



BEANSTOCK MEDIA STRATEGIC PARTNERSHIP

AGENDA

Intro to Beanstock Media

Snapshot of current relationship


A deeper look at our new capabilities

What now



WHAT IS **Beanstock** ?

Our **visitor optimization platform** for publishers allows us to deliver high-value advertising products for brands.



Exclusive premium
publisher relationships

100% viewable
inventory

Proprietary full
screen formats

Natively integrated
branded content
solutions

Custom audience
segmentation

JUST ANOTHER AD NETWORK?
THINK AGAIN



HELIX

Demand Management
& Optimization



ONSWIPE

User Experience
Optimization



This results in exclusive access with
publisher-direct style creative capabilities.

EXCLUSIVE PREMIUM PUBLISHER RELATIONSHIPS



A SNAPSHOT OF THE ONSWIPE RELATIONSHIP

921,000

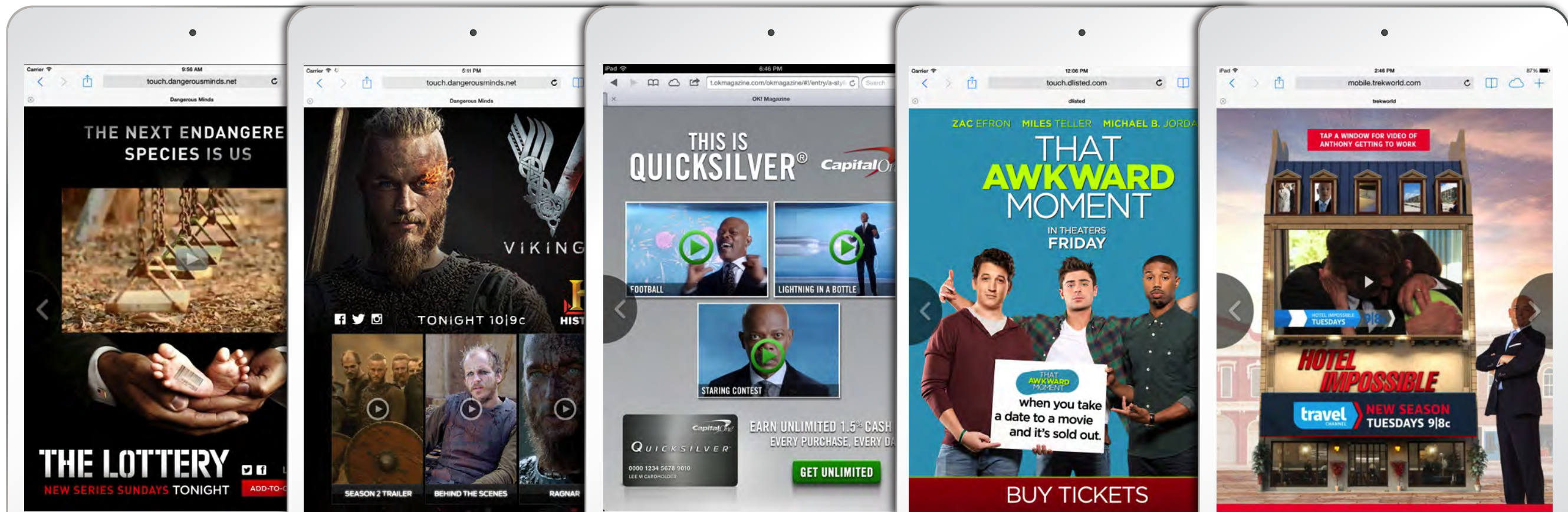
Total dollars run

THAT
AWKWARD
MOMENT

Capital One Bank

V I K I N G S

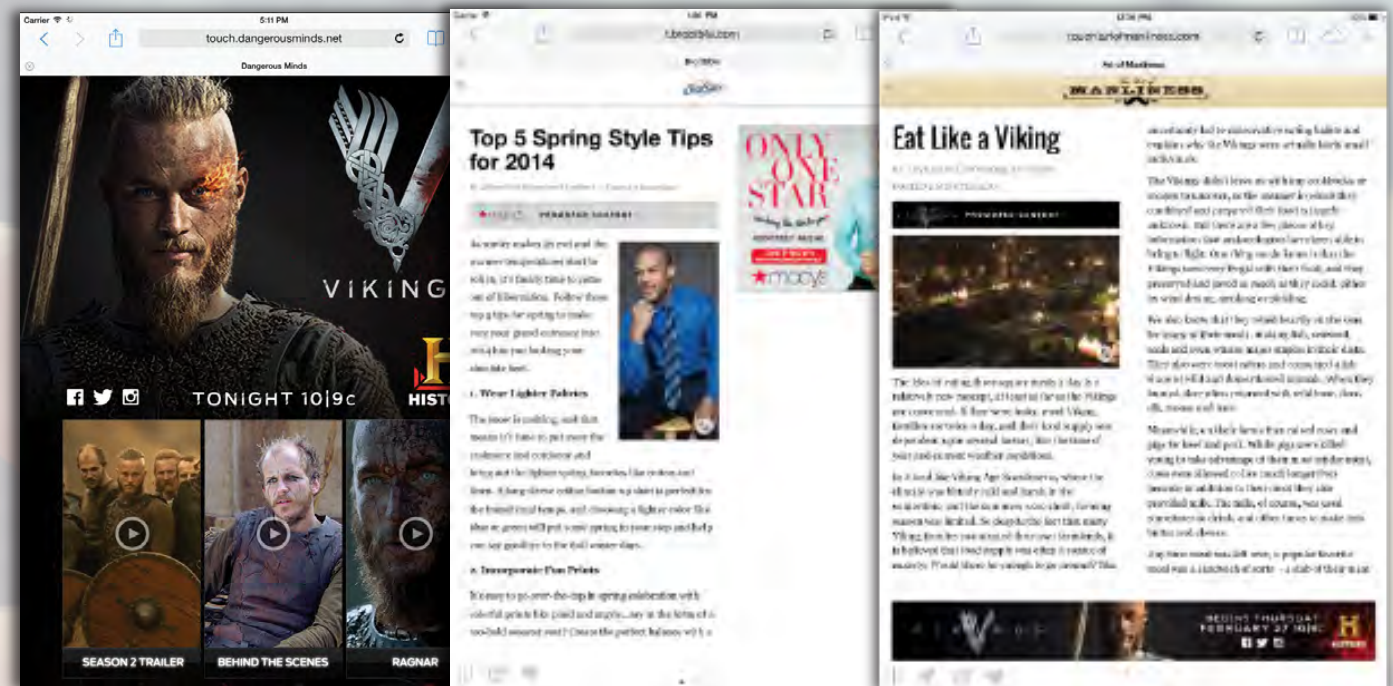
Key performance highlights - Executed successful Sticky study



