

SCAN TO GET IN TOUCH



Relevant Advertising At Scale

Our **technology** delivers an **unparalleled** display advertising **experience** for consumers & stronger **results** for advertisers.

SCAN TO GET IN TOUCH



CONTEXT

TARGETING

CREATIVE

Traditionally, targeting, creative and context have all been separated

SCAN TO GET IN TOUCH





We are the first technology to bring all these elements together for a better advertising experience

SCAN TO GET IN TOUCH



Brands from a range of verticals are choosing a relevance first approach with **RAAS LAB**



JOHN LEWIS
& PARTNERS



Fenwick

ESTÉE
LAUDER
COMPANIES

UFC

B&Q

Ritter
SPORT



FOOTASYLIUM

Scottish Government
Riaghaltas na h-Alba

THE
RUG
COMPANY
HANDMADE

SCAN TO GET IN TOUCH



RAAS LAB technology is the first
to truly match **targeting** and
creative at the impression level.

SCAN TO GET IN TOUCH



& FOR EVERY SINGLE CREATIVE

Our technology uses live feeds, AI image augmentation, and macro factors to render the most relevant creative for that given impression...



AI Imaging



Brand Match
Messaging



Interactive
Creative



Live Sports Data



Live Odds



Countdowns



User Location



Real Time
Discounts



Custom
Integrations



Product Imagery



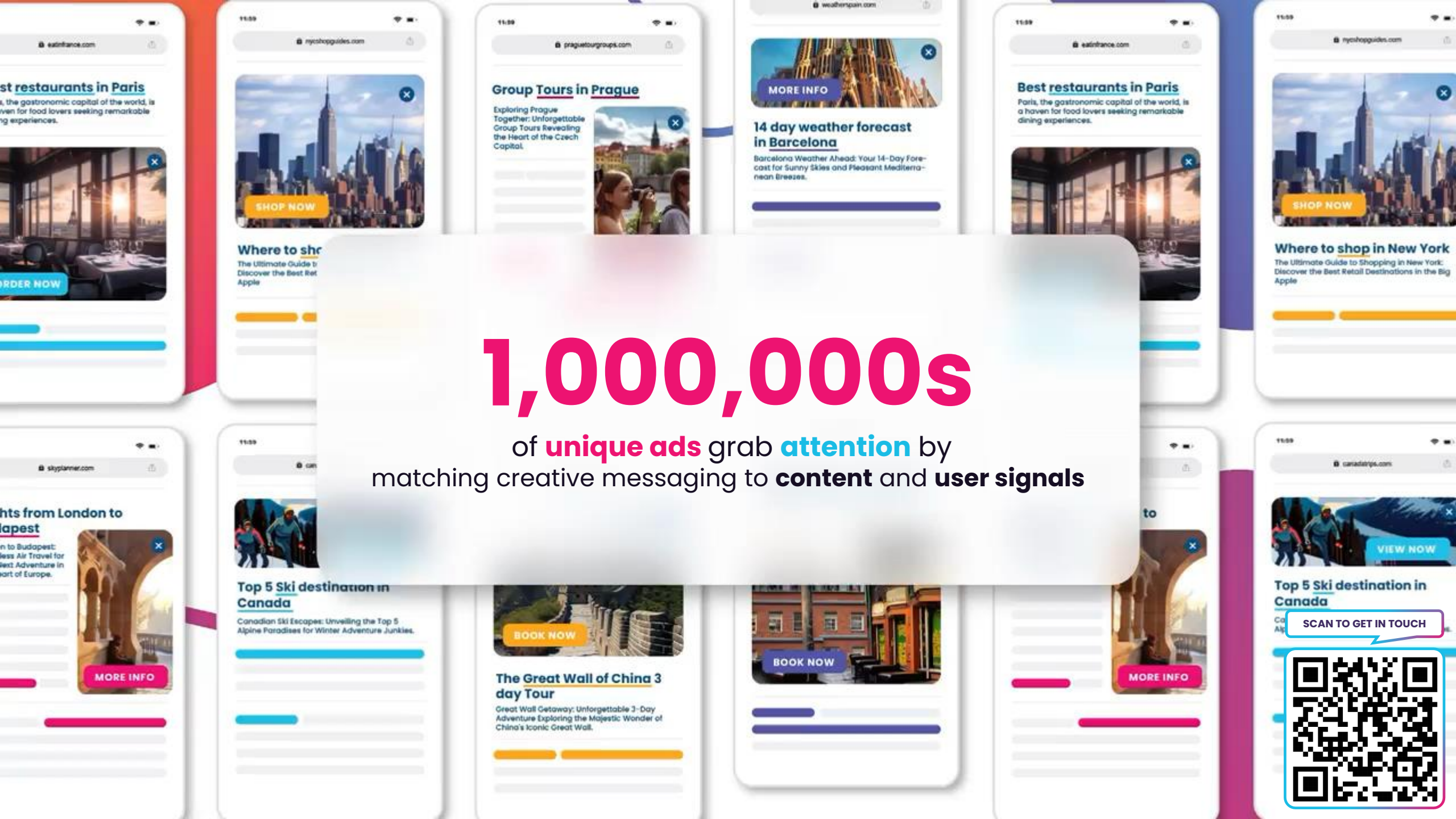
Local Weather



Real time
In-stock updates

SCAN TO GET IN TOUCH

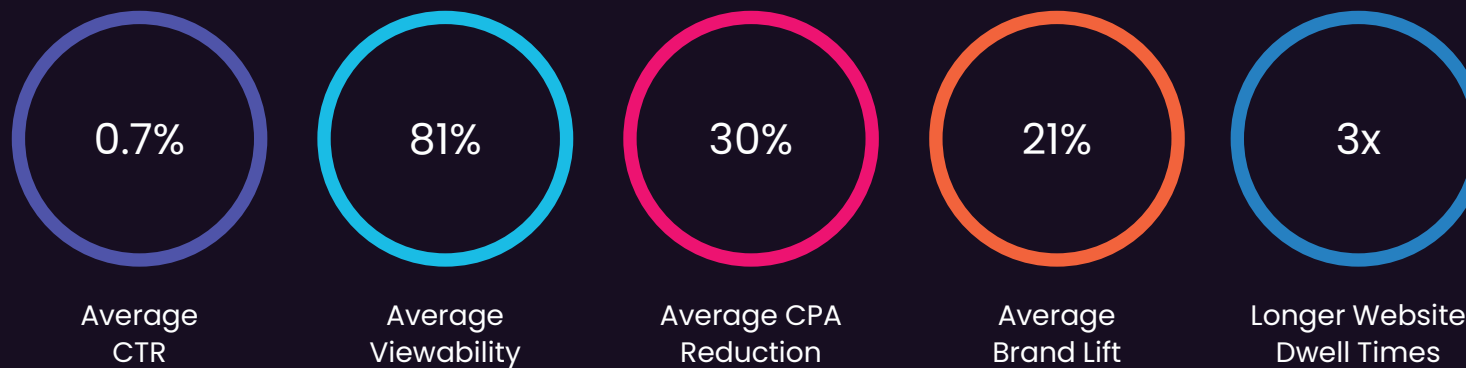




1,000,000s
of **unique ads** grab **attention** by
matching creative messaging to **content** and **user signals**



By giving consumer adverts they want to **engage** with,
we deliver **cookieless results** that our brands love.



