

# DPG Trusted Web

AMMA - Innovation & Development Of  
The Year


2024



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 DPG Media België

 KU Leuven

We connect brands with consumers in a safe, digital ecosystem 



## Safety

We want to **eliminate** the risk of showing ads around **brand unsafe content** and offer a safe local advertising context.

## Identity

Changes in the ecosystem make it harder to identify the right user. We designed our own solutions to help **leverage first party data**

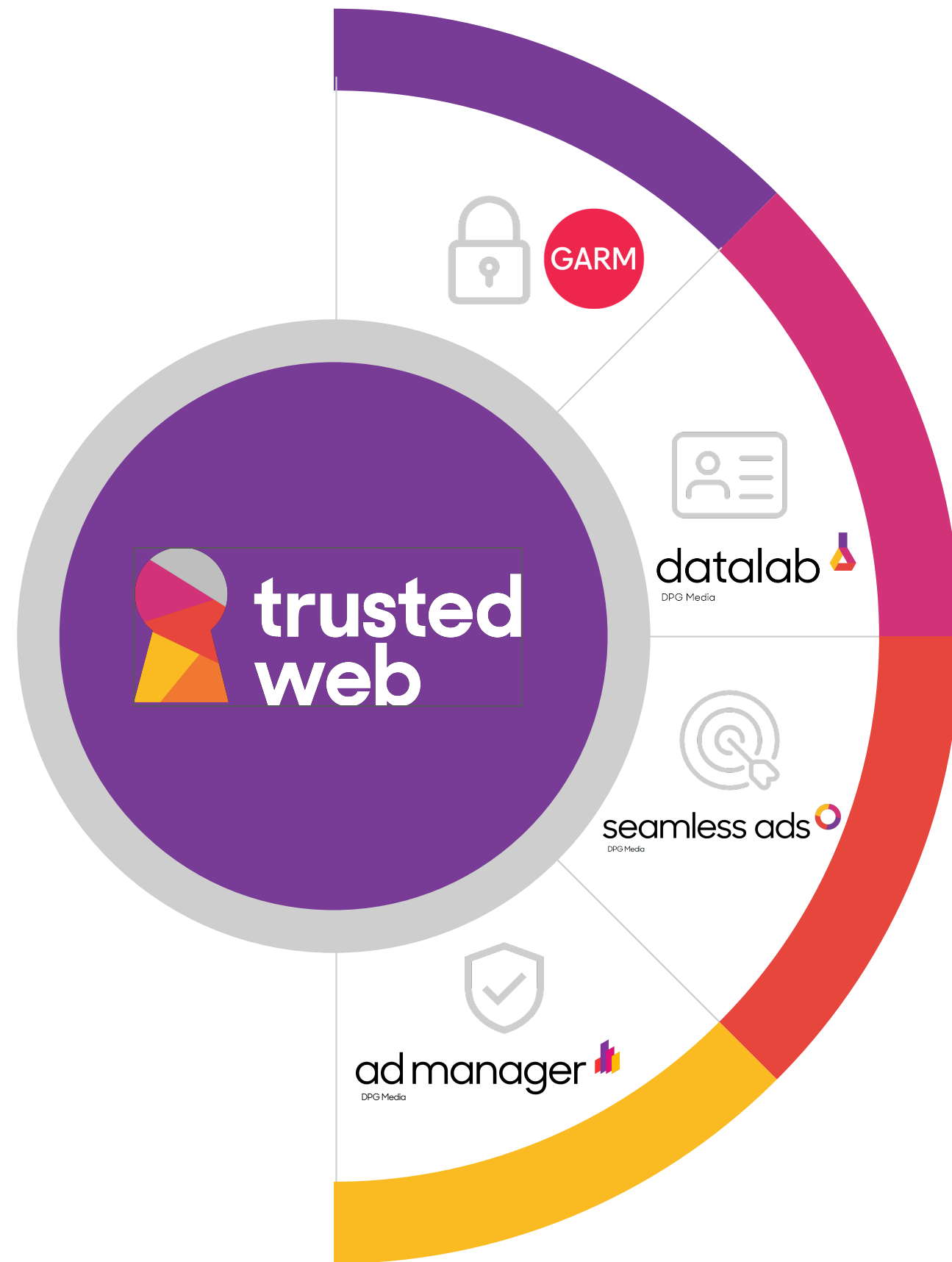
## Impact

We want to offer **specifically designed advertising formats** to increased performance and generate true impact.

