

DIGITAL EXPERIENCE PLATFORM

ONFREY

**DATA DRIVEN OMNICHANNEL
PROGRAMMATIC PLATFORM
WITH A GLOBAL REACH.**



WHO WE ARE

PROGRAMMATIC ADVERTISING

Onfrey is an AdTechnology Company that innovates the way brands communicate to online audiences.

We focus on Programmatic Advertising which is the use of data for online advertising to target the right users online based on their audience behaviour signals.

Programmatic technology can identify what resonates with an individual and target them on the publishers and platforms they are most likely to engage with and at the time they are most likely to engage making advertising feel timely rather than intrusive.

Programmatic media buying is changing marketers from a media-centric view of buying digital to an audience or customer-centric way.



WHICH CHANNELS DO YOUR ADS RUN ON?

ONFREY MEDIA CHANNELS

Onfrey Programmatic platform through its Digital Experience Platform has grown its digital advertising inventory such that any format and channel can be accessed programmatically today, including mobile, desktop, tablet, audio, digital outdoor and connected TV.

One Idea, Any Screen

Onfrey supports a wide range of display and video ad formats for brands to reach and influence customers and prospects across any screen



WHERE ARE YOUR ADS PLACED?

DISPLAY & VIDEO

3M+ PUBLISHERS & APPS

twecaller yahoo!

