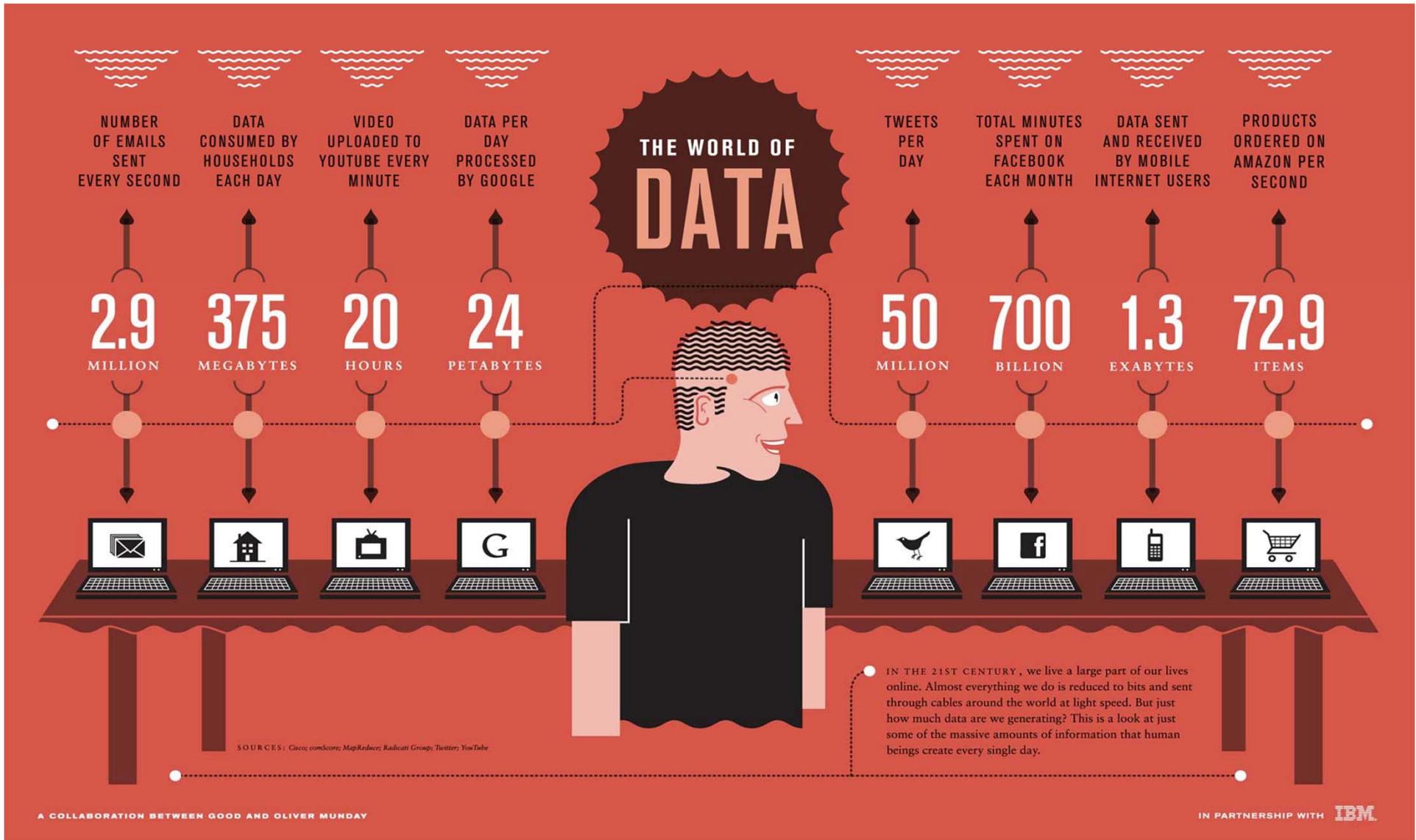




nugg.ad

EUROPE'S AUDIENCE EXPERTS.