## Trust

We want to offer a **transparent supply chain** as a response to the existing lack of trust in the ecosystem.

# What's in it for the advertiser



**Brand safe local content combined with massive reach**

**Unique First Party Data**

**Engaging and Impactful formats**

**Direct self-service access**

# Safety

## Our trusted media brands



**Major Reach**  
72% unique reach BE



**Premium & Risk Free**  
High-Quality, Brand safe,  
Privacy-first

# Moving from **Brand Safety** to **Brand Suitability**

Avoiding content that is **inappropriate for advertising** regardless of the brand



Avoiding content that is **not aligned** with a brand's advertising guidelines, **but may be appropriate for another brand**

HLN NIEUWS SPORT SHOWBIZZ NINA IN DE BUURT VIDEO FUN

## OVERZICHT. Biden: "Poetin staat met rug tegen de muur" - "Aanslag op Oekraïense president Zelensky vrijdeld"

De Oekraïense inlichtingendiensten beweren dan weer een moordaanslag op president Zelensky te hebben vrijdeld. Sinds de start van de invasie zouden al bijna 10.000 Russische soldaten zijn omgekomen. De Amerikaanse president Joe Biden vindt de Russische beschuldigingen dat Kiev chemische en biologische wapens zou bezitten een "duidelijk signaal" dat Poetin overweegt die wapens zelf in te zetten. En de Europese Unie wil tegen 2025 een [5.000 man sterke militaire reactiemacht](#) op de been brengen.

IB 22-03-22, 06:16 Laatste update: 10:07 Bron: Reuters, ANP, Belga, BBC, Twitter



Lees alles over het conflict in Oekraïne in [ons dossier](#).

### Kiev: "Moordaanslag op Zelensky vrijdeld"

- De Oekraïense inlichtingendiensten hebben naar eigen zeggen een mogelijke moordaanslag op president Zelensky vrijdeld. In de stad Oezjhorod, aan de

# Brand suitability

Journalist publishes article on the Trusted Web

DPG AI immediately scans article context and semantics

Every article is rated per GARM category and data is made available for the ad server



	No Risk	Low Risk	Medium Risk	High Risk
Adult & Sexual content	●			
Arms & Ammunition			●	
Crime & Harmful acts			●	
Death & Injury			●	
Online Piracy	●			
Hate Speech	●			
Obscenity and Profanity	●			
Illegal Drugs/Tobacco/Alcohol	●			
Spam or Harmful content	●			
Terrorism		●		
Sensitive Social Issues	●			

