



TRENNOVA PROGRAMMATIC

(AN INITIATIVE OF THE BRIGHTCOM GROUP)



**MOST EFFECTIVE ADVERTISING IS
DONE BY SMART TARGETING**

HOW MANY ADS DOES ONE SEE IN A DAY?

9 0 0 D E S K T O P

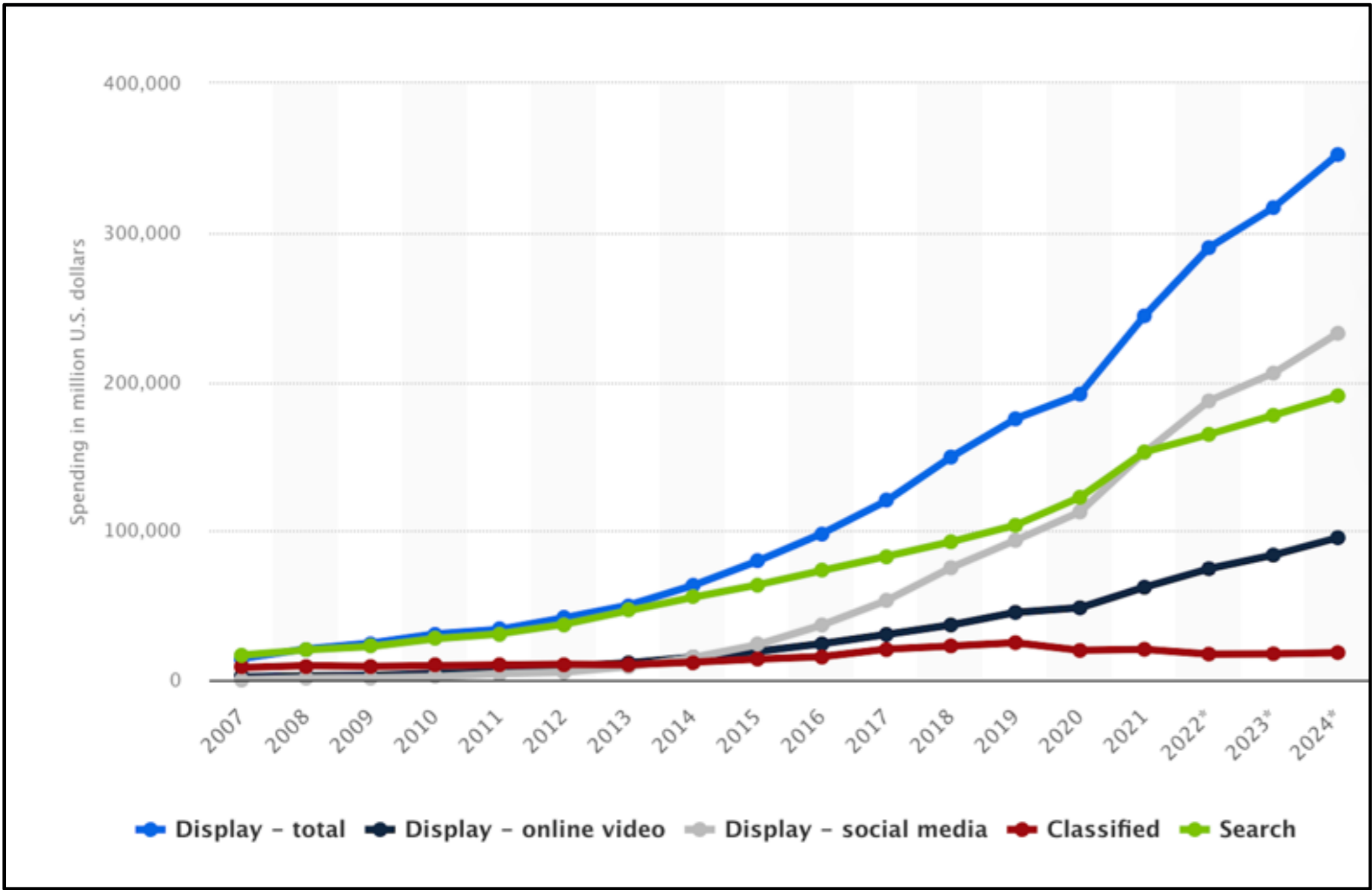
4 5 0 M O B I L E

2 0 0 F B / I N S T A

3 0 V I D E O

7 A U D I O

A L M O S T " 0 " P R I N T A D S



Digital Ad Spend from 2007 - 2024

THE ADVERTISING SPEND ALWAYS FOLLOWS THE CONSUMER USAGE

FUTURE OF TV IS AD FUNDED

COST OF NO ADS IS TOO GREAT FOR MOST CONSUMERS

AD-FUNDED MODEL IS WINNING OVER THE SUBSCRIPTION MODEL



