apex

360º Digital Agency

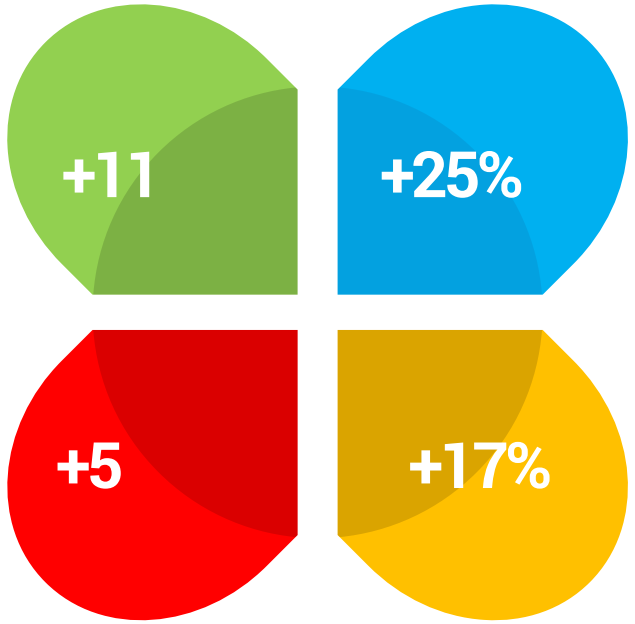
First in Kazakhstan, Central Asia and Caucasus

WE ARE THE PART OF PUBLICIS GROUPE CCAR – # 1 COMMUNICATION GROUP IN REGION

APEX is managing digital activity in 9 MARKETS in CCAR

FASTEST GROWING AGENCY

Client Base



Number of employees

New Job Titles

Billings

2017 vs 2018

OUR TEAM

Strategic
3 people

Media planning & Buying
4 people

SMM & Content
5 people

Client Service &
New Business
5 people

Creative &
production
10 people

Performance:
Programmatic
& PPC
5 people

AGENCY STRUCTURE

Managing director

Yuriy Kralyuk

Malika Sholpanovich

CBO

Business Development & Data

Strategic

Strategic guideline & Project creation

Data

Data mining & Research

Natalia Dolgova

CMO

Media planning/buying & CS

Planning

Media campaigns & Service

Buying

Conditions & Deals

Performance

Programmatic/PPC & Analytics

Vacant*

PRO

Production & Content Marketing

Social

Social Content &

PR/Media

Public relations: Internal/External Management

Publicis AITYS ADVERTISING

Tatyana Bredneva

CCO

Digital creative/Projects

Aytis + Apex

KEY BENEFITS

MEDIA BUYING, DEALS OPTIMIZATION

All our clients have an **access to unique inventory** via our long-term partnership with media vendors on both global & local levels

TRANSPARENCY

We provide **100% transparency** on sites purchased, 3rd parties data, performance (by segment, domain, frequency, creative), technology used, optimization strategies, and more

CROSS-CHANNEL / CROSS PLATFORM APPROACH

We believe that the future of media is in creating **cross-platform and cross-channel opportunities**

