



Media Kit



Access unique audiences built **exclusively** for your brand.

We are committed to offering superior digital advertising solutions and curating unique audience sets from exclusive data partners. With access to invaluable data and AI technology, you'll be able to deliver impactful awareness & performance campaigns customized for the most relevant audiences.



Our passion is
developing new and
creative ways to
engage consumers...

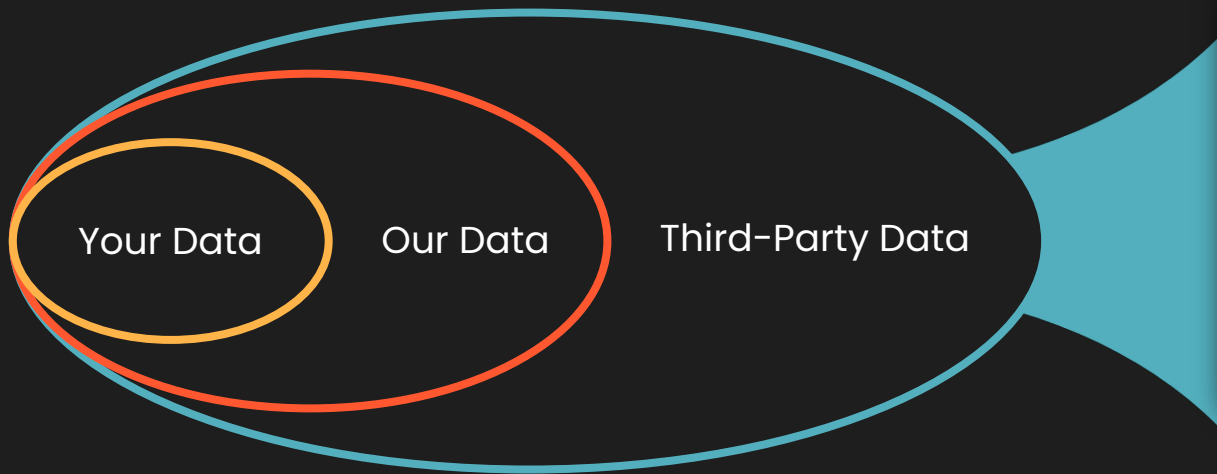


Reach the
Audiences That
Matter Most for
Your Brand



Data

ImpactView's many data partners are leaders in helping clients maximize their digital marketing and advertising dollars.



- ✓ Demographics
- ✓ Psychographics
- ✓ Clicks
- ✓ Shares
- ✓ CPA, CPE, CPL
- ✓ Interests
- ✓ Purchase behaviors
- ✓ Events
- ✓ Mobile attribution
- ✓ In-app behaviors
- ✓ Browsing habits
- ✓ Content consumption



Brand Safety

In addition to our own proprietary machine learning algorithms, we partner with some of the industry's leaders to help ensure quality at every step.

MOAT
by ORACLE ADVERTISING

IAS Integral
Ad Science

DV DoubleVerify

ImpactView





Display and Videos Ads

Reach

YL+ Yieldlab
Premium Programmatic Advertising

dailymotion

APPLOVIN
mopub

Teads

smaato

doubleclick
ad exchange by Google

FRESHWHEEL
A COMCAST COMPANY

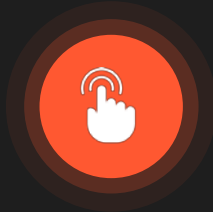
And more +

Our Reporting

Data Reporting (Depending On Client's Kpis)



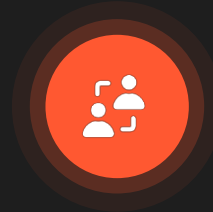
Clicks



CTR%



Impressions



Engagement Rate



Conversions



Video Views



Video Completion



Number of Shares



Video

Placement Type

In-Stream

Out-Stream

In-Stream Roll Position

Pre-Roll

Mid-Roll

Post-Roll

Player Size

Exclude small player size

Exclude unknown player size

Skippable Ads

Skippable video impressions

Non-Skippable video impression

Playback Method

Auto-play with sound on

Auto-play with sound off







Click to play

Mouseover to play



Average CTR: %0.65

Average completion: 75%

Country	Reach
 UAE	5,028,500
 KSA	16,392,500
 Qatar	981,500
 Oman	1,138,000
 Bahrain	781,000
 Kuwait	1,729,500

Khaleej Times

عكاظ
O K A Z

B B C

ليالينا

عاجل
AJEL.SA

dailymotion

GOAL

الطبي
alibbi

india.com

ELLE

بالعربية

SPORT
360

عالم حواء

NDTV

سعودي
البوابة الرياضية الشاملة

نواصم
NAWASEM.COM

ArabAuto

Geo Fencing



Precise geo-fencing technology excels in scalability, empowering brands to pinpoint and deliver targeted digital advertising to consumers situated within a specified proximity of individual or multiple defined locations.

By using real-time location data with content and demographic information, we craft exceptionally pertinent audiences. Our strategy hinges on leveraging location and contextual data to foster consumer engagement precisely where and when it matters most.

