

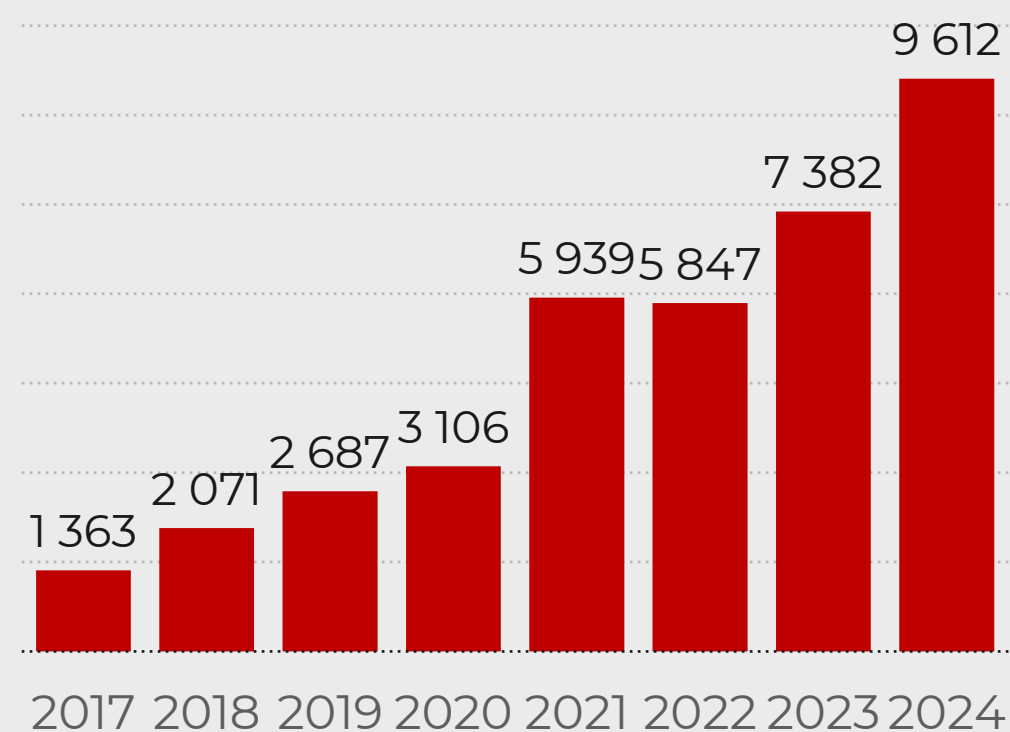


MediaSniper

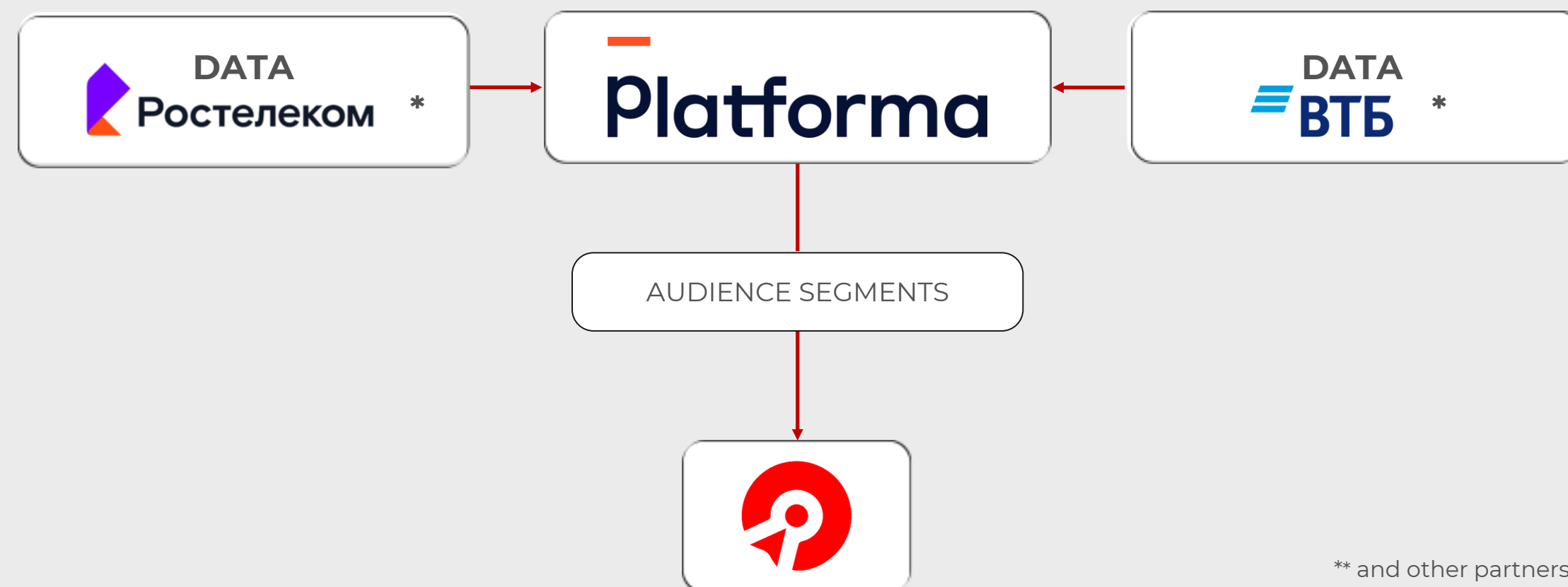
YOUR KPI'S DELIVERED

WHY MEDIASNIPER

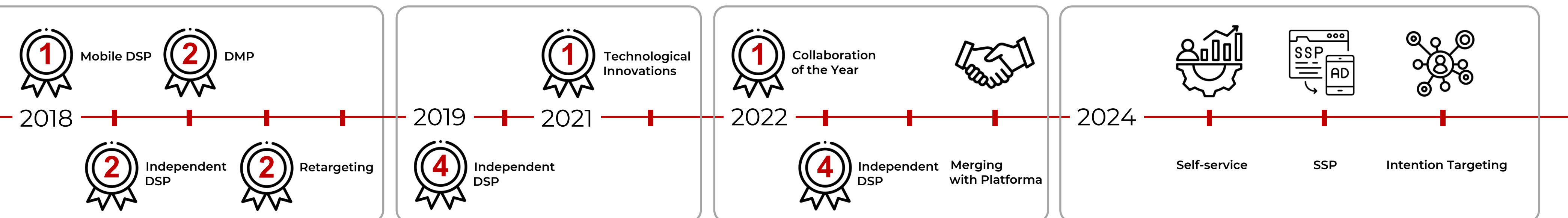
NUMBER OF CAMPAIGNS



INTERACTION WITH PLATFORMA



AWARDS, PARTNERSHIPS, ACHIEVEMENTS



MEDIASNIPEr: TOOLS FOR EVERY STEP OF THE JOURNEY

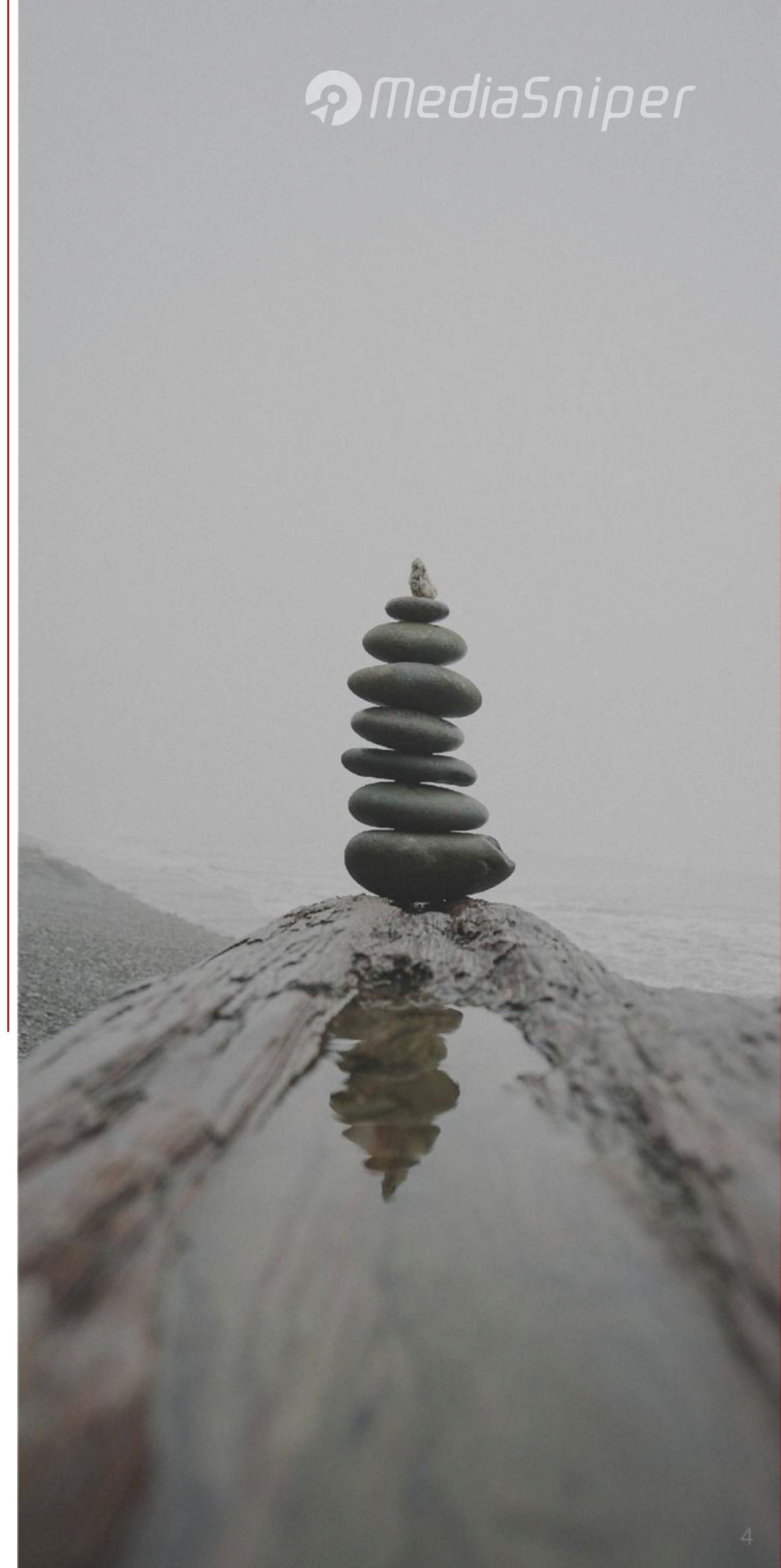