We have access to the latest available solutions on both global & local levels

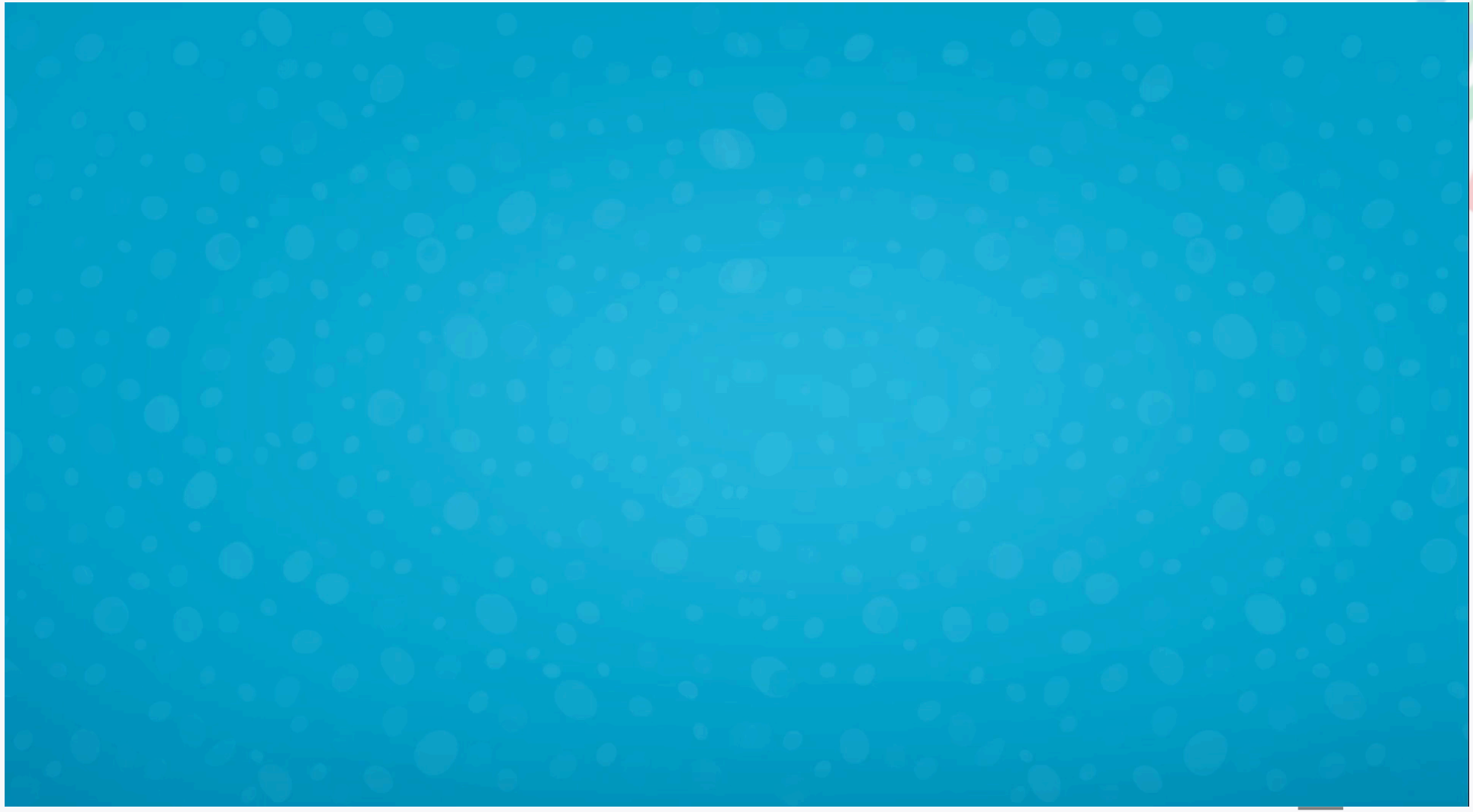
DATA PROTECTION DILIGENCE

We operate under Publicis Media company **ethical management principles**, which allows to assure client's information security. We work diligently to ensure we meet industry best standards

