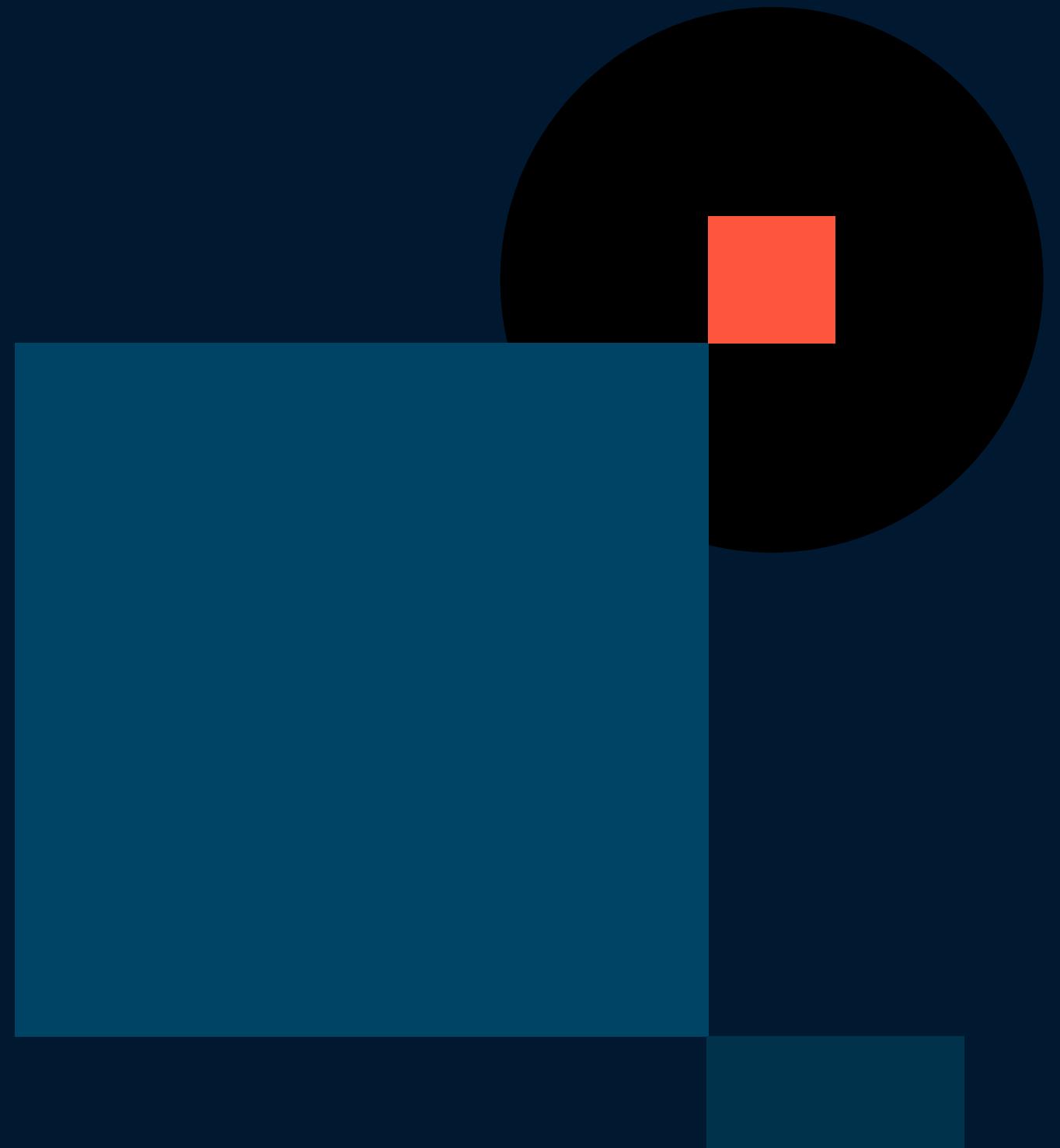


How to Stand out from the Crowd...

