



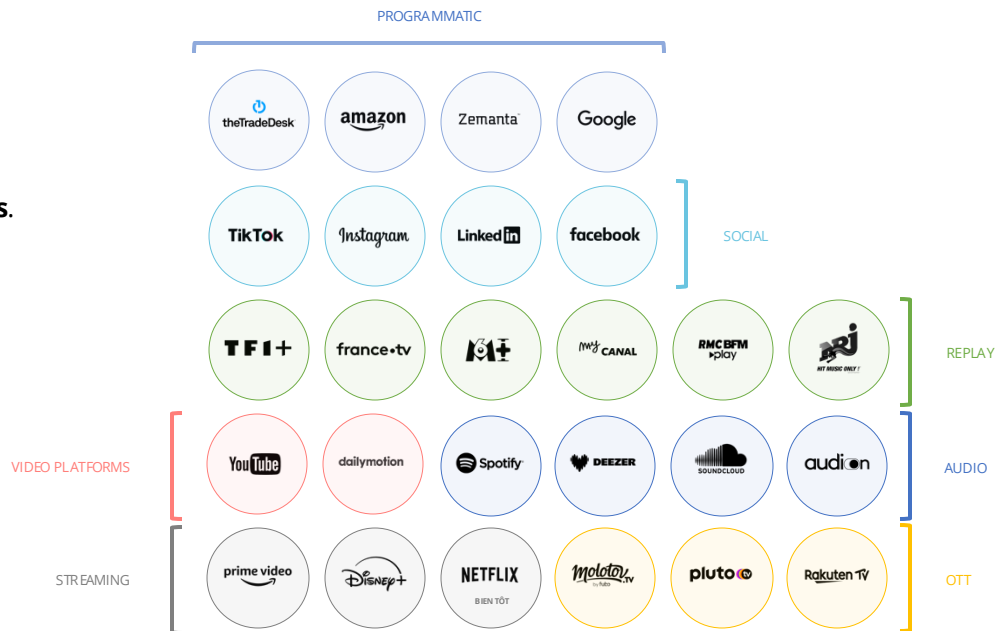
# [ TAGS. ]

## Our work

Tags is a French **Trading Desk** created in 2015.

We manage your digital campaigns on **all platforms**.

- Programmatic display and video
- DOOH
- Audio
- Social media
- Replay and non-linear TV
- Video streaming
- OTT



# [ TAGS. ]

## Managing your campaigns

### MANAGED

Our traders manage your programmatic campaigns, from implementation strategy to the final campaign report.

NEW

### SELF

Managing your own campaigns?

Our custom audiences are available on the **leading DSPs in the market.**





# CUSTOM AUDIENCES

EXCLUSIVITY



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# CREATE YOUR CUSTOM AUDIENCE

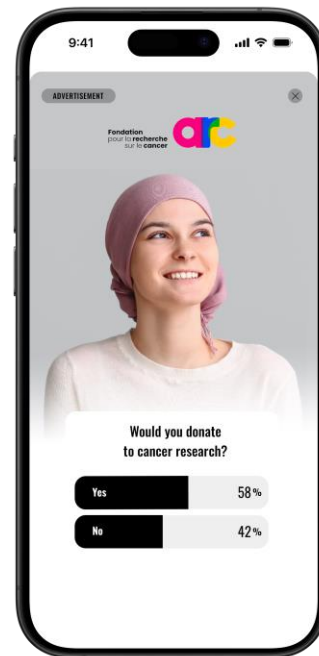
## With the Engage format

**Engage** is our programmatic advertising format inspired by polls shared in social media stories.

It allows us to ask your audience **a single question and identify individuals** who have shown interest in your brand, product, or cause: **The seeds**.

ADVERTISER  
CREATIVE

Q/A WIDGET

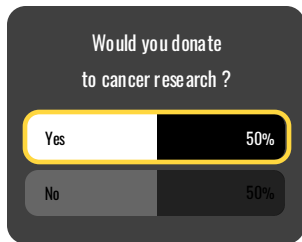


# [ ENGAGE ]

## How do we create your custom audience?



Free broadcasting of the Engage format prior to the campaign.