GOAL[™] Opera

TheStandard



N Tecno Infinix

AUDIO



SOCIAL



facebook

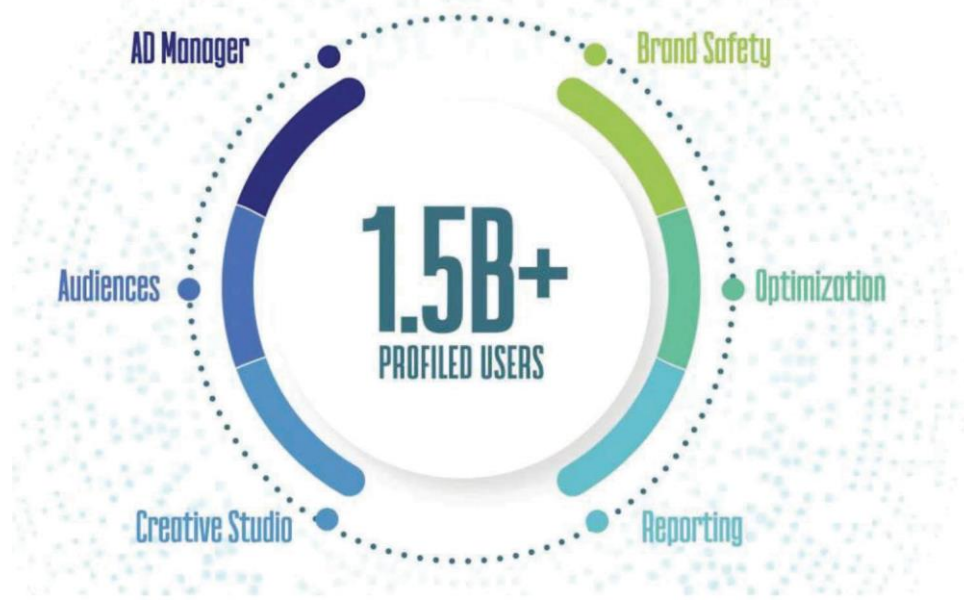
CONNECTED TV

androidtv



StarTimes **

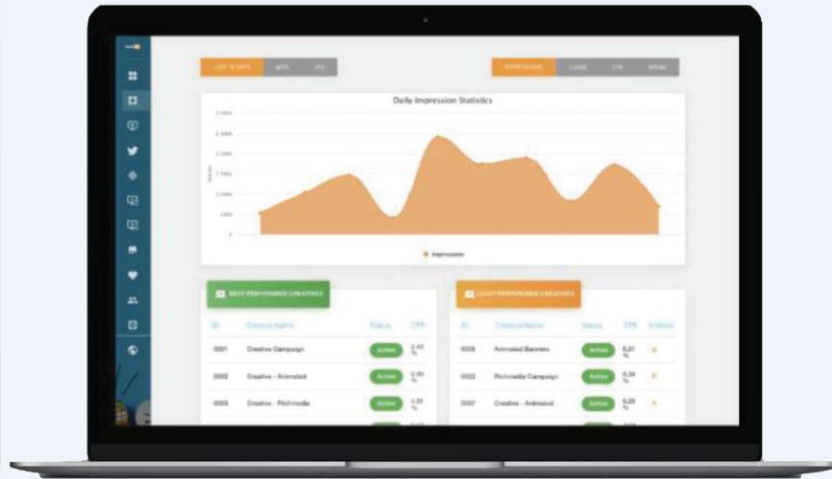




DIGITAL EXPERIENCE PLATFORM

Onfrey Digital Experience harmonises the power of programmatic technology to achieve campaign objectives and maximising desired business outcomes impacting return on Ad Spend.

ONFREY AD MANAGER



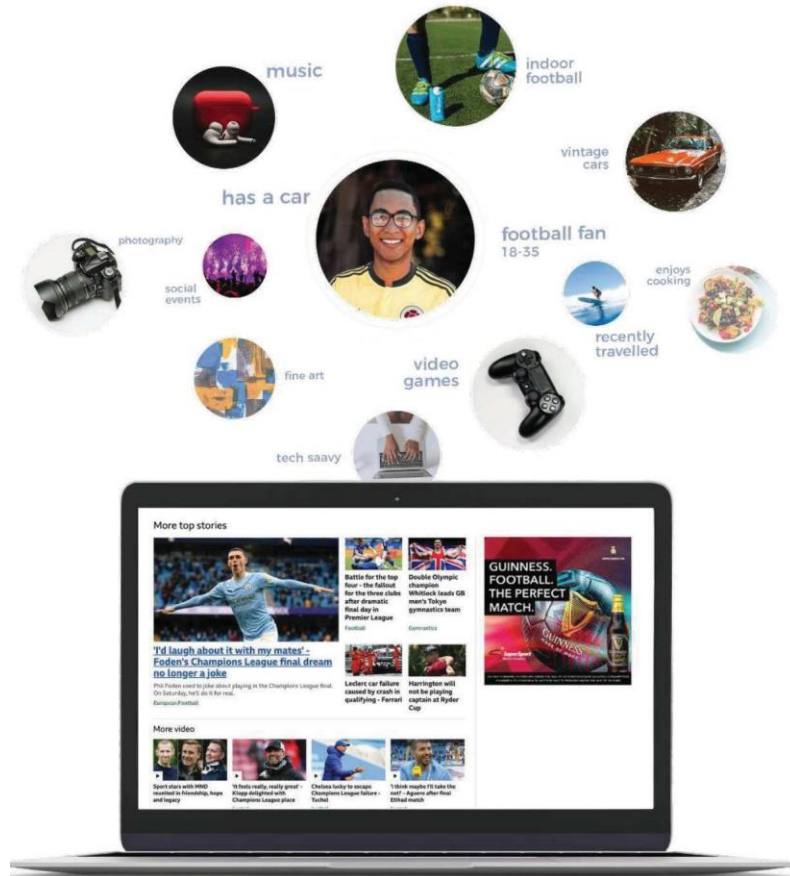
Onfrey Ad Manager enables advertisers to set-up and run campaigns. It allows inventory buying and offers custom capabilities for brands to reach and influence customers and prospects on any screen and platform; Mobile, TV, Audio and DOOH.

Onfrey Ad Manager allows Advertisers to run Programmatic Display campaigns via Native, Audio, Video, or Rich Media creative formats.

Powered by our programmatic technology we accurately predict performance and optimise to achieve campaign objectives to maximise the desired business outcomes.

Onfrey Ad Manager also provides incredibly detailed reporting and targeting options which include:

Interest & Behaviour, Gender, Age range, Geo-location, Device type, Device model, Device OS, Browser, Publ

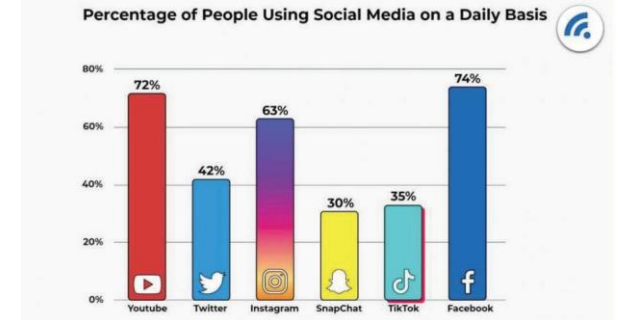


AUDIENCES

We use Onfrey Audience Data Management Platform (DMP) which is the brain of Onfrey reach the right people.

