

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
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We want to move away from
third party cookies

We want to build out
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We want to build
a self-serve platform

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

We are looking
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We want to move away from
third party cookies

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

We want
to move away
from Google Ad
Manager

We are looking
for a solution to run
Sponsored products

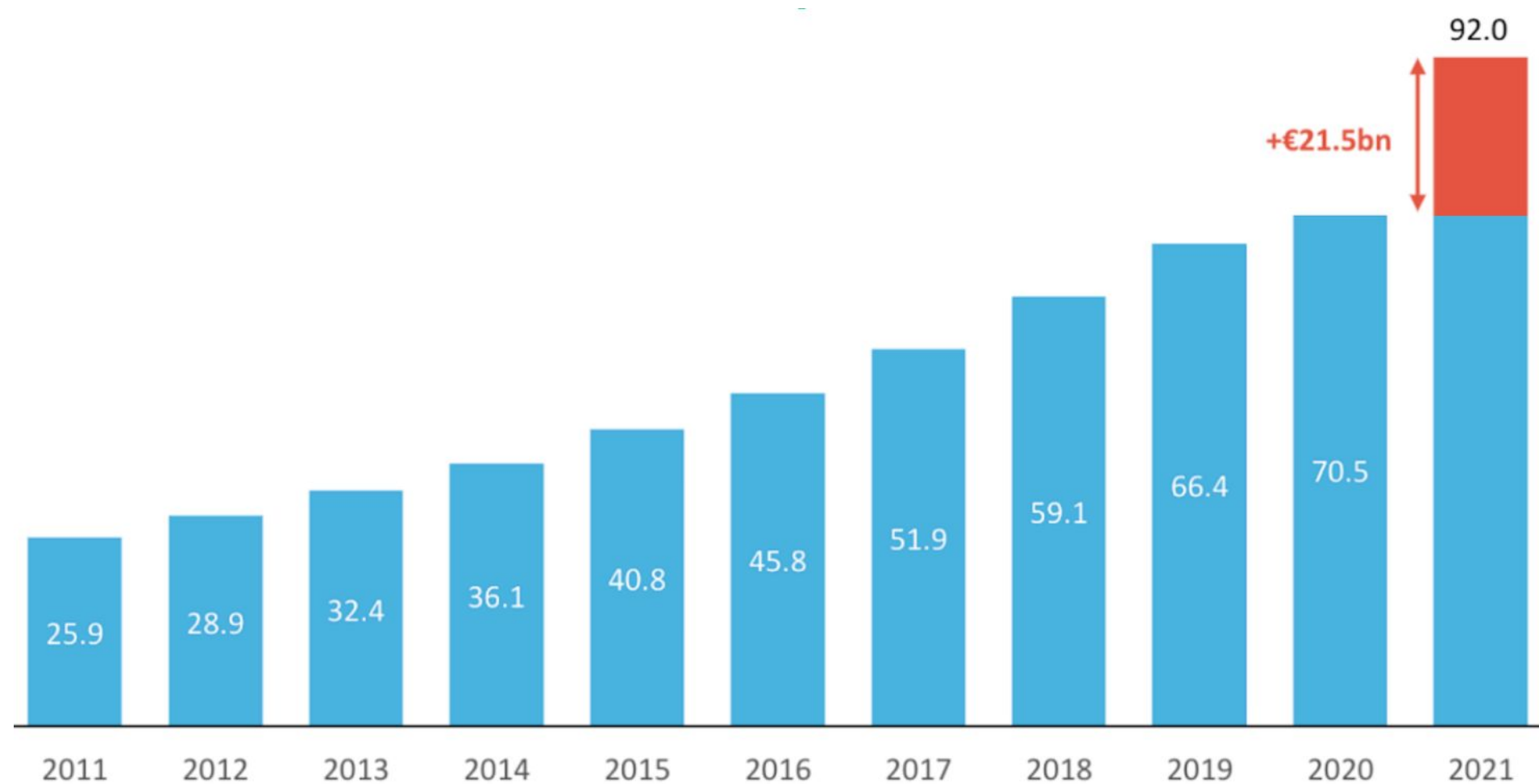




What does
all of this mean?