P&G
SAMSUNG
pepsi
RG BRANDS

CASES

GARNIER: PURE 3IN1 /TASK

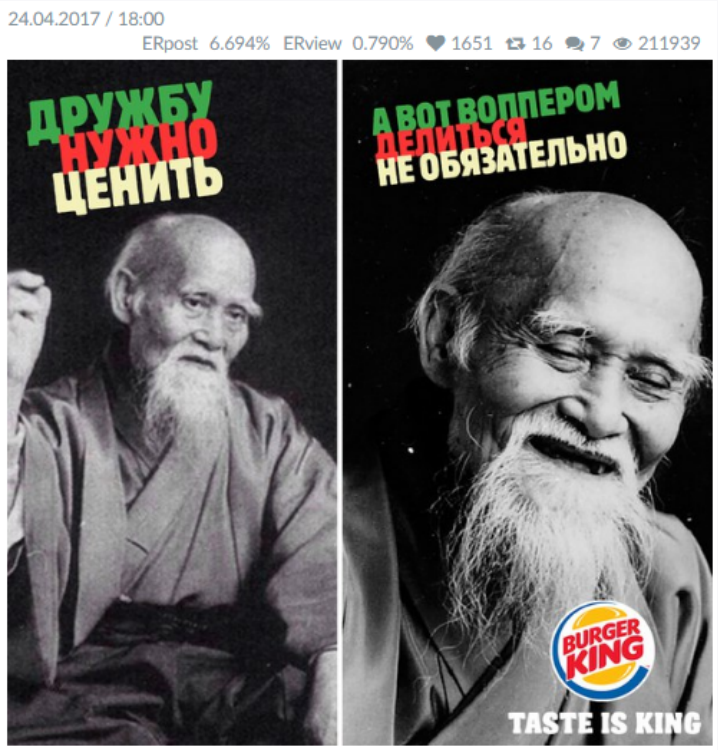


TUC: POSSIBLAND

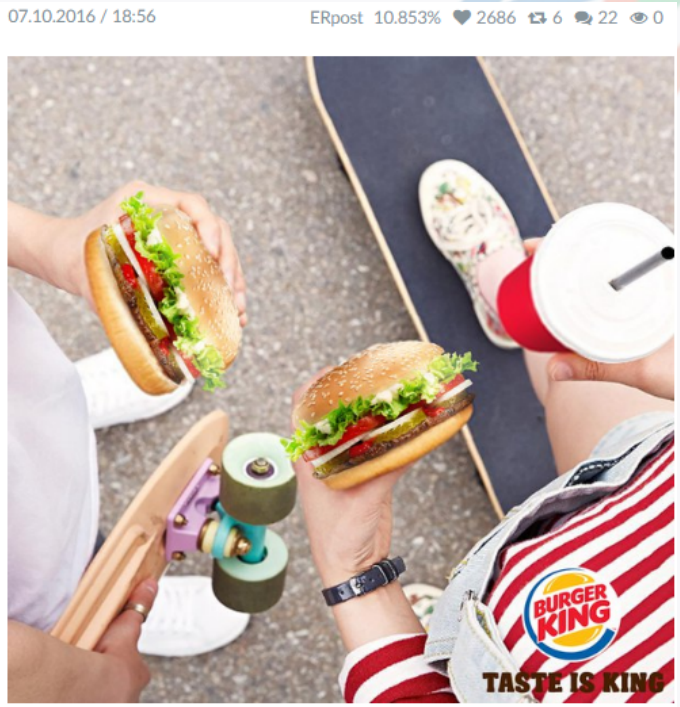
BURGER KING: FACEBOOK PAGE

- **Objective:**
  - To increase brand knowledge among current TA
  - Make Social audience younger
  - Increase engagement
  - Create interestingcontent for teenagers

- **Results:**
  - Period: June 2016 – March 2018
  - Involvement increased by 4 times
  - Core audience **18-24– 57%.**