It collects, analyses and manages user data from various online and offline channels to help achieve increased insight on audiences leading to a more efficient way of digital marketing.

Onfrey Audience Data Management Platform allows businesses to identify their audience segments which they can then use to target specific users during campaigns.



ADVANCE AUDIENCE TARGETING

2024

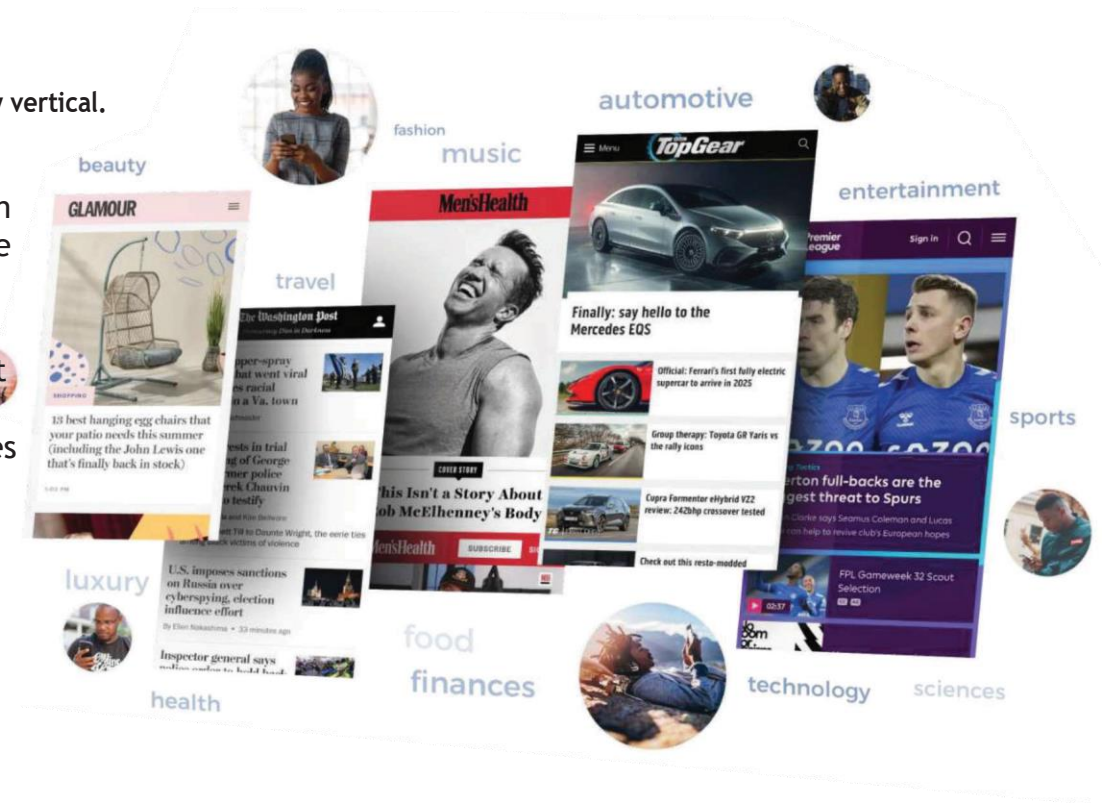
ONFREY

ONFREY

Audience Targeting That is Tailor made to every industry vertical.

