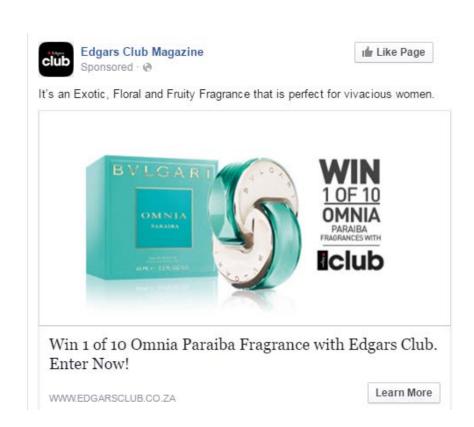
New subscribers: **299**
Reach: **400 416**
Referred friends: **46**
Facebook impressions: **201 982**

Beauty lovers

Created segment based on consumer behaviour, interests and demographics

Hollard Pet Medical Aid case study

Generate awareness and leads using dot Network

New website visitors: **36,000**
Leads: **75% decrease in CPL**
Conversion Rate: **up 60%**
Facebook impressions: **201 982**

Pet lovers

Created segment based on consumer behaviour, interests and demographics

Dot Network at a glance

FBN. Fashion Beauty Network

MLN. Mobile Location Network

SLN. Sales Leads Network

BDN. Business Directors Network

EDN. Eat Drink Network

YBN. Your Business Network

YDN. Your Data Network

EAN. Edgars Audience Network

How we build audiences

- Online behaviour & interests
- Legal and live location
- First-party data matching
- Demographics

![Fashion Beauty Network logo]

Big data just got stylish

Put your message in the places over 4 million fashion and beauty lovers find inspiration

Uses
- Product launches
- Retail drives
- Sales and special promotions

Reach
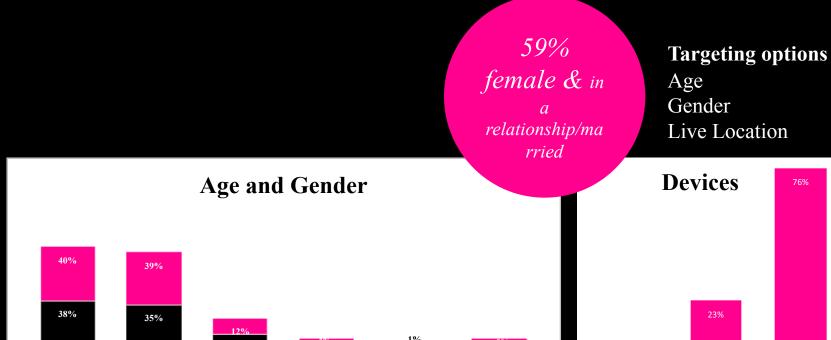- 36% single, 58% relationship/married
- 59% female, 42% male

Channels
- Display ads
- Video ads

Rates
- From R69 CPM
- R15 + CPC

59% female & in a relationship/married

Targeting options
Age
Gender
Live Location

Age and Gender

Age	Women	Men
18-24	38%	40%
25-34	35%	39%
35-44	13%	12%
45-54	6%	4%
55-64	3%	1%
65+	5%	5%

■ Women ■ Men

Devices

Desktop only	Desktop & Mobile	Mobile only
1%	23%	76%
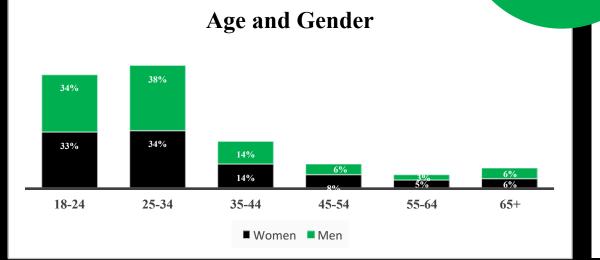
Big data goes shopping

