



THIS IS MAD.

Massive Ads Digital Was founded in early 2016 for B2C merchants entering the digital market place. Combining the powers of traditional marketing techniques such as email, display and search - and more modern channels like Facebook, Instagram and mobile. Utilising a suite of strategic platforms that compliment each other and bring their own unique attributes to common campaign objectives, we are able to take our clients' communications to all corners of the web and produce ROIs that truly reflect the value of their products.

We work extremely hard to ensure that our clients have access to the audiences most suited to their brand and that they can communicate with them safely and effectively. We also work hard to ensure that our partners have access to content and products most relevant to their users.

**THERE'S A MASSIVE WORLD
OUT THERE: WE'RE MAKING IT
SMALLER FOR OUR CLIENTS**

Partnerships

Our partnerships are the centrepiece of our organisation. Website and database partners have invested countless hours communicating with their audiences and discovering who they are, more importantly though, what they want.

This makes them particularly valuable to our clients because not only do they save us valuable time and money developing targeting strategies and spending on media placements, they also reduce our risk of financial loss because we remunerate them on a performance basis.



Verticals and market sectors



Travel



Home &
Lifestyle



Fashion



Beauty



Automotive



Utilities



Finance



Insurance



Health &
Wellbeing



Gaming



Pet Nutrition



Parent & Baby



Hospitality



FMCG



Technology



Mobile Apps



TV, Film and
Media Streaming



News &
Magazine

REACH:
30+ MILLION
USERS GLOBALLY
AND COUNTING!

