



# THE LATIN AMERICAN SSP

✓ **DIGITAL QUALITY INVENTORY AVAILABLE**





**03.**

PERÚ,  
Lima

**06.**

BOLIVIA

**02.**

CHILE,  
Providencia, Santiago

**01.**

ARGENTINA,  
Olivos, Bs. As.

**04.**

URUGUAY

**05.**

PARAGUAY



# SIMPLIFY & SCALE **YOUR DIGITAL ADVERTISING EXPERIENCE**

The demand for quality mobile video inventory at scale continues take off, and we have the perfect answer for it.



## **VIEWABLE BRAND SAFE ADVERTISING**

ePub offers innovative Display and Video solutions that sit within premium editorial content and run across all devices. Our proprietary technology ensures high viewability and user engagement, improves completion rates and provide the best solution for tag based buying, RTB and direct programmatic buying.



## **IN-DEPTH ANALYTICS**

Understand all your METRICS through our platform.  
eCPM - Failback Inventory - VTR - CTR - % Viewability, Inventory Delivery, Revenue generated all on an integrated platform.



# SOME OF OUR PREMIUM PUBLISHERS

## DESKTOP & MOBILE WEB



## MOBILE APPS





# BENEFITS FOR ADVERTISERS, SOLUTIONS FOR PUBLISHERS

## ✓ **QUALITY INVENTORY AT SCALE**

We deliver unique, high-impact, viewable ad placements on premium publisher's apps & sites.

## ✓ **HIGH VIEWABILITY**

Through our proprietary viewability detection technology we provide confidence that ads are being viewed.

## ✓ **PREMIUM PUBLISHERS**

We ensure that your campaigns reach relevant, high-quality audiences.

## ✓ **PRICING MODELS**

We offer: CPM, vCPM, CPM View & CPCV, to ensure that your client's KPI's are met.

## ✓ **DEMOGRAPHIC TARGETING**

With our full Nielsen integration, you can target by gender and age.

## ✓ **FLEXIBLE TECHNOLOGY**

We support RTB, VAST or VPAID on all our mobile publishers.

## ✓ **FULLY TRANSPARENT**

On every ad opportunity we will send your way we will pass the Full string referral URLs (MW) and App name, Bundle ID Device ID and Lat/ Long parameters (Apps) to ensure full transparency.

## ✓ **WHITELISTS/BLACKLISTS**

We provide a transparent site list; including reporting and data for your video advertising campaigns, so you can rest assured that your chosen campaigns will run only on your preferred websites.

# DISPLAY ADS



AVG. CPM: + USD 0.50

PML exceeds...

