

The Rise of Self-Serve & The Future of Advertising





- Founded in 2013
- 80+ employees in 4 countries
- Delivering Self-Service Advertising through Automation
- 2020 Top 50 Future Companies in the Nordics (TechArenan)



Setting The Scene & Self-Service Trends

Everyday Self-Serve



MORE AND MORE ADVERTISERS WILL TURN TO SELF-SERVE TO MANAGE ORDERS

“2020, customers will manage 85% of their relationship with an enterprise without interacting with a human”

- GARTNER CUSTOMER 360 SUMMIT

“86% prefer using self-serve tools for reordering, rather than talking to a sales representative”

- MCKINSEY STUDY

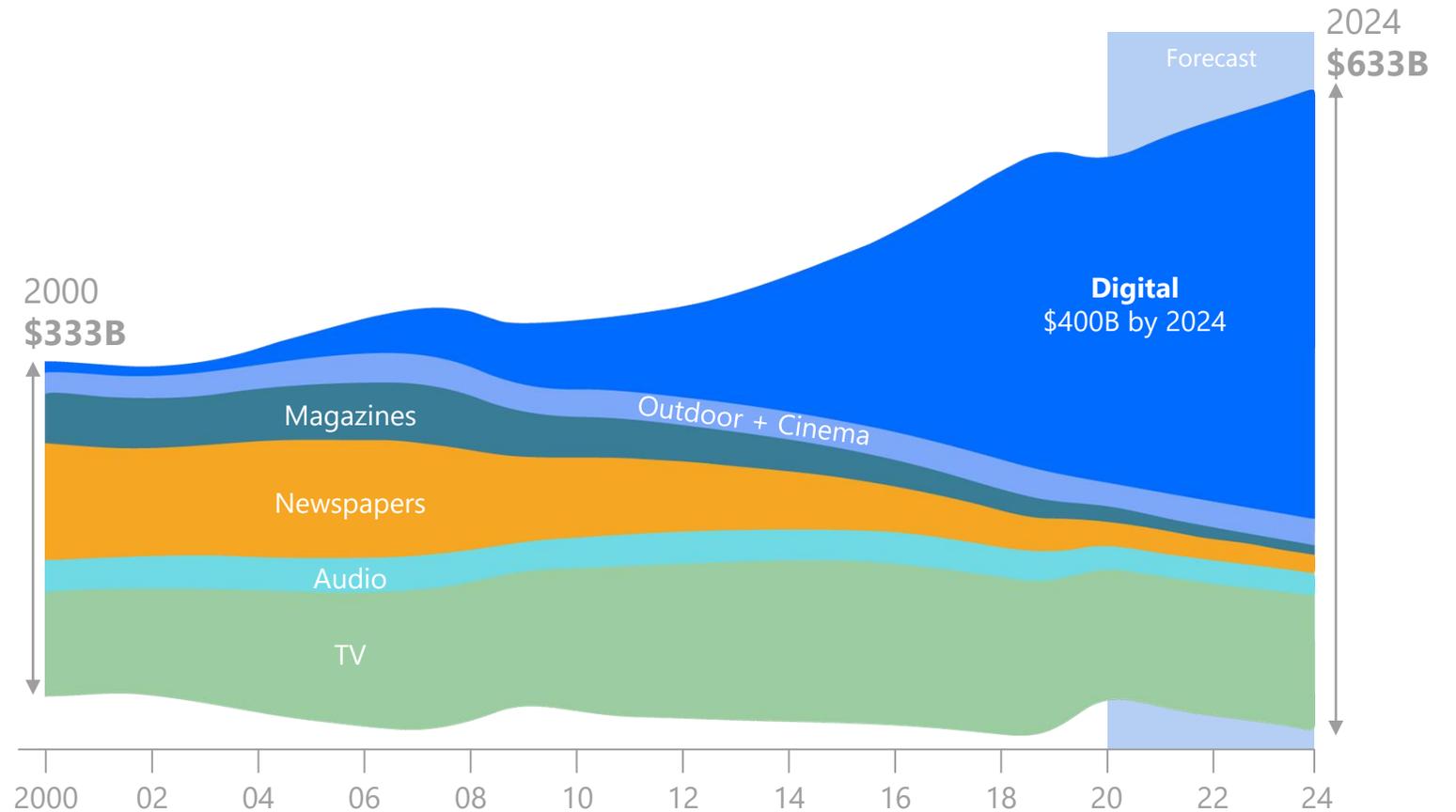


GLOBAL DIGITAL AD SPEND TO GROW TO ~\$400B BY 2024

\$100B of digital ad spend is estimated to be booked by SMEs

Our solution

Help publishers build their own programmatic self-service offering which targets the “open SME market spend” that is not being addressed by the tier1 Trade Desks and DSPs.



Source: Magna

Self-Service Platforms named as one of two main drivers of global ad market during the next 5 years

- Decreases publisher overheads & generates incremental ad sales
- Self-Service ad sales bringing the power back to publishers
- Convenience to advertisers
- 2nd driver is an increase in the internet user base

Alternative to Facebook & Google Ads

- Big is not always best and advertising is no exception. With limited marketing budgets it's easy to stick with the most obvious & convenient ad platforms like Google Ads and Facebook.
- A wealth of quality editorial environments, offering unique targeting options, deliver a far more relevant audience for a service or product.
- Branded self-service advertising platforms provide an automated option for small to medium advertisers – much in the same way as Google Ads or Facebook, but with much better targeting features and an already familiar environment.

Ad Industry Predictions 2021

- Tighter budgets will mean more targeted ads
- Democratisation of digital media industry will continue
- Self-service advertising will pass the point of no-return
- Transparency will make or break the advertising industry

"The publishers that fail to acknowledge and keep pace with this change will quickly be left behind with the legacy of on-demand advertising."



 DanAds™ | Peo Persson
