CYBERTRON ADS

INTRODUCTION

Transforming Advertising.. One Impression at a time

AGENDA

- ❑ Introduction
- ❑ What to Expect
- ❑ Offerings
- ❑ Technical Features
- ❑ Cybertron OOH
- ❑ To Proceed

INTRODUCTION

What is Cybertron Ads

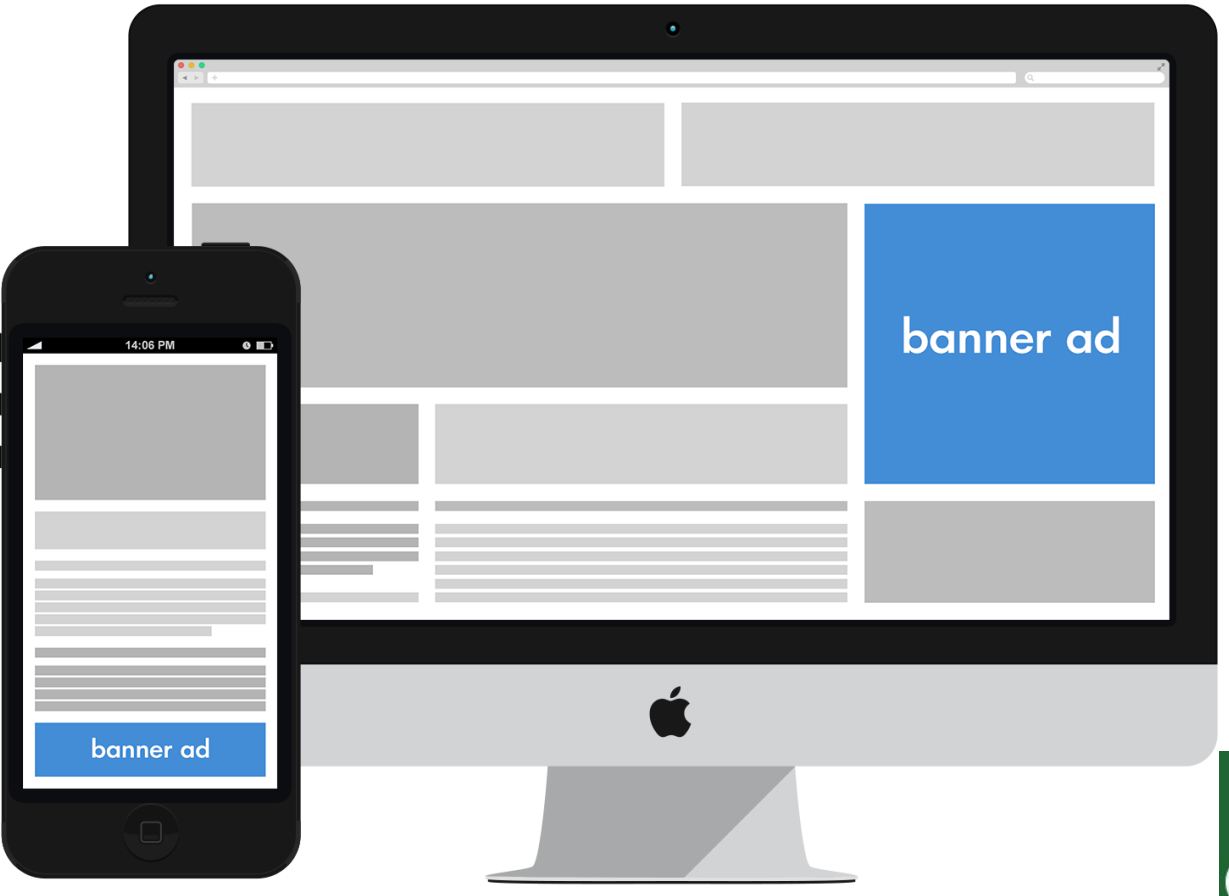
Cybertron Ads is a 360 customer acquisition programmatic platform which aims at optimizing ad spend by targeting the right customer profile in order to provide the best ROI.

We’re a 360 degree platform which involves analysis, planning and deployment, making us the go-to partner for media campaigns.

