

Httpool Playbook

Everything you need to know about our services

2021 edition



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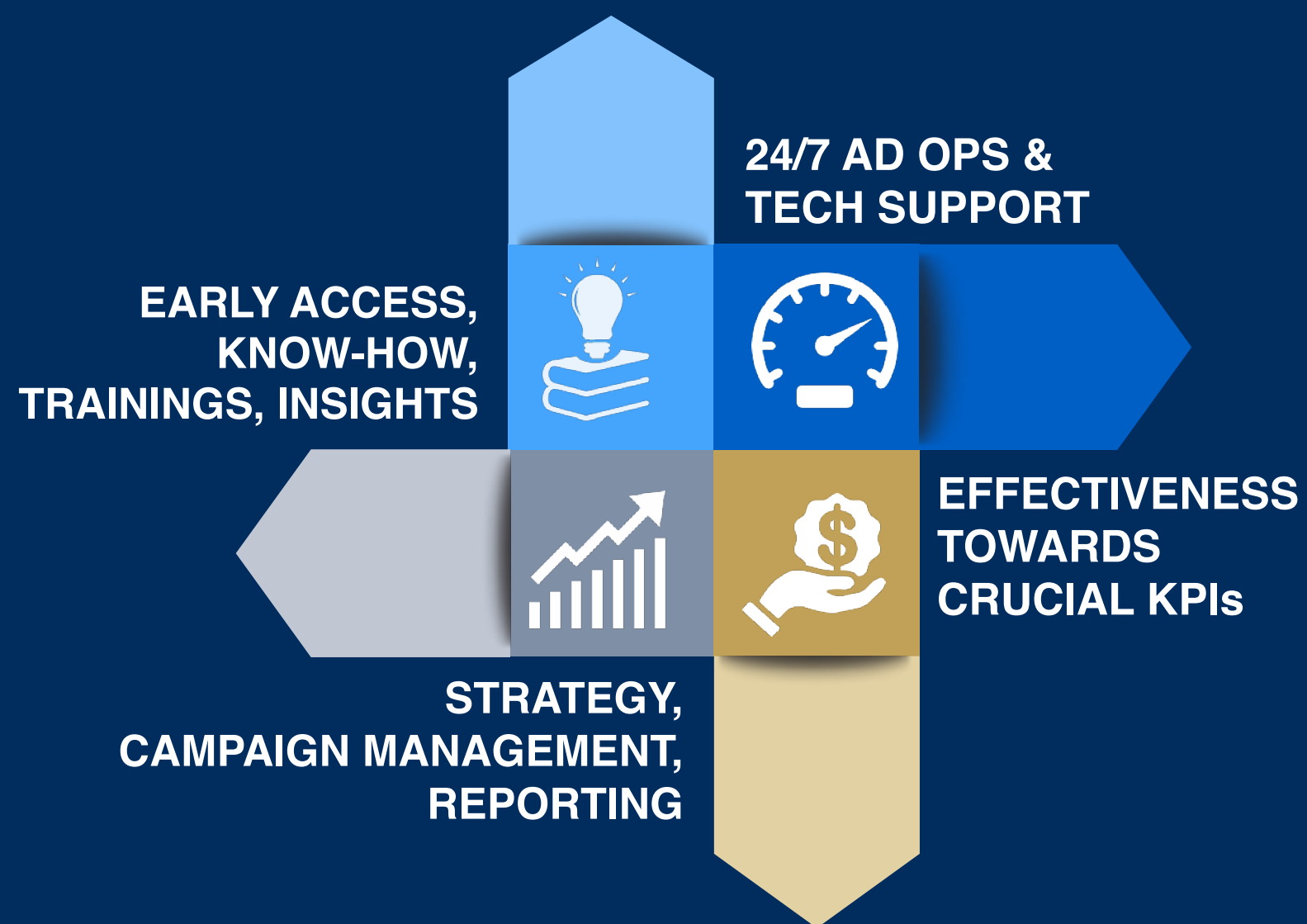
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A closer look at key benefits our clients have when

Working with Httpool

Httpool, an Aleph Holding company, is the largest global partner of major media platforms, including LinkedIn, Spotify, Twitter, Snapchat, Tiktok and others, exclusively representing them across 30+ markets in Europe and Asia.

Httpool is one of the top 3 key gateways to global audiences on the Romanian digital advertising market, as it is exclusively representing top international platforms locally, acting as an extension of their sales force with the same offering, plus integration extras, all included in the media cost.



Unique Benefits for Httpool clients:

- free tech support and ad operations
- exclusive data & insights on both local and global audiences
- access to newly launched ad formats / platform features
- free tailored workshops and trainings
- expert strategic consultancy

Level of Servicing per Platform

Publisher	Free Creative Production*	Free Creative Resizing & Tweaks*	Free Tech Support 24/7	Free Campaign management*	Free Workshops & Trainings*	Free Pre-Campaign Research & Strategy*	Free Past-Campaign Reporting / Insights*	Monthly Invoice & Other Financial Benefits
		✓	✓	✓	✓	✓	✓	✓
		✓	✓	✓	✓	✓	✓	✓
		✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓	✓
			✓	✓	✓	✓	✓	✓

* Commercial conditions might be required

Expertise

Working with Httpool



7+
Partners

500+
Happy Clients

22
Employees

22+ experts

Our team is constantly growing as we strive to offer the best support to our clients and to our global partners - strategy, sales, client management, performance operations and campaign management hub, creative and training services.



Our road so far

more exciting things to come! stay tuned

exciting Spotify launch with 6 exclusive partner brands



2015

2016

2017

2018

2018

2019

2020

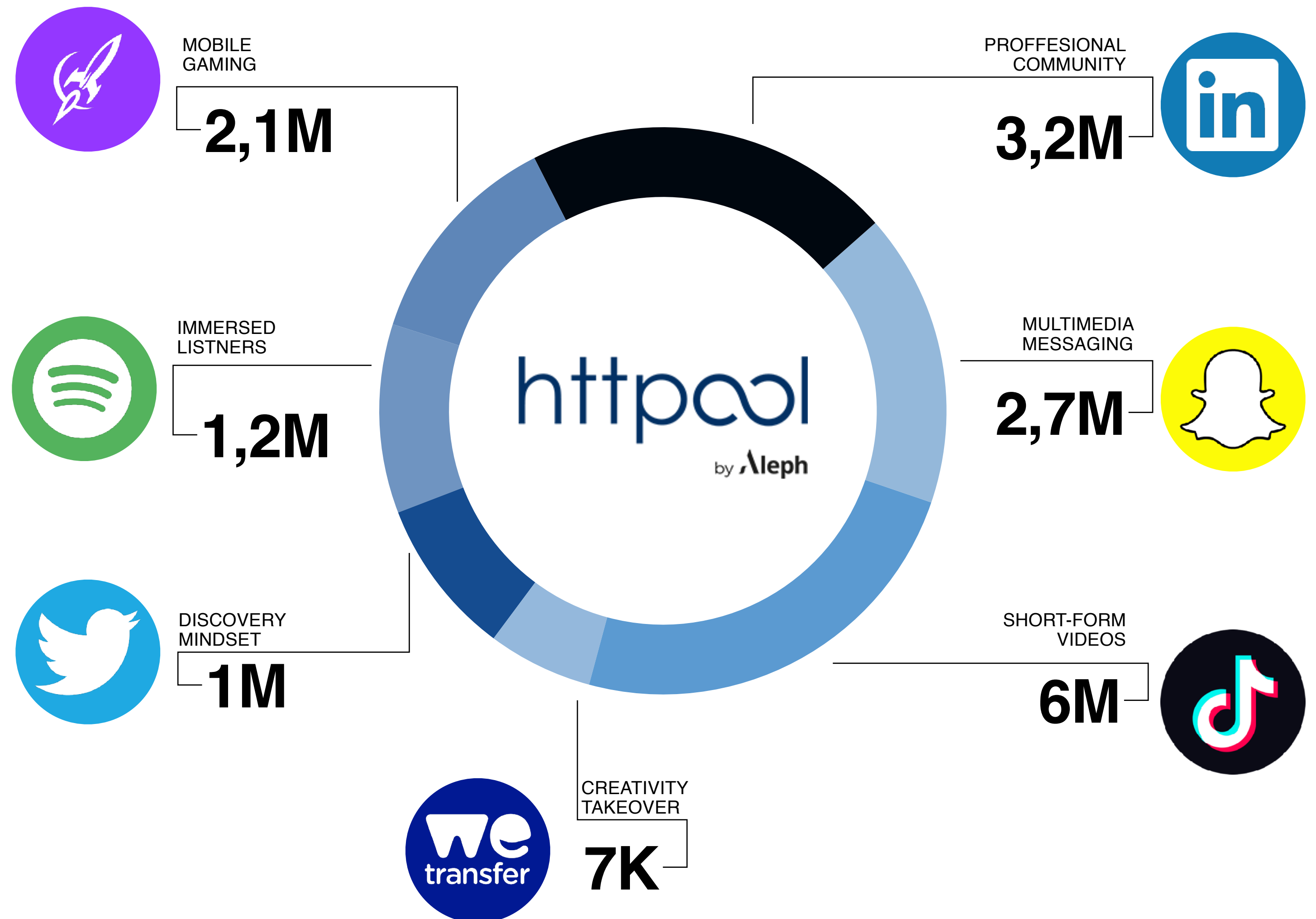
2022

Working with Httpool

Gateway to RO and global audiences

The ecosystem is changing, more apps taking on increasingly large roles in advertising and offering an amazing alternative for the adtech duopoly.

We are offering you a vast array of creative solutions to tap into new and more engaging universes.



Source | Public data for Romania, 2021, ads dashboards and internal data

Full funnel tools

We have the perfect portfolio to help your brand join the conversation and achieve any goals. Want to avoid the clutter and create meaningful connections to your target audience? Just drop us a message and we'll be happy to assist you.

Awareness	Takeovers, Branded experiences, Sponsoring Packages, Tailored Brand-lift studies
Interaction	Branded Profiles, Interactive Takeovers/End Cards, Games, Gamification/Try-on Lenses
Consideration	API Creative Solutions, Quiz , Collaborative projects, Lead Generation, Portal Lenses
Conversion	Direct Response Lenses, Codes, Catalogs, Collection Ads, App Install, Custom Audiences,
Loyalty	Context targeting, Branded Lenses, Branded Playlists, 3D audio story telling, Branded Codes

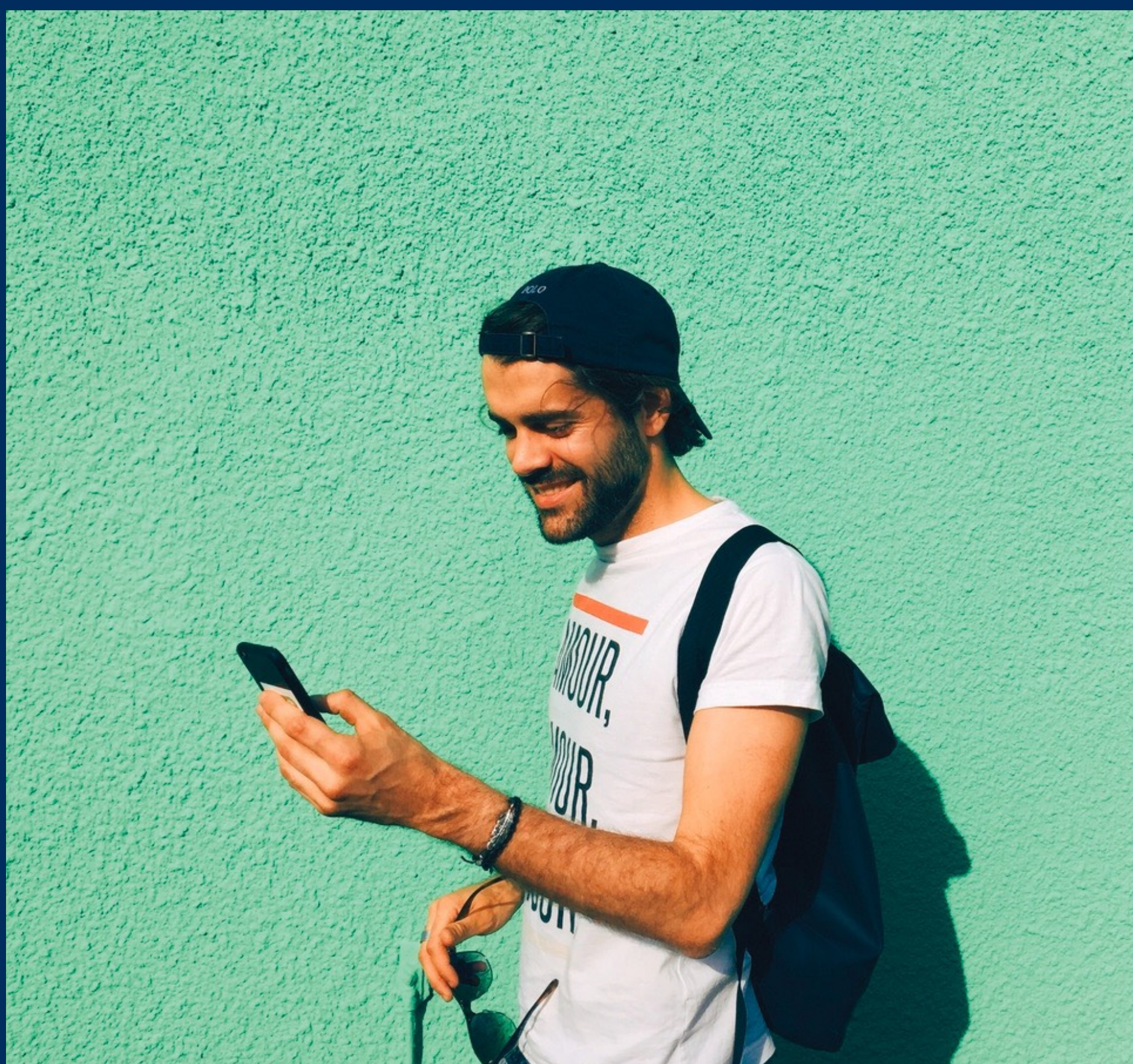
AdColony

Mobile game environment

Consumers are in an engaged state while playing mobile games.

Your videos ads are more meaningful when watched and heard to the fullest in gaming environment!

The largest source of user-initiated video in the world



Meet our users and learn what sets them apart, why they are extremely valuable for your planning.

