

NEXD

#MEDIASMART

MOBILE FIRST. TRANSPARENT. POWERFUL.

mediasmart and Nexd have integrated rich media tools directly within its demand side platform (DSP). mediasmart's customers are now able to quickly create lightweight, engaging and elegant interactive ads using a simple drag-and-drop interface.

NEXD CREATIVES ARE MOBILE- FIRST, PROGRAMMATIC
ENABLED & SUPER SIMPLE TO SET UP!

HIGH COMPATIBILITY

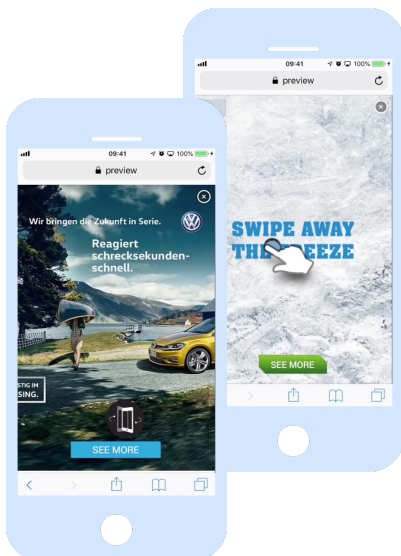
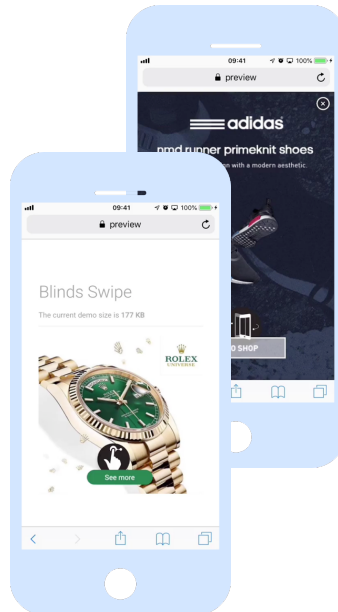
Compatible with all platforms; SSPs, (Web & In-App), Channel / Agency Ad Servers, DSPs, Media and Ad Tech Partners

CODING-FREE

No coding skills needed, turn your existing static assets into engaging rich media ads in 5 minutes.

SUPER LIGHTWEIGHT

Up to 10x better CTR and 10x lighter than comparable HTML5 creatives



SPIKE IN ROI

ROI increased thanks to higher CTR and client engagement. Fully supports modern device sensors for a more engaging audience experience.

VISUALLY STUNNING

Custom-built, WebGL based graphics library, powering smooth, 3D graphics and more

THE MEDIASMART DIFFERENCE

- 1. MOBILE FIRST, PROPRIETARY**
Purpose-built technology, UI, algorithms and customer success team
- 2. PROVEN TECHNOLOGY**
First to market, proven technology, loyal customer base, thousands of campaigns run
- 3. SELF SERVICE**
The cleanest and most user friendly UI on the business - intuitive and powerful
- 4. AUDIENCE MANAGEMENT AND INTEGRATION**
Create and manage audiences, or sync up with your own DMP and/or 3rd party data provider with ease.
- 5. FLEXIBILITY AND TRANSPARENCY**
Agile and flexible technology team, can move fast and adapt to customer requirements
- 6. COMPLETE API AND WHITE LABEL CAPABILITY**
Make mediasmart part of your technology stack

NEXD

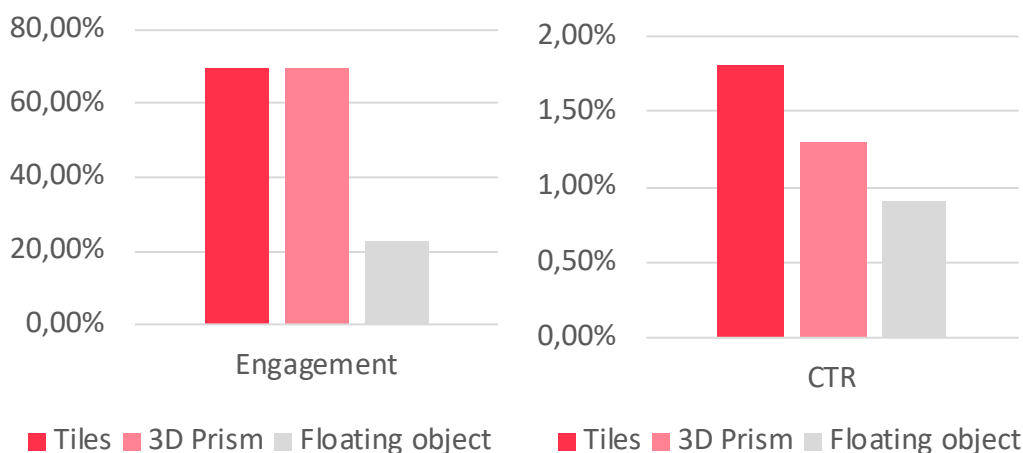
#MEDIASMART

MOBILE FIRST. TRANSPARENT. POWERFUL.

EXAMPLES PERFORMANCE NEXD CREATIVES

Increase CTR with no effort. Depending on the format it can reach between 0.60% - 1.50% CTR. **Create a high engaging format** with an engagement rate between 0,20% to 0.60%.

It's proven that a client engaging with the ad before, is very likely to go to the advertiser site and engage also there.



EASY ACTIVATION WITH MEDIASMART



1. Go to your creatives area and select Rich media creatives.



2. Choose Layout. Upload Assets & Check prices



3. Save the creative. It will be available in mediasmart creatives.

THE MEDIASMART DIFFERENCE

- 1. MOBILE FIRST, PROPRIETARY**
Purpose-built technology, UI, algorithms and customer success team
- 2. PROVEN TECHNOLOGY**
First to market, proven technology, loyal customer base, thousands of campaigns run
- 3. SELF SERVICE**
The cleanest and most user friendly UI on the business - intuitive and powerful
- 4. AUDIENCE MANAGEMENT AND INTEGRATION**
Create and manage audiences, or sync up with your own DMP and/or 3rd party data provider with ease.
- 5. FLEXIBILITY AND TRANSPARENCY**
Agile and flexible technology team, can move fast and adapt to customer requirements
- 6. COMPLETE API AND WHITE LABEL CAPABILITY**
Make mediasmart part of your technology stack