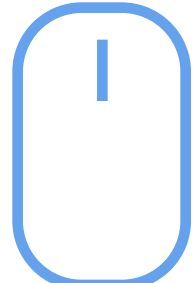


 **+80%** VIEWABILITY RATE

 **4x** HIGHER CLICK THROUGH RATE COMPARED TO STANDARD BANNERS

 **+1.5%** CLICK THROUGH RATE

 **69%** VIDEO COMPILATION

 ONE  
BRAND  
STUDIO / PREMIUM CREATIVES / EVERY SNOWFLAKE IS UNIQUE

EVERY SNOWFLAKE IS UNIQUE, YET THEY ARE  
EACH PERFECT.



NEWS

CNN.GR  
IEFIMERIDA.GR  
NEWSBOMB.GR  
ATHENSVOICE.GR  
NEWS247.GR  
READER.GR  
INSIDER.GR  
ECONOMISTAS.GR

MEN

MENSHOUSE.GR  
ONEMAN.GR  
RATPACK.GR

SPORTS

CONTRA.GR  
GAZZETTA.GR  
ONSPORTS.GR  
SDNA.GR

WOMAN

BOVARY.GR  
INFOWOMAN.GR  
QUEEN.GR  
GOVASTILETO.GR  
LADYLIKE.GR  
TEEN.QUEEN.GR

HEALTH

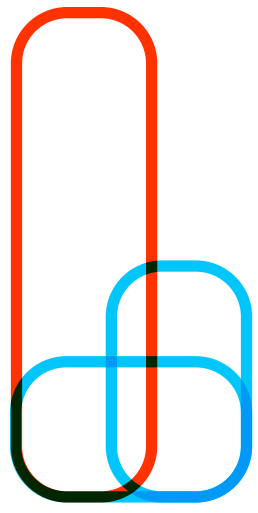
ONMED.GR

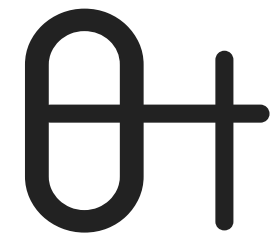
ENTERTAINMENT LIFESTYLE

YOUWEEKLY.GR  
PEOPLEGREECE.COM  
INSTYLE.GR  
GOSSIP-TV.GR  
JOYTV.GR  
ATHNESMAGAZINE.GR  
TRAVELSTYLE.GR

PARENTAL

INFOKIDS.GR  
EIMAIMAMA.GR  
MOTHERSBLOG.GR





MARKETPLACE

WITHOUT FACTS AND PRINCIPLES, DATA  
IS USELESS



Theta

MARKETPLACE

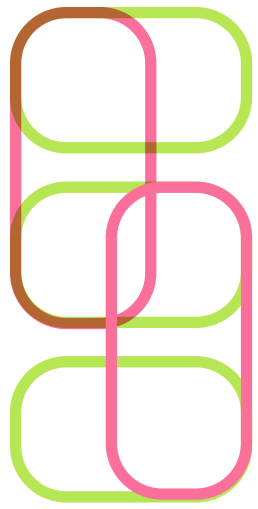




YOU CAN BUY QUALITY DESKTOP, MOBILE WEB,  
MOBILE APP AND VIDEO INVENTORY FROM A  
HANDFUL OF PUBLISHERS

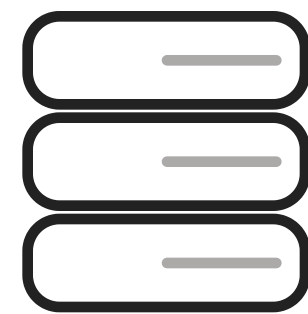
THETA HELP YOU REACH CONSUMERS ACROSS  
SCREENS ON EVERY FORMAT

YOU CAN BUY ORGANIZED AND SEGMENTED  
AUDIENCE FIRST & THIRD PARTY DATA.