...and create value for your Advertisers





Andrew McManamon

Head of Commercial, International
Kevel





What we're
hearing in-market

We want to build out
a Retail Media offering

We want to build out
a Retail Media offering

We are looking
for a solution to run
Sponsored products



We want to build out
a Retail Media offering

We want to build
a self-serve platform

We are looking
for a solution to run
Sponsored products



We want to move away from
third party cookies

We want to build out
a Retail Media offering

We want to build
a self-serve platform

We are looking
for a solution to run
Sponsored products



We want to move away from
third party cookies

We want to build out
a Retail Media offering

We want to build
a self-serve platform

We want to protect
and use **our**
first-party data

We are looking
for a solution to run
Sponsored products



We want to move away from
third party cookies

We want to build out

a Retail Media offering

We want
to move away
from Google Ad
Manager

We want to build
a self-serve platform

We want to protect
and use **our**
first-party data

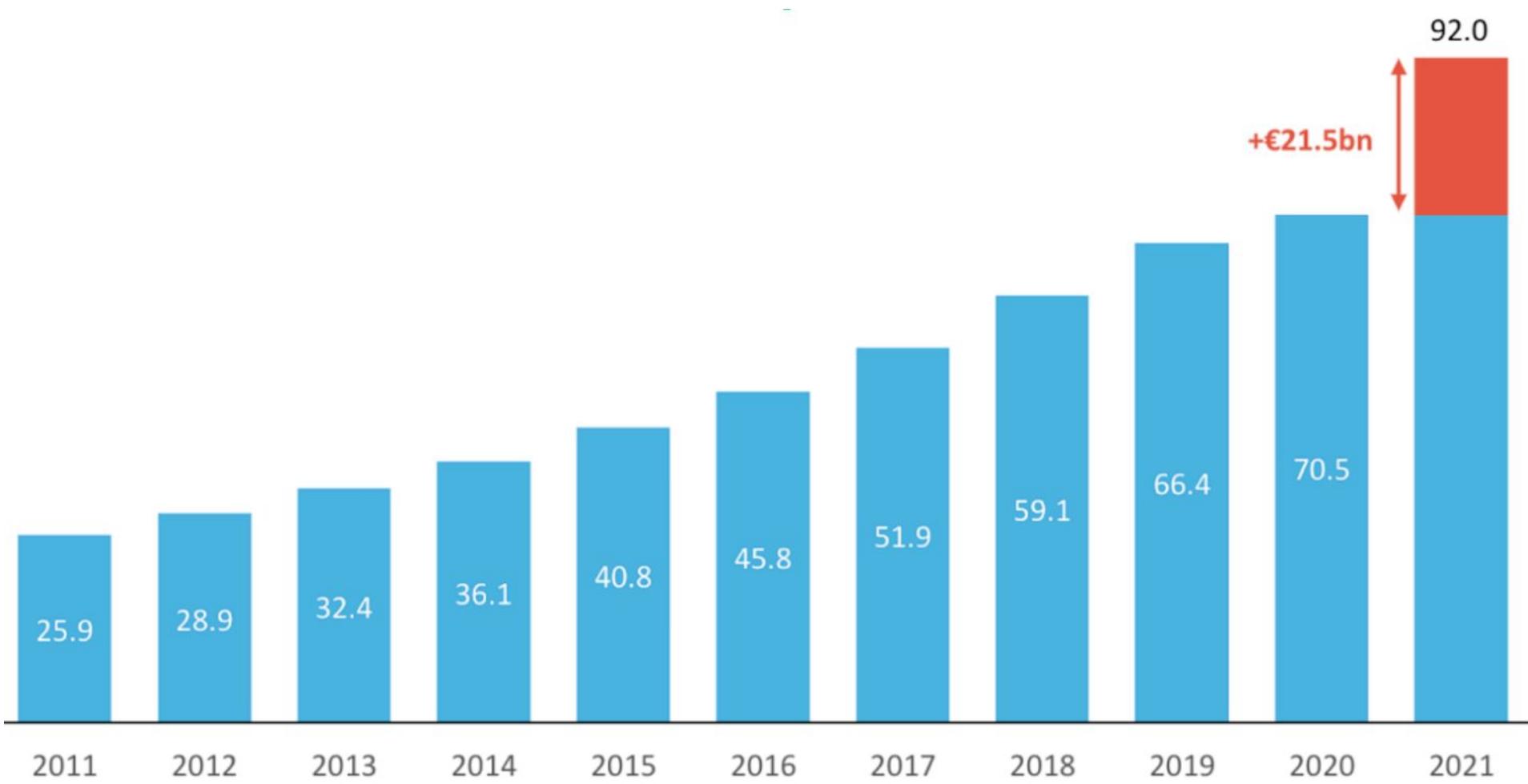
We are looking
for a solution to run
Sponsored products



What does
all of this mean?

