

THE NEW FACE OF MODERN TRADING

It's all about business growth

group^m

MINDSHARE 

MEDIACOM

Wavemaker

THE ESSENCE OF TRADING HAS CHANGED DRAMATICALLY

TRADITIONAL



“Push” negotiations style

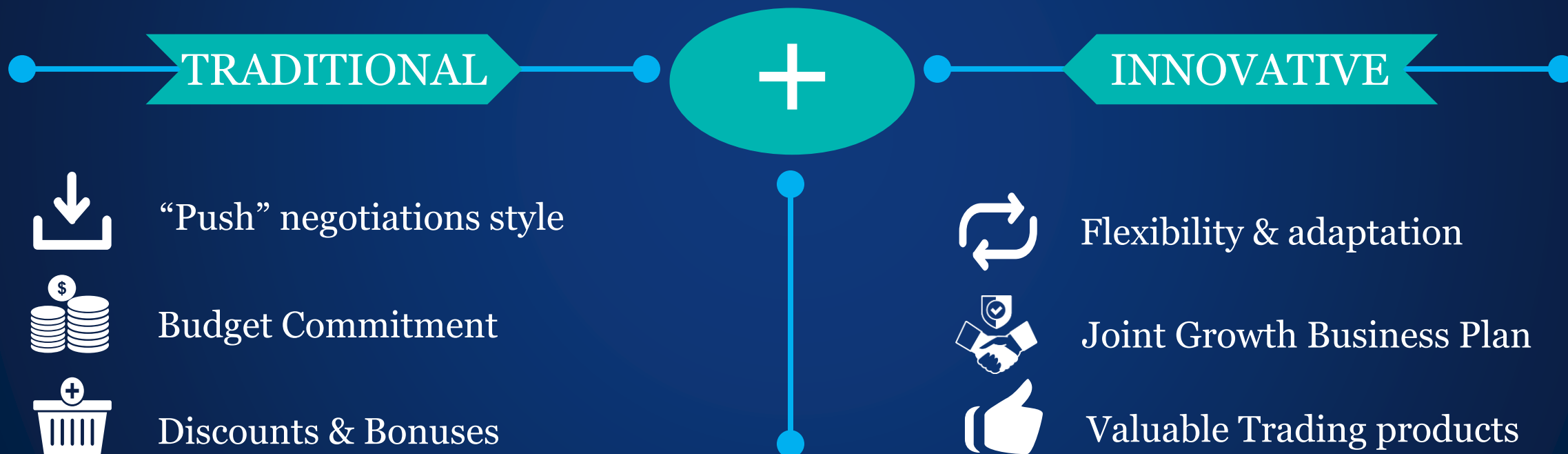


Budget Commitment



Discounts & Bonuses

THE ESSENCE OF TRADING HAS CHANGED DRAMATICALLY



GROUPM TRADING INNOVATIONS AND PARTNERSHIPS BRING MORE VALUE FOR CLIENTS



GM JBPs with key vendors & trading products (Social ID, ISP Pro, etc.) help to improve brand metrics:

- Awareness +5..+7%,
- Purchase consideration +10..+15%



XAXIS Audio uplift Radio campaign outcome (Reach):

- Russia: from +10%..15%,
- Moscow: +30%..40%



TV: can be more effective:

- Affinity +5%..10%,
- Reach +1%..3%

Focus of 15% budget on Innovative Trading Products can bring up to 5% increase of total business effectiveness

INNOVATIVE TRADING IS...

CLEAR GOALS

It is important to know what the achievable measurable result will be

PERSISTENCE

The path to success is thorny and often the partner needs your help to understand all benefits

FLEXIBILITY

The success now and in the future rests on the ability for quick adaptations and reasonable compromise balance between the interest of different stakeholders

ADAPTAION

Whatever you plan, most likely everything will go differently

SELF-EXAMINATION

And not only that... It is also important to understand those with whom negotiations take place, their motivation, way of thinking, feel the spirit of the room...

ANALYSIS OF FAILURES

The only man who never makes a mistake is the man who never does anything

HOW DO WE RESPOND TO THAT?



TRADITIONAL

- Excess & ineffective presence (static or high SOV)
- Archaic measurement system
- Series of unsuccessful attempts of building O2O communication

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- Dynamic placement, more opportunities for Reach & Frequency management
- Wide range of specific targeting
- Cross-channel communication and performance evaluation

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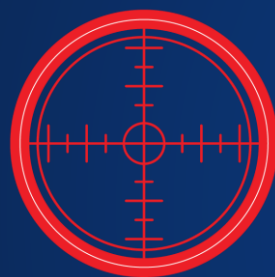
Now we have built MVP and will have soon a comprehensive product (with Qvant as a key partner) which make it all happen (we start test campaigns in Q4'20)

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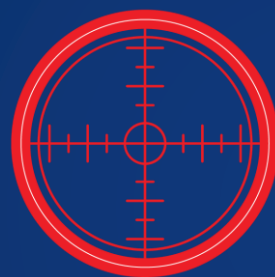
CYBERSPORT



Creative /
Ideation



Negotiation /
Implementation



Result /
Measurement

AUDIO

Digital Audio + Telco DATA =
XAXIS AUDIO

*(unique product, that allows to work
with extremely valuable segments (+
effortless anti-fraud filter)*



New trading product **MGAMING**



XAXIS AUDIO

CUSTOMER SEGMENT TV TARGETING

GroupM:

- **[m]Screens** optimizes customers segment TV placement for all media targets on Mediascope Raw Data base
- Including very difficult to achieved **REACH** targets

NAA:

- Segment approval between Client/Agency and GFK and corresponding recommendations
- TVR forecast for SEGMENT audience in VIMB directly

Mediascope:

- Segment reconstruction on TV Index Panel base
- All standard media statistics measurement (Palomars)

GFK:

- Segment approval and creation on GFK Panel base
- Results measurement – Accuracy and Efficiency (Value) Indices

Industrial Fusion

MISSION OF MODERN TRADING

- Trading deals → Value Exchange
- Value to the Client business (best prices + innovations)