

UPA Academy

Data: are you seeing the real value?

Discover how to reach relevant audiences
across mobile environments in a Brand safe way

ogury

VISA

Agenda

01

Intro

Alberto Vivaldelli, UPA

02

Visa: The Power of a Global Brand

Matteo Brignoli, Senior Digital Marketing Manager - Visa

03

Ogury: a Sustainable Advertising

Luca Panella, Managing Director - Ogury

04

A Valuable Partnership

VISA & Ogury

05

The New Digital Era

VISA & Ogury

06

Q&A

Visa: The Power of a Global Brand

VISA

01 Trust

- ✓ We have an unwavering commitment to protecting **data** and enabling the **secure** movement of money.
- ✓ We built and maintain one of the largest global payments technology networks, securely connecting **people, local economies** and **businesses** in millions of places and ways.

02 Value of Partnerships

- ✓ We collaborate with a network of local and international partners capable to guarantee high compliance to our guidelines and **KPIs** while delivering against our business goals.
- ✓ As **privacy** and **security** are part of our DNA, we adhere to the highest standards when it comes to indicators like **brand safety, ad fraud** and **viewability** of our campaigns.

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Ogury: a Sustainable Advertising

Viewability measurement: 100% OMID compliant.
Largest OMID compliant in-app inventory

MOAT

IAS
Integral
Ad Science

IDV



Fraud Prevention

<0.5% Invalid Traffic

- ✓ Pre-bid fraud avoidance applied to every impression
- ✓ TAG Fraud-free certification
- ✓ IAB Transparency measures



Data Safety

100% User Privacy

- ✓ Respectful of privacy: identifier-less data & targeting
- ✓ GDPR and CCPA compliant
- ✓ 100% TCFV2.0 compliant inventory



Brand Safety

>99% Brand Safety

- ✓ Direct publisher integrations with manual vetting
- ✓ Apple App Store & Google Play Store apps only
- ✓ Semantical analysis of content for brand safety scores

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**Unfortunately,
this is often what
you buy today...**

And it impacts performance

What brand is it?

NOTHIN' TO
SEE HERE...



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Ogury provides only full-creative visible formats.

THUMBNAIL



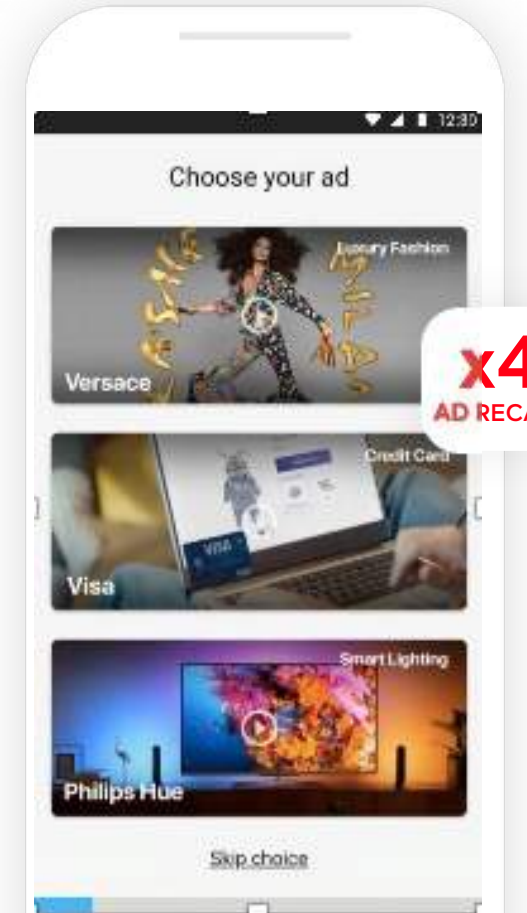
Video | Display
CPV, CPM | CPC

FULL SCREEN



Video | Display | Rich Media
CPV, CPM | CPC | CPE

AD CHOOSER



Video
CPV, CPM

A woman with long, wavy hair, wearing a denim jacket, is shown in profile from the chest up. She is reaching out with her right hand towards a large, glowing digital screen. The screen displays various data visualizations, including a 3D bar chart with blue and red bars, a line graph, and a grid of data points. The overall scene is bathed in a blue and purple light, suggesting a high-tech or data-driven environment.