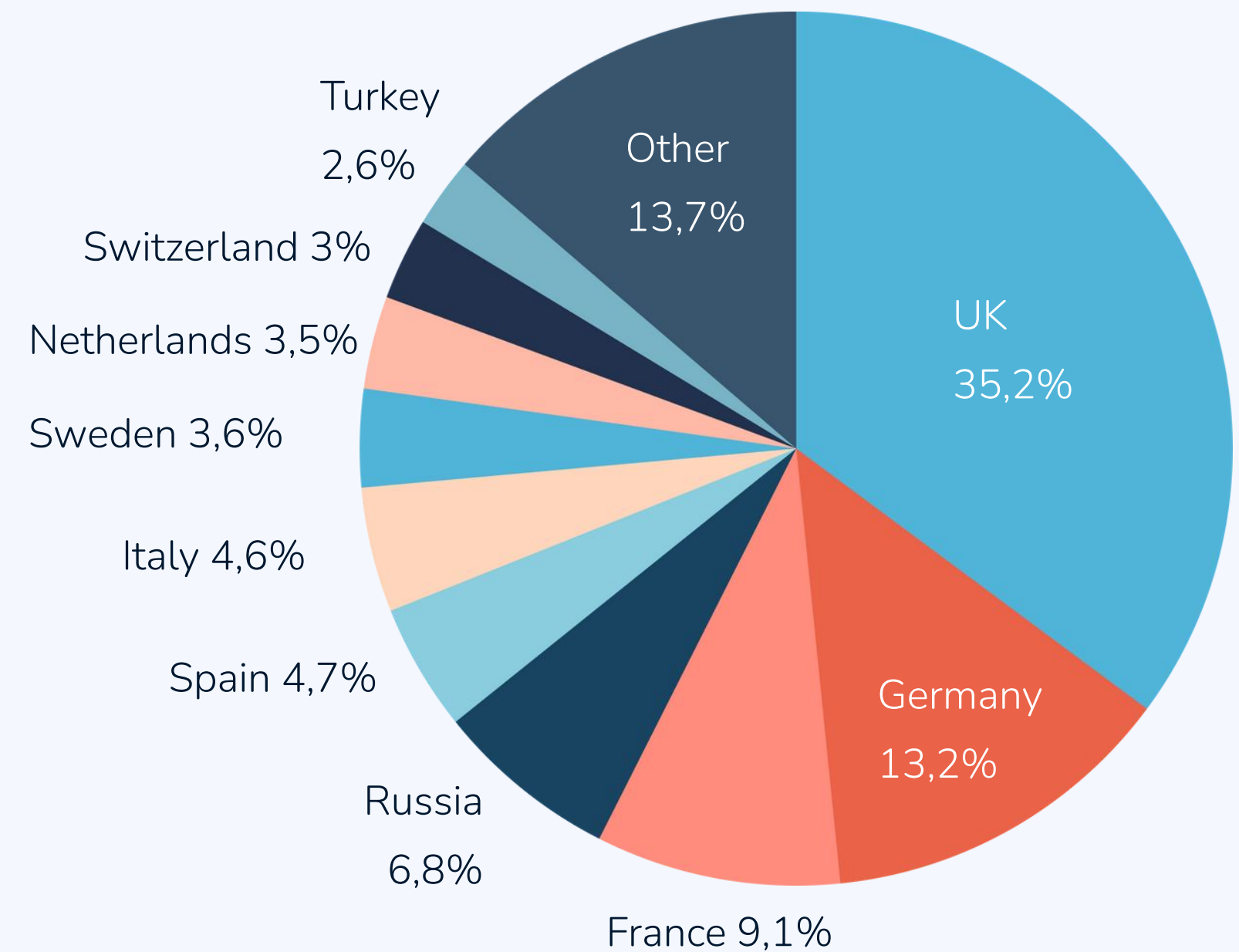


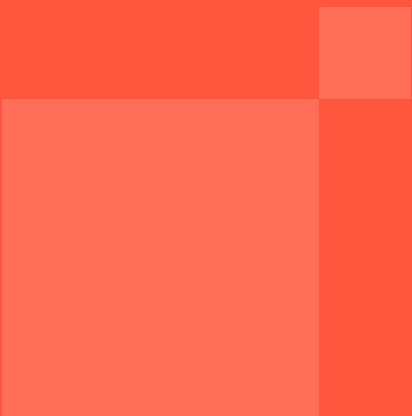

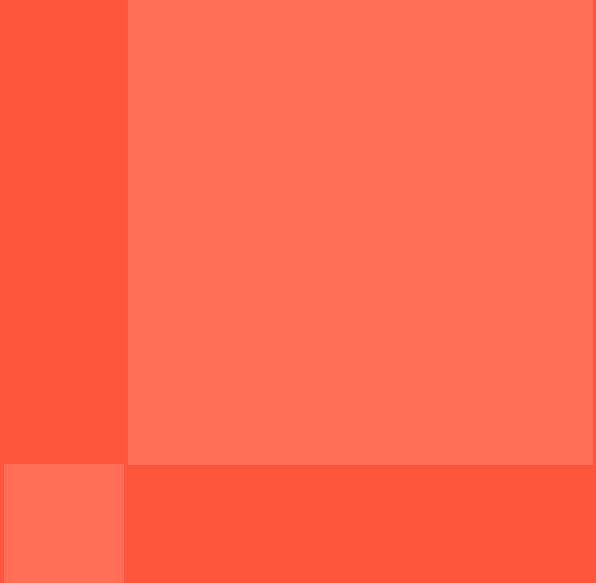
Europe: total digital ad spend (€bn)



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  xandr

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?





A stylized illustration of a man with a friendly expression, wearing a white shirt with a light blue grid pattern. He is holding a dark blue rectangular sign with the word "Time" written in white. The background is white with several light blue squares of varying sizes. In the bottom right corner, there is a small red logo that looks like a stylized 'X' or a pair of crossed lines.

Time

An illustration of a smiling man with dark hair and a light complexion, wearing a white shirt. He is holding a large, light blue globe with a grid pattern. A dark blue rectangular label with the word "Time" in white is positioned in front of the globe. A red rectangular label with the word "Resources" in white is positioned to the right of the globe. The background is white with several light blue squares of varying sizes. A small red logo is in the bottom right corner.

Resources

Time



An illustration of a person with a smiling face, wearing a blue and white checkered shirt. They are holding a large, dark blue rectangular sign in front of their chest with both hands. The sign has the word 'Time' written on it in white. To the left of the person's head is an orange circle with the word 'Cost' written inside in white. To the right of the person's head is a red rounded rectangle with the word 'Resources' written inside in white. The background is white with several light blue squares of different sizes scattered around. The person's legs are visible at the bottom, wearing blue pants.