64%

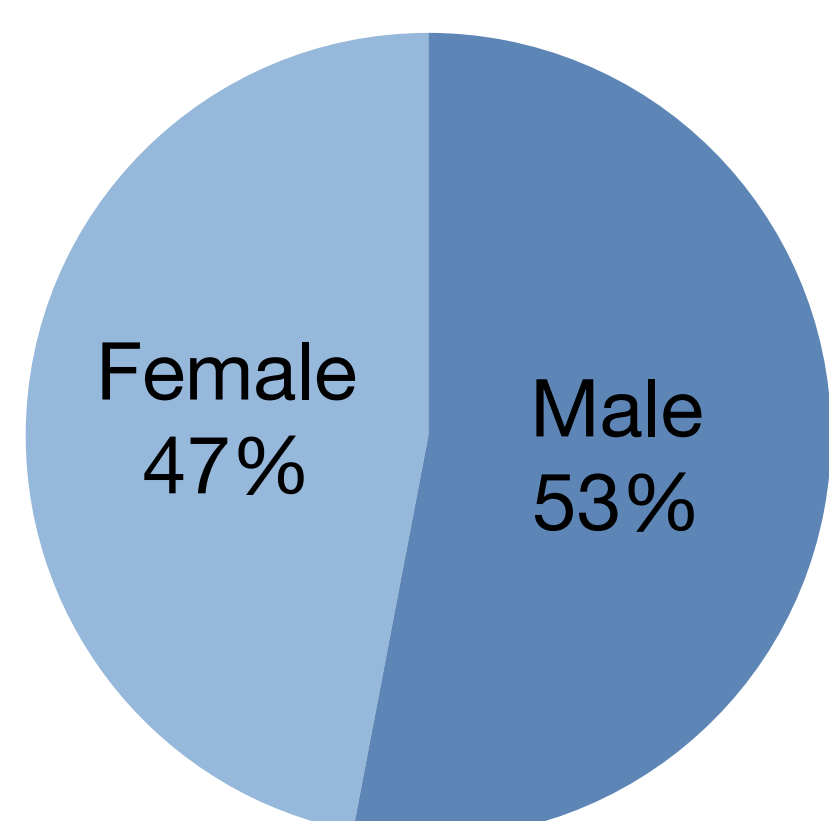
of RO adults are playing mobile games

61%

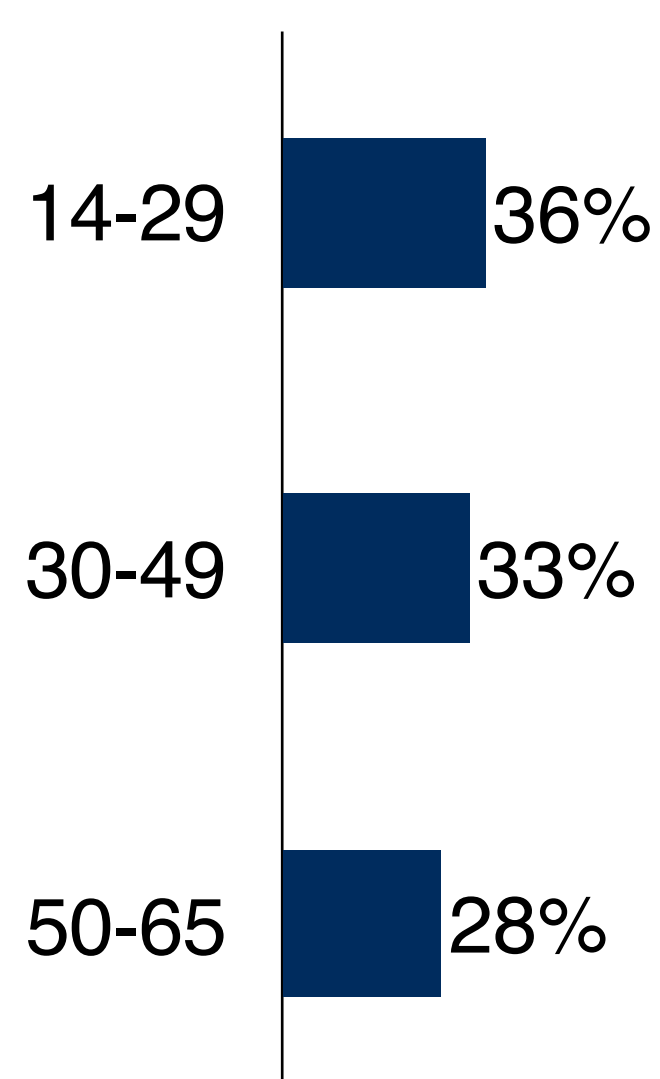
of user are are playing at least 2-3 times per day

Source: AdColony internal data, Romania, October 2021

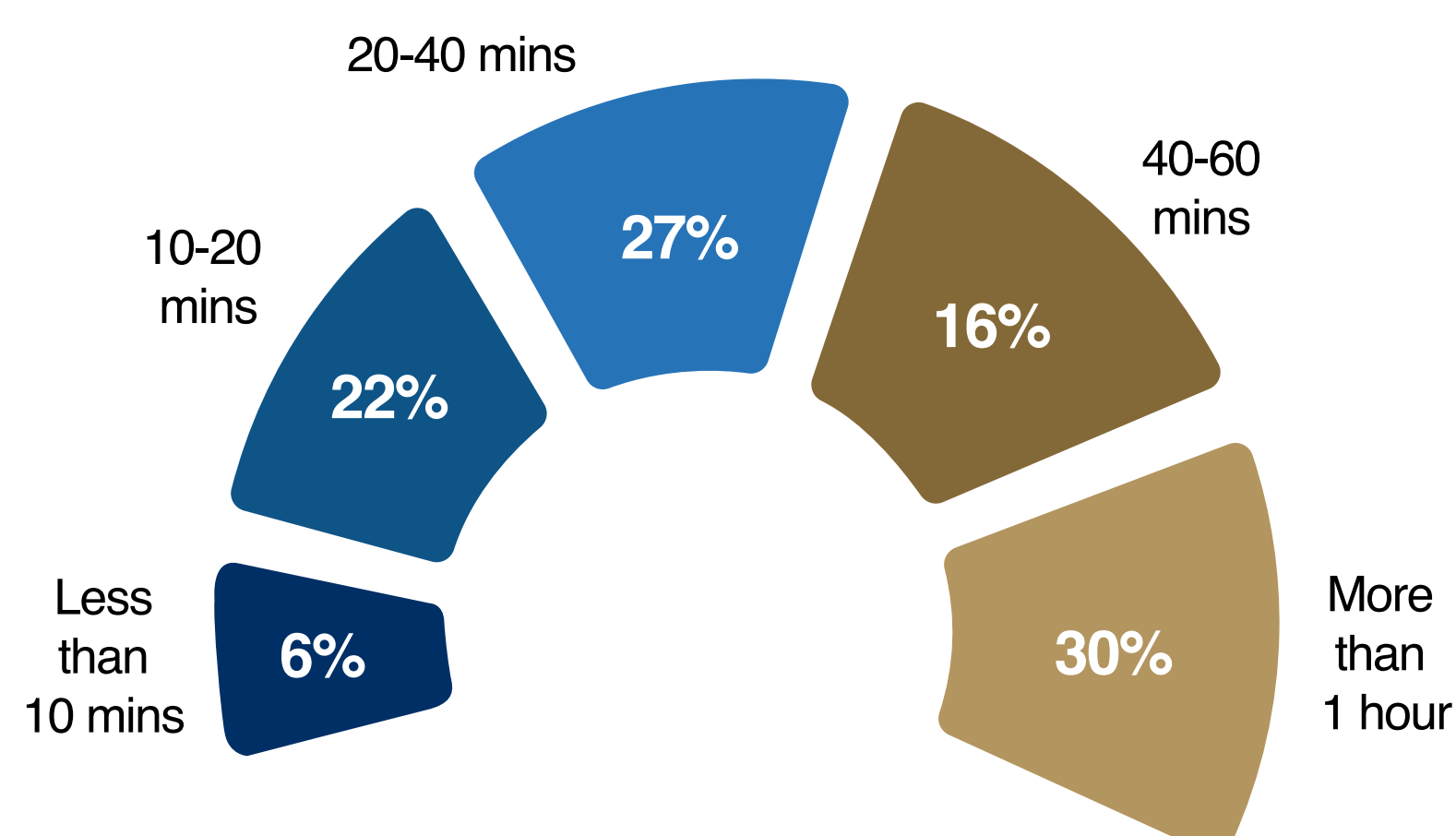
Gender breakdown¹



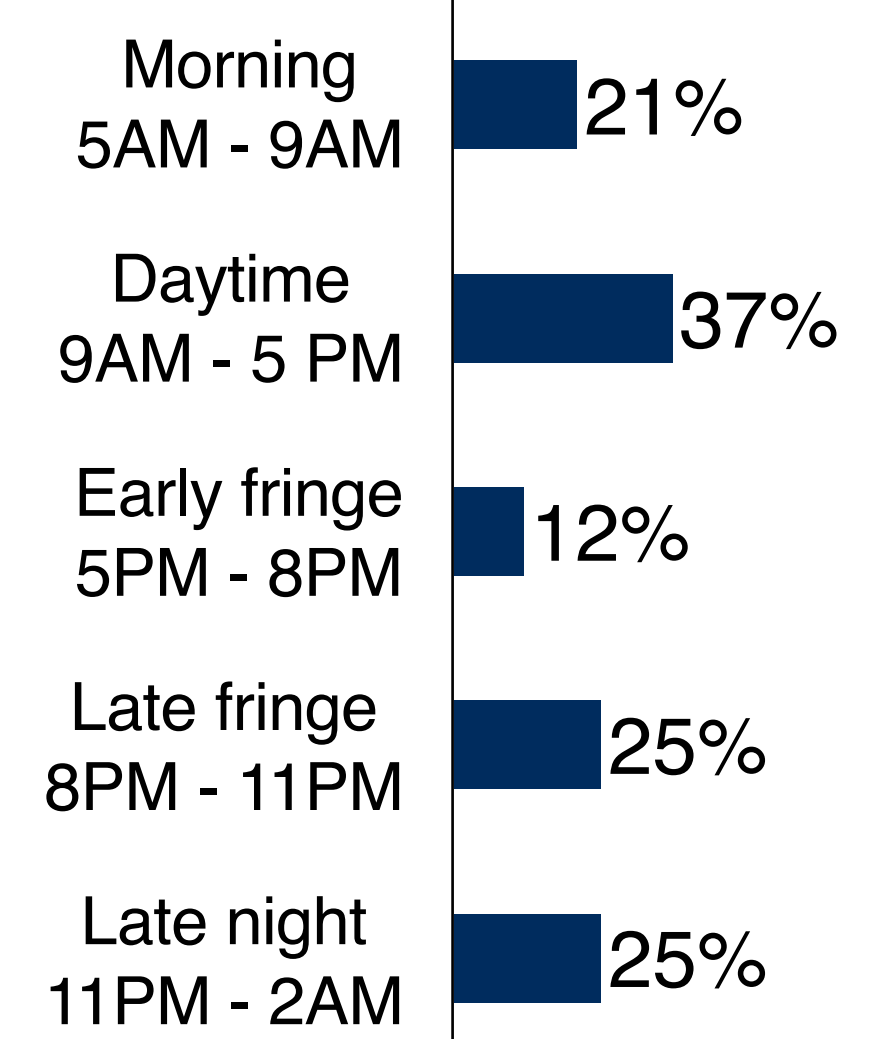
Age breakdown¹



Daily playtime¹



Playtime breakdown¹

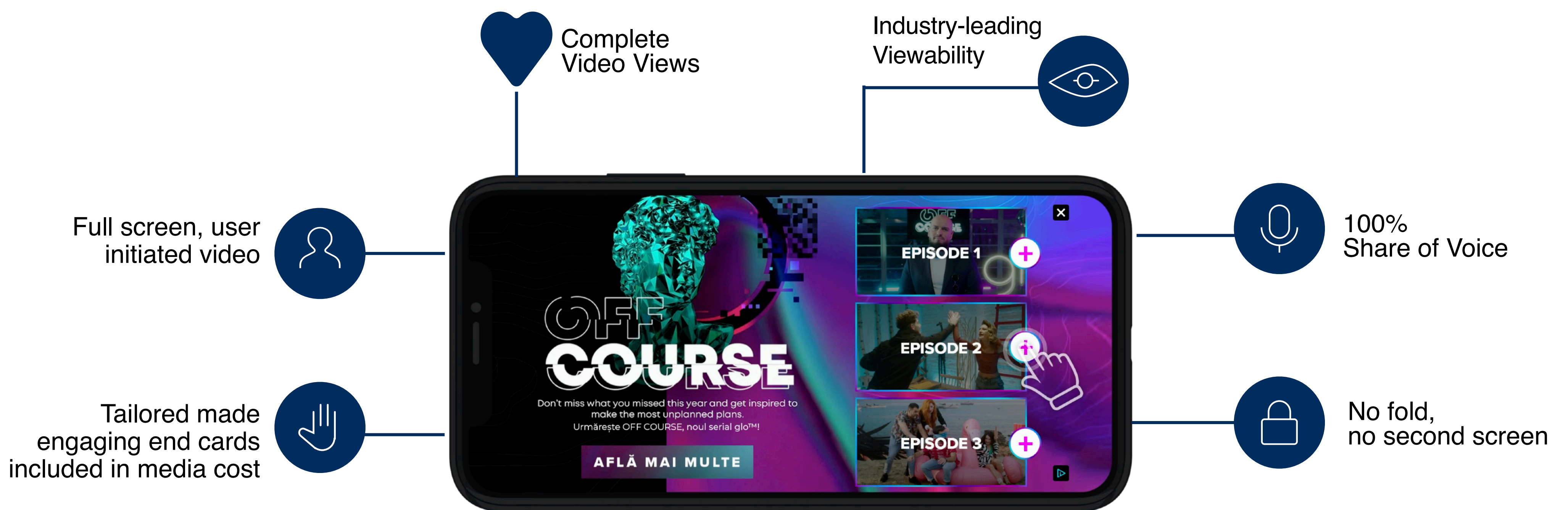


Source¹ internal AdColony data, Romania, November 2021

Let's talk and find together the best option for your company: office@httpool.ro

AdColony

Key Facts



Ad Formats

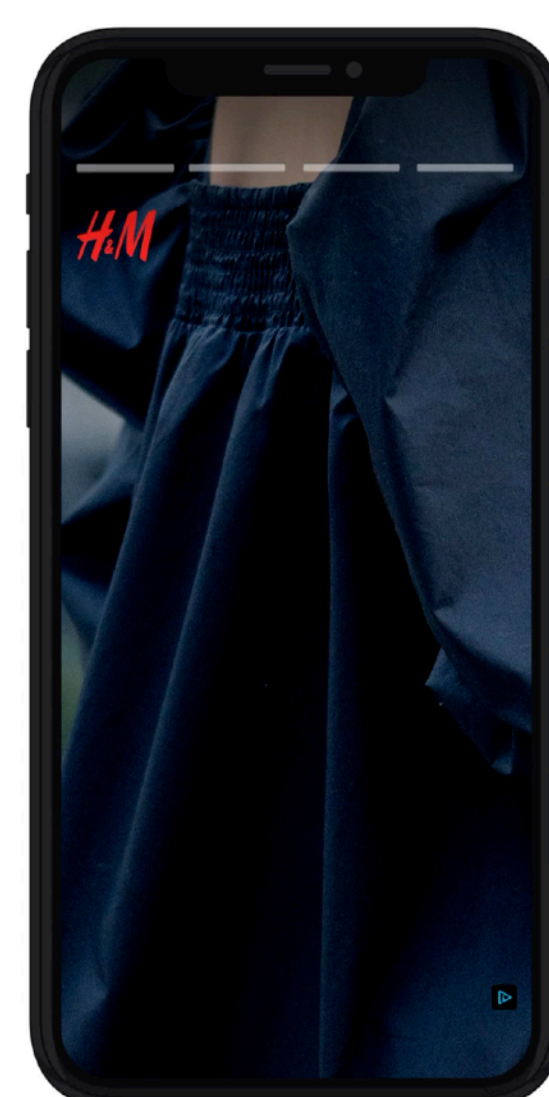
INSTANT PLAY



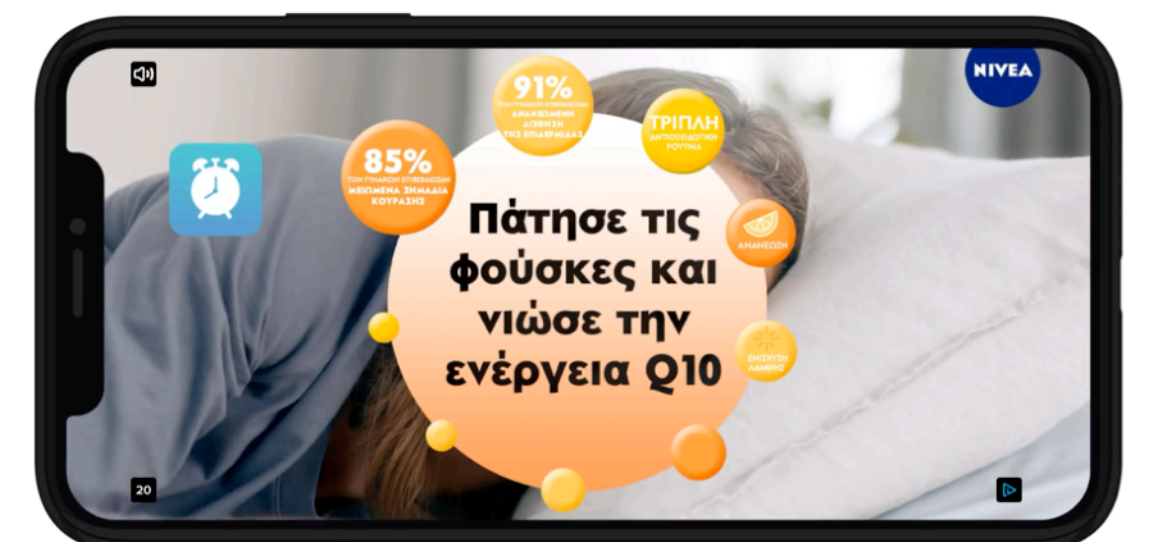
DYNAMIC END CARD



SEQUEL (STORY ADS)



AURORA INTERACTIVE VIDEO



Targeting Options




Due to rich data-points, AdColony can help you pinpoint custom audience segments tailored to your needs.