A Valuable Partnership

ogury | VISA

A Global Partnership



5

Countries



50

Campaigns

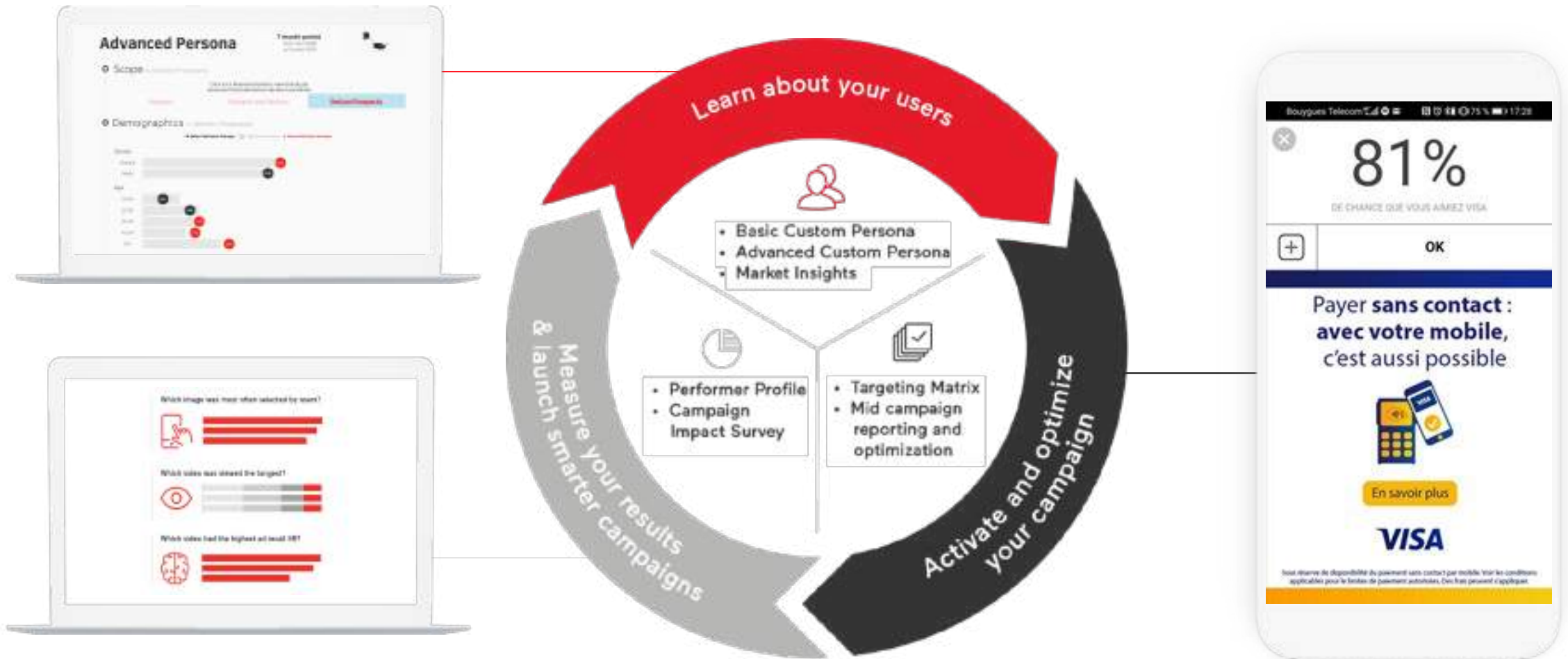


5

Years

Ogury adds value across the entire campaign lifecycle

The process:





I Pay Visa ecommerce:

Q4 2020

Challenge

Position Visa as THE way to pay in fast, secure and convenient way online and in store, also for smaller purchases and daily shopping.

