Catch the Moment
Extracting maximum value from OX Ad Engine and OX Promotional Mail

Florian Steps
Director Monetization, OX
April 19th, 2018
Due to the huge opportunities reaching clients online, if you are relevant, the digital advertising spending worldwide increases.
Improve your KPI through more targeted and relevant messages to the right people at the right time

Digital display ad spending & programmatic share

- Display ad spending (billions)
- Programmatic digital display ad spend (% of total digital display ad spending)

Measuring the effectiveness of programmatic advertising

The thing to remember here is this: this was the same advertiser, with the same spend, over the same time period. By taking advantage of everything targeted advertising has to offer, the advertiser was able to reach highly qualified customers in a much more efficient manner.
E-Mail is still king

Total Emails Sent and Received Daily Worldwide, 2017-2021
billions and % change

<table>
<thead>
<tr>
<th>Year</th>
<th>Emails sent and received daily</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>269.0</td>
<td>4.5%</td>
</tr>
<tr>
<td>2018</td>
<td>281.1</td>
<td>4.4%</td>
</tr>
<tr>
<td>2019</td>
<td>293.6</td>
<td>4.4%</td>
</tr>
<tr>
<td>2020</td>
<td>306.4</td>
<td>4.3%</td>
</tr>
<tr>
<td>2021</td>
<td>319.6</td>
<td></td>
</tr>
</tbody>
</table>

Industry Worth $22.2B in 2025*

* Source: PRNewswire / April 17th 2017, Transparency Market Research
11% of the global internet population is blocking ads on the web; Ad blocking software could cost digital publishers over $27 billion by 2020
CREATE GREAT CUSTOMER EXPERIENCES.

TARGET INDIVIDUALS.

BE RELEVANT.

HOW?!
Today’s consumers aren’t satisfied with just being told a story. They want to be part of the story.
“The human attention span has dropped to 8 seconds, which is 1 second less than that of a goldfish”
Provide real “James-Bond-Moments” to your customers
Brands have to focus on “Target Moments” to fulfill the customer expectation for individual experiences.
Catch the Moment!
Increase revenue with OX Monetization

OX MONETIZATION

OX AD ENGINE

OX PROMOTIONAL EMAIL

UPCOMING MONETIZATION INITIATIVES
Increase revenue with OX Monetization

OX MONETIZATION

OX AD ENGINE
OX PROMOTIONAL EMAIL
UPCOMING MONETIZATION INITIATIVES
Increase revenue with OX Monetization

OX MONETIZATION

- OX AD ENGINE
- OX PROMOTIONAL EMAIL
- UPCOMING MONETIZATION INITIATIVES
OX Ad Engine in a few words

- OX App Suite (Mail) is a single-page application which dynamically loads content.
- Banner ads can be placed in various areas within the mail application.
- Every user action triggers a reload of content elements and can be used to update the banner ads, ensuring a large amount of ad-impressions (15-20 on average) per user session.
- Based on current OX user data, ca. 48% of mails are read on browsers.
OX Ad Engine banner formats

- Formats widely used by our customers:
  - Rectangle
  - Halfpage
  - Skyscraper
  - Leaderboard
  - Mobile Content Ad
  - Maxi Ad (Logout)

- These formats are available in every programmatic system

- They are less disturbing/annoying than bigger or non-standardized formats.
OX Ad Engine Benefits

- Ad frequency and ad reload can be easily managed
- Optimized targeting means you get higher cost per thousand views (eCPM) - significant monetization per active mail account per year can be achieved!
- OX can help monetize your inventory on a premium level via programmatic systems, if requested
- Working together with our customers we always look for ways to monetize the Inbox without impacting usability
Another ad format, which is getting more and more popular is the "pencil ad"

Placed on top of the mail listing overview, this ad looks like a native ad
Online banner formats: Billboard Ad

Billboard Ad: Size: 800x180-250 px Static or animated
Online banner formats: Content Banner

Content Banner: Responsive sizing, Static or animated
Online banner formats: Superbanner

Superbanner: Size: 728x90 px, Static or animated
Mobile banner formats

Standard Banners
Mobile Content ad:

Size 4:1
600 x 150 px (Retina)
or 300 x 75 px

Size 6:1
600 x 100 px (Retina)
or 300 x 50 px

Static or animated
Increase revenue with OX Monetization

OX MONETIZATION

OX AD ENGINE

OX PROMOTIONAL EMAIL

UPCOMING MONETIZATION INITIATIVES
OX Promotional Mail in a few words

B2C Audience Marketing Platform for Commercial Email Engagement

• The solution works on any IMAP mail client on any device
• Bypass any server-side spam filtering = Guaranteed Deliverability
• Advanced Campaign-Management Tools
• Real Time targeting - reach users when they are engaged
• Data-driven targeted campaigns enhanced by DMP
• High Click Through Rate (CTR) = High eCPM
OX Promotional Mail Flow Chart

**Telco/Email Service Provider**
Offers email service to end-users, owns the user's email addresses and related profile and contract data information.

**Email Campaign Management Tool**
Stores target user data; provides interface for database segmentation; interface for creation of email templates; ad-server, etc..

**Promotional Mail**
Mail Injection Middleware (MIM) Acts as an interface between the Email campaign management tool and the mail server; Downloads and stores all data required for campaigns.
Email Server Initiates Mail Injection

**End User**
eMail is injected into User's Inbox 1st position.
Injected on any device

Promotional Email Ad: Always lands on top; “injected“ and not sent

Apple Mail

Microsoft Outlook
OX Promotional Mail Benefits

- Improved communication channel
- Increased user engagement
- Optimized campaign results
- High revenue potential
Use Cases

• Upsale / Xsell / X-device conversion
• Leverage ad-display
• Dormant Users Reactivation
• Replace ‘Standard’ newsletters
• Retargeting Campaigns
• Daily Deals IMAP Folder
• Alert users
Example: Business Objectives

- Increase awareness (top of mind)
- Increase Share of Wallet
- Avoid Inactivity
- Decrease Churn
- Follow Data Privacy regulations
Comply with

• General
• Data
• Protection
• Regulation
Take aways

OX Monetization helps you to target customers more accurately and increase revenue per user with

a) OX Ad Engine:
The perfect tool to monetize your (mail) inventory with banner ads, which can be placed in various areas within our OX mail application

b) OX Promotional Mail:
The advanced campaign management tool, which allows you to inject any kind of messages and ads into the (IMAP) inbox of your clients
WHAT'S YOUR EXPERIENCE?
NEVER STOP INNOVATING