



# Personalized advertising

Digital Media Planning and Buying

*In today's highly competitive business environment it is often difficult to keep up. You can change that by using the latest **Big Data and Artificial Intelligence technologies**.*

*To help you **increase your competitive edge**, we give you direct access to **the most advanced technology** that has helped global corporations conquer the world.*

*Use the **BEX profile database** to your competitive advantage!*



# Offer your advertisers a personalized display of ads on all media





## BEX database

capture the power of data

### 14 million profiles

- 3,5M in Slovenia
- 9M in Serbia
- 1,5M in Croatia

Every individual online visitor leaves behind traces of interests, desires and needs. With BEX technology we can **record and analyse** each trace and **use this complex data** for **personalized communication** with online visitors and buyers.

The **BEX database of 14 million anonymous profiles** will become directly accessible to all those in charge of digital media planning and buying in your agency for the mentioned markets.

**With direct access** to the BEX profile database, you will be able to establish **personal communication with each individual web visitor** anywhere online.



# Making of the profiles

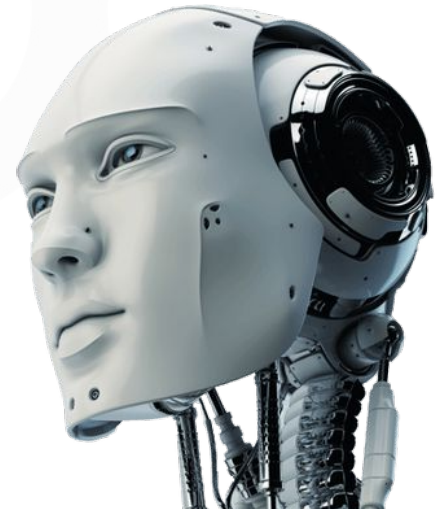
**An interdisciplinary team** of data scientists, mathematicians, artificial intelligence and machine learning experts, psychologists, IT developers, content and digital marketing specialists use

**Big Data**

and

**Artificial Intelligence**

to build sophisticated **profiling models** which serve to create **comprehensive profiles** of online visitors and customers



# The structure of the profiles

- Gender

- Male
- Female

- Age

- 10 - 17 years
- 18 - 24 years
- 25 - 29 years
- 30 - 39 years
- 40 - 49 years
- 50 - 59 years
- 60+ years

- 800+ Interests

- Based on IAB taxonomy
- 18 Tier 1 interests that go up to 5 levels deep
- Automotive
- Business and Finance
- Culture
- Entertainment
- Family and Relationships
- Food & Drink
- Healthy Living
- Home & Garden
- Medical Health
- News and Politics
- Personal Life Management
- Pop Culture
- Religion & Spirituality
- Shopping
- Sports
- Style & Fashion
- Technology & Science
- Travel

Link to [IABEX taxonomy](#)

- Geolocation

# **BEX database and BEX DSP**

**Use direct access to data for  
personalized advertising**





Show each **individual online visitor** personalized ads in line with his/her **interests** and increase your advertising **efficiency**.



# BEX use of data

The method and work process do not change for you.

The only difference is that you will create a target group in the BEX interface to which you want to display personalized ads.

The screenshot displays the BEX Target Audience interface. On the left, a green arc gauge shows a selection of 2.3M, with a note: "Your audience selection is fairly broad." The main section, titled "Target Audience", contains several filter categories:

- Gender:** Male (825.9K) and Female (1.4M).
- Age:** 10-17 (57.9K), 18-24 (90.5K), 25-29 (251.9K), 30-39 (558.1K), 40-49 (341.5K), 50-59 (736.3K), and 60+ (218.1K).
- Device type:** Phone (1.6M), Desktop (551.7K), and Tablet (83.7K).
- Device:** A text input field labeled "Enter device".
- OS:** Android (1.7M), Windows (533K), iOS (44.8K), Mac OS X (13.7K), Linux (3.9K), Windows Phone (13K), and Ubuntu (12K).

On the right, the "Interests" section includes a legend with "Require" (blue exclamation mark), "Include" (green plus), and "Exclude" (red minus). Below is a scrollable list of interest categories with their respective audience sizes and control icons:

| Interest Category          | Audience Size | Control Icons |
|----------------------------|---------------|---------------|
| > Automotive               | 361.7K        | ! + -         |
| > Business and finance     | 607K          | ! + -         |
| > Culture                  | 92.2K         | ! + -         |
| > Entertainment            | 845.2K        | ! + -         |
| > Family and relationships | 739.1K        | ! + -         |
| > Food & drink             | 802.6K        | ! + -         |
| > Healthy living           | 796.2K        | ! + -         |
| > Home & garden            | 300.1K        | ! + -         |
| > Medical health           | 808.2K        | ! + -         |

# BEX use of data

## **Just as usual:**

You will send the order form and advertising codes directly to the media.

