MAA
MALAYSIAN ADVERTISERS ASSOCIATION

MPPM
MALAYSIAN PREMIUM PUBLISHERS MARKETPLACE

THE MALAYSIAN OPTION - MPPM

innity

RIGHT AUDIENCE.
REAL ENGAGEMENT.

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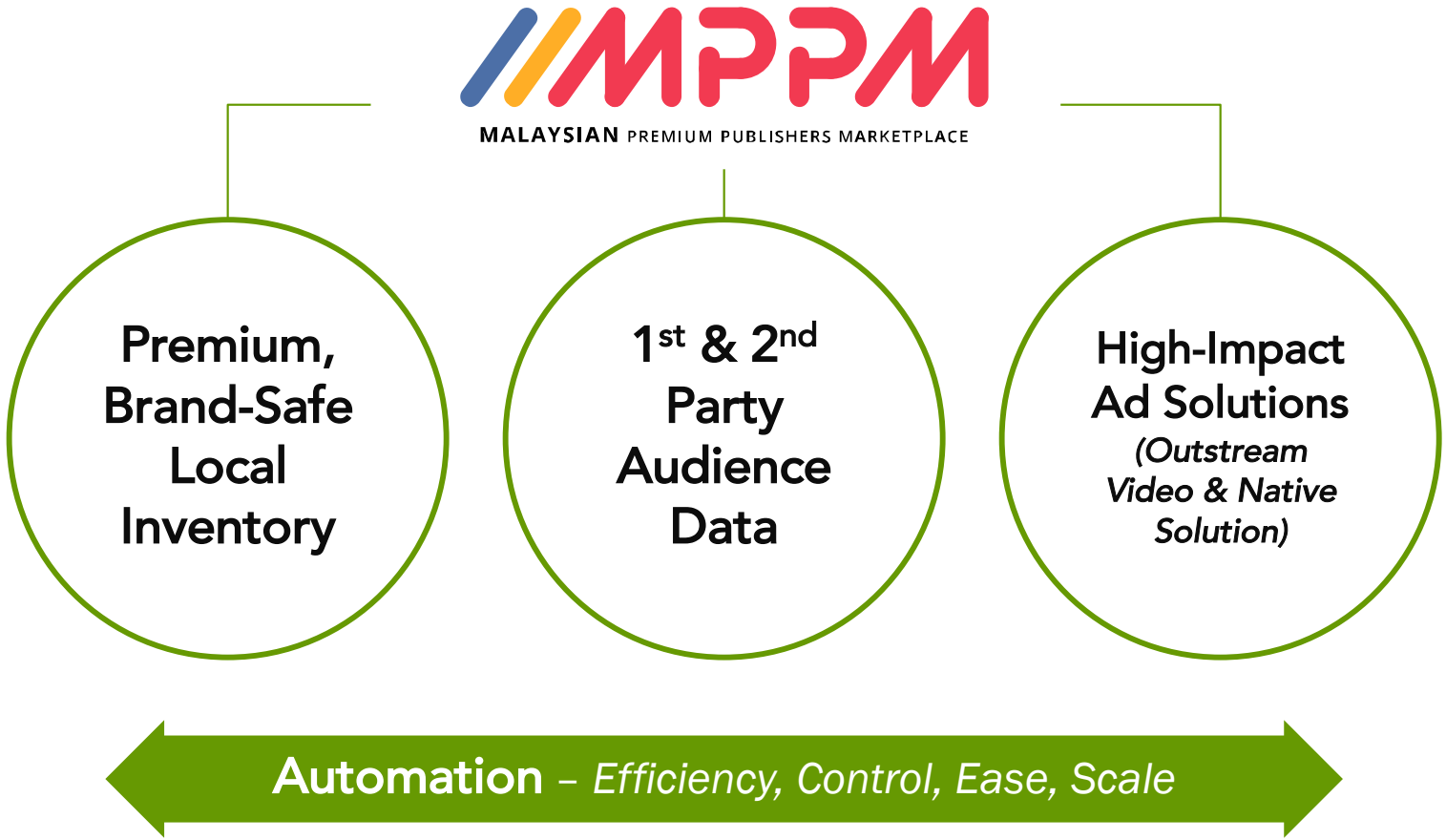
Introducing Malaysian Premium Publishers Marketplace

Malaysian Premium Publishers Marketplace (MPPM) offers high-quality inventory from **local Premium Malaysia publisher websites.** Back by **audience data** and **high-impact ad solutions**, MPPM will enable the delivery of branding and performance campaigns **with ease and at scale.**



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Agenda

- Why?
- Who and What?
- How does it work?
- How do you buy?
- What are the differences?
- How much is it?

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Why is MPPM Needed?

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Why? Brand Safety, Viewability, Ad Fraud

Brand Safety is a huge issue, advertisers are concerned about!

**Google faced its own challenges with bad search results and an uproar over allowing ads to appear alongside highly objectionable content on YouTube and profiting from ads on sites peddling misinformation, hate speech and conspiracy theories.*

What is defined as a view? Has my impressions really been seen?

***At 20-30%, according to nine agency executives cited by Digiday, ad viewability on the Facebook is well below the Media Ratings Council's (MRC) standard, which requires that 50% of a video ad's pixels must be in view for two continuous seconds.*

Ad Fraud eats away at Advertiser's budget and reduced effectiveness of campaigns

****In an effort to combat the risk of damaging brands reputation in programmatic online advertising in Malaysia, five major online publishers signed a Memorandum of Understanding (MOU) today to form a consortium to create an advertising exchange that enhances brand safety, established regulations to protect the interests of the advertisers, provides better transparency and improves viewability.*

Sources:

* https://marketingland.com/digital-advertising-2018-trends-230473

**http://www.businessinsider.com/facebooks-poor-ad-viewability-may-harm-video-push-2017-6/?IR=T

*** http://marketingmagazine.com.my/malaysian-digital-publishers-team-up-to-combat-ad-fraud/

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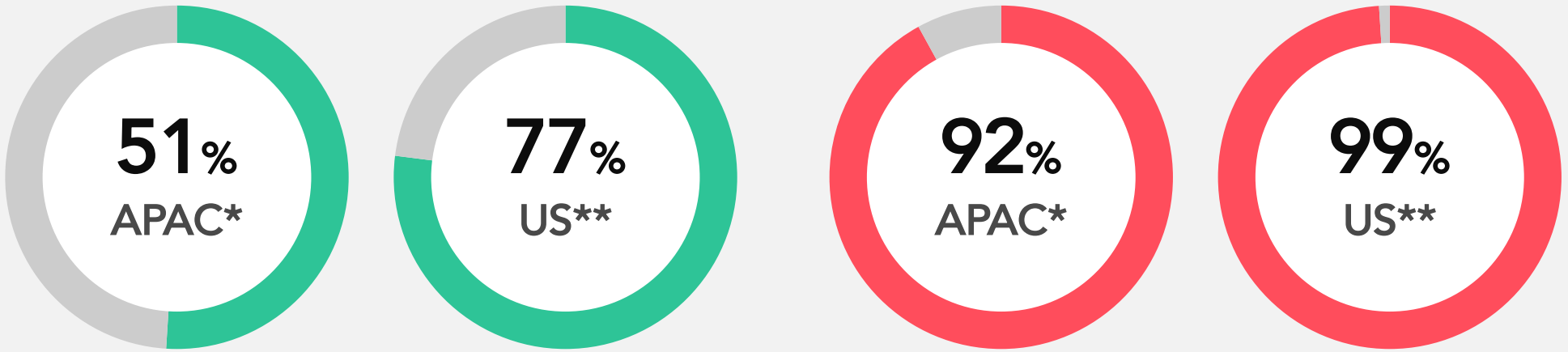
Goobook