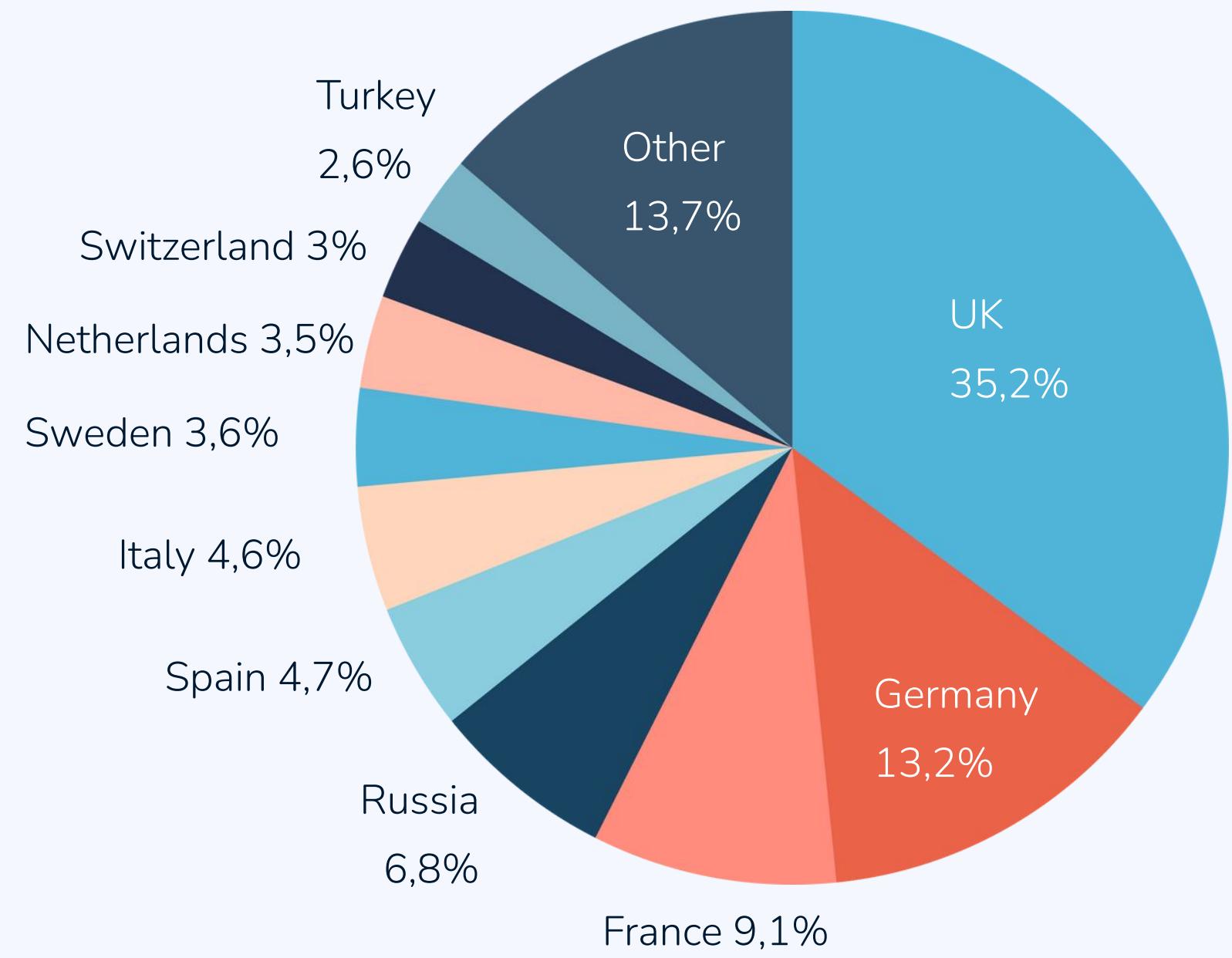


Europe: total digital ad spend (€bn)