Solution

Through Ogury Active Insights, Visa was able to leverage reliable mobile user and behavior data to identify the audience it wanted to reach. Using Ogury User Engagement, a CPV campaign was then created to deliver three different creativities to the determined audiences.

Results

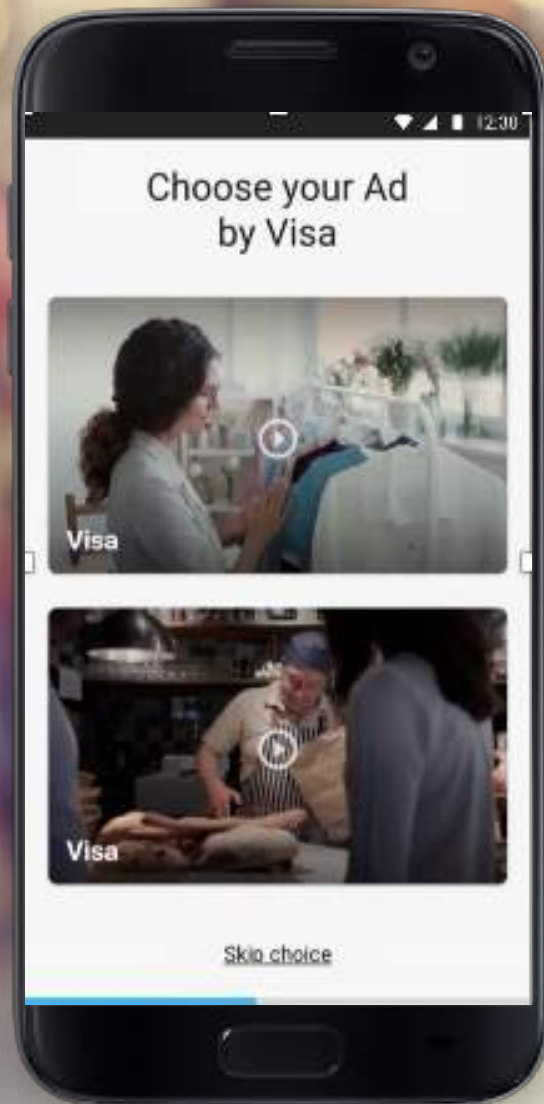
94.9%
VCR

93%
VIEWABILITY

88%
FULL-CREATIVE
V2CR



Visa Where You Shop Matters: Q2 2021



Challenge

The initiative wants to encourage all people around the world to think about the positive impact their shopping can have on the economy of local communities when consciously choosing to buy from local shops and independent micro merchants.

Solution

Ogury enabled Visa to reach its ideal audiences. To maximize brand awareness and create a positive brand experience, it used Ogury Brand Exclusive Video Chooser, a proprietary full-screen video format that enables the user to choose which video ad they want to watch.