Speak to an audience of over 2 million Edgars shoppers

Uses
- Retail
- Product launches
- Foot traffic drivers

Reach
- 78% university & higher education
- 4 x more likely to click ads
- 65% female, 35% male
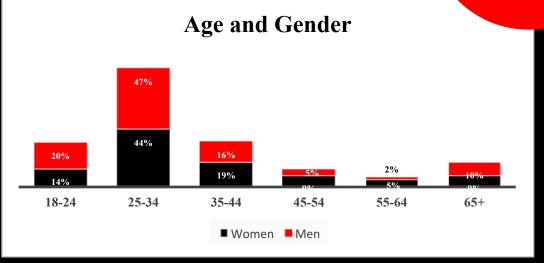
Channels
- Display ads
- Email
- Video ads

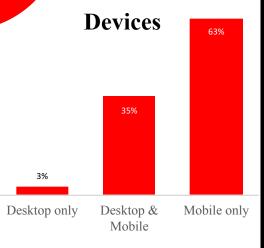**Rates**
- Guaranteed clicks/views
- From R150 CPM
- R15 + CPC

This audience loves to shop

Targeting options
Age
Gender
Live Location

Age and Gender

47%
44%
20%
14%
16%
19%
5%
0%
2%
5%
10%
0%

18-24   25-34   35-44   45-54   55-64   65+

■ Women ■ Men

Devices

63%
35%
3%

Desktop only   Desktop & Mobile   Mobile only

Big data puts on a suit

Talk to the people who make the decisions – our CIPC-verified database has over 133 000 business directors

Uses
- B2B
- High net worth individuals
- Targeting decision makers

Reach
- 68% married
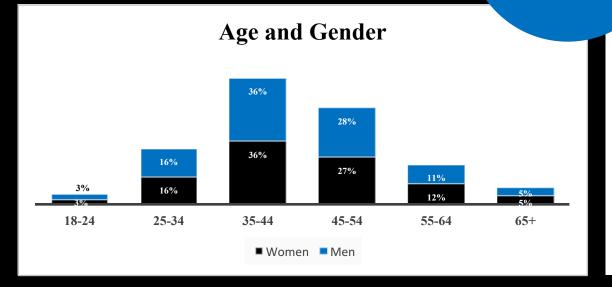- 2 x more likely to click ads
- 43% female, 57% male

Channels
- Display ads
- Email
- Video ads
- SMS
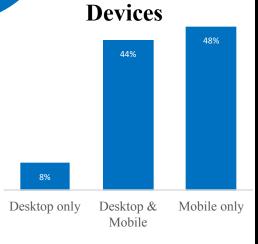
Rates
- From R299 CPM

133,000 business leaders

Age and Gender

	18-24	25-34	35-44	45-54	55-64	65+
Men	3%	16%	36%	28%	11%	5%
Women	3%	16%	36%	27%	12%	5%

■ Women ■ Men

Devices

Desktop only	Desktop & Mobile	Mobile only
8%	44%	48%

Big data on the move
Put your message in pockets with geo-targeted SMS and banner campaigns

Uses
- Location-specific offers
- Franchisee support
- Closest location foot traffic drivers

Channels
- SMS
- Display ads

Rates
- From R400 CPM for SMS
- R180 CPM for display

Geo-targeted banners

1	2	3	4
Detects user location	**Delivers nearest location-relevant banner**	**User directed to landing page (optional)**	**Simplified engagement options: map, drive, call, etc.**
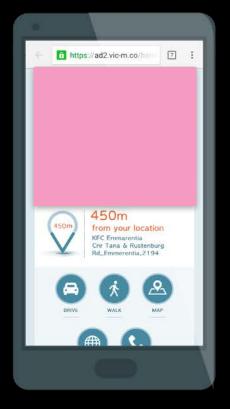
Location targeted banners
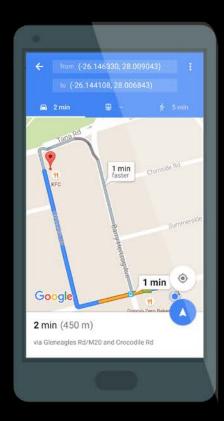
1	2	3

Detects user location & delivers nearest location-relevant banner

User directed to landing page (optional)

Simplified engagement options: map, drive, call, etc.

