Ad8 DIGITAL

DISPLAY & VIDEO

# Premium reach. Measured.

Masthead, banner, video and native placements for brand awareness and reach.

AD8 DIGITAL

# Seen. Clicked. Counted.

Ad8 Digital is an Istanbul-based advertising agency. We plan, buy and optimise media across our own formats and a network of global partners, and we report every result.

### Seen

Your brand in front of the right people, at scale.

### Clicked

Targeting by audience, place, device and moment.

### Counted

Every result measured and reported in plain numbers.

THE IDEA

# Be seen where attention already is.

FORMATS

# Four formats, one plan

## Masthead

The top of high-traffic pages for launches and high-visibility days.

## Standard banners

Always-on IAB sizes across a wide set of placements, tuned for reach and frequency.

## Video

Sound and motion for your story, in-stream and out-stream.

## Native

Content that sits inside the feed for product stories and reviews.

STANDARD SIZES

# Every size, designed on purpose

**300×250**
Medium rectangle

**728×90**
Leaderboard

**320×50**
Mobile banner

**300×600**
Half page

**970×250**
Billboard

**160×600**
Skyscraper

TARGETING

# Reach the right people, the right number of times

### Audience

Age, gender, interests and device.

### Placement and context

Sites, apps and content that fit your brand, with block lists.

### Frequency control

Caps that stop the same person seeing the ad too often.

PRICING

# Buy reach or buy clicks

## CPM

Pay per thousand impressions

## CPC

Pay per click

HOW WE WORK

# From brief to first report

1

## Brief and goal

We agree on the goal and the one KPI that measures it.

**1–2 days**

2

## Media plan

Products, audiences, budget split, pricing model and forecast, in writing.

**2–3 days**

3

## Set-up and launch

Tracking, creatives in every size and a measurement test before launch.

**3–5 days**

4

## Optimise and report

Weekly tuning, weekly summary and a monthly report.

**Ongoing**

TRANSPARENCY

# Built to be checked

### Separate cost lines

Media spend and service fee are separate in every proposal and invoice.

### Your numbers

Results are matched with your own analytics and tracking tools.

### Clean traffic

Fraud and invalid traffic are filtered and blacklisted.

### Clear reporting

A weekly summary and a monthly report with next steps.

NEXT STEP

# Let’s plan your next launch.

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