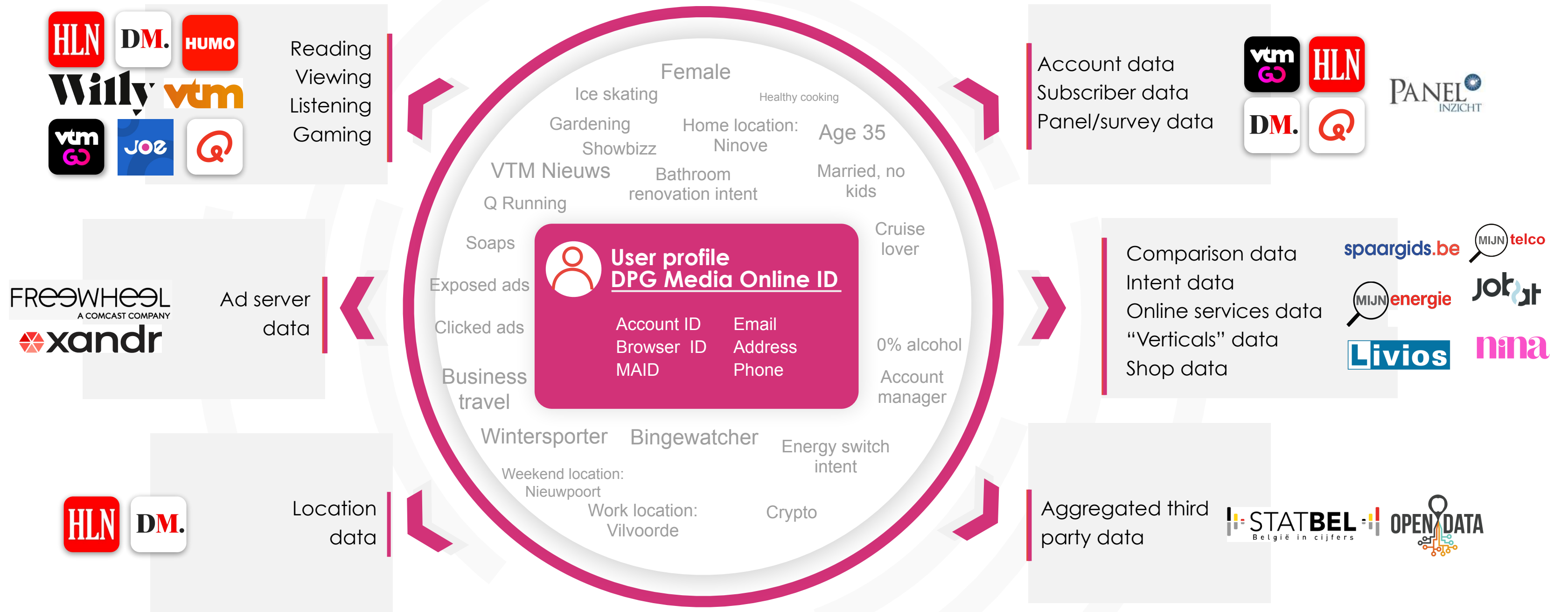
Real-time

Includes in-app & subscriber content

Cookieless

# Identity

## Our DPG Media Online ID





# Identity

Datalab, easy to use yet powerful



**Build your own** custom audiences on DPG signals and CRM data & activate across the DPG network



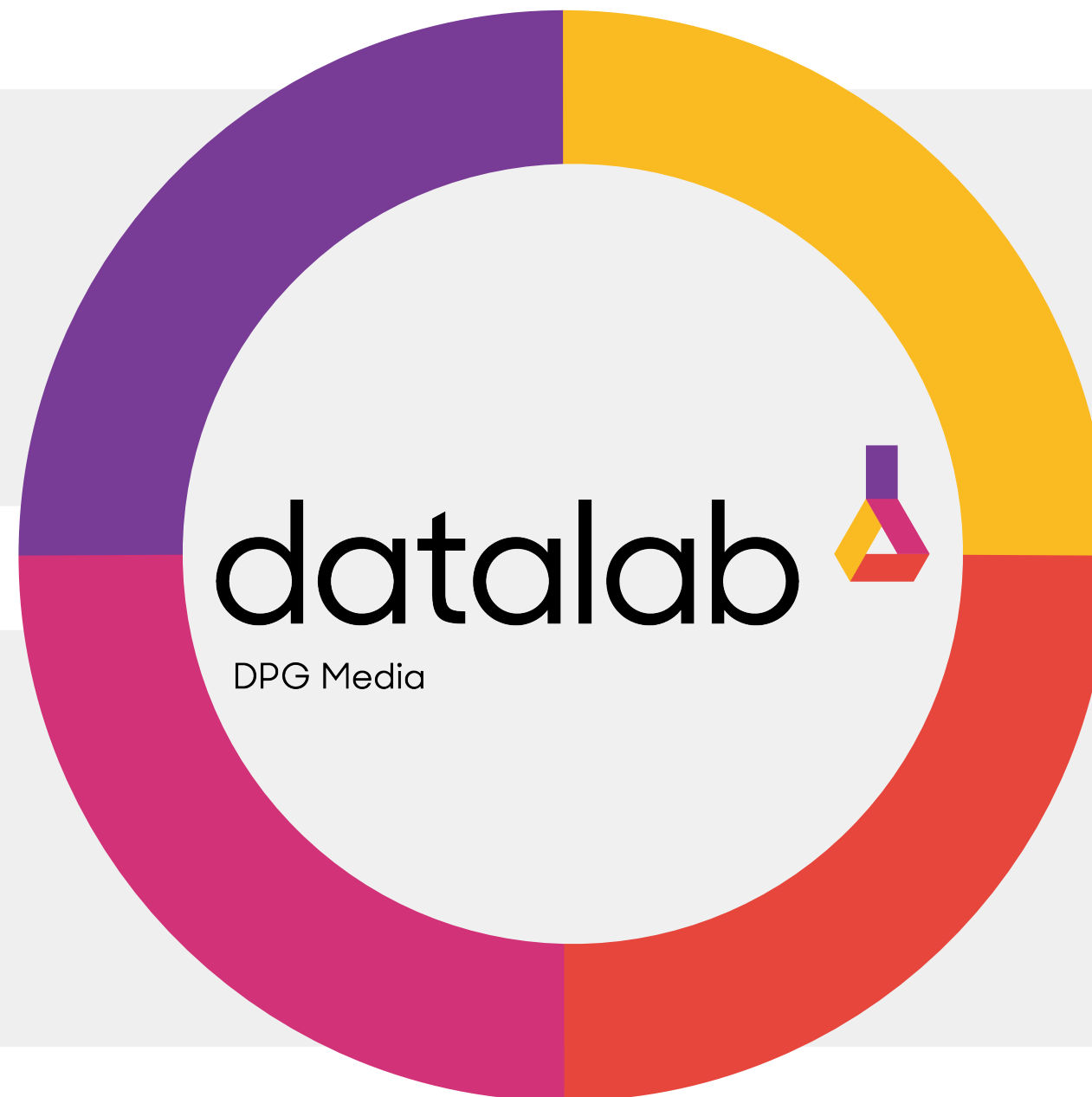