Building targeting personas is easy with AdColony and you can use age/gender/parental status, ad engagement, app ownership to target socio-economically.

WHO THEY ARE

-  **Age & Gender**
-  **Geography**
-  **Language***
-  **Interests and Behaviours***
-  **Time frames**

WHAT THEY'RE ENGAGING WITH

-  Audience insights
Understand differences
Build personas
Classify audience
-  **SDK**
SDK data
-  Data enhancement feeds

LinkedIn

Buyers with the power to act

Professionals worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Marketers can tap into powerful and up to date data.

Start reaching the world's largest professional audiences



Meet our users and learn what sets them apart, why they are extremely valuable for your planning.



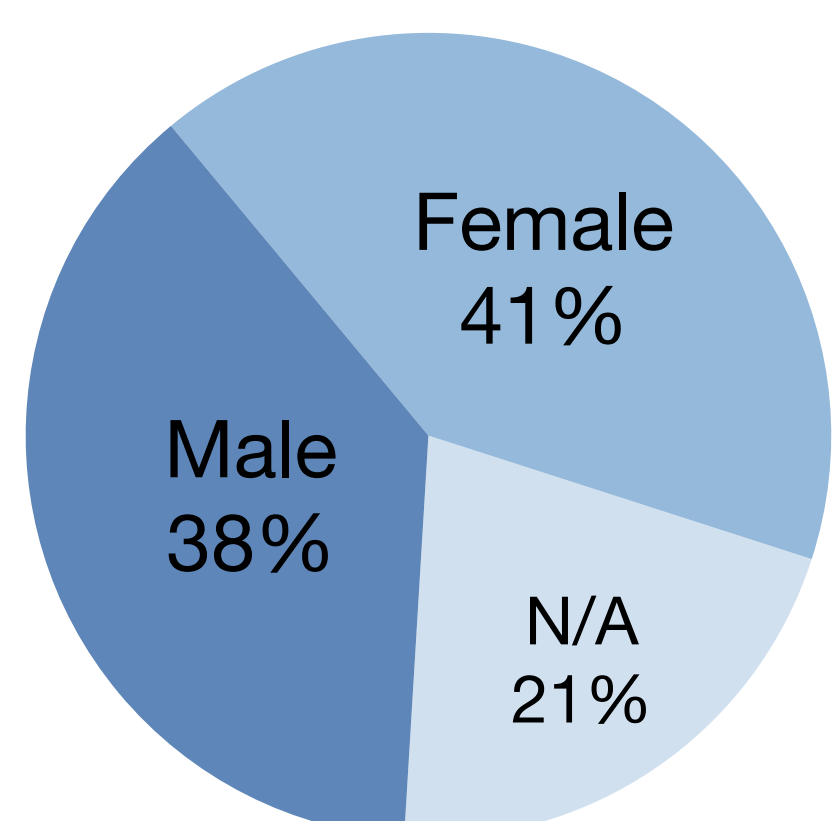
LinkedIn, most trusted social platform globally in Business Insider's Digital Trust report (2021)

4 out of 5

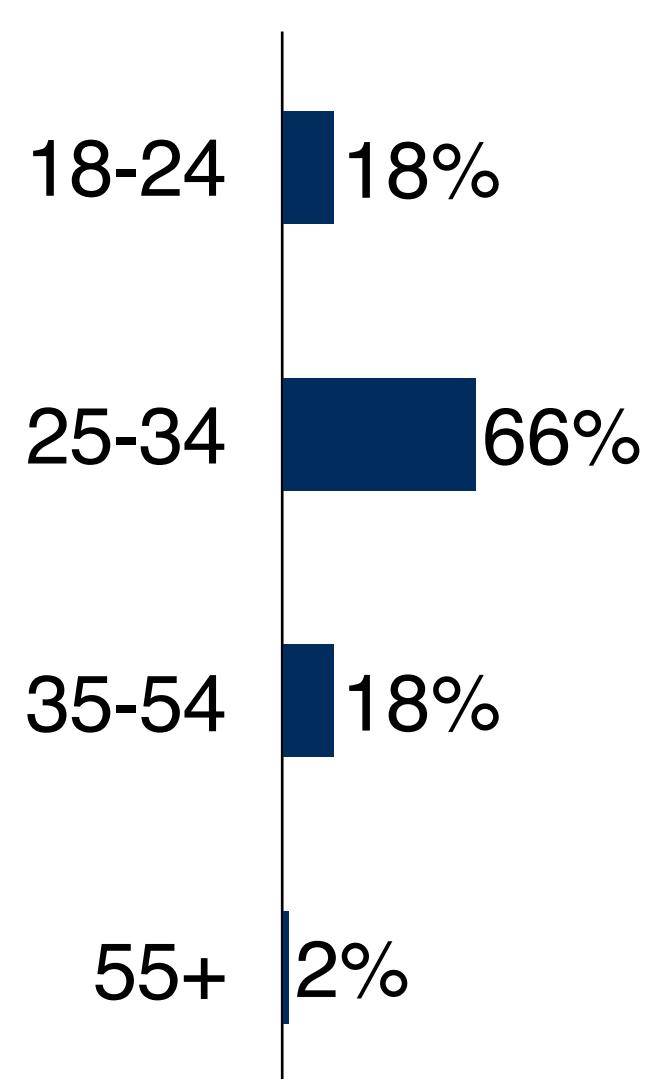
LinkedIn members drive business decisions

Source: Hubspot global customer analysis, Demand Wave digital marketing report, LinkedIn Mindset research

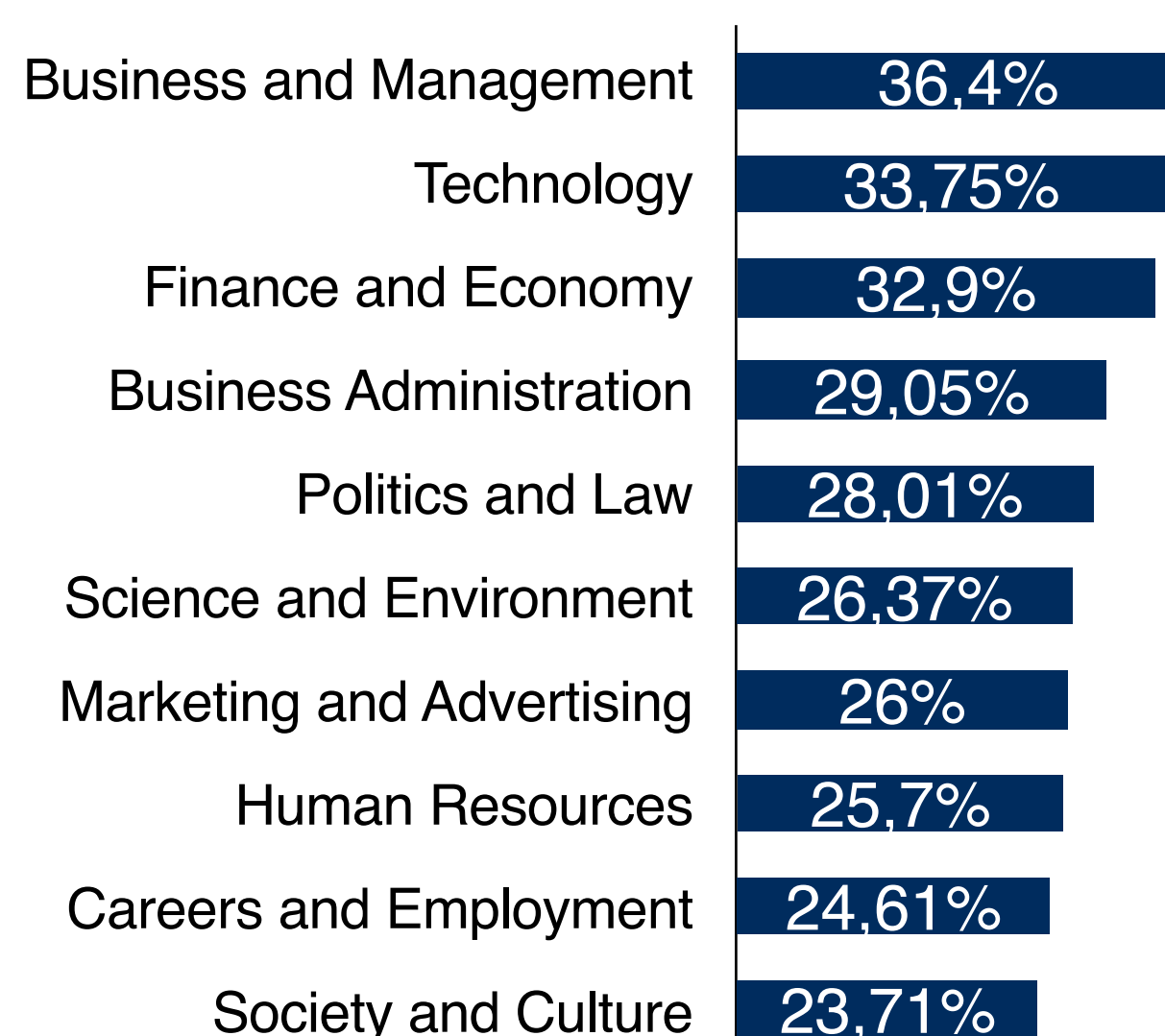
Gender breakdown¹



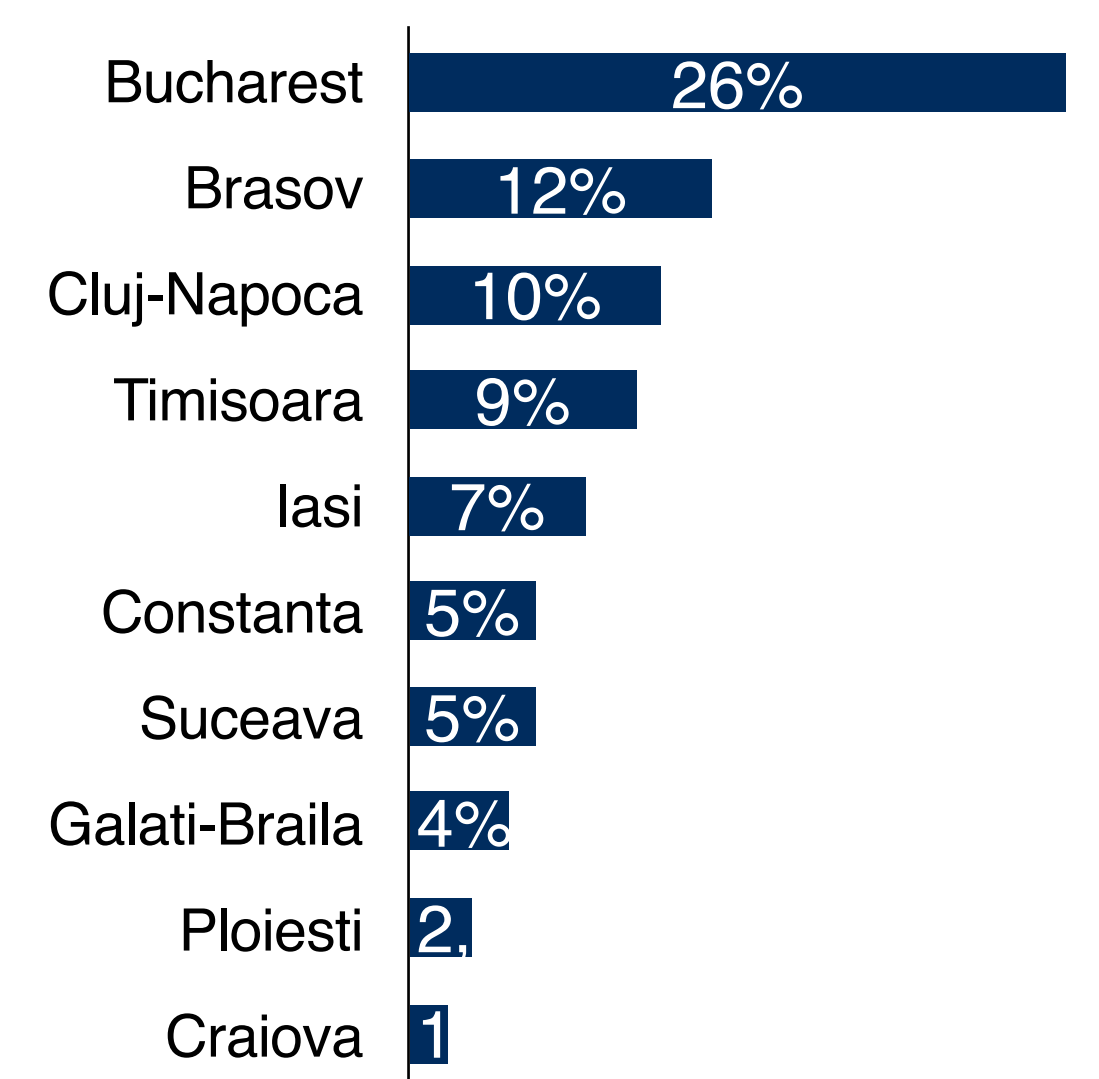
Age breakdown¹



Top Interests²



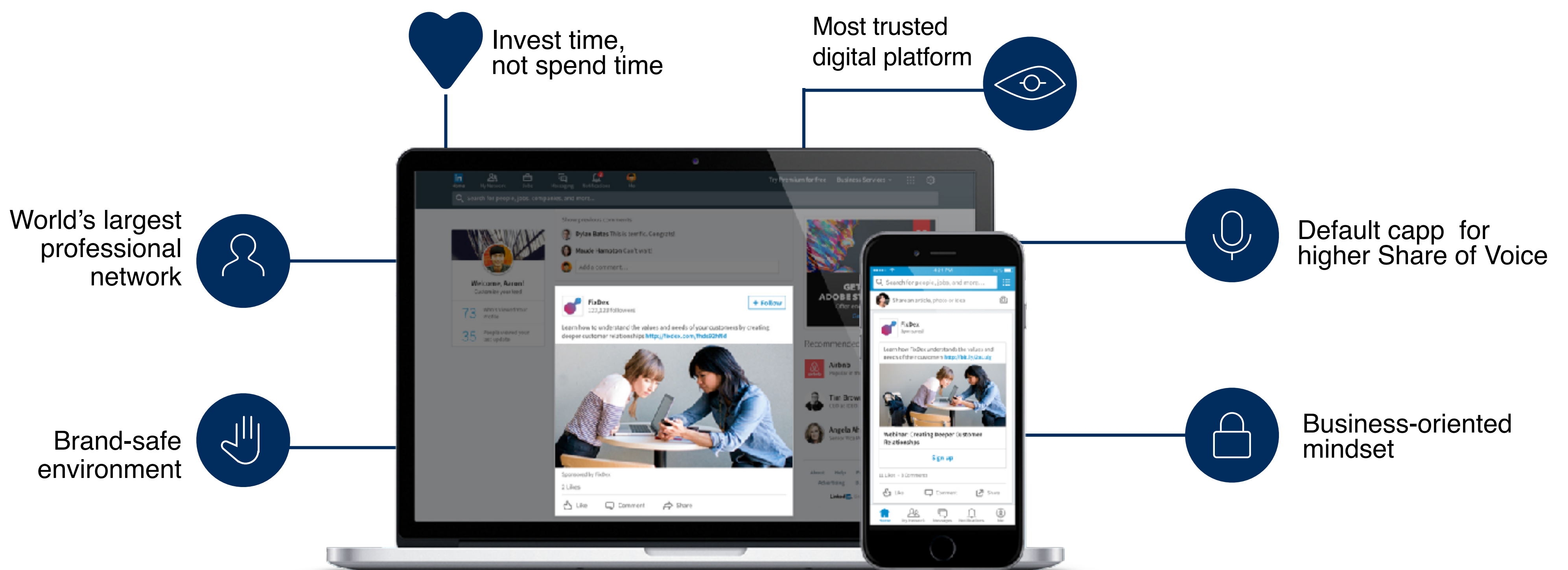
City breakdown¹



Source¹ Public data, Romania, December 2021 | Source² internal LinkedIn data, Romania, October 2021