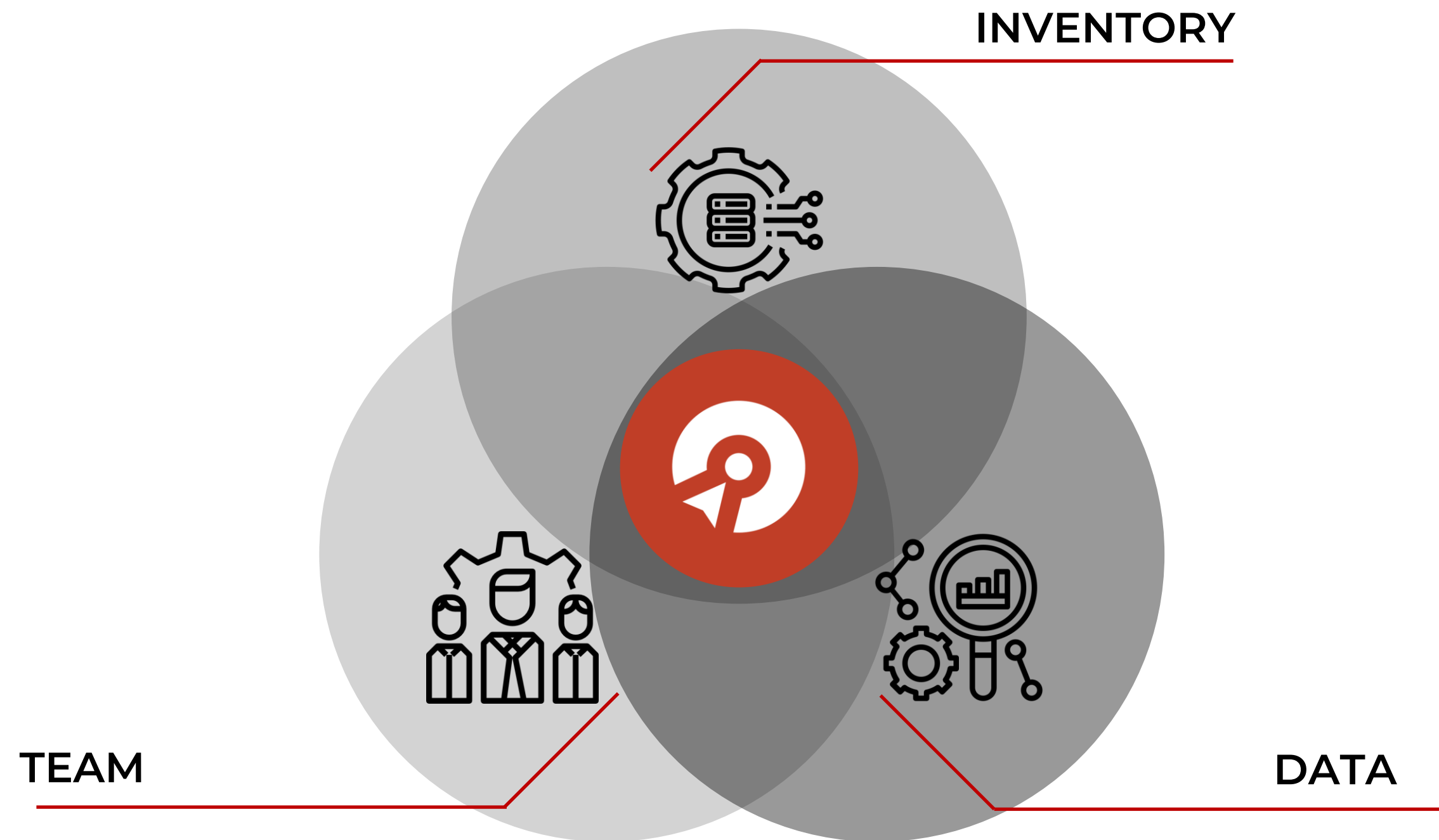
TYPE	SHARE *	METRICS	TOOLS
REACH	40%	REACH, FREQUENCY, CTR	AUDIENCE SEGMENTS LOOK-ALIKE BRAND LIFT
CONSIDERATION	35%	POST CLICK **	INTENTION TARGETING PERFORMANCE SEGMENTS DCO ALWAYS-ON
PERFORMANCE	25%	TARGET ACTIONS (CPA***, CPL И Т.Д.)	RETARGETING COMPETITORS TARGETING POST-VIEW CONVERSIONS