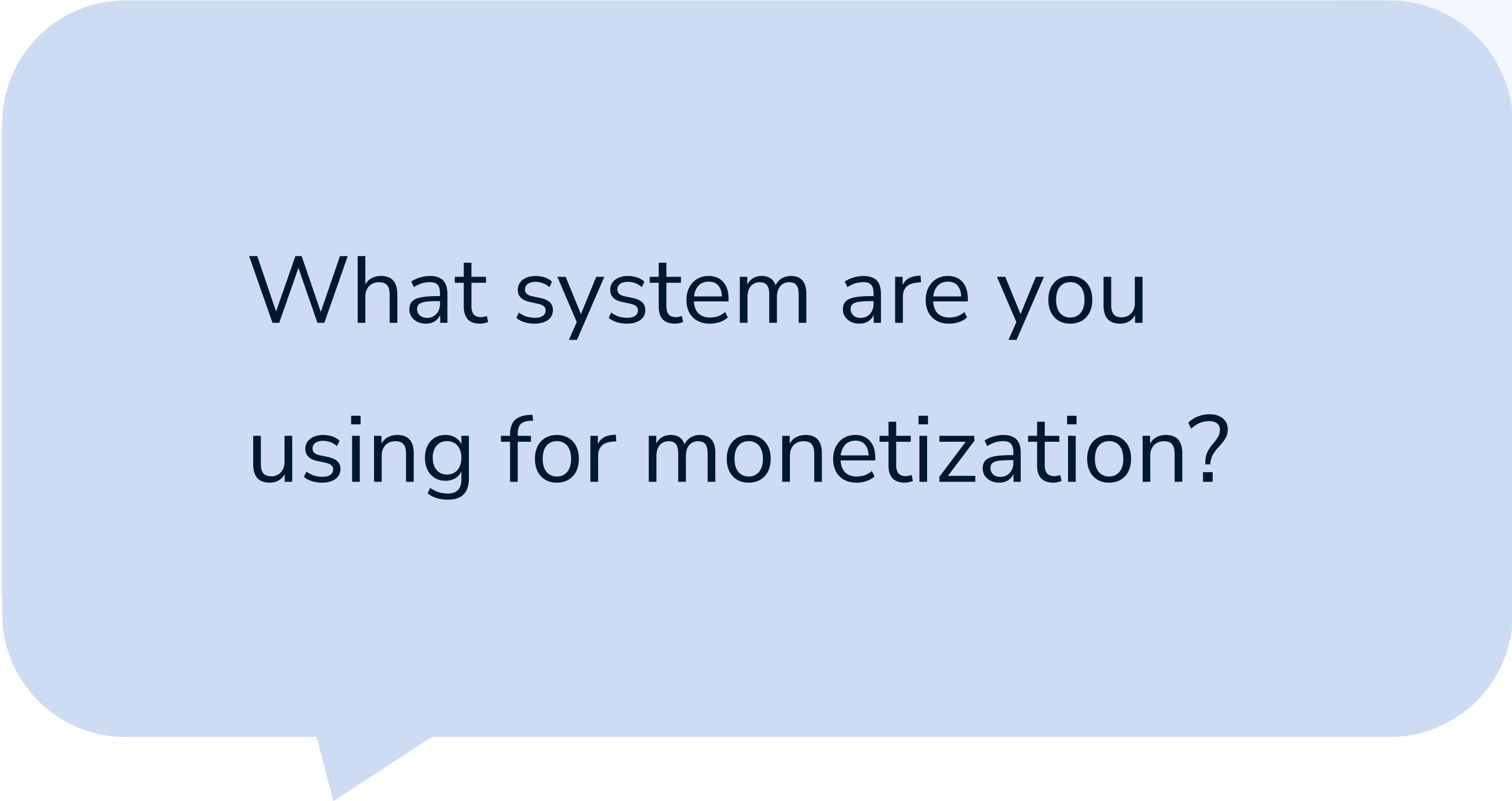
Source IAB - ADEX Benchmark Report 2021

2021: Share of European Digital Ad Spend by Market





which leads us
to our next question...



What system are you
using for monetization?

These vendors
manage
the lion's-share
of ad revenue
in Europe

criteo

oxandr

amazon advertising

CitrusAd

MABAYA

smart+

PromoteIQ



Google Ad Manager



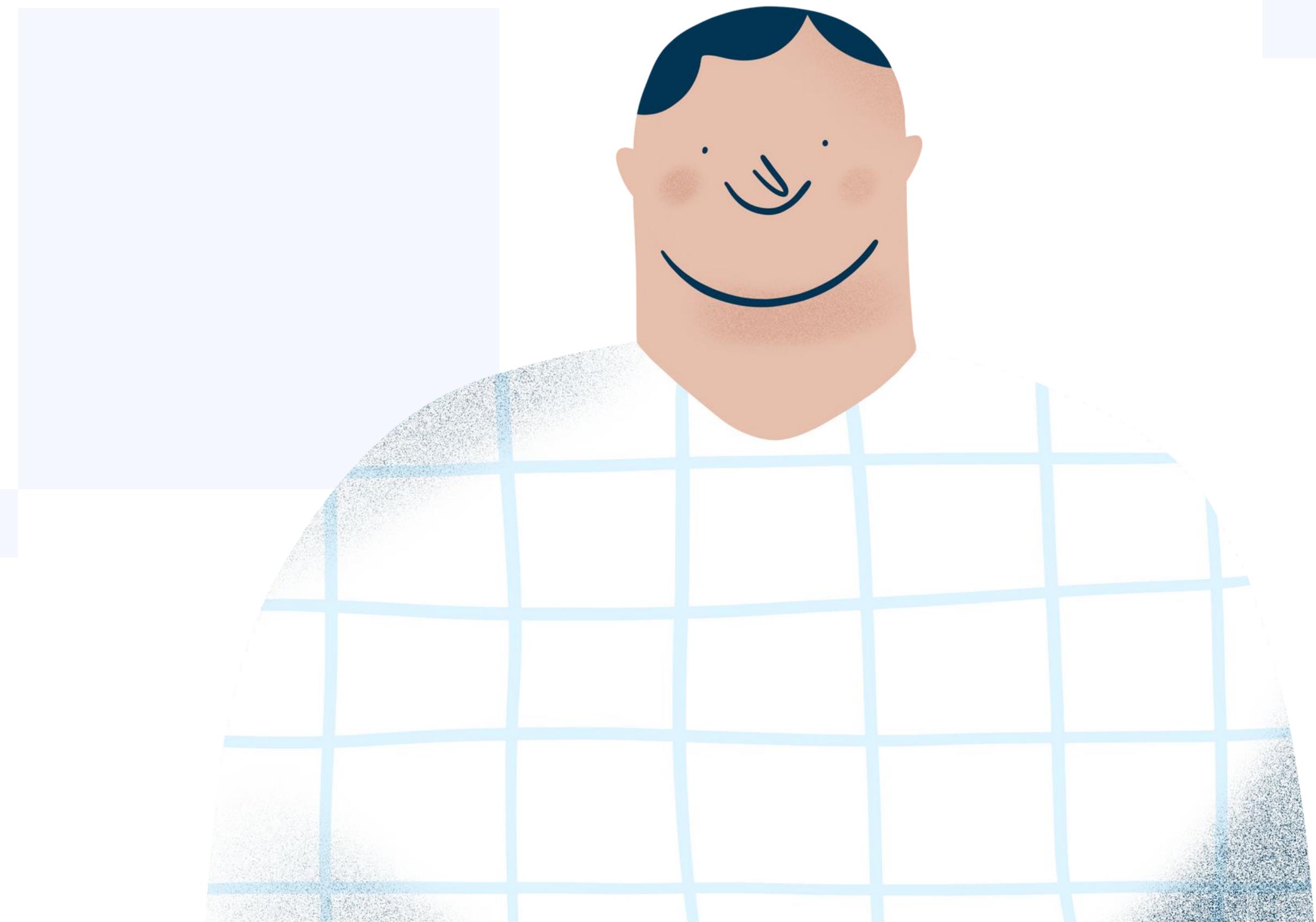
How do you
differentiate yourself
and create value for
your Advertisers when
you are using **the same**
technology, product
roadmap, and features
as your peers?