HUGE CHANGES ARE
COMING ACROSS
ADVERTISING BEYOND
JUST MOVING TO DIGITAL

IT'S THE MARKET



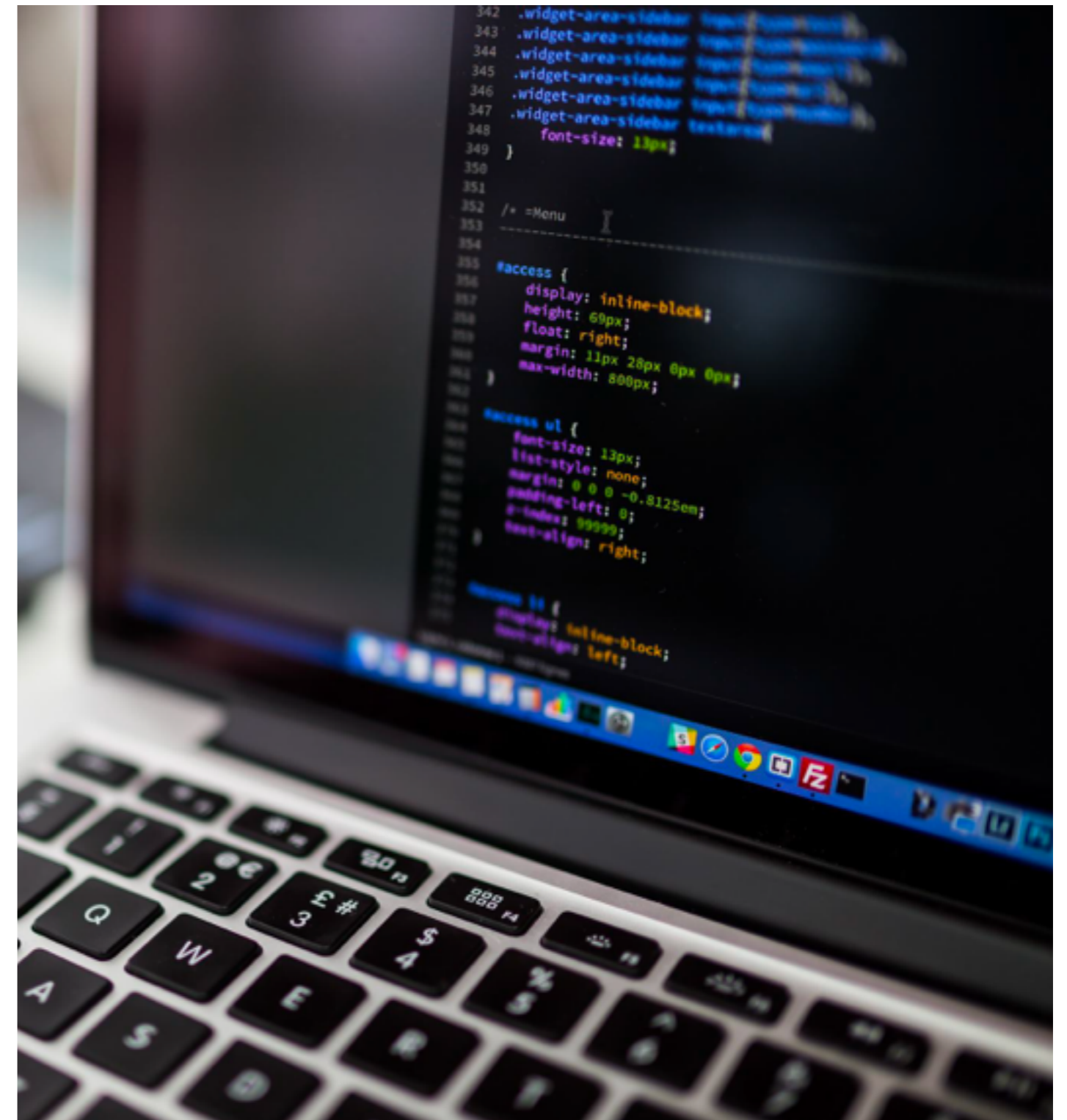
YES, ALL TRANSACTIONS WILL BE DONE BY PROGRAMS

**FUTURE OF DIGITAL ADS IS
PROGRAMMATIC!**

\$730B GLOBAL AD SPEND

\$230B LINEAR TV ADS

\$50B IS DISPLAY ADS



HOW PROGRAMMATIC ADVERTISING WORKS FOR MARKETPLACES

PROGRAMMATIC ADVERTISING REFERS TO REAL-TIME ADVERTISING TECHNOLOGY THAT ALLOWS WEBSITES AND ADVERTISERS TO PARTICIPATE IN A “STOCK EXCHANGE” TYPE OF A TRADING ARENA.