Digital Media Budget

All Growth

*Source: https://digitalinasia.com/2017/05/09/how-google-and-facebook-are-eating-the-digital-industry-in-apac/
**Source: http://www.businessinsider.sg/facebook-and-google-dominate-ad-industry-with-a-combined-99-of-growth-2017-4/?r=US&IR=T

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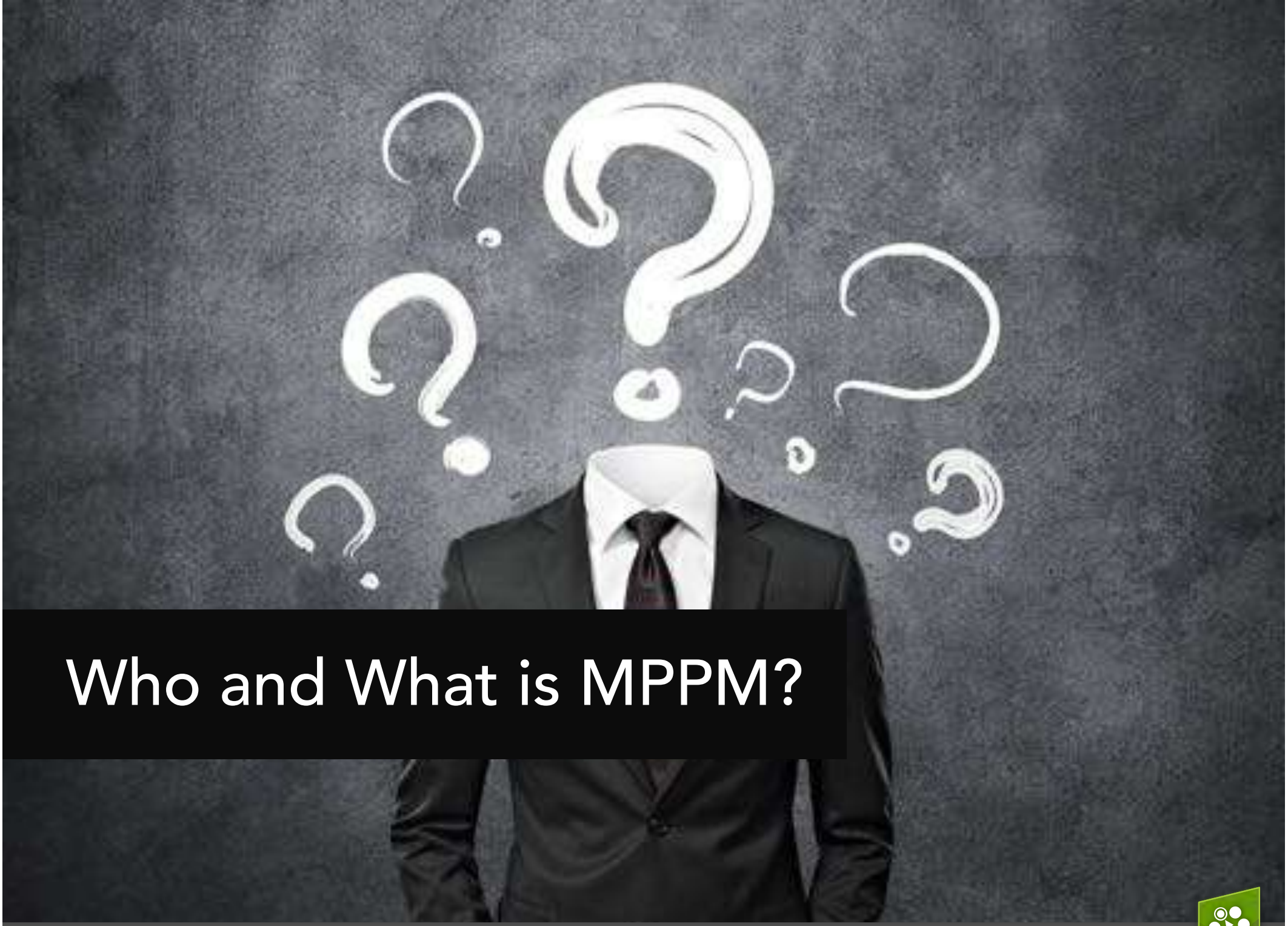

Who and What is MPPM?

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MPPM

Innity is the official ad tech, sales and execution vendor for the Malaysia Premium Publisher Marketplace that has been set up in Malaysia as a consortium of premium digital publishers.

MPPM

MALAYSIAN PREMIUM PUBLISHERS MARKETPLACE

THE LARGEST CONSORTIUM OF PREMIUM DIGITAL PUBLISHERS IN MALAYSIA

The Star ONLINE

星洲网 sinchew.com.my

Utusan ONLINE

e南洋 您的创富伙伴

中國報 CHINA PRESS

光明日報 Guang Ming Daily

THE EDGE MARKETS MAKE BETTER DECISIONS

Kosmo!

MPPM Business & Technology Partner

innity

As Technology Provider / Sales / Execution

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How Does It Work?

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Scarcity : Premium Inventory

Why is MPPM inventory premium? We define premium using the 5 parameters below.

Direct Tagged Sites

MPPM sites that are sold in are all directly tagged with header bidding, which improves quality

Page and placement Control

Specific domains and placements within those domains can be bought

Brand Safety

In-house and 3rd party brand safety filters are applied to ensure brand safety

Viewability

Premium Inventory and High Impact Ad formats will boost viewability of MPPM buys to