Co-Founder and CPO



Kurt Donnell, CEO

"Self-serve platforms provide a great medium for publishers to facilitate lower dollar transactions with advertisers that have smaller budgets or who want to test a smaller buy before working on a larger campaign without bogging down the publisher's sales team."



Harry Robinson, Philips

"The beauty of self-serve is that it empowers the advertisers/marketers. We have tried central models in the past, but you always hit the same roadblocks - you end up being a bottle neck."



Anthony Blackford, dubizzle

"We have the ability to build really intelligent systems that will always outperform manual effort, which are built for scale. It makes sense to build on this potential."



New Self-Serve Ad Platforms





Tripadvisor

World's largest travel advice brand dedicated to helping people decide where they want to go for their next holiday/short break/hotel/restaurant/activity. There is no better site for targeting travel consumers.

Coverage

Worldwide 491million unique monthly users, 190 countries and 27 languages.

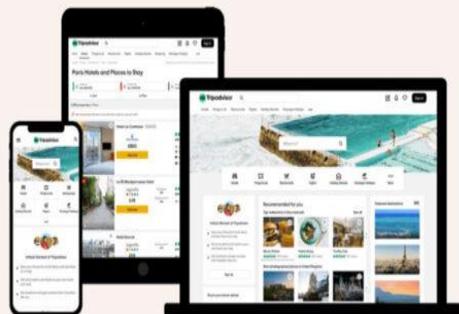
Platform

Mobile or Desktop available.

Targeting

Target consumers by the destination they are interested in as well as their own location. Targeting gets down to city level & allows retargeting.

<https://tripadvisormediamanager.com/>



Tripadvisor

Support | Learn more | Create account | Log In

Maximize results, on your own terms with TripAdvisor Media Manager

It's never been easier to reach 491 million travelers who use TripAdvisor globally every month. TripAdvisor Media Manager is the simplest way to create, manage, and optimize your ad campaigns. Buy on your own terms with the flexibility to choose the audience, budget and ad formats that work best for your brand objectives. From start to finish, TripAdvisor's self service platform puts you in control.

Reach

The UK's No1 news publisher with a portfolio of trusted national newspaper and magazine brands, including the Daily Mirror and OK! Magazine. Also includes some of the best regional brands.

The REACH self-service advertising platform allows you to book campaigns across the whole network.

Coverage

UK national and regional news media. 42 million users every month - 81% of the total UK digital population!