THE NEW ERA



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THE NEW ERA



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BIG DATA DEFINITION

40 ZETTABYTES
[43 TRILLION GIGABYTES]
of data will be created by 2020, an increase of 300 times from 2005

6 BILLION PEOPLE have cell phones

WORLD POPULATION: 7 BILLION

Volume SCALE OF DATA

It's estimated that **2.5 QUINTILLION BYTES** [2.3 TRILLION GIGABYTES] of data are created each day

Most companies in the U.S. have at least **100 TERABYTES** [100,000 GIGABYTES] of data stored

The FOUR V's of Big Data

From traffic patterns and music downloads to web history and medical records, data is recorded, stored, and analyzed to enable the technology and services that the world relies on every day. But what exactly is big data, and how can these massive amounts of data be used?

As a leader in the sector, IBM data scientists break big data into four dimensions: **Volume, Velocity, Variety and Veracity**

Depending on the industry and organization, big data encompasses information from multiple internal and external sources such as transactions, social media, enterprise content, sensors and mobile devices. Companies can leverage data to adapt their products and services to better meet customer needs, optimize operations and infrastructure, and find new sources of revenue.

By 2015 **4.4 MILLION IT JOBS** will be created globally to support big data, with 1.9 million in the United States

As of 2011, the global size of data in healthcare was estimated to be **150 EXABYTES** [161 BILLION GIGABYTES]

By 2014, it's anticipated there will be **420 MILLION WEARABLE, WIRELESS HEALTH MONITORS**

4 BILLION+ HOURS OF VIDEO are watched on YouTube each month

30 BILLION PIECES OF CONTENT are shared on Facebook every month

400 MILLION TWEETS are sent per day by about 200 million monthly active users

Variety DIFFERENT FORMS OF DATA

The New York Stock Exchange captures **1 TB OF TRADE INFORMATION** during each trading session

Modern cars have close to **100 SENSORS** that monitor items such as fuel level and tire pressure

Velocity ANALYSIS OF STREAMING DATA

By 2016, it is projected there will be **18.9 BILLION NETWORK CONNECTIONS** – almost 2.5 connections per person on earth

1 IN 3 BUSINESS LEADERS don't trust the information they use to make decisions

Poor data quality costs the US economy around **\$3.1 TRILLION A YEAR**

27% OF RESPONDENTS in one survey were unsure of how much of their data was inaccurate

Veracity UNCERTAINTY OF DATA

Sources: McKinsey Global Institute, Twitter, Cisco, Gartner, EMC, SAS, IBM, MEPTec, QAS



WHAT ABOUT MARKETING

91% of senior corporate marketers believe that
successful brands use **customer data**
to drive **marketing decisions**