Cost

Resources

Time

Cost

Jeopardizing
existing
revenue

Resources

Time

Past failures

Jeopardizing
existing
revenue

Cost

Resources

Time



Examples

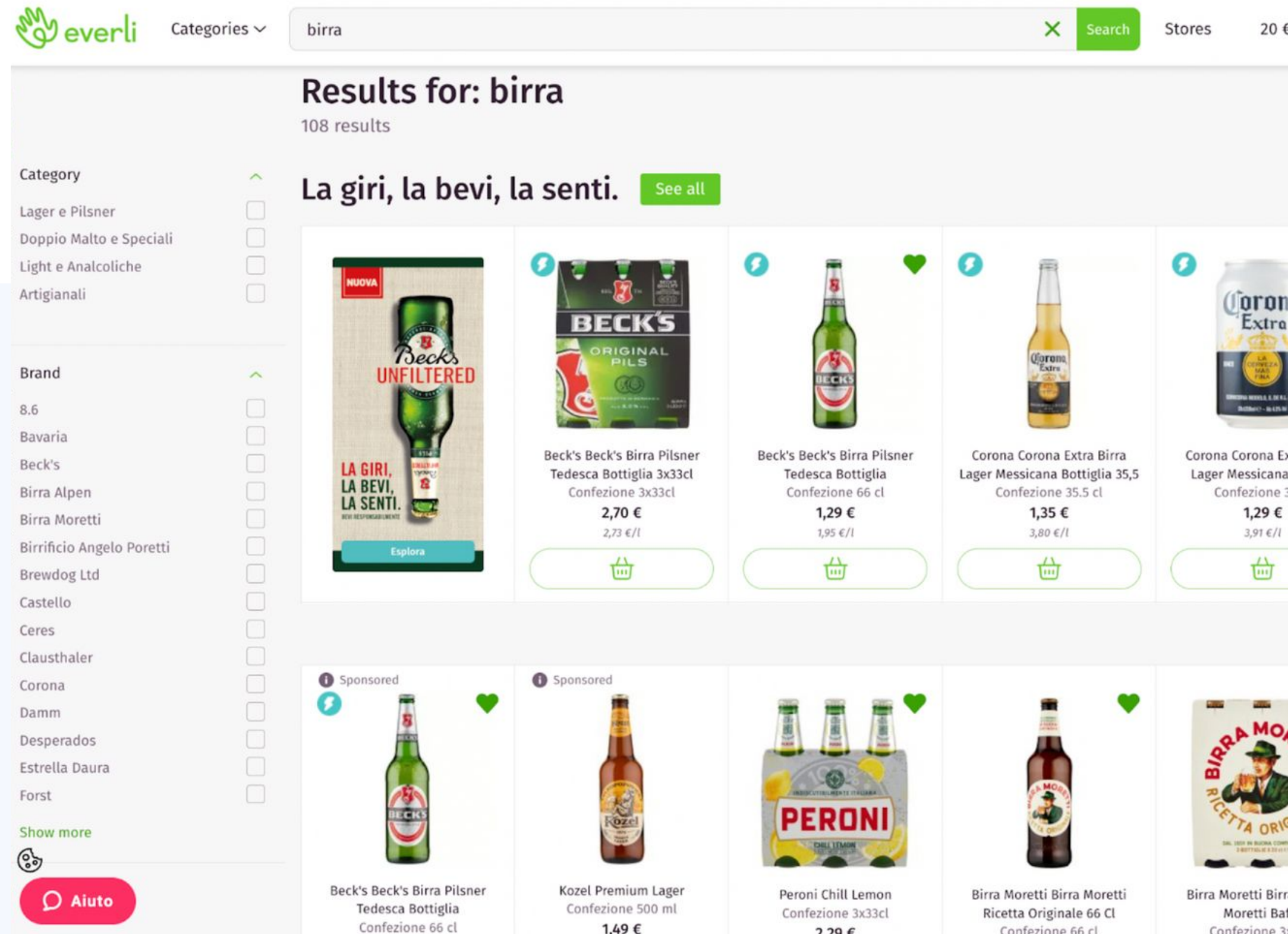




Founded in 2014, Everli lets customers order from local supermarkets for delivery.

“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









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.



