

The background is a dark, abstract collage. It features several overlapping rectangular panels: a yellow panel with a circuit-like pattern, a black and white photo of a man's face, a blue panel with a human torso, and a blue panel with a hand holding a device. Diagonal green lines and a faint, large-scale version of the text 'THE ALL ENGAGING MEDIA NETWORK' are also visible. A small red cross icon is in the top right corner.

**INNITY -
THE ALL ENGAGING MEDIA
NETWORK**

Rollover to Engage!

1	2	3	4	5
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Direct Response

- Conversion is track-able
- Conversion can be measured in dollars (\$), number of sign ups, number of contestants, number of quotations, number of leads, number of downloads and many more
- Post impressions and Post clicks conversion

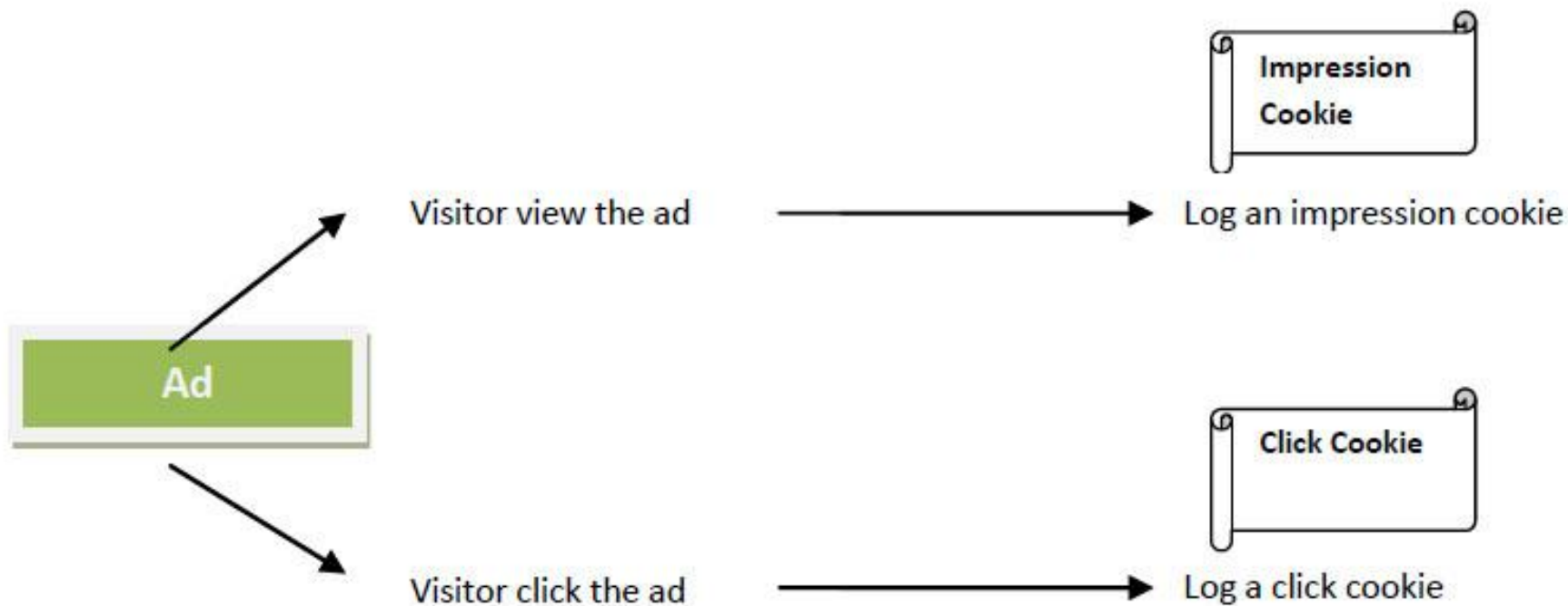
- ✓ Purchase
- ✓ Quizzes
- ✓ Sweepstakes
- ✓ Contest
- ✓ Trivia
- ✓ Gift, Premium
- ✓ Signup
- ✓ Survey
- ✓ Download
- ✓ Refer Friend
- ✓ Email etc.
- ✓ Sampling

Can I start Direct Response campaign straightaway?