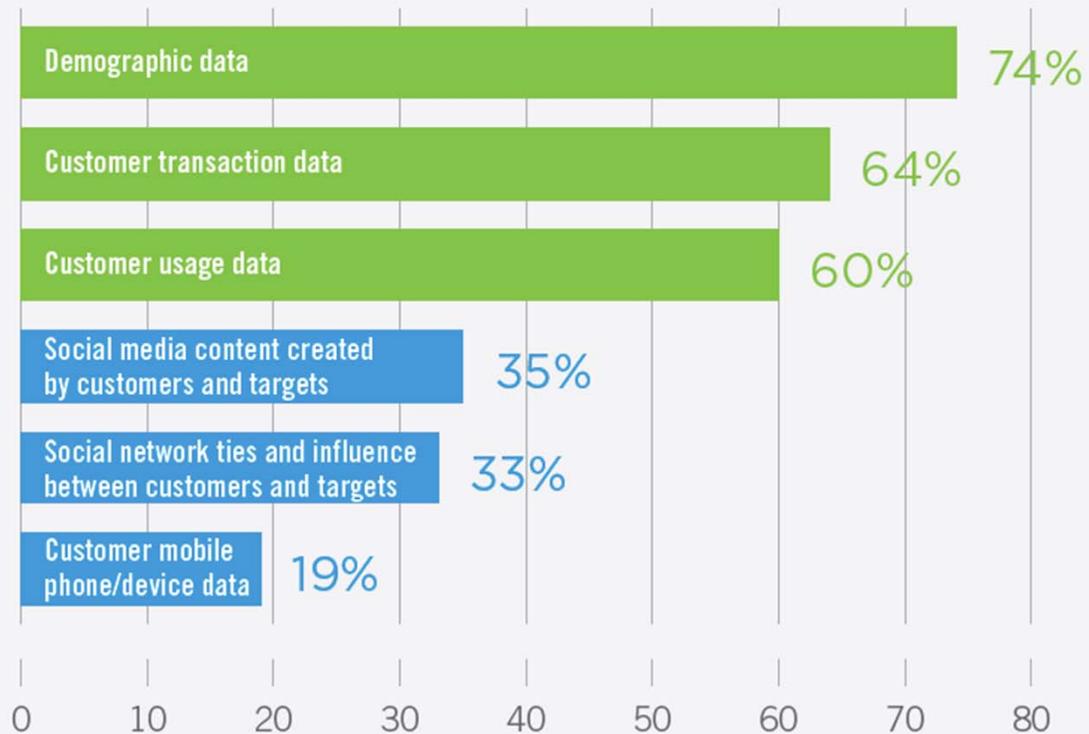
WHAT ABOUT MARKETING

Table 1

Types of data collected by marketers

Question: Which of the following kinds of customer data does your marketing department collect or have access to?

Digital Data 
Traditional data 



WHAT ABOUT MARKETING

39% say their own company's data is collected too infrequently or not real-time enough

65% of marketers said that comparing the effectiveness of marketing across different digital media is "a major challenge" for their business

57% are not basing their marketing budgets on any ROI analysis

22% are using brand awareness as their sole measure to evaluate their marketing spend

WHAT ABOUT MARKETING

Table 2

Biggest challenges to use of “big data” for marketing



IMPORTANT FACTORS

Collect meaningful customer data from a variety of sources, including real-time data.

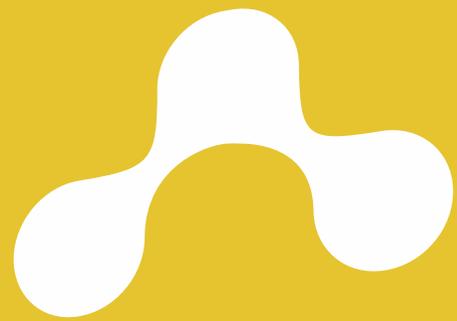
Link that data to metrics developed for measuring marketing ROI

Share data across the organization, linking datasets together at the customer level

Utilize this shared data to effectively target and personalize marketing efforts to customers

THE PROMISE OF PROGRAMATIC MARKETIG

Bind dispersed data together and make it actionable in a **real-time**, digital world



nugg.ad

@ GroupM Milan 25.02.2014

nugg.ad IS BASED IN BERLIN WITH OFFICES ACROSS EUROPE

- Founded 2006 in Berlin
- Since 2010 nugg.ad is a company of Deutsche Post DHL

- Europe's largest targeting platform & branding technology expert with offices in Berlin, London, Copenhagen, Paris, Warsaw, Amsterdam, Hamburg & Cologne

- Cooperation with major European publishers, sales houses, media agencies & SSPs, e.g. VivaKi, Axel Springer, BBC Worldwide, smartclip, OMD, Microsoft and many more