* of the total number of advertising campaigns

** bounce rate, page views, time on site

*** CPA - cost per action; CPO - cost per order; CPI - cost per install; CPL – cost per lead. These formats will be able after the test advertising campaign

MEDIASNIPIER'S ADVANTAGES





MOBILE SUBSCRIBERS

HOME INTERNET SUBSCRIBERS

Data from one of the largest telecom provider

CLIENTS MAKING TRANSACTIONS

Data from one of the largest banks

PAY TV SUBSCRIBERS

Data of the leading telecom operators

STABLE ID

* Big Data Platform

DATA

MediaSniper DMP
Segments sharpened by
Platforma's data



250 MILLION +
users' profiles

50 +
statistics sections

20 THOUSAND
targeting options

INVENTORY. FORMATS AND SSP.



DESKTOP & MOBILE

HTML banners

970x250

300x600

480x320

300x500

320x480

336x280

300x300

240x400

and others.

Native

Fullscreen



VIDEO

Instream video pre/mid/post-rolls

Outstream video In-read roll

Video banners

REACH 90% OF RUNET TRAFFIC

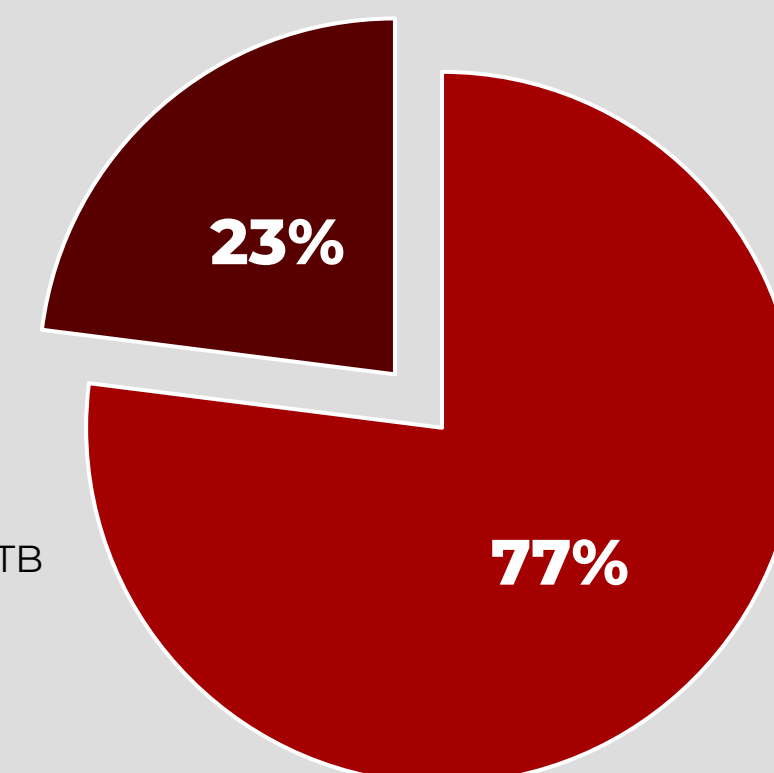
Connecting to all main programmatic suppliers.



■ Banners ■ Video ■ In-App

■ Our own SSP

■ External SSPs*
* 20% of them are Yandex RTB

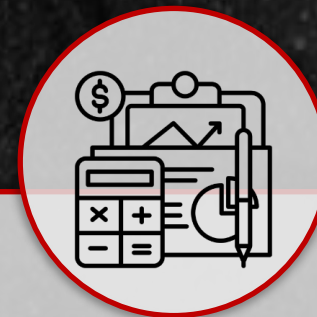


OWN INVENTORY

MediaSniper is directly integrated with 3000+ websites and that gives us an edge



No overpayment and commission to SSP (SPO, limiting intermediaries)