UNIQUE SALES CHANNELS OPPORTUNITIES

1

Through
direct sales
channel



Full-screen
formats

Promoted
Content

High-Impact
Viewable
IAB Inventory

2

Programmatic
Direct-
AdX Deal ID

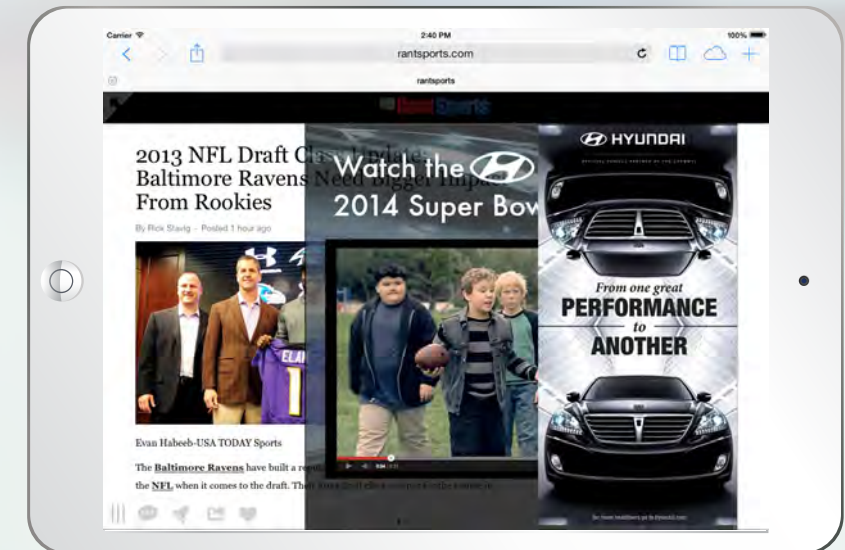