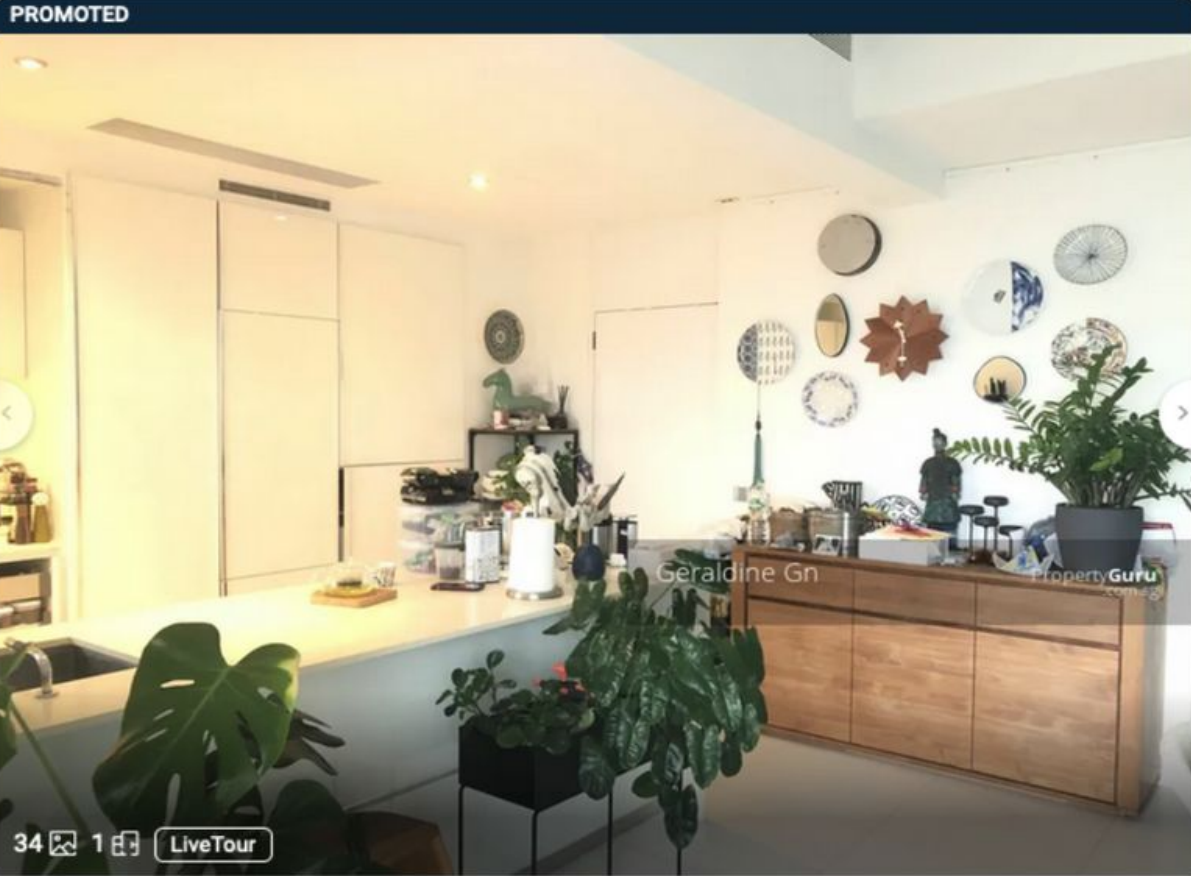
COUPON CODES AVAILABLE  GET CODES



  Filter 1 Property Type ▾ Price ▾ Bedroom ▾

12,266 Results of Property For Sale, in Boat Quay / Raffles Place / Marina or Chinatown / Tanjong Pagar or Alexandra... Show Map ☐ Off Save this search for later ☐ Off

All New Project Affordable Properties Recommended

PROMOTED





34  1  LiveTour


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


 Listed by Geraldine Gn
"Villa unit with seaview. Best stack"