SCAN TO GET IN TOUCH



RAAS LAB **solve** the current issues in **display** advertising

Ads are harder to target effectively (thanks to cookie depreciation)

Creative does not grab user attention (as it's not relevant enough to them or the content they are reading)

Users go ad blind from seeing the same advert over and over

Other channels deliver stronger results

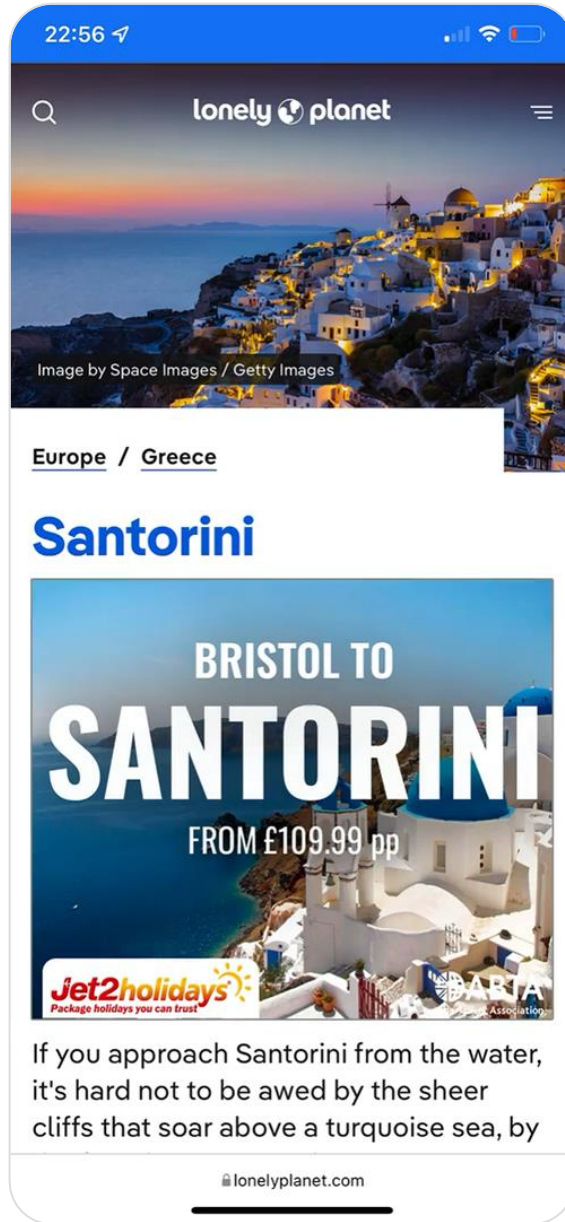
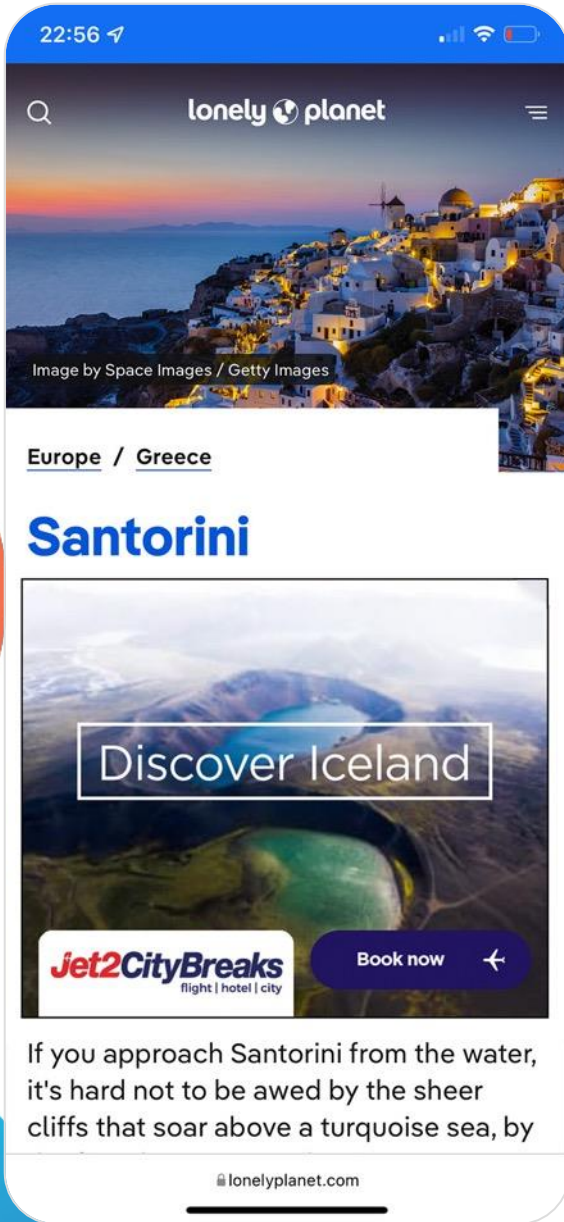
RAAS LAB's **cookieless** targeting drives stronger results than cookie based advertising. A fully future proofed solution