No Fraud

Inventory is monitored and filtered for fraud by the ad server

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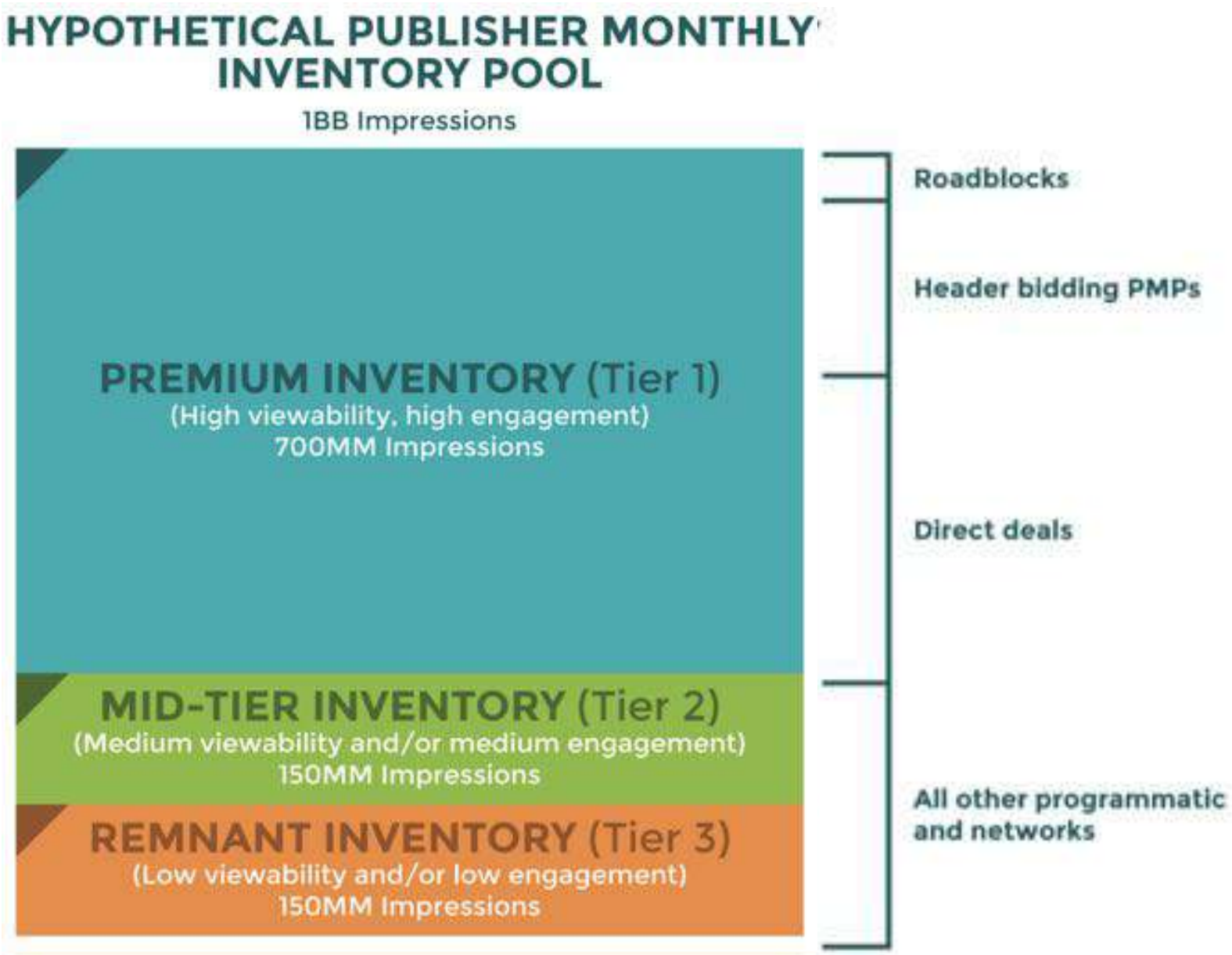
What is Premium Inventory?



Source: https://adexchanger.com/the-sell-sider/as-header-bidding-rises-its-more-important-than-ever-to-understand-the-waterfall/

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Scarcity: Exclusive Inventory & Creative Formats

MPPM goes beyond standard ad banner and focus on High View-ability and High Engagement ads solution to emphasize the exclusivity and scarcity of MPPM Premium Status. It's advertising with context. It's truly brand safe. It's actually premium.

- ✓ **Higher** industry CTR
- ✓ **Higher** interaction rate vs industry standard

- ✓ **Higher** interaction on mobile video
- ✓ Non-Intrusive, Innovative Formats

- ✓ **Higher** engagement on branded content vs Facebook
- ✓ **Higher** lift over standard native ads

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Scarcity : In-Page High Impact Video Suite

Flex Frame with Video

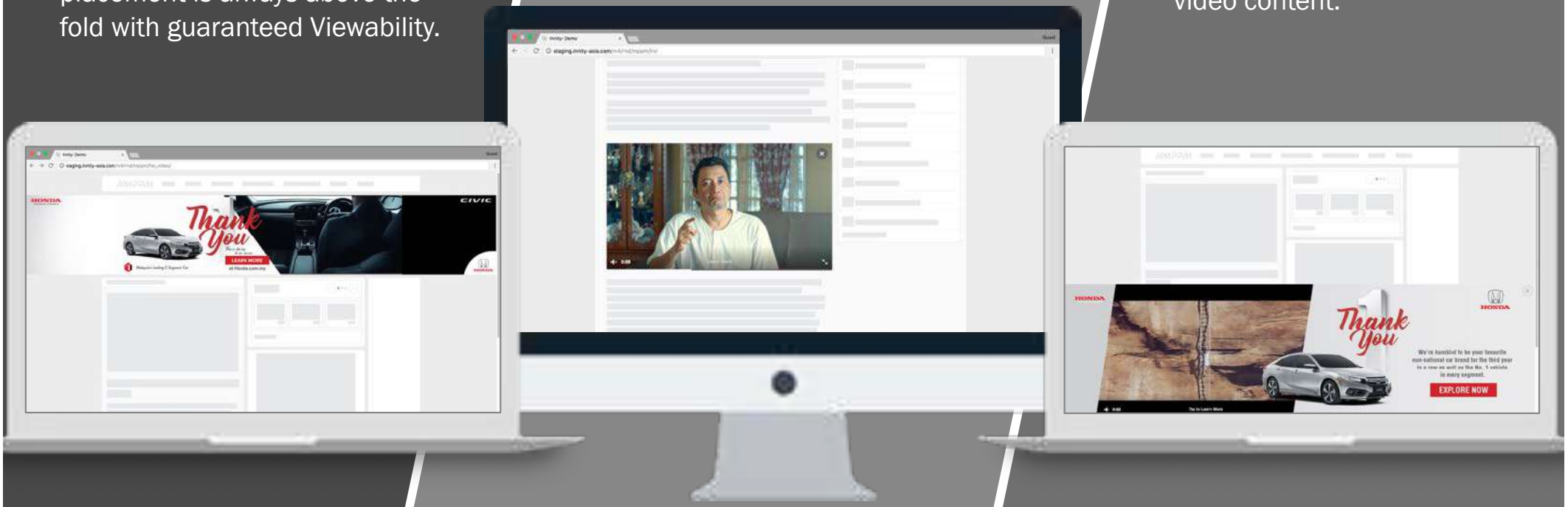
The Header Ad contains Video. The header offers **a very prominent placement.** The placement is always above the fold with guaranteed Viewability.

In Read Video

In-Read Video appears as users scroll through the content, the video is only played when it is **at least 50% in-view.**

Footer with Video

The footer ad rests at the bottom of the page, filling up **100% of the horizontal edge** with interactive and engaging video content.



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Scarcity : We Are GOOD on Always On The Go!