Results

95.6%
VCR

94%
VIEWABILITY

90%
FULL-CREATIVE
V2CR



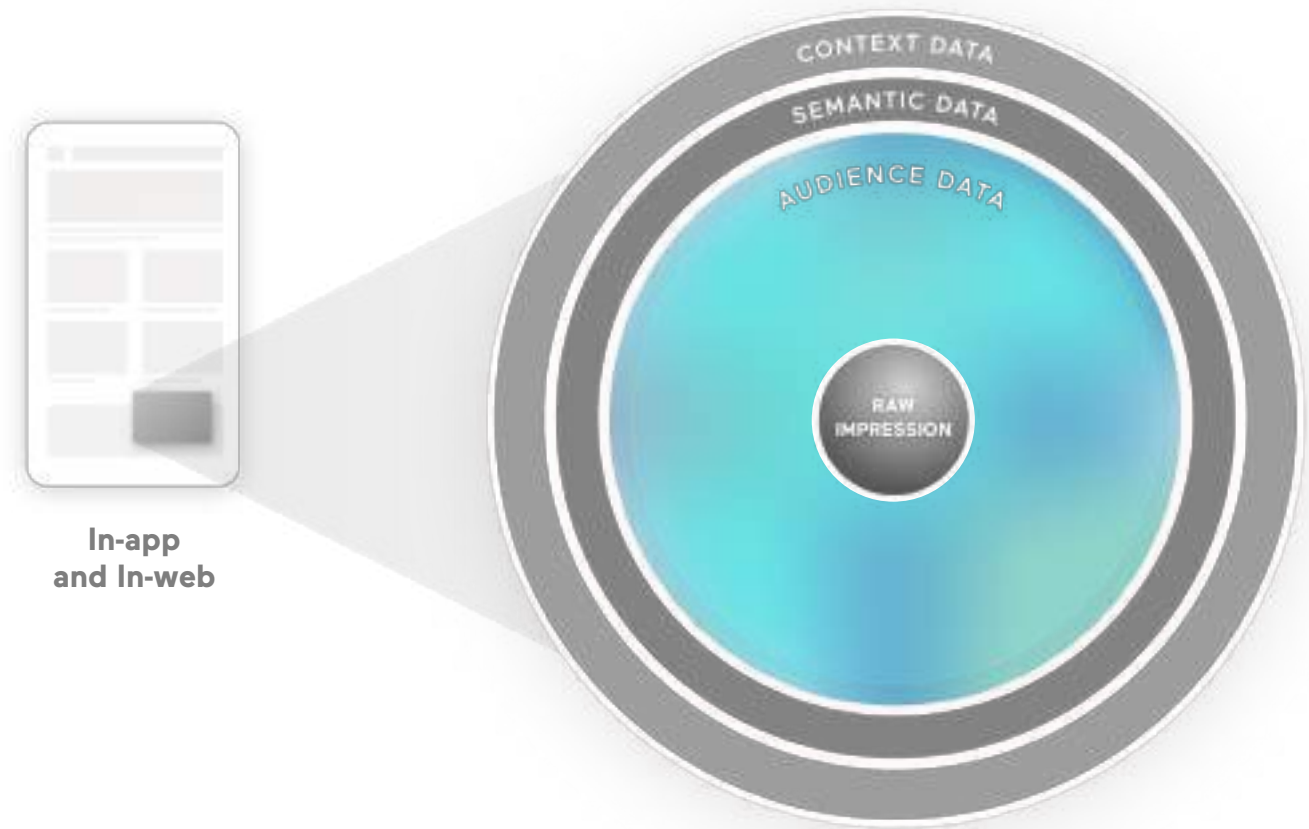
The New Digital Era

A woman with long, wavy hair is shown in profile, looking at a large digital display. She is reaching out with her right hand, touching the screen. The display shows a vibrant, futuristic cityscape with glowing buildings and a grid pattern. The overall scene is bathed in a blue and purple light, creating a high-tech, digital atmosphere.

Unparalleled personification data in-app and in-web

Best-in-class contextual and semantic data augmented with our powerful and unique audience data at scale