Through strategic re-targeting driven by behavioural data, we ensure reaching audiences when they are most predisposed to engage, considering both their surroundings and the device they are using. This approach is tailored to maximize overall engagement effectiveness.



FootFall



Customer traffic, often referred to as "footfall" in retail, quantifies the number of customers entering stores.

Footfall attribution is a technique employed to connect digital marketing campaign impressions with real visits to a store.

The ultimate objective is to drive offline user engagement at your physical store or location.

Footfall technology relies on diverse data segments, with a primary focus on device IDs. This information is scrutinized by comparing users who viewed the ad with those who actually appeared at your physical store or location. Additionally, the solution incorporates real-time GPS location data, ensuring that users are captured and analyzed in the moment.



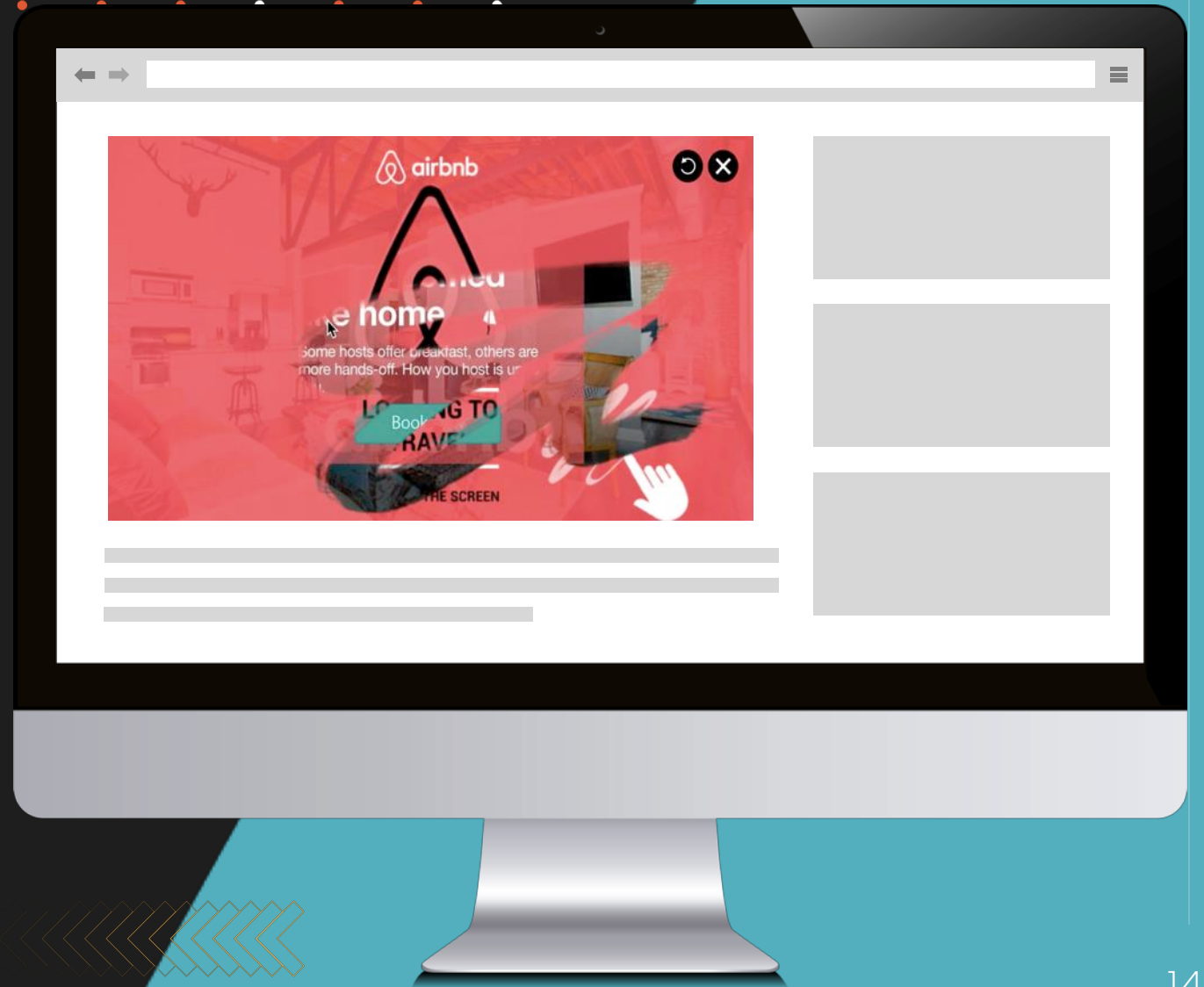


Creatives

Scratch to Reveal

Discovering the unknown has always been the human nature most attractive thing

Drive the user interest and increase their engagement by hiding interesting products and services which you reveal after the user scratches the banner to know what you are hiding a higher user engagement and awareness is guaranteed



<https://impact-view.com/video/001.mp4>



Gallery Images

With a 15 seconds video and 1 end card the user engagement is good but it can be boosted dramatically

Once the 15 sec video ends the creative will show different slide "upto 5" to the user which allows the client to display more than 1 offer at the same time to increase the impact and engagement for the ad