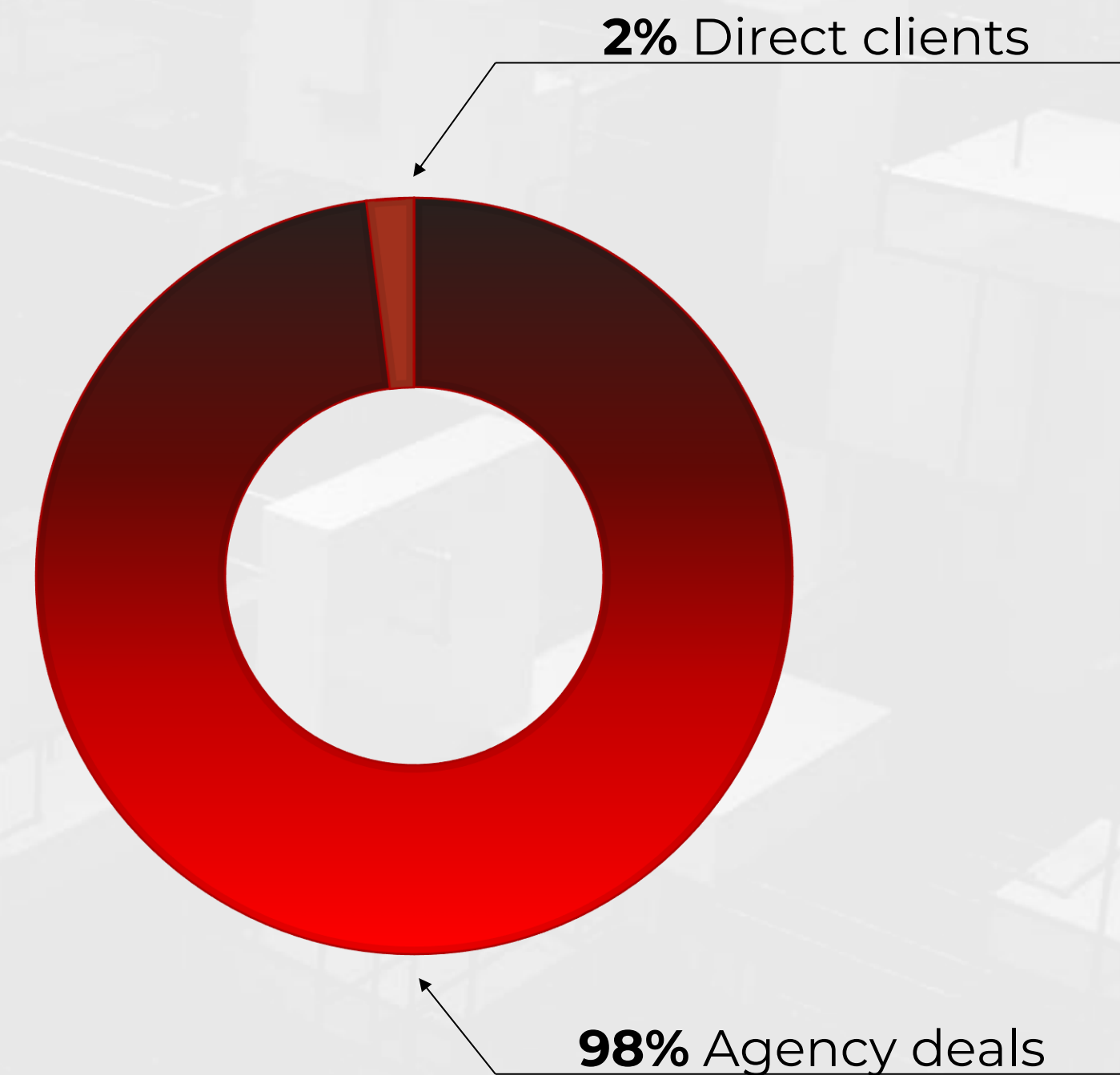
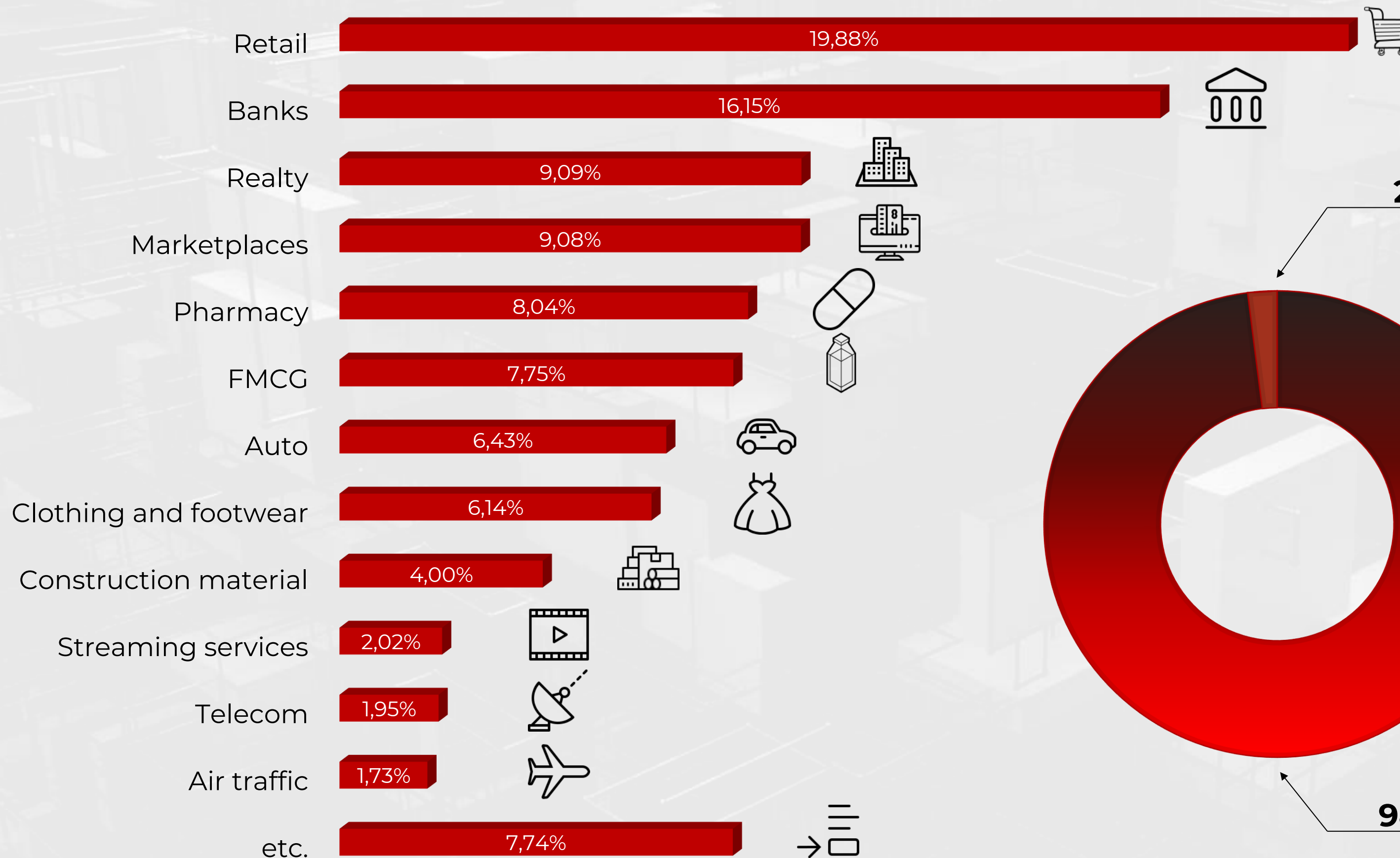


Non-stop monitoring of inventory's quality



Best prices due to direct relationships with publishers

CLIENT CATEGORIES FOR 2024



MEDIASNIPIER'S ADVANTAGES: TECH



AUDIENCE PRISM



INTENTION TARGETING



REAL-TIME DASHBOARD



DCO



BRAND SAFETY, ANTI-FRAUD

EXTERNAL TRACKING
(ADRIIVER, WEBORAMA, SIZMEK,
etc.)