Personification data is id-less and cookie-less



Proprietary mobile journey data

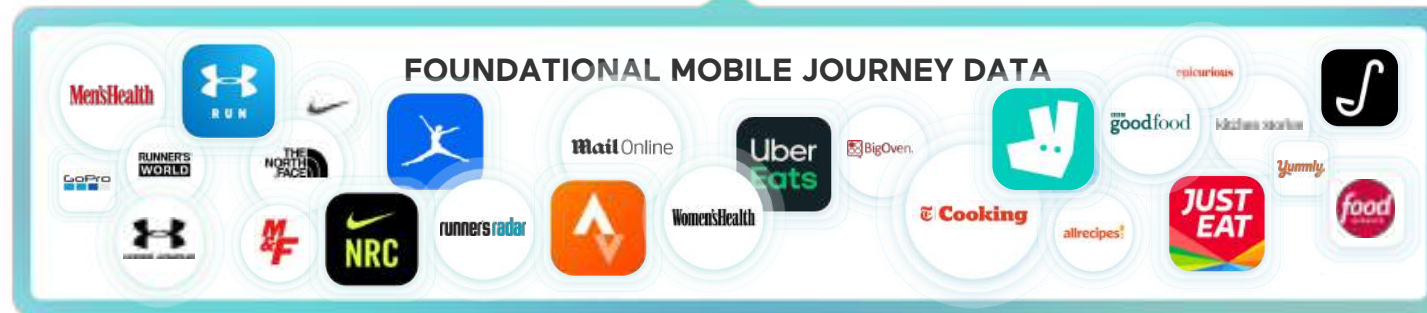
The foundation of audience data



Audience data

FT.com

Asset (App/website)	Audience Interest 1	Audience Interest 2	Audience Interest 3
FT.com	Fitness Fanatics	Recipe Seekers	
Accuweather	****	****	****
myshoes.com	****	****	****
Eurosport	****	****	****
****	****	****	****