LinkedIn

Key Facts

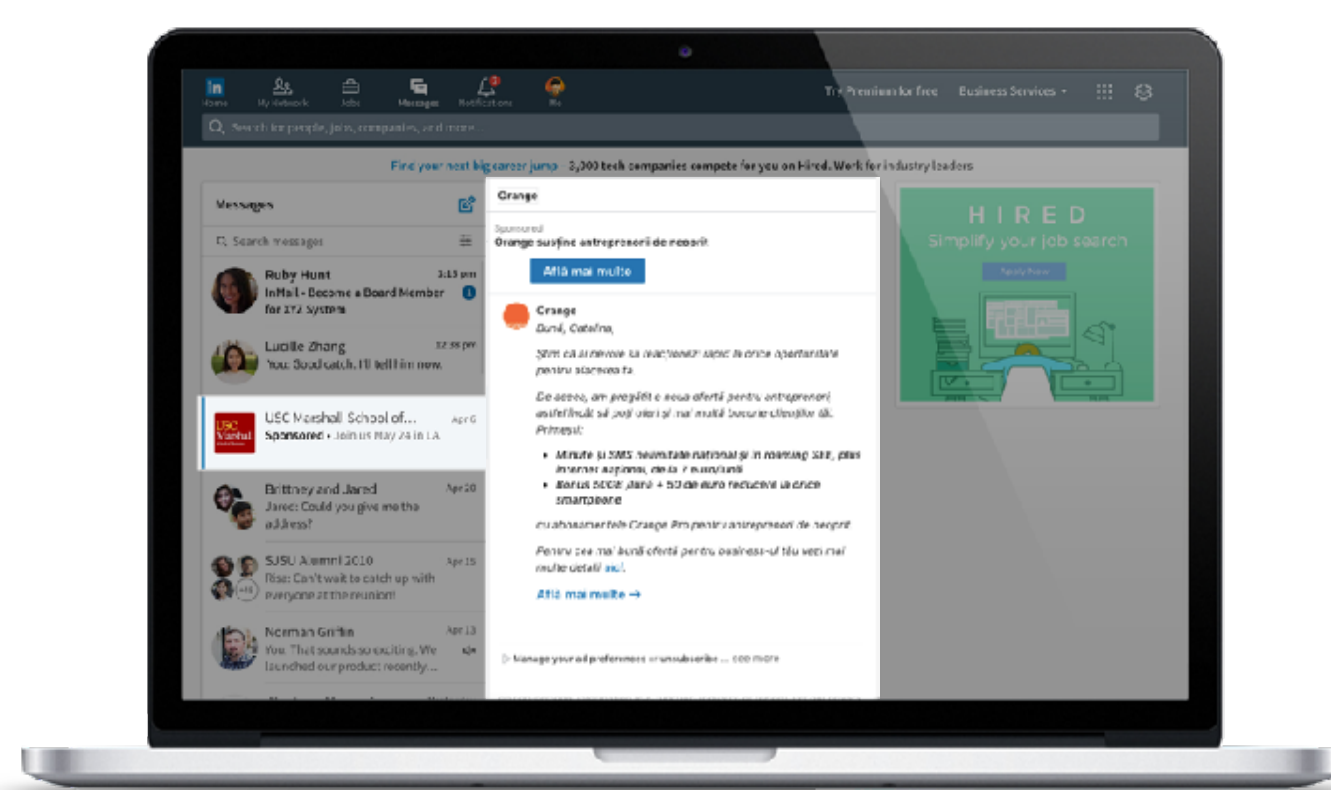


Ad Formats

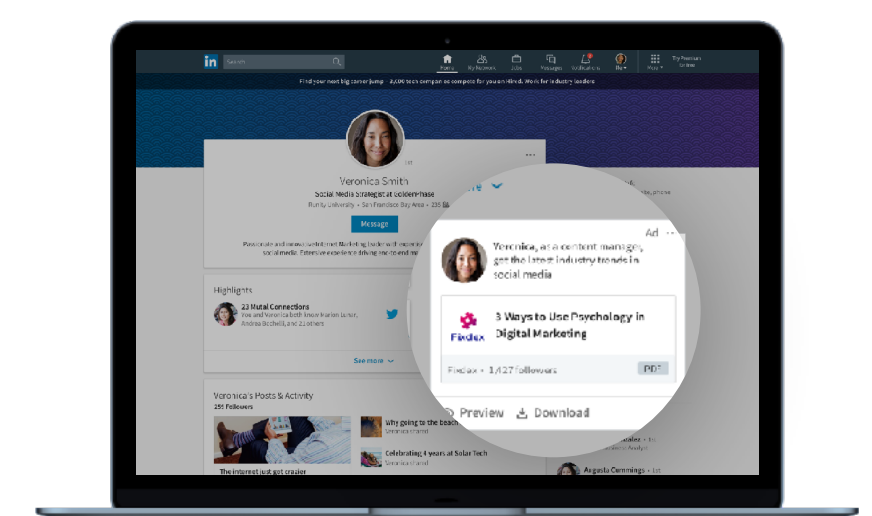
IMAGE / VIDEO ADS



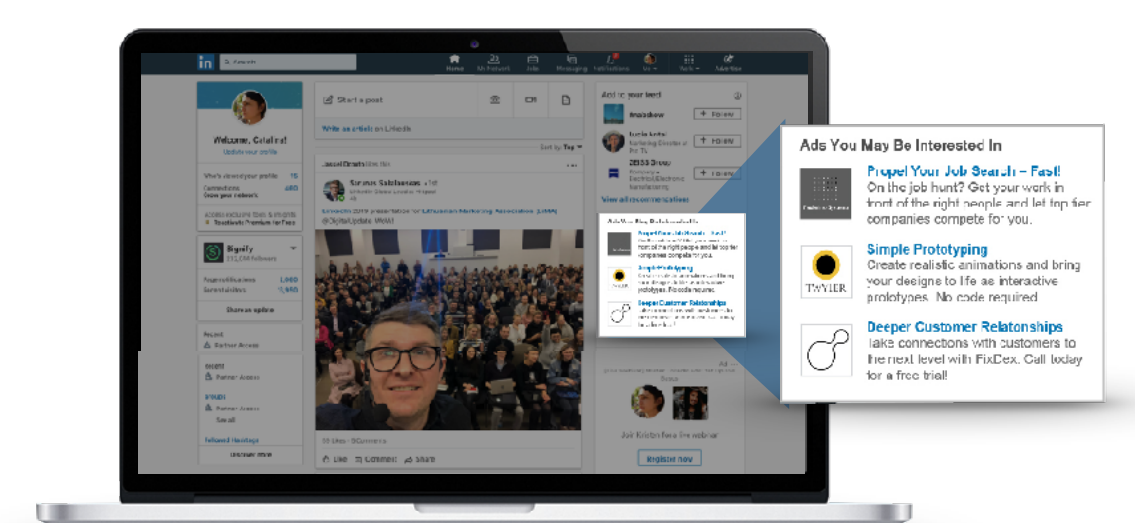
MESSAGE ADS (NON-EU)



DYNAMIC ADS



TEXT ADS



Targeting Options

LinkedIn data is richer because members have professional incentives to keep their profiles accurate and up-to-date.

Use real, member-generated demographic data to reach the right audience: job title, company, industry, seniority, and more.

WHO THEY ARE

Age & Gender

Geography

Language*

Interests and Behaviours*
Reach demographic-based and interest-based audience segments

THEIR EXPERIENCE

Education
Degrees, Fields of Study, and Member Schools

Company
Company Name / Industry / Followers / Growth Rate / Category / Size

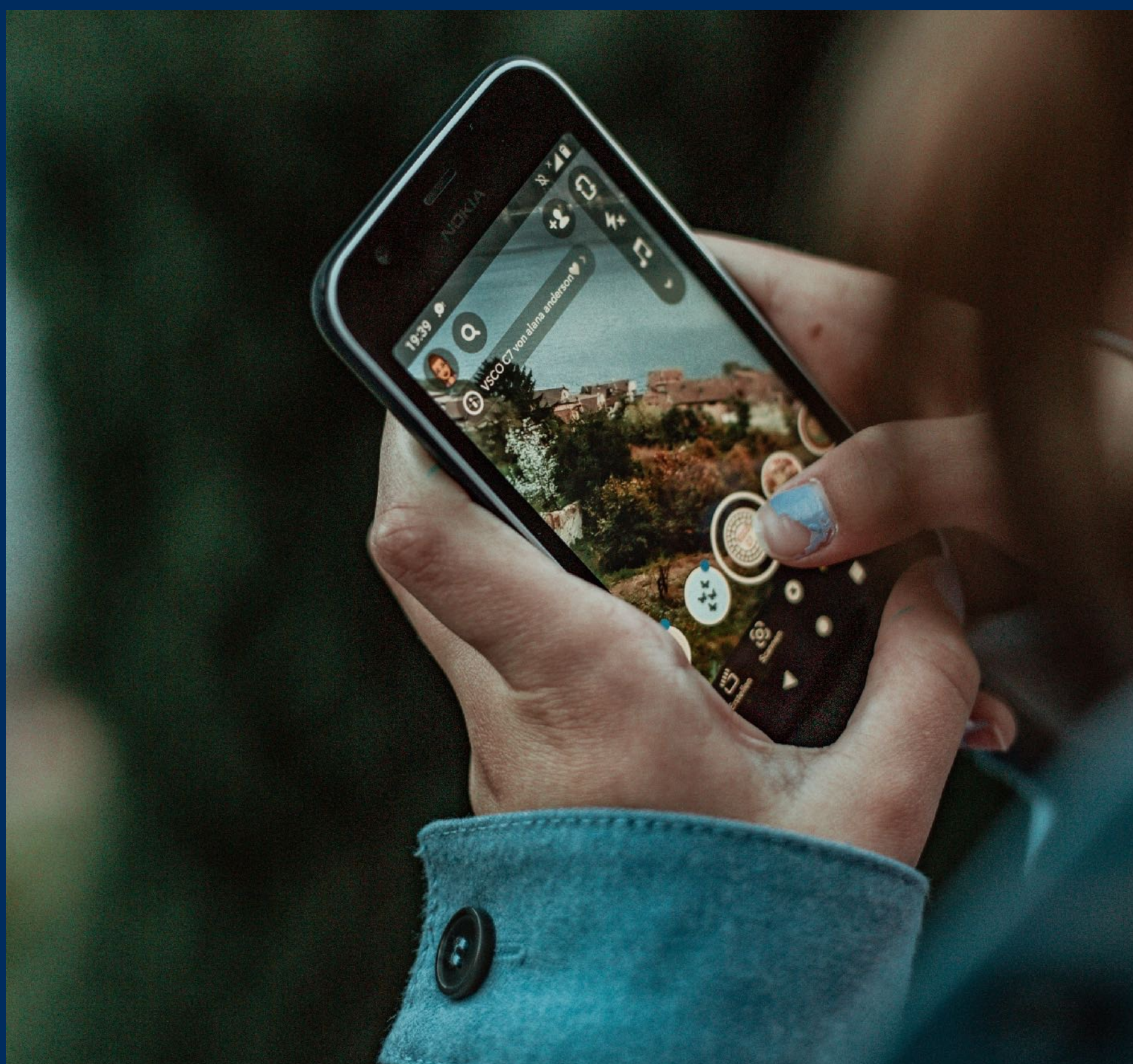
Job Experience
Job Functions / Seniority / Titles, Member Skills, and Years of Experience

Snapchat

Reinventing the camera

Snapchat doesn't demand perfection. Snapchat is not about the *perfectly* staged photo. Authenticity, more than anything else, will help you connect to younger users. Snapchat connects people to their friends and the world.

Free to be you with the people you care about most.



Meet our users and learn what sets them apart, why they are extremely valuable for your planning.

90%

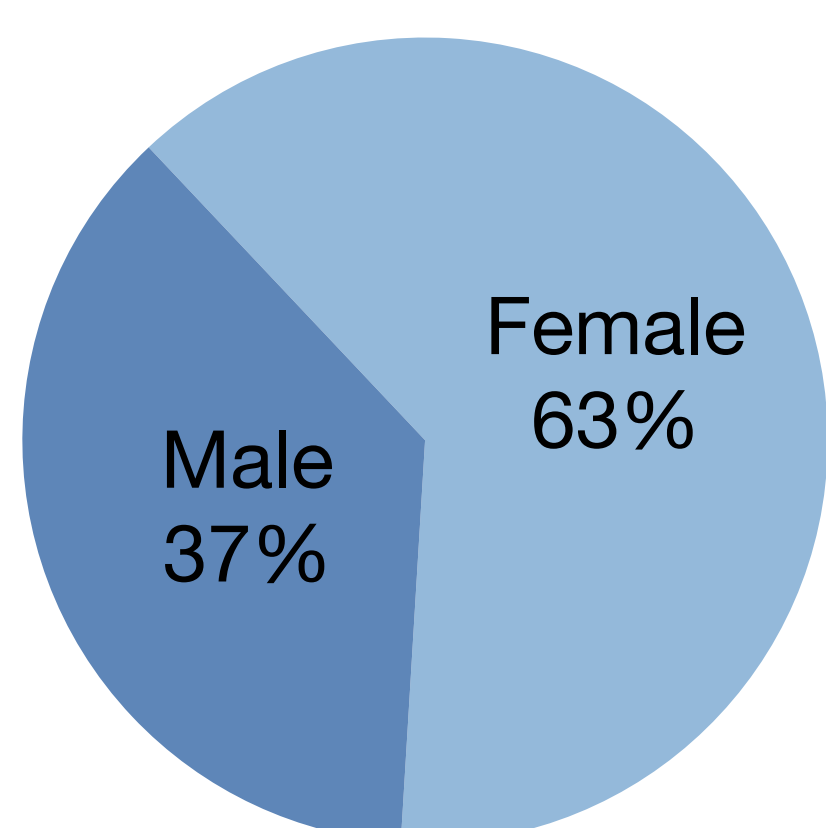
of all 16 - 24 year olds in Romania are on Snapchat

150%

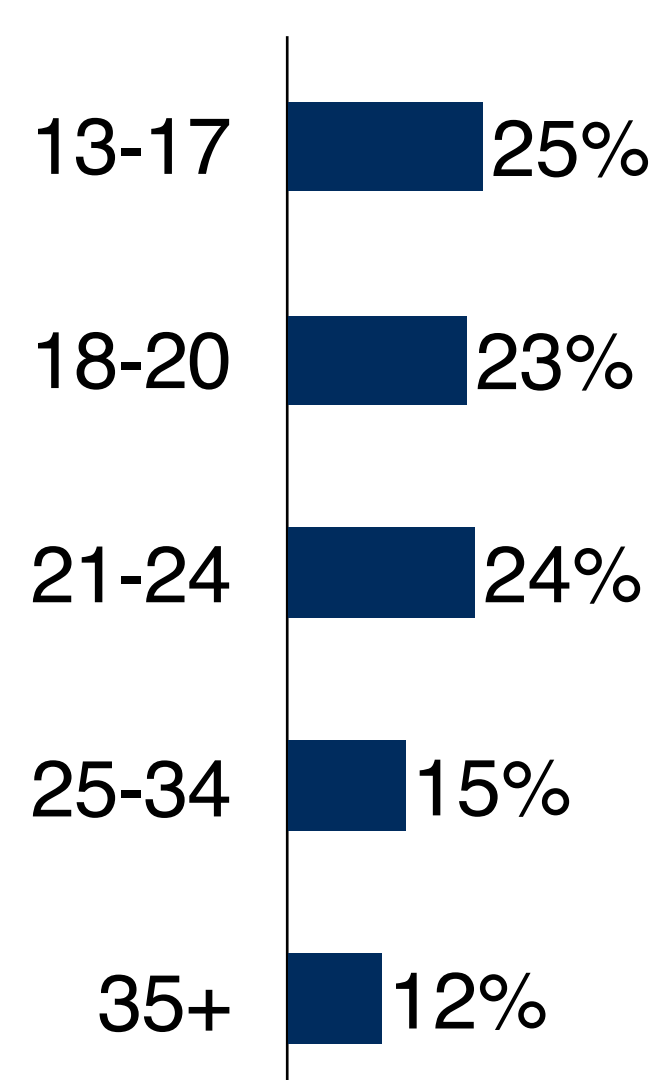
Snapchat Generation is more likely to communicate with pictures over words.¹

Source: Public data | Source ¹ 2021 Global Cassandra Research, "Say Hello to the Snapchat Generation," commissioned by Snap Inc.