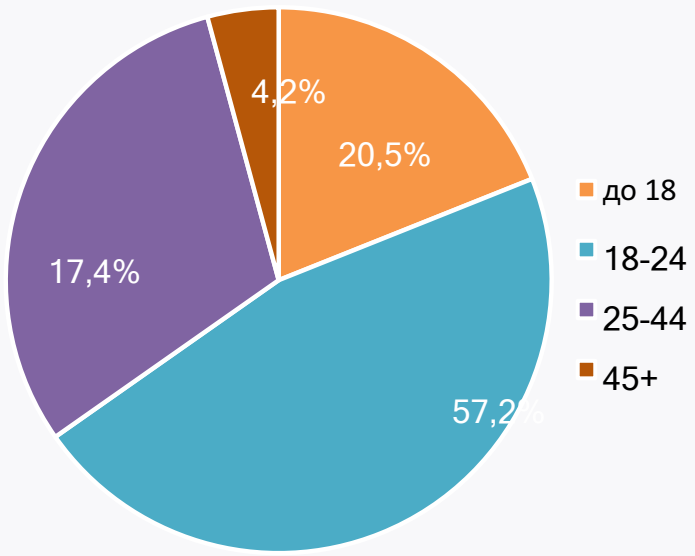


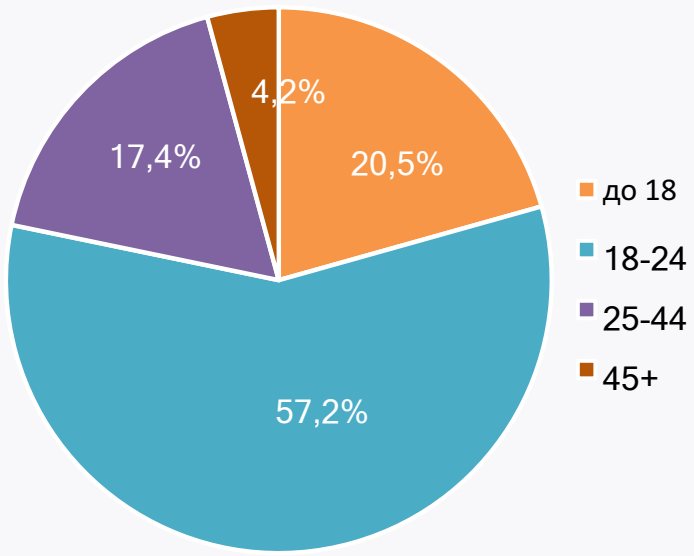
Likes: 1651
Reposts: 33
Comments: 21

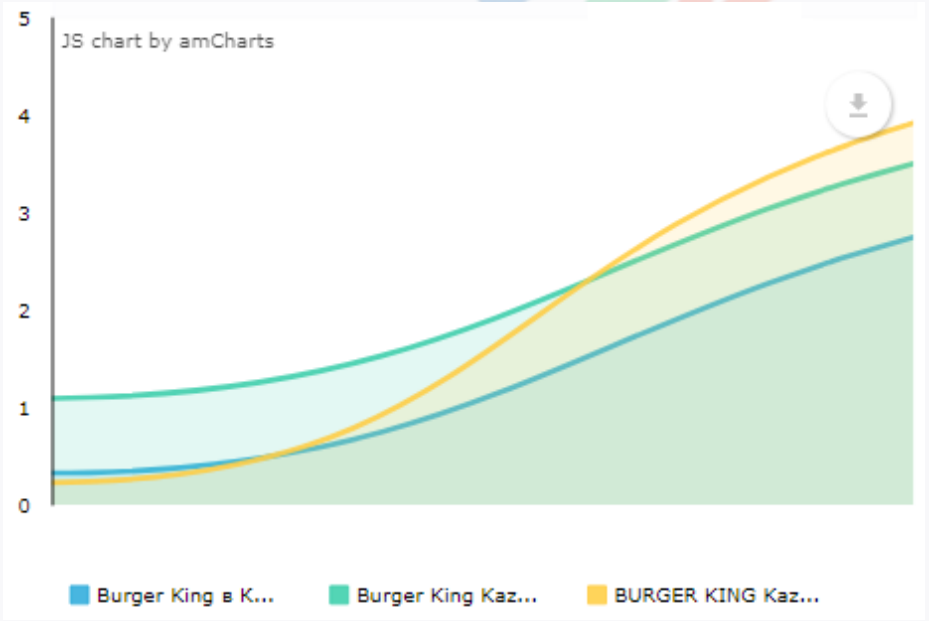


Likes: 2686
Reposts: 9
Comments: 22

BURGER KING: FACEBOOK PAGE







Источник: Popsters.ru
Vk.com Ads manager

AVON E-COM

E-shop

Orders: 20 000
Units: 115 000

Paid ads share:
Orders: 2 000 (10%)