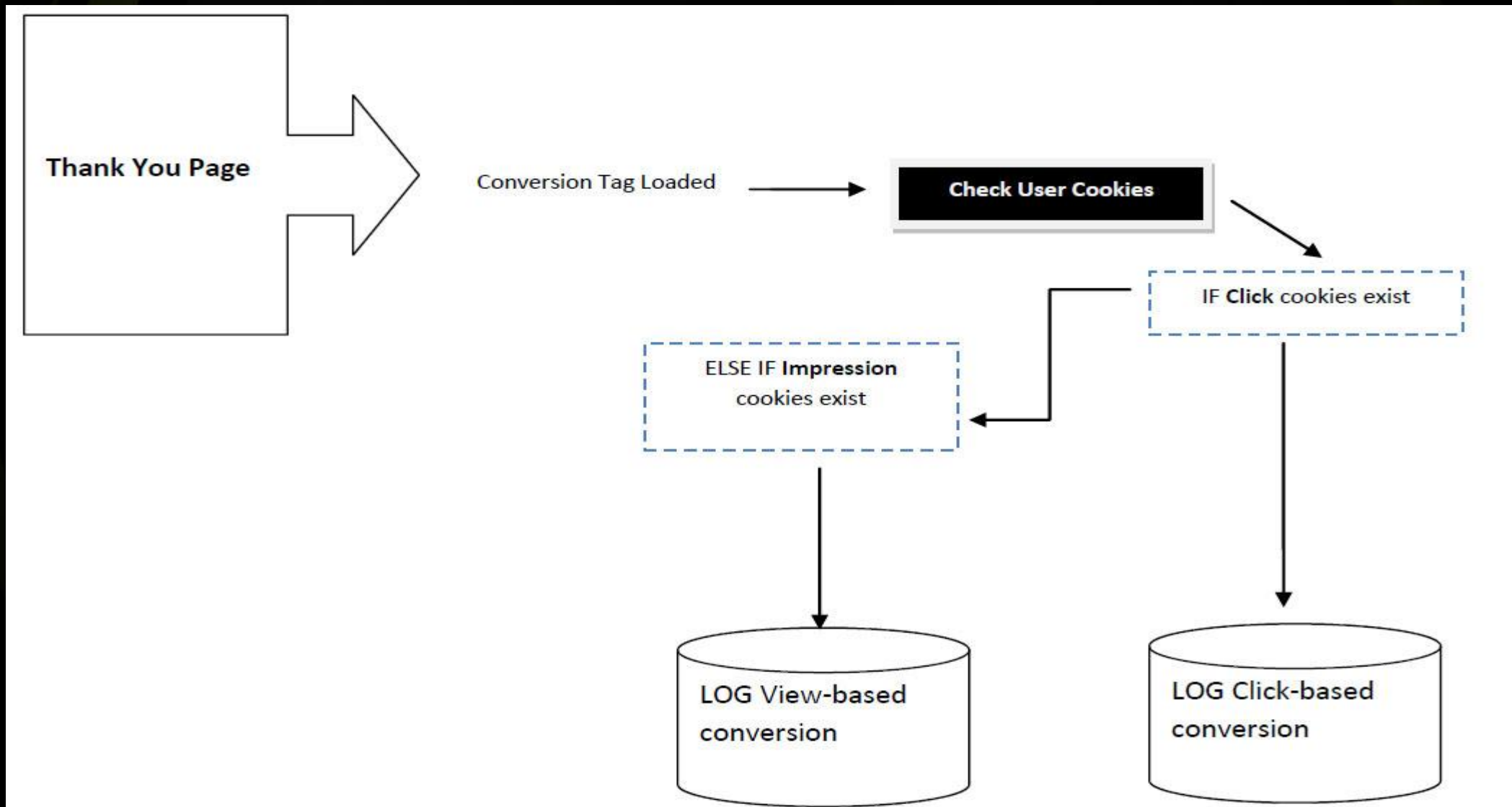
- Direct Response will work better after brand advertising has been focused
- Brand advertising will always associate with a brand message for you to remember, you will respond to it when you have the brand in mind
- Creative solutions and CALL FOR ACTION are the important elements