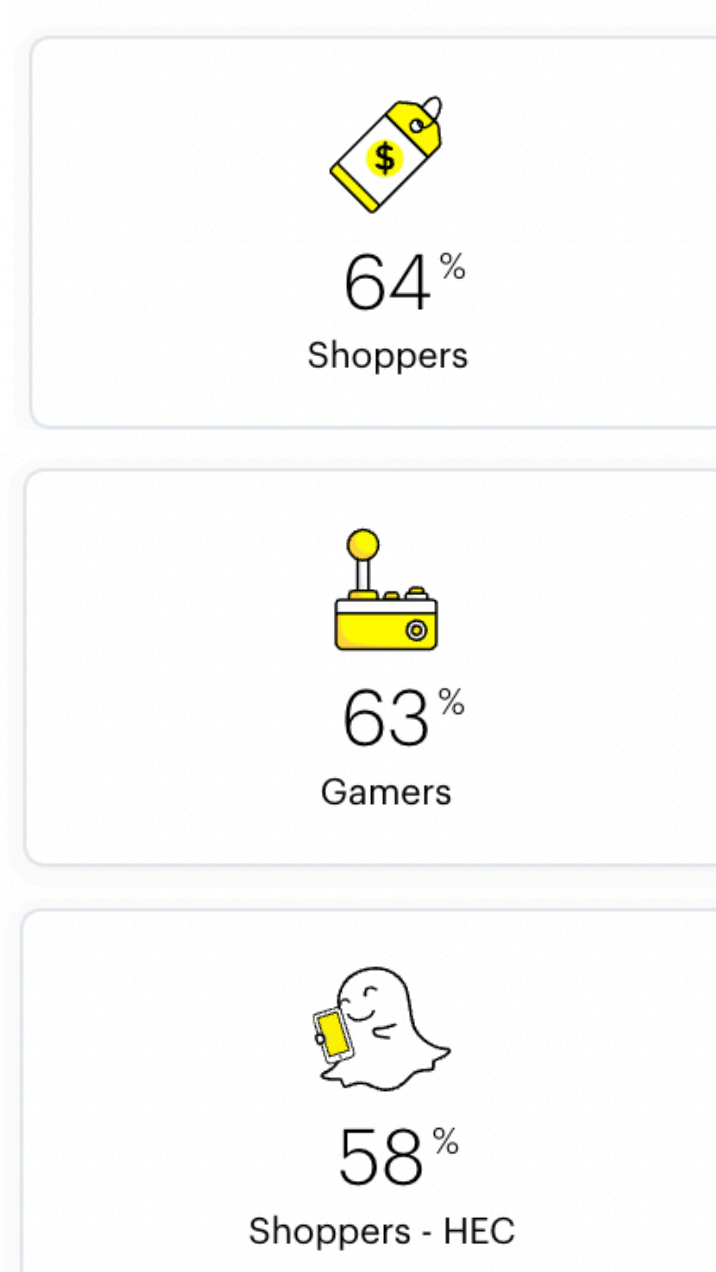
Gender breakdown¹



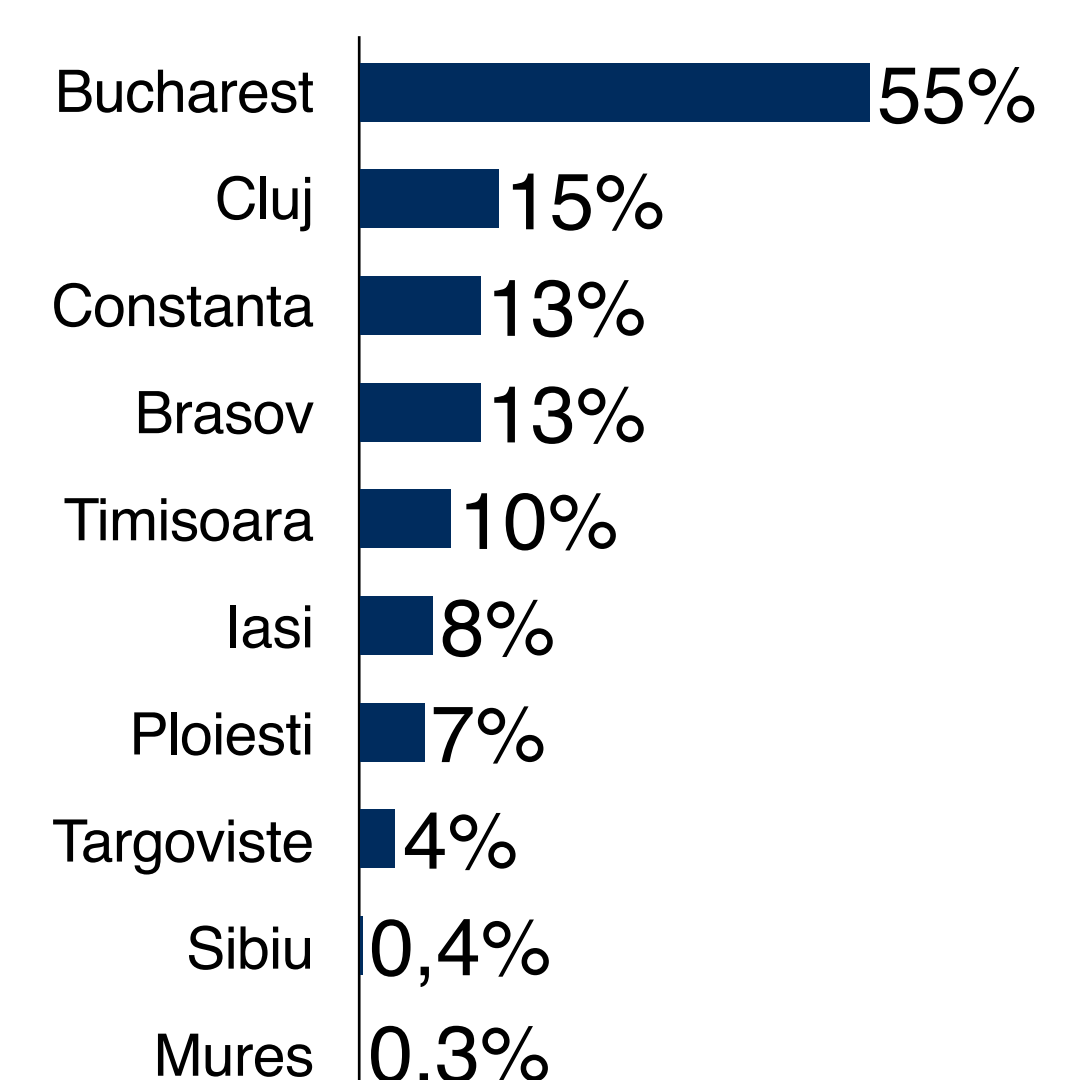
Age breakdown¹



Top Interests¹



City breakdown¹

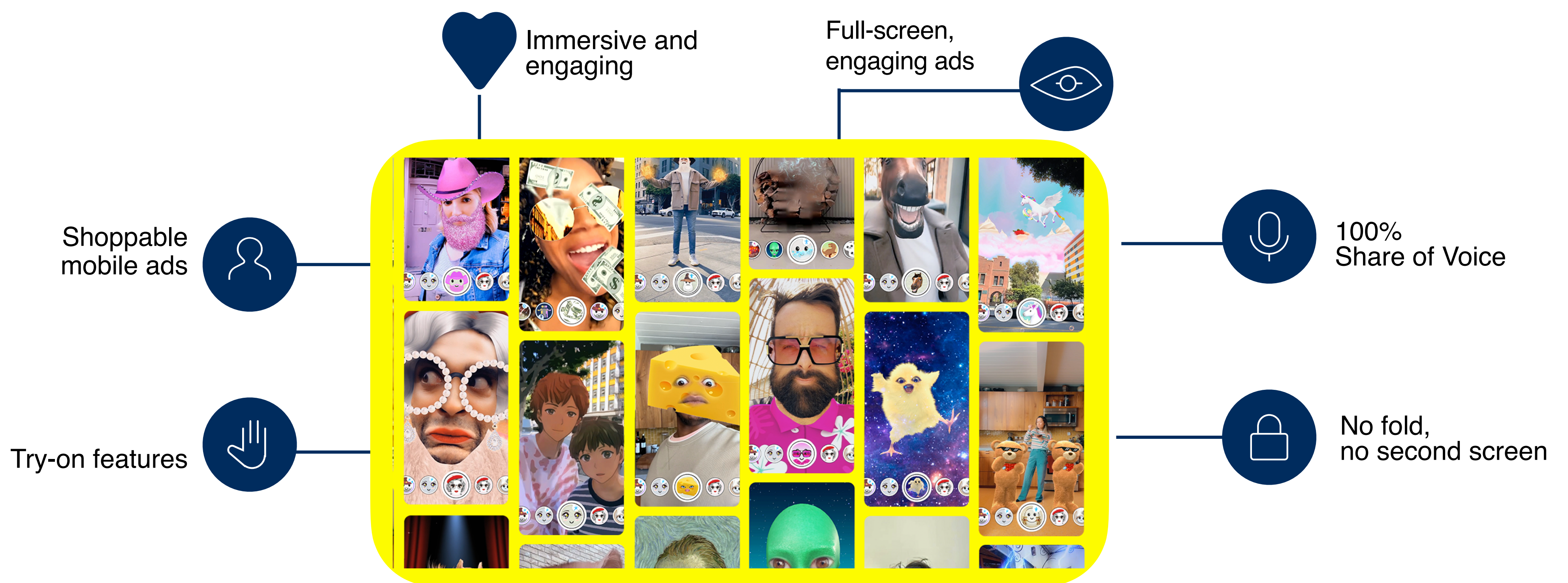


Source¹ Public data, Romania, December 2021

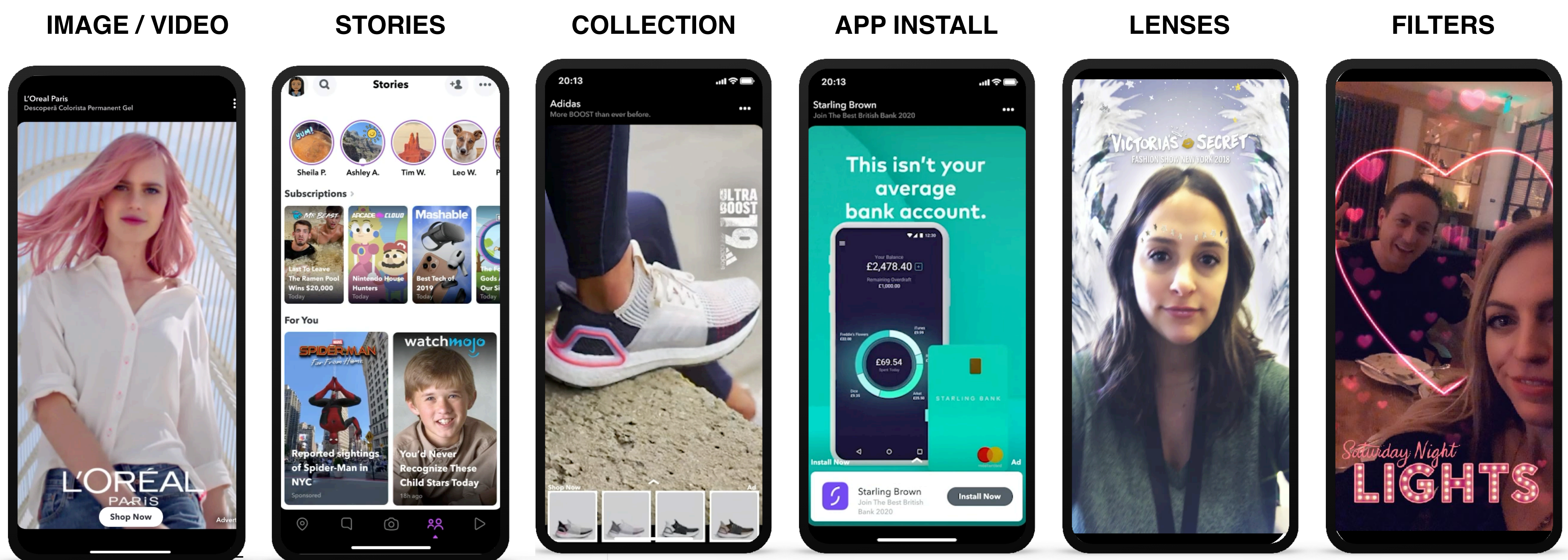
Let's talk and find together the best option for your company: office@httpool.ro

Snapchat

Key Facts



Ad Formats



Targeting Options

The Snapchat Generation represents a new kind of shopper, one willing to immerse themselves in stories and experiences, and use the latest tech to their advantage.

Target users based on their online and real world interests and behaviors, their geographic location, and by demographic.

WHO THEY ARE

- Age & Gender**
- Geography**
- Language***
- Interests and Behaviours***
Reach demographic-based and interest-based audience segments

WHAT THEY DO

- Engagement**
Retarget users that have previously engaged with your ads
- Audience Match**
Customer list of emails, phone numbers or device IDs

Spotify

Immersed audience

An audience of active listeners is a better audience. Spotify's digital audio environment allows advertisers to cut through the distractions of modern-day life and reach the most immersed audience.

Only audio is able to reach consumers in key screenless moments



Meet our users and learn what sets them apart, why they are extremely valuable for your planning.

76%

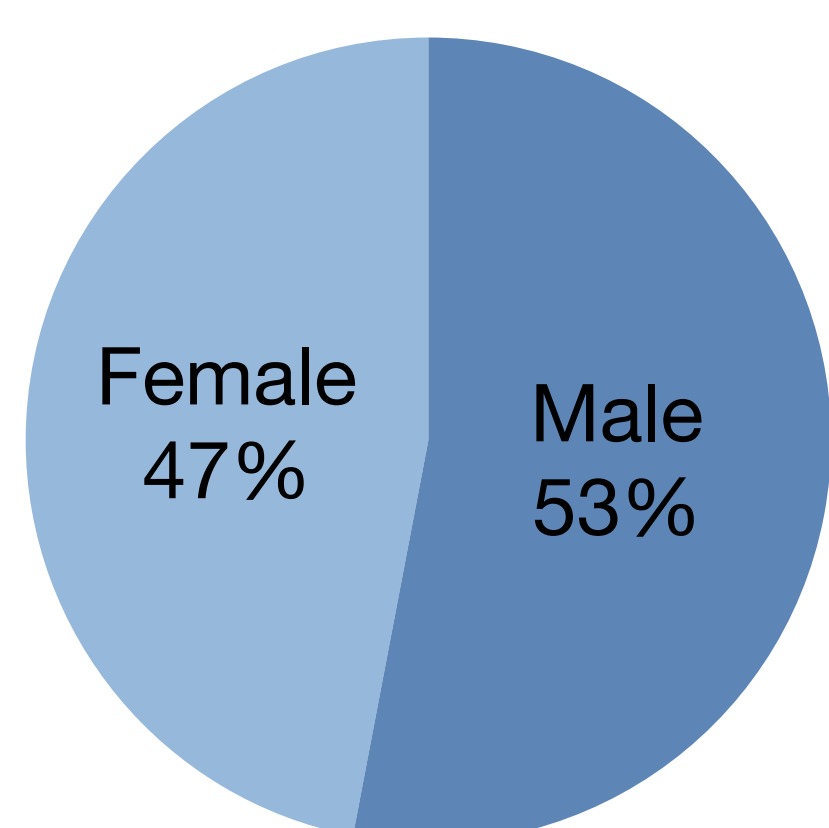
of people worldwide listen to digital audio monthly