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THE MISSION

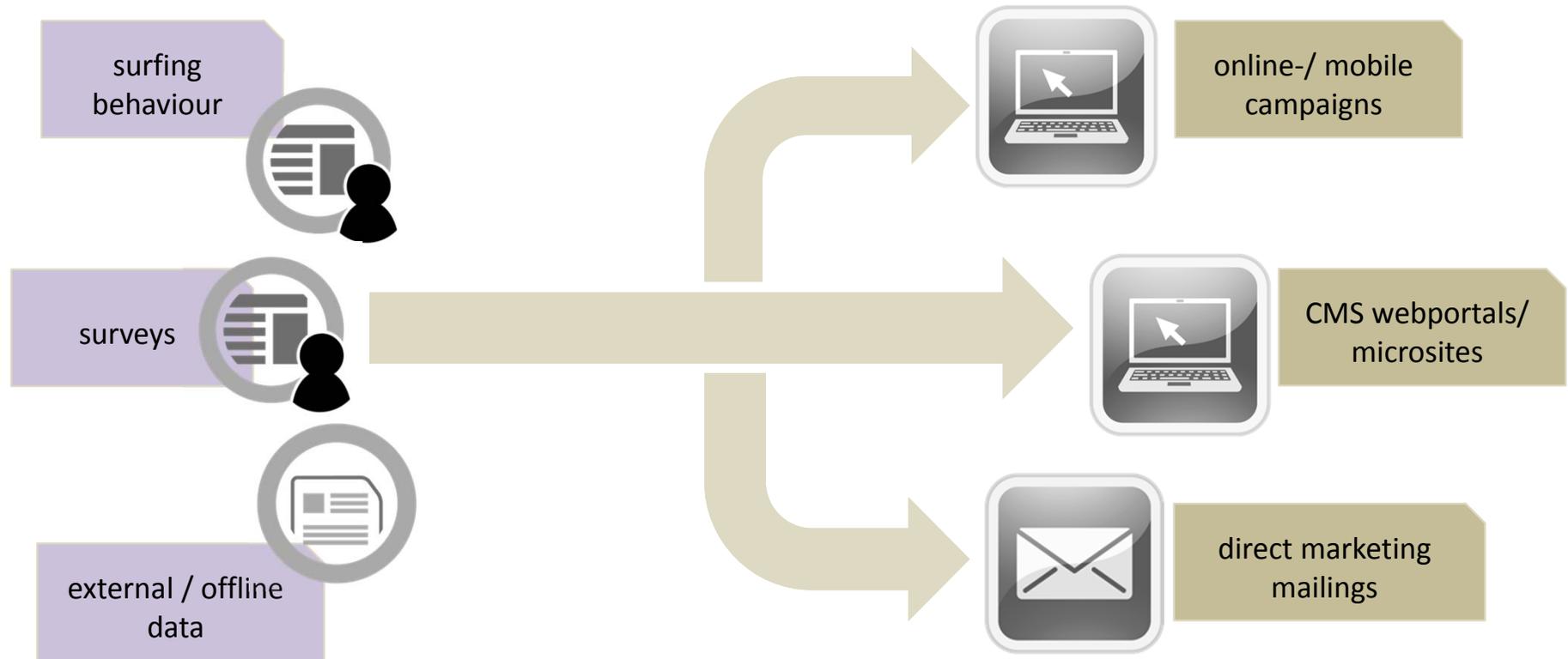


identifying
audiences

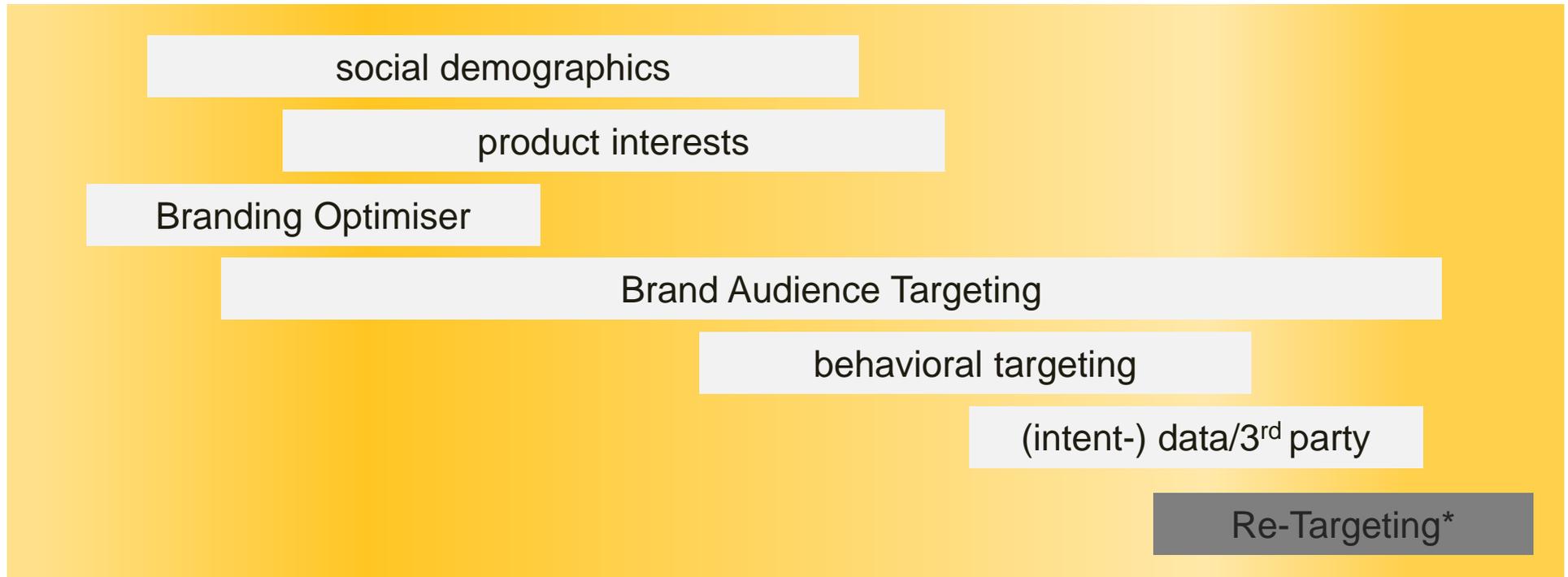


addressing
audiences

GATHERER-HUNTER