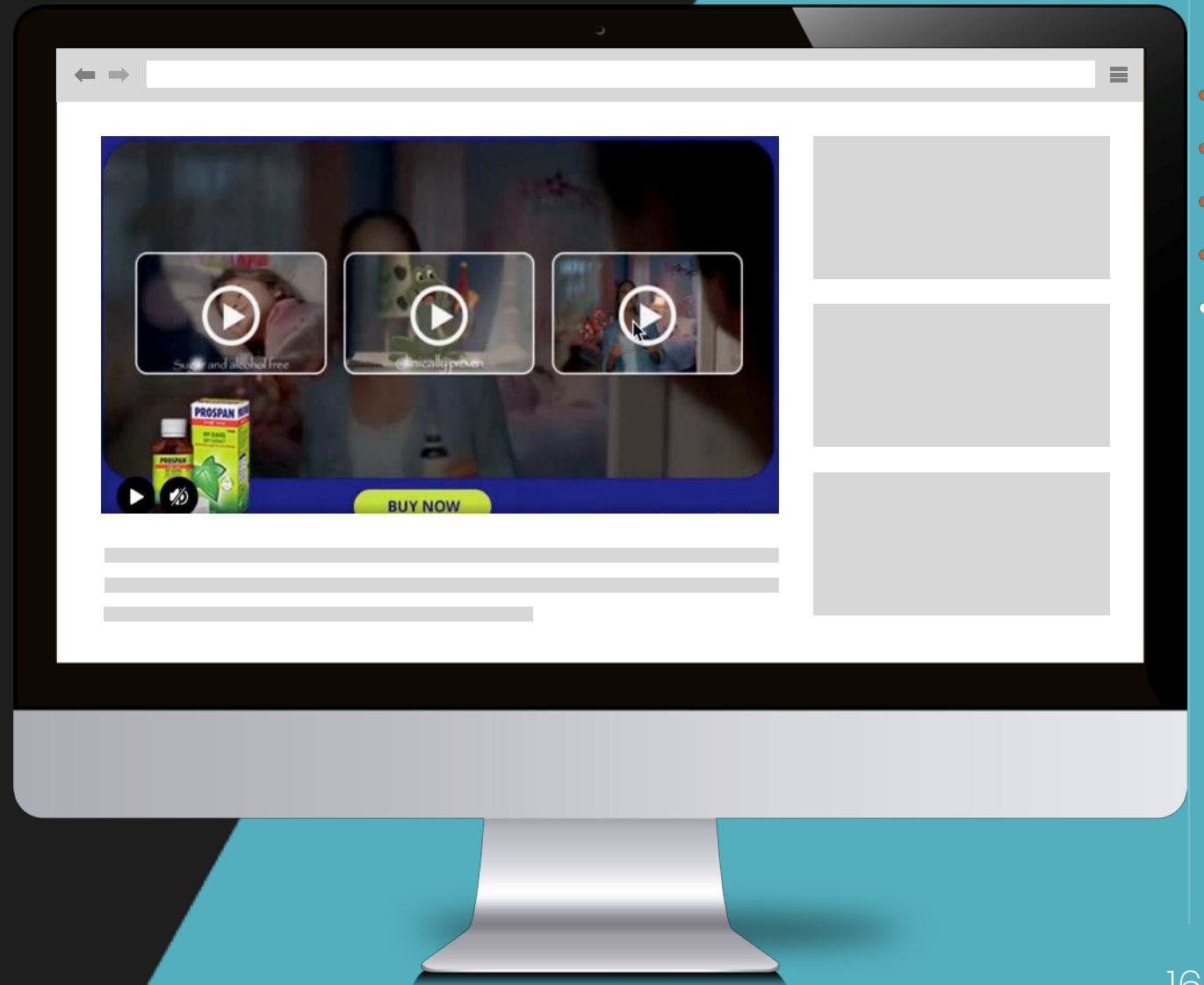
<https://impact-view.com/video/002.mp4>



Multiple Videos

Multiple video creative format allows the client to serve more than one video option for the user.

having more than one video ad shown for the user for him to select increases the user engagement and ensures a higher completion rate since the ad selection was done by the user himself.



<https://impact-view.com/video/003.mp4>

Pop Up Image

While a user is watching a video the usual behaviour is for the user to skip or finish the video which will lower the chance for the client to engage with his user.