Platform

Combined mobile, tablet and desktop.

Targeting

Geographic, demographic & 'contextual' targeting - Film, Celebs and Showbiz, News, Sport and many others.

<https://reachadmanager.com/>



MIKZ ALLIANCE 

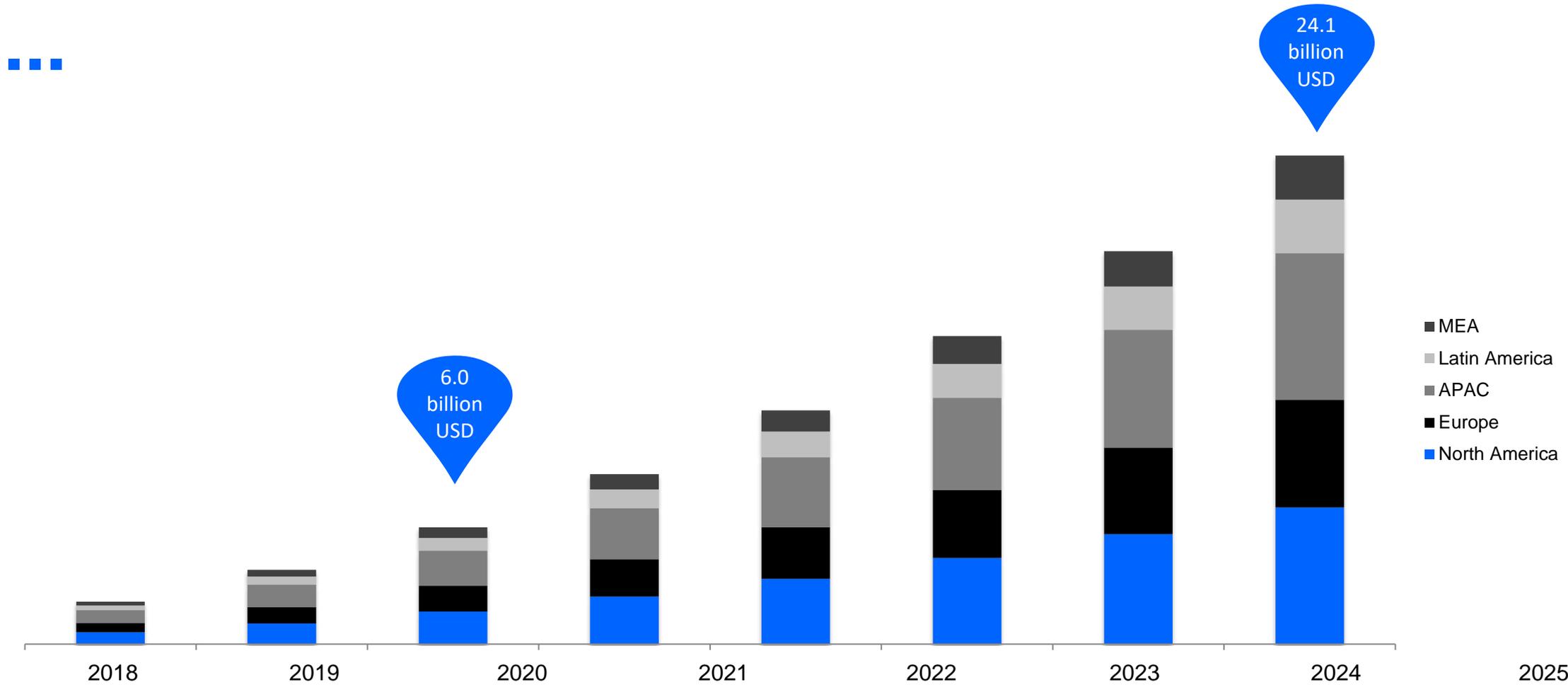
Influencer Self-Service - A Smarter Way of Working





MARKET POTENTIAL

The market for Influencer Marketing Platforms is projected to reach USD 24.1 billion by 2025