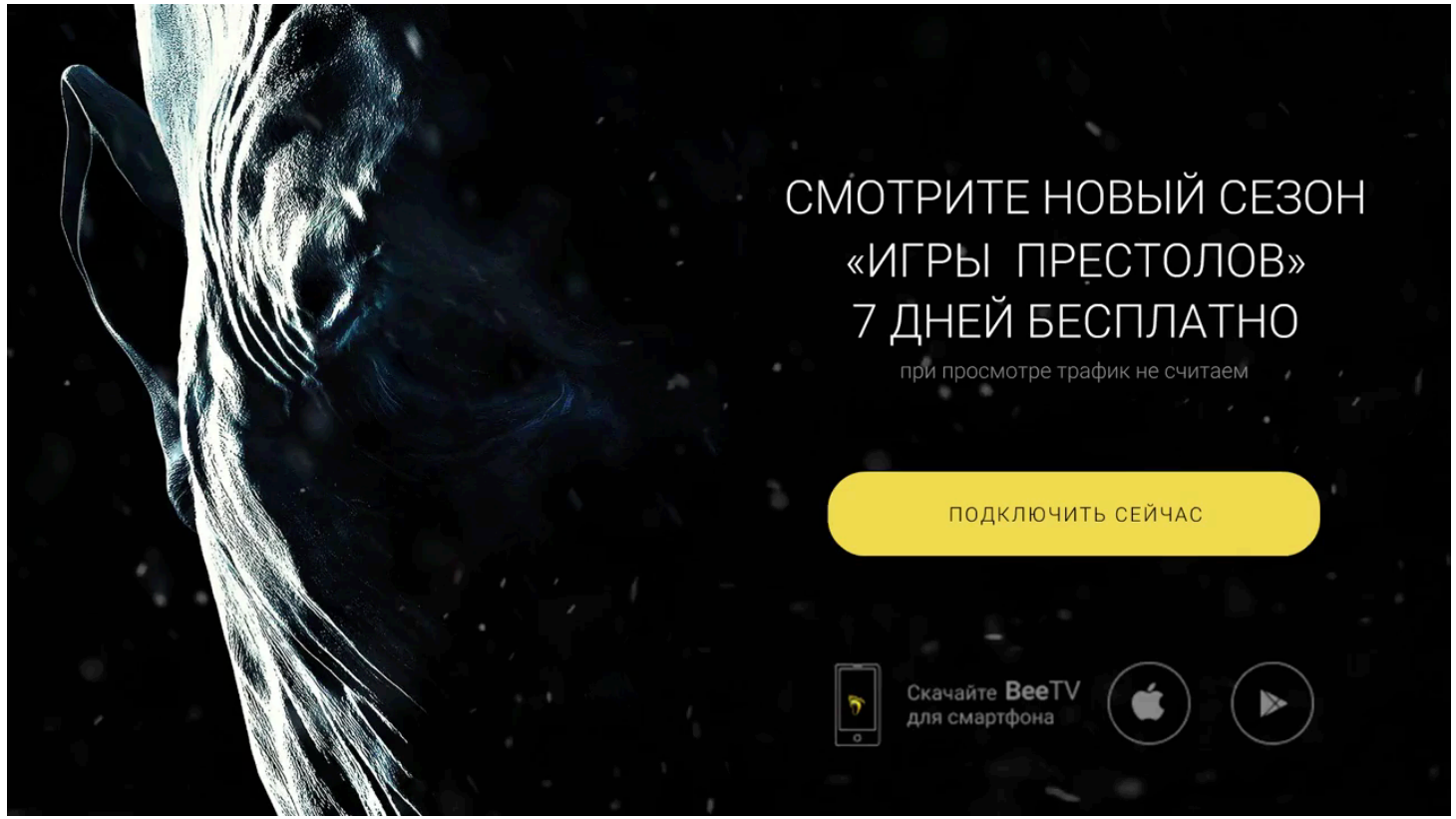
KPI: 5 500 units vs. Fact: 8 000

40% // 60%
Mobile // Desktop

Av. CPU: 1000 KZT

Av. ROMI: 35%

2DAY: BEE TV



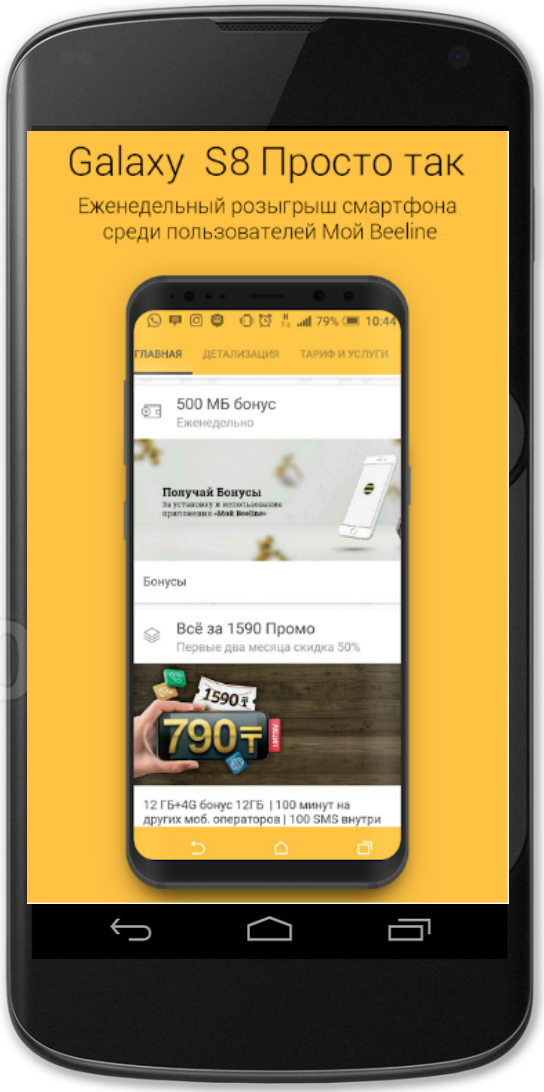
Results

CR: **51%**

Subscriptions: **+31%**

Awesome media results with Youtube Trueview 2 Install instrument impacted on installations and subscriptions on BeeTV service.