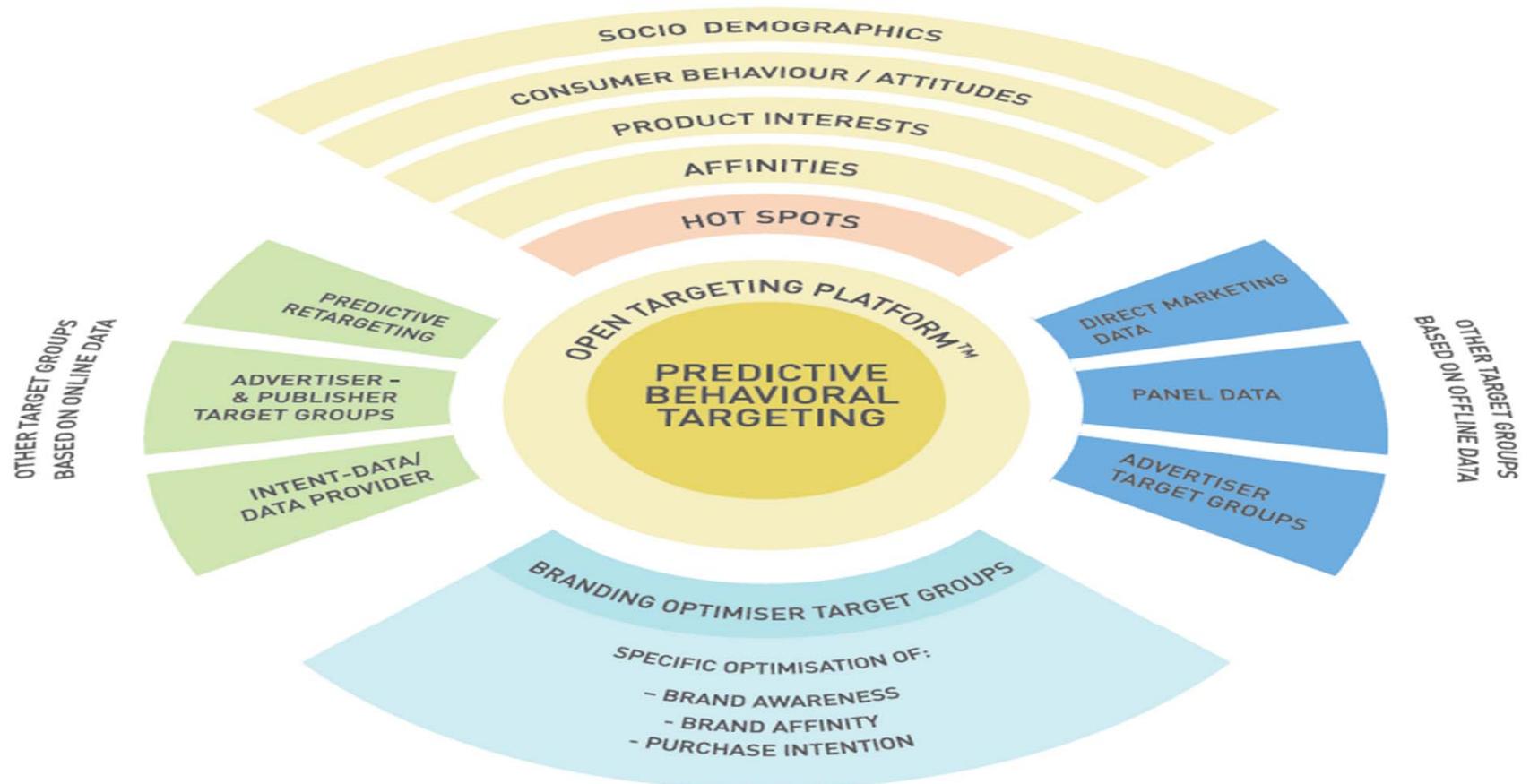
BROAD SET ON AUDIENCES FOR VARIOUS CAMPAIGN OBJECTIVES



* Re-Targeting on a product level not offered by nugg.ad

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YOUR DATA, YOUR BUSINESS, ONE SOLUTION