Targeting options
Live Location
Publisher

Where your display ads will appear

Location / Demographic targeted SMS

- Send SMS based on audience member's legal locations
- Target audiences, in the locations you specify, by:
  - Gender
  - Age &
  - Income
  - LSM

Data source National Credit Database enhanced with sweepstakes campaigns

Big data just got personal

Put your offline first-party data to work. We'll match it to real people online and increase the size with look-a-like audiences

Uses

- Customer engagement
- Customer re-activation
- Direct marketing

Channels

- Display ads
- Video ads

Rates

- Speak to us about the campaign you need

Big data closes deals

Our database of over 22 million credit active South Africans means you get only the best leads

POPI compliant data available

Uses

- Lead generation

Channels

- Email
- SMS
- Web
- Display

Rates

- From R75 CPL

Big data for your industry
A bespoke audience to match the exact needs of your business

Uses
- Any marketing outcome
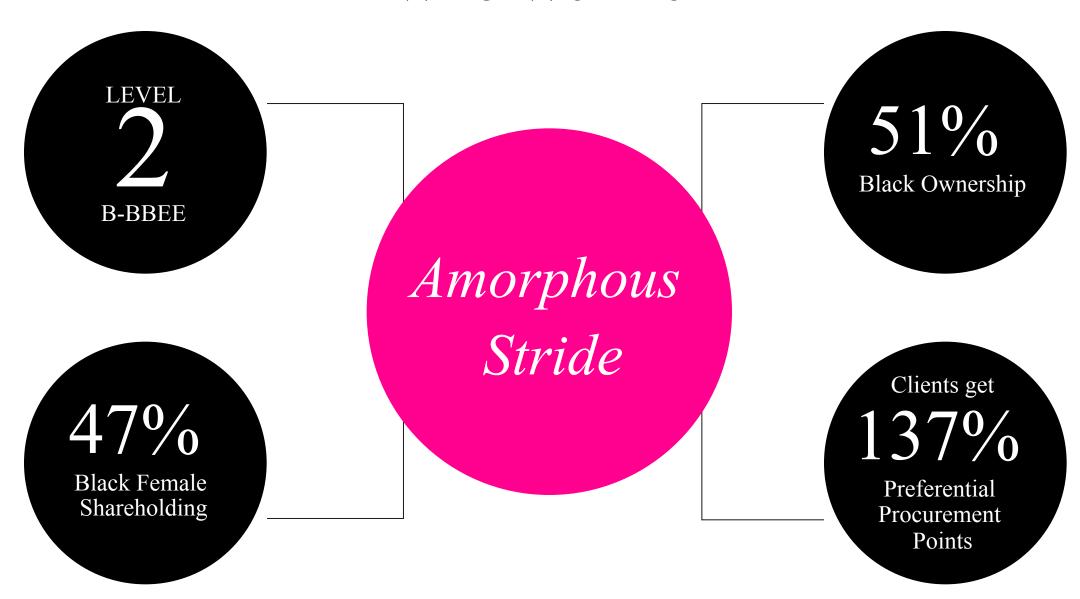
Channels
- Display ads
- Video ads
- SMS