48%

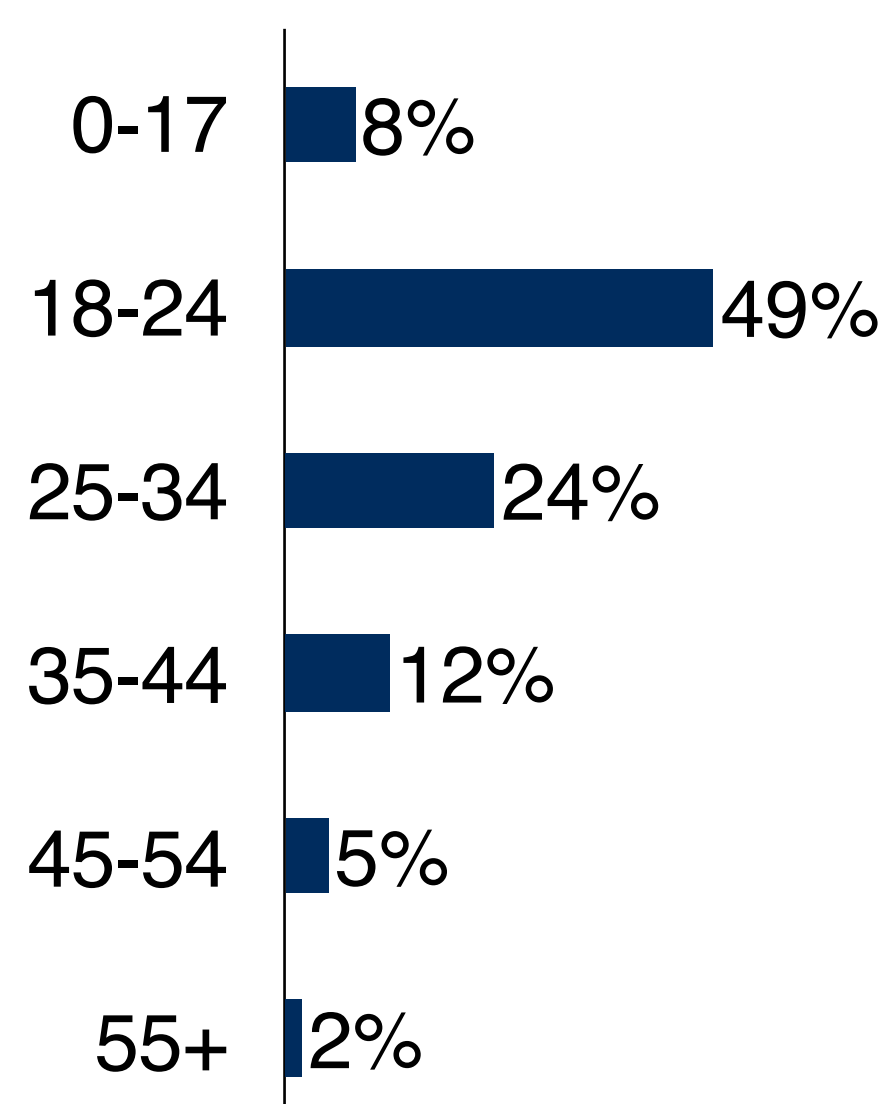
Almost half of Romanians use music-streaming service

Source: Global Web Index Romania. 2020

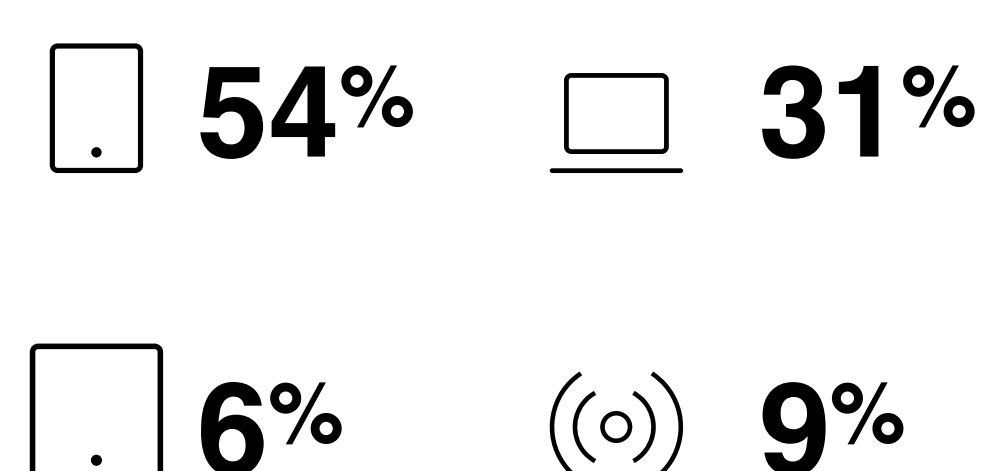
Gender breakdown¹



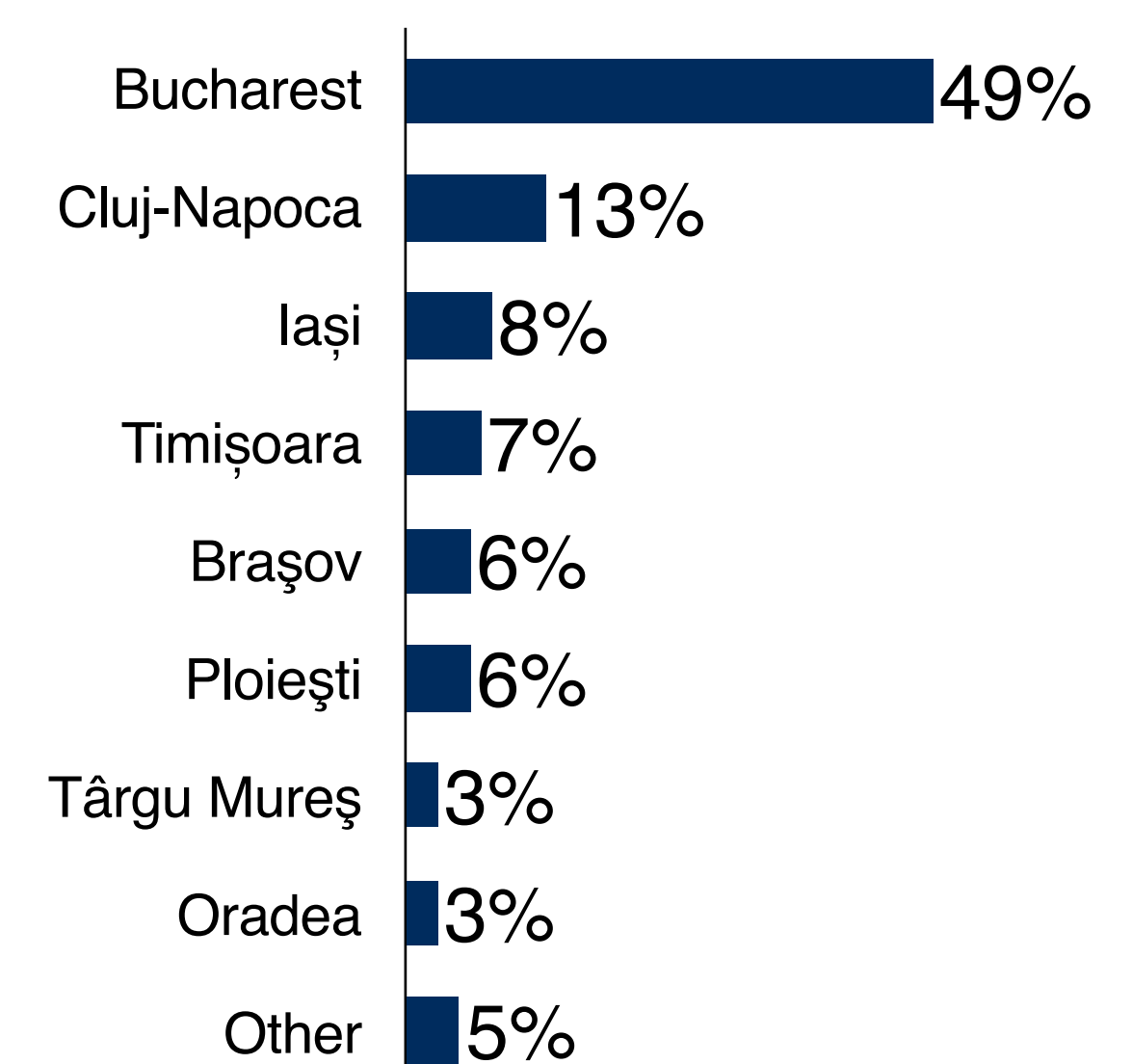
Age breakdown¹



Platform breakdown¹



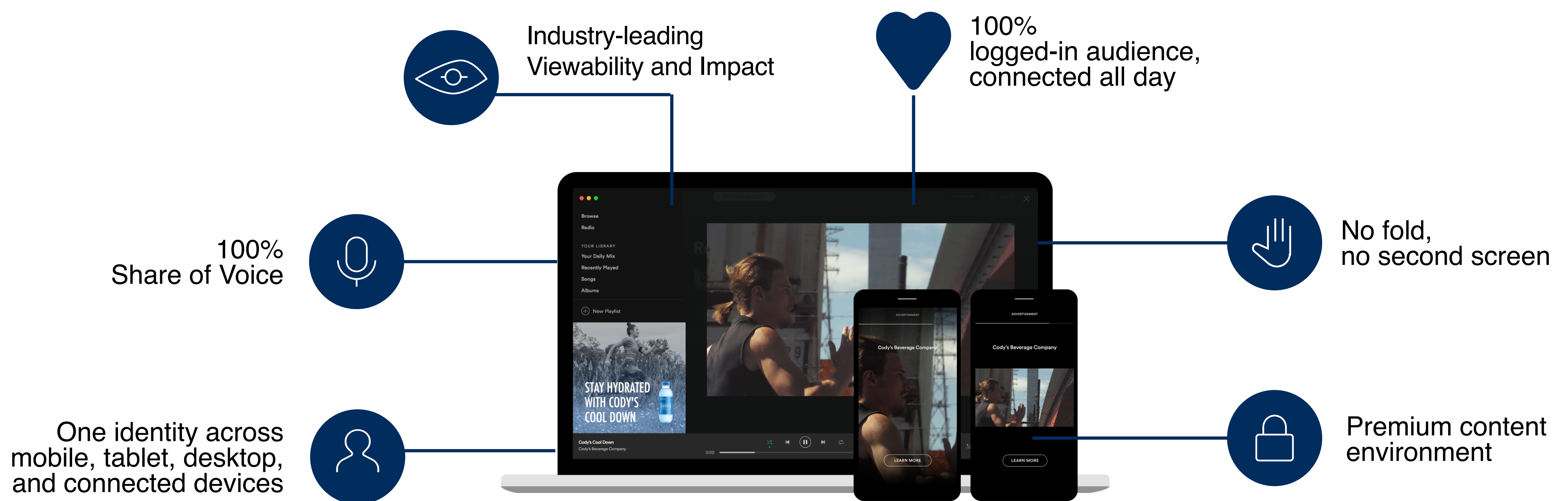
City breakdown¹



Source¹ internal Spotify data, Romania, November 2021

Spotify

Key Facts



Ad Formats

AUDIO	VIDEO	DISPLAY		MIXED
Audio Everywhere	Video Takeover	Homepage Takeover	Overlay	NEW! Sponsored Playlist
			Leaderboard	
	Sponsored Session			

Targeting Options

Spotify users are logged in across devices and actively streaming content as they move throughout the day.

Platforms's unique streaming intelligence provides insights into context—moments, mindset, and mood.

WHO THEY ARE

- Age & Gender**
- Geography**
- Language***
- Interests and Behaviours***
- Time frames**

WHAT THEY'RE LISTENING TO

- Playlist**
Reach users currently listening to music aligned with popular daily activities, life moments, moods, and seasonal events.
- Genre**
Deliver your message immediately after a user has listened to a specific genre.

TikTok

No judgement world

Engage with users who are at the forefront of the latest trends and movements. Highly engaged, passionate users in fully-immersive vertical video experience. Tap into engagement solutions and immersive formats to connect with audiences around the world.

Unleash your brand's creative side



Meet our users and learn what sets them apart, why they are extremely valuable for your planning.

75%

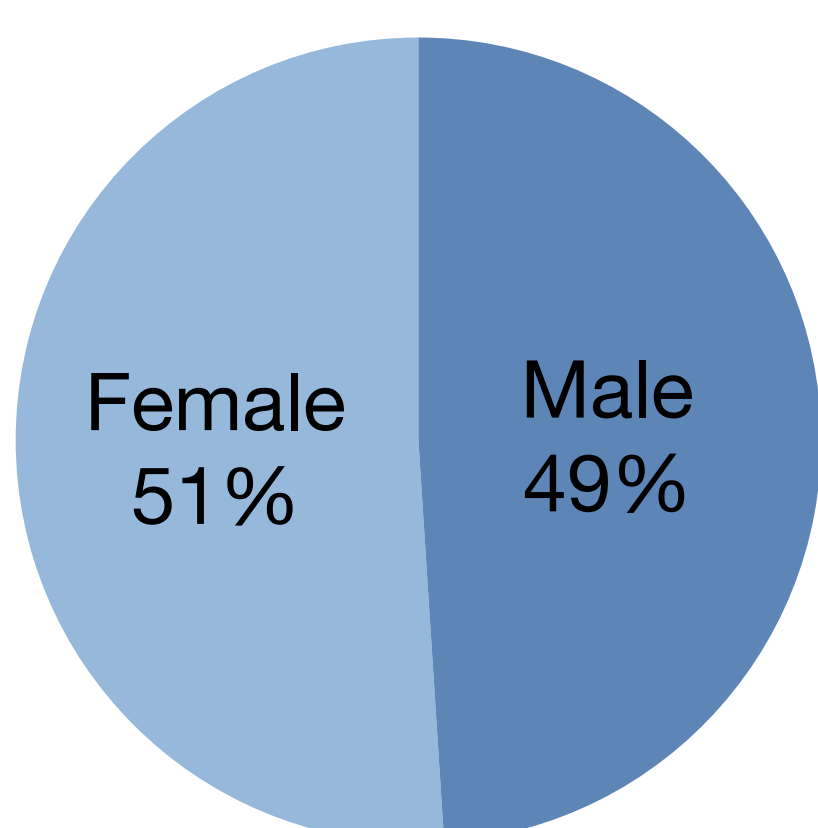
of TikTok users come to TikTok to be entertained.

23%

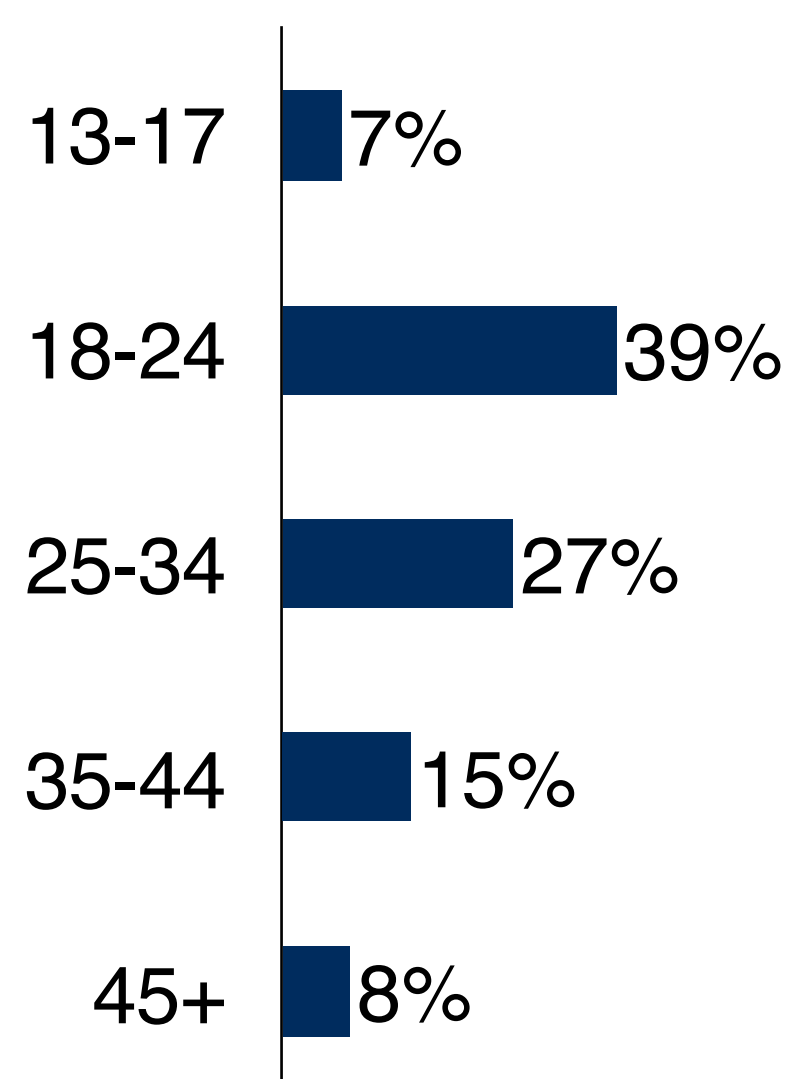
of users agreed that they bought something they saw on TikTok.

