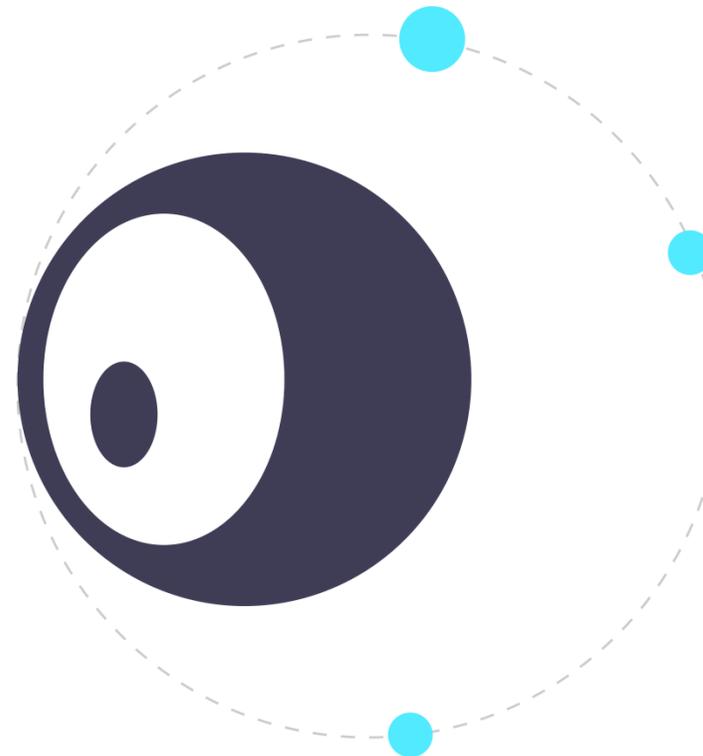


PROGRAMMATIC ADVERTISING ACROSS AUDIO, CONNECTED TV, DESKTOP, AND MOBILE ENVIRONMENTS

BIDMIND
BY FIKSU



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ABOUT US

BidMind by Fiksu is a programmatic advertising platform with access to premium inventory across audio, connected tv, desktop, and mobile environments. Available on [managed](#), [self-serve](#), and [white-label](#) models.



ABOUT US



PROGRAMMATIC MEDIA

Access customers via open auction or PMPs across audio, CTV, desktop, and mobile placements to transparently drive **brand awareness and performance**.

PROPRIETARY ALGORITHM ± PLATFORM

Experienced **machine-learning algorithm** and customizable platform.

CREATIVE SUPPORT

Experienced **design team** included to create and optimize assets to outperform.

ROBUST TARGETING

Ability to target via demographics, interests, and location. High performing look-a-like audiences available via our proprietary datasets (**4.38B user profiles**).

SCALE ± MARKET PENETRATION

Ability to access **66B+ impressions daily** and reach users globally.

BRAND SAFETY

Integrated with Pixalate to ensure **fraud-free environment**. GDPR compliant. Complete transparency on ad placements.

MEDIA BUYING PROCESS



BIG DATA

BIDMIND DSP DATA PUBLIC SIGNALS 1ST PARTY DATA 3RD PARTY DATA (LIVERAMP)

