



SPACE TECHNOLOGIES

Programmatic Media Deck
www.spacetechnologies.in

Programmatic Technologies

Digital advertising is now turned to programmatic advertising. Programmatic advertising is basically is the use of programming to target Ad to right audience using RTB (Real time bidding) process.

Space Technologies DSP is advanced and is connected to multiple inventory sources. Whether it is Web banner, In-App banner, Desktop or mobile video we have inventory to reach the audience around the globe.

Programmatic technology gives advertiser various targeting options like , demographic, IP, gender, age, city, country, retargeting, audience segment, language and many more multilevel targeting option.

Inventory partners

We are partnered with major technology companies, SSP and DSPs around the globe. Which make us one point to have access to high quality inventory supply.



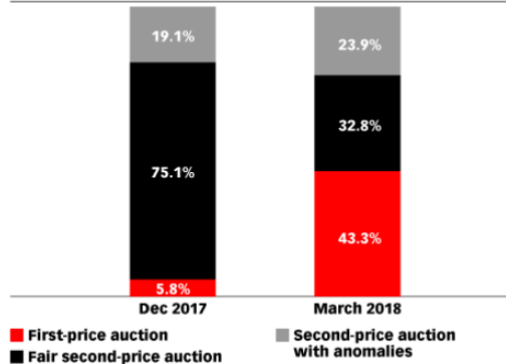
Programmatic statistics

PROGRAMMATIC BUYING WILL MAKE UP FOR 25% OF MEDIA BUYING IN INDIA BY 2020

IN 2017, IT WAS 15% OF ALL DIGITAL MEDIA BUYING IN INDIA

Digital Ad Impression Share Among US Supply-Side Platforms (SSPs), by Auction Type, Dec 2017 & March 2018

% of total impressions analyzed by Getintent



Note: represents activity on the Getintent platform, broader industry metrics may vary
Source: Getintent, April 30, 2018

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www.eMarketer.com

All placements (All sizes)	MPU (300x250)	Leaderboard (728x90)	Sky (160x600)
All formats 0.05 %	All formats 0.06 %	All formats 0.04 %	All formats 0.04 %
Flash In-Page 0.07 %	Flash In-Page 0.09 %	Flash In-Page 0.04 %	Flash In-Page 0.03 %
Image 0.05 %	Image 0.06 %	Image 0.05 %	Image 0.04 %
Rich Media Expandable 0.02 %	Rich Media Expandable 0.02 %	Rich Media Expandable 0.04 %	Rich Media In-Page Flash 0.06 %
Rich Media In-Page Flash 0.06 %	Rich Media In-Page Flash 0.07 %	Rich Media In-Page Flash 0.05 %	

Inventory availability

According to a study conducted by 9Apps, an average Indian user installs 32 apps. This number is more than enough for marketers to target the users and display various types of ads in the app. In-app advertising is becoming more popular among e-commerce, BFSI and entertainment segments as they have a lot of scope and options available to tap into the mobile user base.

Both in-app and native advertising has been on a rise in India as marketers are spending an increasing percentage of their ad budget on it. Though the audiences changing media habits have been a major concern, programmatic advertising has been providing solutions for precision targeting and better results.

India is being called a mobile-first country, with e-commerce and digital companies moving to app-only experiences. According to a recent data from We Are Social, 200 million people in the country are going online via their mobile phones, with 66 percent of all web traffic served to mobile phones.



Thank You!!!