

David  
the Belgian MarketPlace

**D**igital **A**lliance  
on **V**aluable  
**I**nventory & **D**ata





## What is David?

- What is David
- Why did we start David
- What does David mean for you
- David commercial offer





## What is David?

- It's about **DIGITAL ASSETS** (display, video, audio)
- It's an **ALLIANCE** of premium Partners (Pebble Media, IPM, Produpress)
- Working with **PREMIUM INVENTORY** brought together in a common marketplace
- Inventory is **ENRICHED WITH DATA** by segmenting audiences based on the pool of common crossed data of all publishers
- Creating together **THE BELGIAN MARKETPLACE**





## Premium News Brands & Public broadcaster

La Dernière Heure, La Libre Belgique, ParisMatch,  
Gourmandiz, Cinébel, ...



## Car & Immo websites

Autogids, Le Moniteur Automobile, Autowereld,  
Autoscout24, GPInside, Immoweb



## Public broadcaster & Premium contextual sites

éen, Sporza, Dagelijkse Kost, Njam!, Studio Brussel,  
MNM, Cosmopolitan, Elle, Marie Claire, NRJ,  
Nostalgie, RTBF, MTV, BFMTV, Vier.be, Vijf.be ...





# 6.372.975

Number of people you can reach via the David Audience Network



# 66%

Monthly reach with David



## Why did we start David?



### National Offer

Combining the brands of Belgian publishers in David creates a nation wide offer good balanced in both languages (FR& NL).



### Qualitative Inventory

The strong Belgian brands in David guarantee a qualitative context, a brand safety environment and high viewability.



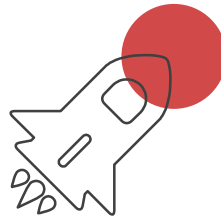
### Qualitative Data

David offers data consistency over multiple Belgian publishers which are merged, deduplicated and GDPR proof of course.



### Transparency

David guarantees full transparency to the surfer (data collection) and the advertiser (audience segmentation recipes).



## Full-fledged ecosystem

With this complete data and inventory offer, David is a full-fledged ecosystem, where you take back control on the complete advertising flow.





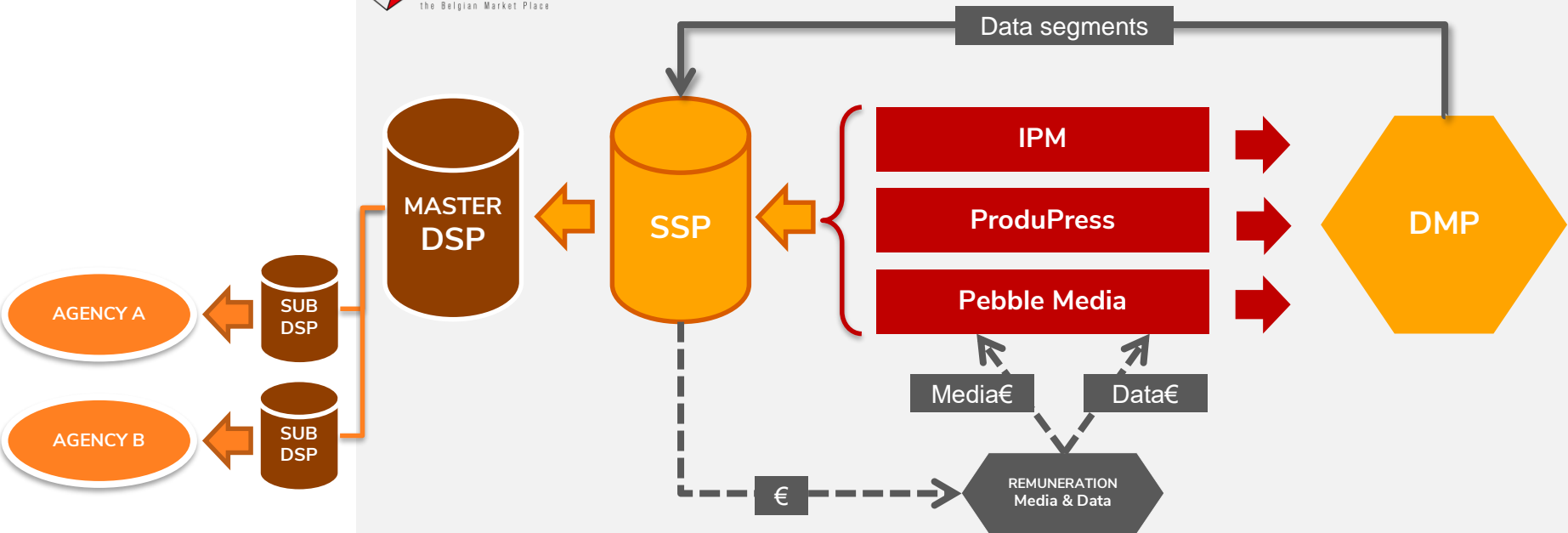
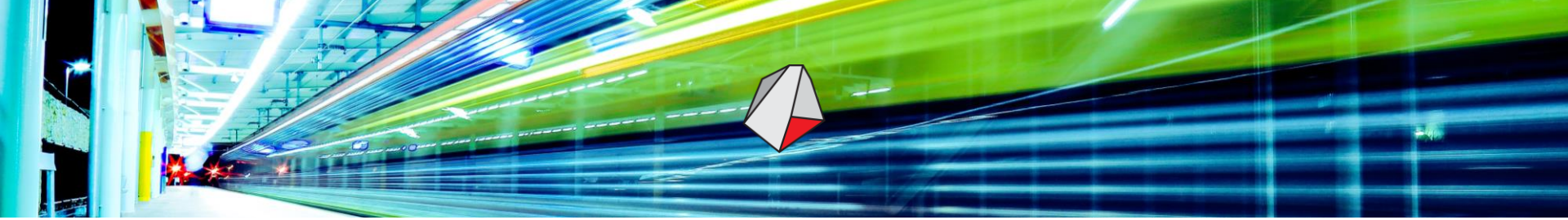
## What does David mean for you?

- **STATE OF THE ART DATA**
- **FULL TRANSPARANCY**
  - know where your euro's are really spent
  - transparency on measurement
  - On DSP and SSP-cost (no hidden fees)
- **INDEPENDENT** of ad technology & imposed business rules
- **NO MORE TECH PROBLEMS** connecting different SSP's with DSP's
- Resulting in a **HIGHER ELIGIBLE INVENTORY** through maximum cookiematching
- Added value by **LOCAL** knowledge, experience, **SUPPORT & ACCOUNTABILITY**

**TAKE BACK CONTROL OVER THE COMPLETE ADVERTISING FLOW**









## Audience segments

### Sophisticated composition

- **Surfing behavior**
  - Visited websites
  - Search behavior
  - Taxonomy
  - Keywords
- **Attributes on surfing behavior, taxonomy and keywords**
  - Time on site page
  - Frequency of visits
  - Recency
- **Data freshness: 1-30 days**

# Contacts

If you have any questions about David, please don't hesitate to contact :

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Visit our website: [www.davidtrading.be](http://www.davidtrading.be)