BEELINE: MY BEELINE APP



350 000

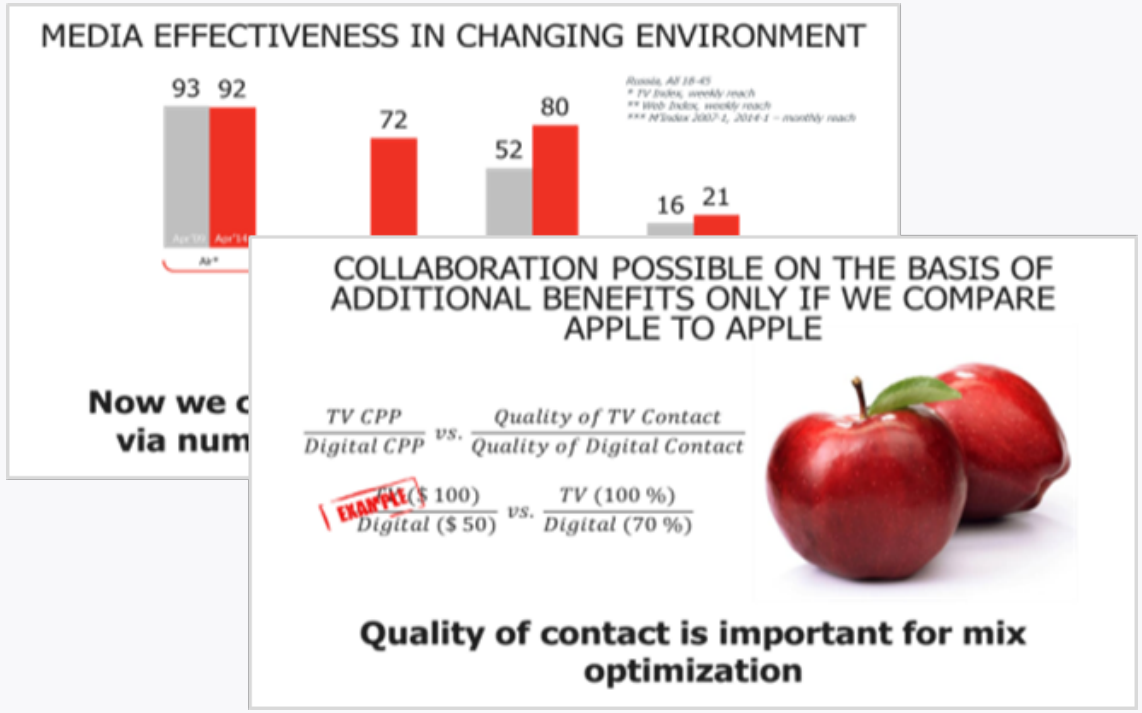
APP INSTALLS IN 3 MONTH BASIS

~ 42%

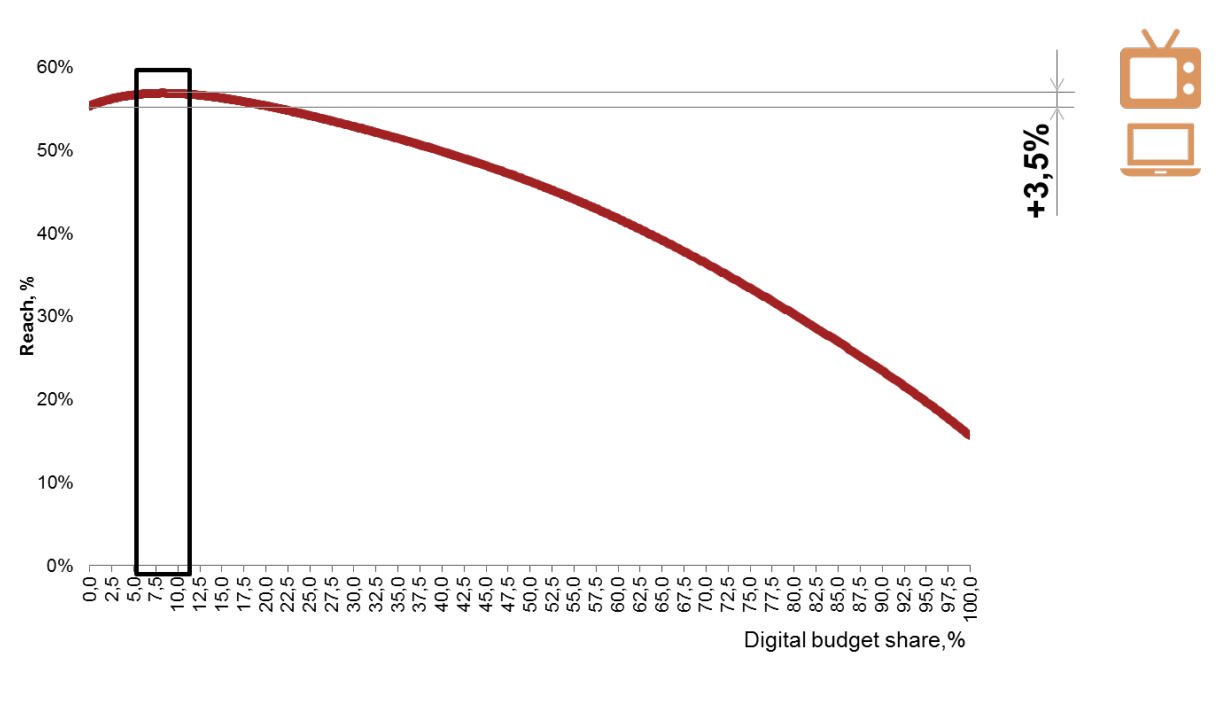
RETENTION RATE

KZ. DIGITAL CASES
TV + OLV PLANNING APPROACH

QUALITY OF CONTACT RESEARCH:



OPTIMAL BUDGET SHARE CALCULATION:



INNOVATIONS TECHNOLOGY FUTURE

INNOVATIONS IMPLEMENTATION

- Web Index
- Atelier
- Zodiac

Close cooperation with main data supplier on developing scale research of KazNet digital media and shift key client towards better planning and buying principles for Display and Video.

Empower independent tracking and measuring.

Reach and Frequency is a key.

INNOVATIONS IMPLEMENTATION

- Implementing brand new non-standard solutions on the market
- Launching 3rd party tracking of impressions with deeper metrics
