

londonist

INVESTMENTS

PROGRAMMATIC MEDIA STRATEGY

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TARGET LOCATIONS



1	Turkiye - Azerbaijan
2	Europe (England, Slovenia, Albania...)
3	Russia - Ukraine
4	ABD (Pentagon Area)

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TARGET AUDIENCE

CREDIT CARD EXPENDITURES

- Users whose credit card statement is above the specified amount.
- Premium credit card holders

BUSINESS CLASS PASSENGERS

- Passenger data flying business class between locations determined by the Amadeus data agreement will be targeted.

FORBES RICHEST PERSONS

- We will target users who give signals in targeted locations from Forbes richest user data.

FORTUNE 500 LIST

- We will target company owners and senior managers (CEO, CFO, board member) from Fortune 500 company data.

C LEVEL EXPATS

- Foreign c level employees of top-level companies who have given signals in Istanbul in the last year will be targeted.

URL KEYWORD TARGETING

- We will target those who visit the websites we target, such as Chelsea Barracks and Four Seasons Residence global websites, and those who search on Google.

INTEREST TARGETING

- We will target users who are interested in elite interest such as Golf, Horseback Riding, Motor Sports...

LUXURY FASHION BRANDS

- Customer data of specified brands,
- Brands' website user data will be targeted.

MOTORYACHTS OWNERS

- Customer data of specified brands,
- Business people and their families who give signals at designated marinas during the season will be targeted.

AUTOMOBILE BRANDS

- Customer data of specified brands,
- Brands' website user data will be targeted.

JEWELRY AND WATCH BRANDS

- Customer data of specified brands,
- Brands' website user data will be targeted.

COLLECTORS

- We will target users participating in certain auctions globally via phone signals with hyper location targeting,
- User data of important auctions (Christe's etc.) will be targeted.

ASSOCIATIONS & CLUBS & SOCIETIES

We will target the members of the clubs we have determined, such as Tohum Autism Foundation, TOG, and KCC, through 3rd Party Data agreements.

TARGET AUDIENCE

EXPORTING COMPANIES DATA;

Accessible company data will be targeted;
Turkish Exporters Assembly (TİM)
Provincial chambers of industry,
Provincial chambers of commerce,
IMIB,
İMMİB,
TUSIAD,
TUMSIAD,
MÜSİAD,
İHİB etc. chambers and organizations.

COMPANIES RECENTLY LISTED ON THE STOCK EXCHANGE

Owners of recently listed companies, especially energy companies, will be targeted.

FOREIGN IMPORT AND EXPORT FAIRS WHICH SUPPORTED BY MINISTRY OF TRADE

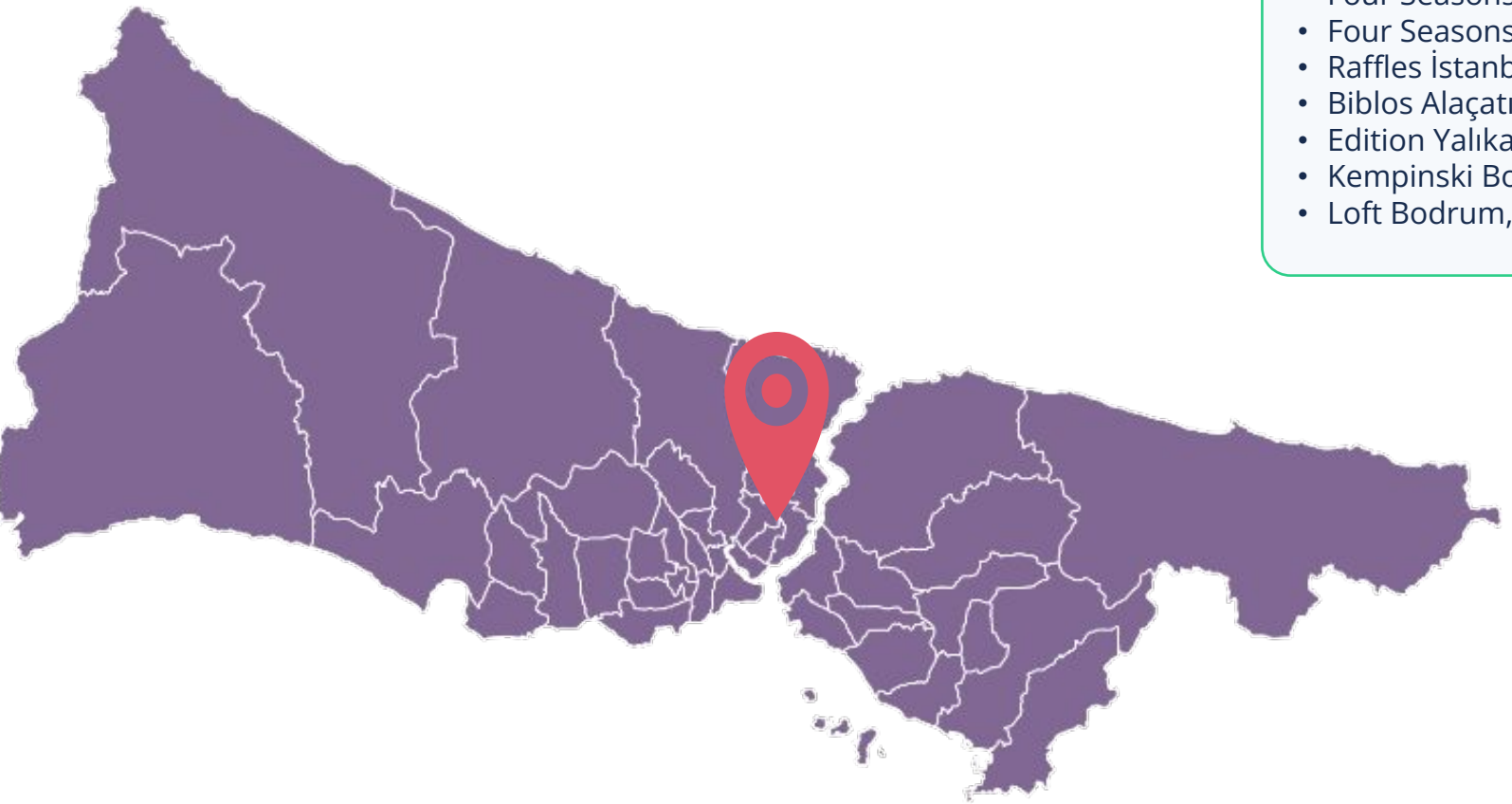
During the campaign, Turkish participants attending ministry-supported import and export fairs will be targeted.