Tagging of individuals who answered **YES** to the purchase intent question: **The seeds.**



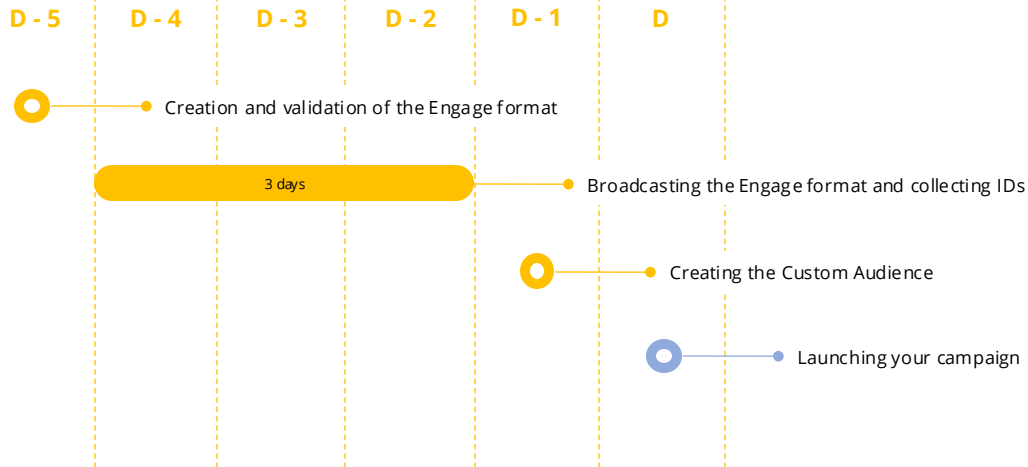
Identification of individuals with digital profiles **similar to the seeds.**



Creation of a custom audience (lookalike) of **potential donors.**

# RETRO PLANNING

## Your segment available in less than 5 days



# [ ENGAGE ]

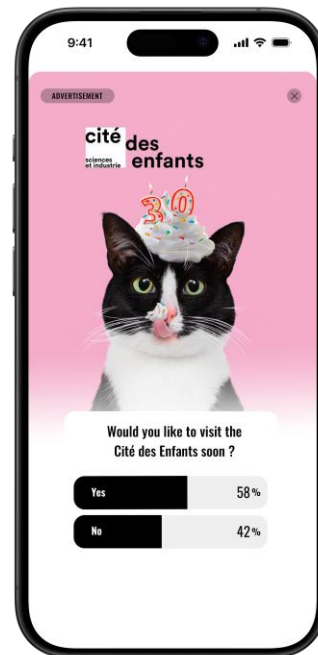
## adapts to all issues

Custom audiences can be created for **any brand or objective**.

The question asked in the Engage format **will determine the nature of your seed**.

For a **performance campaign**: Prefer a question on **purchase intent**.

For a **branding campaign**: Opt for a question on the **nature of the target**.





# [ MEDIA EFFECTIVENESS ]

## on your branding campaigns

prime video



→ 20 seconds skippable preroll - Programmatic

Completion

+10 pts

Tags Benchmark: 75%  
Custom audience: 85%

Ad recall

x 2,2

Tags Benchmark: +17%  
Custom audience: +38%



Exposed vs non exposed uplift

Attention

+15 pts

DV Benchmark: 98  
Custom audience: 113

# [ MEDIA EFFECTIVENESS ]

## on your performance campaigns

### Stannah

Ça change la vie.



→ 30 seconds skippable preroll – Programmatic

#### Completion

# +7 pts

Data audience: 70%  
Custom audience: 77%

#### CTR

# +68%

Data audience: 0,50%  
Custom audience: 0,84%

#### Conversion rate

# +63%

Data audience: 1,49%  
Custom audience: 2,44%



# AD RECALL

POST TEST



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# [ MEASURE ]