How do you Stand out from the Crowd?





7K



A stylized illustration of a man with a balding head, a mustache, and a small mole on his cheek. He is wearing a white t-shirt and is smiling. He is holding a dark blue speech bubble with the word "Time" written in white. The background is white with a faint blue grid pattern. There are also some light blue squares and a red "K" in the bottom right corner.

Time





Cost

Resources

Time



Jeopardizing
existing
revenue



Past failures

Cost

Jeopardizing
existing
revenue

Resources

Time

Examples



Founded in 2014, Everli lets customers order from local supermarkets for delivery.



Kevel helped minimize the time it took to integrate ads and allowed us to start earning revenue almost immediately.

The sponsored ad units have already shown great success for merchants, and we plan on adding more ad units in the near future with Kevel."

Francesco Carnielli,
Head of Engineering



Categories

birra



Search

Stores

20 €

Results for: birra

108 results

Category

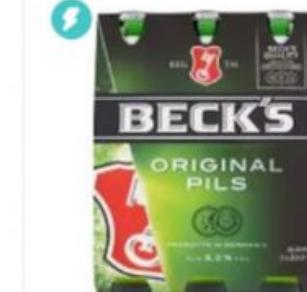
- Lager e Pilsner
- Doppio Malto e Speciali
- Light e Analcoliche
- Artigianali

Brand

- 8.6
- Bavaria
- Beck's
- Birra Alpen
- Birra Moretti
- Birrificio Angelo Poretti
- Brewdog Ltd
- Castello
- Ceres
- Clausthaler
- Corona
- Damm
- Desperados
- Estrella Daura
- Forst
- [Show more](#)



La giri, la bevi, la senti.



Beck's Beck's Birra Pilsner
Tedesca Bottiglia 3x33cl
Confezione 3x33cl
2,70 €
2,73 €/l



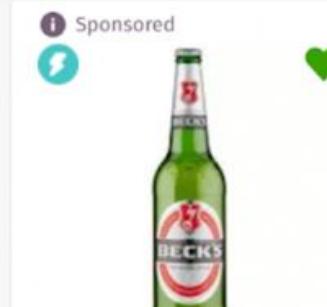
Beck's Beck's Birra Pilsner
Tedesca Bottiglia
Confezione 66 cl
1,29 €
1,95 €/l



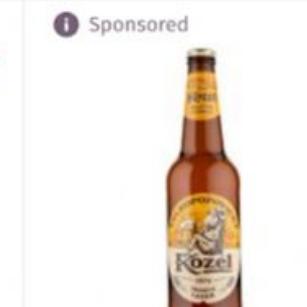
Corona Corona Extra Birra
Lager Messicana Bottiglia 35,5
Confezione 35,5 cl
1,35 €
3,80 €/l



Corona Corona Extra
Lager Messicana
Confezione 35,5
1,29 €
3,91 €/l



Beck's Beck's Birra Pilsner
Tedesca Bottiglia
Confezione 66 cl



Kozel Premium Lager
Confezione 500 ml
1,49 €



Peroni Chill Lemon
Confezione 3x33cl
2,29 €



Birra Moretti Birra Moretti
Ricetta Originale 66 Cl
Confezione 66 cl



Birra Moretti Birra Moretti
Ricetta Originale
Confezione 66 cl





PropertyGuru

**PropertyGuru Group
is the leading property
marketplace in SouthEast Asia.**

Introduced sponsored property listings to allow Advertisers (agents) to promote their properties inside a user's exact search parameters.