Rates
- SQ

Who We Are

Amorphous Stride

LEVEL
2
B-BBEE

51%
Black Ownership

47%
Black Female
Shareholding

Clients get
137%
Preferential
Procurement
Points

Dot Network at a glance

FBN Fashion Beauty Network

MLN Mobile Location Network

SLN Sales Leads Network

BDN Business Directors Network

EDN Eat Drink Network

YBN Your Business Network

YDN Your Data Network

EAN Edgars Audience Network

Dot Network audience

		EdgarsAdvertising.Network	FashionBeauty.Network	EatDrink.Network	Business Directors.Network	Your Data.Network	SalesLeads.Network	MobileLocation.Network	YourBusiness.Network
Audience Size	Unduplicated	2M	4M	2M	133k	SQ	n/a	25M	29M
Audience Demographics	Age	25-34: 44% 35-44: 19%	18-24: 38% 25-34: 35% 35-44: 13%	18-24: 33% 25-34: 34% 35-44: 14%	35-44: 36% 45-54: 27%	S.Q.	S.Q.	S.Q.	S.Q.
	Gender	65% female, 35% male	59% female, 42% male	58% female, 42% male	43% female, 57% male	S.Q.	S.Q.	S.Q.	S.Q.
	Device	Mobile only 63%	Mobile only 76%	Mobile only 70%	Desktop & mobile: 44% mobile only: 48%	S.Q.	S.Q.	S.Q.	S.Q.
Targeting	Behavioral	Yes	Yes	Yes	Yes	Yes	Yes		Yes
	1st Party Data Matched	Yes			Yes	Yes			Yes
	Look-a-Like	Yes	Yes	Yes	Yes	Yes			Yes
	Demographics	Yes	Yes	Yes		Yes	Yes	Yes	Yes
	Live Location	Yes	Yes	Yes		Yes	Yes		Yes
	Legal Location					Yes	Yes	Yes	
Channels	Display Ads	Yes	Yes	Yes	Yes	Yes		Coming soon	Yes
	Email	Yes			Yes	Yes	Yes	Yes	
	Video Ads	Yes	Yes	Yes	Yes	Yes			Yes
	SMS				Yes	Yes	Yes	Yes	
Sales Models	CPM		Yes	Yes	Yes	Yes			Yes
	CPC		Yes	Yes		Yes			Yes
	CPA/CPL					Yes	Yes	Yes	Yes
Guaranteed Views/Clicks		Yes							
Rates	from	R350 CPM	R69 CPM	R69 CPM	R299 CPM	SQ	R75 CPL	R400 CPM for SMS	SQ
		R15 + CPC	R15 + CPC	R15 + CPC		SQ			SQ

Thank you

Frequently Asked Questions

What is programmatic advertising?

Programmatic advertising uses software that ensures that the right person receives the right message at the right time. It allows advertisers to buy space on the most efficient platform at the optimal price.

What is a data management platform (DMP)?

It is software that accumulates and aggregates data about audience segments and the customer journey.

What is a demand-side platform (DSP)?

This software purchases media and inventory through automated advertising. We use numerous DSPs.

Frequently Asked Questions

What is real-time bidding?

RTB is an auction-based mechanism that allows media buyers to bid on advertising impressions in real time. Using it, media buyers can buy impressions that match their goals.

How does billing work?

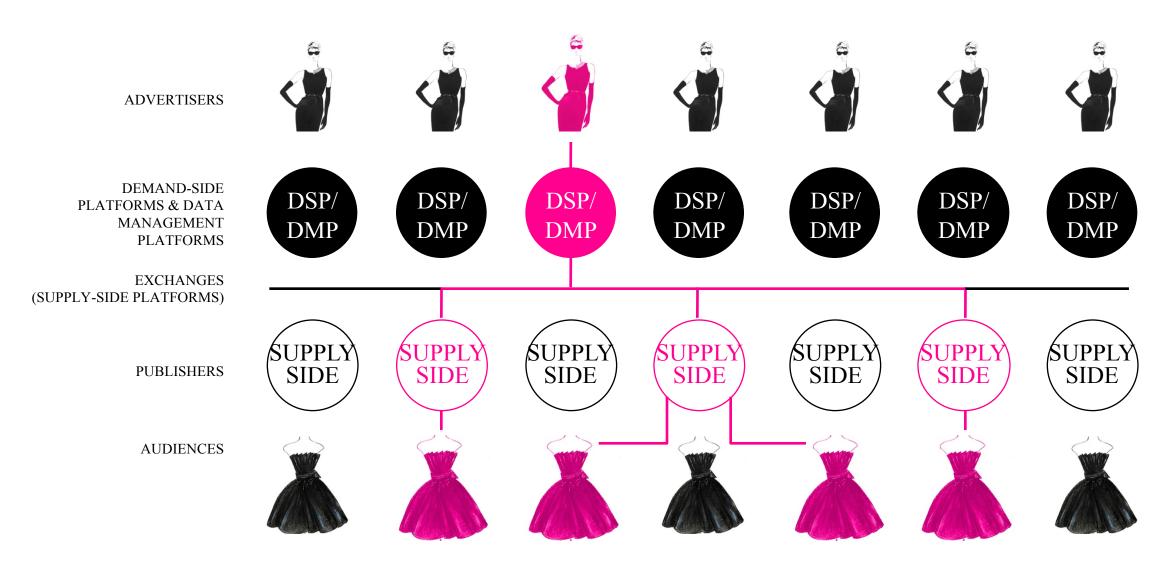All billing is through Amorphous Stride, a level 2 B-BBEE company, so clients get 137% preferential procurement points. The automated process means that there are no quotes, invoices or product definitions.

