



Target. Interact. Measure. Monetize.

## Effective Delivery of Marketing Messages on a Mass Media!

ADz-on-TV Product Suite enables targeted advertising on IPTV and Web TV using

- IPTV VoD preroll
- IPTV EPG
- Web TV VoD preroll
- Web TV EPG
- Web TV theme

Argela ADz-on-TV enables highly interactive advertisements on TV creating a true engagement between the brand and their customers. Convenience delivered by a unified platform on IPTV and Web TV which serves subscribers' communication and entertainment needs at the same time is enhanced with relevant advertisements and incentives for the subscribers.

## Did you see the new model of your favorite car???

An IPTV subscriber rents a Video on Demand movie and selects the 'Fast and Furious' from the catalogue. Argela ADz-on detects this request and based on the genre of the selected movie, it plays a new sports car ad before the movie starts. The subscriber gets the movie at a discounted rate and is informed about the new model of his favorite car.

This is amazing!!!



## Buy 1, get 1 free!!!

Two friends watch the Fashion TV channel on Web TV. A scrolling banner at the bottom of the screen displays a perfume ad. When they click on this banner, they are directed to the brand's page and notice that the brand offers "Buy 1, get 1 free" campaign for the New Year. They share the cost of the perfume and make a purchase with 50% discount.

*Brand aimed at creating awareness and triggering purchasing action. They had direct reach to the target audience and created the desired impact on the potential customer.*

*The operator generated extra revenue from the brand and increased customer satisfaction.*



Istanbul | Ankara | Santa Clara | Dubai

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Buy1, get 1 free?  
This is just for us!



### An interactive tool with advanced capabilities...

- Advanced profiling & targeting
- Enhanced measurability
- Interactive advertising support
- End-to-end telco-centric advertising solution
- Compatibility with legacy and new generation networks
- Compliance to industry standards
- Comprehensive & centralized campaign management
- Effective inventory management
- Flexible profile management with full subscriber data privacy support
- Extensive reporting & statistics modules
- User-friendly management tools
- Easy-to-use web-based portal suite