About us

FIRST-OF-ITS-KIND PROGRAMMATIC APPROACH

One stop engagement solution for advertisers

- 20+ BILLION Daily Ad Requests
- 40+ ADS SPECIALIST
- 70+ COUNTRIES
- 20+ Ad Exchanges
- 600+ CUSTOMERS
- 5 Offices: Singapore, India (Chennai & Bangalore), Australia & UK.
- 10+ Years of Ad Tech Experience

Is targeting right audience in the media traffic is getting hectic?

Oh Yeah.. I goy my right Audience now. How can you make your right audience engaging on your Ads?

Ok Fine, Phenomenal Engagement..! Can these engagement lead to performance?

Targeting category customers is one thing, but targeting the category customers most likely to be your next new customer is genius.!

Super light, fast and ultra interactive ads will do the engagement magic..!!

Leverage social engagement fueled act-alike models to accurately identify brand-level future purchase intent.
BIDSOPT’S ENGAGEMENT STRATEGY
Successful Campaign ROI

- Appropriate Media
- Matched Audience
- Fast & Ultra Interactive Creative
- Regular Optimization

ROI
Creates custom audiences for targeting, using an AI powered model that is similar to the recommendation engines of Amazon or Netflix

Leverages publicly available Brand-Consumer engagement data from social networks (400MM consumers vs 50,000 brands)

It is an advanced form of look-alike modeling, called act-alike modeling
Indicative Brand level Audience Profile:
Lotus Herbals

Indicative Category Level Audience Profile:
Face Creams
Cutting Edge Creative For Programmatic

Super light, fast ads
Keep your audience happy with ads a fraction of the size of HTML5

Ultra interactive ads
Keep your audience happy with ads a fraction of the size of HTML5

Quick to produce
Keep your audience happy with ads a fraction of the size of HTML5

Increased engagement
Enjoy engagement rates up to 30X that of competing formats

BY THE NUMBERS

42x
Higher CTR than regular ads

30x
Higher engagement performance

8.5%
Purchase intention captured

1 Hour
Is how quickly we produce your ads

Premium
Creative

Premium
Inventory

Guaranteed
Engagement

100%
Viewability

Combined with
Location targeting

High
Impact

Across
Placements
In-built Creative For Programmatic

- Flip Book
- In - Feed
- Mobile
- Panorama
- Desktop
- Video
- Scratch
- Slides
- Blinds Swipe
- Carousel
- 3D - Cube
- Queue
- Floating - Objects
- Fullscreen
- Blinds
- Panorama - Splitscreen
- 3D - Prism
- Deck of Cards
- Interscroller
- Still
- VR-Showroom
- Tiles
- Roller
- Flip
- Prism
- Map
Custom Creative For Programmatic  

**FRAME 1**

- User is asked to drag and drop the herbs into the mortar.
- Herbs will have loop animation of floating up and down at their place.
- The arrow pointer above the mortar will be animated as well, pointing downward.

**FRAME 2**

- As soon as user puts all 3 herbs into the mortar, the video will start playing.
- The place of mortar is exactly at the same place of product shown in the video. It will give an illusion of transforming into the Herbobuild package.
- Buy Now button appears in this frame.

**FRAME 3**

- As soon as the video ends, the last frame appears with final poster.
Key Differentiator

We help you setup campaign by providing you

- Self Service Creative support
- Inventory forecast
- Affinity audience volume
- Planning overview
- Building World class engaging creative
- Measuring tool for engagements

With

- Dedicated account manager
- Quick response time (1-2 Business day)
- Detailed reporting & Insights
Our Platform

- Self service creative
- Banner Ads
- Audio Ads
- Cross Device Ads
- Video Ads
- Fraud Protection

- Impression – Click-Install

- DEDICATED
- AM

- ADVERTISERS

- SELF SERVICE ADCENTER

- USER
Our Partners and Clients

Our Partners

- AD EXCHANGES
  - mopub
  - PubMatic
  - Geniee
  - BidSwitch
  - Fyber
  - Google

- DATA PARTNERS
  - Oracle
  - Bluekai
  - adsquare
  - Phunware

- INTERGRITY PARTNERS
  - fraudlogix
  - MOAT
  - IAS Integral Ad Science
  - TheMediaTrust

Clients

- ups
- McDonald's
- Maggi
- Cadbury
- Dior
- Eucerin
- Flipkart
- Gameloft
- Nestle
- Heineken
- Amazon
- Domino's
- Nivea
- MasterCard
- Coca-Cola
- Johnson & Johnson
- Uber
- cleartrip
- Headway Digital
Spice Up Your Campaigns With Bidsopt!