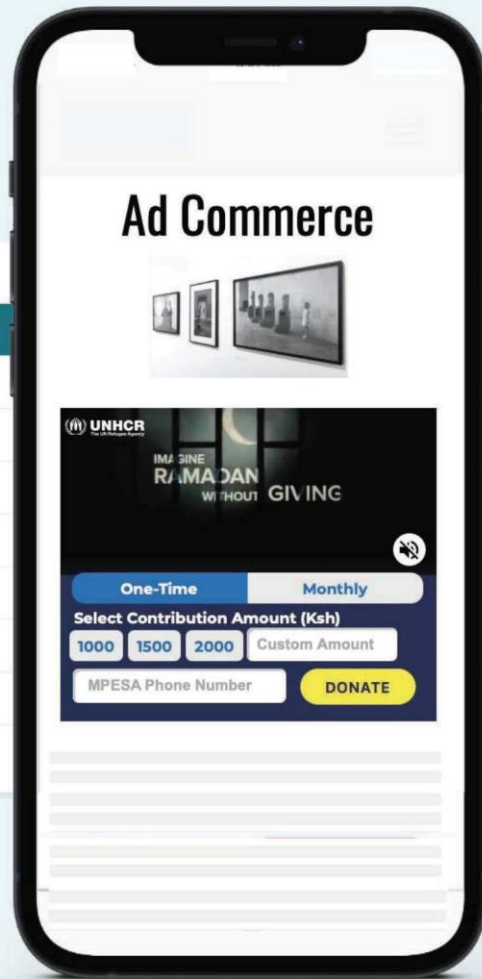
Onfrey Audience Data Management Platform assists advertisers to create unique audience segments using below Verticals:

- Arts & Entertainment
- Autos & Vehicles
- Beauty & Fitness
- Books & Literature
- Business & Industrial
- Computers & Electronics
- Finance
- Food & Drink
- Games
- Health
- Hobbies & Leisure
- Home & Garden
- Internet & Telecom
- Jobs & Education
- Law & Government
- News
- Online Communities
- People & Society
- Pets & Animals
- Real Estate
- Reference
- Science
- Shopping
- Sports
- Travel
- World Localities



- Rich Media
- Animated Interactive
- Ad-Commerce Brand
- Button Video Outstream
- Audio
- Gamification
- Native

Lead Generation
Rich Media
Animated
Interactive
Ad-Commerce
Brand Button
Video Outstream
Audio
Gamification
Native



HOW DO WE ENGAGE AND EXCITE ONLINE USERS?

POWERFUL PROGRAMMATIC DISPUKY CREAM EXPERIENCE

Onfrey engages with online users through various mind blowing creative formats depending on the campaign objective.

Onfrey Creative Studio Tool assists advertisers to come up with ideas around Display, Video and Audio Creative Formats.

It allows you to generate, preview and test creatives and set them for ad serving.