✓ nugg.ad DMP
as a neutral, data
secure platform

✓ Data provider
keeps full data
control

✓ Data reportings
per object/month

✓ Internal reportings on
the used data via
adserver

**Highly specific,
combinable
Data Segments**

**Extensive
Reach**

**SUCCESS FACTORS
FOR DMPs**

**Strictest Level
of Users Privacy**

**Advanced Rights
Management**

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VARIOUS TYPES OF DATA – 1ST PARTY OR 3RD PARTY



Potential buyers on automotive portals



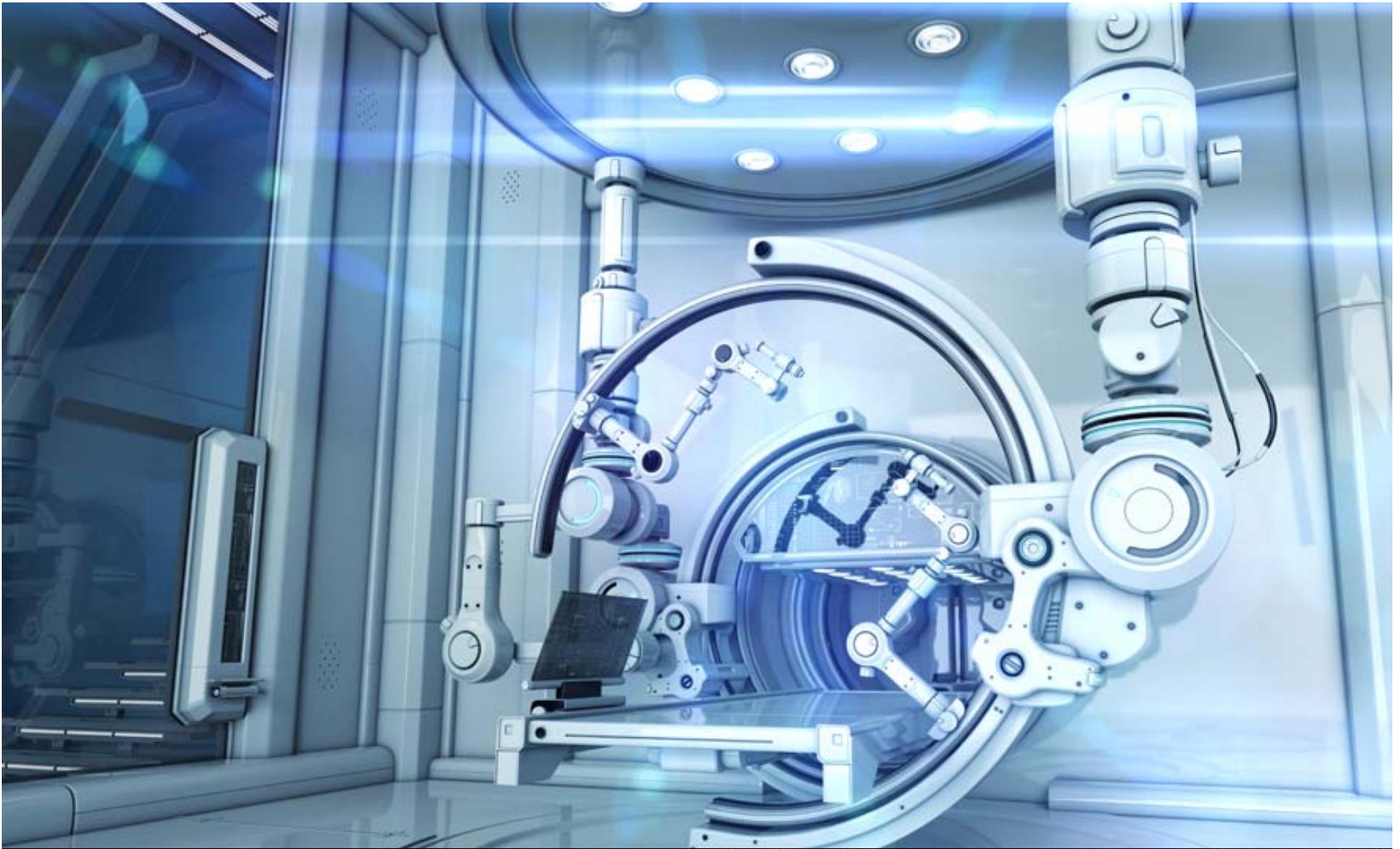
Data from e-commerce systems, e.g. users who intend to buy consumer electronics