## **Additionally:**

Creating a target group in the BEX interface.

In addition to the order form and advertising codes, you will also provide the media with the BEX ID of the target groups.

**Increase** digital advertising **efficiency**  
by **40 % - 70 %**,  
using all ad formats on all devices  
and all channels

# BEX results

In addition to the high-quality BEX database, the use of advanced ad formats along with standard ones has proven to be a key advantage when optimizing advertising performance.

BEX Profiled advertising achieves above-average results compared to traditional online advertising (**40 % - 70 % higher CTR**) since it enables a **personalized display of ads to each individual profile**. It is not just the numbers that matter, but the advertising content being displayed to the right person. This is also confirmed by a cohort analysis of returning visitors to the company website.

BEX harnesses the power of a high-quality database and enables the use of all forms of advertising formats on all devices and channels.

# BEX on all ad formats

BEX technology can be used on all ad formats, not just banners. This means you can personalize the messages displayed in the most efficient formats:

- **standard** ad formats: 300x250, 970x250, 300x600, 728x90, 160x600
- **special** formats: expandable banner, billboard, banderole, background, takeover ads, ad breaks, Teddy Ad, Teddy Ad XL
- **native** ads: In Feed, In Widget, In Article
- **video** ads: video banner, video InArticle, video Billboard XL, Jump out TV Ad, video banderole, video ad break, interactive video background, Open Door video, Jump out TV ad XL
- **mobile** ads: standard banner, mobile banner, mobile banderole, mobile video banner, mobile ad break, mobile video break
- **PR message**

# BEX on all devices and channels

## On different devices, channels and locations

Mobile, Tablet, Desktop, Video, Display, Native, Geo-location.

## More than re-targeting

Instead of just showing a customer ads for products he/she already looked at on specific website, we also include a wide array of other products he/she might be interested in, according to his/her overall profile and recent activities on other websites.



# BEX services

- **Customer Intelligence**
- **Personalized website**
- **Profiled advertising**

These 3 services complement each other and form the extremely effective pyramid of **personalized communication**.



# BEX Customer Intelligence

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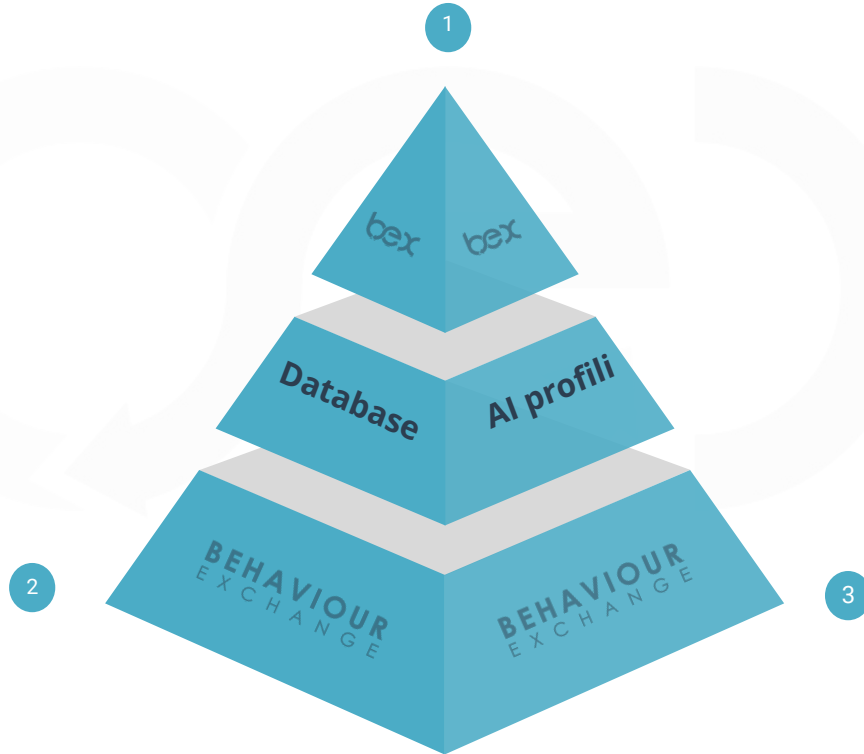
Collecting and processing  
behavioural data of online visitors  
and customers in order to  
improve all aspects of business

## Profiled advertising and PR

With the help of the BEX  
profile database, we can  
bring specific visitors to your  
website with personalized  
ads or PR articles

## Personalized website

We allow you to show each  
individual visitor the  
personalized content,  
products or offers they are  
most interested in





**We make future today!**

<https://behaviour.exchange/sl/>