While the ad is playing a pop up image is shown under the video with the call to action offer which increases the chance for the user to engage with the playing Ad

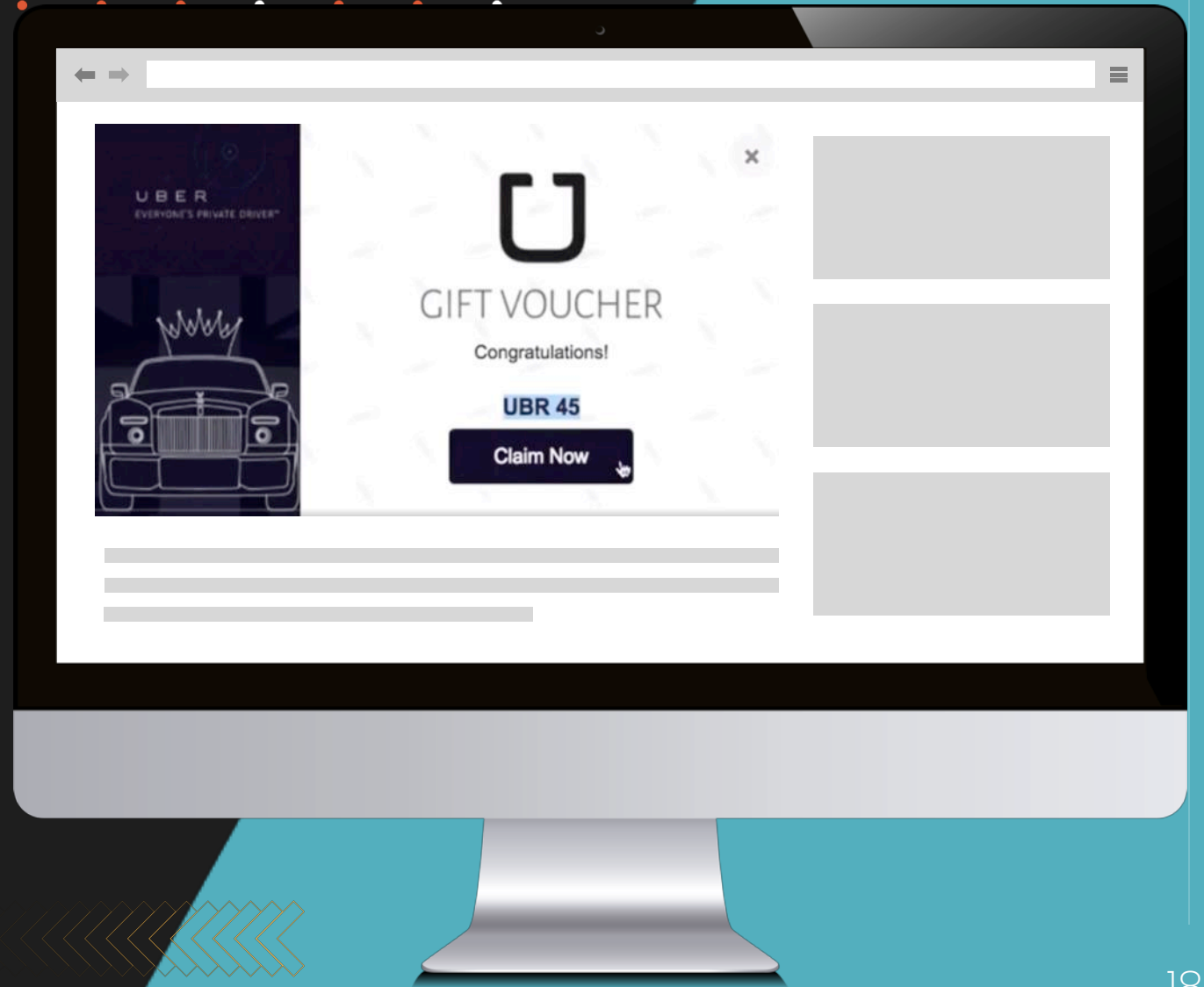


<https://impact-view.com/video/004.mp4>

Scratch to win

Performance driven executions are the upcoming trend, with a highly engaging creative you will have the ability to engage with the user.

Once the user attention is grasped with the scratch and win concepts the user awareness and performance will boost due to the high engagement with the brand and its offer