How Conversion Tracking Works

Visitor on publisher site



How Conversion Tracking Works

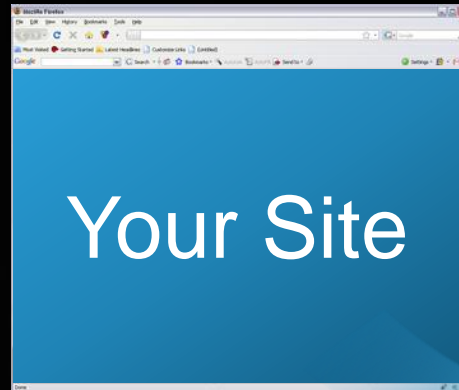


Retargeting

Re-engage highly qualified users who have already shown an interest in your brand.

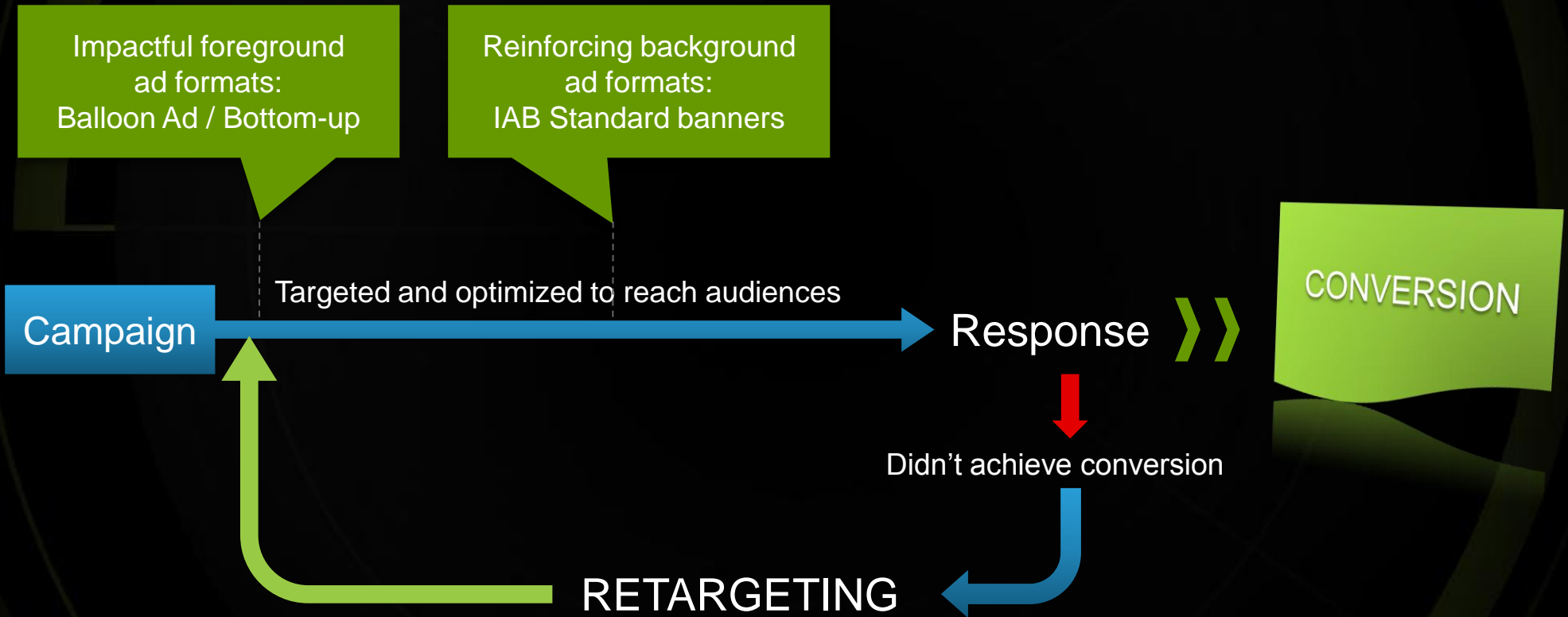
1. After users who have already shown interest in your brand leave your site
2. Banner ads across ad network are targeted to these users to convince them to return.