**91.3%**

coverage of the  
Digital Audience in  
Argentina

**74.2%**

coverage of the  
Digital Audience in  
en Chile

**73.5%**

coverage of the  
Digital Audience in  
en Perú





# VIDEO ADS, UNBEATABLE FORMAT

## Corner Sticky



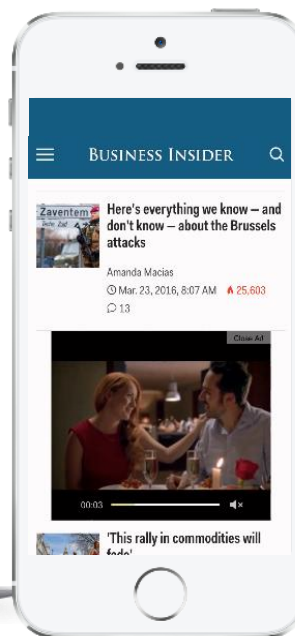
Complete Rate: 86%  
Viewable Rate: 90%

## Floating



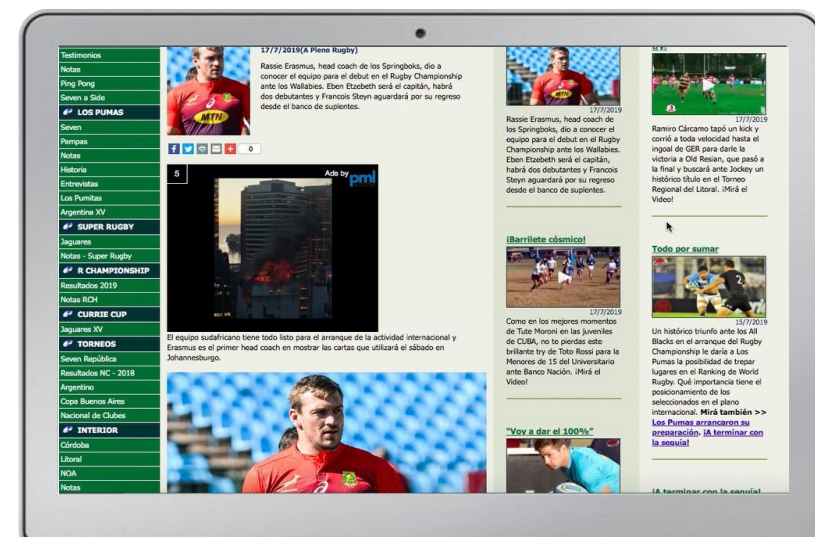
Viewable Rate: 84%

## In Feed



Complete Rate: 76%

## In feed



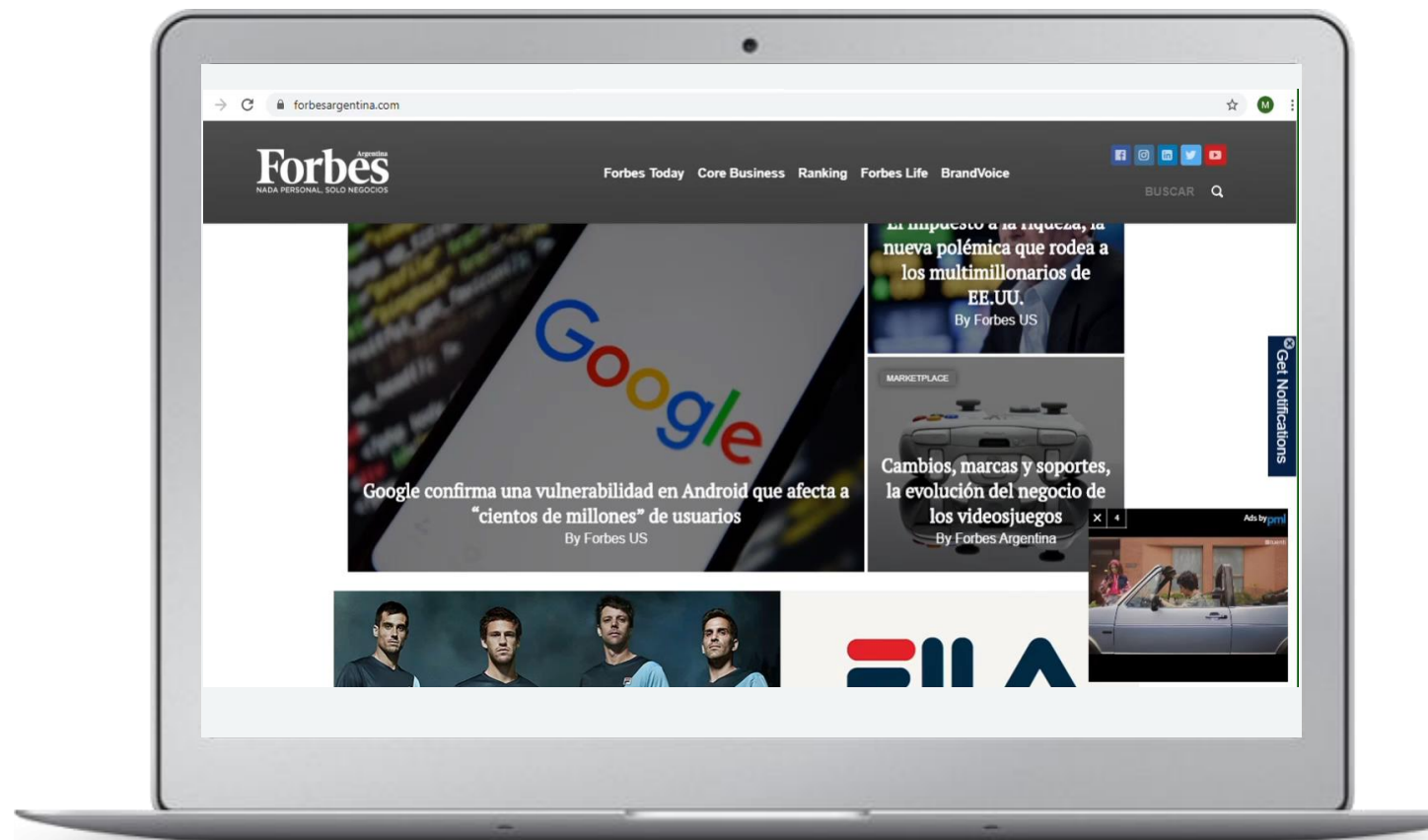
Complete Rate: 76%

AVG. CPM: + USD 2.5

# CASE STUDY

OUTSTREAM VIDEO  
FORBES ARG.