**Discover valuable new audience insights** that can inform media and targeting strategies



**Free to use** without tech fees or data top-ups, regardless of audience created



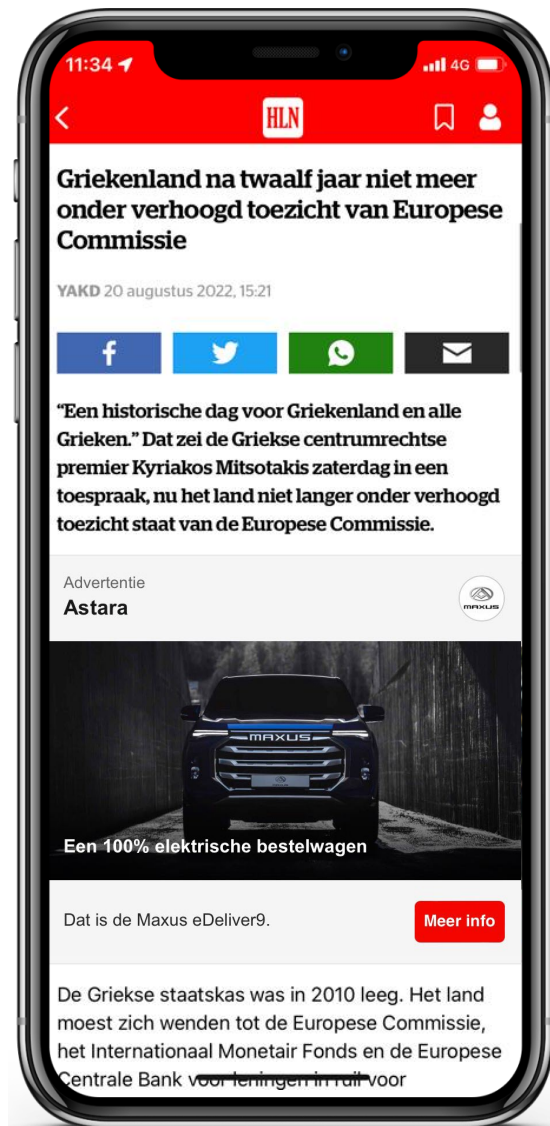
**Ready for the cookieless future**, built on first party data & free of third party identifiers