AFTER SETTING THE PARAMETERS AND GOALS, THEY CAN SELL AND BUY ADVERTISING SPACE FROM HUNDREDS OF SITES TO REACH A TARGET AUDIENCE, WITH THOUSANDS OF CHANGES AND ADJUSTMENTS MADE EVERY SECOND.

MARKETERS ARE CONTINUING TO MOVE IN THE DIRECTION OF PROGRAMMATIC BECAUSE THIS IS A MORE MEASURABLE AND ACCURATE DOMAIN IN TERMS OF REACHING A SPECIFIC VIEWER.





TRENOVA PROGRAMMATIC ADS

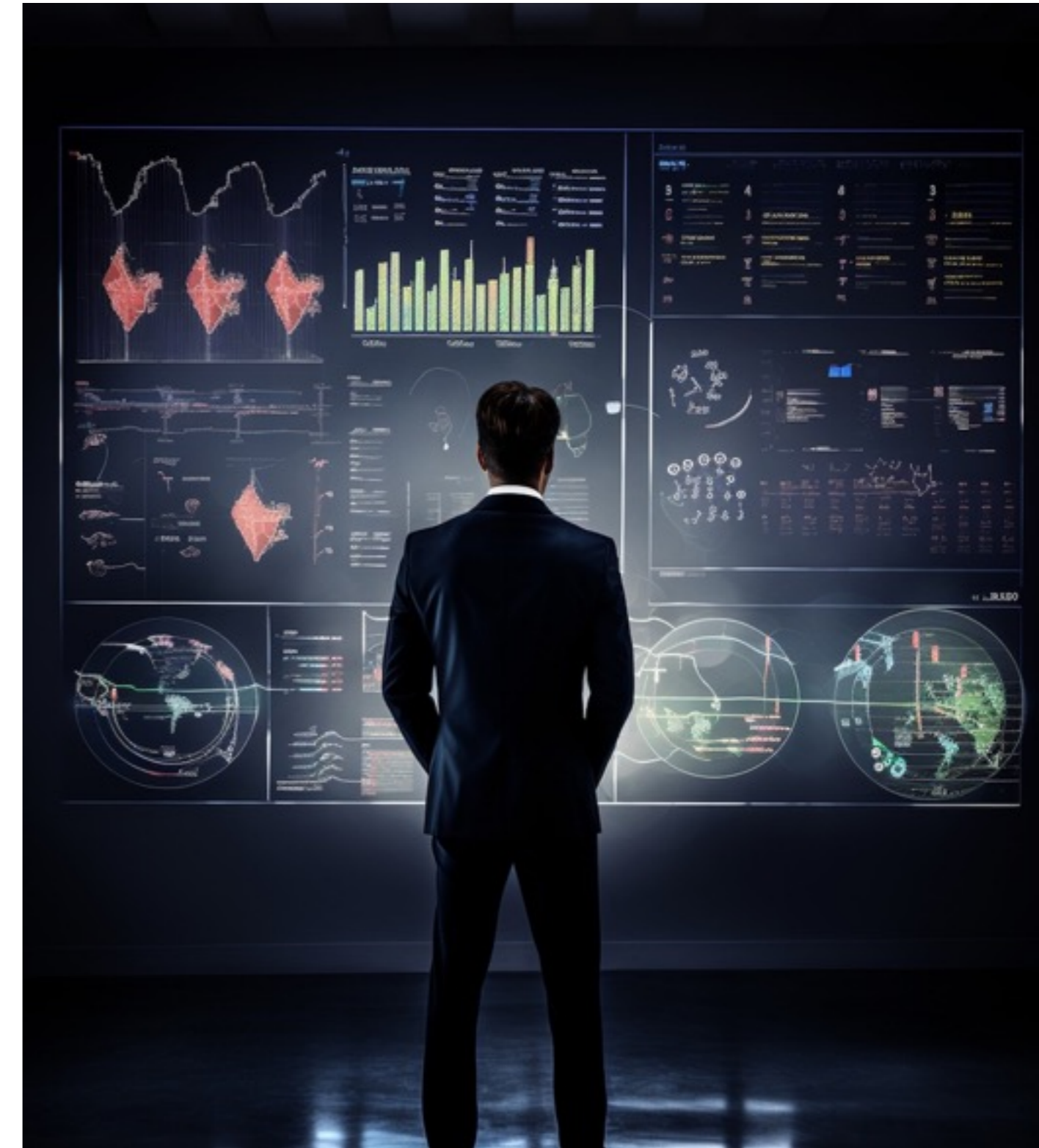
THE GROUP IS A GLOBAL LEADER IN PROGRAMMATIC ADVERTISING, BRIDGING THE GAP BETWEEN ADVERTISERS AND DIGITAL PUBLISHERS.