Demographics

UNITED KINGDOM



194
Websites



27
Email Databases



11.6
Million Unique Active Users



47%

(33%)
18 - 25

53%



43%

(31%)
26 - 35

57%



45%

(16%)
36 - 50

55%



46%

(13%)
50 - 65

54%



48%

(7%)
65+

52%



Demographics

GERMANY



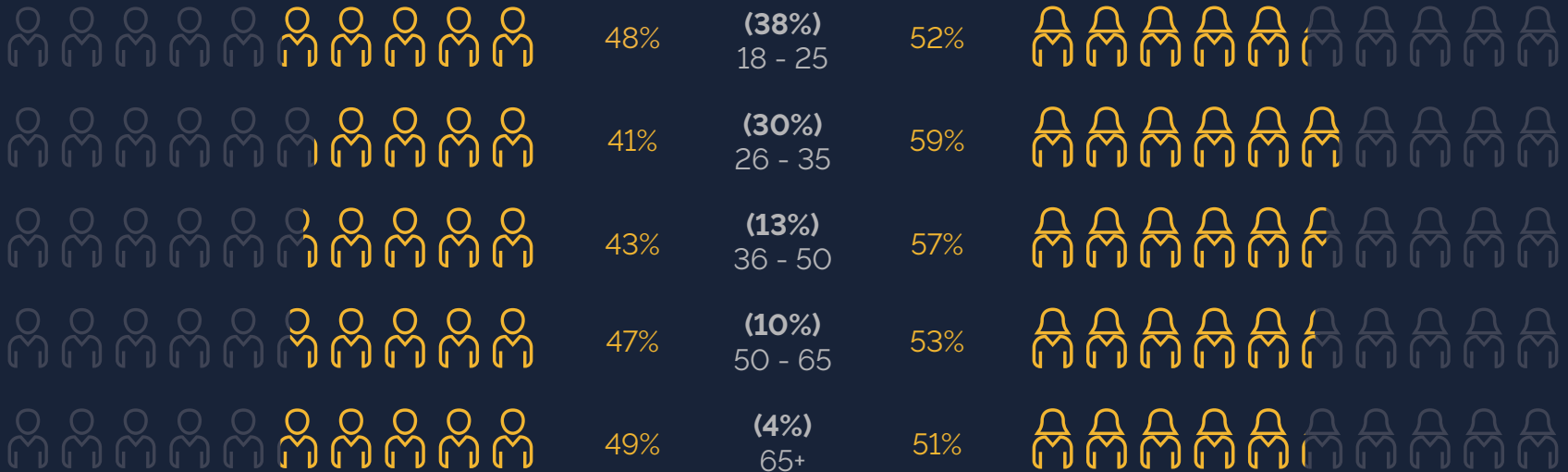
128
Websites



17
Email Databases



6.5
Million Unique Active Users



Demographics

FRANCE



111
Websites



13
Email Databases



5.2
Million Unique Active Users



45%

(40%)
18 - 25

55%



42%

(34%)
26 - 35

58%



42%

(15%)
36 - 50

58%



46%

(8%)
50 - 65

54%



48%

(3%)
65+

52%



Demographics

AUSTRALIA



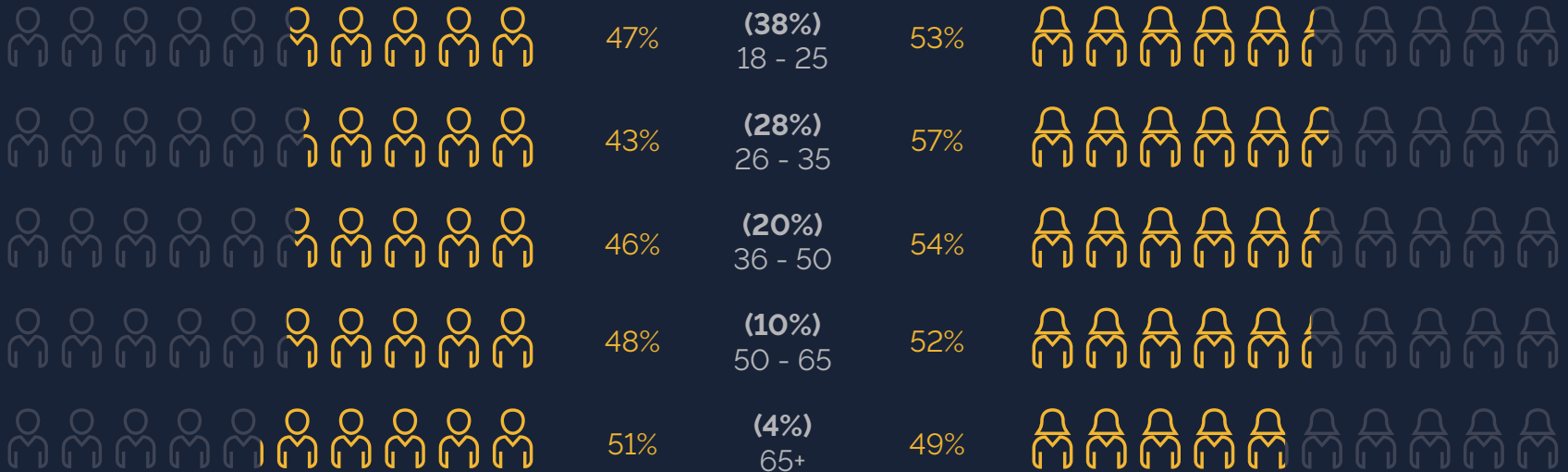
43
Websites



9
Email Databases



5.2
Million Unique Active Users



Mobile

THE FUTURE OF DIGITAL CONSUMER MARKETING

Mobile visitors are regular users - just browsing differently. We target mobile through various platforms depending on what we and our clients' deem to be the most suitable. We're pro's with Admob, Google's advertising platform for mobile devices but there are a whole spectrum of SSPs and DSPs That we have access to at Massive, enabling us to quickly serve campaigns to mobile users through various formats, be it in app, in store, push notification or mobile sites.

3.7
BILLION



active users
worldwide



in
2018



Social Media Marketing

There's no better way to understand your audiences than approaching them in the domains they navigate every day. With over 1.5 billion users now active on social media in one capacity or another, it's no surprise that Facebook and Instagram are among the most effective ways to communicate with potential customers.