## ad recall between exposed and non-exposed



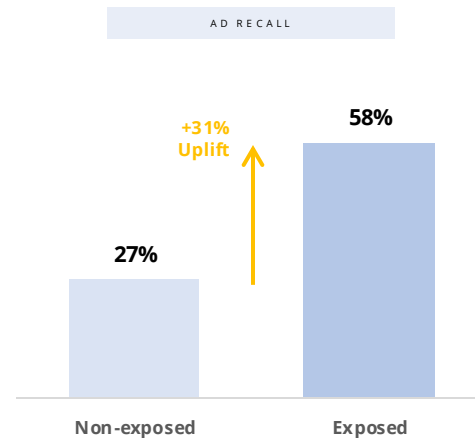
### Methodology #1

Survey your audience and **measure ad recall** among:

- Individuals exposed to the campaign
- Individuals not exposed to the campaign

Your post-test is delivered **at the very end of the campaign.**

The post test is offered on all campaigns **managed or not by Tags** and subject to reaching a minimum of **300 respondents.**



# [ MEASURE ]

## ad recall among exposed individuals

### → Methodology #2

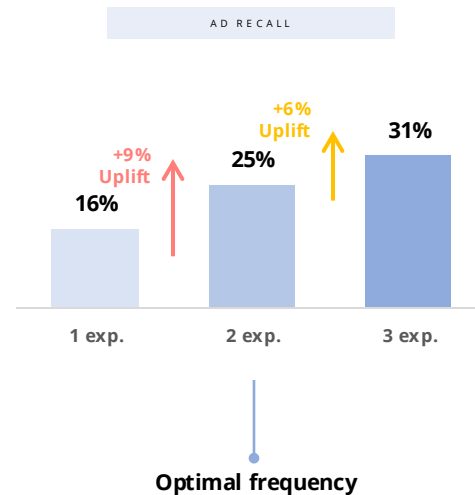
An effective branding campaign is one that is **memorable**.

We aim to find the ideal balance between **reach** and **ad recall**.

Here, we measure ad recall by **level of exposure**.

Then, we **adjust the frequency** during the campaign **to avoid overexposing the audience** if ad recall rates are sufficiently high.

The post test is offered on all campaigns **managed** and subject to reaching a minimum of **300 respondents**.





# ANNEXES



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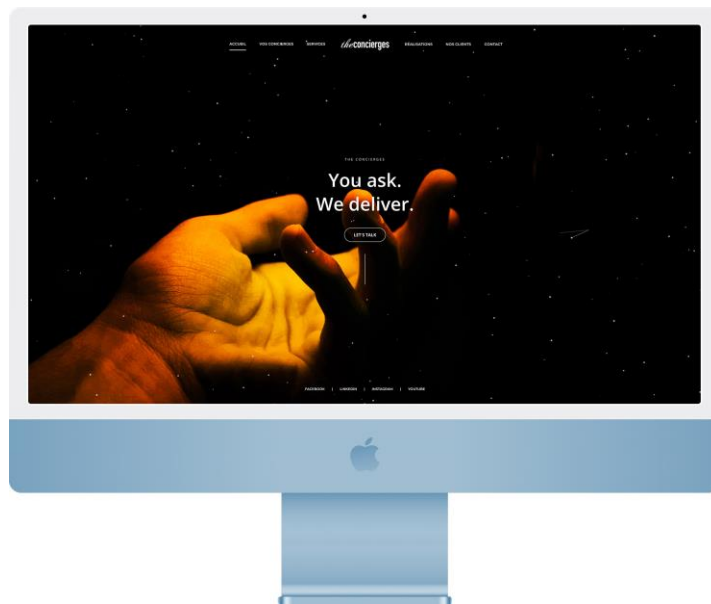
# [ STUDIO ]

## The Concierges

The Concierges is our creative studio.











































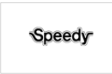

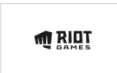






We develop your advertising formats **without investment limits.**

More information about the studio:  
[www.the-concierges.com](http://www.the-concierges.com)



# CLIENTS

They trust us

FOOD								CULTURE		
MUSÉE DU LOUVRE				TV / SERIES				MODE		
La Redoute		HEALTH								
ASSOCIATIVE							TOYS			
EPOCH	RETAIL						AUTO			
VIDEO GAMES			TOURISM					B2B		



**[ 110 COUNTRIES COVERED ]**





**THANK YOU**



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