

q n i # r t h s f < q i a n b l y j o ? h w f u o . z r & e m <
s j t g i m i a l k s = x f u a e k r z v > y s n + & q f m x k
m w f u o . z r & e m a o ! k q f n b p g e h s - / . r m x c e
x > y s n + & q f m x j m g r d t " u i c i a n b l y j o ? h m
c e h s - / . r m x c n i # r t h s f < q = x f u a e k r z v x
h i a n b l y j o ? h j t g i m i a l k s n i # r t h s f < q ?
v = x f u a e k r z v w f u o . z r & e m j t g i m i a l k s z
g a o ! k q f n b p g > y s n + & q f m x w f u o . z r & e m p
c j m g r d t " u i c **D I G I T H A L E S** > y s n + & q f m x i
m w f u o . z r & e m e h s - / . r m x c e h s - / . r m x c e
x > y s n + & q f m x i a n b l y j o ? h i a n b l y j o ? h m
c e h s - / . r m x c = x f u a e k r z v = x f u a e k r z v x
h i a n b l y j o ? h a o ! k q f n b p g a o ! k q f n b p g ?
v = x f u a e k r z v j m g r d t " u i c j m g r d t " u i c z
q n i # r t h s f < q w f u o . z r & e m e h s - / . r m x c <
s j t g i m i a l k s > y s n + & q f m x i a n b l y j o ? h k
m w f u o . z r & e m e h s - / . r m x c = x f u a e k r z v e
x > y s n + & q f m x i a n b l y j o ? h a o ! k q f n b p g m



● DIGITHALES

Digithales is a digital agency that merges your ad expenses with the media publishers that best fit your budget by basing your expenses on data; and therefore, supports you to reach the right target audience at the right time.





● What Is Programatik?

Programatik is an ad tool that enables users to reach the right target audience, at the right place, at the right time and at right price.

With **Digithales** you can be a part of this journey and reach your customers through accurate insights and market analyses.





● How Does Programatik Work?

● *Classical Media*

- Long work days
- Uncertain estimated budget
- Access difficulty

● *Programatik*

- Affordable budget with RBT Auction
- Quick solutions
- The most accurate target audience
- Easy access





● Advantages Of Programatik



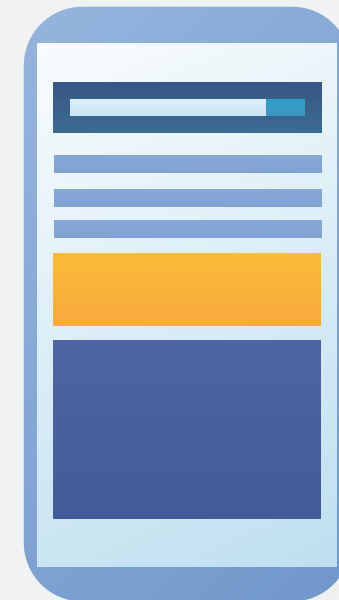
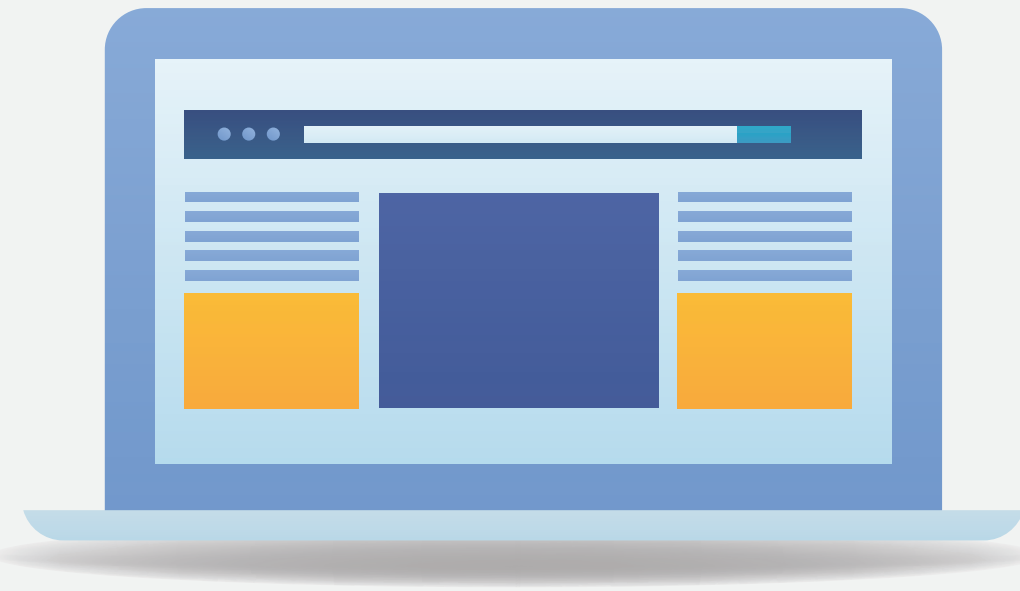
For more detailed targeting, advertisers can add user behaviour-based data, such as interests, past locations, past online purchases, etc., to the system through DMP.



