



ADSOME **NOISE**

Scalable Dynamic Interactive Video

“If you want people to engage, nothing is more important than digital marketing.”

- Forbes, 2021

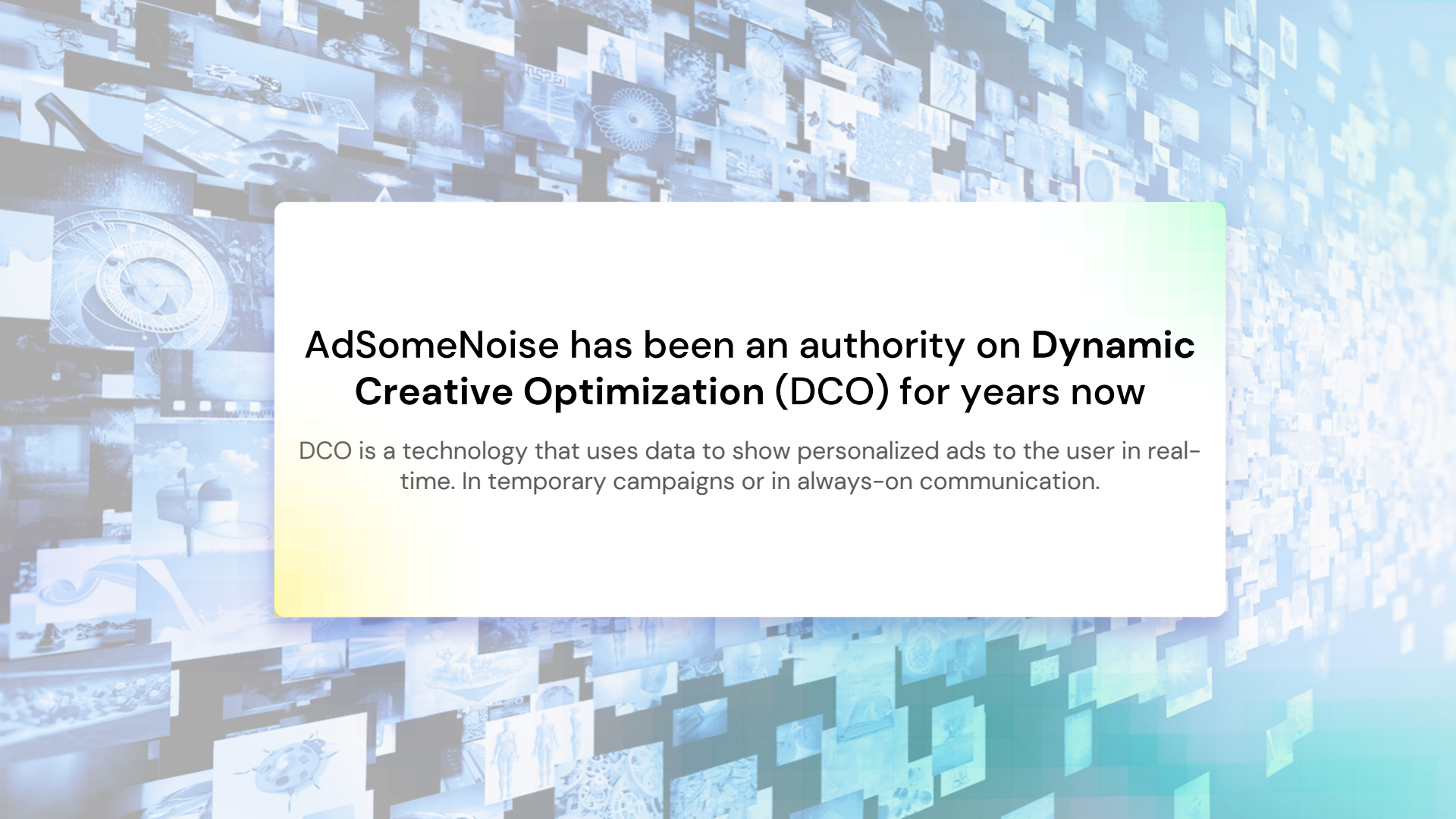
Personalization + relevance make effective ads

30% of consumers are more likely to buy after getting personalized ads

76% gets frustrated with unpersonalized ads

61% would even ignore the brand





AdSomeNoise has been an authority on Dynamic Creative Optimization (DCO) for years now

DCO is a technology that uses data to show personalized ads to the user in real-time. In temporary campaigns or in always-on communication.