Source: Marketing Science Global Time Well Spent research conducted by Kantar in 2021 | Marketing Science EU Holiday Shopping Behavior Research 2020, conducted by Walnut Unlimited

Gender breakdown¹



Age breakdown¹



Downloads¹

Top Apps Worldwide for October 2021 by Downloads (Non-Game)

Overall Downloads		App Store Downloads		Google Play Downloads	
1	TikTok	1	TikTok	1	Instagram
2	Instagram	2	YouTube	2	Facebook
3	Facebook	3	National Anti-Fraud Center	3	TikTok
4	WhatsApp	4	WhatsApp	4	Telegram
5	Telegram	5	Instagram	5	WhatsApp
6	Snapchat	6	Facebook	6	Snapchat
7	Messenger	7	CapCut	7	Meesho
8	Meesho	8	Google Maps	8	Messenger
9	Spotify	9	Taobao	9	Spotify
10	CapCut	10	WeChat	10	PLAYit

Note: Does not include downloads from third-party Android stores in China or other regions. TikTok includes downloads of Douyin.

Source¹ Public data, Romania, December 2021

TikTok

Key Facts



Ad Formats

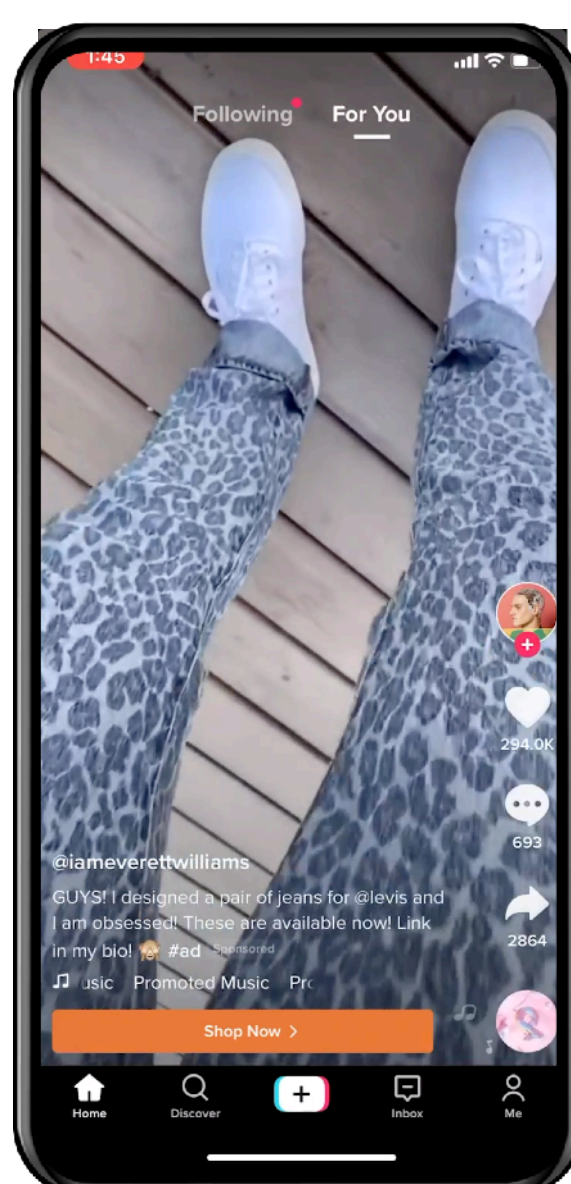
TOP VIEW



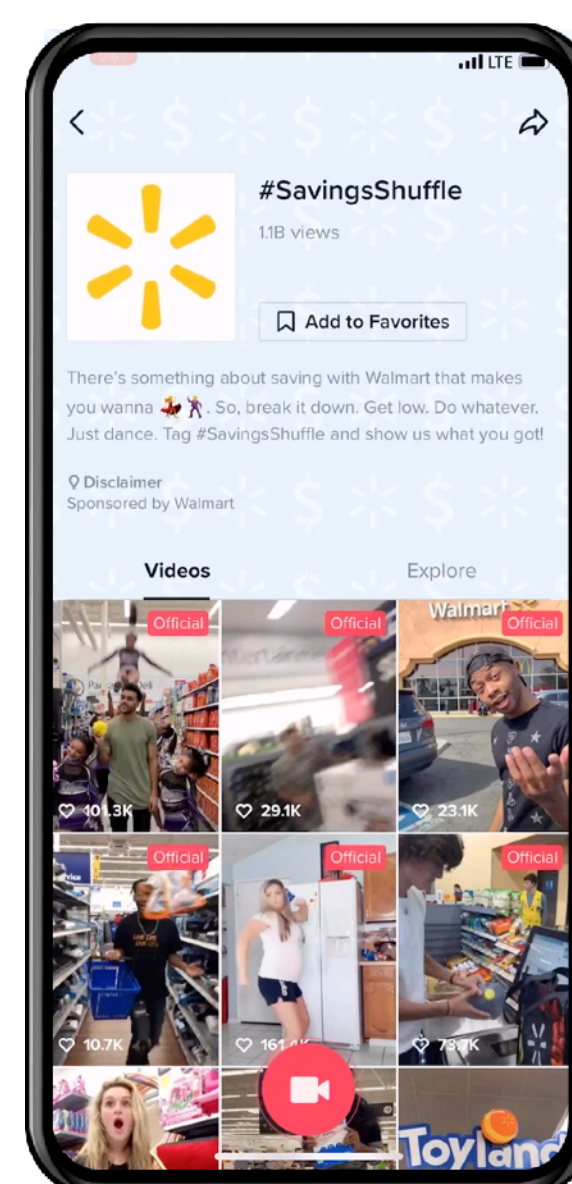
BRAND TAKEOVER



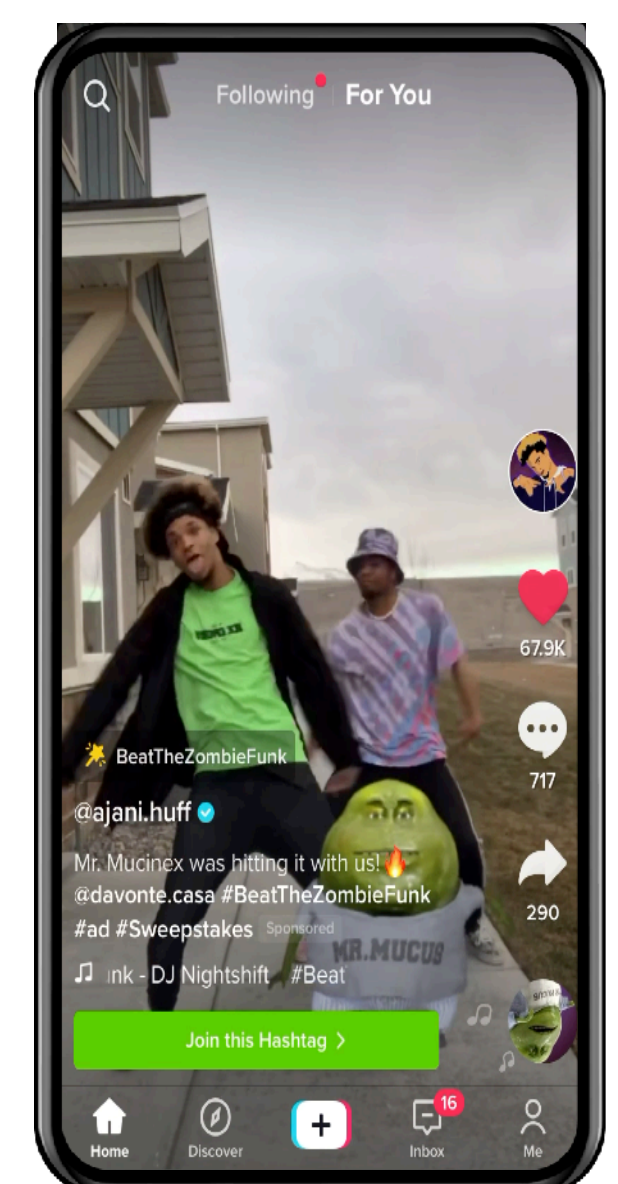
IN-FEED AD



BRANDED CHALLENGE





BRANDED EFFECT





Targeting Options

TikTok provides you various targeting options for you to pinpoint the exact audience you want your ads to be displayed to. Targeting can be selected during the ad group creation process and allow combination of demographic and interest/behaviour based targeting facets.

WHO THEY ARE

-  **Age & Gender**
-  **Geography**
-  **Language***
-  **Interests and Behaviours**
-  **Time frames**

WHAT THEY LIKE

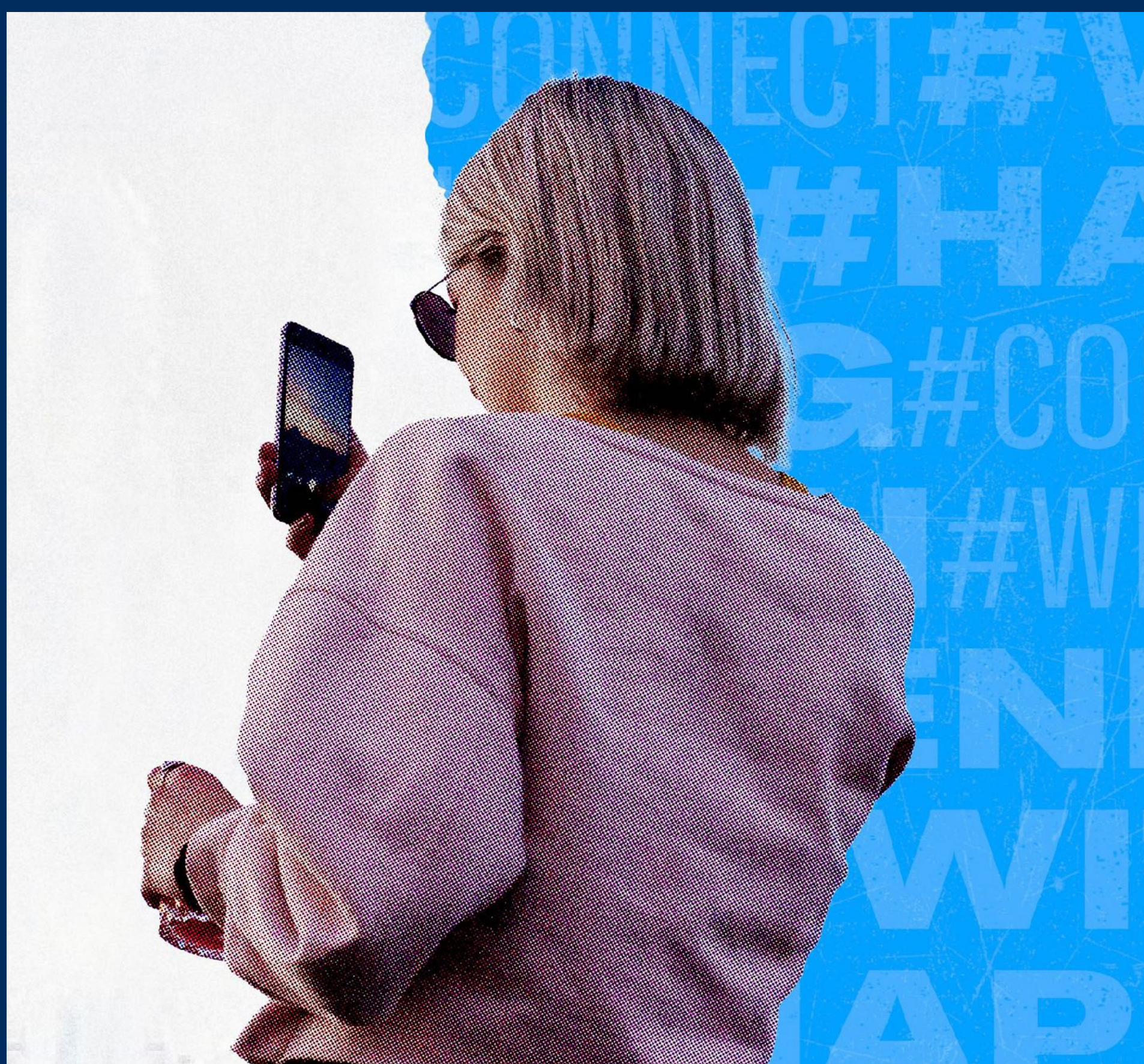
-  **Engagement**
Retarget users that have previously engaged with your ads
-  **Audience Match**
Customer list of emails, phone numbers or device IDs

Twitter

Leaned-in audience

People on Twitter are influential, receptive, and drive results like no other. So when you're building your marketing plans, start with them. We've got some proven ways to help you be part of their worlds..

Your consumers at the center of what's happening.



Meet our users and learn what sets them apart, why they are extremely valuable for your planning.

+64%

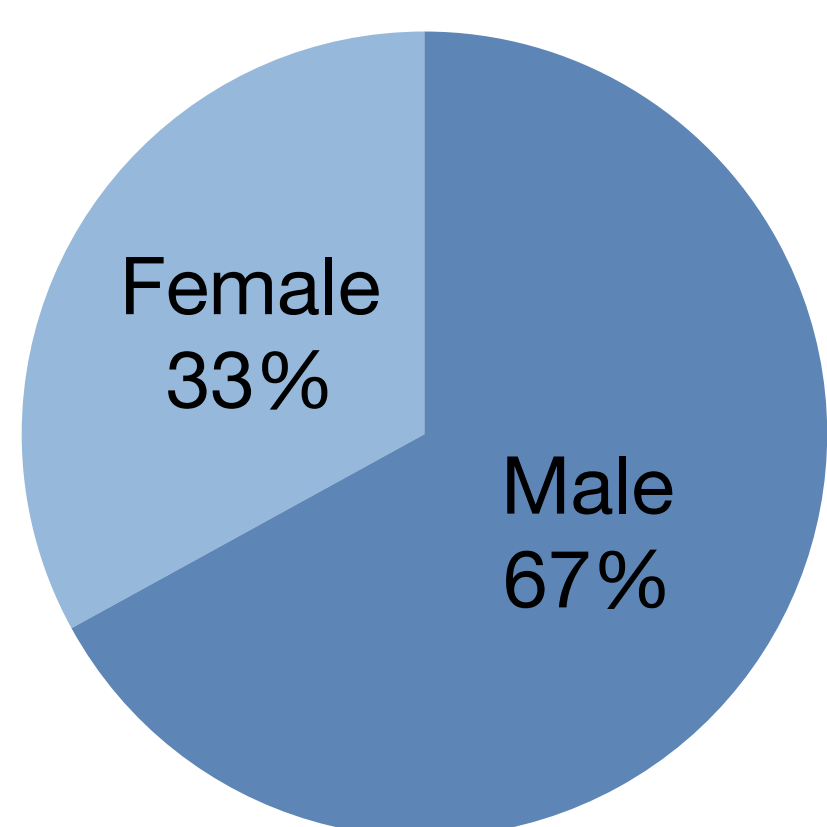
more likely to be the first to try new things than non-Twitter users