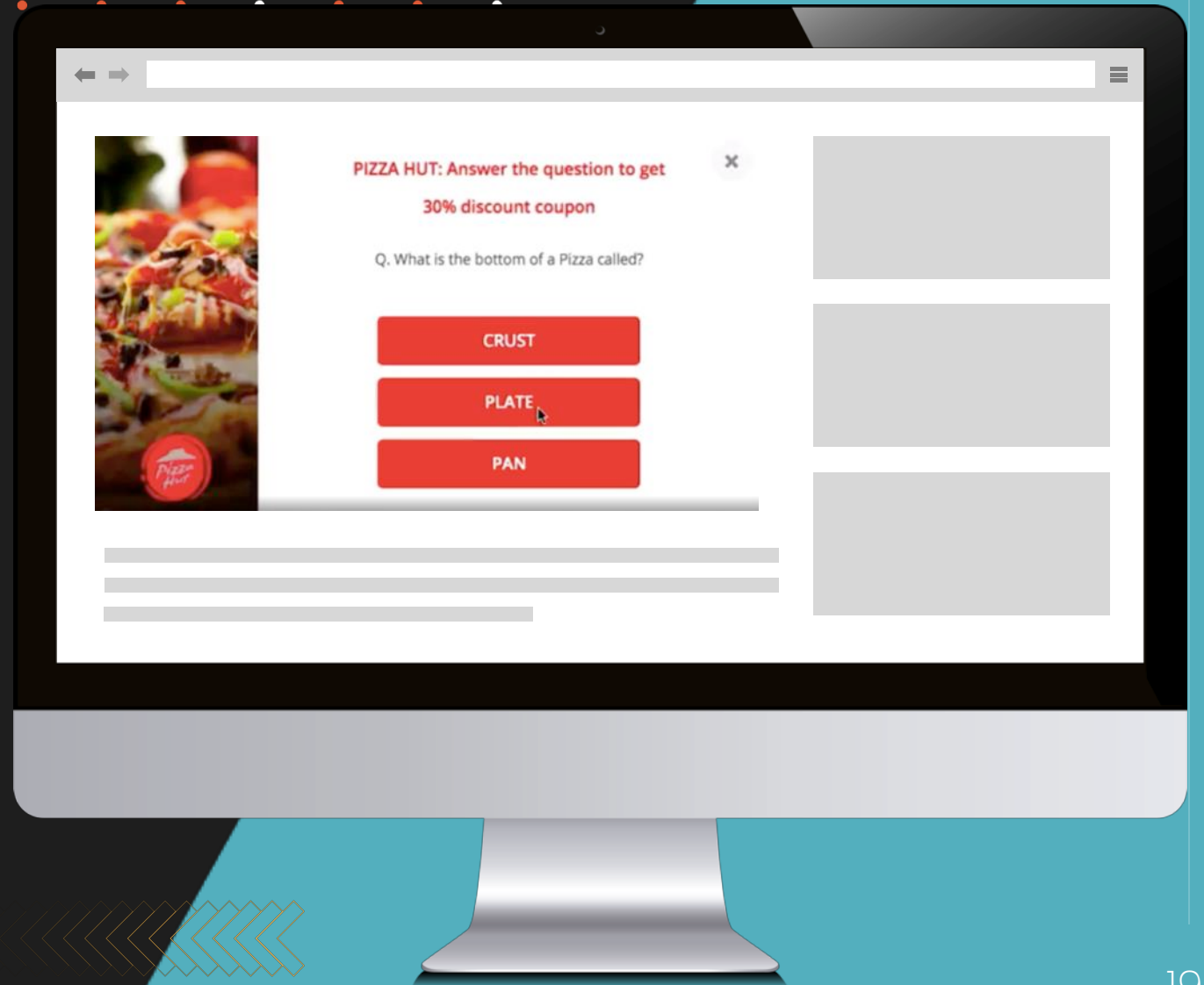
<https://impact-view.com/video/005.mp4>



Quiz Banner

An engaging ad is always better to measure the campaign success.

By having an interactive creative that requires the user to engage and answer a question regarding the brand you can boost campaign performance and gather information related to the client offering with a smooth hassle free execution