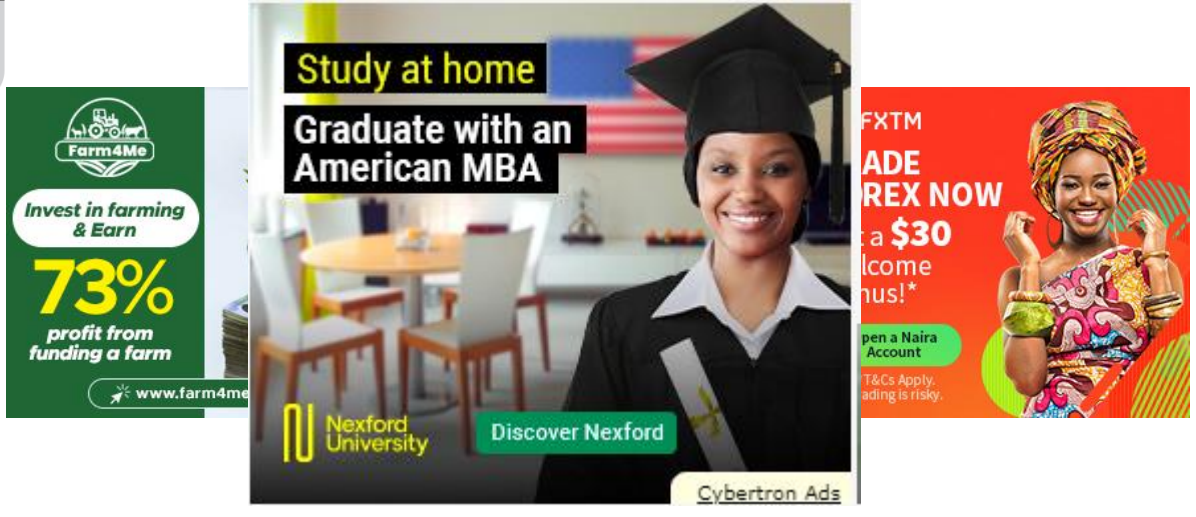
OFFERINGS

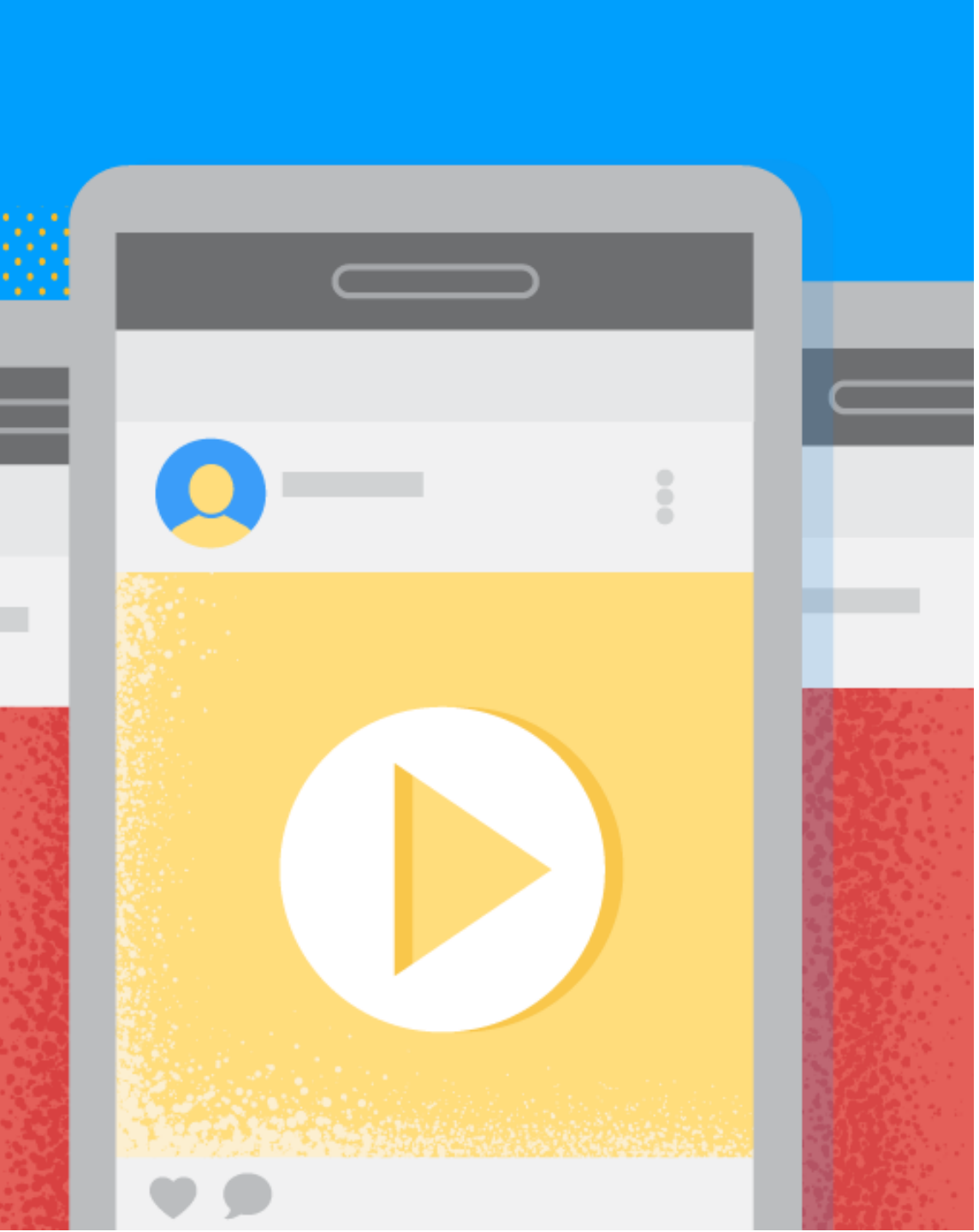
LET'S DIVE IN

DISPLAY ADS



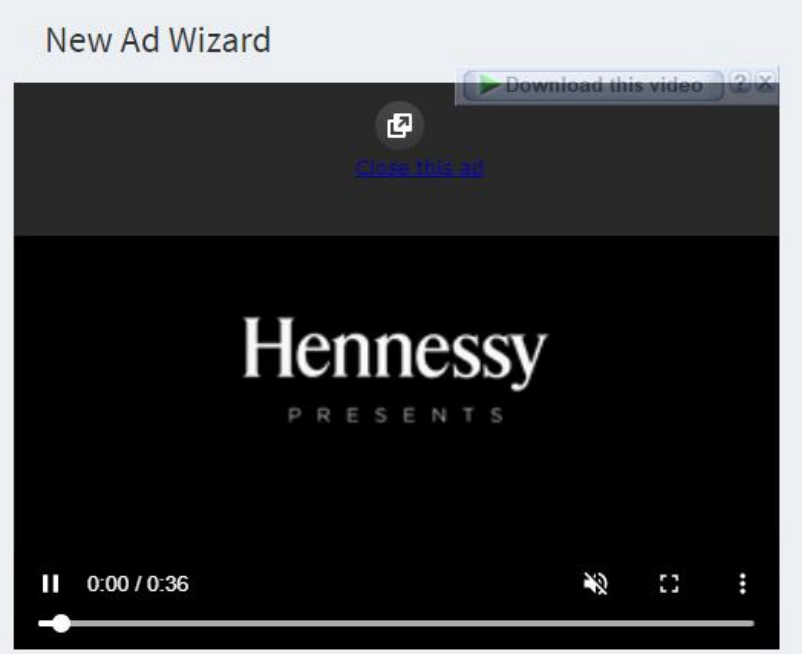
We start with Display ads. The Cybertron Ad platform enables IAB standard ads to be displayed on direct publisher sites as well as other supply sources with it's unique feature of it being lightweight and being able to load fast enough taking in cognizance the possible network challenges of the end users by capturing attention as much as possible.





Video Ads

Video ads are pretty much the bedrock of today's age in which attention is king. We provide non –intrusive video ads which provide access to users over the web in which your brand would be able to stake their claim and make the impression last



Rich Media Ads

Rich Media Ads are simply put the interactive banner ads which perform more than just the plain display function. They can be used as 3D creatives, can be used for lead generation etc.

Also they serve as a good audience grabber and very key identifier for brand awareness.