WhatsApp 



barbican

New Launches In This Area



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

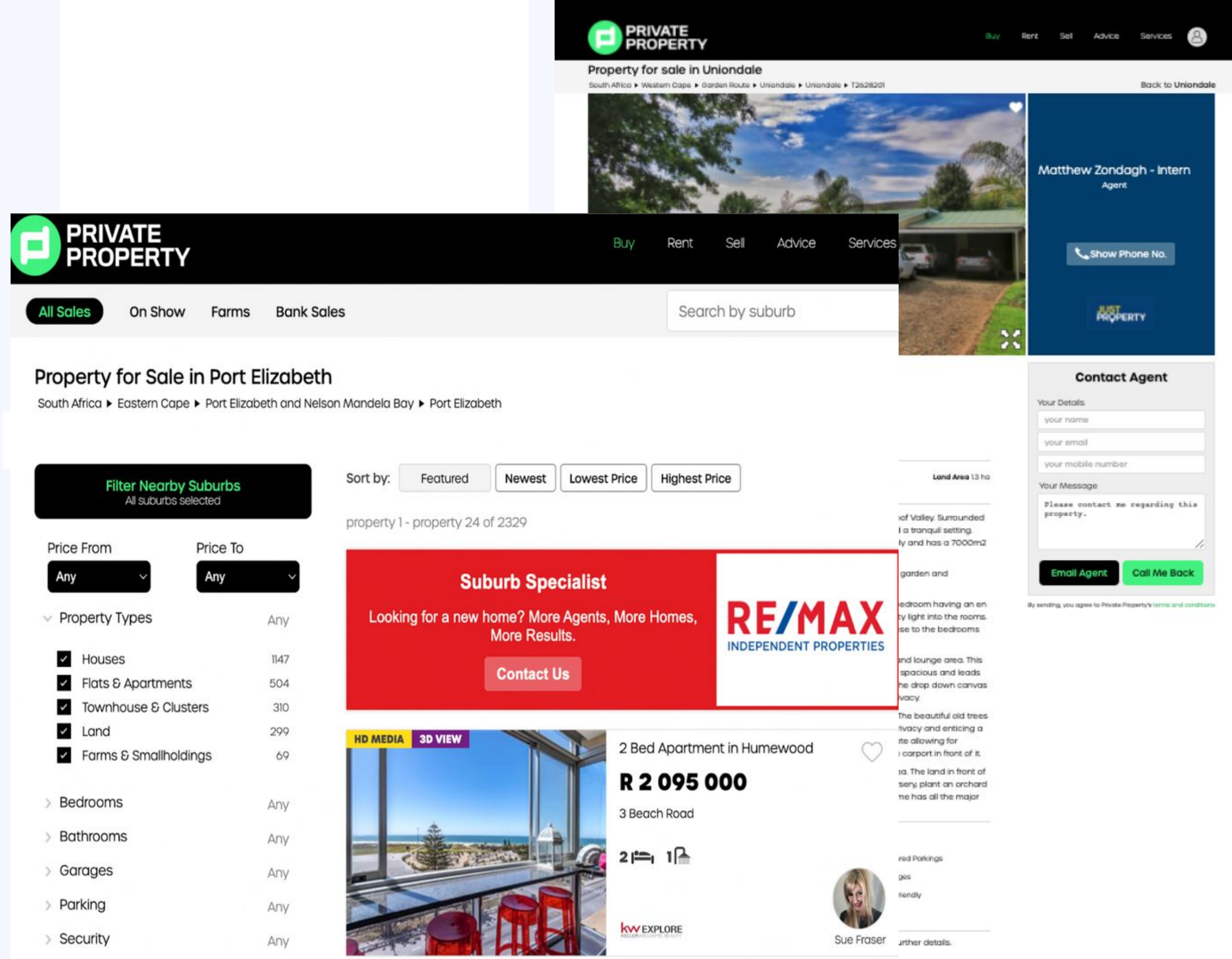




Founded in 1998, Private Property was the first property brand of its kind in South Africa.

Had a homegrown CMS.

49 days to launch.



Chairish

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 displays the Chairish website's furniture section. The top navigation bar includes the Chairish logo, a search bar with 'Furniture' entered, and links for 'My Account', a wishlist, and a shopping bag. Below the navigation bar, a horizontal menu lists various categories: New Arrivals, A-List, Furniture (selected), Art, Lighting, Decor, Tabletop + Bar, Bed + Bath, Rugs, Outdoor, Sale, and Read. The main content area is divided into a left sidebar with filters and a right section for product listings. The filters include 'NUMBER OF SEATS' (1, 2, 3, 4-5, 6-7, 8-9, Show 3 more), 'OTTOMAN SIZE' (Small: footstool or pouf, Medium, Large - XL: Oversized, Clear All), and 'STYLE' (Mid-Century Modern, Modern, Traditional, Contemporary, Italian, Art Deco, Show 53 more). The product listings feature three items: 'A-LIST 1950s Arne Jacobsen for Fritz Hansen Egg Chairs and Ottoman - 3 Pieces' priced at \$16,490 (original \$19,400), 'Square Red & Gold Tray Coffee Table on Iron Scroll Legs and Frame' priced at \$1,195, and 'Mid-Century Modern Thomasville Oak Parquet Accent Side Table With Drawer' priced at \$379 (original \$468). A 'Promoted Listings Setup' modal is overlaid on the bottom right, containing sections for '1. Set Daily Budget' (with a budget of 100), '2. Enter Billing Information' (with fields for Card number, MM / YY, and CVC), and a 'SAVE' button. The modal also includes a note: 'You'll only be charged when your items are promoted, up to your maximum daily budget. Your card will be charged monthly.'

