

multichannel

revolution in intelligent marketing

2013

MULTICHANNEL
MEDIA KIT

Introducing Multichannel

Multichannel is the first universal digital marketing platform with an integrated dashboard built to optimize management, provide suggestions, and optimize spending on marketing campaigns across multiple channels, such as Google AdWords US, Yandex Russia or even Baidu China, through a single, automated, AI-empowered solution.

Its intuitive interface allows for the instant delivery of customers' message on millions of Web pages and mobile apps, enabling any user to easily and effectively create and manage advertising campaigns around the world, regardless of language, currency or regulatory barriers.

Using artificial intelligence algorithms, which Multichannel developed in-house, customers can instantly benefit from data and knowledge collected from past and current campaigns. This enables them to concentrate on goals like sales or leads versus cost of acquisition and not be distracted by traditional measures of success such as clicks, impressions or likes, which might be spread through different platforms, languages and currencies.

Empowering digital marketing managers (whether in-house or agency based) with a comprehensive solution for the optimal ad spend and reach using a patent-pending technology, developed by its own R&D team, Multichannel brings instant significant savings to almost any advertiser, automatically calculating optimal bids 24 hours a day for every single keyword and platform.

Thanks to an ability to oversee various distribution channels in a single cloud-based interface, complex online advertising campaigns can now be efficiently and easily managed and their results judged, no matter what the medium. Artificial intelligence evaluates the best way to reach the most promising customer at the right moment.

Multichannel also provides constant supervision of customers' exposure, taking an enormous number of factors into consideration, such as time of rotation, audience and geography (just to name a few), resulting in a constantly improving campaign. It offers adjustment suggestions that lead to improved growing sales and leads figures supported by focused marketing-budget spending.

Multichannel's Business Value

Artificial Intelligence

Multichannel's system learns from every campaign it manages, analyzing audience behavior data in order to constantly fine-tune its decision-making abilities and provide real-time suggestions on how to improve. That means all customers benefit from a wealth of knowledge and years of data accumulated from previous successful campaigns.

Budget Optimization

Multichannel allows for budget optimization by utilizing a special bidding and monitoring system that keeps an eye on your campaigns 24/7. Making the most of your budget, the system will allocate funds to where they will have the greatest effect by calculating the quality of outreach decisions. The algorithm-based system also tailors your e-marketing campaigns based on contributing factors, such as business relevance and visitor clicks, resulting in ideal placements at reasonable price points.

Elimination of Click Fraud

A pioneer in the industry, Multichannel's click fraud blocker intelligently identifies and eliminates attempts to defraud customers' media dollars by identifying inefficient placements at early stages, well before a campaign manager would react.