Facebook

Facebook has for a long time been and continues to be the most effective way to serve ads to the people you believe want them the most. With its in depth targeting capabilities you can drill down and create custom audiences using location, age, demographic, profession, interest, even Facebook activity - and set the call to action that you're trying to achieve be it website visits, quote or call back requests, page likes, or general brand awareness.

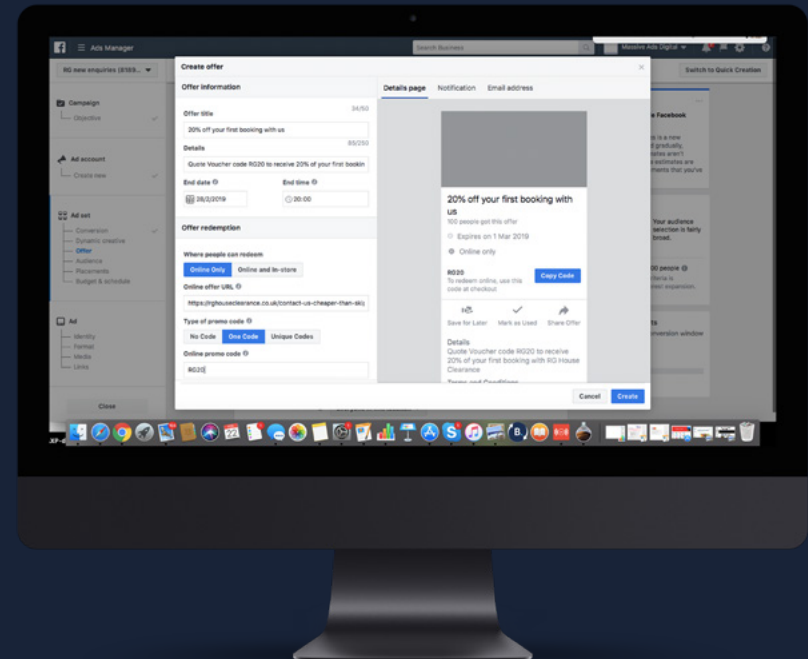
Giving you full control over your daily media spends, how your ads look, and optimisation, Facebook ad campaigns can be great for quality customer acquisition and the capabilities are continually improving.



Create offer

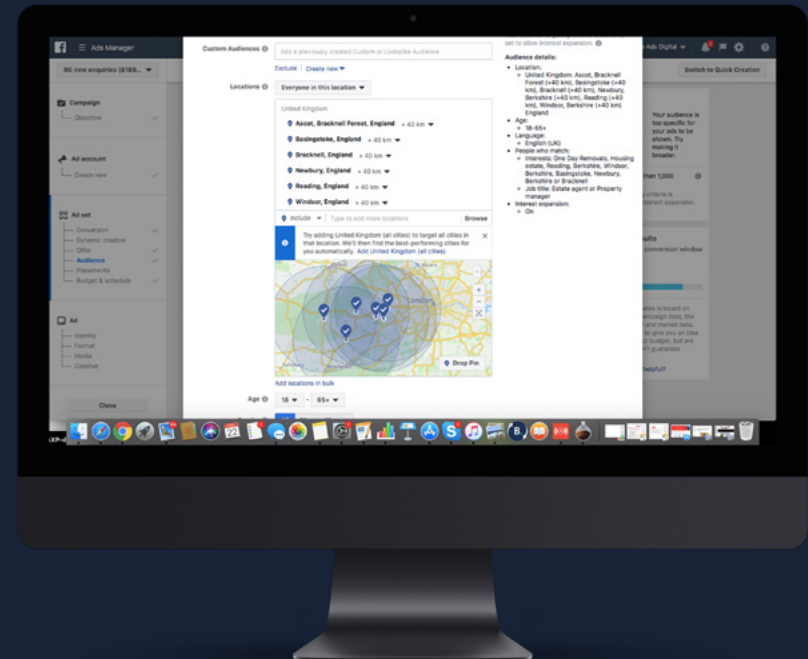
Create the perfect message for you your campaign so users no exactly who you are and what they're engaging with.