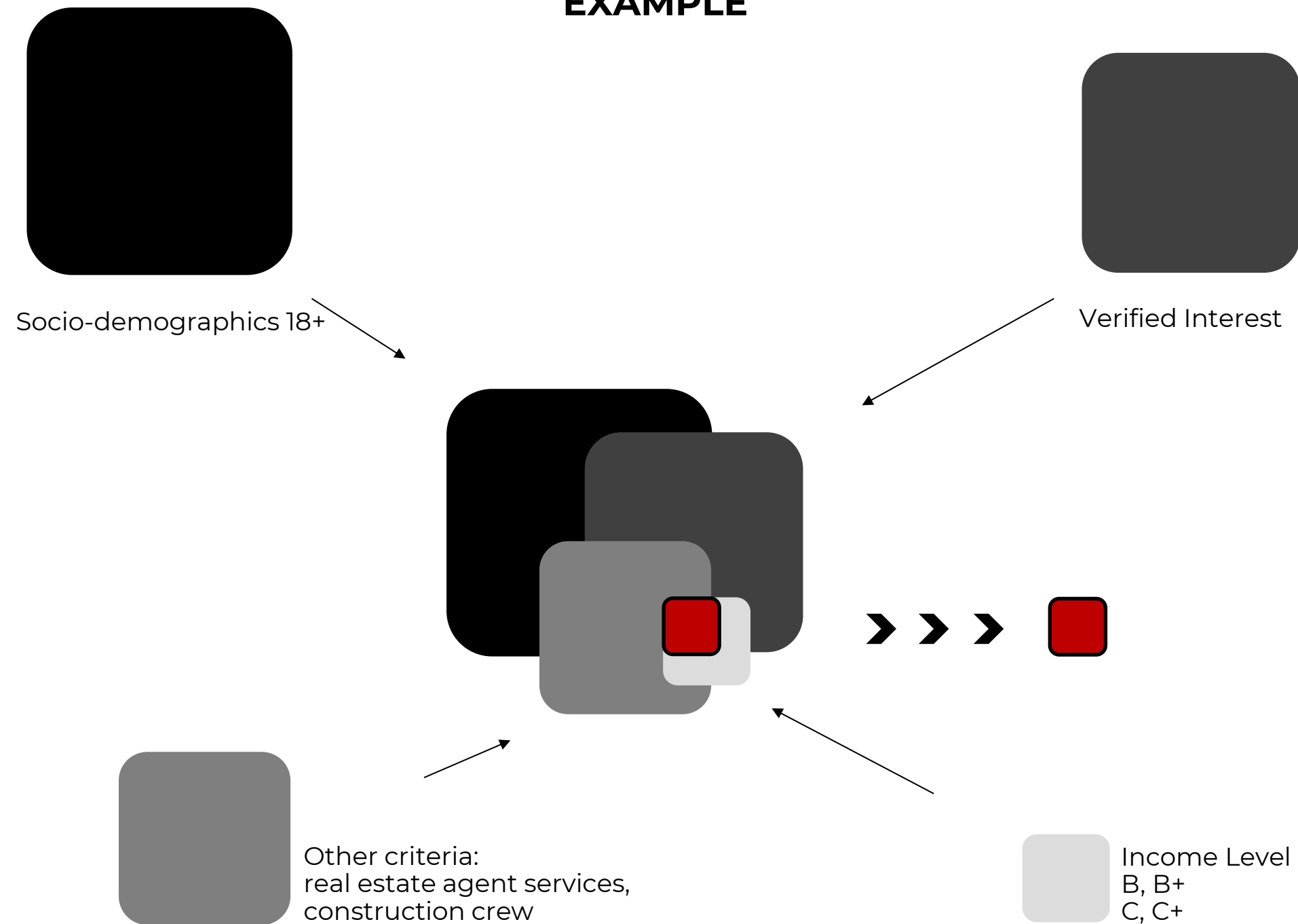
BLACK / WHITE LISTS

BRAND LIFT

INTENTION TARGETING

A new product in partnership with Platforma to identify and target users highly interested in the product/service.

EXAMPLE



The result is **a highly targeted segment of "hot" leads** interested in mortgages.



INTENTION TARGETING

WHAT'S THE POINT?

THEN

User profile development was exclusively based on data pertaining to the user's interactions with websites capable of displaying advertisements.

E-commerce sites, banks, government portals and similar sites **were considered a “blind spot”** and not included in the analysis.



NOW

The integration with Platforma has provided visibility into previously unobserved areas.

The provider tracks the entire **digital footprint of its subscribers.**

The segments have become significantly more precise and relevant.

THEN

Ya.ru → Deti.mail.ru → Baby.blog.ru → Irecommend.ru → Ozon.ru → Detmir.ru → Gosuslugi.ru

NOW

INTENTION TARGETING MECHANICS

Platforma analyzes user browsing patterns to assign interests.

Interest refinement involves analyzing the number of referrals to related sources, their relative importance, user engagement frequency and the interest's duration-to-strength ratio.