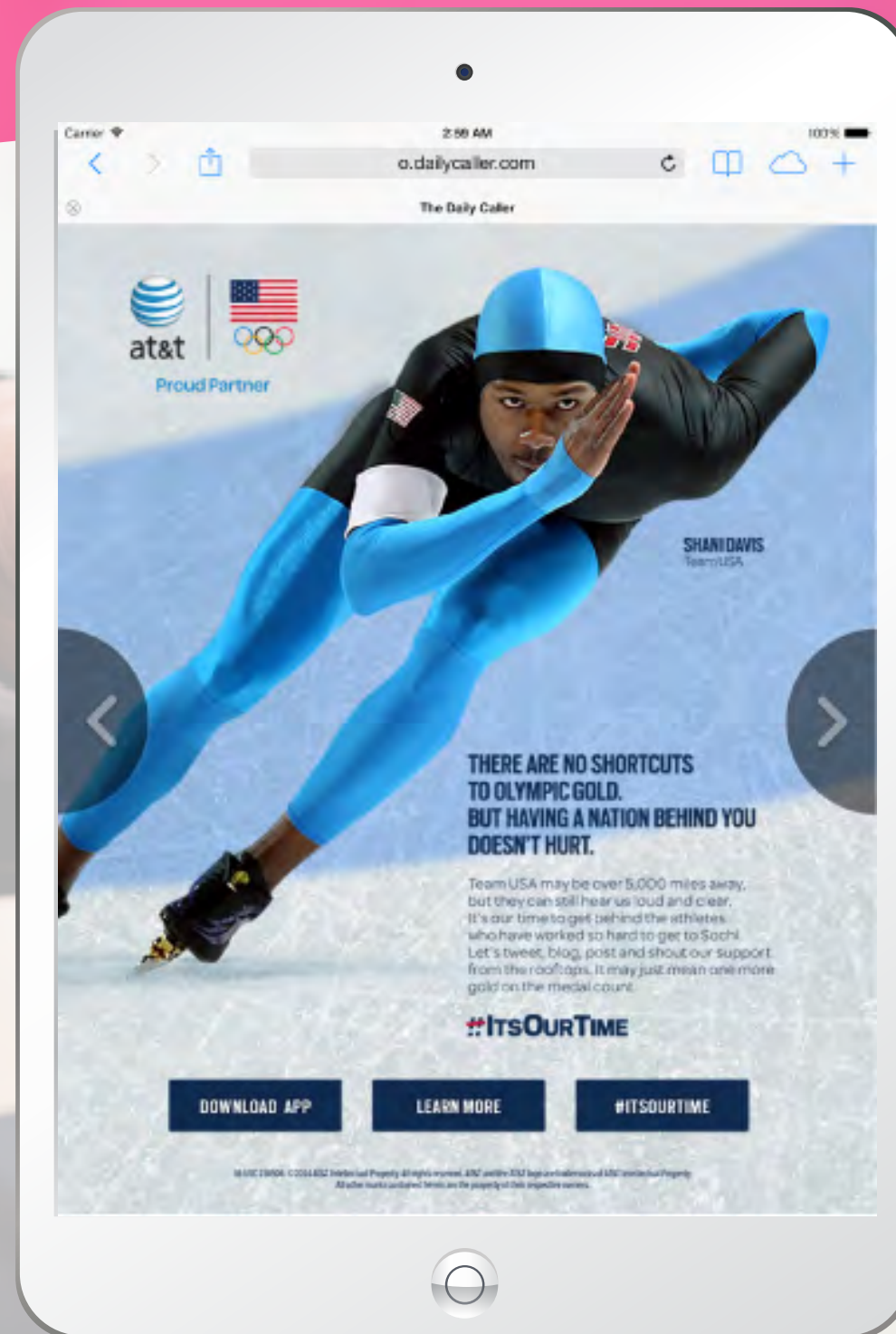
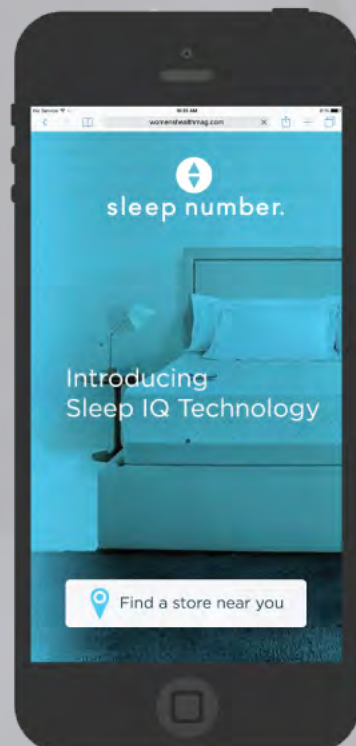
- Development of custom audience segments
- Development of custom inventory blocks
- Negotiated pricing, always on access
- Standard IAB