DOMESTIC IMPORT AND EXPORT FAIRS WHICH SUPPORTED BY MINISTRY OF TRADE

During the campaign, Turkish participants attending ministry-supported import and export fairs will be targeted.

TARGET AUDIENCE – LOCATION TARGETING (Sample Region - İstanbul)

With Hyper Location technology, users who receive signals in the target hotels during the periods we determine during the year will be targeted.



TARGET HOTELS

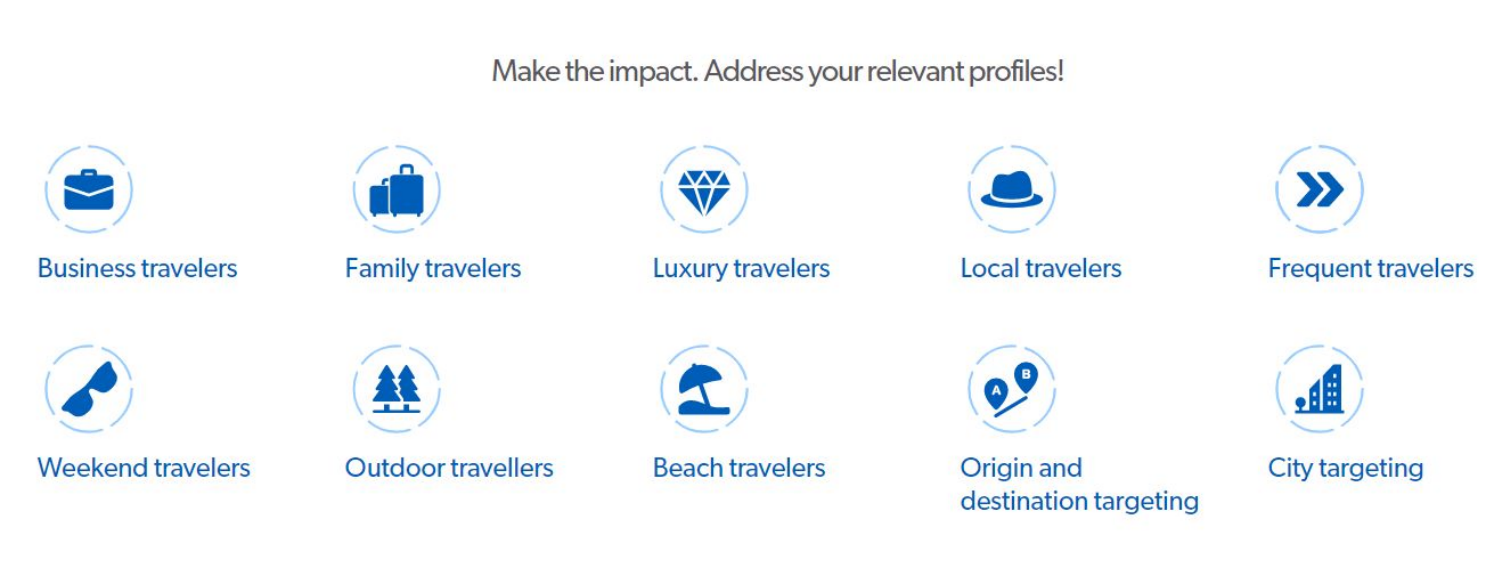
- Mandarin Bodrum,
- Mandarin İstanbul,
- Peninsula İstanbul,
- Four Seasons Bosphorus,
- Four Seasons Sultanahmet,
- Raffles İstanbul,
- Biblos Alaçatı,
- Edition Yalıkavak,
- Kempinski Bodrum,
- Loft Bodrum,