Reach your mobile target audiences with ad formats are out of the norm and create lasting brand memories and higher brand recall

Mobile Flex Frame

Mobile In Read Video

Mobile In Banner Video

Highlights: #mobile-visibility #high-impact #video

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Scarcity : In-Page High Impact Social Suite

Flex Frame

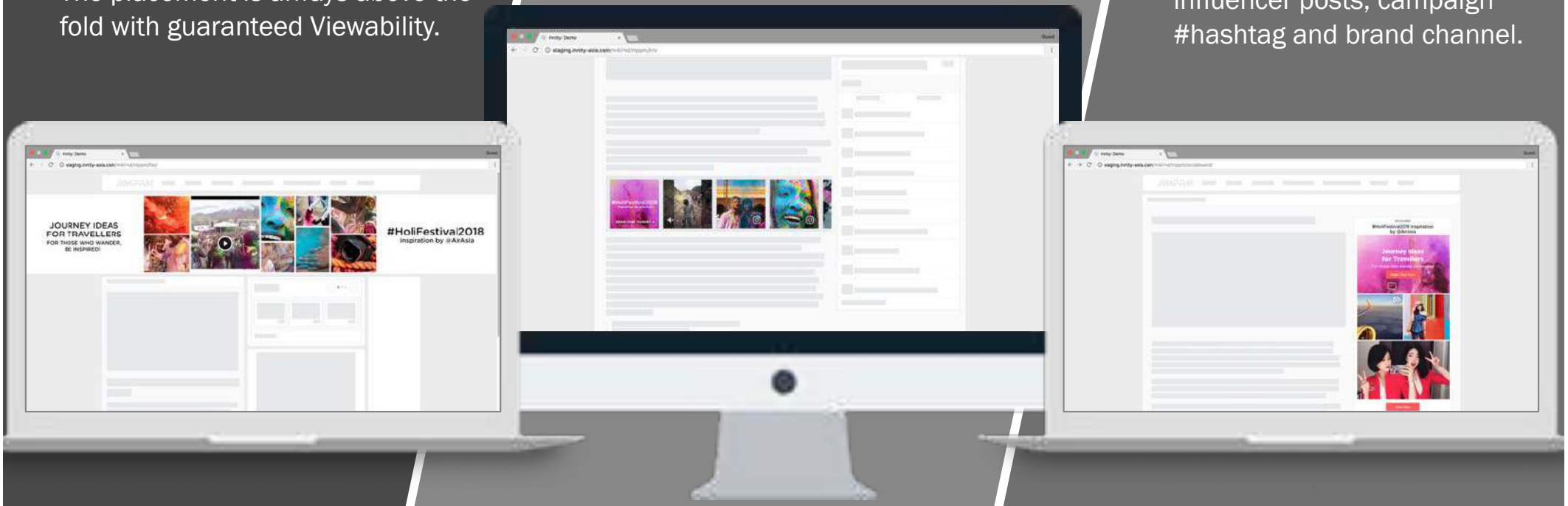
The Header Ad contains Social / Native content. The header offers **a very prominent placement.** The placement is always above the fold with guaranteed Viewability.

In Read Native

In-Read Native appears as users scroll through the content, The Native ad comes with Story related content. The content can be **video, images and interactive elements.**

Social Board

The social board rests at the right bar of the web content. It has come with **Selection of Curated content** from influencer posts, campaign #hashtag and brand channel.



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Mobile Flex Frame

Mobile In Read Native

Mobile Spin

Highlights: #mobile-visibility #high-impact #video

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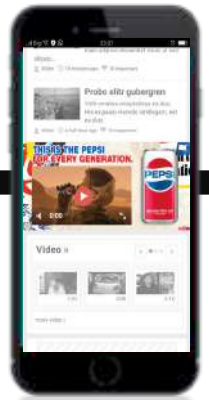
Scarcity : Our High Impact Solution Design for Brand

- Mobile Scroller **new**
- Mobile Underlay Story



Before Work

MORNING
(6AM – 8AM)

- Web Engage with Lightbox Story

At Work

WORK HOURS
(9AM – 6PM)

- Mobile Underlay Story
- Pre-Roll Video

After Work

EVENINGS
(7PM – 9PM)

LATE NIGHT
(10PM – 1AM)

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Efficiency : Optimize Self Serve Programmatic between Automation & SSP/DSP & Managed Service

Automation

- Purchase directly from the platform, See exactly what inventory, data and ad unit is available
- Buy at the price shown (no hidden fees, charges)
- Monthly invoicing & automated payments

SSP/DSP

- Generate Deal IDs to execute via DSPs (standard banners & video only)
- Adoption of ADS.txt
- Advertisers first party data available to improve targeted reach and performance
- Vendor-agnostic platform that unites all programmatic media technologies in a single user-friendly interface

Managed Service

- Purchase on an IO basis, and have Innity manage the optimization process
- Buy at the same prices shown (no hidden fee & charges)
- Simple & Direct IO buys from the platform
- Monthly invoicing

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Automation: Self Serve Programmatic

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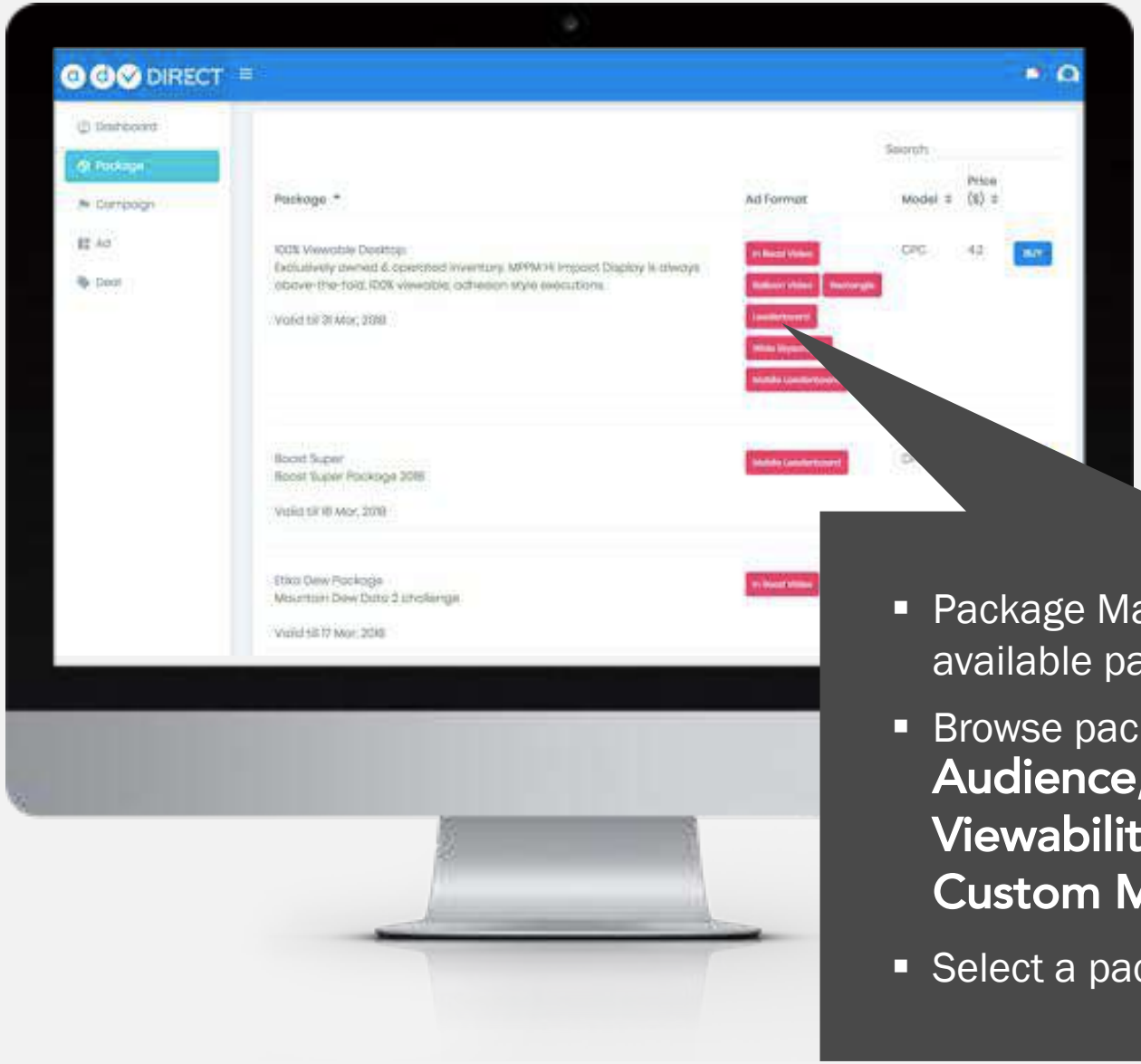
Package Marketplace