AUTO

Long-term interest

30 days

RETAIL

Short-term interest

7 days



TRAFFIC ROUTING EXAMPLE

USER A; SESSION # 42

Avito.ru → Lada.ru → Chery.ru → Rolf.ru → 

Cian.ru → Fsk.ru → Samolet.ru → Sravni.ru → Primepark.ru → 

~~Pikabu.ru → VK.ru → Tass.ru~~ Incorrect

Rutube.ru → Tutu.ru → Anextour.ru → Aeroflot.ru → 

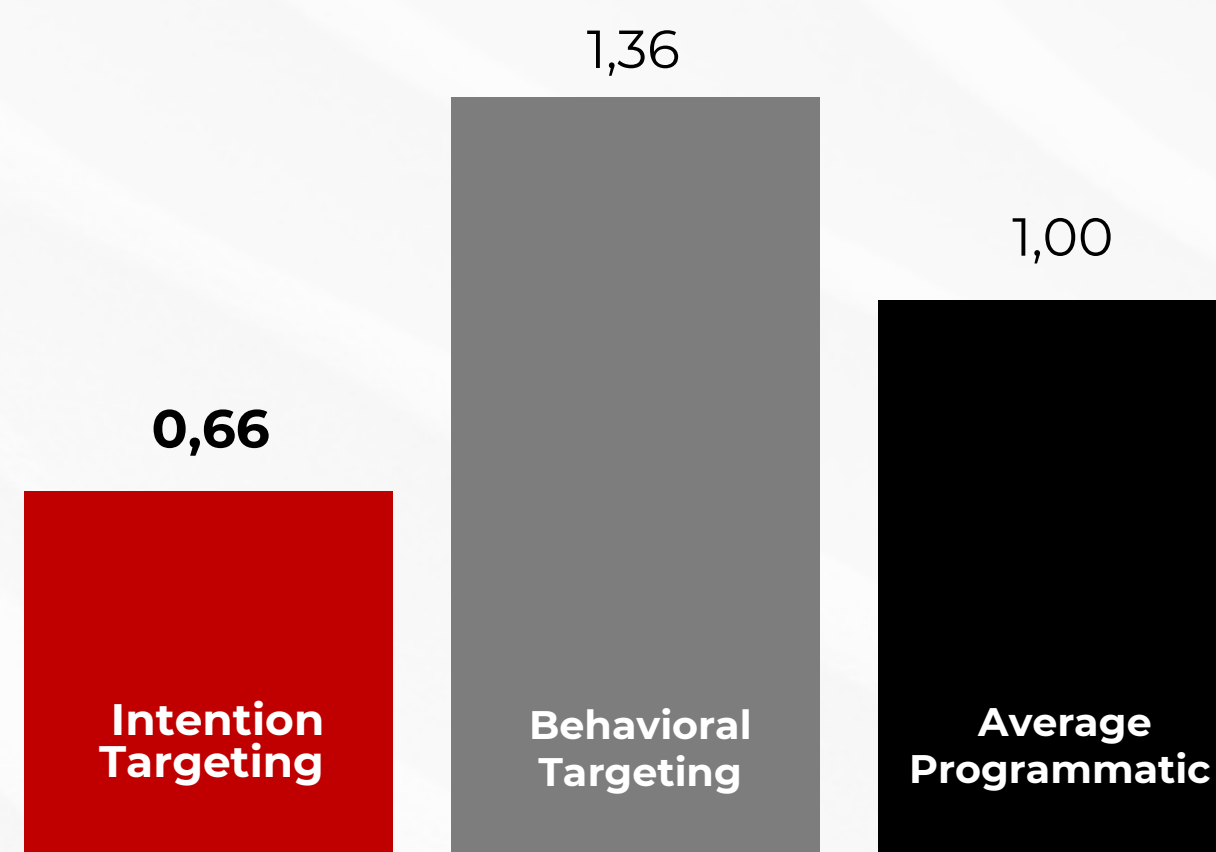
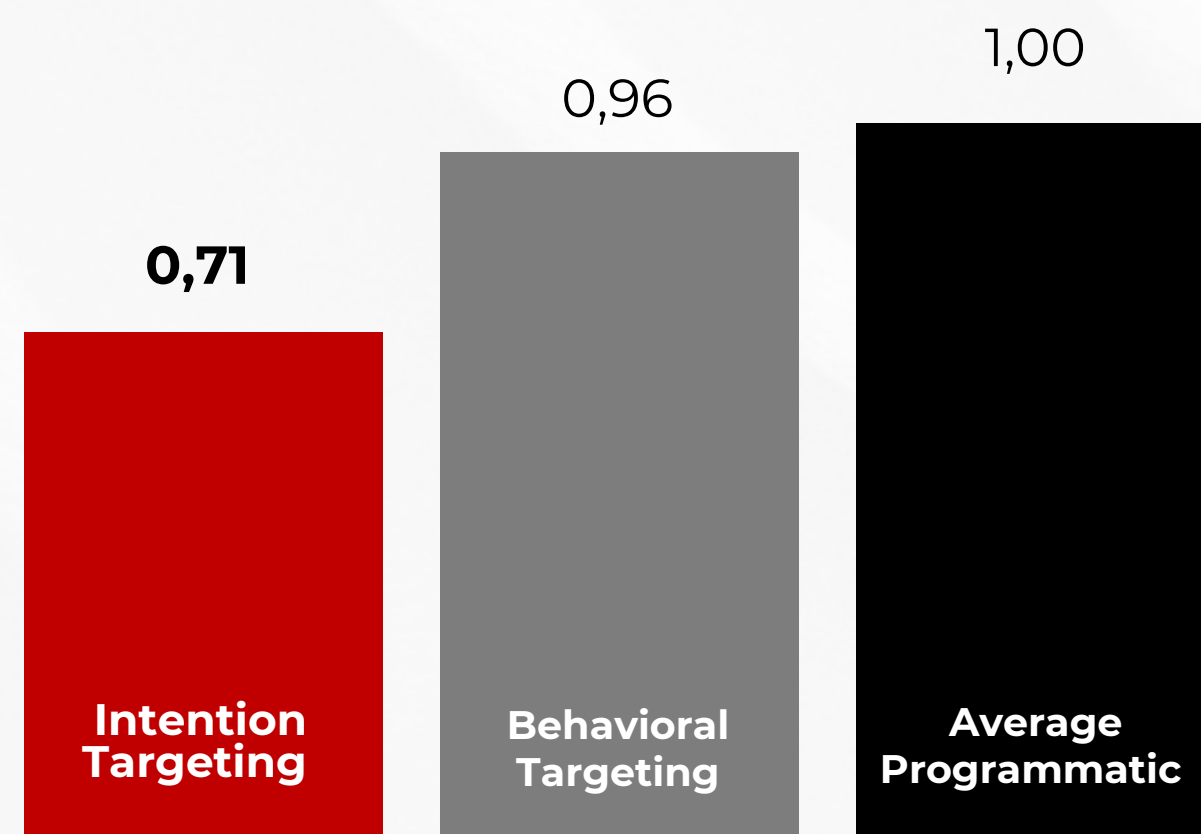
**SEGMENTATION BASED ON RELIABLE DATA AND
CURRENT INTERESTS UNAVAILABLE IN OTHER SOURCES**

INTENTION TARGETING

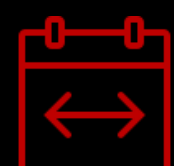
CASE **MOEX**

Normalized CPA (Registration)*

Normalized CPA (Deposit Account Opening) *



*We normalized the CPA across different targeting methods by setting the average programmatic CPA to 1. The normalized CPA for Intention Targeting was calculated as: $(\text{CPA Intention} / \text{Average CPA})$. Similarly, the normalized CPA for Behavioral Targeting was also calculated, allowing for a relative comparison of efficiency.



PERIOD January-February 2025



Units Qty 39 828 909 Impressions



TARGET GROUP

- IT-specialists,
- oil & gas and aviation specialists,

- design and marketing specialists,
- high-earning doctors (dentists, surgeons, etc.)

INTENTION TARGETING

CASE  *MediaSniper* &



&

MDP



ОТКРОЙТЕ СЕЗОН
РАССАДЫ



lemanapro.ru
РЕКЛАМА



STRATEGY

Run a reach campaign with
online sales and offline store
traffic generation.