Create custom offerings with voucher codes to entice purchases and offer further value to the transaction



Create custom audience

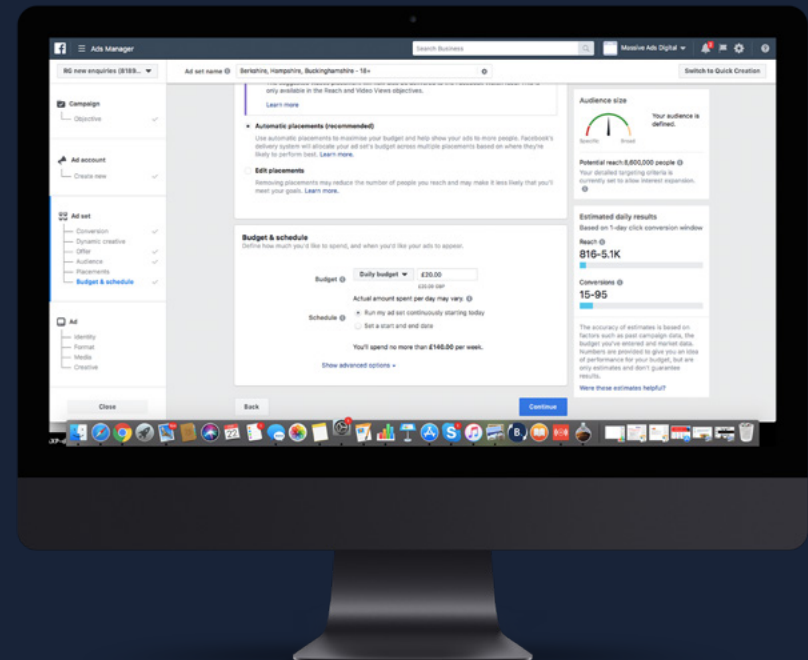
Create custom audiences based on geographics, interests, professions, Facebook activity and more to ensure you're speaking the users who fit your targeting demographics must acutely.



Budget & schedule

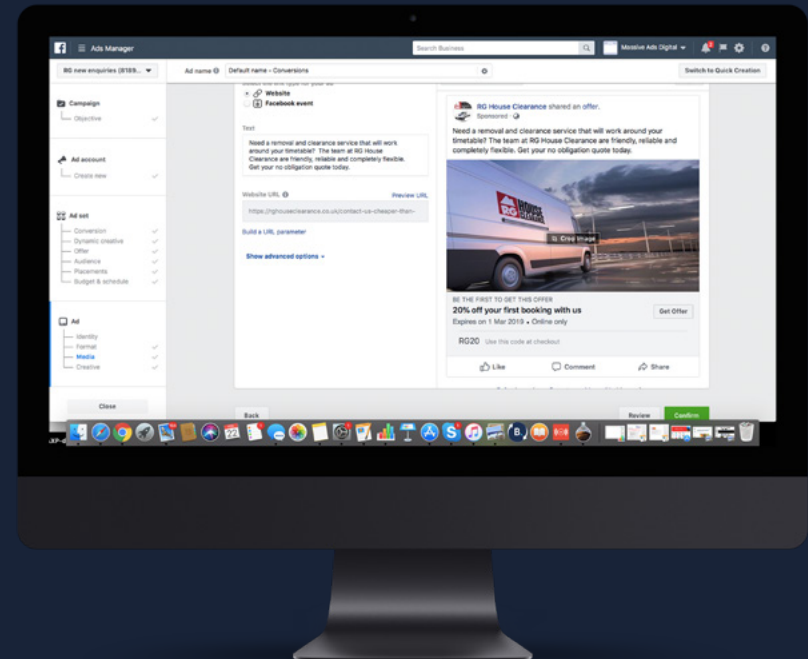
Be in control of your daily media spends and when your adds run.