Less than a month to launch.

The screenshot shows a search results page for properties in Boat Quay, Raffles Place, Marina, Chinatown, Tanjong Pagar, and Alexandra. A 'PROMOTED' listing for 'Reflections at Keppel Bay' is displayed, featuring a modern kitchen and living area. The listing includes details: 15 Keppel Bay View, S\$ 3,400,000, 3 bedrooms, 3 bathrooms, 1625 sqft, S\$ 2,092.31 psf, Condominium, 99-year Leasehold, Built: 2013, and a 13-hour-old post. It is listed by Geraldine Gn. A 'COUPON CODES AVAILABLE' banner is at the top, and a 'barbican' logo is visible on the right.

COUPON CODES AVAILABLE

D01 Boat Quay / Raffles Place / Marina, D02 Chinatown / Ta Property Type Bedroom

12,266 Results of Property For Sale, in Boat Quay / Raffles Place / Marina or Chinatown / Tanjong Pagar or Alexandra... Show Map

All New Project Affordable Properties

PROMOTED

Reflections at Keppel Bay

15 Keppel Bay View

S\$ 3,400,000

3 3 1625 sqft S\$ 2,092.31 psf

Condominium 99-year Leasehold Built: 2013 13h

Listed by Geraldine Gn Villa unit with seaview. Best stack

WhatsApp

Save this search for later

New Launches In This Area

Freehold Luxury Condo at Prime River Valley. Near to Great World MRT

barbican



Founded in 1998, Private Property was the first property brand of its kind in South Africa.

Had a homegrown CMS.

49 days to launch.



PRIVATE PROPERTY

PRIVATE PROPERTY

All Sales

On Show

Farms

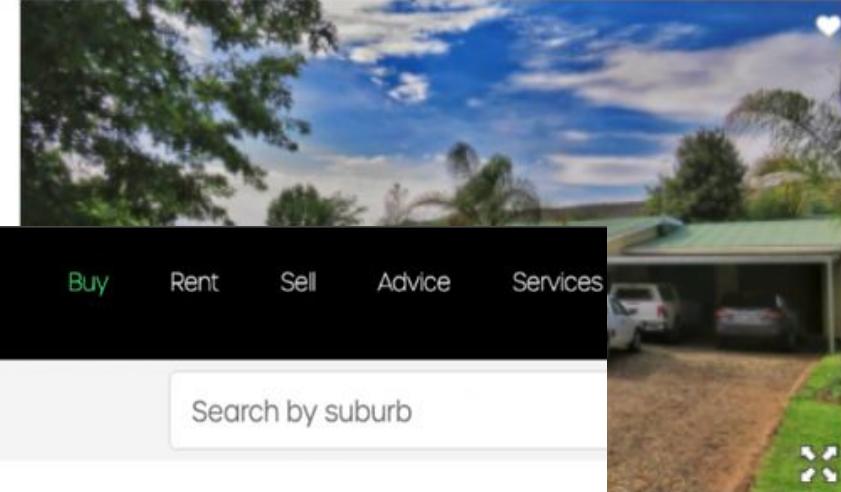
Bank Sales

PRIVATE PROPERTY

Property for sale in Uniondale

South Africa ▶ Western Cape ▶ Garden Route ▶ Uniondale ▶ T2628201

Back to Uniondale



Matthew Zondagh - Intern Agent

Show Phone No.

JUST PROPERTY

Contact Agent

Your Details

your name

your email

your mobile number

Your Message

Please contact me regarding this property.

Email Agent

Call Me Back

By sending, you agree to Private Property's terms and conditions.

Filter Nearby Suburbs

All suburbs selected

Price From

Any

Price To

Any

Sort by:

Featured

Newest

Lowest Price

Highest Price

property 1 - property 24 of 2329

Suburb Specialist

Looking for a new home? More Agents, More Homes, More Results.

RE/MAX
INDEPENDENT PROPERTIES

Contact Us



2 Bed Apartment in Humewood

R 2 095 000

3 Beach Road

2 1



Sue Fraser

red Parkings
ges
riendly

urther details.