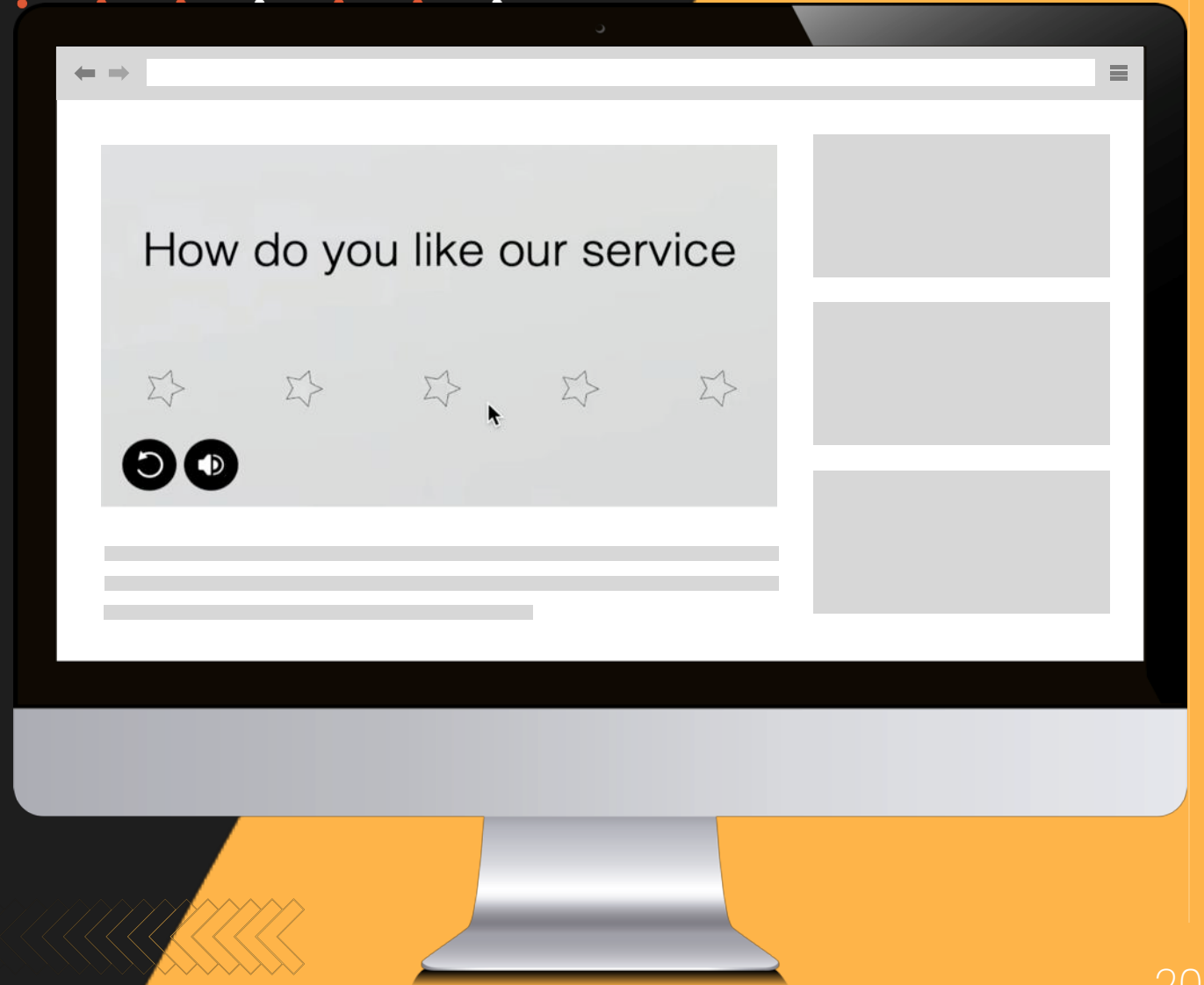


<https://impact-view.com/video/006.mp4>

Rate service/video

Why just accept an awareness campaign while you can understand the customer acceptance of your services

With the rating creative you will allow the users to rate your brand/product or service along with an impactful video execution which helps you drive a better understanding for your users

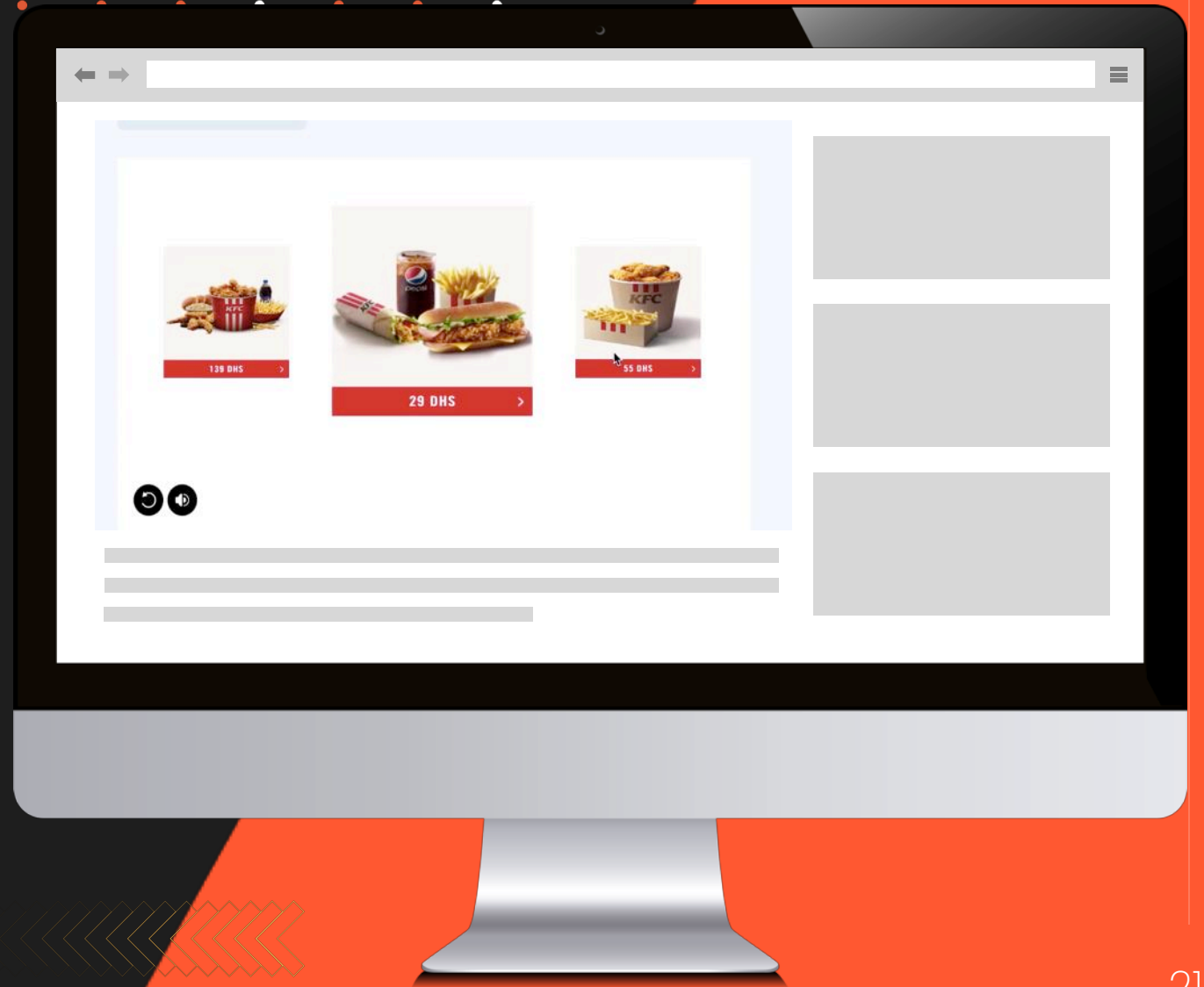


<https://impact-view.com/video/007.mp4>

Carousel

Post video completion is the most vital part of any video which usually contains an end card with one MSG