Real-time weather data



... unlimited other possibilities

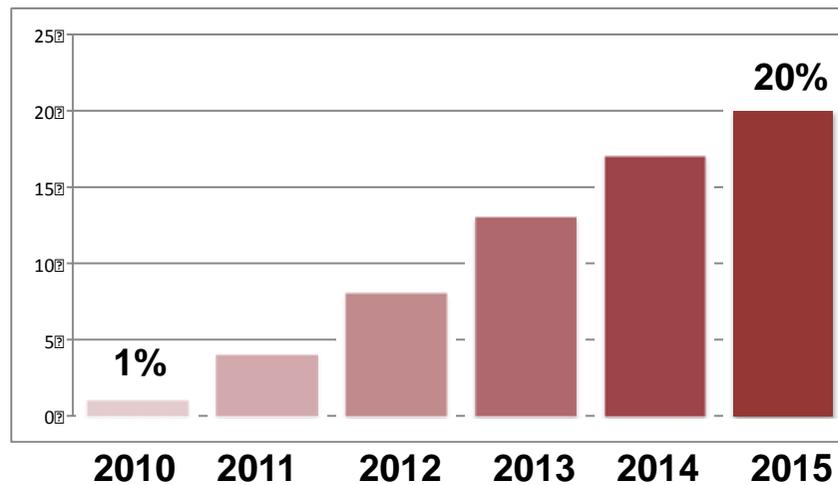


PROGRAMMATIC PREMIUM SOLUTIONS

GROWING MARKET

RTB & PROGRAMMATIC MEDIA

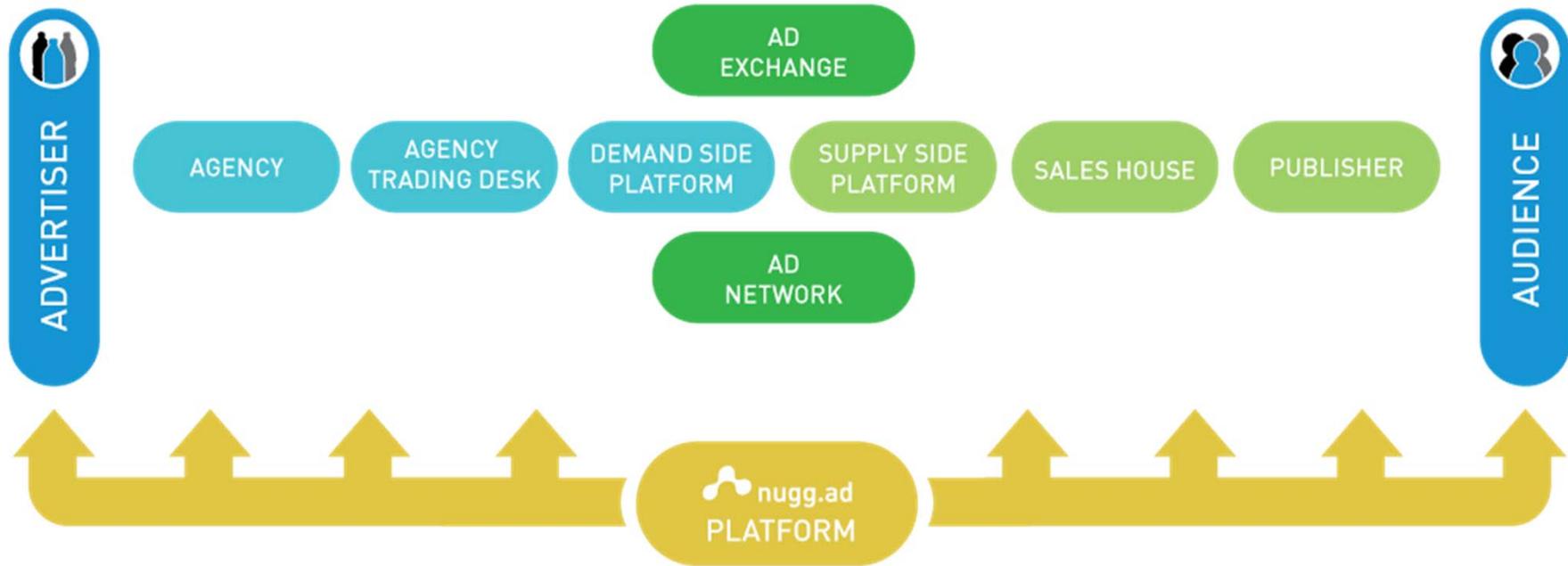
Estimated share of RTA on total Display sales in **Germany**