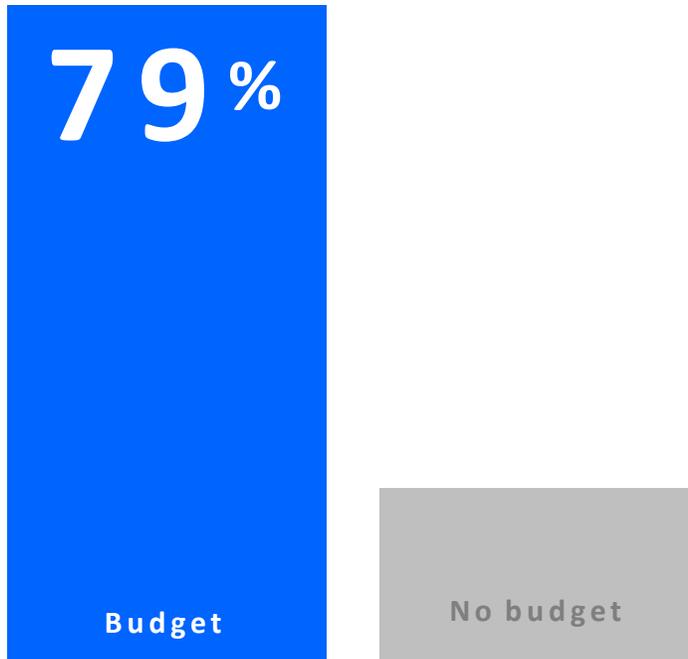


SITUATION TODAY

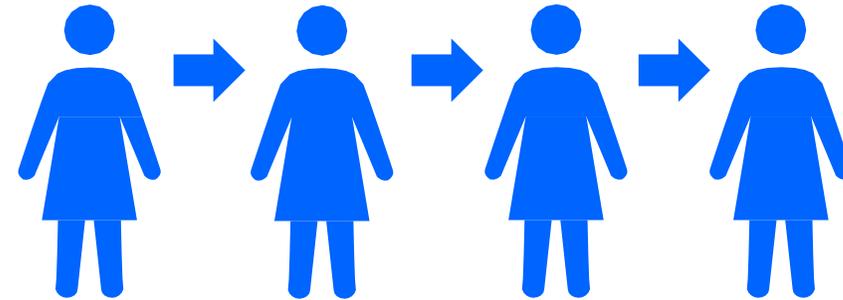
Influencer marketing is now getting a seat at the media buying table



A MAINSTREAM MARKET



STILL MANUAL WORK



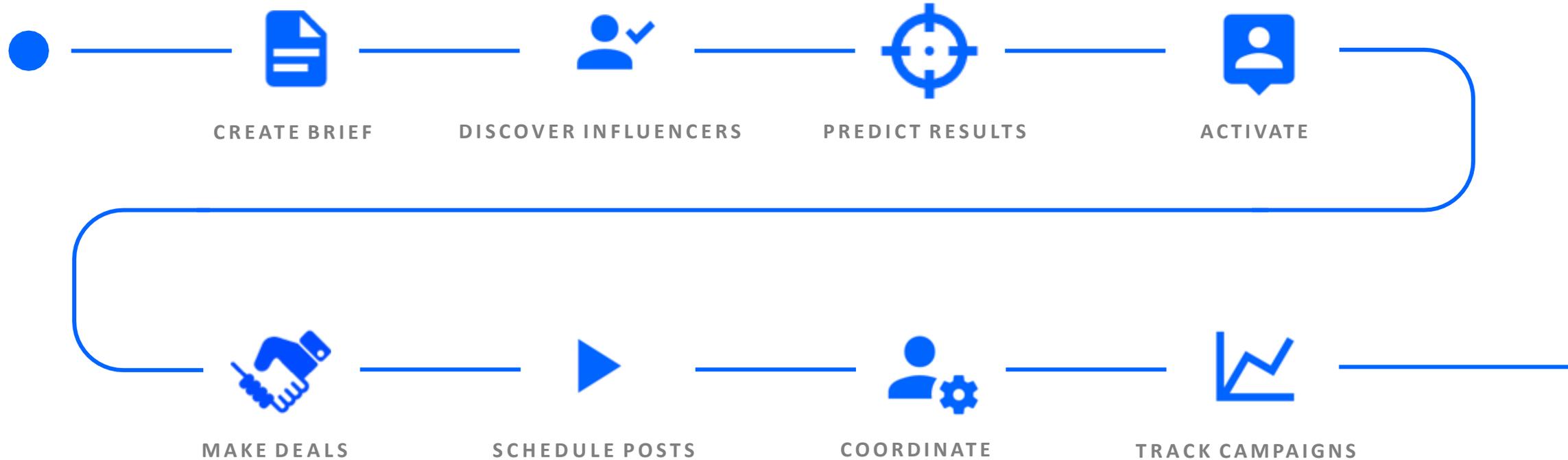
Manual processes are time-consuming & expensive. Finding the right influencers and running campaigns require sophisticated IT tools. Micro influencers convert better but also mean increased complexity. Transparency and authentic data are key to influencer marketing success.