- Package Marketplace showcases all available packages
- Browse packages by types - **Audience, Contextual, Viewability, High-Impact, Custom Made**
- Select a package to get started

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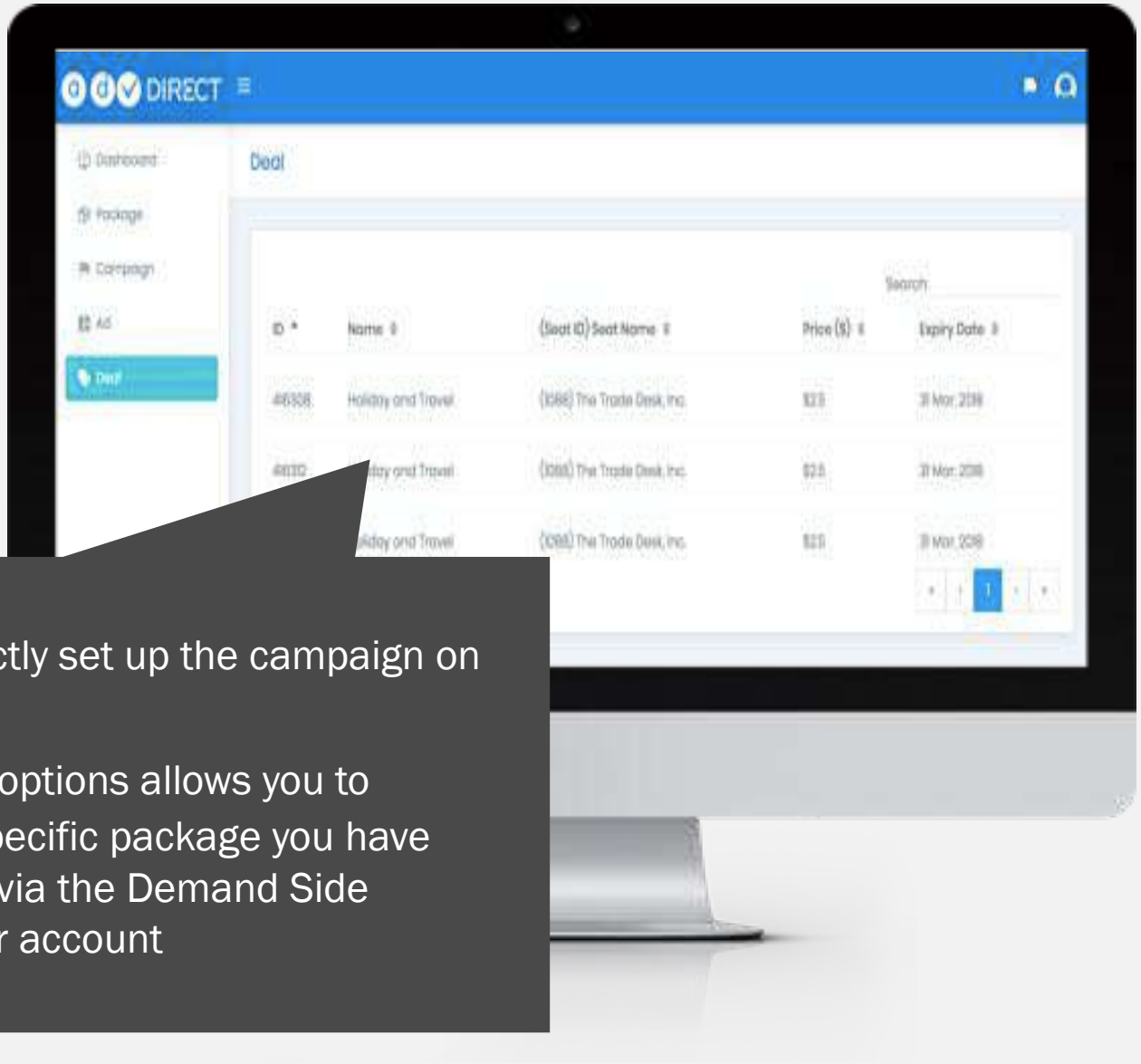
Buying Options



- **Buy at Fixed Price** - directly set up the campaign on Advenue Direct to run
- **Generate Deal ID** – this options allows you to generate a deal ID for the specific package you have chosen and use the deal ID via the Demand Side Platform (DSP) linked to your account