What kind of reporting will I get?

Ads can be measured through all standard metrics that are typically used in media buying (e.g. CPC, CPM, CPI etc.). Third party tracking can be deployed from most servers.

Programmatic Advertising

Programmatic advertising enables targeting and efficiency

ADVERTISERS	
DEMAND-SIDE PLATFORMS & DATA MANAGEMENT PLATFORMS	DSP/ DMP — DSP/ DMP — DSP/ DMP — DSP/ DMP — DSP/ DMP — DSP/ DMP — DSP/ DMP
EXCHANGES (SUPPLY-SIDE PLATFORMS)	
PUBLISHERS	SUPPLY SIDE — SUPPLY SIDE — SUPPLY SIDE — SUPPLY SIDE — SUPPLY SIDE — SUPPLY SIDE — SUPPLY SIDE
AUDIENCES	

Detailed segmentation available

- ☑ Beauty & Fitness
  - ☑ Beauty Pageants
  - ☑ Body Art
  - ☑ Cosmetic Procedures
    - ☑ Cosmetic Surgery
  - ☑ Cosmetology & Beauty Professionals
  - ☑ Face & Body Care
    - ☑ Hygiene & Toiletries
    - ☑ Make-Up & Cosmetics
    - ☑ Perfumes & Fragrances
    - ☑ Skin & Nail Care
    - ☑ Unwanted Body & Facial Hair Removal
  - ☑ Fashion & Style
    - ☑ Fashion Designers & Collections
    - ☑ Fashion Modeling
  - ☑ Fitness
    - ☑ Bodybuilding
    - ☑ Fitness Equipment & Accessories
    - ☑ Fitness Instruction & Personal Training
    - ☑ Gyms & Health Clubs
    - ☑ Yoga & Pilates
  - ☑ Hair Care
    - ☑ Hair Loss
  - ☑ Spas & Beauty Services
    - ☑ Massage Therapy
  - ☑ Weight Loss

- ☑ Food & Drink
  - ☑ Beverages
    - ☑ Bottled Water
    - ☑ Coffee & Tea
    - ☑ Juice
    - ☑ Soft Drinks
  - ☑ Cooking & Recipes
    - ☑ BBQ & Grilling
    - ☑ Cuisines
    - ☑ Culinary Training
    - ☑ Desserts
    - ☑ Healthy Eating
    - ☑ Salads
    - ☑ Soups & Stews
  - ☑ Food
    - ☑ Baked Goods
    - ☑ Breakfast Foods
    - ☑ Candy & Sweets
    - ☑ Condiments & Dressings
    - ☑ Cooking Fats & Oils
    - ☑ Dairy & Eggs
    - ☑ Fruits & Vegetables
    - ☑ Gourmet & Specialty Foods
    - ☑ Grains & Pasta
    - ☑ Herbs & Spices
    - ☑ Jams, Jellies & Preserves
    - ☑ Meat & Seafood
    - ☑ Organic & Natural Foods
    - ☑ Snack Foods

Specifications

1200 x 628
Headline: max 25 characters
Text: max 90 characters
Description: max 200 characters

All adverts max 150KB

3:1 rectangle
300×100

Leaderboard
728×90

Full banner
468×60

Half banner
234×60

Vertical
banner
120×240

Medium rectangle
300×250

Pop-under
720×300

Button 1
120×90

Button 2
120×60

"skn"

Vertical
rectangle
240×400

Square pop-up
250×250

Half-page ad
300×600

Wide
skyscraper
160×600

Skyscraper
120×600

Rectangle
180×150

Large rectangle
336×280

Square
button
125×125