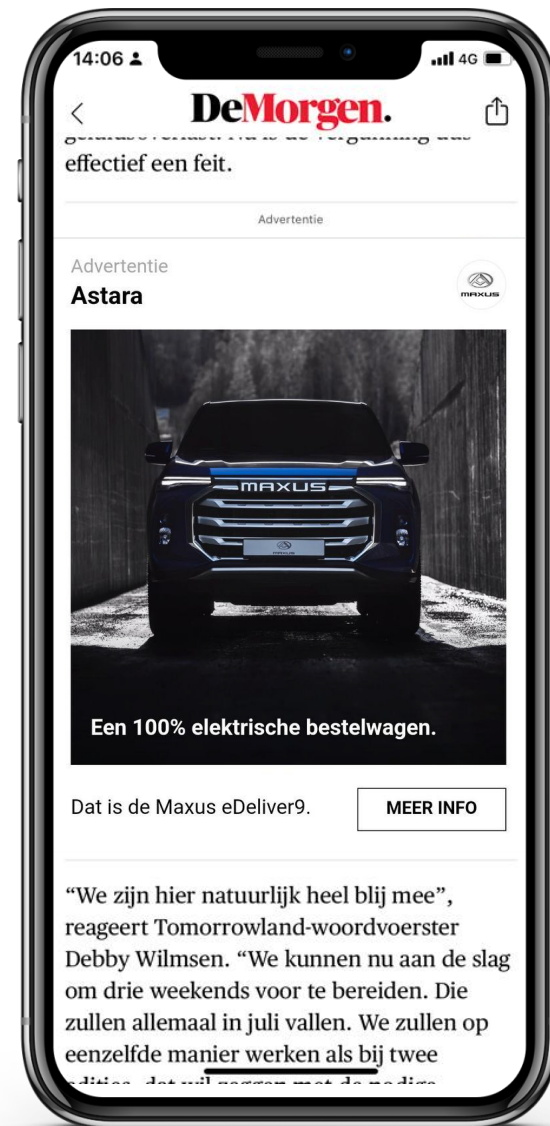
# Impact

## Seamless ads

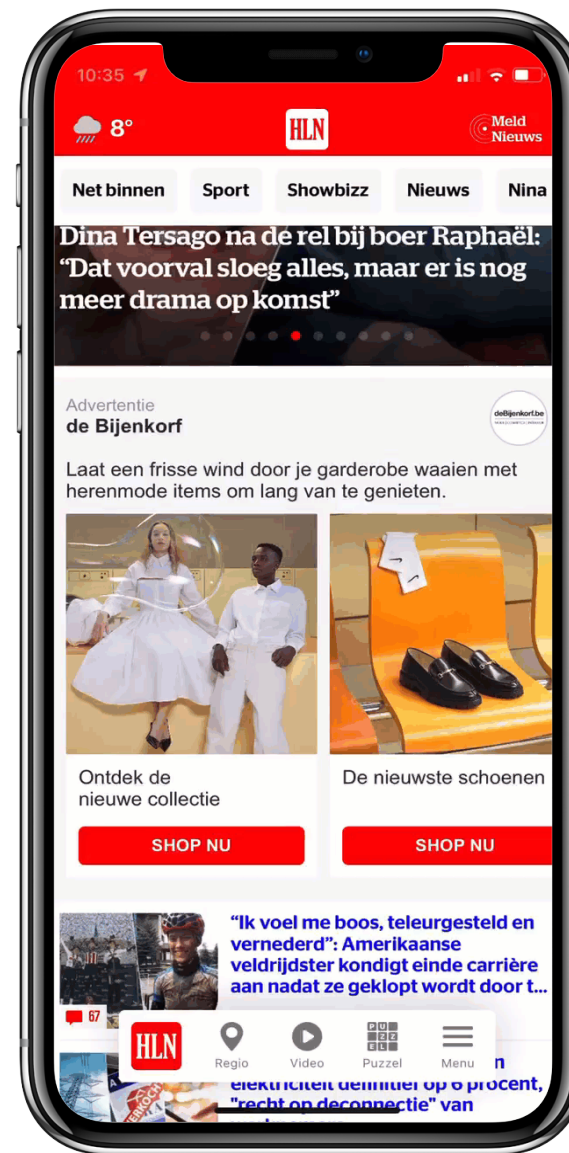
### Image S



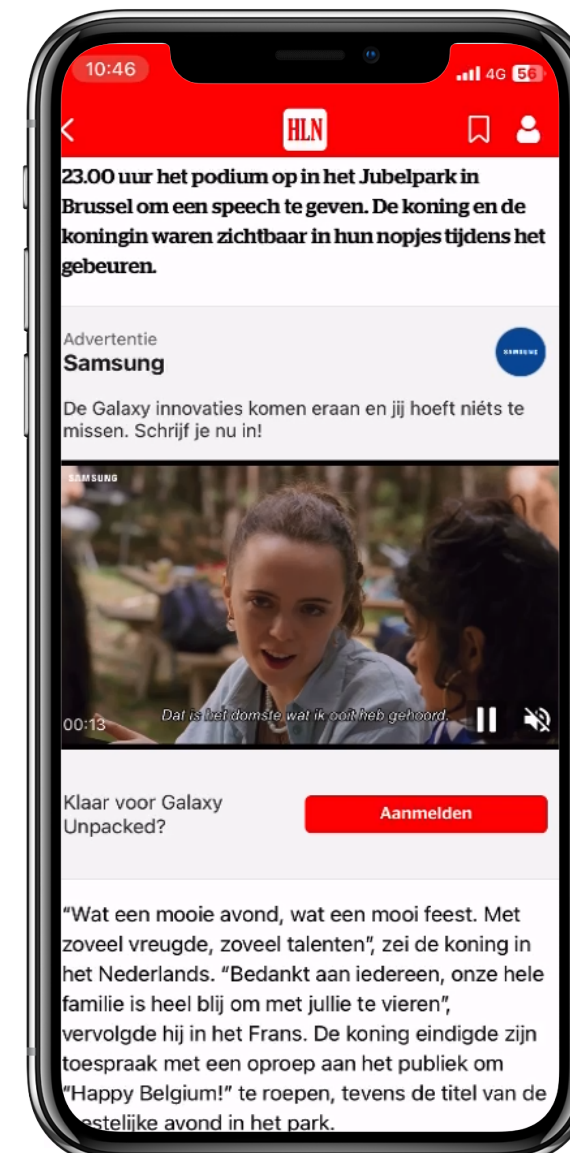
### Image L



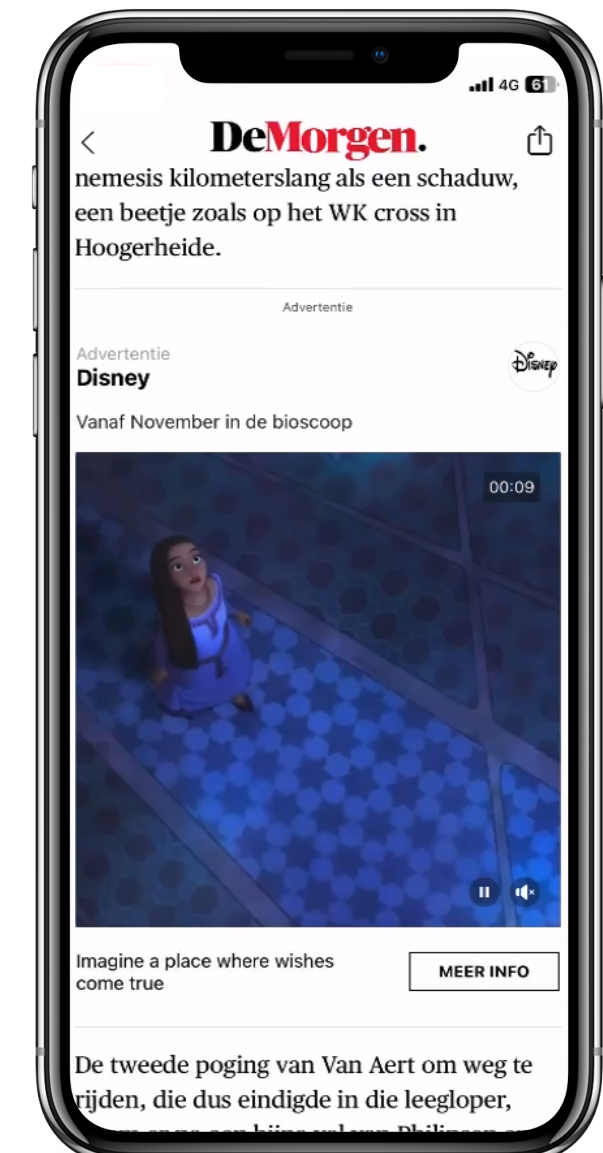
### Carrousel



### Video S



### Video L



Can all be built inside Ad Manager


# Trust

## The advantages of DPG Ad Manager



# Trusted Web Interconnection






## Audiences

Create audience 

All audiences (1)

[All audiences](#) [Expiring](#) [CRM](#) [DPG](#) [LA](#)

Search 

Name	Group	Type	Creation date	Reach	Expiration date	Status	Actions
CRM Buyers	default	CRM	23-01-24   13:56	689K	21-07-2024	Requested	    

1

Show 20 per page

### Useful links

[Commercial policy](#)  
[Jobs](#)

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[Responsible Disclosure Policy](#)  
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[Corporate](#)  
[General conditions](#)  
[Terms of use](#)

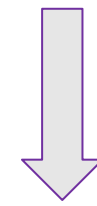
### Follow us



# Case Study - A.S.Adventure



1. Uploaded CRM Databases
2. Created CRM Lookalike
3. Created custom audience based on 1P DPG Data



**Audience Activation**

## Audience A/B Split Test



Display & Video 360

vs



## admanager DPG Media RESULTS

### Fase 1 - Viewability

Viewability **+8%**  
vCPM **-21%**

### Fase 2 - Engagement

CTR **+26%**  
CPC **-57%**  
# Clicks **+55%**

### OVERALL

CPM **-19%**  
CTR **+11%**  
CPC **-30%**

**“ Our high expectations were met with excellent results. The platform is now a regular part of our media mix ”**

**Yannick Degand, Display & Social Advertising Lead**





**Premium:** Quality content across all apps & sites



**Scaled:** Reaching the majority of internet users.



**Future Proof:** User Consented First Party identity and measurement



**Risk Free:** Brand safe & performant advertising

**Thank you for your consideration!**