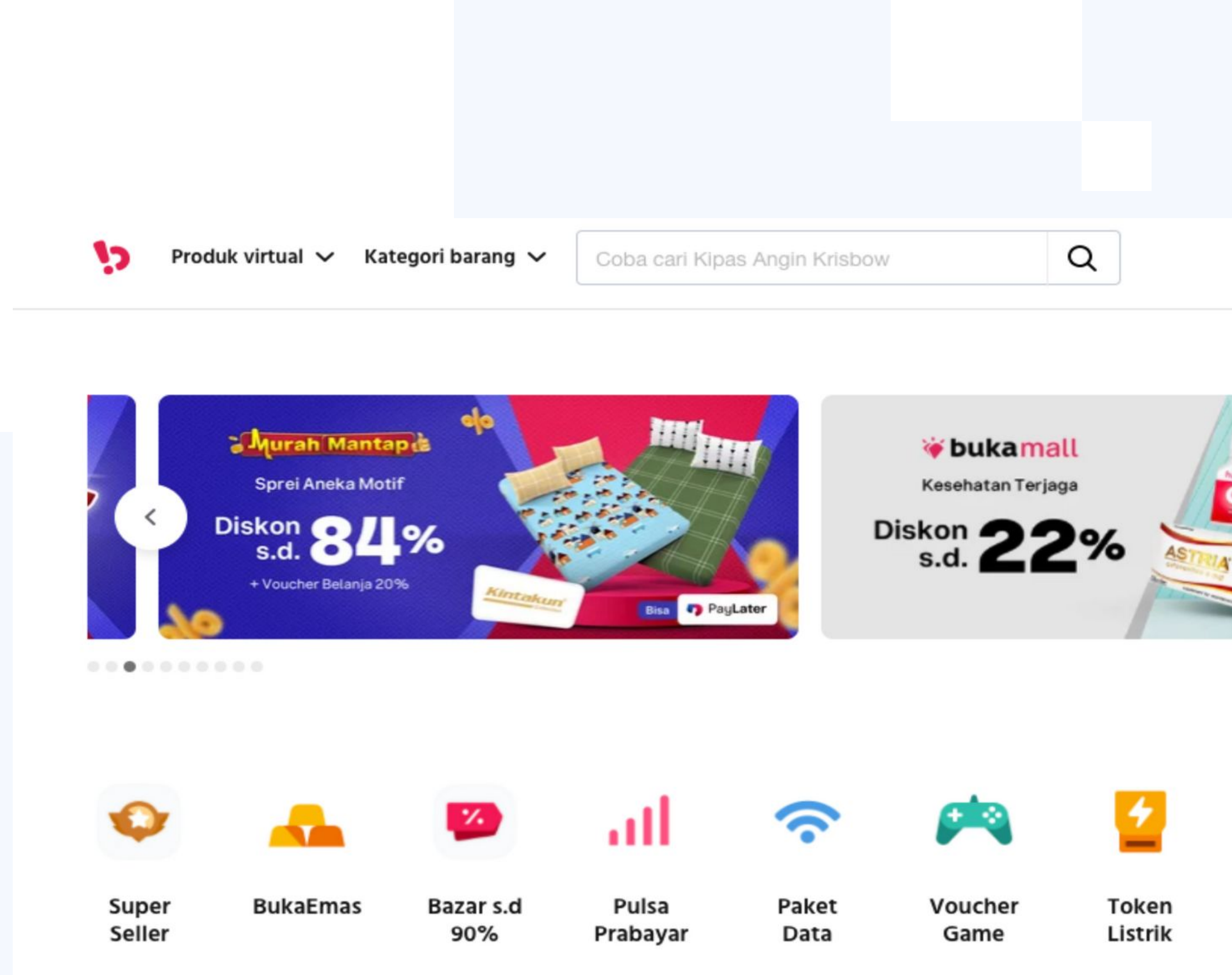




Bukalapak is an Indonesian-based e-commerce platform with more than 70 million monthly users.

