



SUCCESS THROUGH TARGETED DESIGN AND REAL-TIME OPTIMIZATION OF ONLINE ADVERTISING



... offers the dynamic TargAdComposer: a web tool that allows you to design, personalize and optimize online banner advertising in real-time. Significantly increasing the impact of your ad campaign while simplifying your work processes at the same time. This application gives you access to previously unknown possibilities of creation because it allows you to individually design banners per target group (audience) integrating all targeting types. Your personalized campaign thus becomes more relevant to the user resulting in higher CTR (click thru rates) and conversion rates.

MINIMAL DIVERGENCE LOSS **∨**
∧ MAXIMUM CAMPAIGN EFFICIENCY
PROFIT-ORIENTED BUDGET ALLOCATION **+**

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Founded 2009. Location Berlin

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AWARDS

Gründerwettbewerb
Multimedia **2008**

Businessplanwettbewerb
Berlin-Brandenburg **2010**

THIS IS HOW YOU PROFIT FROM THE dynamic TargAdComposer:

6- REAL-TIME OPTIMIZATION

Instantly track your performance. **BOOST EFFECTIVENESS** by optimizing your banners while the campaign is active.

1- PLANNING

INDIVIDUALLY design your campaign per target group. Use and combine **ANY AND ALL TARGET METHODS**.

5- REPORTING

Have **COMPLETE CONTROL** over the impact of your advertising: whenever and wherever, for any banner, **IN REAL TIME** and of course target group-specific.

2- ORGANIZATION

SIMPLIFY your work process by easily **MANAGING** all your campaign tools with one system.

4- REAL-TIME GENERATION

During broadcast, banners are assembled in real-time. Send an **UNLIMITED NUMBER** of banner variations easily via only **ONE LINK** to the marketer.

3- BOUNDLESS CREATION

Discover new **POSSIBILITIES** of creation: Freely design **TARGET GROUP-SPECIFIC** in all established file formats (Pictures, Video, Audio, Animation).



OUR SUCCESS FACTORS ARE **TARGETED PERFORMANCE** AND **TARGETED CREATIVITY**

TARGETED PERFORMANCE

...IS THE TARGETED REAL-TIME OPTIMIZATION OF ONLINE ADVERTISING

Targeted Performance makes online advertising easy and effective. Detailed reporting allows you to continuously monitor the success of your various display ads and shows you which campaign elements could be optimized. You may change the advertising media anytime in real-time thereby increasing the effectiveness of your banner ads. This is how you optimize your marketing budget and your Return on Advertising Spending (ROAS) even while the campaign-flights are still active.

300% CLICK RATE INCREASE

10.000 OPTIONS - ONLY **1** LINK

TARGETED CREATIVITY

... IS THE TARGETED DESIGN OF ONLINE ADVERTISING

Targeted Creativity brings together what belongs together: creation and target-based media planning. You may freely design any number of different banner ads for the individual target groups and adapt them to the context. Each recipient sees an individualized banner ad that appeals to their specific needs. The result is not just a higher willingness to buy but also increased brand awareness and sympathy.

+ THE dynamic TargAdComposer OFFERS YOU

- + Creation of dynamic online banner advertising without the need for programming know how
- + Integration of external targeting services (incl. predicted behavioral targeting, re-targeting)
- + System-integrated targeting services (incl. geo data, weather, time, system recognition)
- + Personalization for user-defined number of target groups and targeting criteria
- + Ad media placement, real-time editing and optimization
- + Editing of Rich Media components (picture, film, audio, text, animations)
- + Integration of external data sources such as databases or SEM/SEO data
- + Detailed reporting in real-time
- + Real-time optimization supported by Recommendation-Tool

SUPERIOR REACH AND PERFORMANCE IN BROADCASTING DISPLAY ADS 
(Results Adserver Monitoring of BVDW in June 2011) (approved by BVDW)

TEST-ACCOUNT

Sign up for a free non-committal trial of the dynamic TargAdComposer. Discover live the various functions and let your creativity run free. If you are interested contact us via kontakt@mashero.com.

DATA PRIVACY PROTECTION

The mashero service does not collect data but utilizes existing targeting and search engine data. Any utilized user profiles of targeting partners have been made anonymous and contain no personal data.

TARGETING TYPES

TARGETING = ADDRESSING A TARGET GROUP. Targeting in online marketing means that selected digital media is shown based on a previously chosen user group. Through modern targeting technologies target groups may be defined by a vast variety of criteria.



The dynamic TargAdComposer allows you to use and combine a diverse range of targeting types.

"A 291 % HIGHER CLICK-THROUGH RATE compared to a mature flash banner speaks for itself. It became obvious very quickly that the people at mashero are real professionals who mastered their business. With regards to the outcome and the collaboration: simply outstanding! We look forward to the next project together!"

(Oliver Plantenberg, Managing Director City Update Ltd. / on behalf of Mitsubishi Electric)

- > Mitsubishi Electric used the dynamic TagAdComposer for the implementation of a campaign for solar technology. The campaign focused on Geo-Targeting and achieved an increase in click thru rate of 291 % in comparison to a dynamic ad without individualization at the same ad space.

1-2-3 DONE!

IN 3 STEPS TO AN INDIVIDUALIZED CAMPAIGN

1- SETUP

- + Briefing & consulting by mashero
- + Setup of Adserver communication by mashero
- + You define the targeting criteria

2- DYNAMIC IMPLEMENTATION

- + Training by mashero
- + You create the designs
- + You connect your ad media with the targeting criteria

3- PLACEMENT

- + Mashero transmits the URL to the Adserver
- + You publish the campaign
- + Increase the impact through optimization