53%

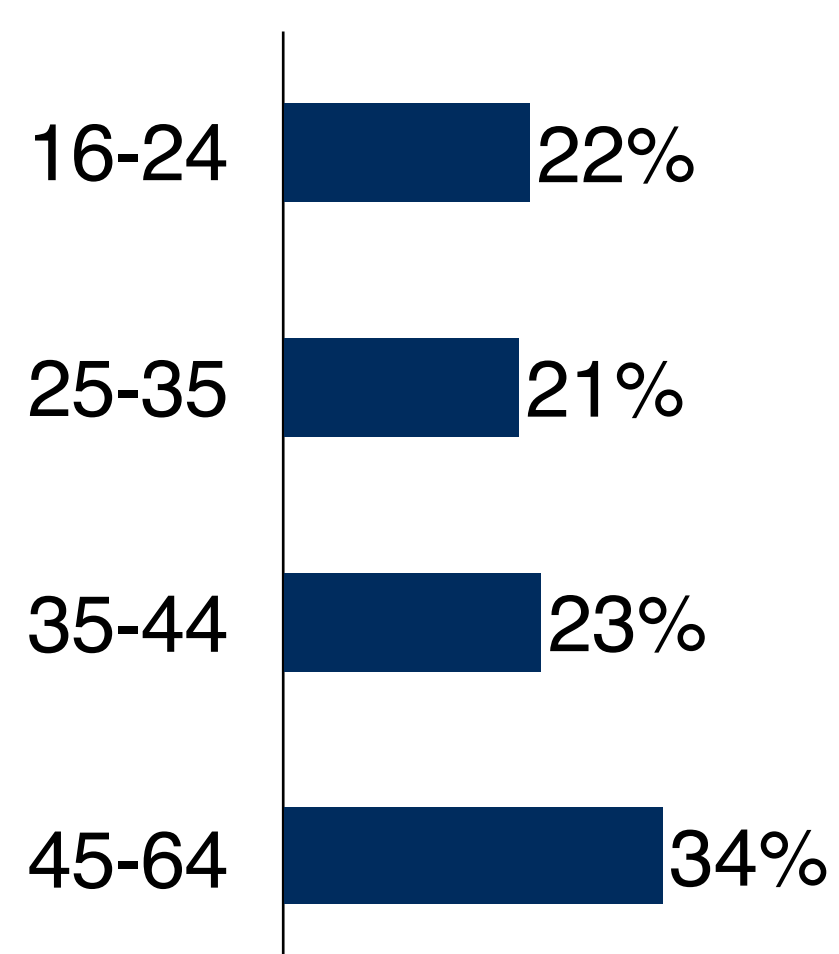
follow the latest technology trends and news

Source: GWI Q2 – Q3 2020. Romania. All Verticals. All Respondents. weekly Twitter users

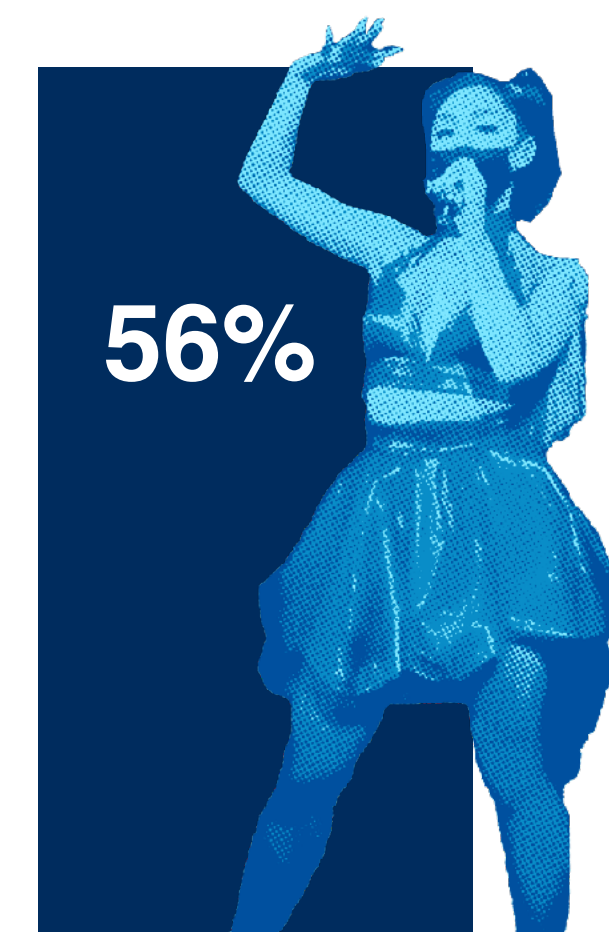
Gender breakdown¹



Age breakdown¹

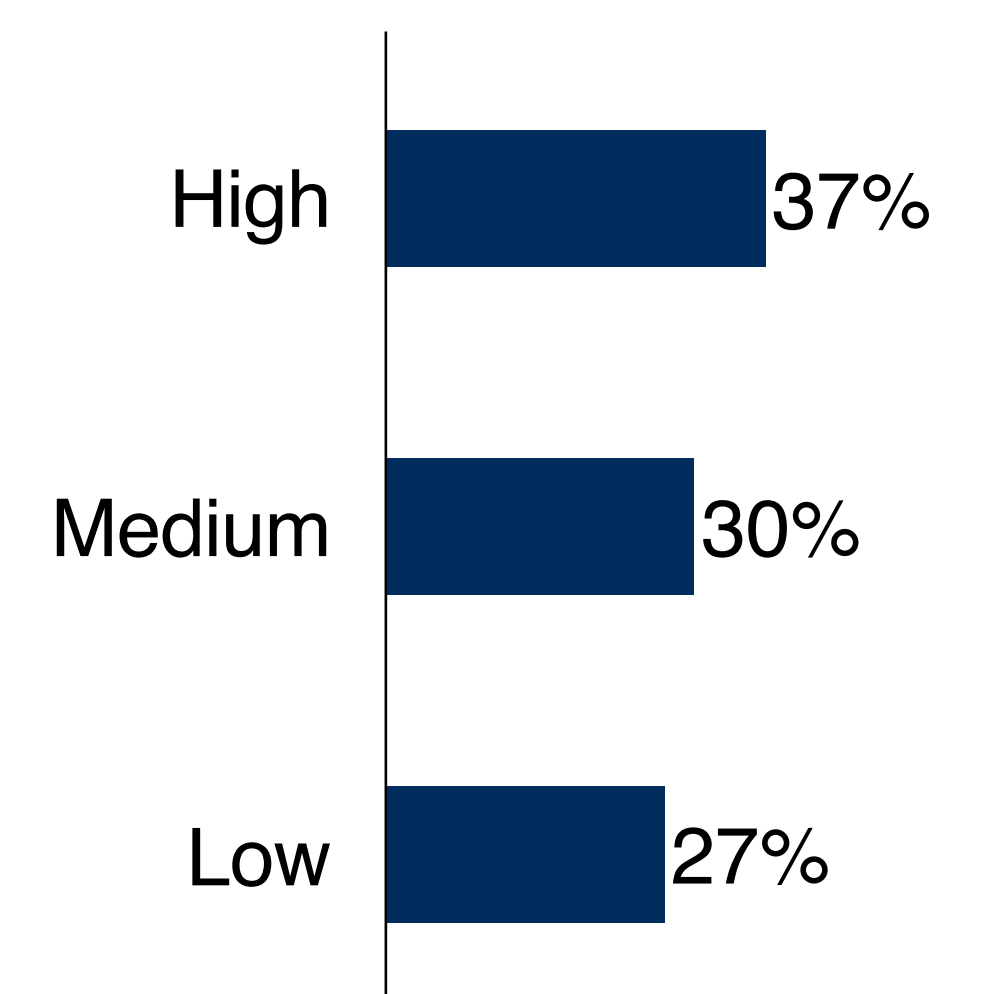


Account types²



Singers, musicians followed in social media

Annual Income³

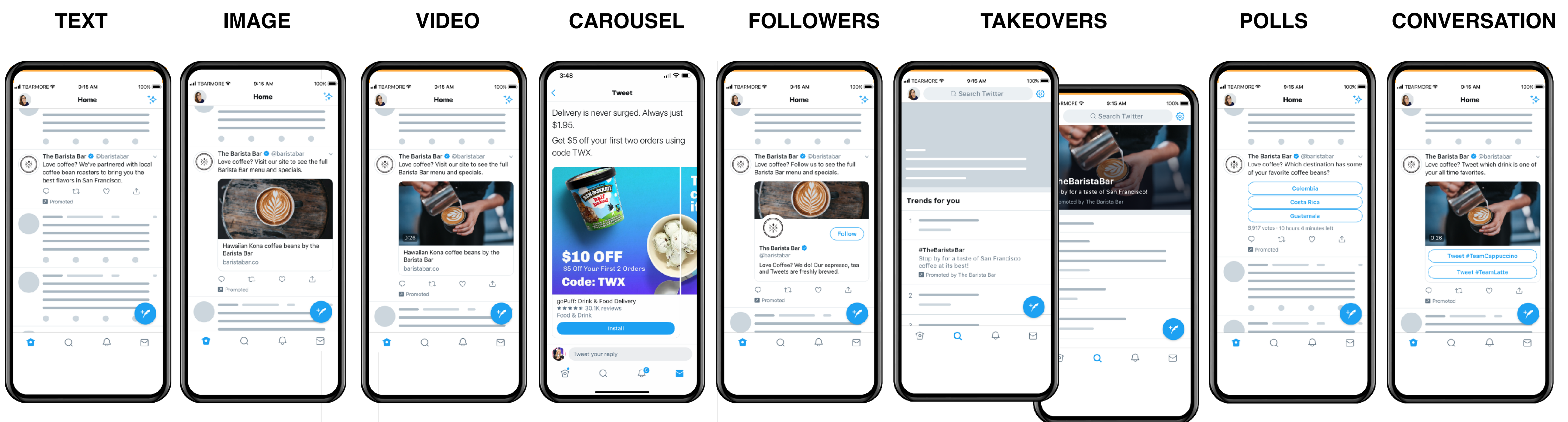


Twitter

Key Facts



Ad Formats



Targeting Options

Powerful targeting tools to get your brand and message in front of the right people, when they're most receptive.

From exclusive conversation and event targeting capabilities, to remarketing campaigns and more, we'll help you connect with the people that matter the most to your business.

WHO THEY ARE

Age & Gender

Geography

Language*

Interests and Behaviours*
Reach demographic-based and interest-based audience segments

THEIR PASSIONS

Events
Conversation around the biggest online and offline events in the world.

Conversations
Content of their everyday conversations across 25+ categories and 10,000+ topics.

Followers lookalikes
People who behave similarly to another account's followers.

WeTransfer

Make an impression

When you advertise with WeTransfer you show up next to the world's biggest ideas, with expertly-crafted ads that look good, and perform better.

Premium space that puts brands in front of the world's most influential audiences.



This isn't traditional advertising.

It's WeTransfer

Meet our users and learn what sets them apart, why they are extremely valuable for your planning.

60%

of WeTransfer users work in the creative industry

40%

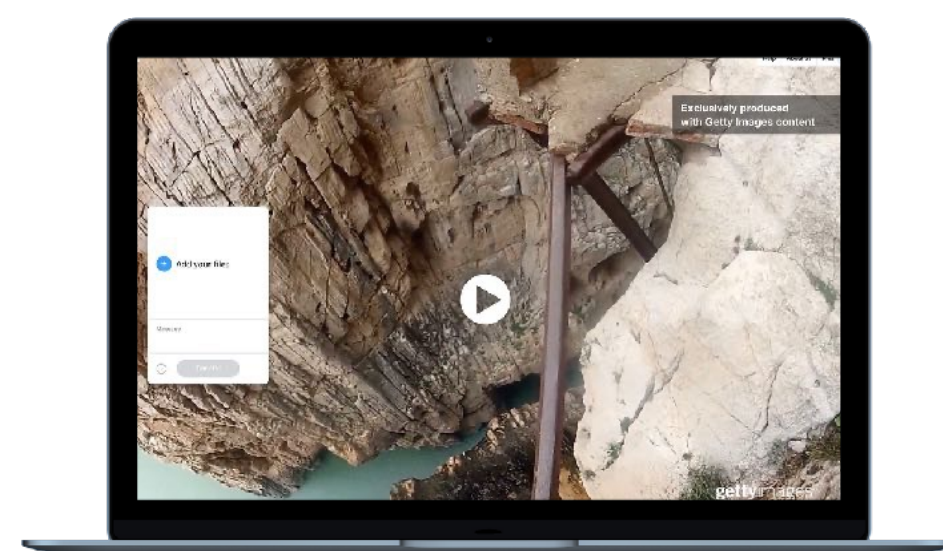
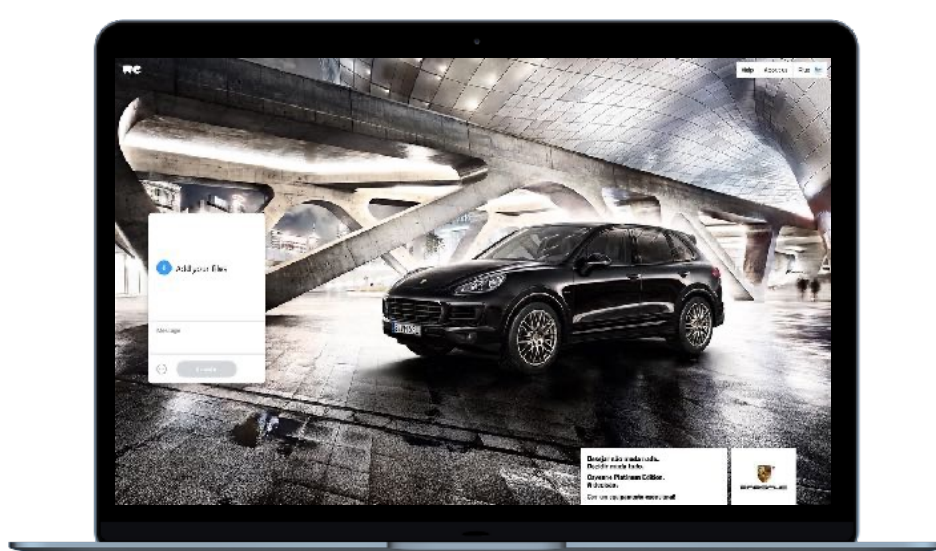
are in the top quintile for global spending power

Source | WeTransfer internal data, Global Audience, December 2021

Ad Formats

STATIC

VIDEO










45 seconds

Time-in-view

Working with Httpool

Campaign Reference Guide

	Objective	Creative	Measurement (delivery & viewability)	Bidding
	Awareness Engagement	Instant Play (High-Quality Video) Dynamic End-Card Sequel (Video Story Ads)	All delivery and verification	CPCV
	Brand Awareness Website Visits Engagement Video Views Lead Generation Website Conversion	Single Image / Video Carousel Event Ads Dynamic Ads Follower Ads Message Ads	Google Marketing Platform for Sponsored Content, Dynamic spotlight ads, and Text ads; MOAT for video	CPM CPC CPV CPS
	Awareness / Engagement Promoted Places App Install Traffic to Website/App Video views Lead Generation Conversion Website App Catalog Sales	Single Image / Video Ads Collection Ads Story Ads Lenses AR Experiences Filters	Google Marketing Platform MOAT IAS Nielsen mDAR	CPM CPC (swipe) Install Purchase Video views (2 / 15 sec) Share / Open (Stories)
	Awareness Engagement	Audio Video Display Homepage Takeover Sponsored Session Sponsored Playlist	DART/DoubleClick/DCM/Sizmek/ Mediamind/Pointroll/Eyewonder/ Atlas/Mediaplex/Conversant/ Adform/Flashtalking/TruEffect/ Medialets/Adfarm/Facilitate/ Weborama/Telemetry/Innovid/ AdTech/DoubleVerify Gemius/MOAT/IAS	CPM CPCV CPD
	Reach Traffic App Install Video Views Community Ads Lead Generation Conversion / Catalog	TopView One Day Max InFeed Branded Challenge or Effect	Google Marketing Platform / FlashTalking/Adform/Sizmek/ Double Clicks/MOAT/IAS/DV/ Open Slate/	CPM oCPM CPC CPV (2 / 6 sec)
	Reach Video Views Pre-roll video views App Installs / Engagement Website Traffic Engagement / Followers	Single Image / Video Ads Carousel Image / Video Website Cards Polls Moments Conversation Button Custom buttons	Google Marketing Platform MOAT IAS	CPM CPC CPE CPF CPI
	Awareness	Static / Video Takeover	Google Marketing Platform Gemius Sizmek	CPM

Let's talk!

Drop us a message: office@httpool.ro