RESULT

!! **138
rubles**

CPO POST-VIEW TRANSACTIONS



PERIOD February-March 2025



Units Qty 3 500 000 Impressions



TARGET GROUP

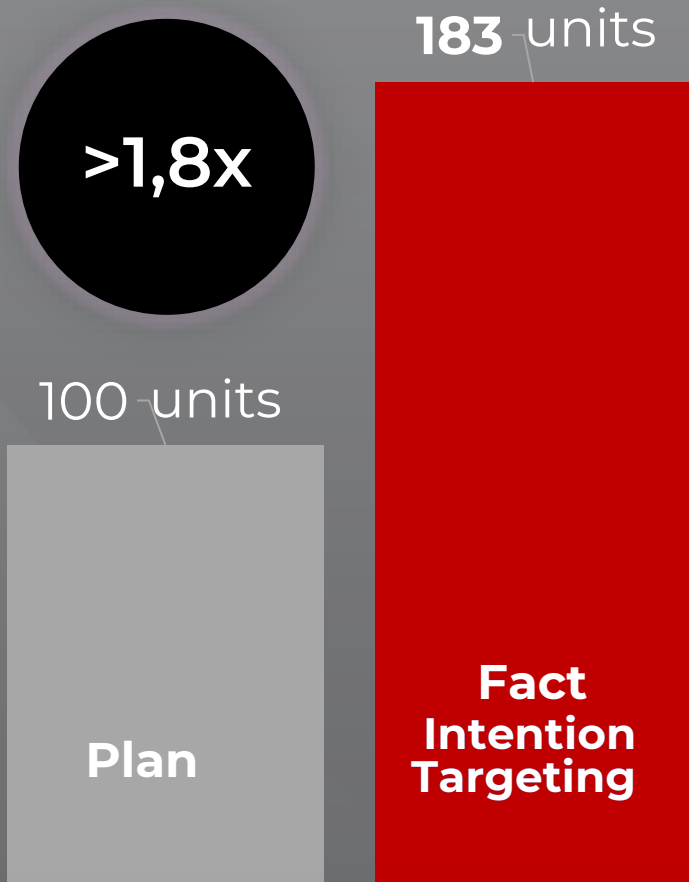
All 25+, plant care products:

- seeds, seedlings
- pots, containers
- soil, potting Mix
- Fertilizers, and other related products

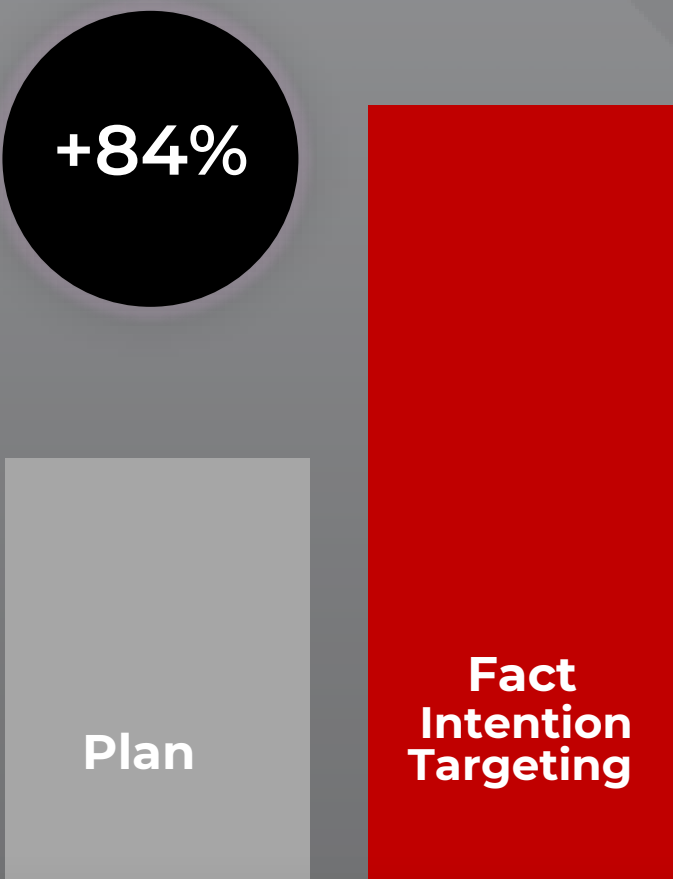
INTENTION TARGETING

CASE  *MediaSniper* & Ренессанс 
страхование

FILL OUT THE CASCO
APPLICATION FORM



CR POST-VIEW



PERIOD April 2025



Units Qty 5 000 clicks



TARGET GROUP

- new car owners,
- interest in purchasing a new car,

- servicing for cars 5 years and under,
- auto loan, trade-in, etc.