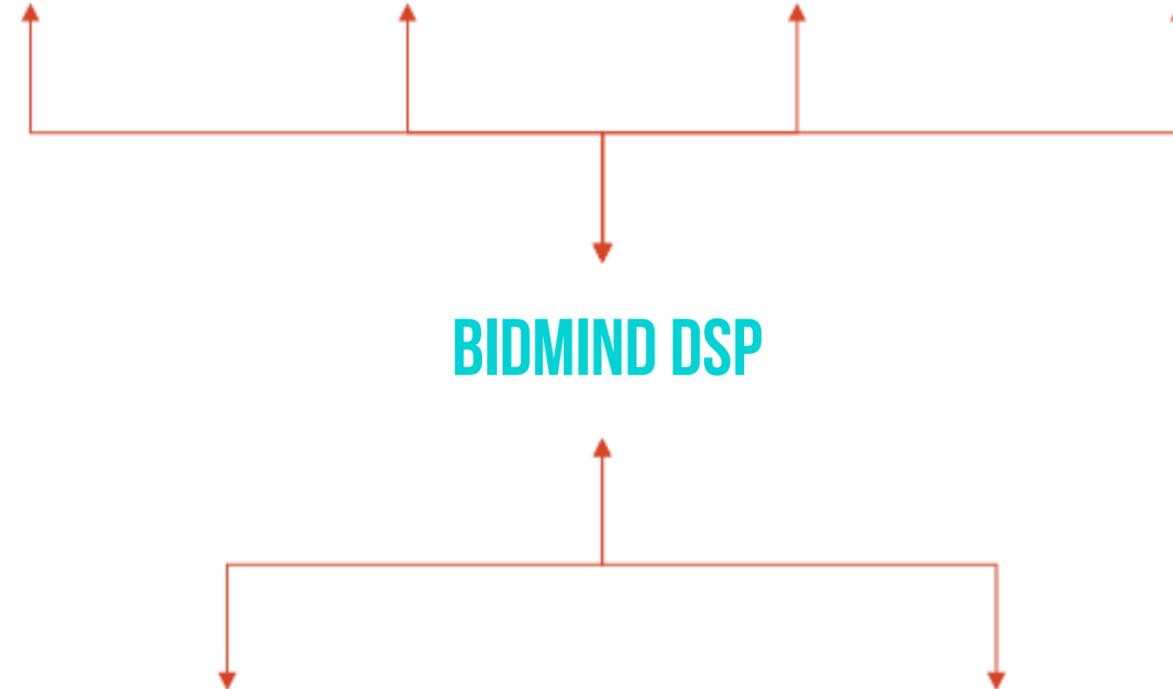
PLATFORM

BIDMIND DSP

INVENTORY

OPEN AUCTION

PRIVATE MARKETPLACES



AUDIO INVENTORY



Ads in audio content like podcasts, digital radio, and streaming music services. This audio content can be streamed on a variety of devices like desktop, mobile phones, over-the-top televisions, and smart speakers.



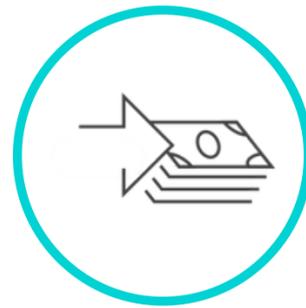
CTV/OTT INVENTORY



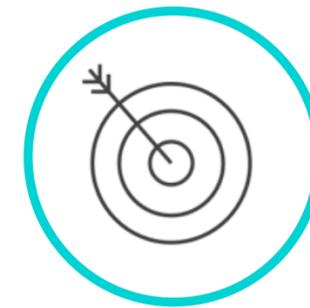
Different from traditional TV advertising, these pre- or mid-roll video ads are shown on connected devices, including smart TVs, set top boxes, and gaming consoles.



Over **1M viewers** cut the cord in 2020.
Sources:
hollywoodreporter.com;
techcrunch.com



CTV provides **cost-effective Broadcast and Cable TV inventory**, without an upfront commitment.



CTV combines the best of **linear TV** with programmatic buying and targeting flexibility.

CTV/OTT INVENTORY



DESKTOP/MOBILE INVENTORY



Banner and video ads shown across desktop, mobile phones, and tablets.



ADVANCED AUDIENCE & LOCATION TARGETING



GEOGRAPHIC

- Country
- Region
- City / DMA
- Geo-fencing (X radius around an address or co-ordinates)
- IP Addresses

DEMOGRAPHICS

- Age
- Gender
- Household Income
- Marital and Family Status

INTERESTS

- Auto Buyer
- Movie Fan
- Traveller

OPERATING SYSTEMS

- Audio Devices
 - Desktop
- Gaming Consoles
- Mobile Phones
 - Smart TVs
- Set Top Boxes
 - Tablets

CATEGORY

- Arts & Entertainment
 - Automotive
 - Business
 - Education
- Entertainment
 - Holidays
 - Sports, etc.