Carousel creative allows the user to go through multiple products towards the end of the video to give more options which reflects highly on the user engagement rate

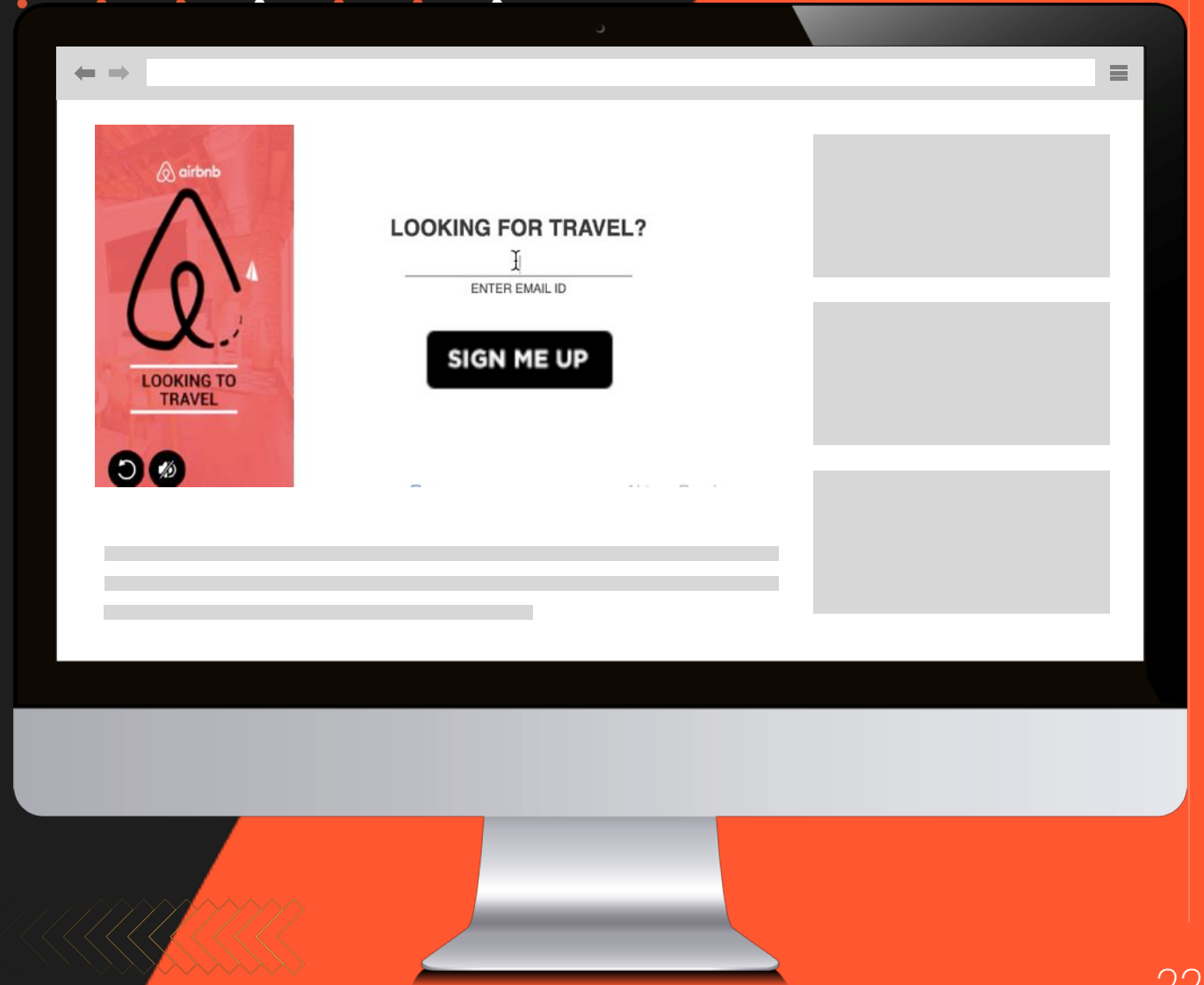


<https://impact-view.com/video/008.mp4>

Sign Up

Once the video ends the user lands on an end card that should take the user to a page talking about the brand.

with the signup creative the advertiser will have the ability to grab the user details before heading to the landing page which increases the campaign outcome from just an awareness campaign into a performance campaign as well