Click to Call

Click to call ads are the ones which speed up the user journey from banner direct to perform a call action which could be a call line, toll free line etc.

Click to USSD

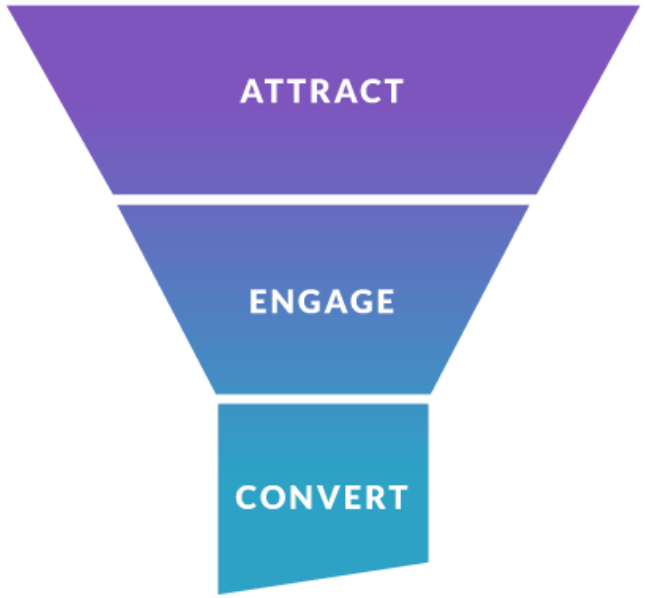
Click to USSD ads are executable on the Cybertron Platform. These ads are very much key and useful for activations, promotions and contest engagements

Click to SOCIAL MEDIA

The next evolution of our direction is the ability to use banners to link to all forms of social media from the likes of Facebook, Instagram, WhatsApp etc. The opportunities are limitless

Lead Generation

We have various traffic and lead generation funnels in which we capture the data of users who show purchase or actionable intent which then serves as a medium for your brand to convert to sales



OEM App Installs

In order to increase App installs and eventual engagements, we offer OEM installs from the premier phone manufacturers in the world with a diverse database and usage with multiple opportunities for success in your end products.

XIAOMI

SAMSUNG

ADDITIONAL CONNECTED SUPPLY SOURCES

Opera

truecaller

DoubleClick by Google

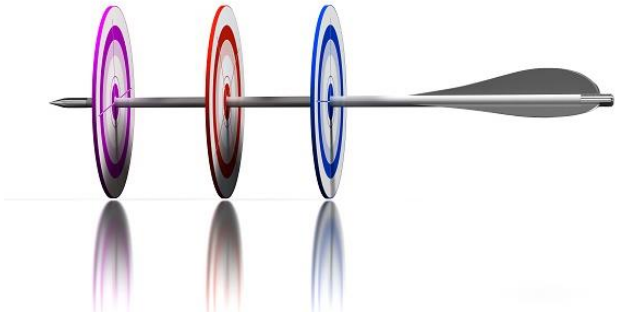
PubMatic

And lots more…

TECHNICAL FEATURES

Self Serve Platform

- Ability to serve ads in real time
- Live monitoring dashboard
- Easily convertible analytics
- Option of White Labelling



Multiple targeting options

- Targeting done based on multiple parameters
- Country
- State/region
- City
- Device OS
- Time of the day Etc.