At some european sales houses Share of RTA-volume nearly at 50% already!

RTB MARKET GERMANY
source: International Data Corporation (IDC) 2012

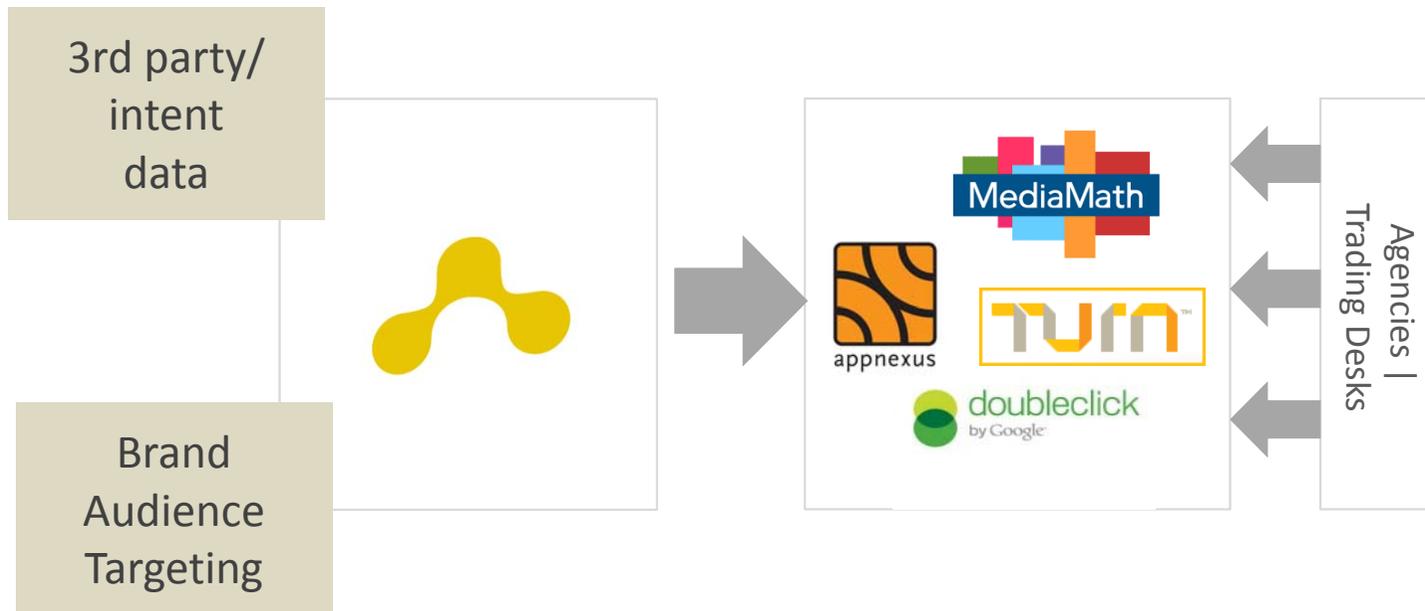
THE PROGRAMMATIC ECOSYSTEM WITH nugg.ad



nugg.ad: COMPATIBLE WITH DIFFERENT INTERFACES, E.G.



nugg.ad PROGRAMMATIC DEMAND OFFER



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