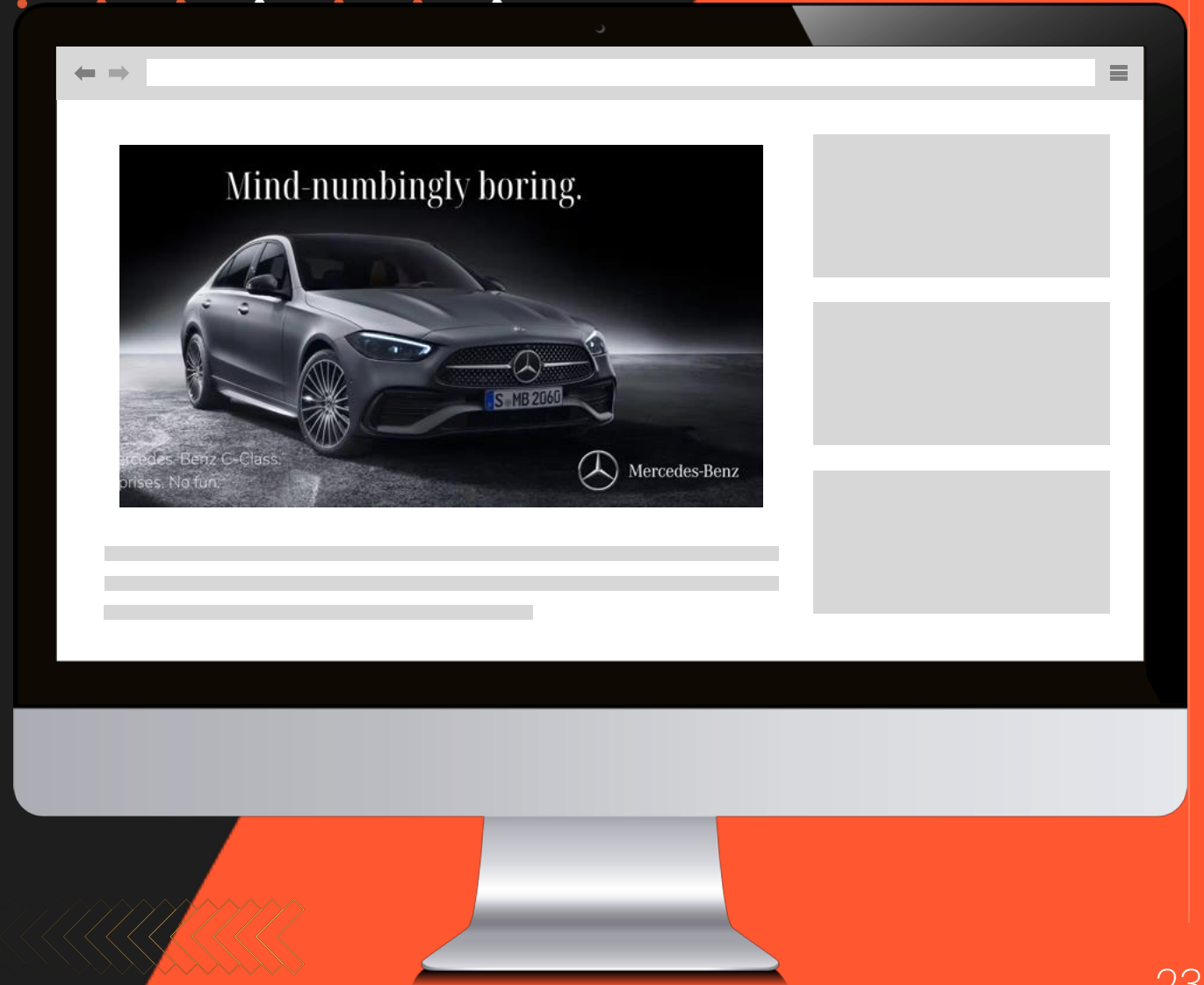


<https://impact-view.com/video/009.mp4>

In-Read Video

With programmatic demand rising in the market our inread format is available to meet your needs

with a wide list of international and local publishers we assure the highest reach on impactful tailored audience that will bring you the highest possible KPI's



In-Stream Video

The traditional in-stream video still in the lead when it comes to demand and KPI's

Our wide range of video supply ensures the highest completion rate and view through rate not to ignore the lowest IVT rate and highest brand safety publications



Display rich media

The traditional instream video still in the lead when it comes to demand and KPI's

Our wide range of video supply ensures the highest completion rate and view through rate not to ignore the lowest IVT rate and highest brand safety publications



<https://impact-view.com/video/009.mp4>



Performance marketing

Lead generation



Lead generation is the process of identifying, attracting, and transforming online users into prospects for a business.

We utilize the most relevant and most likely online channels, tactics, and strategies that drive valuable conversion.

We leverage on custom email campaigns, paid targeted social media ads, and offering tailored downloadable content for brands through a landing page



In-App



Enabling businesses to promote their applications to a targeted audience within other mobile applications. With a focus on delivering results, our approach involves delivering campaigns on a cost per install (CPI) and cost per order (CPO) basis, ensuring that clients get the most out of their advertising budget.

We use device fingerprinting techniques to verify the uniqueness of each device used to install the app as this prevents multiple installations from the same device or fraudulent device IDs in addition to employing fraud detection tools and technology to identify and flag suspicious activities. These tools continuously monitor campaign data to detect anomalies and irregularities in user behavior.





Thank You