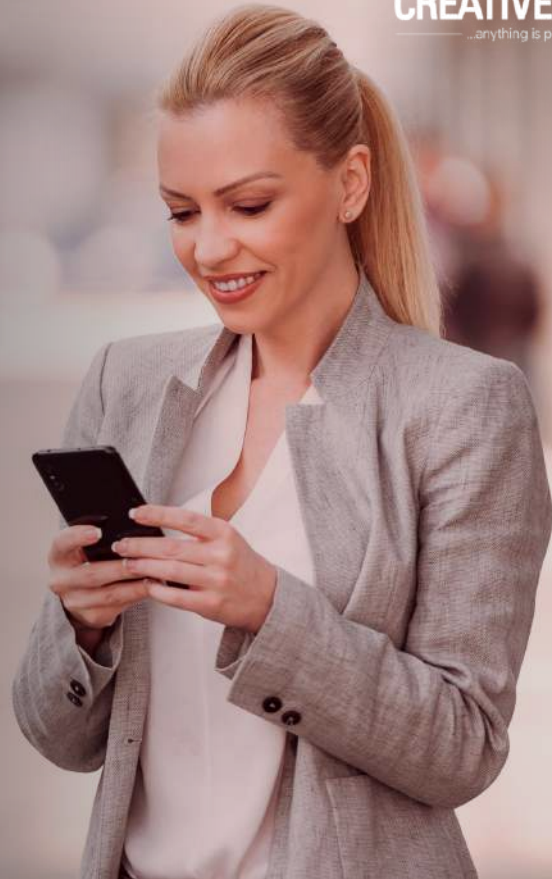


TAKE YOUR BUSINESS TO THE NEXT LEVEL. INCREASE SALES SIGNIFICANTLY.

# REACH YOUR AUDIENCE AT HIGHLY IMPACTFUL MOMENTS WITH DATA-DRIVEN PROGRAMMATIC ADVERTISING & MEDIA BUYING



## AVOID MEANINGLESS “SPRAY AND PRAY” MARKETING & ADOPT A SIGNIFICANTLY MORE COST EFFECTIVE ROI MAXIMIZING STRATEGIES.

Digital advertising have moved away from meaningless keyword stuffing and “spray and pray” marketing to adopt significantly more efficient ROI-Maximizing strategies. Using predictive analytics and automation algorithms, marketers now compete in a real-time auction to purchase ads compatible with their target audience and budget. Learn more on how to use this new technology to take your brand to the next level.

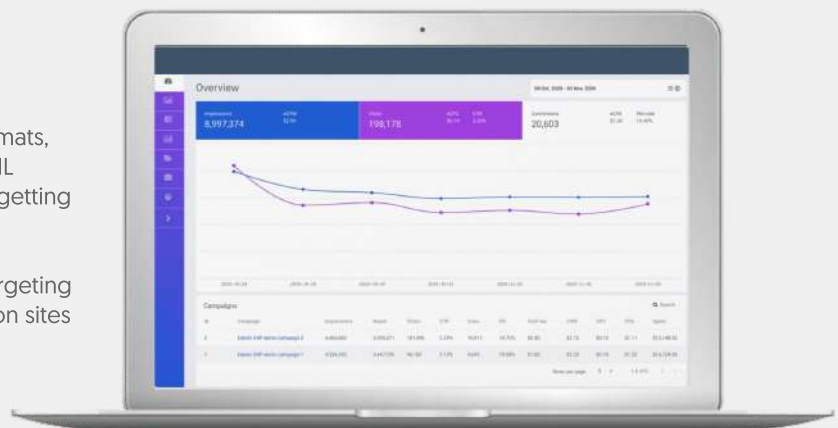
Programmatic advertising is the use of automated technology for media buying (the process of buying advertising space), as opposed to traditional (often manual) methods of digital advertising. Programmatic advertising uses Artificial Intelligence (AI) and Real-Time Bidding (RTB) to automate and streamline ad buying process. It involves the automated purchase of publisher ad inventory not available through SEM networks.

- ✓ Get More Impressions at Lower CPM.
- ✓ More Clicks, More Recognition & ROAS.
- ✓ High Impact & Greater Ad Control
- ✓ Extra Precision Saves Money & Drives Growth

## ACCELERATE MEDIA-BUYING WITH THE POWER OF ARTIFICIAL INTELLIGENCE

Our ad-tech media buying solution help advertisers to run AI-powered programmatic ad campaigns across channels, formats, geos, and business verticals. With data insights, smart AI and ML decision-making algorithms, you spend minimum effort while getting maximum efficiency from your campaigns.

Programmatic advertising delivers both broad and accurate targeting of audiences achieved through the combination of inventory on sites relevant to your business.



x

CONNECT WITH A SPECIFIC AUDIENCE.

## NO MATTER WHERE YOUR AUDIENCE IS, WE WILL REACH THEM WITH PRECISION



AWARD WINNING TECHNOLOGY.

### UNLEASH THE POWER OF PROGRAMMATIC

Unlike traditional ad buying, programmatic advertising focuses more on buying an ad audience than an ad placement and helps you get more impressions for the same price/spend by adjusting your bids to the most optimal level plus significantly more clicks and recognition. While traditional pay-per-click (PPC) ads offer targeting options, programmatic ads go a step further to give you more control over your ads and target audience. Reach the right people based on demographics, time of day, sites they visit and more to maximize the potential of your ads.



### GET MORE QUALIFIED LEADS, CONVERSIONS & REVENUE + REAL TIME RESULTS MONITORING





We provide access to your campaign dashboard and real-time reports. You can measure any metric in real-time via automatically generated reports – ad spend, the number of served impressions, CTR, win rate, and more... with absolute transparency. A true win-win situation — you won't waste money advertising to the wrong audience, and leads will enjoy ads that cater to their unique needs and interests. The extra precision afforded by programmatic advertising allows you to save money and drive business growth.

If you're interested in accurate and relevant targeting options, new inventory, exciting formats and the chance to be part of a high growth digital advertising sector, then you should consider adding programmatic as a capability.

## READY TO GET STARTED?

Discover how we have been helping brands to enhance their business growth. Get ahead of your competitors today with an innovative ad-tech solution that can improve your sales significantly. Please use the contact details below or visit <https://www.creativemagic.agency/programmatic/> and we will get back to you swiftly.

### WHAT'S INCLUDED?

-  Strategy, Ad Creative & Copy Writing  
 We will develop ad creative sure to engage and convert your target audience. We offer a number of ad sizes and formats to appeal to your audience — and our designers & copy writers know how to create visually appealing ads that entice clicks.
-  Remarketing Strategy & Implementation  
 Our Market Leader and Trailblazer plans include remarketing options to help you re-engage and convert more customers.
-  Industry Leading Expertise  
 When you choose CreativeMagic Group as your programmatic advertising partner, you'll receive access to a team of paid ad experts. You'll be paired with an account manager, dedicated to driving the best possible results for your business.
-  Feedback Sessions & Monthly Reporting



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