Explore Onfrey Creative Designs

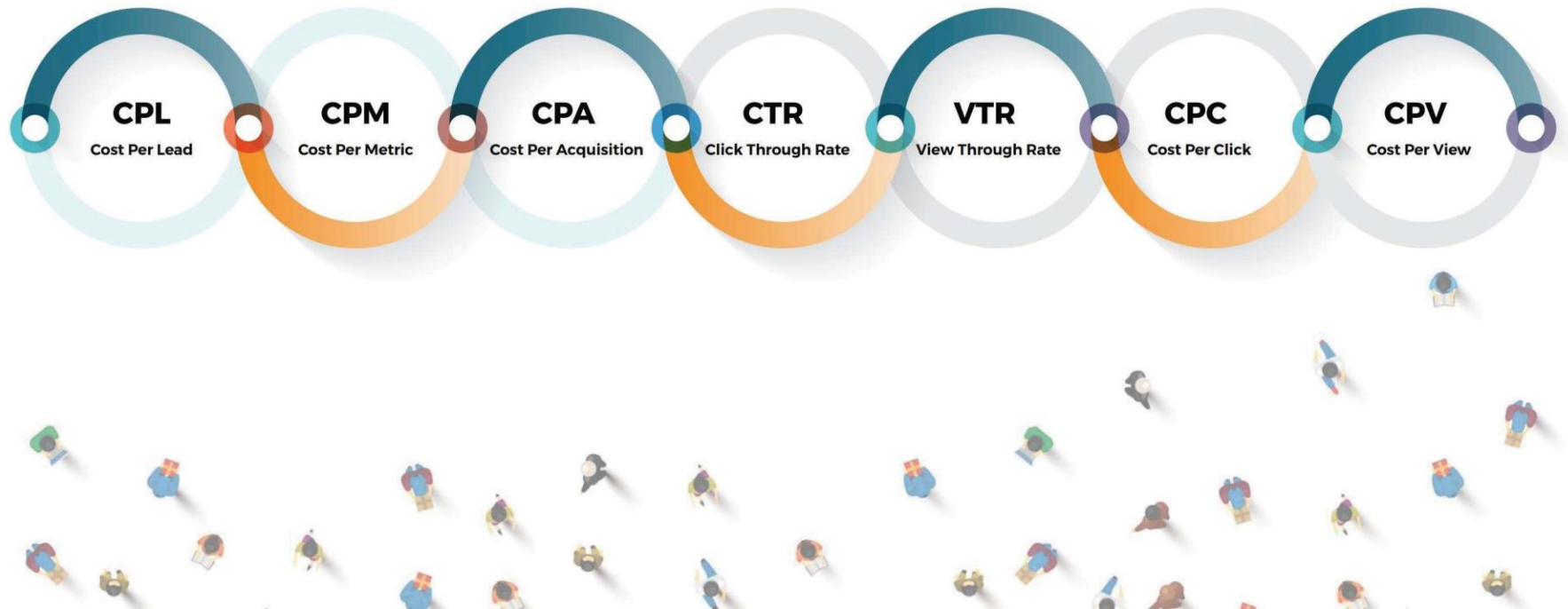


CAMPAIGN OPTIMIZATION

Advertisers are able to optimise campaigns on Onfrey in real-time in an attempt to increase performance. By following the digital marketing strategy framework, your team can quickly increase performance and maximise the desired business outcomes.

CAMPAIGN REPORTING

CAMPAIGN ANALYTICS





BRAND SAFETY & TRANSPARENCY

BRAND SAFETY

Onfrey Brand Safety Tools offer an always-on brand protection, privacy and fraud control.

Our data feed gives brands the opportunity to buy and sell with confidence

Onfrey Pre bids on safe inventory hence identifies quality impressions and direct the budget toward high-value inventory to improve direct response and brand performance.

We dynamically score individual pages so you know exactly what type of content will appear with your advertising.

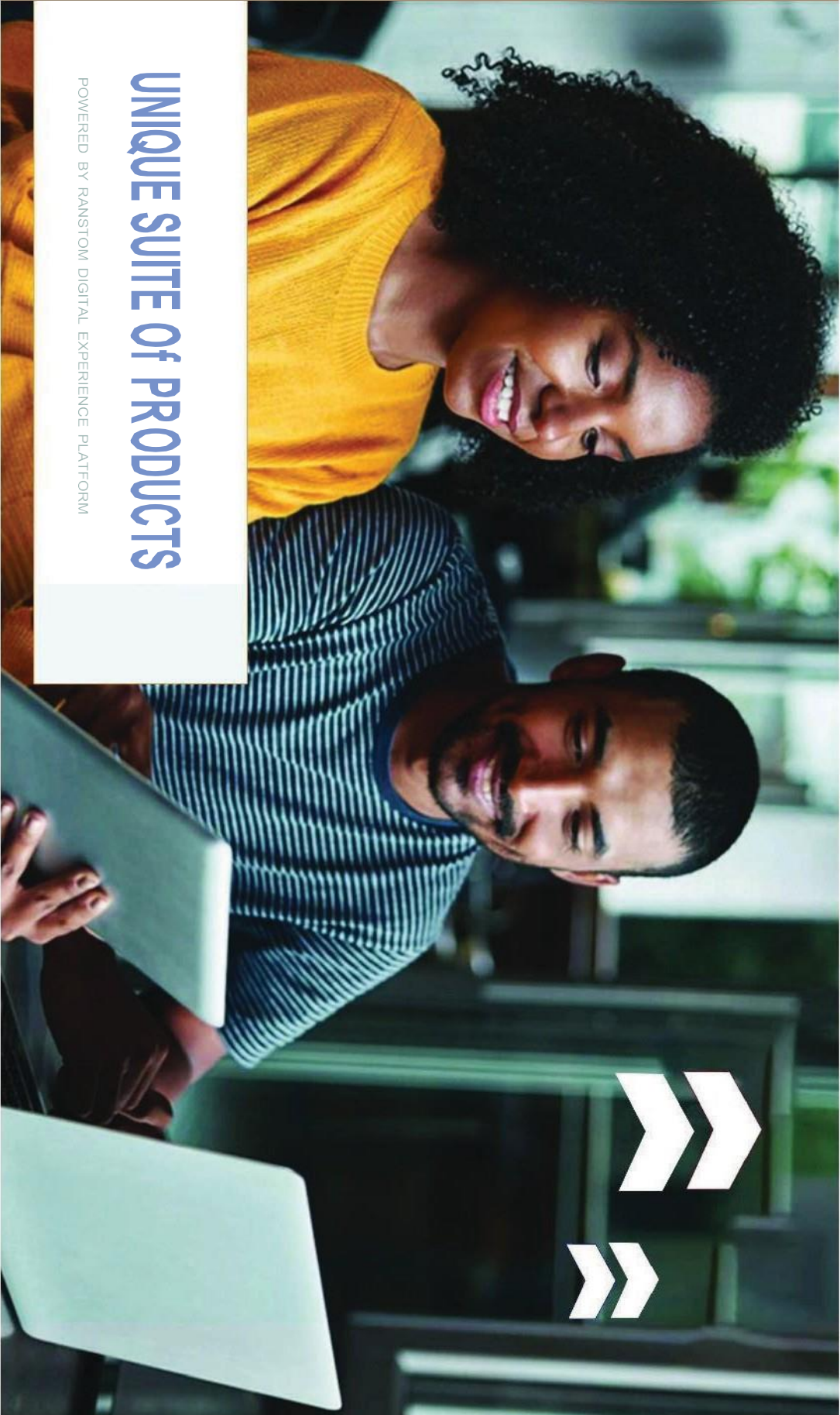
We can also create custom keyword lists for additional protection.