Proper Analytics

- Key analytics by:
- Date
- Country
- By creative
- Referral URL's included

CYBERTRON OUT OF HOME AND TV

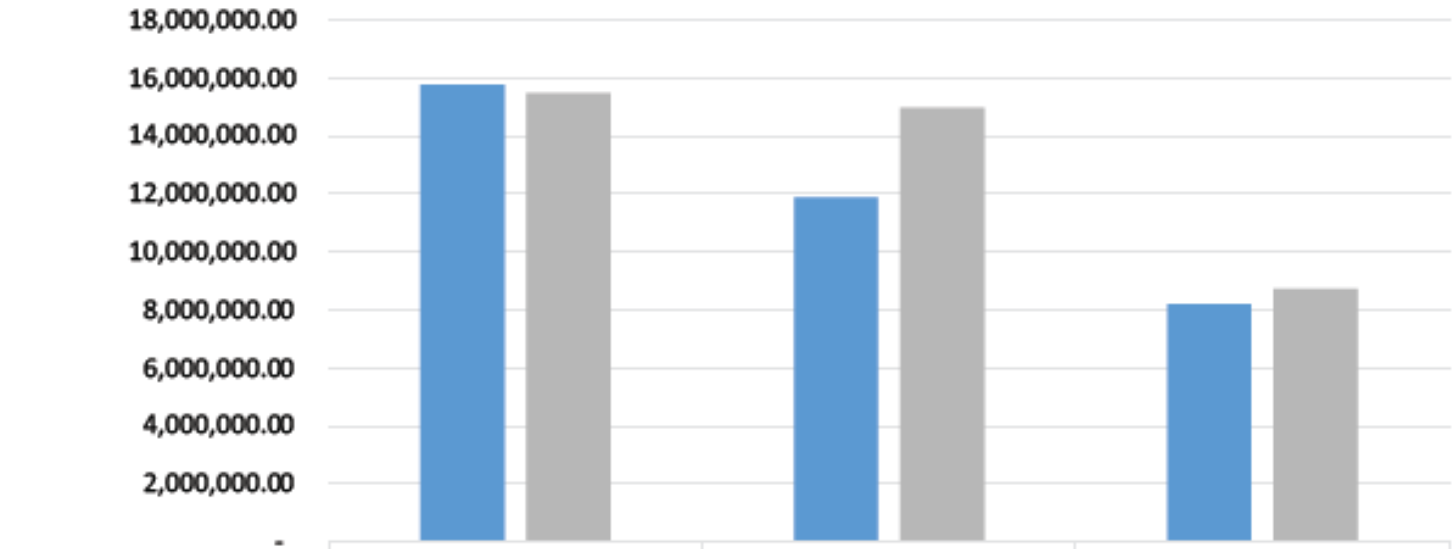
TV Ads

With every buying decision, brand trust and loyalty is important so we enable build such using key TV platforms to enable your users to get in touch with your brand through quick commercials at targeted periods.

Our demographics cut from Football/Sports, Popular TV, News etc.

Key Demographics

Here are a couple of numbers to support with a projected 20m+ HH viewers to come in the long term

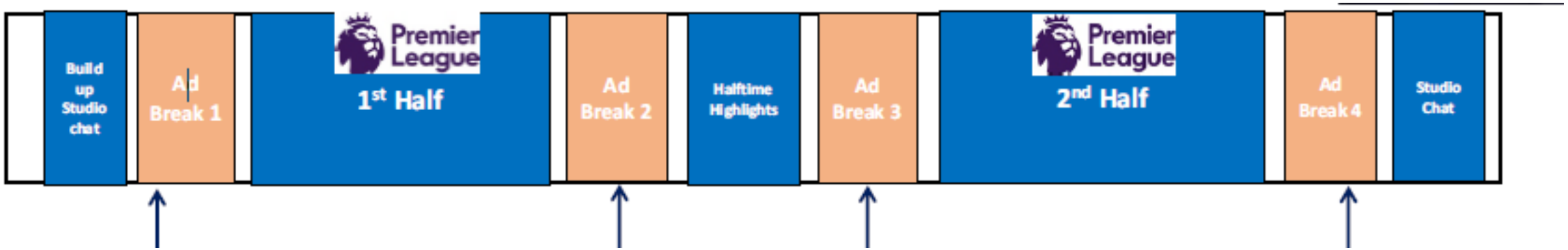


	West Africa	East Africa	SADC
Aug 2019 - July 2020	15,754,029.00	11,877,662.00	8,195,064.00
Sept 2020 -March 2021	15,452,526.00	14,946,205.00	8,728,219.00

Source : Amplitude

Deployment Process

A sample of the deployment process



Volume Bar Ad space

Channel Shift Ad space deployment

Radio Ads

With Radio ads, we leverage on the information parsed unto the buying, working class population who make up a good amount of commuters. With such, we support and augment the efforts of other channels to create that larger than life image for your brand.

