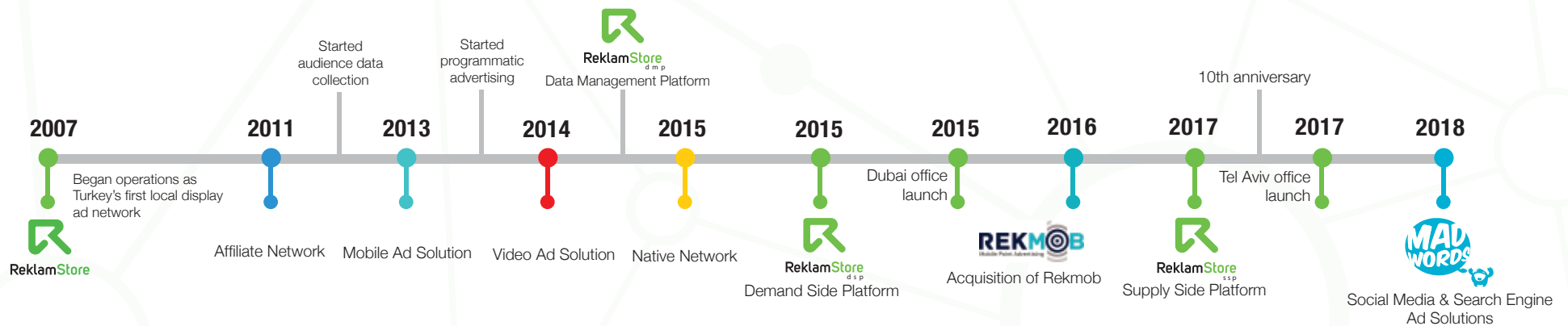# MEDIA KIT

2019 edition

ReklamStore

About ReklamStore

ReklamStore is the leading digital advertising platform that offers data centric performance solutions for advertisers and publishers. We started our journey as Turkey's first display ad network in 2007. Since then we added affiliate, video, mobile and native advertising solutions to our offerings.

Also, we specialized in audience targeting and developed programmatic advertising platforms including demand side platform (DSP), supply side platform (SSP), and data management platform (DMP).

ReklamStore incorporates **50** employees

Timeline

2007 — Began operations as Turkey's first local display ad network
ReklamStore

2011 — Affiliate Network

Started audience data collection

2013 — Mobile Ad Solution

Started programmatic advertising

2014 — Video Ad Solution

ReklamStore dmp — Data Management Platform

2015 — Native Network

2015 — ReklamStore dsp — Demand Side Platform

2015 — Dubai office launch

2016 — REKMOB — Acquisition of Rekmob

2017 — ReklamStore ssp — Supply Side Platform

10th anniversary

2017 — Tel Aviv office launch

2018 — MADWORDS — Social Media & Search Engine Ad Solutions

DSP MANAGE YOUR ADS WITH SELF-SERVE DSP

Reklam Store dsp

We provide a self-serve campaign management product for advertisers, media buyers, and affiliates to target the right audience with the right ad model by analyzing users' demographics, interest, and behavior according to their web browsing history.

Core Benefits

Premium Traffic
We are partners with the major ad exchanges and SSPs. You can reach billions of impressions every single day.

Easy To Use
Set up schedules, select metrics for accountability and align plans with spend.

Self Service
Create, manage, monitor, and optimize your own campaigns

Real-Time Bidding
Win more ad space via maximum ad opportunities and fastest response.

Brand Safety
Eliminate the risk of fraud, misplacement, malicious traffic.

Built-in Ad Serving
If you don't have an ad server, we handle all your ad serving and content delivery.

%100 Transparency
Check exactly where every $ of your ad spend is going.

Real Time Reporting
See how your campaigns convert with +40 metrics & dimensions. All in real time!

DSP

MANAGE YOUR ADS WITH SELF-SERVE DSP

ReklamStore
dsp

Features

Campaign edit via CSV

Conversion tracking

3rd party tag support

Real-time reporting

Display, video, native, POP

Brand safety & fraud protection

Targeting

SSP

Domain Placement Site Publisher

Retargeting

IP Address

Device Type

Browser

Operating System

Connection Type

Carrier (ISP)

GEO

Daypart

Datacenter Location

Audience Targeting

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DSP
MANAGE YOUR ADS WITH SELF-SERVE DSP

ReklamStore dsp

Why should you use ReklamStore DSP?