Audience data

FT.com

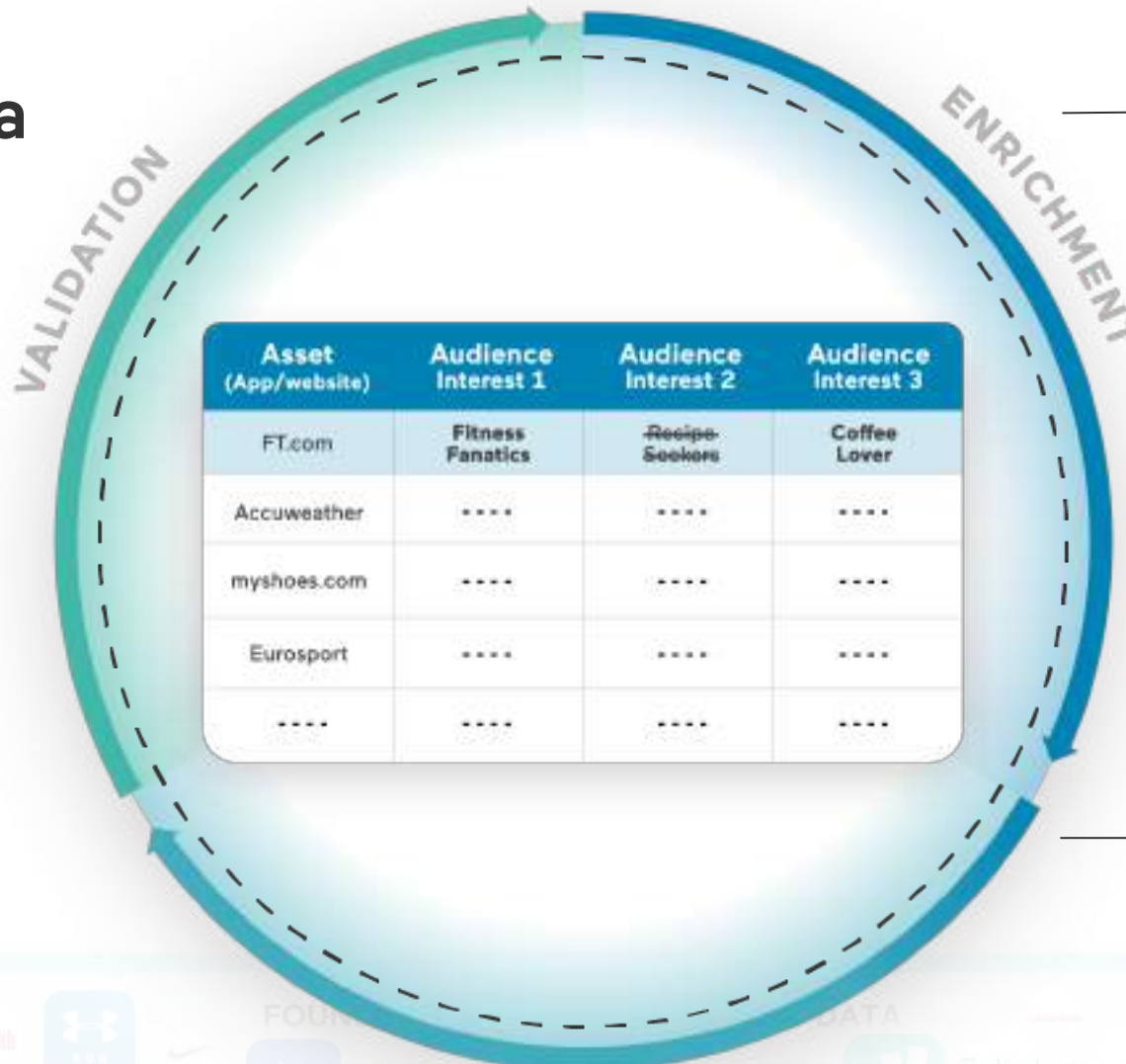
SURVEY RESPONSES Continuous Validation

✓ Do you run more than 3 times per week?

9X Discriminance

✗ Do you regularly cook?

-6X Discriminance



Asset (App/website)	Audience Interest 1	Audience Interest 2	Audience Interest 3
FT.com	Fitness Fanatics	Recipe Seekers	Coffee Lover
Accuweather	****	****	****
myshoes.com	****	****	****
Eurosport	****	****	****
****	****	****	****

SURVEY RESPONSES Continuous Enrichment

✓ Do you drink coffee or tea?

**8X Discriminance
for coffee**

AD CHOICE & INTERACTION

✓ Sports Ads vs average ad performance
+10% VCR

✓ Coffee Ads vs average ad performance
+6% CTR

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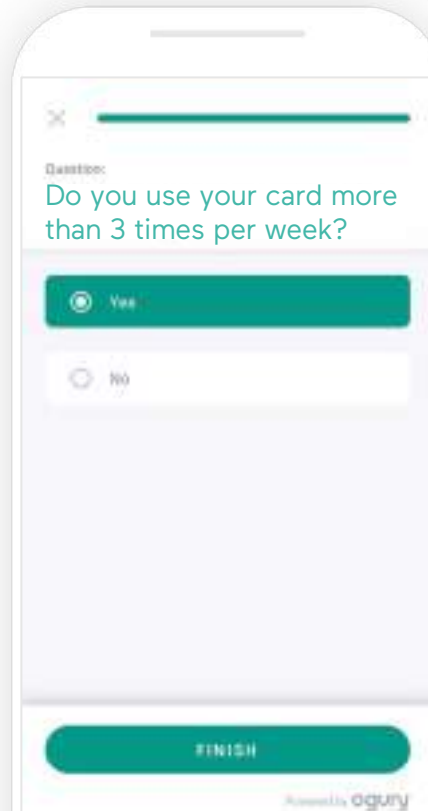
**In-app
and In-web**



These insights are used to inform and define campaign briefs.



Campaign Brief



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Campaign Brief

YOGA ENTHUSIAST ID00003

Brief Information

Country:
Category:
Apps:
Sites:
Age:
Gender:
Survey:

APPS

WEBSITES

Women'sHealth, Sweaty Betty, lululemon, MailOnline, RUNNERS WORLD, recipewebsite.com, THE WALL STREET JOURNAL, FT FINANCIAL TIMES

KEYWORDS

health, fitness, yoga, diets, finance, culture, cooking, bank, wellbeing, sports, TV, money