FULL SCREEN CAPABILITIES

GLOSSY

SWIPESPOT

MOBILE GLOSSY



COVER AD

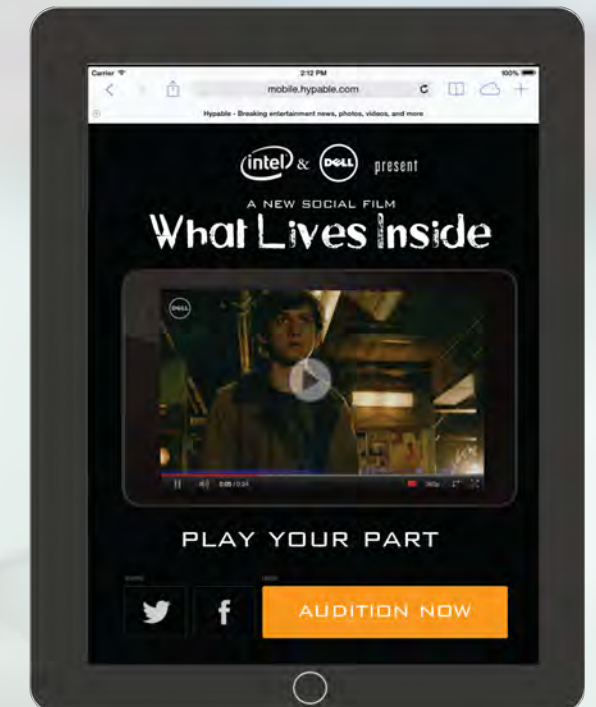
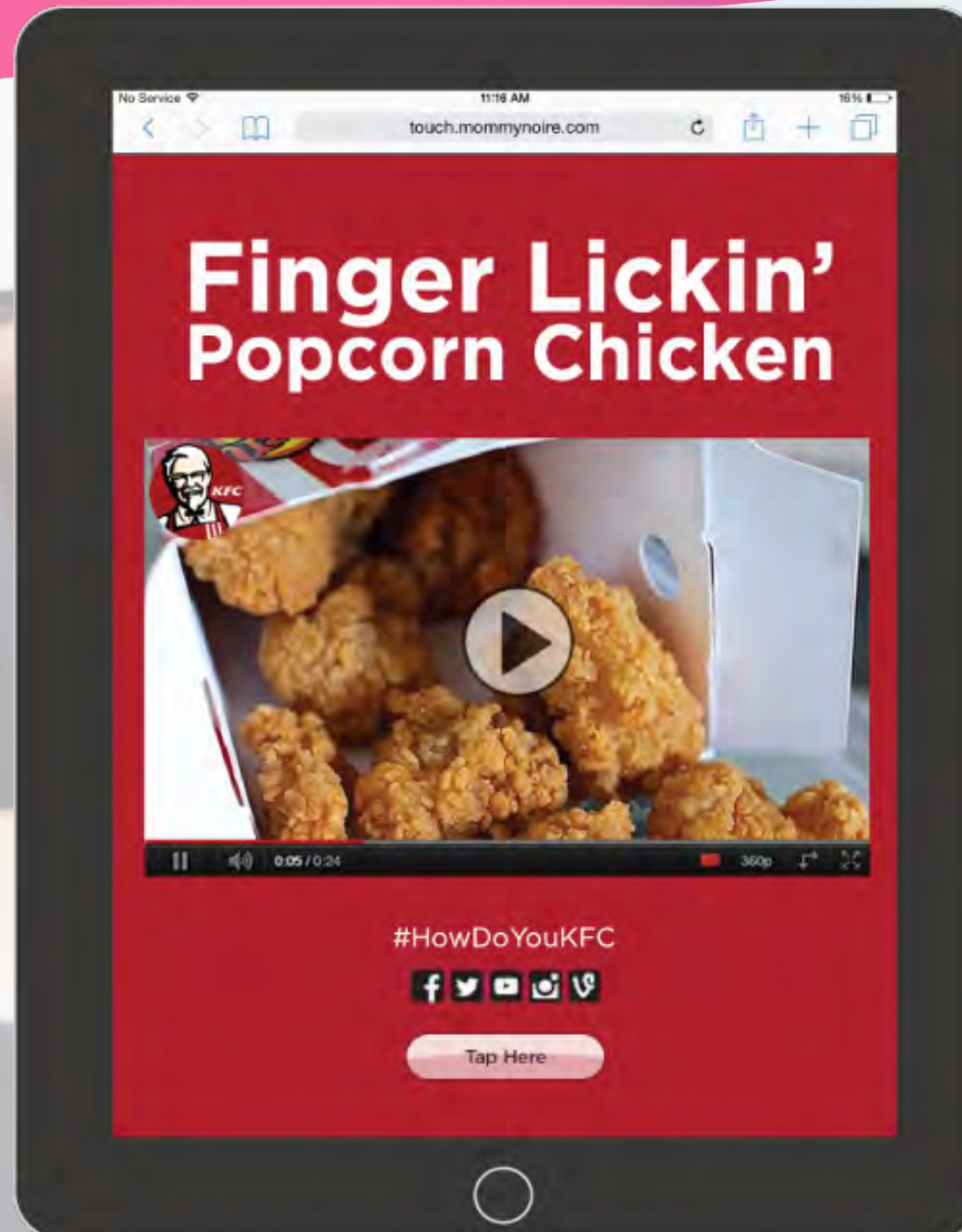
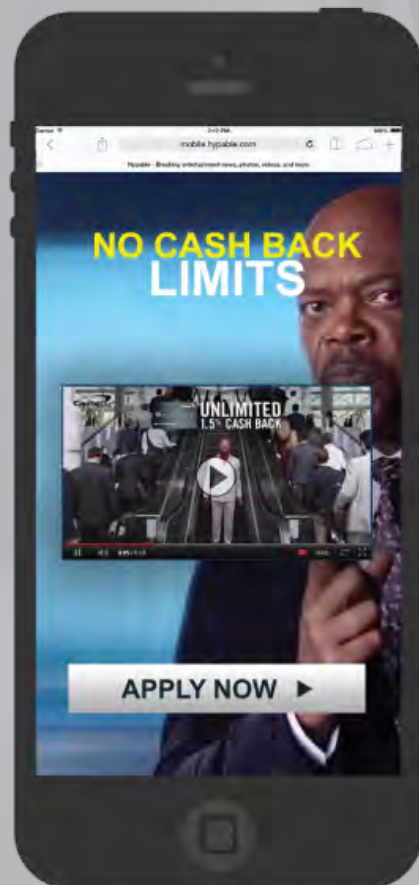