Advertising formats

AD *Display*

Native

Video

AD *Pop*

AD *Push*

Publish ad campaigns on

Desktop

Mobile or in-app

Without the need for approval

STEP 01 — Create

Manage — STEP 02

STEP 03 — Monitor

Optimize — STEP 04

CPM traffic **200+** countries

Integrated **100+** SSPs & traffic sources
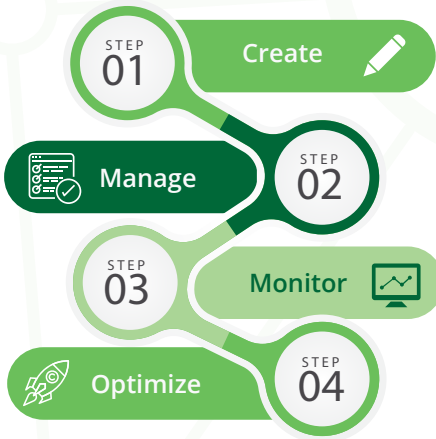
Many targeting options

- Location
- IP address
- Device
- Connection type
- Browser
- Operating system
- SSP
- Carrier
- Domain
- White-listing
- Placement
- Black-listing
- Daypart

Many funding options

Credit Card

PayPal

Crypto

Wire Transfer

Detailed & transparent real-time reporting with **+40 metrics & dimensions**

The minimum funding amount is just **$100**

SSP
MONOTIZE YOUR TRAFFIC WITH REKLAMSTORE SSP

ReklamStore
ssp

ReklamStore SSP brings global ad buyers and sellers together. We aim to bring a unique approach to the advertising industry, offering a comprehensive self-service platform for publishers, powered by machine learning algorithms to reach better results and offer high CPM rates all the time thanks to our header bidding technology.

Access to Demand Resources
We supply traffic to our publishers with many connected demand resources from all over the world.

100% Fill Rate
ReklamStore SSP integrated global demand resources and provides a 100% fill rate.

Self Service
Create your own codes and implement them easily, and follow the figures from the report page.

High Efficiency
With our header bidding technology, you will have high CPM rates and high fill rate all the time.

Global Inventory
ReklamStore SSP has thousands of publisher networks all around the world.

1000+
Daily active publishers

60 million
Impressions/day

1250+
Websites

10+
Ad Exchanges

SSP

MONOTIZE YOUR TRAFFIC WITH REKLAMSTORE SSP

ReklamStore
ssp

Why should you use ReklamStore SSP?

Publish ads only in 4 steps

STEP **01** Sign up →

STEP **02** Add your website

STEP **03** Create your placements

STEP **04** Implement placement codes to your website

Free to use. **CPM and CPC** models.

User-friendly, self-service panel

∞ Unlimited demand from first-class advertisers.

Outstanding customer support.

✓ No minimum requirements or conditions to become a publisher.

Payment is sent right after the payout has reached **$50**

You can publish

AD — *Standart Banners*

AD — *Pop Ads*

AD — *Interactive Ads*

AD AD — *Native Ads*

Fast and timely payouts

PayPal   **Wire Transfer**

Most revenue-generating & demanding ad models

AD — *Standart Banners*

AD — *Pop Ads*

AD AD — *Sticky*

AD — *Scroll*

AD — *Postitial*

AD — *In-Read*

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DMP KNOWING YOUR CUSTOMER MATTERS

ReklamStore dmp

Your customers are constantly sending signals about what they're interested in and what they are willing to buy. Track those signals and know your audience better with our data management platform.

With ReklamStore's data management platform technology, advertisers can easily segment their target audience based on visits, search, operating system, location, device, frequency, and much more. We offer data with scale and depth with more than 29 million unique global profiles per month. And the data we provide is fully GDPR competent.

Core Features

Discover Your Real Target Audience & Engage

Once your marketing strategy identifies the target audience for your products, you can use equally targeted advertising to deliver the right promotional messages to prospective buyers.

Maximise Click Trough Rates On Your Campaigns

Your customers are constantly sending signals about what they're interested in and what they can be persuaded to buy. Track those signals and act on them via our data management platform

Create Your Own Data Audience Segment

With ReklamStore's data management platform technology advertisers can easily segment their target audience based on visits, search, operating system, location, device, frequency, and much more.

Target Via Your Own Media Buying Platform

ReklamStore DMP allows advertisers and agencies to target our special data segments through their own media buying platforms such as; Appnexus, Adform, Doubleclick etc.

Affiliate

THE LEADING PERFORMANCE MARKETING NETWORK

ReklamStore affiliate

Thanks to performance-based advertising, you know exactly how much return you get from your campaign budget. ReklamStore manages a powerful affiliate network, creating a platform from which both advertisers, publishers, and agencies can benefit.