End to end integrated stack with unique and powerful components

BRAND PROTECTION

SUPERIOR BRANDING PERFORMANCE

FULL-CREATIVE
VISIBLE FORMATS
OPTIMIZED FOR
MOBILE USER
EXPERIENCE

DATA
UNPARALLELED
PERSONIFICATION
DATA

INSIGHTS
UNIQUE,
DIRECTLY
ACTIONABLE
INSIGHTS

TARGETING
PROPRIETARY
PERSONIFIED
TARGETING

DIRECT
ACCESS TO
COST-EFFECTIVE
INVENTORY

Digital Advertising in the New Digital Era

VISA

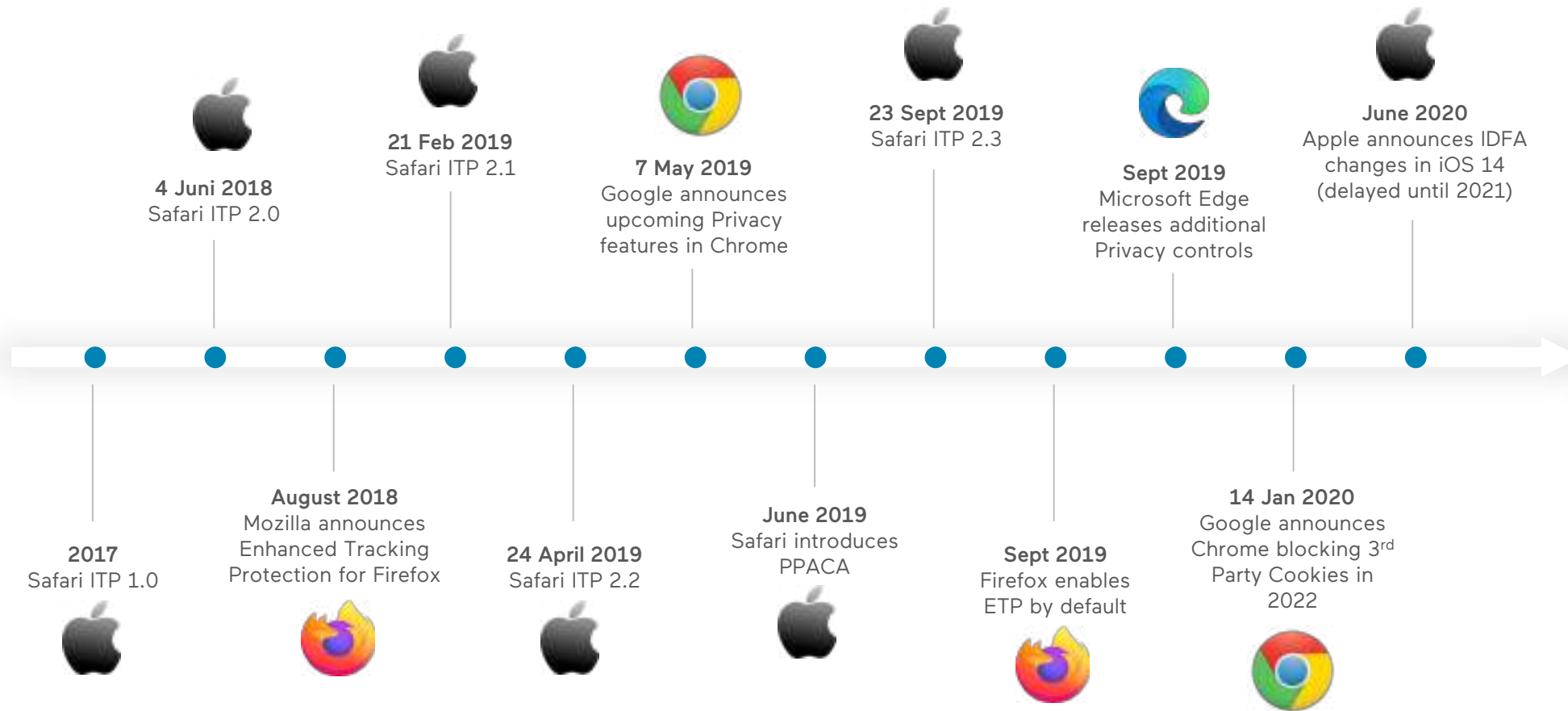
01  Sport

02  Gaming

03  E-commerce

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Cookies & IDFA Timeline



All efforts focused upon reducing cross-site tracking at scale...

Questions?

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