the beat 99.9FM

the heart BEAT of LAGOS

Inspiration 105.9fm

YOUR #1 FAMILY RADIO

COOL 96.9 FM Lagos

LAGOS TALKS 91.3 FM

MAX 102.3FM Lagos

Bill Boards/ OOH

We have an extensive amount of digital billboards spread across multiple states in the country in key, high traffic location to optimize viewership for the brand as a whole

ABUJA-AHMADU BELLO WAY BY BANEX JUNCTION FTF WUSE

Size: 10.24m x 3.84m

- ABUJA

PH: ALONG ABA ROAD BY RUMUMASI MARKET JUNCTION FTT PH OPP POMA CLINIC

- PORT HARCOURT

LAGOS- ALONG EKO BRIDGE FTT APONGBON MARKET AND ISLAND, BY FMW COMPOUND. THIS IS A MAJOR LINK ROUTE TO THE MOST POPULAR MARKET IN LAGOS AND ON THE ISLAND.

Board size: 18.48m x 6.12m

- LAGOS

KANO - ALONG KASTINA RD BY KANO AIRPORT ROUNDABOUT FTF KANO AIRPORT

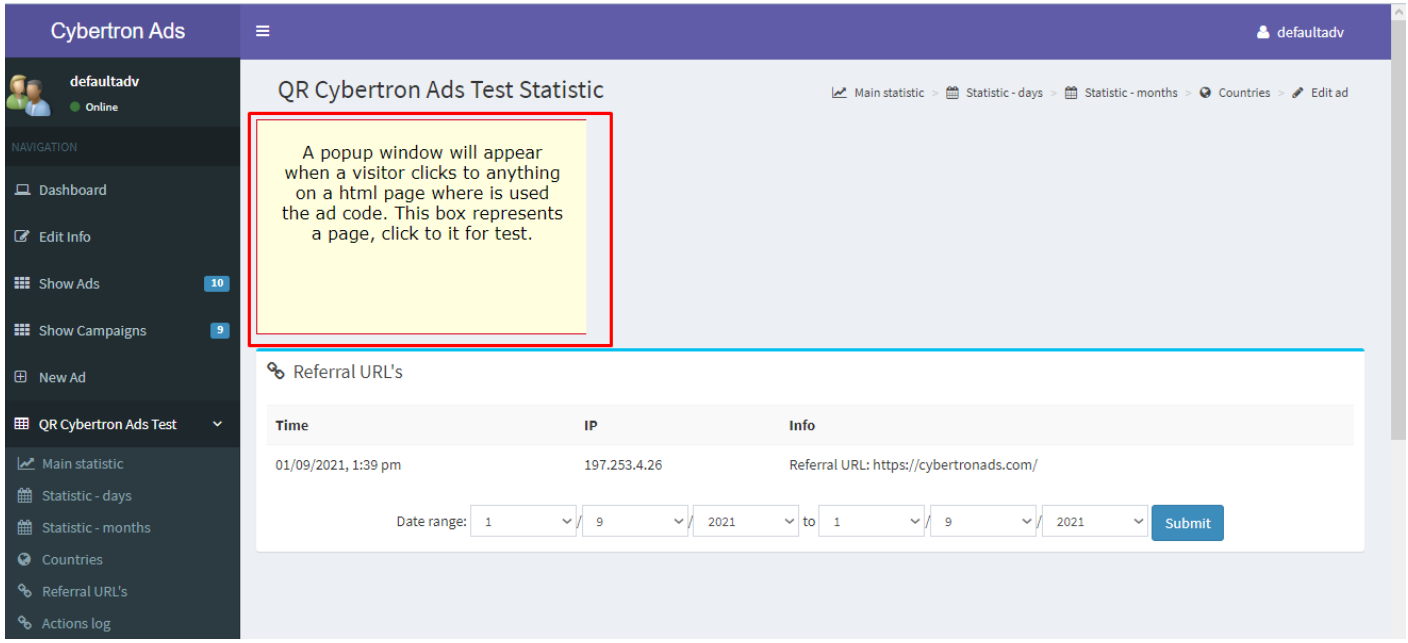
SIZE:12.8m x 3.84m

- KANO

QR Ads

In today's world, it's important to track advertising performance and our QR ads, track and monitor conversions made from users offline into an online platform and more.

We have a dedicated deck for this which explains in detail as well



TO PROCEED?

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THANK YOU