THE TRENOVA PLATFORM - WHAT WE DO

PROVIDE A SELF-SERVICE PLATFORM TO AGENCIES TO PICK 2-3 BILLION DIGITAL AD OPPORTUNITIES EACH DAY FROM HUGE CHOICE OF OPTIONS.

PROVIDE A PLATFORM FOR THE DIGITAL PUBLISHERS TO PUT THEIR AD INVENTORY, SO THAT THEY MAXIMIZE MONETIZATION.



AD AGENCIES

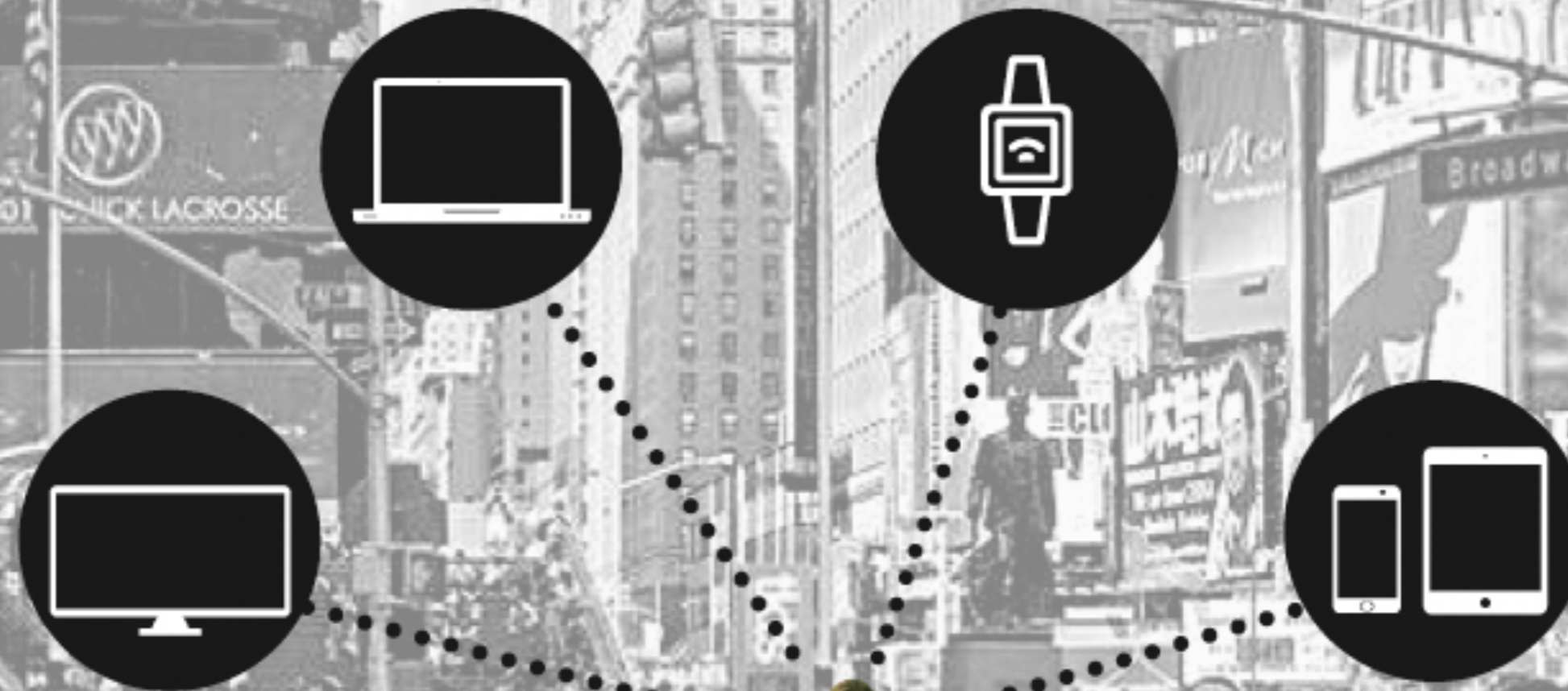
**WE PROVIDE AGENCIES A SOFTWARE
PLATFORM, CREATING ROOM FOR THEIR
ADVANTAGE.**

WE ARE AN ENABLER NOT A DISRUPTER!



MULTIPLE POINTS OF CONTACT

TRENOVA SUPPORTS OMNI-CHANNEL
CTV, OTT, VIDEO, AUDIO, EMAIL, DISPLAY,
SOCIAL AND NATIVE ADS.





ADVANTAGE IN THE MARKETPLACE

**TRENOVA OPTIMIZES AD SPEND BY
REDUCING INTERMEDIARIES, ALLOWING
BRANDS TO DIRECTLY REACH CONSUMERS
ON E-COMMERCE PLATFORMS.**



TRENOVA REPORTING

**MOST TRANSPARENT AND MOST
DETAILED**

SIMPLIFIED USER INTERFACE

**LEADS TO APPROPRIATE
REPORTING**

TRUSTED BY LEADING MARKETPLACES

TRENOVA HAS WORKED WITH MAJOR
ADVERTISERS AND E-COMMERCE
LEADERS LIKE AMAZON, VISA,
SAMSUNG, MICROSOFT, AND MORE.





WE BUY FROM ACROSS THE ENTIRE INTERNET