RAAS LAB **matches creative** to page content to maximise interest and attention on adverts

RAAS LAB produce **millions** of **unique** variations to avoid ad fatigue

RAAS LAB's highly **engaging** ads have been proven to drive stronger performance than paid social

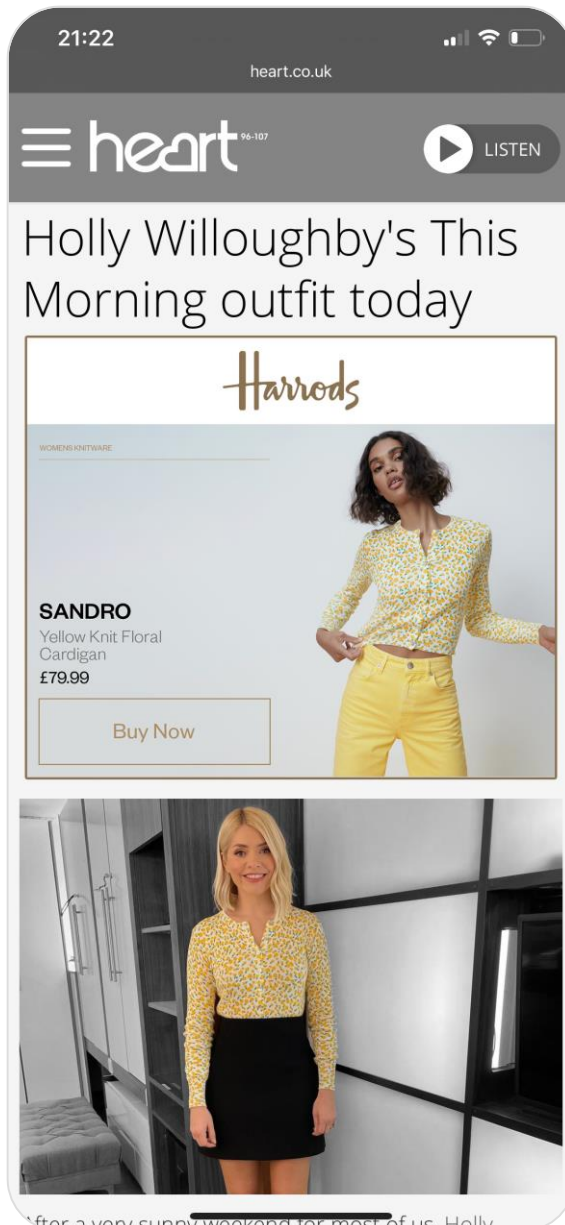
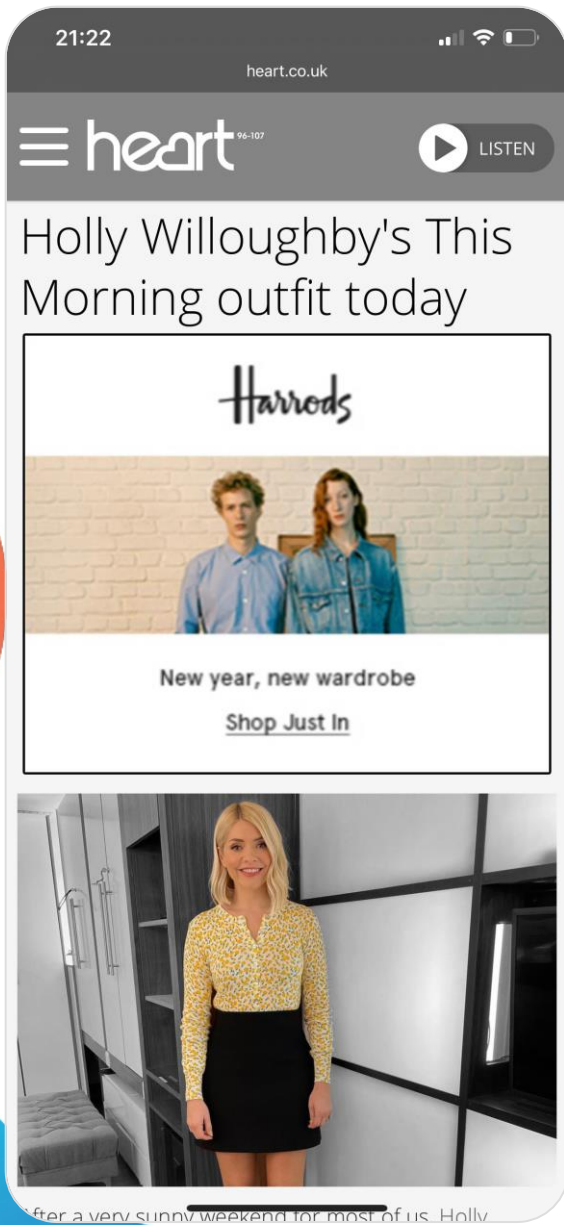