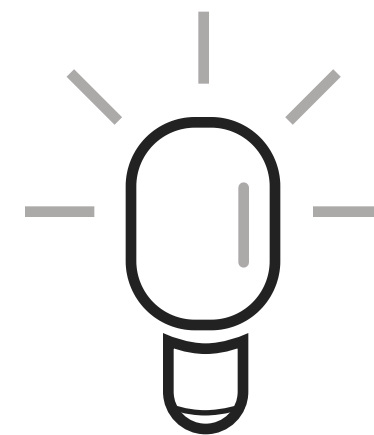




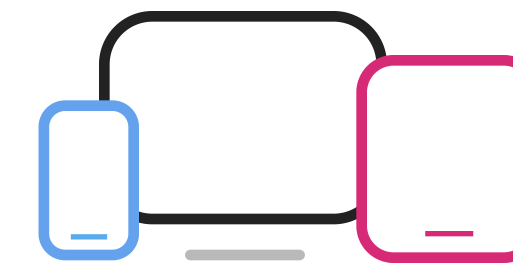
WE SEE A WORLD WHERE WE USE DATA TO CREATE  
IRRESISTIBLE CONNECTED EXPERIENCES.  
A WORLD IN WHICH WE CAN:



CONNECT DATA



CONNECT INTELLIGENCE



CONNECT EXPERIENCES



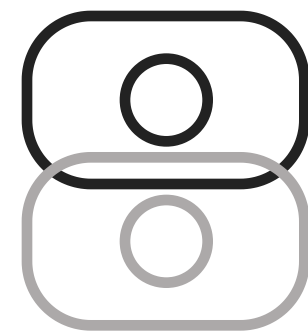
## CLIENT CHOICE

Only buy the sites you want



## TRANSPARENCY

Visibility into the sites you are buying, including site level reporting



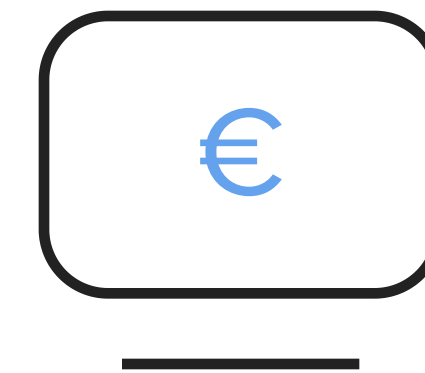
## BRAND SAFE ENVIRONMENTS

Protect brand alignment and ensure where ads are served

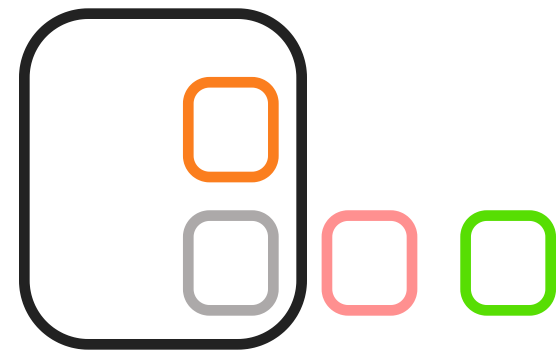


## ESTABLISH A FIXED PRICE

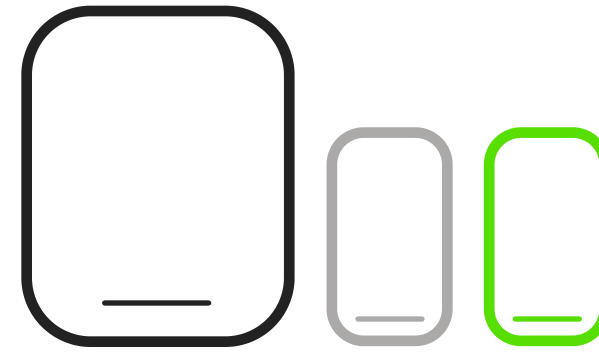
Greater predictability and inventory access. Delivery can be biased in brand's favor based on spend level