We know how to create
relevant ads 🙌



JUNTOO

ING



THALYS



DECATHLON



mazda



TotalEnergies

Brico



But what about video?

By now, we have created numerous effective DCO campaign for display, social and even audio

But what about video?

Up until now, video has been the weakest link in the DCO offer. In fact, there was **no solution** for rolling out a **data-driven campaign** in a **GDPR-compliant, flexible way across publishers and video players.**



We're the **first** to create scalable, dynamic interactive video ads.

Our new technology to make scalable, dynamic interactive video ads made possible with innovation support from the province of Flemish Brabant.

After 1 year of development, we have been rolling out campaigns for clients like **Quick-Step** & **Samsung**.



Quick-Step

For Quick-Step (Unilin), geolocation was used to connect viewers with local dealers in the video.

In addition, several more elements, including promos, could be customized.

The video that the viewer eventually saw was the result of an automated decision tree that included several scenarios.

This campaign ran on DPG.



An advertisement for Quick-Step flooring. The left side shows a bright, modern living room with a pink sofa, a white coffee table, and large arched windows. A woman is sitting on the sofa, and another woman is standing by the window. The right side features a white background with the text 'Bouw het huis van je dromen met een Quick-Step-vloer.' and 'Laat je inspireren door onze vloeren.' Below this is a map showing a location in Heist-op-den-berg. The text 'Woondedor' is written in white on a pink background, and 'In Heist-op-den-berg' is written in white on a dark blue background. A button labeled 'VIND JE DEALER' is also present. In the bottom right corner, the Quick-Step logo is displayed, consisting of three slanted lines above the text 'QUICK-STEP FLOOR DESIGNERS'.

Samsung

Samsung has very high quality imagery (3D images, inspiring videos, etc.), but now wanted to personalize their branded content. Based on different data and signals such as device, product life cycle, consumer profile, ... the most relevant video ad is composed and shown to each individual user. Automatically and in real-time. No hundreds of pre-rendered videos, but unique creations composed and published on the spot.

It ran on DPG, Dailymotion, Teads, RTL and Ads & Data.



SAMSUNG

Galaxy Z Flip4

Gratis
€ 150

Al je vrienden zullen jaloers zijn op jouw foto- en videoskills met de Galaxy Z Flip4 in Flex Mode.

Ontdek meer >

samsung.be

Model name

Promo patch

Dynamic copy

Legal

*Niet geldend op alle modellen. Alleen bij de aankoop van de Samsung Galaxy Z Flip4. Bijzondere voorwaarden van toepassing. Zie voor de volledige voorwaarden: samsung.com/nl/price

What's so special about scalable, dynamic interactive video ads?

- In the past, interactive video was limited to pre-rendering and direct deals.
Now, you can create and publish dynamic videos flexibly through programmatic
- It's tech-agnostic: any purchasing technology can be used, which maximizes flexibility for agencies
- It works independently from any video player at the publisher's side
- By using the latest IAB protocols, we made sure that the data from publishers is safeguarded and processed GDPR-compliantly
- With our approach, it's perfectly possible to use privacy-proof 1st party data for creating relevant video ads

That's not all. We're all set to create a **platform**.

For everyone who wants to step up and make relevant video ads
For other agencies (creative/media), publishers and in-house teams

Software as a Service (SaaS)

We received innovation funding from the government and are attracting investors, excited to make this technology available for the whole industry

We believe this case deserves an AMMA Award for introducing a groundbreaking innovation in digital advertising technology: **Dynamic interactive video at scale**.

- A solution that allows personalized video ads to be created and distributed at **scale**, in line with the latest standards for video and **independent** of specific video players and publishers.
- It has shown its robustness through **Quick-Step** and **Samsung**. Moreover, our story is also propelled by provincial and regional support, leading to a SaaS **platform**.
- With this, AdSomeNoise reaffirms its leadership role in the evolution of digital advertising that effectively moves the **industry forward**.



Thank you!