SELF-SERVICE **AUTOMATION**

Our platform enables you to build your own Influencer campaigns.



WORKFLOW



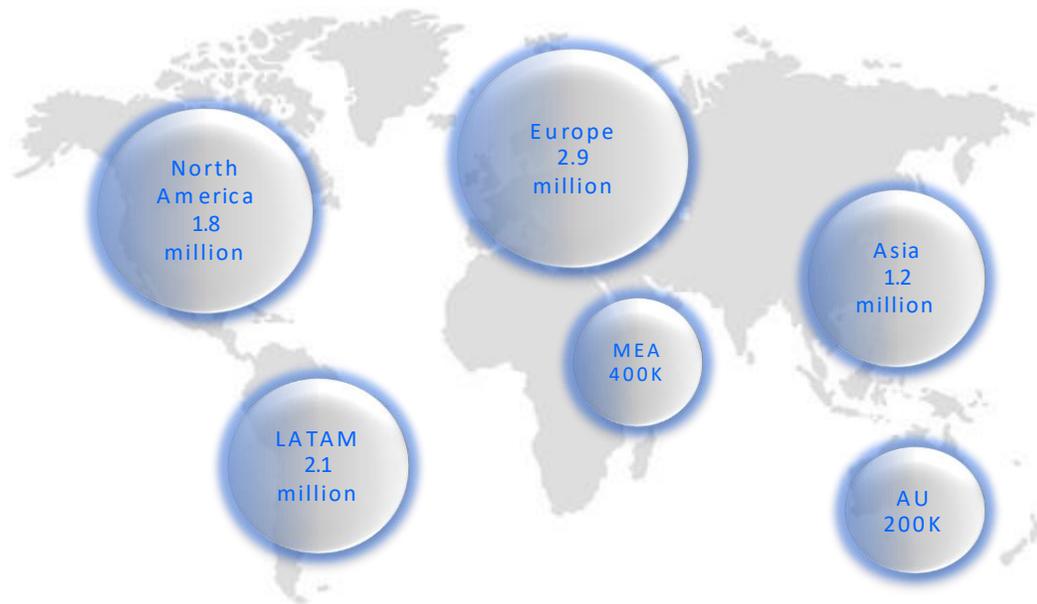
GLOBAL INFLUENCER ACCOUNTS

Tap into our global database to find Influencers to activate



INFLUENCER DISCOVERY

8.6 million Instagram accounts with more than 1,000+ followers



INFLUENCER ACTIVATION

Invite influencers and run campaigns across a vast network of influencers and social media channels

44 376 995 reach | 1 413 129 views

451 185 likes | 2 337 comments | 1 087 shares

October, 2020

Date	Influencer	Amount
Oct 25 Sun	143redangel Angellocsin	1 000 SEK
Oct 29 Thu	annecurtissmiths annecurtissmith	1 000 SEK
Oct 31 Sat	vicegandam0 vicegandaka	1 000 SEK

General settings Completed
Brief Completed
Influencers Completed
Scheduler Completed