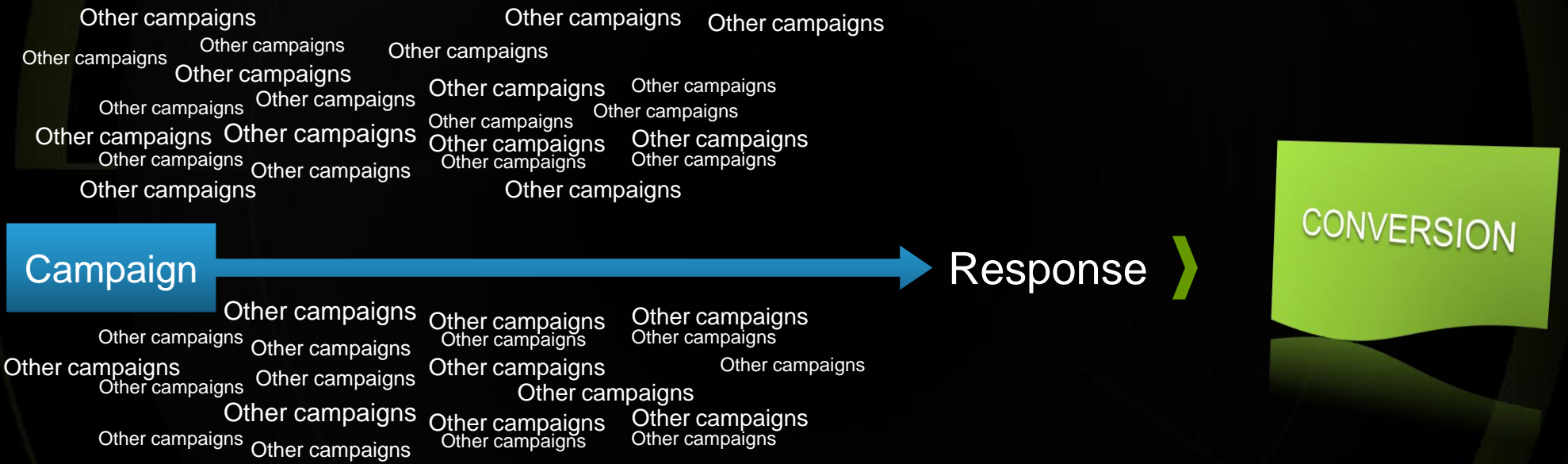
Highest conversion rates of any targeting features.



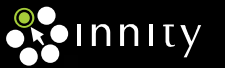
Full utilization of REACH Vantage

Propose model of campaign execution





ENGAGEMENT
BEYOND
BOUNDARIES



THE ALL ENGAGING
MEDIA NETWORK

“ENGAGE”

Branding Retargeting

&

Response Retargeting

ENGAGEMENT BEYOND BOUNDARIES

“ENGAGE”



THE ALL ENGAGING MEDIA NETWORK

Campaign Information

Advertiser: The Contact Lenses Company

Product: New Product Launching

Country: Malaysia

Target Channel: Women

Campaign Period: Jan 2011

Ad Format : IAB with Lightbox

Campaign Objectives

- To create Brand Awareness.
- To launch new product.
- Campaign will only run from Wednesday to Sunday.

INNITY Strategies:

Targeting – Innity recommended Time Targeting and Channel Targeting – Women after understanding the campaign goals.