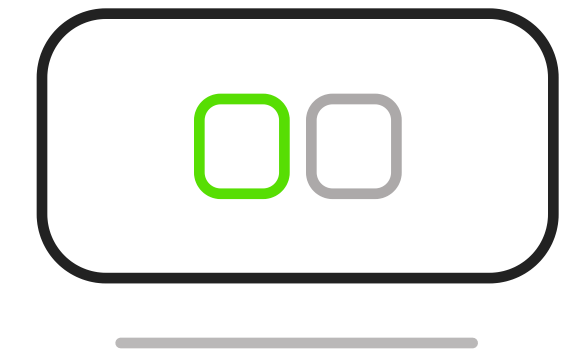
CONNECT 1:1  
WITH AUDIENCES, AT SCALE



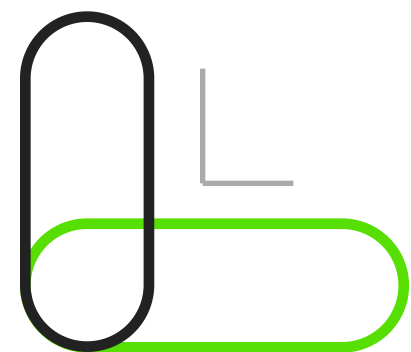
ENGAGE ACROSS  
SCREENS, AND WITH RICH FORMATS



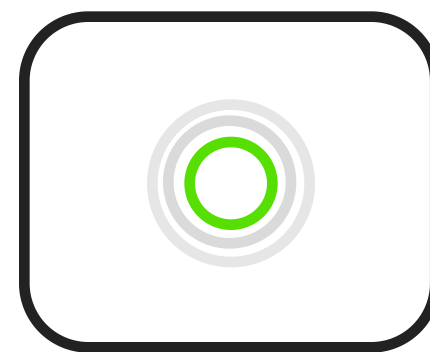
ACCESS  
TOP-QUALITY INVENTORY



MEASURE  
WHAT MATTERS

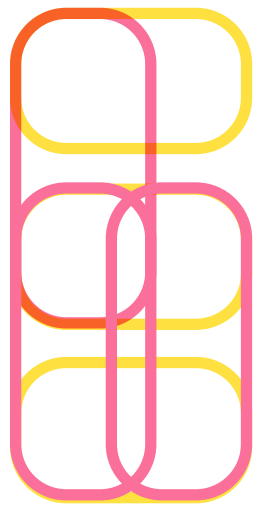


TARGET  
VIEWABLE IMPRESSIONS



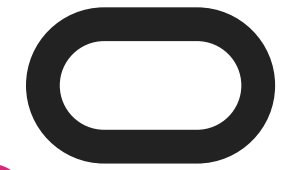
BUY COMPLETED  
VIEWS

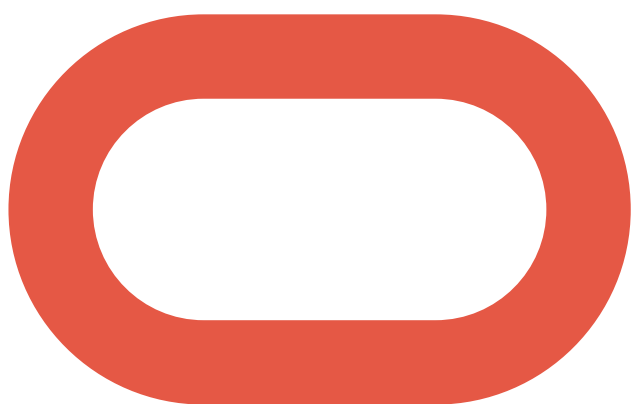






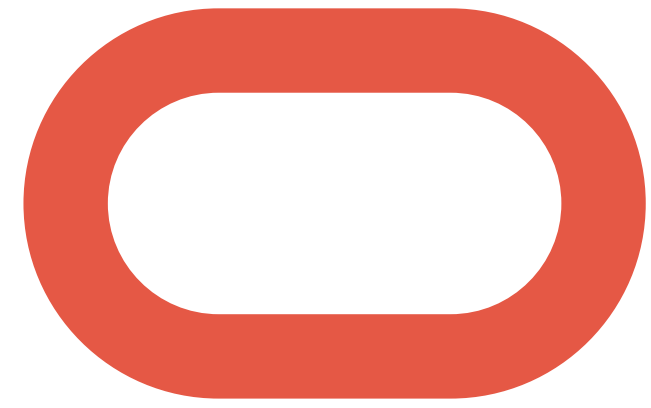
THE EXPLOSIVE GROWTH IN CONNECTED DEVICES HAS  
CREATED IMMENSE OPPORTUNITIES FOR MARKETERS TO  
ENGAGE WITH CONSUMERS AT THE MOMENTS THAT  
TRULY MATTER.





MARKETPLACE

ORACLE®



MARKETPLACE



THE BEST SOLUTION FOR TARGETING THE RIGHT  
CUSTOMER IN THE CROSS-DEVICE, CROSS-CHANNEL  
WORLD





# A DATA MANAGEMENT PLATFORM

MOBILE MEDIA

ONLINE VIDEO

PREMIUM DISPLAY

PROGRAMMATIC DISPLAY

WEBSITE

## 3 REACH & ENGAGE



### DIGITAL CHANNELS

Tap into hundreds of pre-integrated media providers in the DMP to activate your data



### MARKETER OWNED CHANNELS AND WEBSITE OPTIMIZATION

Tap into hundreds of pre-integrated media providers in the DMP to activate your data

## 2 ADD MEANING



### AUDIENCE ANALYTICS

Gain insight into your likely converters before you buy & adjust targeting & messaging mix