Rely on Facebook's insights to understand what your potential your add harnesses with daily reach and conversion



Ad preview

Preview your ads before they go live so you can exactly how they will be displayed to your audience.



Creative

Our creative team bring our work to life. Whether our projects require website development, email creative, banner ads or video. We can develop creative briefs that communicate brands and their offerings beautifully.



Email Creative



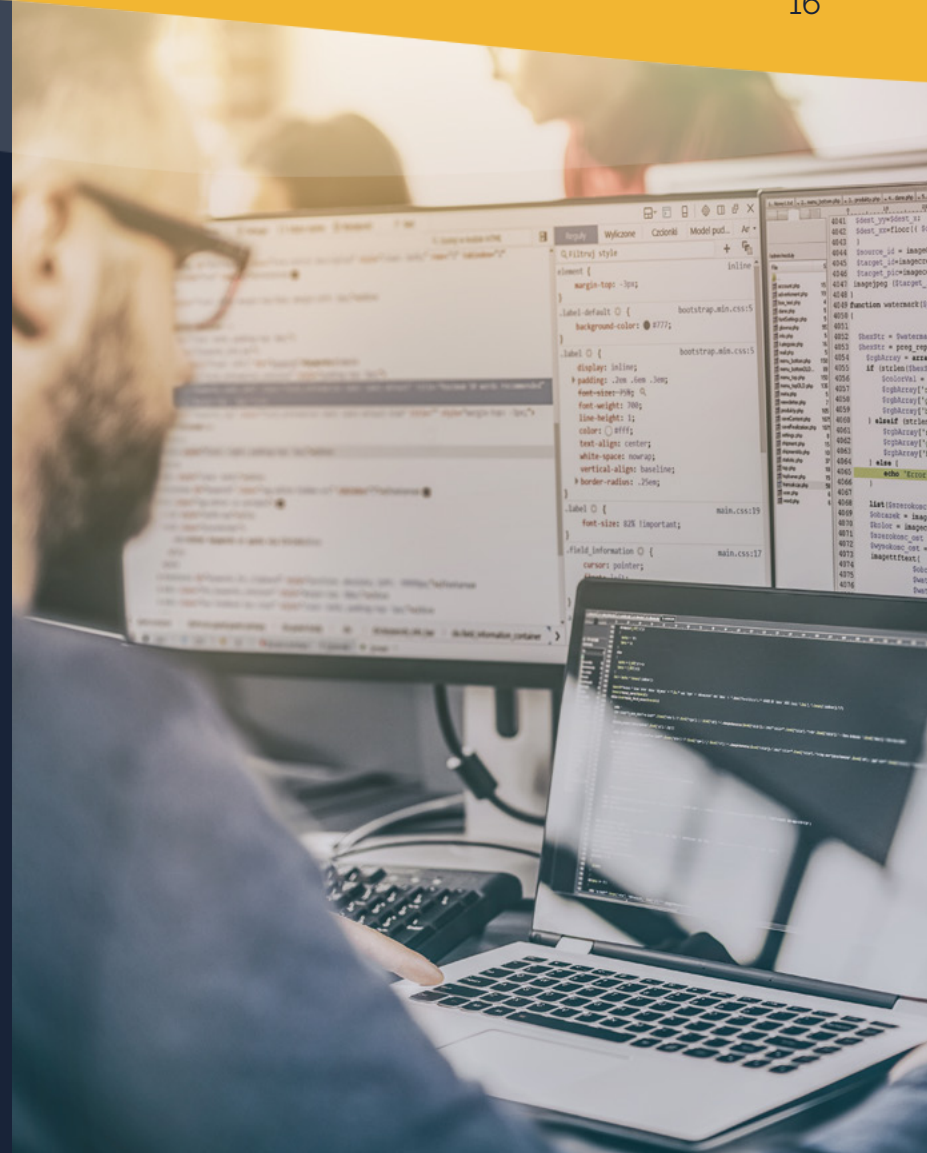
Banner Ads



Video



Website



Clients





THANK YOU