300.000
Monthly membership

+300
Campaign

+2500
Publisher

+250.000
Monthly video view

+300
Advertiser

Lead Offers

Affiliates are paid depending on of how many visitors are sent to the merchant website and then sign up as leads.
(Cost Per Lead)

Sales Offers

Earn commissions from the merchant each time they will send a client to the merchant website, and that client makes an actual purchase.
(Cost Per Sale)

Install Offers

The brand is charged a fixed or bid rate only when the application is installed.
(Cost Per Install)

Action Offers

In this model of advertising, commission is paid when a user takes a specific action.
(Cost Per Action CPA)

Mobile ATTRACT YOUR AUDIENCE ON MOBILE

ReklamStore mobile

When it comes to mobile campaigns, brands have to face with extremely complicated targets. ReklamStore's mobile advertising technology makes all processes easier and more efficient by offering brands detailed targeting options and creative solutions to manage highly interactive campaigns at mobile.

Cost Per Install (CPI) Campaigns

We provide offers that pay based on a Cost Per Install model. It's a big opportunity for app developers, mobile media buyers and affiliates to make money promoting apps or games.

Reach Your Audience On Mobile

Our mobile ad network & programmatic media buying platforms enables clients to purchase inventory from the Reklam-Store's mobile ad network and all major mobile traffic sources easily.

Advanced Targeting Options

Partnering with hundreds of mobile apps and mobile publishers, we offer various data targeting options to advertisers to reach millions of users through mobile apps and websites.

Detailed Reports

As ReklamStore, we believe that reports are not functional at all if they are non-analytical and contain only numeric data. This is why you can monitor and control your campaign efficiency easily with our advanced reporting panel.

Mobile Web Projects

"I want to show a special ad to the user who visited my website on mobile devices."

Performance Based

"I want to easily reach my defined targets with performance-based mobile advertising campaigns."

Push Notification

"I want to show a special ad to the user who visited my website on mobile devices."

In - App Ads

"I want my ads to be displayed in the specific areas on mobile apps."

Mobile Ads Based On Your Needs

VIDEO MARKETING

ReklamStore Video offers its advertisers and publishers the option to take advantage of the standard video ads such as in-banner, in-stream, as well as customized and interactive ad formats. It allows you to reach your target audience with the video ad model which fits your brand most through all the opportunities offered by RTB technology.

Ad Formats

Instream

| Pre Mid Post Roll | Companion Banner | 100% View Targeting |

Outstream

100% View Targeting

Targeting Options

- Demography - Break according to demand
- Device - Online video, mobile, tablet
- Player width
- Operating system

Display   MAKE YOUR BRAND VISIBLE WITH DISPLAY ADS

Thousands of websites around the world are working to make your brand known to your target market via ReklamStore Display. We allow you to choose the one with the most appropriate target audience for your brand from the most premium websites. Take the users who have visited your website at least once back to your website by showing your products and services again while they are searching on Google or surfing on our publisher pool.
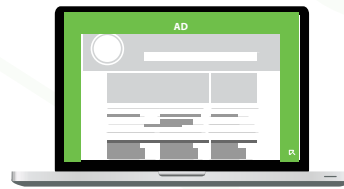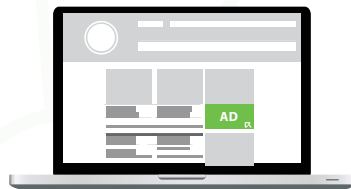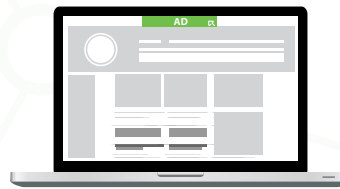
Ad Formats

Standart banner

Desktop interstitial

Page skin

Mobile interstitial

Category banner

Site banner

Leaderboard

Native

EXACT MATCH WITH THE USER EXPERIENCE

Native ads that are placed just like a natural part of the original content transfer the brand's message without disturbing the user. Native ads draw the user's attention as they adapt to the content they are used together and are more likely to interact.

ReklamStore's native ads are fully responsive which means native ads act like the content of that medium and fits into the design of the website. So, people can easily see and read native ads via PC, laptop, tablet, and smartphone with the same experience.

Native Ads For Everyone

Publishers & Content Marketers

Media or 360 Degree Agencies

Brands & Businesses

Clients

Contact

HQ Istanbul:
Yeşilce Mah. Diken Sokak No: 4 Beyazhan
Kat:4 4.Levent / İstanbul Turkey

Israel Office:
WeWork – 1 Shankar St, Herzliya, 4672501, Israel

United Arab Emirates Office:
Unit No: RET-R5-072 Detached Retail R5 Plot No: JLT-PH2-RET-R5
Jumeirah Lakes Towers Dubai the United Arab Emirates

Deloitte.
Technology Fast 50 Turkey 2017

RED HERRING EUROPE
WINNER 100

kariyer.net
İnsana Saygı Ödülü '14