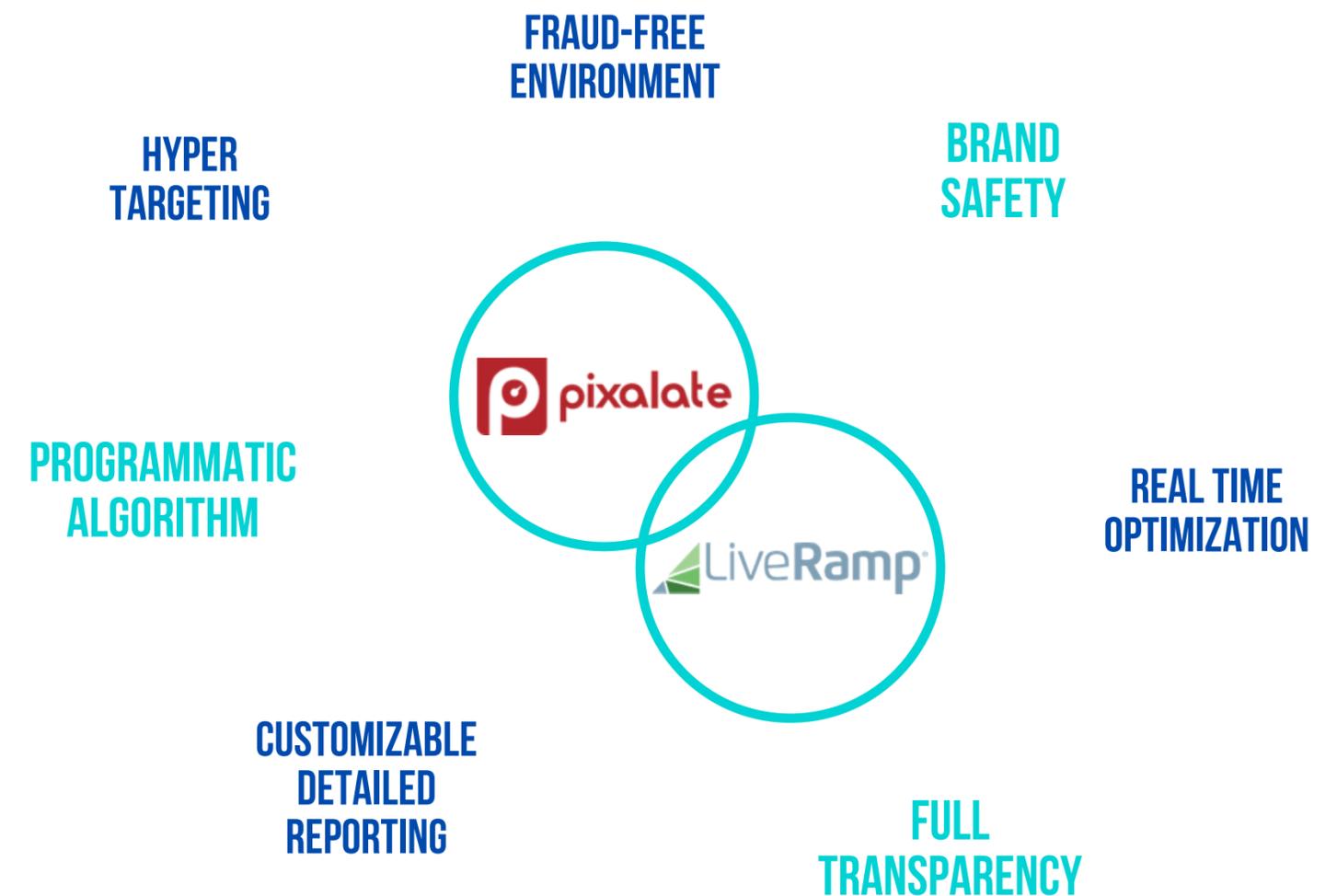
BRAND SAFETY & FRAUD PROTECTION



• **Integrated with Pixalate** (MRC accredited) to ensure brand safety and identify any fraudulent user behaviour in real time.

• Functions Include: **Pre-Bid Blocking, Post-Bid Analysis** (Viewability, Completion Rate, Etc.)

• Hypertargeting, by integrating 1st party client data and/or **3rd party LiveRamp data**, to ensure you are reaching your ideal customer across any environment.



POD BIDDING



BidMind DSP is able to **bid on entire connected TV ad pods** (first to last ad slot) to increase use rate, reduce queries per second (QPS), and drive transparency and inventory differentiation.



ADVANTAGES

Increase User Rate – Ability to apply competitive separation rules to ensure brand diversity in the pod and increase chances of impressing your audience.