Singularity across platforms is provided through mobile phones, desktop computers and even smart TVs by using the users' constant wi-fi, hotspot, login etc. information



User location data are continuously tracked and segmented by the providers. Therefore, targeting options can be created through DMP based on past location data.



Display Advertisement

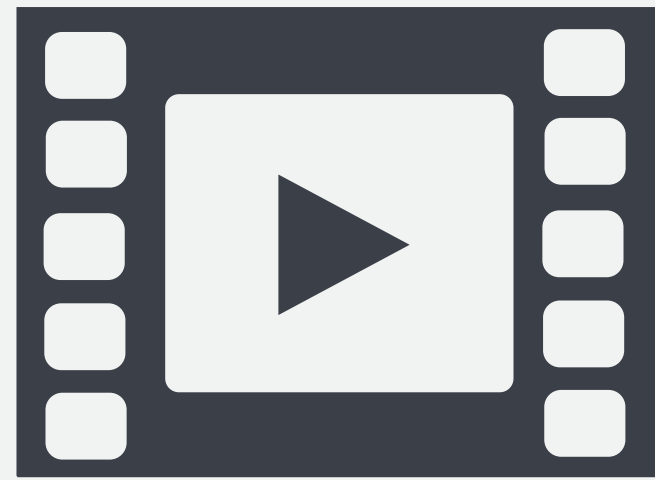
Lead Generation
Branding
CPM - CPA

Mobile Advertisement

Lead Generation
Branding
App Install
CPA CPI CPM

Rich Media Ads

Lead Generation
Branding
Click to Call
App Install
CPM



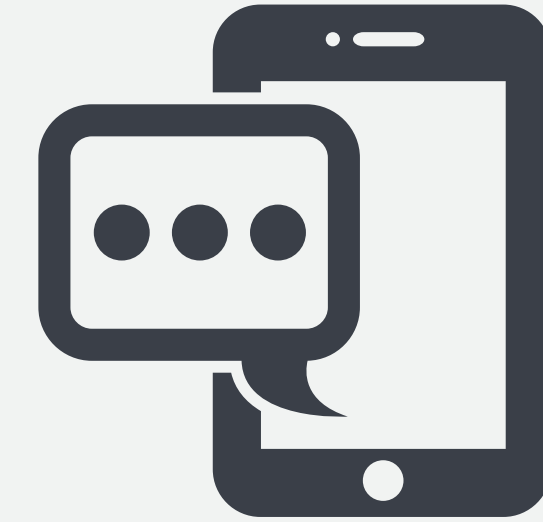
Video Advertising.

Lead Generation
Branding
CPM - CPA



Push Notifications

Lead Generation
Branding
App Install
CPA CPI CPM



App Install

Lead Generation
Branding
Click to Call
App Install



● Target Audience

- Cosmetic enthusiasts
- Music lovers
- Private University Students
- Series - Film Followers
- Domestic appliances buyers
- Online shoppers
- The white-collar
- Exchange rate followers
- Luxury Vacationers





● Broadcasters



News



Tv



Finance



Entertainment Sector



Sport



Video



Technology



Sector

D I G I T H A L E S