FULL SCREEN CAPABILITIES

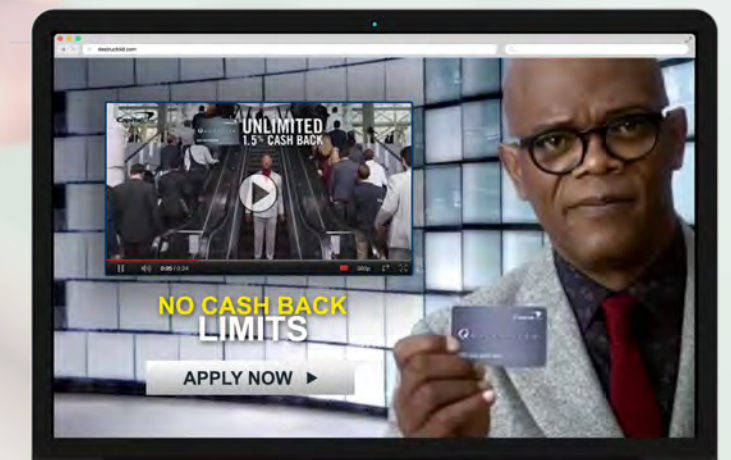
VIDEO GLOSSY

VIDEO SWIPESPOT

VIDEO GLOSSY



VIDEO COVER AD



PROMOTED CONTENT

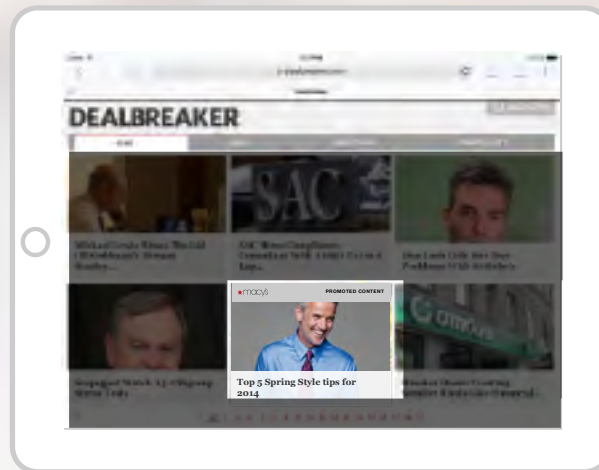
31.6 sec.
Average time spent per page

HOMEPAGE PROMOTION

INTEGRATED BRAND CONTENT

SEEN BY THE RIGHT PEOPLE

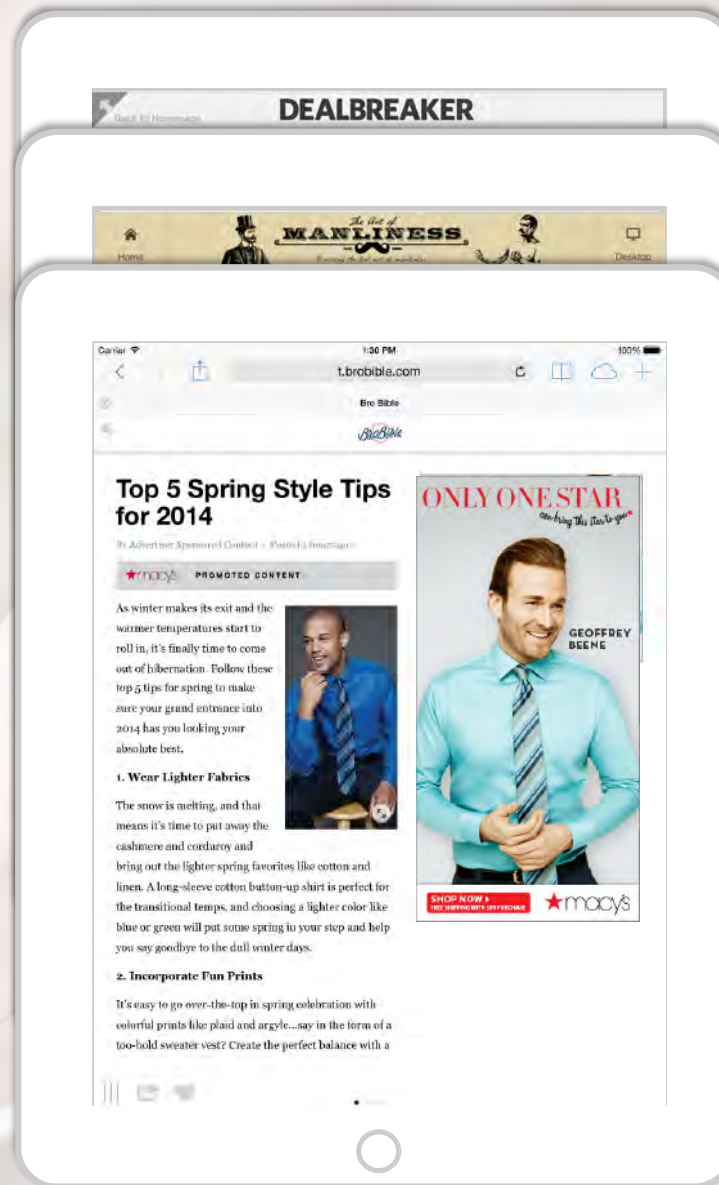
DEALBREAKER



ART OF MANLINESS



BROBIBLE



HIGH IMPACT VIEWABLE IAB INVENTORY

CROSS-SCREEN

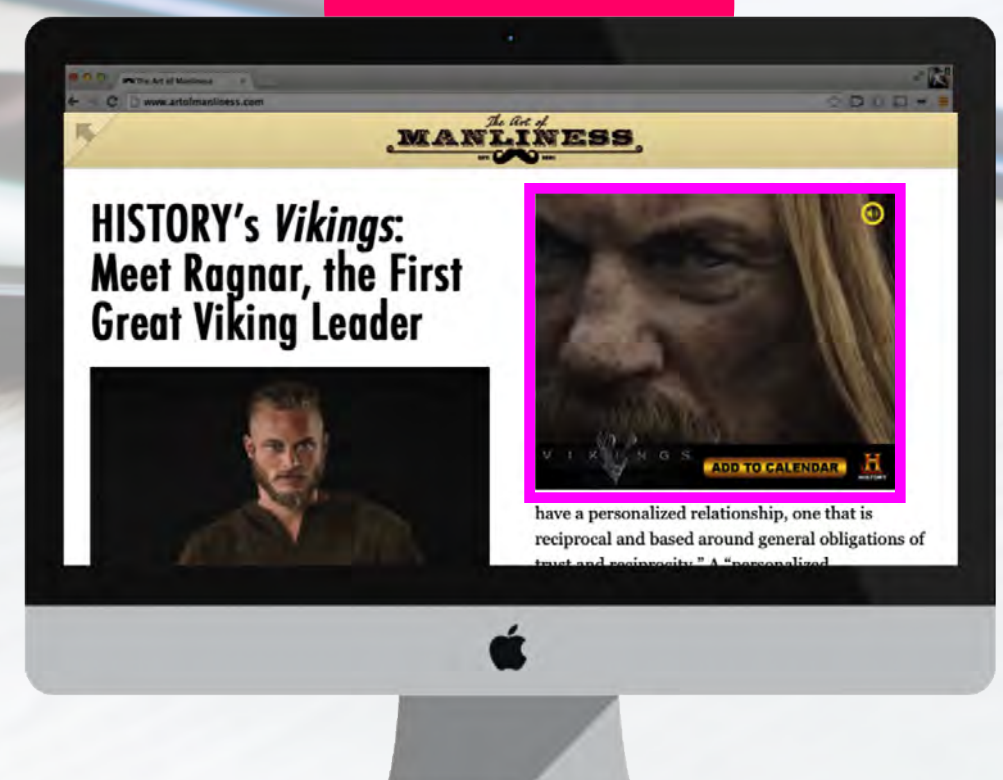
728x90



300x600



300x250



PROGRAMMATIC DEAL ID

- Development of custom audience segments
- Development of custom inventory blocks
- Negotiated pricing, always on access
- Standard IAB
- Moat Verified Viewability

100% VIEWABLE IMPRESSIONS

All impressions are viewable with nothing below the fold

100% SHARE OF VOICE

Impactful brand messaging with 100% share of voice on each page

DEDICATED ACCOUNT MANAGEMENT

End to end dedicated account management from pre-rfp to post campaign analysis

CREATIVE SERVICES

Pre campaign concepting to asset creation

INSIGHTS AND ANALYTICS

MOAT analytics dashboard included in all campaigns to gauge and measure attention and viewability