(For example, would ensure that two competing brands aren't placed in the same pod.)

Transparency – Ability to see exact pod positions (first, second, third, last ad) so we can bid accordingly based on campaign goals.

Inventory Differentiation – Ability to choose if your ad is shown in the first slot and/or last slot to capitalize on the fact that users will be more engaged during these slots vs in the middle slots when they may pick up their phone, etc.

By bidding on the entire ad pod at once, we are able to gain more transparency into the pod layout and can make decisions on the following — deduplication, competitive separation and slot-based bidding.

PLATFORM MODELS



Managed – Campaigns fully managed by BidMind.

Self-Serve – Campaigns fully managed by Agency/Brand. Dedicated support via BidMind.

White-Label – Utilizing BidMind technology and branding it as your own. Customized domain and logo.



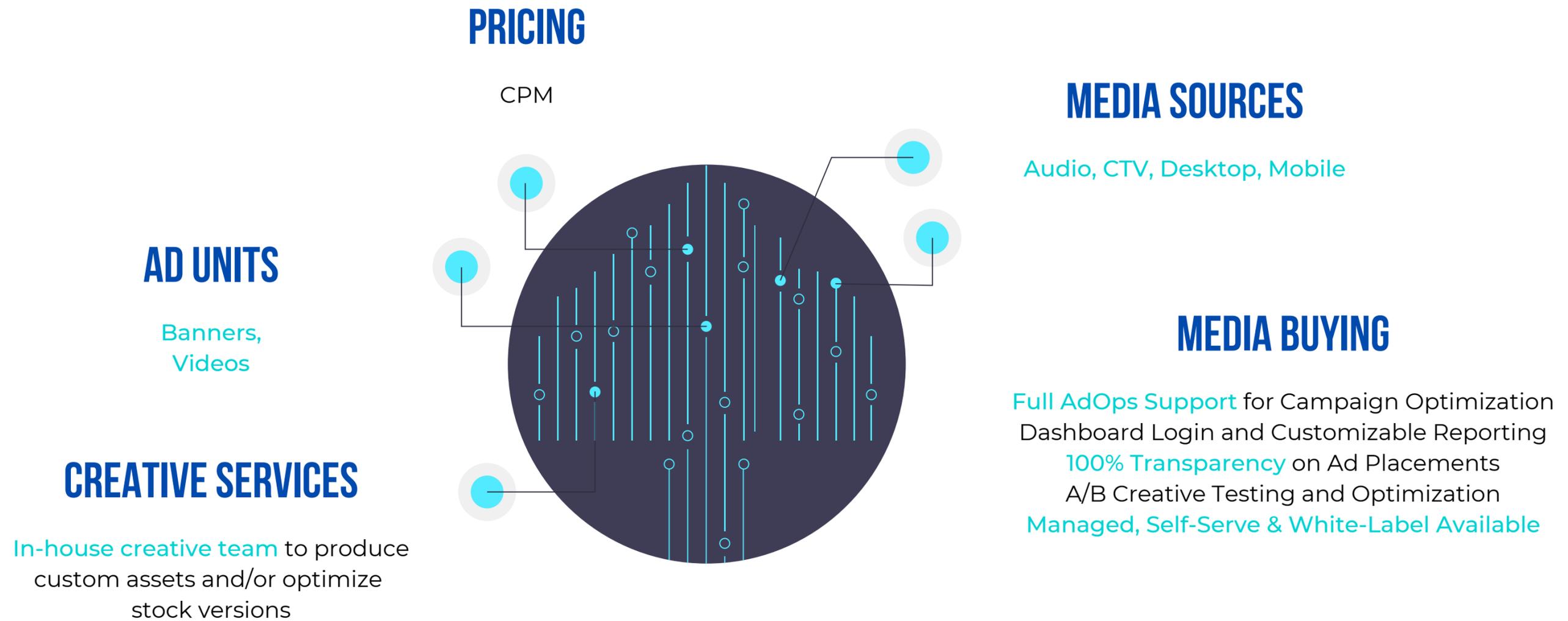
CREATIVE SERVICES



Don't have stock assets? No problem!
BidMind DSP's in-house creative team can create and/or optimize your stock assets, at no additional charge when running a campaign with us.



SUMMARY



QUESTIONS?



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