Save as draft

< Back | Invite and run

BRANDS

Platform clients

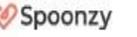


Nextory



BUBBLEROOM

LYKO



ELLE

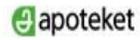


ÅHLÉNS

NET-A-PORTER



CONFIDENT LIVING.SE





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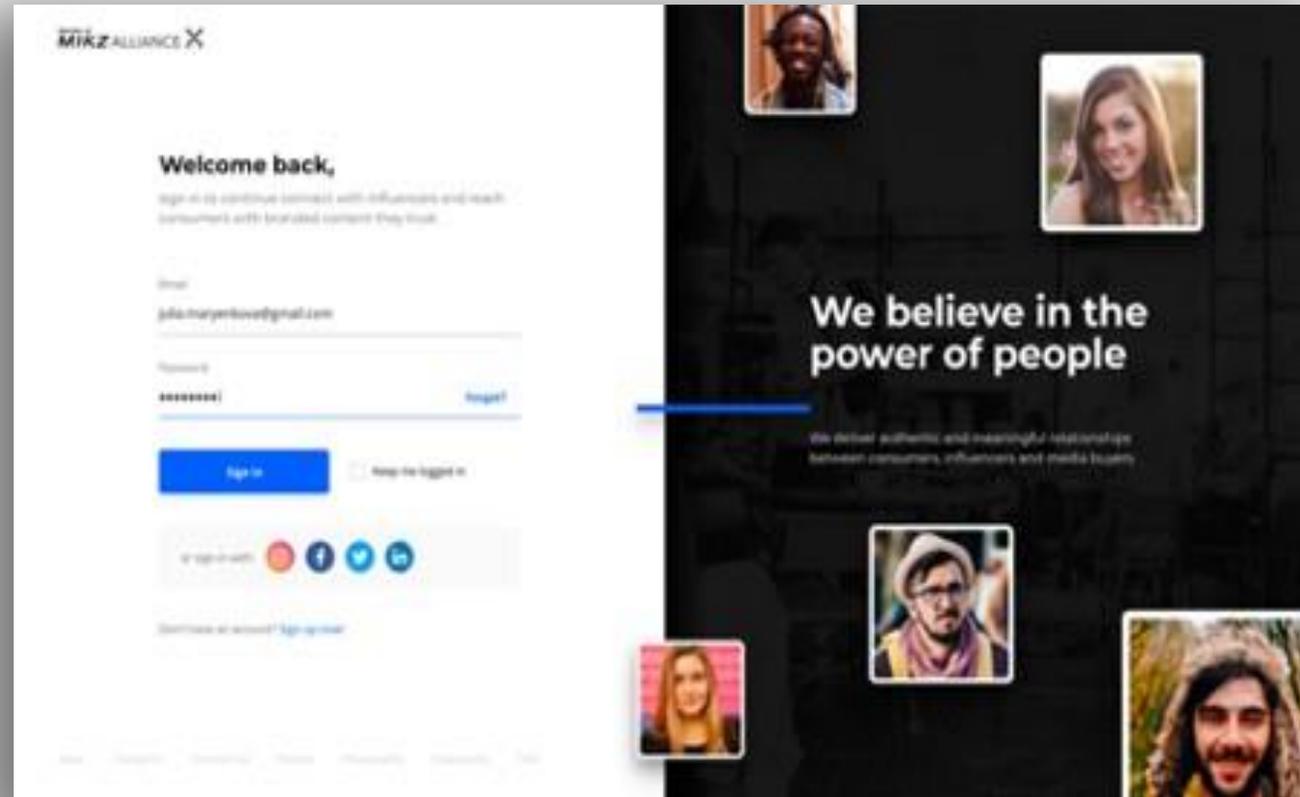
MIKZALLIANCE.COM

AGENCY PARTNERSHIP

No Fees, No Minimum Spend Requirements

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Mikz Alliance has a transaction-based business model like Amazon.com



PARTNERSHIP BENEFITS

Become a Mikz Alliance favoured Partner



FINANCIAL

- 15% agency commission
- Invoicing option available

RESOURCES

- Full platform training provided by Mikz.
- Key account manager
- 24/7 Online help

FULL AGENCY FUNCTIONS

- Admin role
- Invite employees to create their own user accounts
- Register clients and appoint managers
- Share drafts and live statistics with clients
- Create invoices and more



Self-Serve Platforms Are The Future of Advertising

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