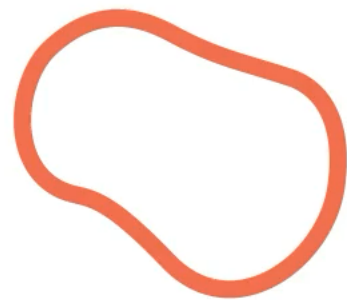
A completely **transformative** consumer **experience** that produces **results** for advertisers

SCAN TO GET IN TOUCH





A completely **transformative** consumer **experience** that produces **results** for advertisers



SCAN TO GET IN TOUCH



RAAS LAB activity can be measured in multiple ways

Traditional KPIs

We monitor and optimise activity against:
Viewability
CTRs
CPAs

Brand Lift Studies

RAAS LAB **brand lift** studies understand upper funnel impact of activity

Attention Metrics

RAAS LAB integrate with attention metric providers to understand the impact of hyper-relevant ads on consumer **attention**

SCAN TO GET IN TOUCH



RAAS LAB Inventory is Brand Safe & Viewable

All campaigns adhere to the IAB Gold standard



70%+ Viewability & **ads.txt** only



IAS pre & post bid fraud and **brand safety**



Bespoke, contextual **exclusion** lists



3rd party verification tag wrapping

Our **inventory** is high quality and from
reputable **global** publications

ebay

New York Times

VICE

Daily Mail

VOGUE

CONDÉ NAST

INSIDER

ELLE

yahoo!

Gumtree

House Beautiful

TimeOut

BuzzFeed

GQ

Telegraph

Reach

CNN

sky

abc

The Guardian

IHUFFPOSTI

HELLO!