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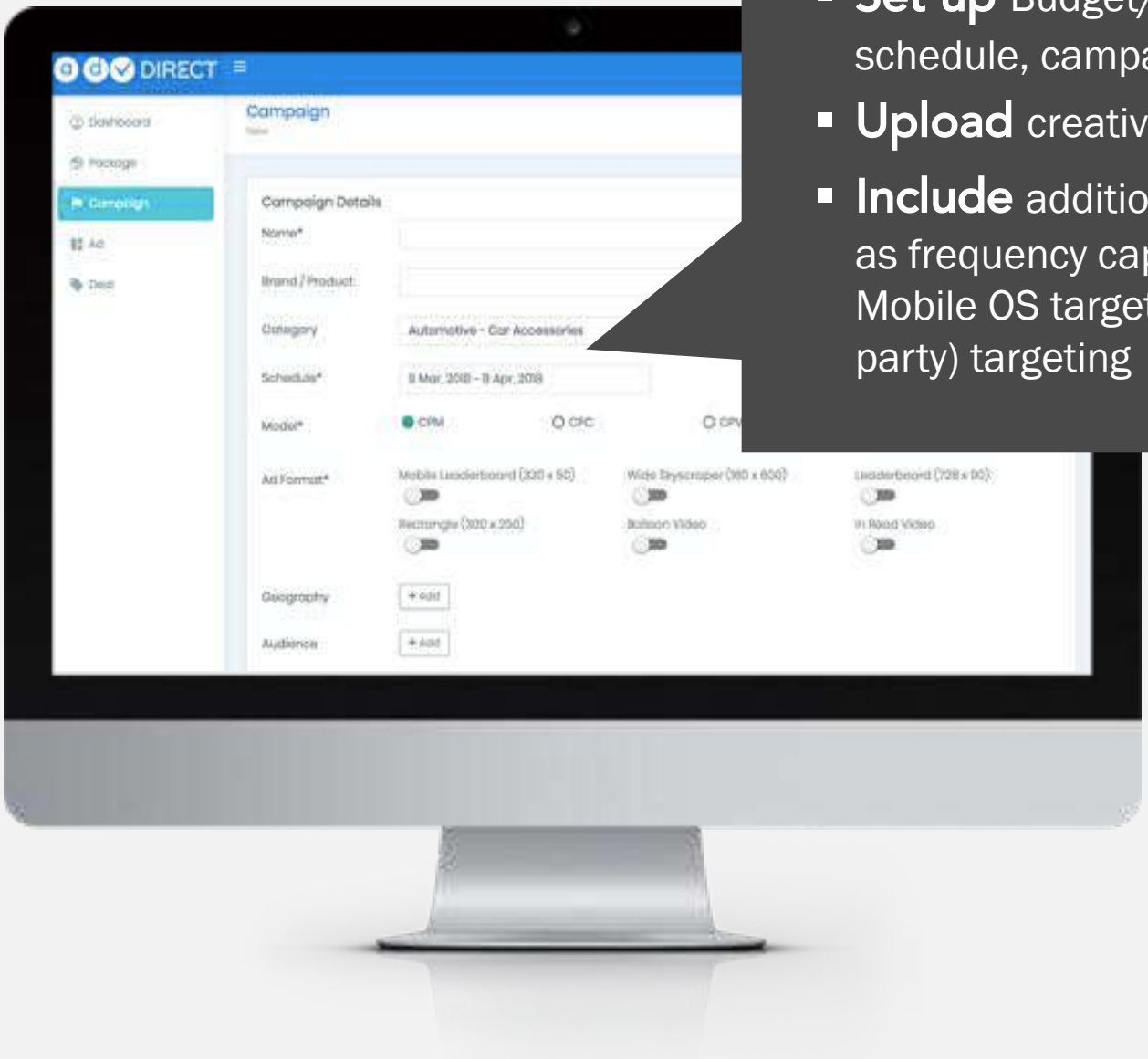
Campaign Setup



- **Set up** Budget/Targeted impressions, schedule, campaign details etc.
- **Upload** creatives for applicable sizes
- **Include** additional delivery conditions such as frequency capping, time targeting, Mobile OS targeting and audience (1st party) targeting

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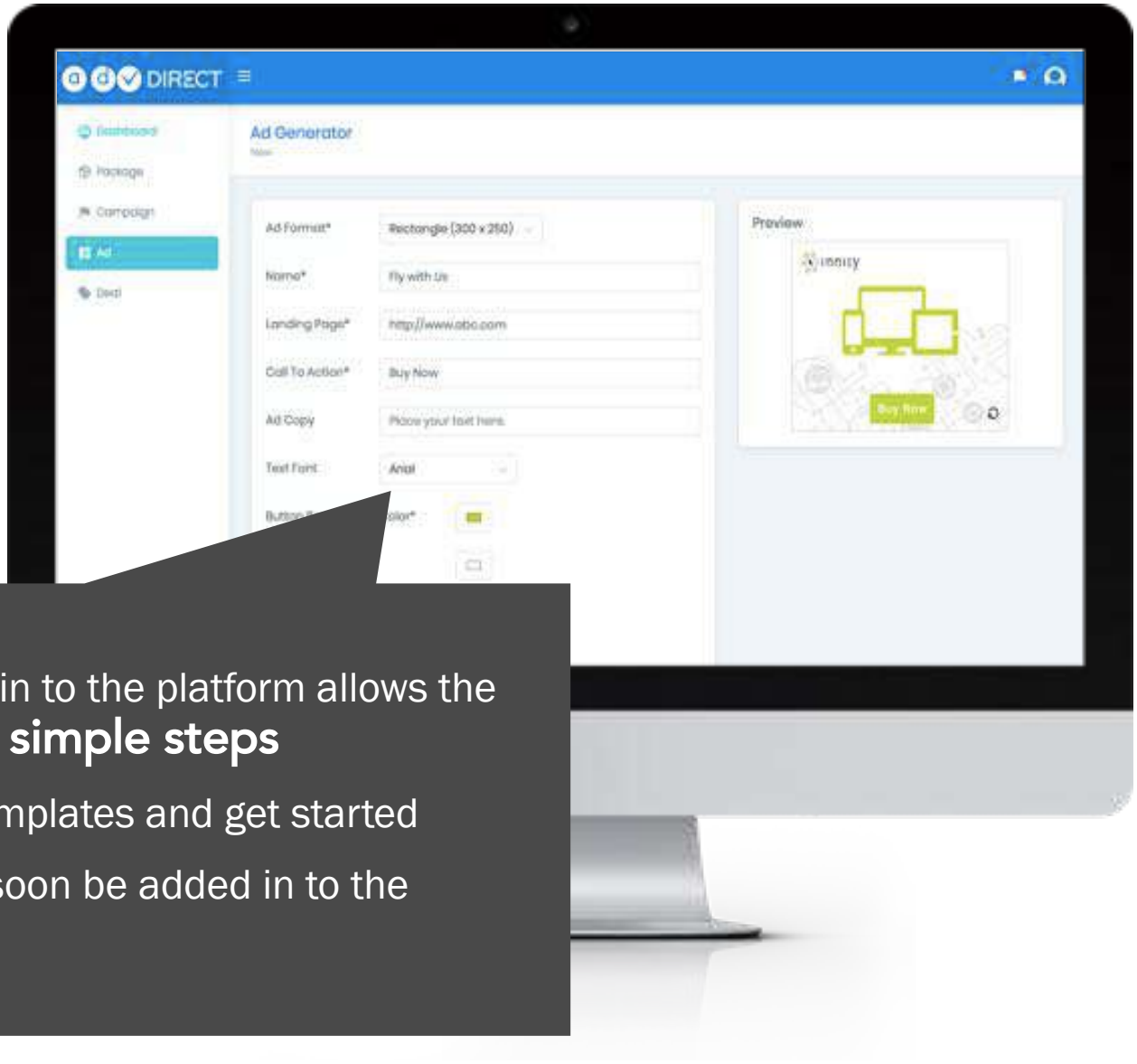
Ad Generator



- The ad generator tool built-in to the platform allows the creation of ads with **a few simple steps**
- **Choose** from available templates and get started
- Lightbox ad generator will soon be added in to the platform