TARGET RESIDENTIALS

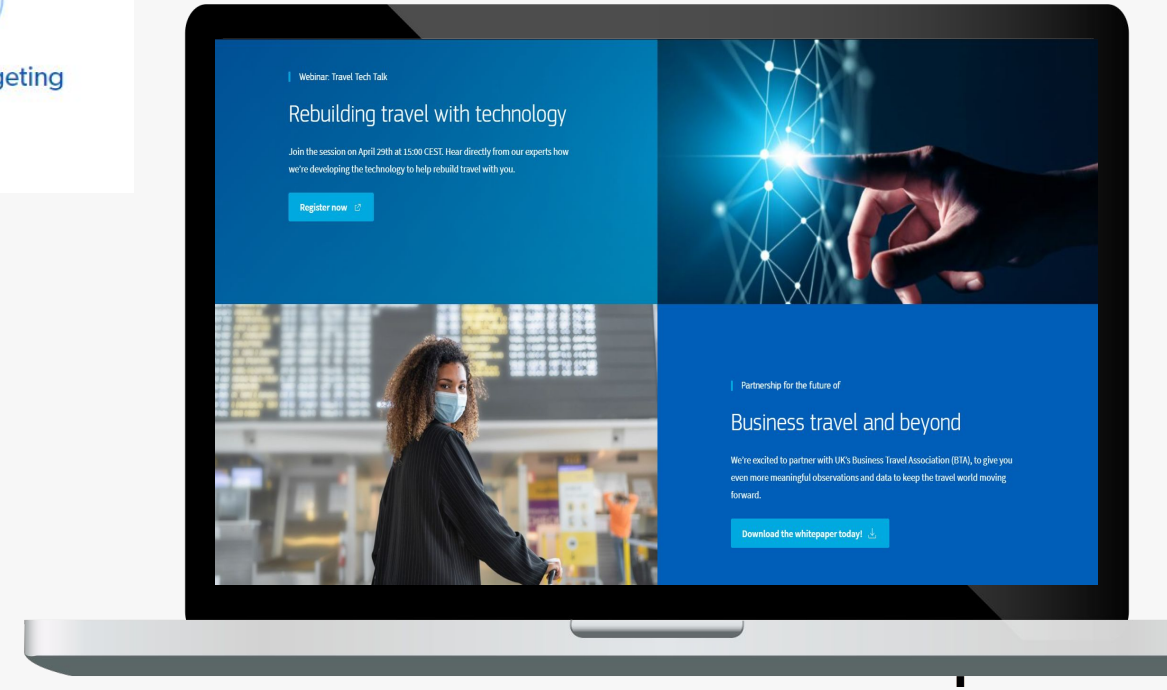
- Beykoz Konakları,
- Acarkent,
- Sarı Konaklar,
- Alkent 2000,
- Zorlu Center,
- Kemer Country,
- Beylerbeyi Konakları,
- Ömerli Kasaba,
- Maya Residence,
- Naciye Sultan Korusu,
- Ayşe Sultan Korusu,
- Saklıkent Villaları Sarıyer,
- ...

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AMADEUS



Advertising is displayed to the most accurate target audience with different targeting options depending on the travel purpose, location information, flight frequency and seat value purchased.



COMMUNICATION PROCESS



Optimisation

RTB

Device based breakdown

Day based breakdown



New User

Traffic increase

New media uses

Generic Access

Brand Awareness



Data Management

3rd Party

User Segmentation

Cookie Management

Data Enrichment

Data Matching

Cost Reduction
CPA Recovery
Additional Traffic Increase
Access
User Experience Improvement

Traffic Increase
Access
Cookie Data Increase

Behavioral Advertising
Shifting to Upper Segment
Loyalty Increase

thank you.

Power of New Media

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