Bild

LAD
BIBLE
Group

lonely planet

Activating RAAS LAB

RAAS LAB MANAGED SERVICE

RAAS LAB activate campaigns on your behalf, with full transparency and access to data

Access to RAAS LAB targeting and creative matching AI

Increased efficiency from targeting & creative

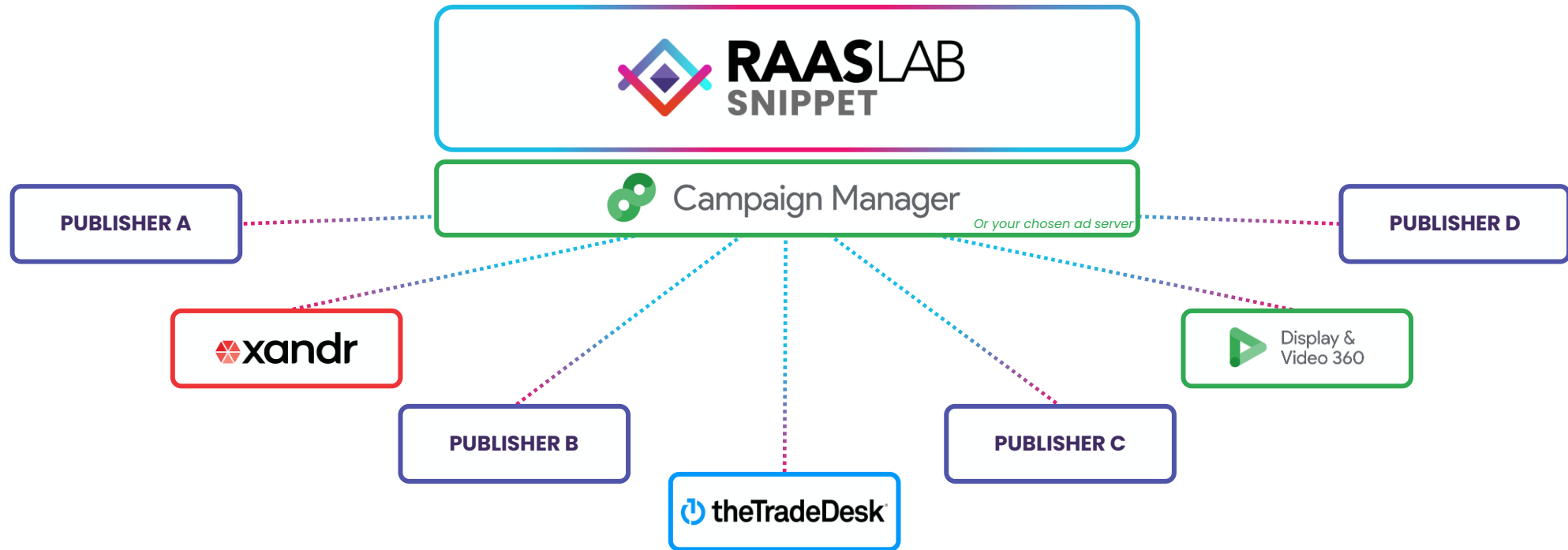
Cookie free and carbon efficient

New for 2024



Extend RAAS LAB Creative into your current DSPs across all targeting strategies

INCREASE **TARGETING** & **CREATIVE EFFICIENCY** ACROSS ALL YOUR MEDIA PARTNERS WITH RAAS LAB SNIPPET



RAAS LAB SNIPPET allows you to deliver RAAS LAB content matching technology to all media partners and technologies you work with.

This is an opportunity to deliver stronger performance across multiple partners, with live, optimised, contextually relevant creatives.



RAASLAB
SNIPPET

**The only serve serve creative technology
capable of matching page content at a
granular, semantic level to increase relevancy**

Working with RAAS LAB

We want to show you the power of what we can do.

To support new activity, we provide:

Brief Responses

Full responses to new campaign briefs

Forecasts

Expected metrics from campaign activity

Example Placements

Lists of where ads would have appeared in the previous 30 days

In Situ Ad Mockups

Mockups of how ads might look within placements

Case Studies

Previous performance for similar advertisers

Thank you

Thomas.ives@raaslab.com

