

Platform Traded Branding Specialists



Current Online Branding

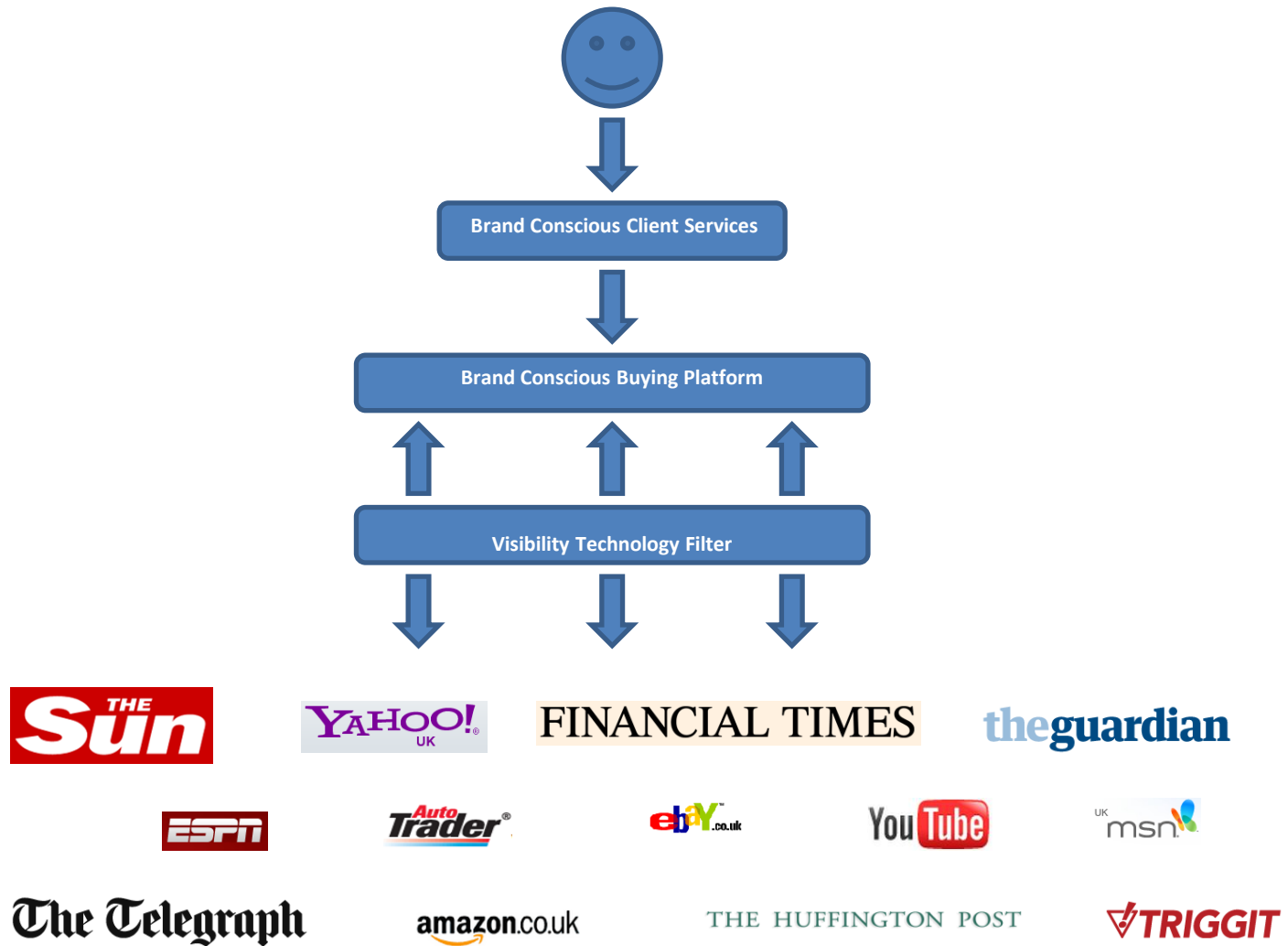
Online Branding faces the following problems:

- 1/3 Of all impressions bought are never seen
- Only 1/3 of these 'seen' impressions are viewed for 15 seconds or longer
- Running CPM activity to find these areas is wasteful and risky
- This inefficiency leads to poor branding exposure and performance



Brand Conscious' Purpose

- We apply our visibility technology to multiple inventory sources measuring visibility duration, in-browser creative visibility and whether an ad was viewed at all.
- We then filter and aggregate only visible and 'efficient' impressions from ad exchanges, networks and premium publishers into our own platform
- This simplifies the buying process of visible digital media
- We aggregate efficiencies, trade savings and specialities under one roof
- We are impartial. Our visibility data is confidential and ensures quality.



Technology

The Brand Conscious platform allow us to combine cutting edge visibility technology with multiple inventory sources to provide our clients a fully managed solution to buying highly visible and engaging online media.

- Our technology measures the precise visibility of each impression served
- Multiple formats; Video, Rich Media, Standard Media, Expandables
- We only trade with 'Pristine Impressions' that are guaranteed to be visible
- We optimise across inventory sources towards **viewer duration** as well as standard optimisation metrics
- Multiple targeting methods
- De-Duplication through hand picking publishers
- Third party data, audience buying and behavioural targeting

Why Brand Conscious

- High quality impressions with Guaranteed Visibility
- Cutting Edge Technology
- Scalable Online Branding
- Fully Managed Service with specialist Account Managers
- Comprehensive Targeting
- £3k Minimum spend
- 48 Hour Cancellation



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