



EXCHANGE  
MEDIA

# DIGITAL TRANSFORMATION

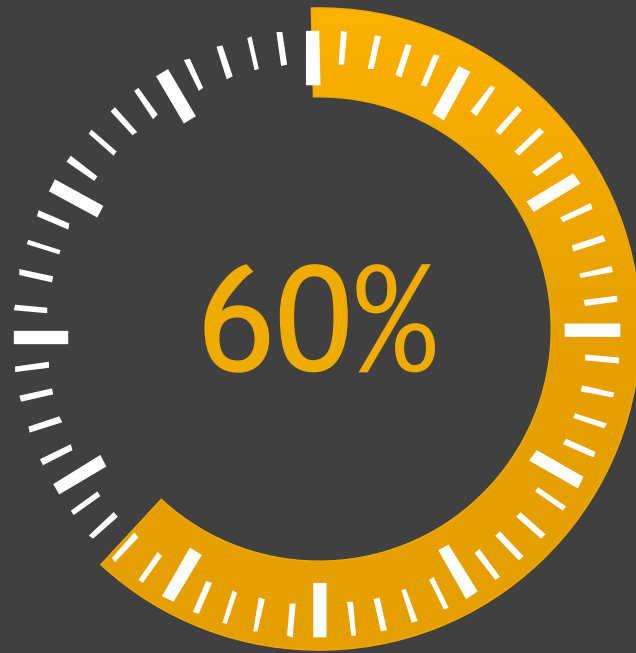
## CHALLENGES + OPPORTUNITIES FOR AN ADVERTISING INDUSTRY IN TRANSITION

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Berlin, March 22

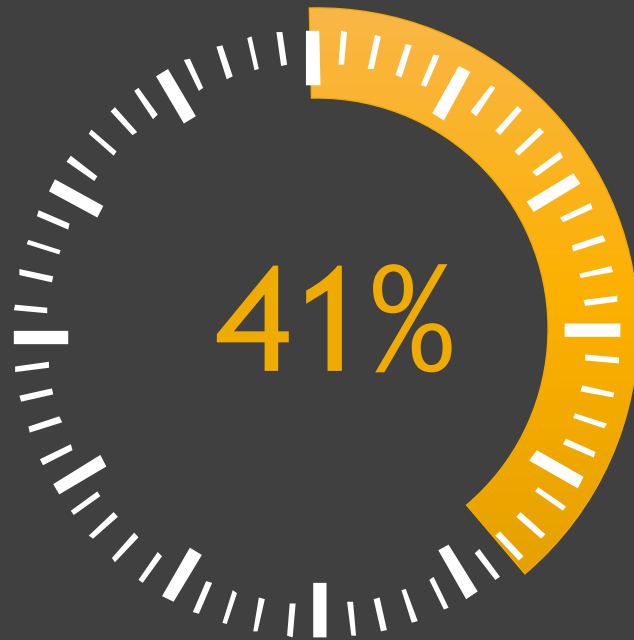




60% of the media budget spent is lost to middle men in the value chain from advertiser to publisher.



More than 75% of U.S. online consumers don't trust ads and the numbers for digital media are even worse.



Ad-blocking grew by 41% globally in 2015, and is estimated to cost publishers nearly \$22 bn. 198 mio. users blocked ads in 2015.

Think.  
Do we create  
relevant advertising?

Digital Media. Simplified.



# Ad-Blocker Today. Ad-Lover Tomorrow.

Digital Media. **Simplified.**

- + Make advertising relevant (again).
- + Create friends for brands.
- + Connect through technology.
- + Kill the colossal waste.

# Same Budget. Twice the Effect.

- + The next “uber”:  
Use one online media network for advertisers and publishers.
- + Eliminate fraud. Target, predict and optimize in (real) real-time.
- + Turn 75% of your budget into online media inventory – instead of 40%.

# Pay in Advance. Now History.

- + Forget advanced media payments:  
Buy + sell online in real-time.  
(E2E real-time procurement)
- + Truly get what you paid for.  
(Advertisers will lose \$7.2 bn  
globally to bots in 2016.)\*
- + Manage your campaigns in a closed-  
loop from planning to purchase.



# Hundreds of Campaigns. Full Control.

- + Have real-time campaign control at every organizational level.
- + View marketing + campaign results in context, and as integral part of the digital boardroom.
- + Find out, if you're better than the industry benchmark.
- + Enjoy digital: Feel free in your choice of agency vendors globally.

# Today's Results. Predicted Yesterday.

- + Simulate and predict campaign results, based upon learning algorithms across millions of campaigns.
- + Automate the integration of your MarTech and AdTech data to create relevance for every single message.

# Yesterday's Report. Now in Real-Time.

- + Get campaign results instantly.
- + Optimize campaigns on the fly across all channels and devices.

# Media Specialists Only. Now for Everyone.

- + Enjoy the freedom of direct access with an intuitive user interface and your personal real-time dashboard.
- + Leverage system assistance and automated recommendations for media planning, as well as campaign creation and optimization.

Let's Do It.  
Let's Make Advertising Relevant Again.

Digital Media. Simplified.



Have a look at the prototype.  
Visit us at our SAP XM booth.