- Global best creative practices

GEO-LOCATION MARKETING

Main targets: understanding where Our consumers are moving, and for providing a channel for location-based marketing and retargeting

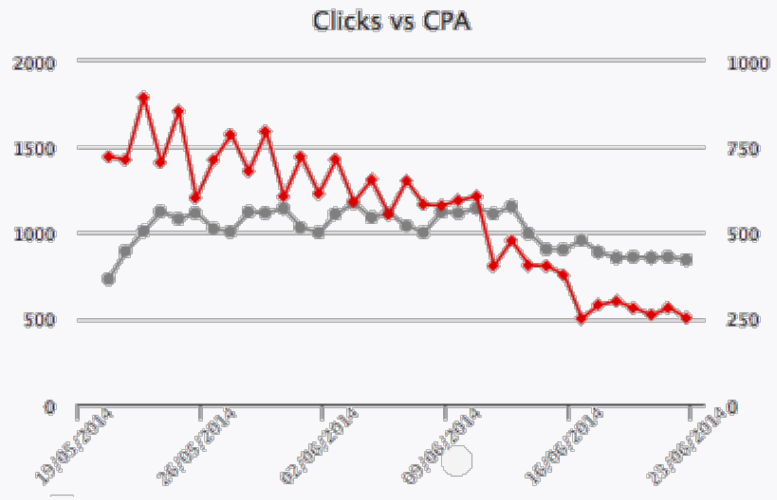
Formats: hyper-location ads and/or content, users heatmaps etc..

Gamification: It is possible to make the app user hide some goodies around the city for other app users and/or to find some hidden gems on map near special places

Shake to get discounts/points: Instead of push messages, the messages can require some interaction from the end user. For example, there could be discounts at some specific stores that change daily, and the user needs to shake their phone with the app at the store/partners location to see if they are qualified for a discount or not today.