EVEN MEDIA THAT IS NOT DIGITAL WILL ALSO BE TRANSACTED DIGITALLY OVER THE INTERNET

The Seattle Times

The New York Times

 **CBS** Interactive

BuzzFeed

WSJ

Investing.com

The Weather Channel

The Atlantic

BBC

 **USA TODAY**

ESPN

 Flipboard

FOX NEWS channel

 **GSN**

PLAYBILL

 myfitnesspal

TMZ

 **W**

 tripadvisor®

 **zynga**

 **SCRIPPS**

FlightAware 

 babycenter

TUNE IN

TED

SOME OF THE MARQUEE BRANDS WE WORK WITH

MOST OF THE MAJOR ADVERTISERS HAVE RUN A CAMPAIGN THROUGH OUR SYSTEM ONE TIME OR ANOTHER



THE FUTURE OF TRENOVA IN ONLINE COMMERCE

OTT BASED ADS

GLOBAL EXPANSION

**AI BASED TOOLS TO ASSIST THE BUYERS AND
SELLERS**

**CONTINUE TO PROVIDE A PLATFORM FOR BUYERS
TO OBJECTIVELY AND PRECISELY BUY ADS**

**CONTINUE TO BE THE DESTINATION OF CHOICE
FOR THE TOP PUBLISHERS, APPS AND WIDGETS**



WHY TRENOVA IS ESSENTIAL FOR ONLINE BUYING SUCCESS

**TRENOVA'S PLATFORM ALLOWS BRANDS TO
REACH AND ENGAGE CONSUMERS AT EVERY
STEP OF THEIR ONLINE BUYING JOURNEY.**

**MEASURED APPROACH OF PROGRAMMATIC
ADVERTISING ENSURES BEST RESULTS.**



THANK YOU!