Challenges

1. To promote the Advertiser's branding message
2. To generate high ER% & CTR%.

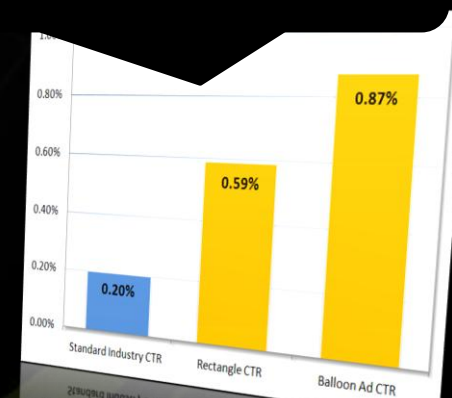
Solutions

We have allocated a lot of inventories for well performing ad formats – Rectangular.

We have applied relevant frequency capping to make sure the ads are being displayed to a huge number of unique visitors.

We have achieved ER of 4.19%, CTR of 22.06%, which is equal to CTR 0.92% - higher than the rich media benchmark of 0.3%.

We managed to reach the targeted impressions and kept the visitors frequency of as low as 1.31.



ENGAGEMENT BEYOND BOUNDARIES

“ENGAGE”



THE ALL ENGAGING MEDIA NETWORK

Campaign Information

Advertiser: The Survey Company
Product: Member Recruitment
Country: Indonesia
Target Channel: RON
Campaign Period: Apr 2011
Ad Format : IAB & Textlink

Campaign Objectives

- To recruit local people for survey sampling.
- To build database for survey sampling..

INNITY Strategies:

Targeting – Innity recommended Time Targeting and Channel Targeting – RON after understanding the campaign goals. We target the mass audiences.

Challenges

1. To recruit as many members as possible for survey sampling by gender, age and location.

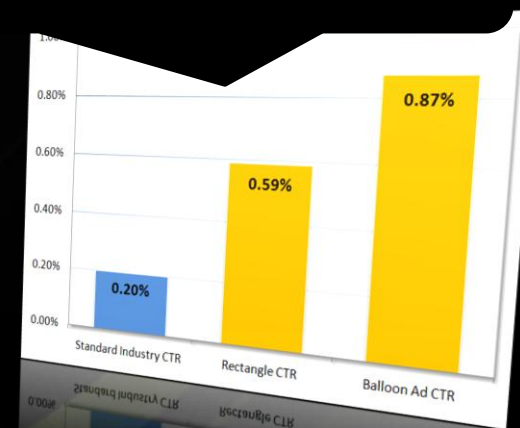
Solutions

We have allocated a lot of inventories into well performing ad format – Rectangular.

We applied relevant frequency capping to make sure the ads being displayed to a huge number of unique visitors.

We have generated about 7,000 clicks with 137 real acquisitions (after filtering trial acquisition). The conversion rate is about 1.8%, which is 0.8% higher than the benchmark.

We managed to hit the targeted impressions and kept the visitors frequency as low as 1.31.



ENGAGEMENT BEYOND BOUNDARIES

“ENGAGE”



THE ALL ENGAGING MEDIA NETWORK

Campaign Information

Advertiser: The F&B Company
Product: New Menu Launching
Country: Singapore
Target Channel: Food & Dining, Youth
Campaign Period: May 2011
Ad Format : IAB with Lightbox

Campaign Objectives

- To launch new menu.
- To collect feedback on the new menus, which is users' preferences.
- A combination of 2 TVCs, Set Meal, Vote Form in a Lightbox.

INNITY Strategies:

Targeting – Innity recommended Time Targeting and Channel Targeting – after understanding the campaign goals. We targeted food lovers sites, youth sites and lifestyle sites.

Challenges

1. To get online audiences to vote for their favourite menus.

Solutions

We have allocated a lot of inventories for well performed ad formats – Leaderboard & Rectangular.

We applied relevant frequency capping to make sure the ads are being displayed to huge number of unique visitors.

We managed to collect votes from the relevant audience by achieving a CTR of 0.3%

We managed to hit the targeted impressions and kept the visitors frequency of as low as 1.6.