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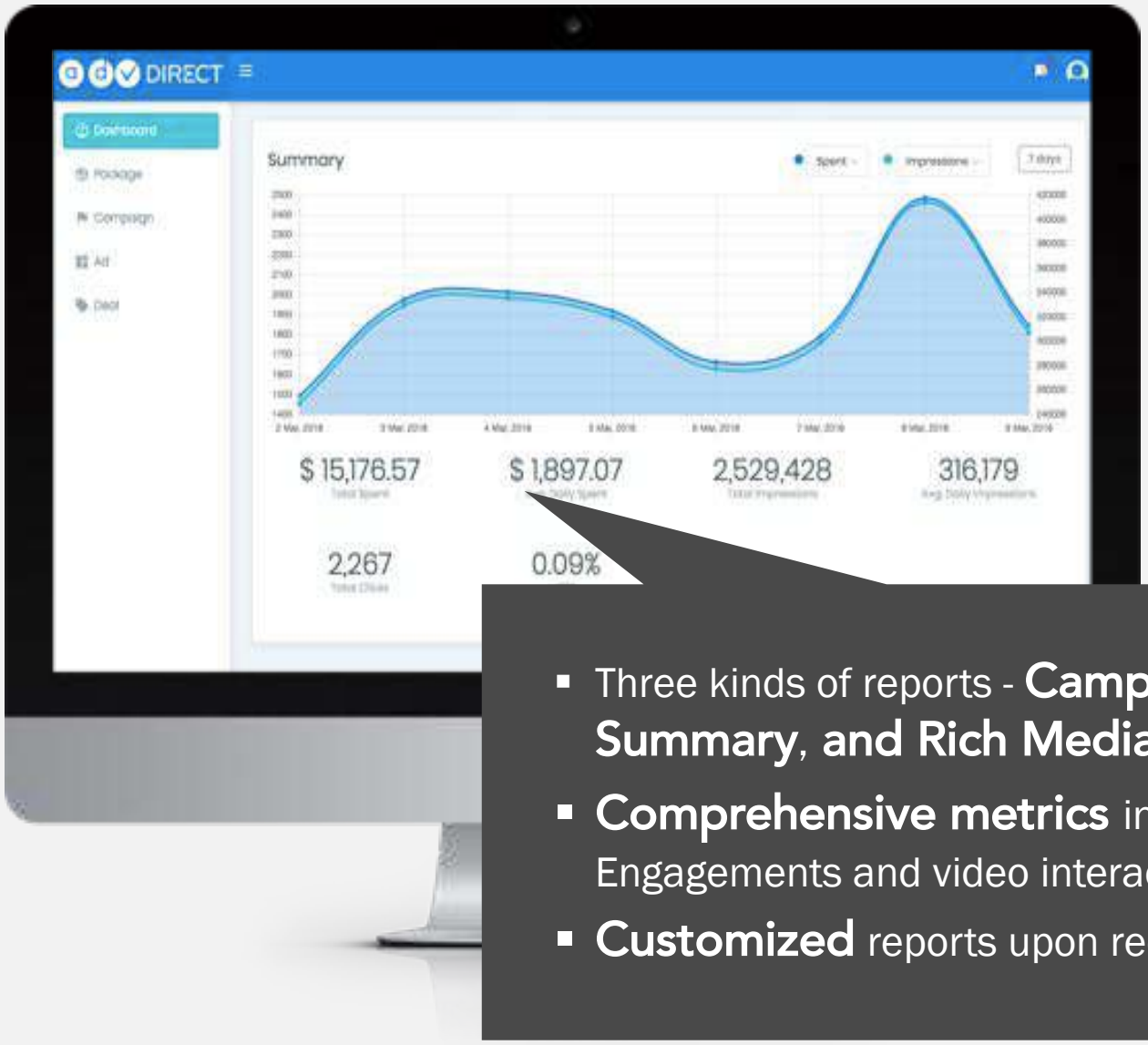
Reporting



- Three kinds of reports - **Campaign Summary, and Rich Media Report**
- **Comprehensive metrics** including Engagements and video interaction
- **Customized** reports upon request

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SSP/DSP: Deal ID Programmatic

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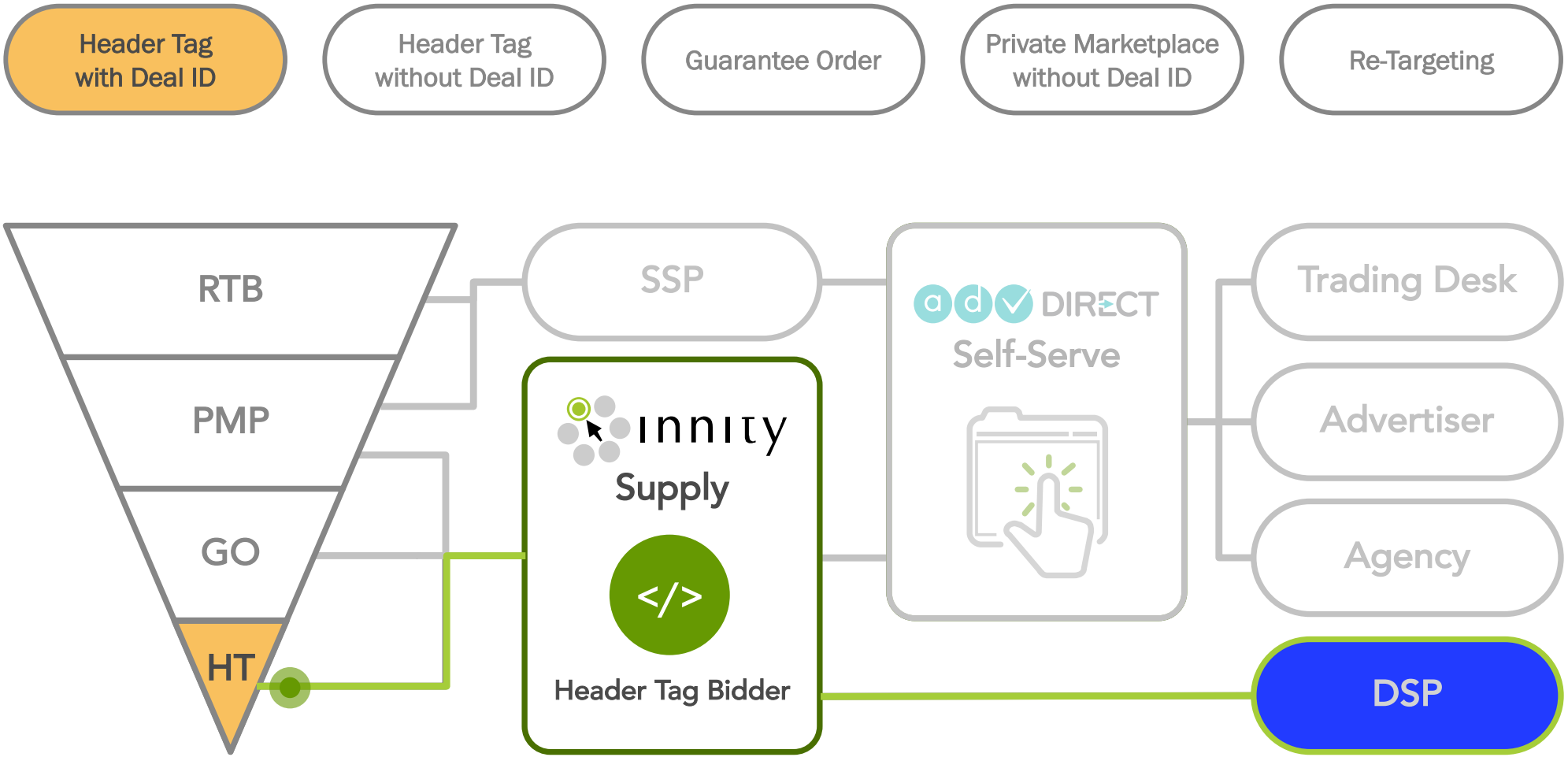
Efficiency : Multiple ways of programmatic



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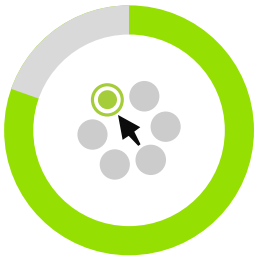
Efficiency : Right audience & DMP

Targeting the right audience is an integral part of digital media buys. We make it easier by offering you a choice of audience segments to choose from.