MARILYN: PERFORMANCE IN ONE PLACE

marilyn



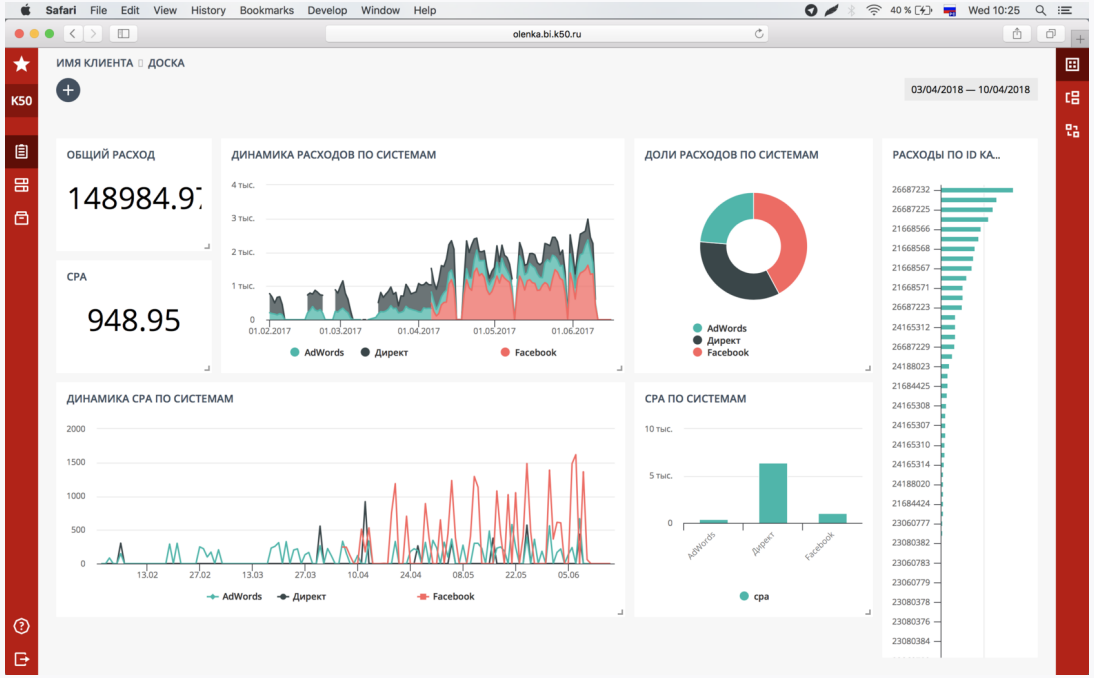
What is Marilyn?
Most effective digital ads campaign automatization/optimization system

- Real-time control
- All figures in one place
- Cross-placement analysis
- One targets and KPIs
- Fast reporting

What systems can be connected to Marilyn?

Google Display Network · YouTube · DoubleClick Bid Manager · ADFOX · Yandex · Google · my.com

K50: BUSSINESS INTELLIGENCE



Яндекс Директ

Google AdWords

facebook

my target

K★50 ТРЕКЕР

Google Analytics

Calltouch

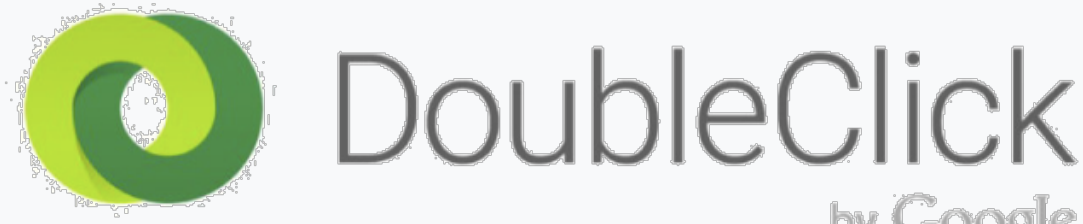
Data analysis and visualization of various advertising and web-based analytics systems, CRM and call-tracking services in one interface. Build reports on your KPI: the number of transactions, ROI, CPO and any metrics we need to focus.

Working “from-the-box” with most popular ad/analytics platforms + possibility to upload data manually with XML/CSV

AGENCY CERTIFICATION

All media specialists are **Google certified**: AdWords and Analytics + Trusted agency in VK

DOUBLE CLICK



Direct Double Click account
Bid Manager
Campaign Manager

*in process of Agency certification as a DBC Partner

Let’s work!

apex

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