### DATA CLASSIFICATION & SEGMENTATION

Real-time, rules-based data categories, updated immediately based on user interactions

### AUTOMATED PROSPECTING

Tap into automated learning with integrated look-alike models to find more of your best customers

## 1 CONNECT & ORGANIZE AUDIENCE DATA



### ALL KNOWN 1ST PARTY DATA

- CRM
- Email
- Loyalty
- Commerce
- Web
- Store
- Offline
- Purchase



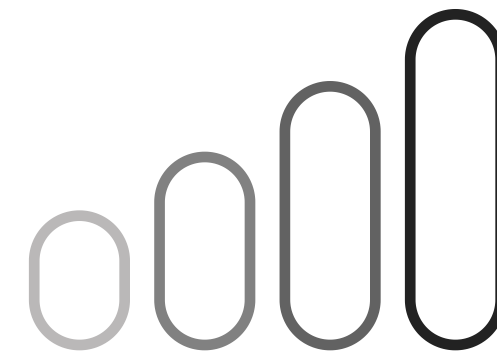
### ALL ANONYMOUS 3RD PARTY DATA

- Partner Private
- Intent
- Geography
- Interest
- Branded
- Demographic
- Lifestyle
- Past Purchase



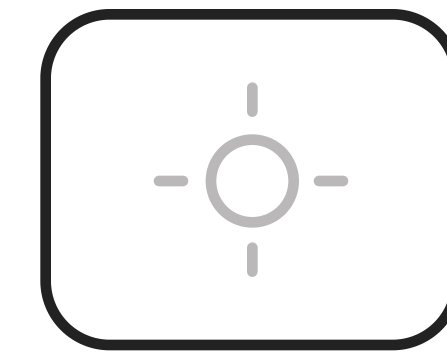
LOADED

Our DMP comes fully-furnished with every resource needed to ensure success, no 'outsourcing' no need for you to partner for fundamental functionality.



SCALED

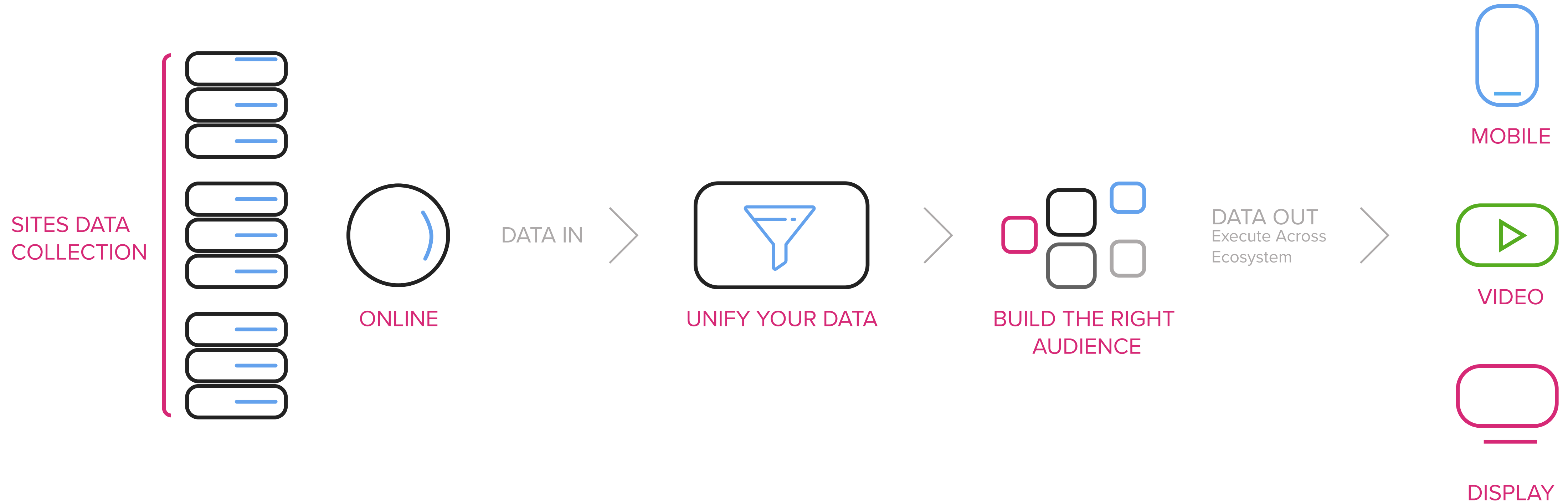
The Oracle DMP is built to collect and deploy data at massive scale, with over 2x scale vs alternative platforms, making us the chosen DMP for 90% of top data providers.