VIEWABILITY

We combine industry-standard measurement methodologies with our unique viewability detection technology to offer you the industry's best viewability coverage. We also make transactions based on viewability even easier with data taken from both the buy and sell sides.

AD-FRAUD

We detect ad fraud, to give you a real picture of whether your target audiences were actually exposed to your ads. non-human impressions shouldn't count



UNIQUE SUITE OF PRODUCTS

POWERED BY RANSTOM DIGITAL EXPERIENCE PLATFORM

CONVERS

Onfrey and Cavai brings you the worlds most advanced conversational advertising platform CONVERSE.

We bring you the power to make online advertising conversational.

Our conversational creatives deliver captive and valuable ad experiences on mobile/ desktop display, mobile, and video.

Welcome to the future of advertising

THE VOLVO XC40 PLUG-IN HYBRID A world of difference

Choose an XC40 plug-in hybrid and travel emission free in Pure mode. So, as far as the planet's concerned, it's like your commute never happened.

Now that new XC40 is here, the choice is simple.

One of the few question you're left with is; which color do you prefer?

Nice.

Now, which wheel catches your fancy?



AUDIO

Ring- back-tone (RBT)- RBT is the sound that a subscriber listens to when making a call.

Onfrey is converting this audio real-estate when a caller is most attentive for audio advertising. Subscribers receive free airtime or data when they listen to the audio Ad.

Unlike traditional radio advertising, programmatic audio advertising enables data-driven targeting to reach audiences that extend beyond display and video campaigns.

We have PRSPs with Skiza Mobile Operator to provide this service.



AdFi Let your ads appear in live **WiFi venues like Cafe, Bars, Malls, Cym, Hotels and free public WiFi networks.**

Using Onfrey Ad Manager advertisers can setup campaigns and target preferred audience.

AdFi is coupled with our Instapromo tool allowing advertisers to activate promos in the live locations and users to redeem the promos.