ACCESS THE
POWER OF PROPERTY

TUNE IN TO OUR WEEKLY SHOWS ON SOCIAL MEDIA

propertySA privatepropertySA





Chairish is a curated online marketplace for high-end vintage home furnishings.

“ We may be a small marketplace, but with Kevel we quickly built a new revenue stream. It was profitable within one month of launching.”

Senior Software Engineer

Chairish

The screenshot shows the Chairish website interface. At the top, the Chairish logo is displayed, followed by a navigation bar with categories: Furniture, Art, Lighting, Decor, Tabletop + Bar, Bed + Bath, Rugs, Outdoor, Sale, and Read. A search bar is also present. On the left, there are several filter options: 'NUMBER OF SEATS' (checkboxes for 1, 2, 3, 4-5, 6-7, 8-9, with a 'Show 3 more' link); 'OTTOMAN SIZE' (checkboxes for Small: footstool or pouf, Medium, Large - XL: Oversized, with a 'Clear All' link); and 'STYLE' (checkboxes for Mid-Century Modern, Modern, Traditional, Contemporary, Italian, Art Deco, with a 'Show 53 more' link). The main content area displays a grid of vintage furniture items. One item is highlighted as 'PROMOTED': 'Danish Rosewood Compact Display Cabinet' by Furniture of America, priced at \$3,425. A modal dialog box titled 'Promoted Listings Setup' is overlaid on the page, containing steps for 'Set Daily Budget' (input field set to 100) and 'Enter Billing Information' (input fields for Card number, MM / YY, and CVC). The dialog also states: 'You'll only be charged when your items are promoted, up to your maximum daily budget. Your card will be charged monthly.' A 'SAVE' button is at the bottom of the dialog.



Bukalapak is an Indonesian-based e-commerce platform with more than 70 million monthly users.

Managing promotions in their homepage carousel.

Direct sold placements at premium CPMs.



Super
Seller



BukaEmas



Bazar s.d
90%



Pulsa
Prabayar



Paket
Data



Voucher
Game



Token
Listrik



ticketmaster

Klarna

Flink

afterpay

dunnhumby

FARFETCH

 **Delivery Hero**

MONSTER

 **Square**

 **moovit**

 **everli**

 **bukalapak**

 **GoDaddy™**

 **yelp**

 **OfferUp**

About Kevel

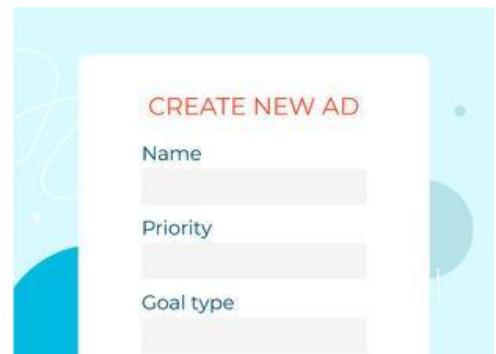
Kevel offers the infrastructure APIs needed to quickly build custom online marketplace ad platforms for sponsored listings, internal promotions, native ads, and more - **so you can drive new revenue and own your ad platform from start to finish.**



**With Kevel, you get
full ownership over
your media platform.**

All the ad units
you need. All
the features
you want.

All through one partner.