1st Party MPPM Segments

MPPM owned segments, behaviour and profile data collected from various sources, for example through ad campaigns and publishers' websites & apps.

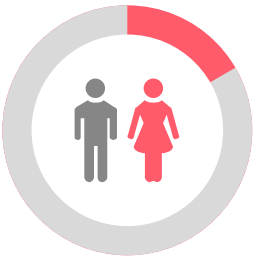
2nd Party Innity Segments



Innity segments available for targeting ads. Grouped in to Interest and Brand Affinity categories.

Collected from the vast network of sites, social logins, and Wowfi Sync Profile.

3rd Party Aggregated Segments



Open market segments bought from 3rd party sources. Applicable for managed campaigns.

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MPPM Audience Data

Interest Segment centric approach

Automotive Enthusiasts

Beauty & Health Seekers

Business & Finance Followers

Gadget & Tech Enthusiasts

Jobs & Career Seekers

Education Seekers

Entertainment Lovers

Food & Dining Lovers

Shopping Lovers

Travel Enthusiasts

Segment-centric approach is deployed for data activation

– in order to facilitate easier usage of data and scale the reach and delivery of campaigns

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WHAT ARE THE DIFFERENCES?

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Premium and Programmatic each have their pros and cons. But with MPPM and a PMP system – we strive to being you the best of both worlds.

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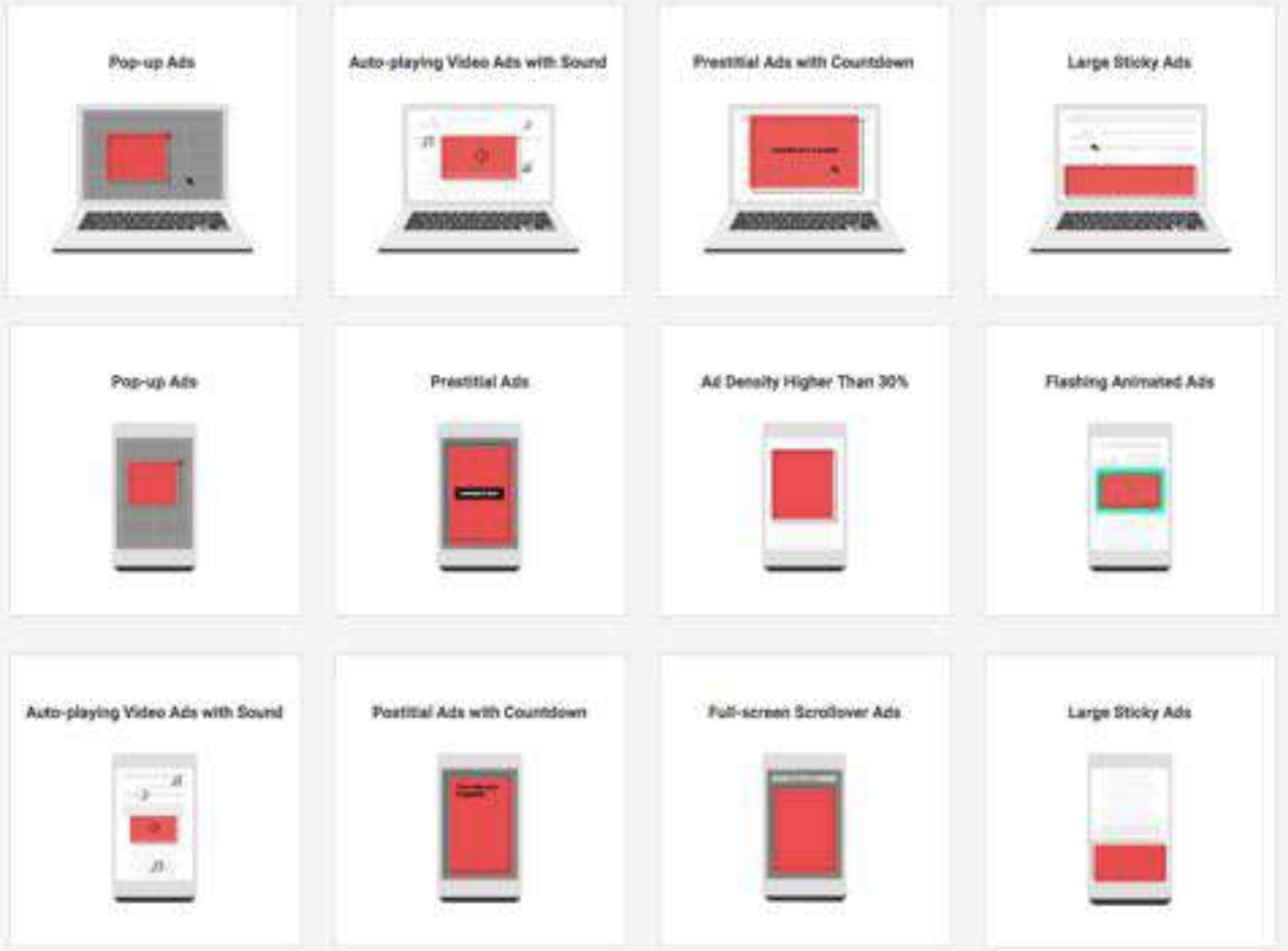
Coalition for Better Ads Ready



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Scan to Find Out More!

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Solution

An automated PMP (Premium Marketplace) that provides hi-quality ads and premium audience data

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A GENTLE REMINDER

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MARKETING

IS THE ART OF TELLING A STORY THAT RESONATES WITH YOUR AUDIENCE AND THEN SPREADS

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MALAYSIAN PREMIUM PUBLISHERS MARKETPLACE

Facebook Exchange

rubicon project

appnexus

doubleclick by Google

OpenX

Microsoft Advertising

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CONTEXT MATTERS

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Traffic Quality Solutions

iab.

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BEYOND THE DUOPOLY

Exploring Digital Advertising Outside Google and Facebook

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Why Innity? – Awards and Certifications

Awards

Certifications

Google Partner

Certified Rich Media
& Ad Network Vendor

facebook

Advertising Provider
for Facebook Platform

iab. certified:

1st & only fully transparent ad serving system in Asia

1st Asian company in the region compliant with the Viewable Impressions measurement standard

tag REGISTERED

Registered with Trustworthy Accountability Group

Innity's TAG-ID: 47ea16374dff1d69

Viewability

MOAT

DoubleVerify

IAS Integral Ad Science

comScore vCE
is MRC accredited
for Audience and
Ad Validation

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