SPECIALIZED

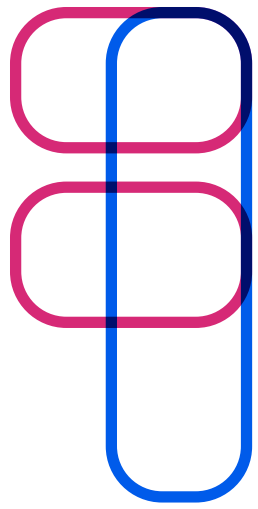
At core, we are data strategists who eat, sleep, and breathe data and analytics, specialized by industry to custom-build successful strategies unique to your business.

# AGGREGATE MARKETING DATA OF ALL KINDS TO IMPROVE MARKETING EXECUTION






IN TODAY'S COMPLEX DIGITAL ECOSYSTEM, MARKETERS AND PUBLISHERS NEED EASY ACCESS TO MORE DATA TO DRIVE DEEPER INSIGHTS AND BETTER PERSONALIZATION, NO MATTER WHAT DEVICE THEIR CUSTOMERS MIGHT USE.





BEING THE BEST IS GREAT, YOU'RE   
THE NUMBER ONE. BEING UNIQUE IS GREATER,  
YOU'RE THE ONLY ONE.

ONE  
BRAND  
STUDIO / INCONTENT VIDEO

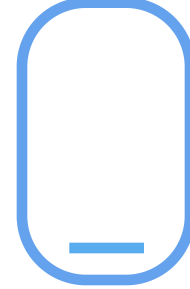
ONE  
BRAND  
STUDIO / INCONTENT VIDEO


INCONTENT CREATIVES ARE ELEGANT AND SUPER-RESPONSIVE ADS THAT ADAPTS INSTANTLY TO ALL DEVICES AND BLENDS SEAMLESSLY WITH THE EDITORIAL CONTENT.





 **90%** VIDEO  
VIEWABILITY

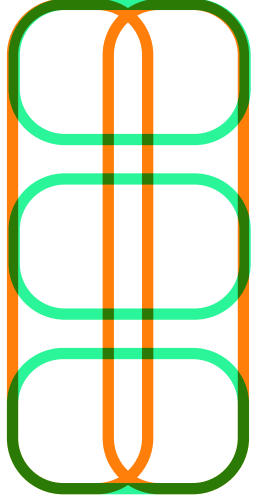
 **68%** MOBILE  
TRAFFIC

 **+1,2%** CLICK  
THROUGH RATE

 **65%** COMPILATION  
RATE

ONE  
BRAND  
STUDIO / INCONTENT VIDEO / NEXT GENERATION OF BEAUTIFUL

UNIQUE AND DIFFERENT IS THE NEXT  
GENERATION OF BEAUTIFUL.



AIA

ALPHA BANK

AMVYX

ANTENNA

BACARDI

BARBA STATHIS

BARILLA

BDF

CALIN

CHIQUITA

COCA COLA

CONTINENTAL

COSMOTE

DACIA

DALLMAYR CAPSA

DELTA

DISNEY

DOUNI

FORTHNET

FYSIKO AERIO

GALENICA

GIOTIS

HANKOOK

HASBRO

HENKEL

HP

INNOVICE

ION

KOSMOCAR

LUFTHANSA

MASOUTIS

MCDONALDS

MERCEDES

MIG

MYLOI AGIOU GEORGIU

NAK SHOES

NESTLE

NISSAN

OPAP

OPEL

PANTHENOL

PAPADOPOULOU

PHARMASEPT

RENAULT

SARANTIS

SEVEN FILMS

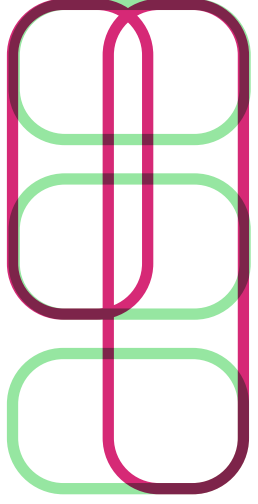
SONY PLAY STATIONS

SWATCH GROUP - FLIK FLAK

VIVARTIA

VODAFONE

XIAOMI





 ADDRESS

7 FRAGKOKLHSIAS STREET,  
MAROUSI ATTIKIS ATHENS  
T.K. 15125

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THANK YOU







