



digital advertising benchmarking data



Agenda

- **Manuela Botelho welcome**
 - **adjinn presentation and methodology**
 - **Observatório da Publicidade Digital**
 - **Q&A**
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¿adjinn?

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- adjinn is a global provider of **digital advertising intelligence** products.
 - Our advanced **crawling technology** provides **impartial data** in an effort to bring **harmony to dissonant data discussions** in the the digital ecosystem.
 - This allows global brands, publishers and agencies to fully understand the **performance** and **evolution** of both their **own digital campaigns** and those of their **competitors**.
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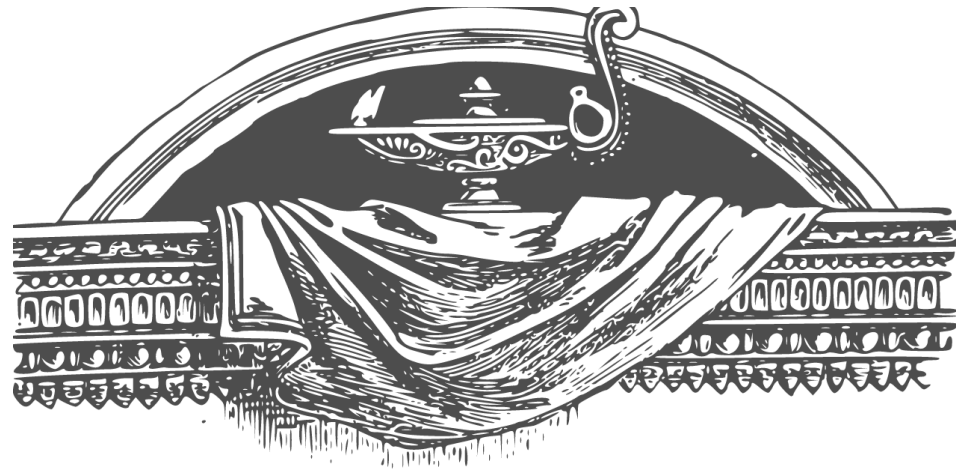


Global Footprint



- Spain
- United Kingdom
- Italy
- Mexico
- beta
- Portugal
- Taiwan
- Netherlands
- Indonesia
- Puerto Rico
- Singapore
- Australia
- Thailand
- Malaysia
- Norway
- South Africa
- Poland
- Belgium
- Turkey
- Germany
- Ireland
- Sweden

What is adjinn?





In a Nutshell



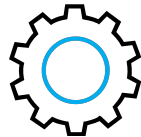
adjinn is a **tool** which allows users to **control** their **advertising** efforts by furnishing them **with data** about their Digital Display and Video campaigns across all major sectors and brands.

How it Works?

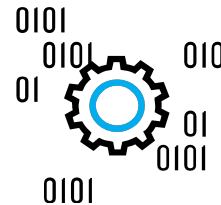
METHODOLOGY



Crawler visits defined website list (Mirroring User Behaviour)



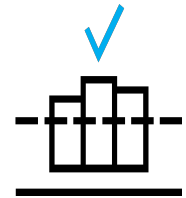
Automated / manual coding & classification of the crawled data



Calculation of Ad Impressions



Results are reported daily
Today you can see yesterday's data



Results are reported in web-based User Interface



Crawl Baby Crawl



- **Data collection** done by a series of **crawlers** (i.e. spiders/robots).
- adjinn visits a market's audited and defined Web site list, **24 hours** a day, **7 days** a week, **365 days** of the year.
- Approximately **1000 sites** per market.
- Database is **updated every evening** at midnight.
- We crawl and capture more **than 2,500 creatives per hour** taking into consideration the following criteria:
 - ★ Sites where the creative was displayed
 - ★ Format
 - ★ Device it was found on (i.e. desktop or mobile);
 - ★ The scroll
 - ★ Visibility
 - ★ Metrics - Ad Impressions, Share of Voice, etc.



Full & Total Control in Real Time



- Empowers users, delineating how their **own digital ad campaigns** and those of your **competitors are evolving**.
 - Offers the ability to **change the course** of non-performing campaigns **before** they have **exhausted** their **budgets**.
 - **Yield learnings** from previous campaign performance to plan for improved **success in the future**.
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Do's



Advertising types reported on:

- ★ Display
- ★ Video
- ★ Native
- ★ Programmatic
- ★ YouTube

Ad formats captured:

- ★ Static Image (JPG, PNG)
 - ★ Animated GIFs
 - ★ HTML5
 - ★ All Video
 - ★ In Read (Teads)
-



Don'ts



adjinn does **not** measure or report on:

- **Text Ads:**

- **SEM**
- **SEO**

- **Social Media**

- **Facebook**
 - **Instagram**
 - **LinkedIn etc. etc.**
-



adjinn Data is Apt for:



1. Agencies

2. Brands

3. Publishers



Learning from Crawls



- ★ Total control over your digital and video **ad campaigns**.
 - ★ **Where** exactly your ads are running.
 - ★ Sheds light on where your **programmatic ads** might be appearing.
 - ★ Detailed insights into which **ad formats** are most used in your market and moreover...
 - ★ An understanding as to what digital ad campaigns are being run by your **competitors**.
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Around the Globe adjinn Data is:



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- Providing clients with strategic insights regarding the activity of their competitors.
 - Helping to create more convincing pitches, sound proposals and winning more RFPs.
 - Providing key insights fuelling intelligent and regular client engagements.
 - Validating the efforts being made by a contracted Agency.
 - Monitoring and keeping abreast of the sale of Publishing inventory.
 - Creating marketing materials to promote and extol campaign successes.
 - Optimising the performance of digital display and video ad campaigns.
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Some of our clients



CONDÉ NAST



ATRESMEDIA

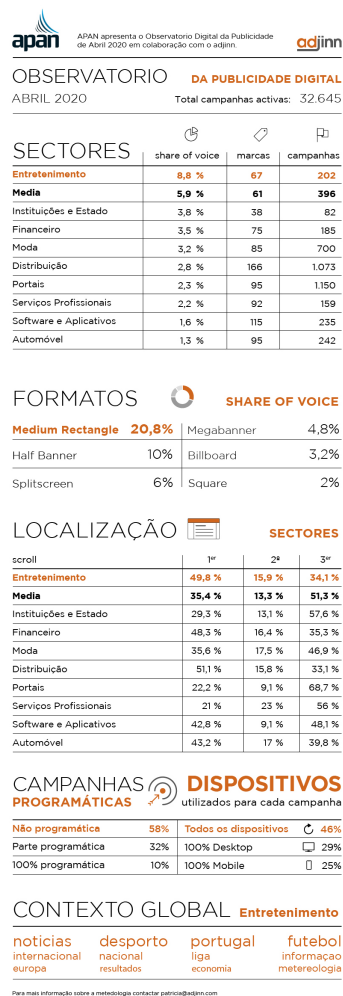




Quick demo



Observatório da Publicidade Digital





Observatório da Publicidade Digital



APAN apresenta o Observatorio Digital da Publicidade de Abril 2020 em colaboração com o adjinn.



OBSERVATORIO DA PUBLICIDADE DIGITAL

ABRIL 2020

Total campanhas activas: 32.645

SECTORES			
	share of voice	marcas	campanhas
Entretenimento	8,8 %	67	202
Media	5,9 %	61	396
Instituições e Estado	3,8 %	38	82
Financeiro	3,5 %	75	185
Moda	3,2 %	85	700
Distribuição	2,8 %	166	1.073
Portais	2,3 %	95	1.150
Serviços Profissionais	2,2 %	92	159
Software e Aplicativos	1,6 %	115	235
Automóvel	1,3 %	95	242

Observatório da Publicidade Digital

FORMATOS



SHARE OF VOICE

Medium Rectangle	20,8%	Megabanner	4,8%
Half Banner	10%	Billboard	3,2%
Splitscreen	6%	Square	2%

LOCALIZAÇÃO



SECTORES

scroll	1 ^{er}	2 ^a	3 ^{er}
Entretenimento	49,8 %	15,9 %	34,1 %
Media	35,4 %	13,3 %	51,3 %
Instituições e Estado	29,3 %	13,1 %	57,6 %
Financeiro	48,3 %	16,4 %	35,3 %
Moda	35,6 %	17,5 %	46,9 %
Distribuição	51,1 %	15,8 %	33,1 %
Portais	22,2 %	9,1 %	68,7 %
Serviços Profissionais	21 %	23 %	56 %
Software e Aplicativos	42,8 %	9,1 %	48,1 %
Automóvel	43,2 %	17 %	39,8 %

Información confidencial propiedad de AdJinn Control y Análisis SL



Observatório da Publicidade Digital



CAMPANHAS PROGRAMÁTICAS DISPOSITIVOS utilizados para cada campanha

Não programática	58%	Todos os dispositivos	 46%
Parte programática	32%	100% Desktop	 29%
100% programática	10%	100% Mobile	 25%

CONTEXTO GLOBAL **Entretenimento**

noticias	desporto	portugal	futebol
internacional	nacional	liga	informação
europa	resultados	economia	meteorologia

Para mais informação sobre a metodologia contactar patricia@adjinn.com

Contact

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