Venue

Hosts WIFI connection
Approves/rejects requests
from advertisers



Advertiser

Create Ad campaigns
Generate leads from campaigns
Sponsor venue Ad space



User

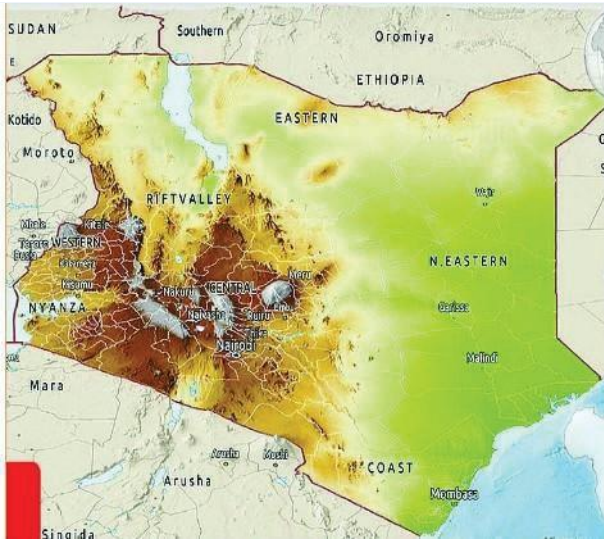
Connects to venue's WiFi
Sees advertiser's ad campaigns
Receives advertiser's venue's
promotions and offers

LOCATION TARGETING

CEOLOLOCATION ADVERTISING

Ranston can Ceo-Target specific Ads to preferred locations leading to Area Generated Ads.

You can also use | Onfrey ;uperior location targeting to tailor your messages to audiences in specific areas leading to area generated Ads and message resonance.



61%

Of Users are likely to engage with ads customised to their location.

MOMENTS

OFFLINE TO ONLINE

Onfrey Moments platform connects people to a brand as if they were all sitting together in the same room.

Onfrey Moments Syncs Digital to Real-Time Event Triggers like:

- Live Sports & Games
- TV, Radio Ads & Sync
- Traffic Reports
- Weather Changes
- Location Activation moments
- Twitter Moments
- Finance



We are able to link campaigns to events happening in **real-time**, taking advantage of **off-line generated demand synchronized in real time with online campaigns** to exponentially boost the results of advertisers' campaigns and leading to Product Relevance.



REMARKETING

ONFREY REMARKETING

Creative Data Remarketing

Onfrey stores users' Device IDs who interact and engage with Ads. The interactions are through clicks, engagement and leads.

We can retarget the users with other campaigns to push or boost the previous campaign since the retargeted users already interacted with the brand.

Personalized Remarketing

This kind of remarketing allows an advertiser to display Ads to particular users based on specific web pages that they viewed. Once the user leaves the website they are served with Ads related to content they were viewing.