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PUBLISHER  
[www.forbesargentina.com](http://www.forbesargentina.com)

DESKTOP FORMAT  
VIDEO OUTSTREAM  
FLOATING

VIEWABLE RATE  
84%

COMPLETE RATE  
68%



BRANDED CONTENT

# CASE STUDY

360° STRATEGY  
BRAHMA + HAPPN

GEO MDQ, ARG.  
PUBLISHER HAPPN  
ADVERTISER BRAHMA

CAMPAIGN BAR DE PLAYA  
FOCUS 100% MOBILE  
FORMAT HAPPN

360° STRATEGY – DISRUPTIVE DIGITAL CAMPAIGN  
ITT AD, TIMELINE INVITING TO EVENT,  
BUBBLES & MESSAGE INVITING TO THE EVENT  
+ A BRAHMA

## RESULTS

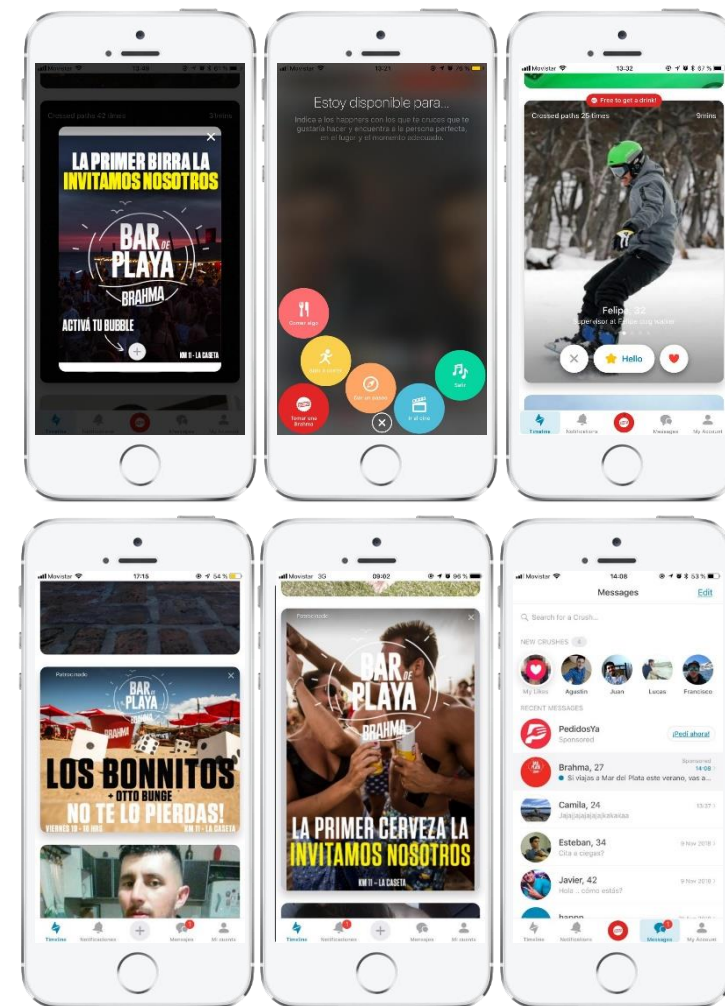
ITT FORMAT  
CTR 17.9%

TIMELINE FORMAT  
CTR 2.7%

ACTIVE BUBBLES  
4062

UU  
3614

OPENED MESSAGES  
89%



## **A) REV SHARE MODEL**

60/40 PARTNERS  
60% Publisher, 40% PML

## **B) FIXED CPM**

PML insurances you a  
fixed CPM for your  
inventory

In case the Publisher wants to use our formats, PML keeps 20% of the campaign's net income.

## **PRICING MODELS**

THANK YOU!



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