For more information, visit: <http://multichannel.net>

Features & Industry Overview

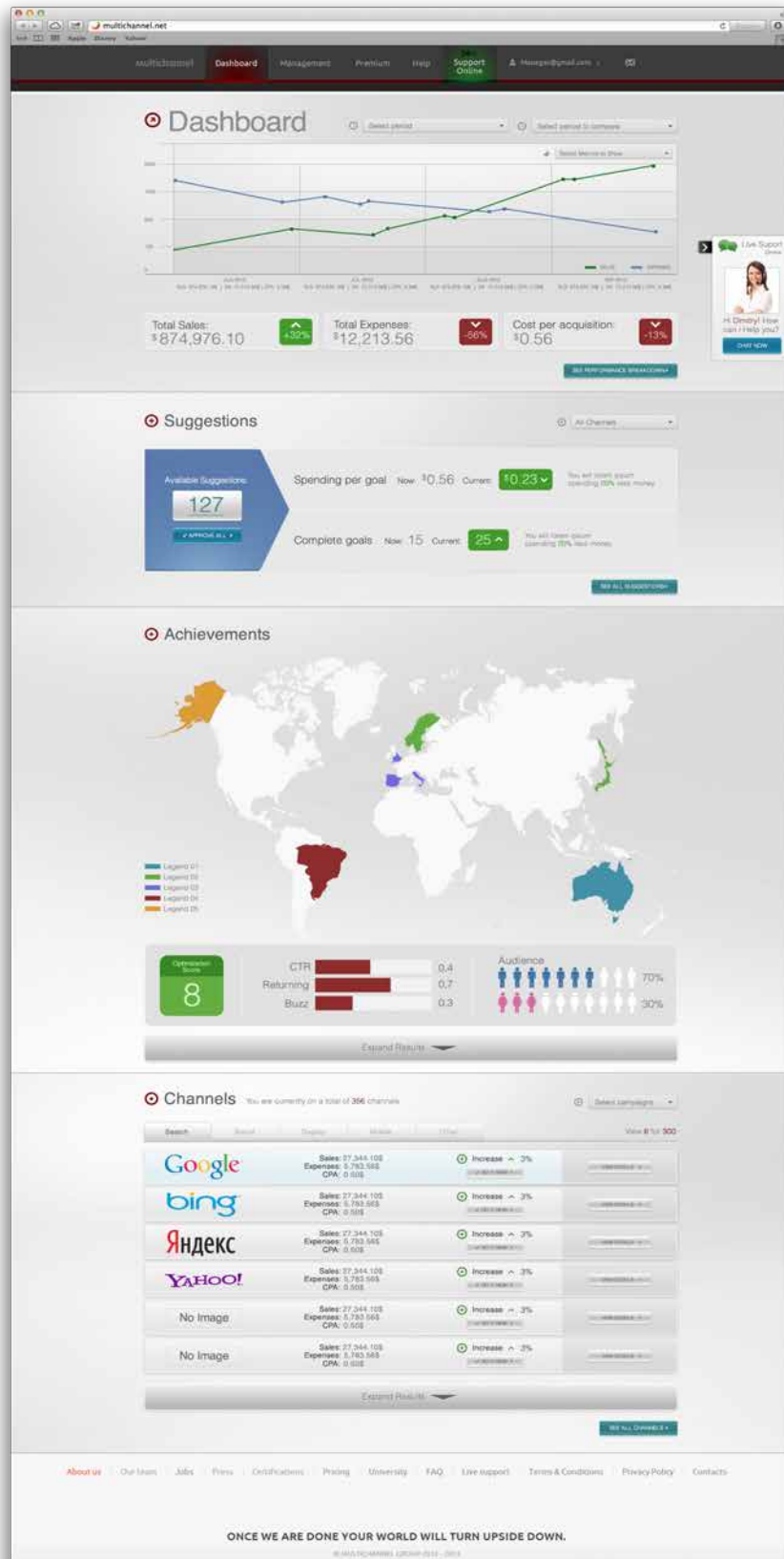
Platform Features

Multichannel gives its customers the following functionality:

- ✓ Review results of campaign exposure on various platforms in your own personalized control panel, which focuses on results that are important to the customer
- ✓ Provides automatic bid management that optimizes and adjusts bids in your campaigns in real time
- ✓ Multichannel presents your reports in the currency of your choice
- ✓ Warns of inefficient or misleading placements
- ✓ Generate, monitor and manage your marketing exposure in one place, in one language and using one metric
- ✓ Delivers fraud prevention measures, such as eliminating placements on websites that generate profits fraudulently
- ✓ Performs constant evaluations of customer groups and ways to reach them in the right place at the right time

As a result, Multichannel allocates an ever-growing knowledge to improve customer exposure performance, optimize spending and identify new business opportunities.

Customer Dashboard Example



Multichannel Case Study: Multiplaz



CASE STUDY

By preventing click fraud and misleading spends, Multiplaz Co. saved 20% on their annual advertising budget.

THE CHALLENGE

In order to promote their products, Multiplaz actively uses display network advertising which accounts for a significant portion of their annual spend. However, the effectiveness of display network advertising was significantly lower than their search advertising. Multiplaz has not been able to figure out the reason why their advertising campaign was ineffective and more importantly, how to improve it.

The CEO of Multiplaz, Patricia Lewis-Hansen, decided to start working with Multichannel, specifying that changes in the company's advertising campaign can only be made in display networks, bids, keywords and placements - while other areas of the campaign will remain as before.

THE SOLUTION

In order to find solutions, Multichannel received access to their North American advertising campaigns, which showed display network campaigns on Google AdWords. Integration efficiency tracking was carried out on both the Multichannel and Multiplaz side through AdWords and Analytics accounts. Because of the restrictions set by the client, only the Multichannel module "Improvements" was used. This module aims to identify losses and search for possible solutions.

It also allows you to fully monitor the effectiveness of the company's advertising campaigns in display networks, which is achieved through the use of both external methods of tracking (UTM-tags) and internal (integration of AdWords and Analytics). This solution allows you to track the effectiveness from all sides: campaigns, keywords, ads and many more, all while allowing you to keep track of each placement individually.

Multichannel Case Study: Multiplaz

Results

Within the first week alone, the Multichannel module "Improvements" has identified 12 different placements where the average efficiency was:

OVERALL THESE PLACEMENTS HAVE GENERATED ZERO SALES.

AVERAGE TIME
ON SITE:

7SEC.

BOUNCE
RATE:

97%

CTR
OF ADS:

3%

AVERAGE DISPLAY
CTR WAS:

0.5%

\$4,301
PER WEEK
IN LOSS

\$17,207
PER MONTH
IN LOSS

\$206,495
PER YEAR
IN LOSS

Dmitry Fedotov

Founder & CEO



Dmitry Fedotov is the founder and CEO of Multichannel Group. An expert in innovation, he established his first technology startup during his first semester of studying digital media and economics at the University of Applied Sciences Kaiserslautern (Germany). The startup is still live and running (Vertrag.de). Later on, while still at university, he managed to convince Vodafone and Motorola to grant him equipment to develop a GSM-based triangulation solution for logistics optimization purposes. Post graduation, DeTeCon, the consulting division of Deutsche Telekom, one of world's largest telecommunication operators, hired him and promoted him to business development director for the CIS region.

Throughout his career, Mr. Fedotov has proven to be a successful entrepreneur with a visionary mindset. His initial studies have been complemented by two postgraduate programs at the Stanford Directors College (on-campus), and a two-year Stanford Executive Training (off-campus).

From 2004 to 2012, Mr. Fedotov was the business development director of a Hong Kong-headquartered and publicly listed global holding company. His extensive and diverse multi-industry expertise and interest in new media led Mr. Fedotov in 2012 to create the Hong Kong-headquartered Multichannel Group. As a born entrepreneur, Mr. Fedotov has applied his visionary mindset to an expert, private network of business owners and influencers.

Mr. Fedotov's personal interests include piloting of helicopters and fixed-wing aircraft, Formula 2000 driving, and most enthusiastically, technological innovation in every aspect of his life.