Self-serve UI



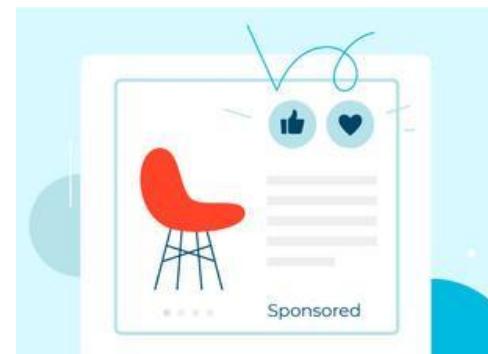
Frequency capping



Reporting dash



Geo targeting



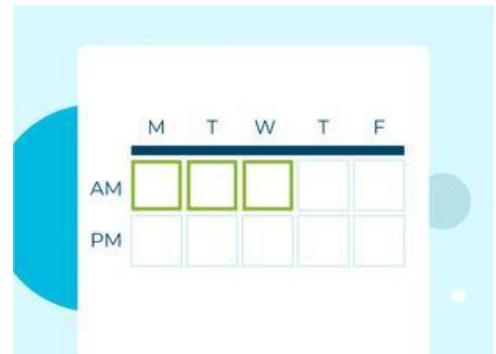
Event tracking



Auction pricing



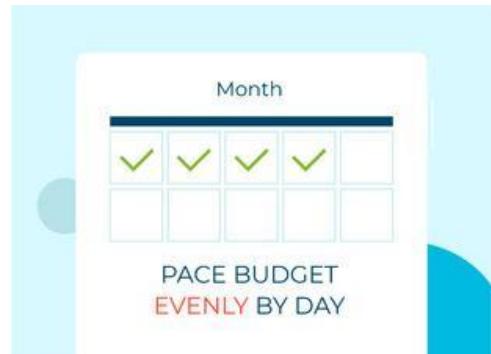
First-party data



Day parting



Georadius targeting



Pacing



Ad blocker
work-arounds



Bot filtering

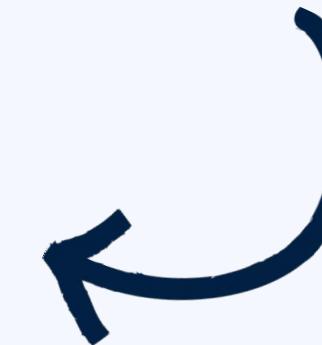
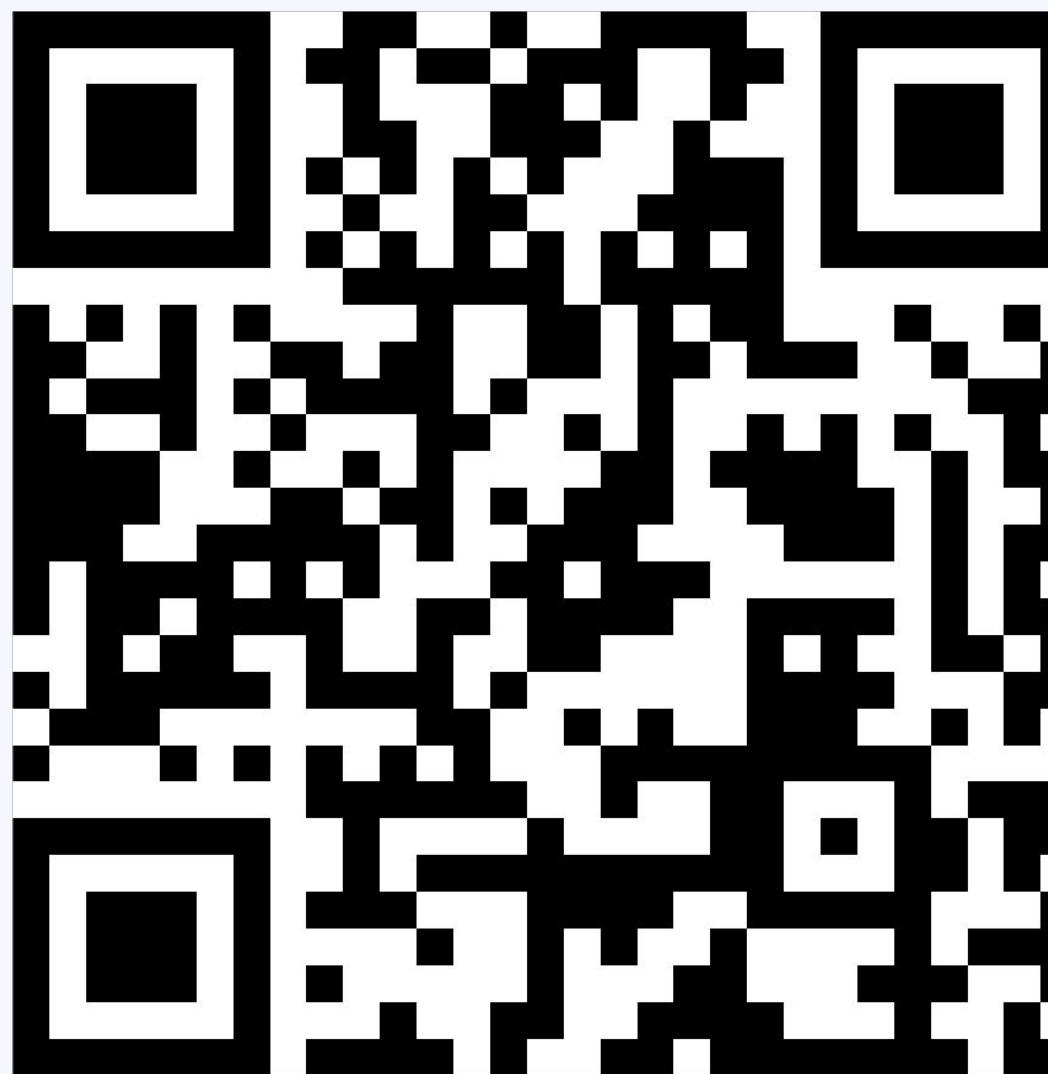


Conversion
tracking



Search
targeting

Thank you!



**Scan to enter our
exclusive ICMA raffle!**

**Apple Watch
Series 8**





kevel

Take Back the Internet

sales@kevel.co
www.kevel.com