IN-APP

PARTNERS



Sape



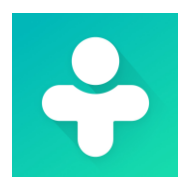
MOBIDRIVEN

betwee

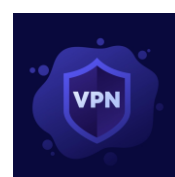
and others



PLATFORMS



ДругВокруг



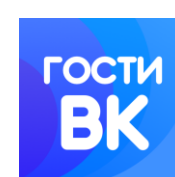
VPN



Futbin



Picsart



Гости ВК



Swibe



Zay.Muzyka



Likee



wattpad

Wattpad



Security App



iCSee
Cameras

iCSee Cameras

and others

450 million

requests
per month

42 million from **0,2%**

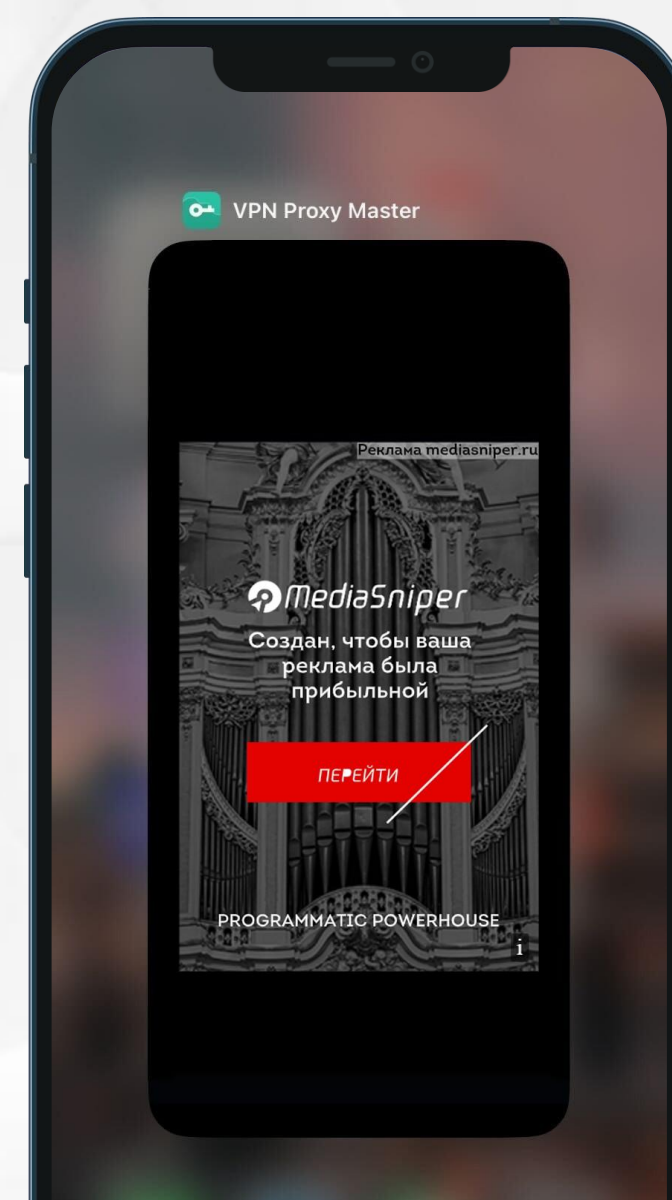
unique users
per month

CTR

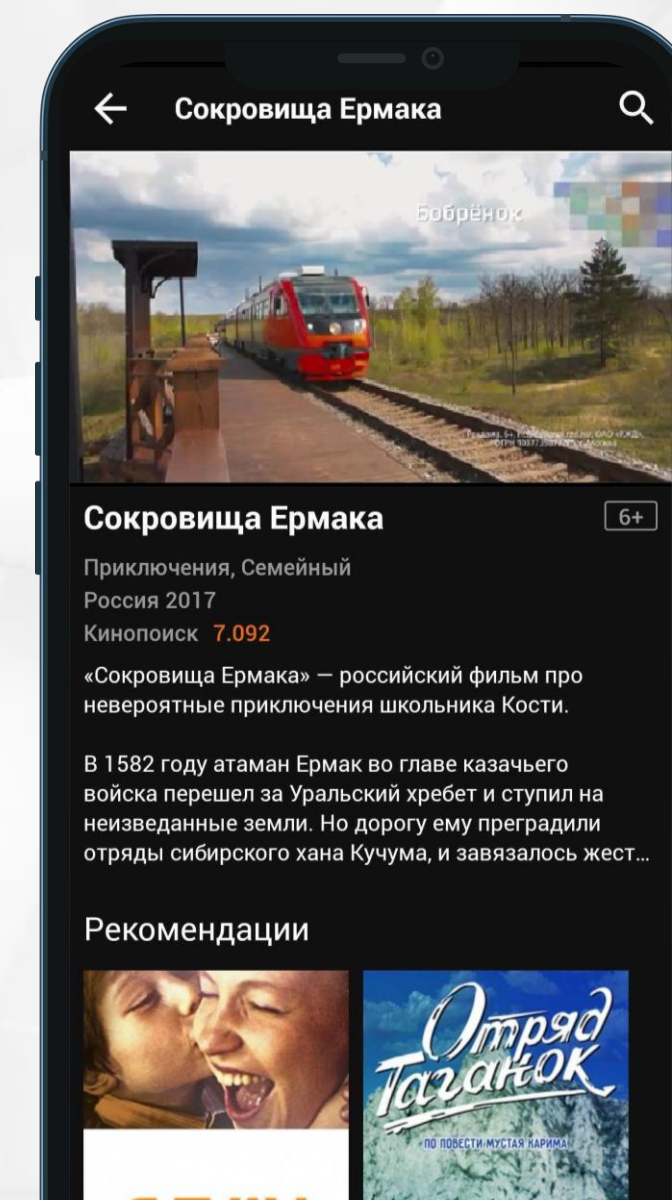
Integration with Adjust and AppMetrica

FORMATS

BANNERS



VIDEO



FINANCE CASE



Rotation in App Rustore

PLAN

CTR > 0,4%



Driving installs

FACT

CTR 0,42%

Installation 115



CR 3,33%

CPI 649 rubles



PERIOD

June 2025



Units Qty 817 507 Impressions



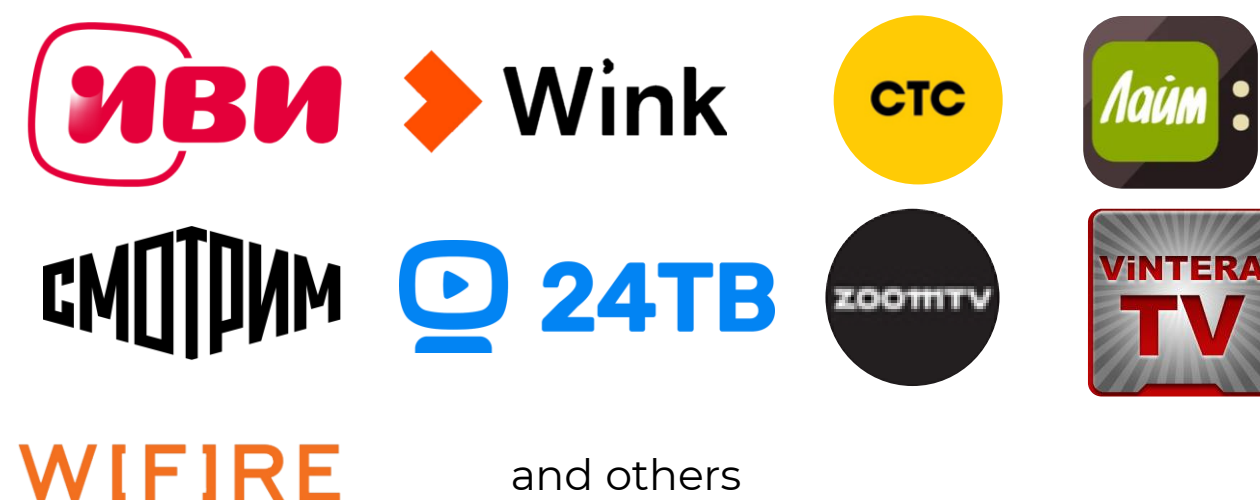
TARGET GROUP

MW 25-54

Interests: finance, investment

SMART TV

PLATFORMS



240 million requests per month
19 million unique users per month
from 85% VTR

SMART TV USER AUDIENCE *



25-36 y.o.
The average age



70%
watch Smart TV
with family or friends



2-3 hours on average
users spend on Smart TV
per day

SELF-SERVICE MEDIASNIPIER

A comfortable and convenient interface for the independent configuration of ad campaigns

Data

A wide range of audience targeting due to integration with **Platforma** and our **own DMP data**.



Traffic

Our **own SSP** that brings together **3,500** verified platforms and generates **over 1 billion** requests per day.

20+ integrations with external SSPs



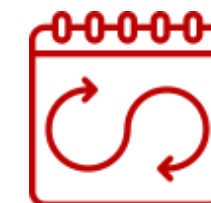
Settings

A wide range of parameters for the effective optimization of advertising campaigns



Flexibility

We continually **enhance the personal account** based on the current needs of our clients.



Support

Training and consultation provided by MediaSniper specialists.



MEDIASNIPIER'S ADVANTAGES: TEAM

CUSTOMER SERVICE

- 🎯 Customer service rating **9,07** out of 10*
- 🎯 Team of professionals with 10+ years of experience
- 🎯 Rapid client feedback
- 🎯 Personalized approach



TECHNOLOGICAL PART

- 🎯 80%+ of staff are software engineers and analysts
- 🎯 All products are developed internally and can be customized to meet the needs of customers



**PERFECT COMBINATION FOR RUNNING
SUCCESSFUL AD CAMPAIGNS**

MEDIASNIPIER SOLVES THE WHOLE RANGE OF CLIENT'S TASKS



- ✓ KPI'S DELIVERED
- ✓ SATISFIED CLIENTS
- ✓ LONG-TERM PARTNERSHIP

**START
ADS TODAY**



SALES@MEDIASNIPER.RU



[T.ME/MEDIASNIPER](https://t.me/MEDIASNIPER)