INSTAGRAM, FACEBOOK, TWITTER, GOOGLE ADS, SEARCH, YOUTUBE

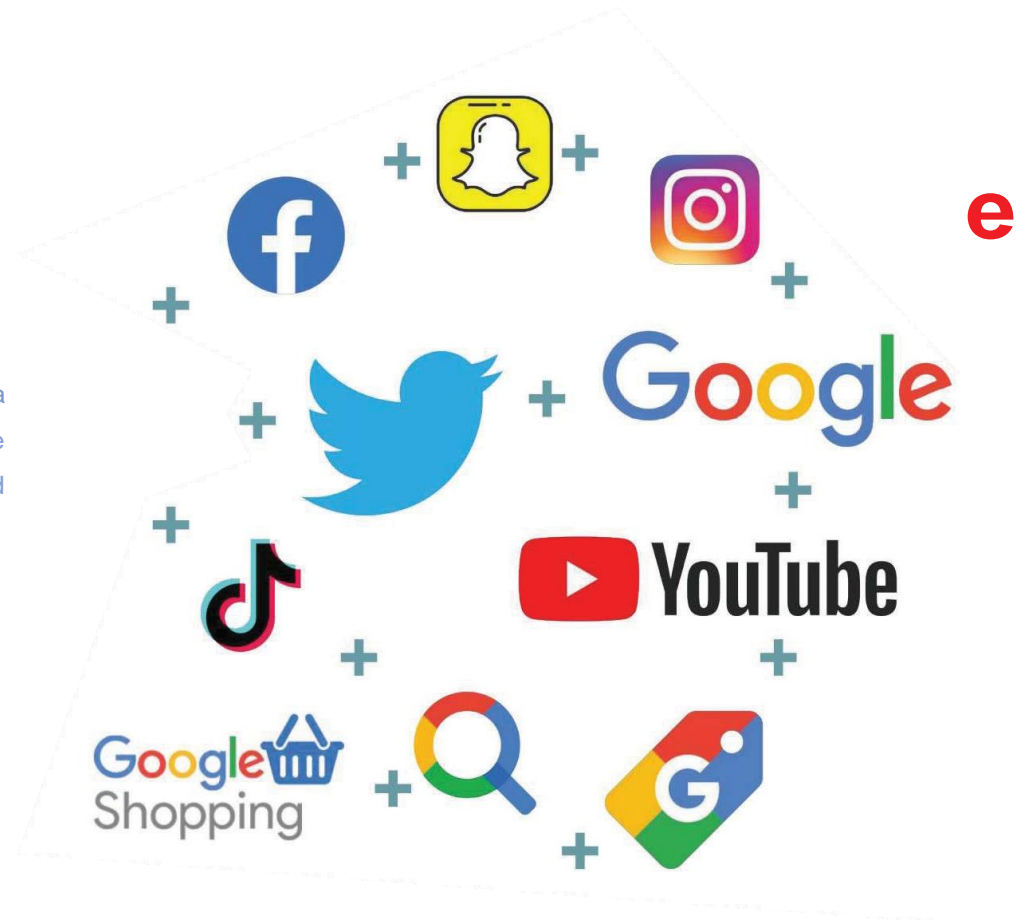
Onfrey365

"An official AdTech API advertising partner to the world's biggest digital and social advertising platforms"

Onfrey combines its Ad Technology with Social Media Platforms to help brands and agency marketers create and manage high-quality ads with advanced tailored features and optimising capabilities.

Benefits of Onfrey 365

- Easy Campaign Management
- Easy Creative Management
- Better Audience Targeting
- Cross Platform Measurement



ONFREY +

PLATFORMS + CAMPAIGNS

2024

ONFREY

ONFREY

facebook Ads

Google Ads



YouTube

truecaller Ads

Ads



Bing ads

LinkedIn

pera Ads



TikTok Ads

Microsoft Advertising



Adobe Ads

CAMPAIGNS



Paid Search



Display / Pre-roll



Social Media



OTT



Geofencing



Retargeting



IP Targeting



Lead Generation



Contextual Targeting



Behavioral Targeting

AD OPERATION OUTSOURCING PARTNER

ONFREY+

Your Ad Operations Outsourcing Partner

We are now providing Digital Ad Operations support 24 x 7 to Media Agencies, Publishers, and Platform operators.

We Take Care of Day-to-Day Ad Operations, Allowing You to Focus on Strategic Initiatives.

For Agencies

- Inventory Availability Checks
- Creative Specs & Pixel QA
- Third-Party Ad Tags
- Floodlight Creation & Audit
- 10 Review
- Campaign Setup & Revisions
- Pacing Reports
- Screenshots
- Reports
- Migration Support IF any

For Publishers

- Inventory Checks & Forecasting
- Onfrey Readiness
- Creative Specs QA
- Pre Campaign Launch QA vs. Signed 10
- Campaign Setup & Revisions
- Mid Campaign Pacing Reports
- Post Campaign Launch QA
- Screenshots
- Reports

For Network

- Setting up the Process with Publishers and Advertisers
- Campaign Setup
- Publisher and Advertiser Revenue Reporting & Account Management
- Analytics

MOMENTS | CONVERSE | LOCATION | REMARKETING | ZERO DATA

PLATFORM OVERVIEW



BENEFITS OF ONFREY DIGITAL EXPERIENCE PLATFORM

COST EFFECTIVE

The impressions served are based on data hence chances of conversion is more thereby affecting the ROI positively.

REMARKETING

This tool allows advertisers to remarket to users who previously interacted with their Ad

UNIQUE AD FORMATS

Onfrey offers variety of new rich media ad formats that are unique in the market. engaging... and effective to users.

DYNAMIC OPTIMIZATION

Advertisers can optimise campaigns on the GO to achieve required business outcomes.

OMNICHANNEL ADVERTISING

Reach users across different screens with any idea.

BRAND SAFETY & TRANSPARENCY

We ensure no brand is harmed online and prevent any ad-fraud.

SOPHISTICATED TARGETING

Target your Audience by location, Time of Day, Operating System, Browser, Site/App, Carrier, Device type, Gender, Age group, Behaviour.



SOME OF THE ADVERTISERS WE WORK WITH



OUR DSP/SSP

truecaller



Google



verizon^v



mobfox.



AD NETWORK VISIBILITY





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