Managing promotions in their homepage carousel.

Direct sold placements at premium CPMs.



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.

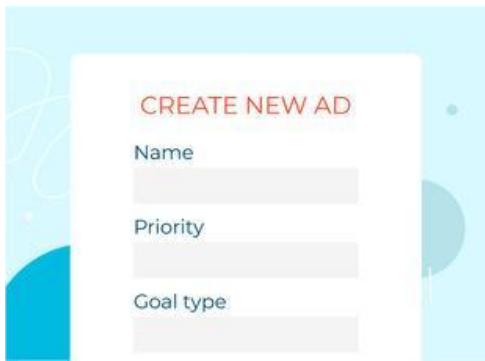
All through one partner.



Auction pricing



First-party data



Self-serve UI



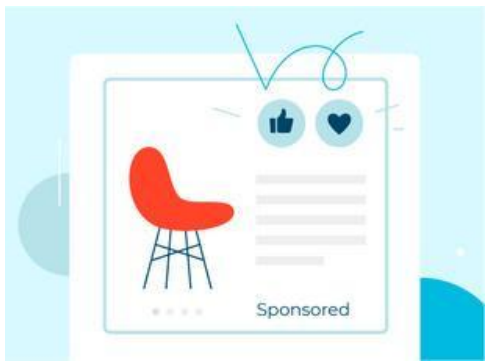
Frequency capping



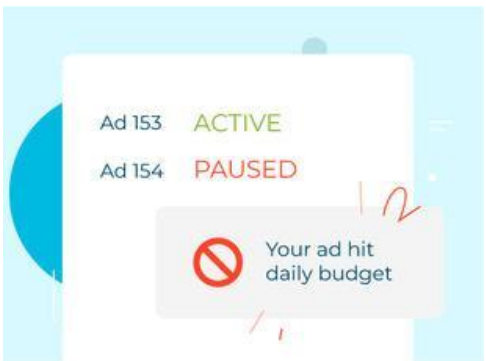
Reporting dash



Geo targeting



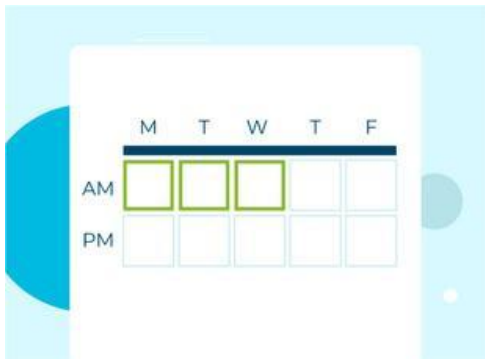
Event tracking



Budget capping



Privacy compliance



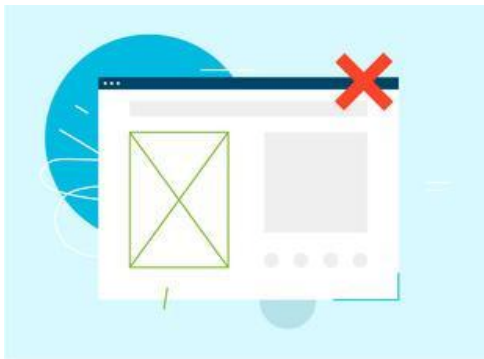
Day parting



Georadius targeting



Pacing



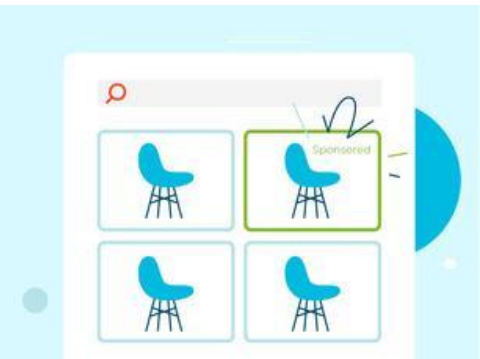
Ad blocker work-arounds



Bot filtering



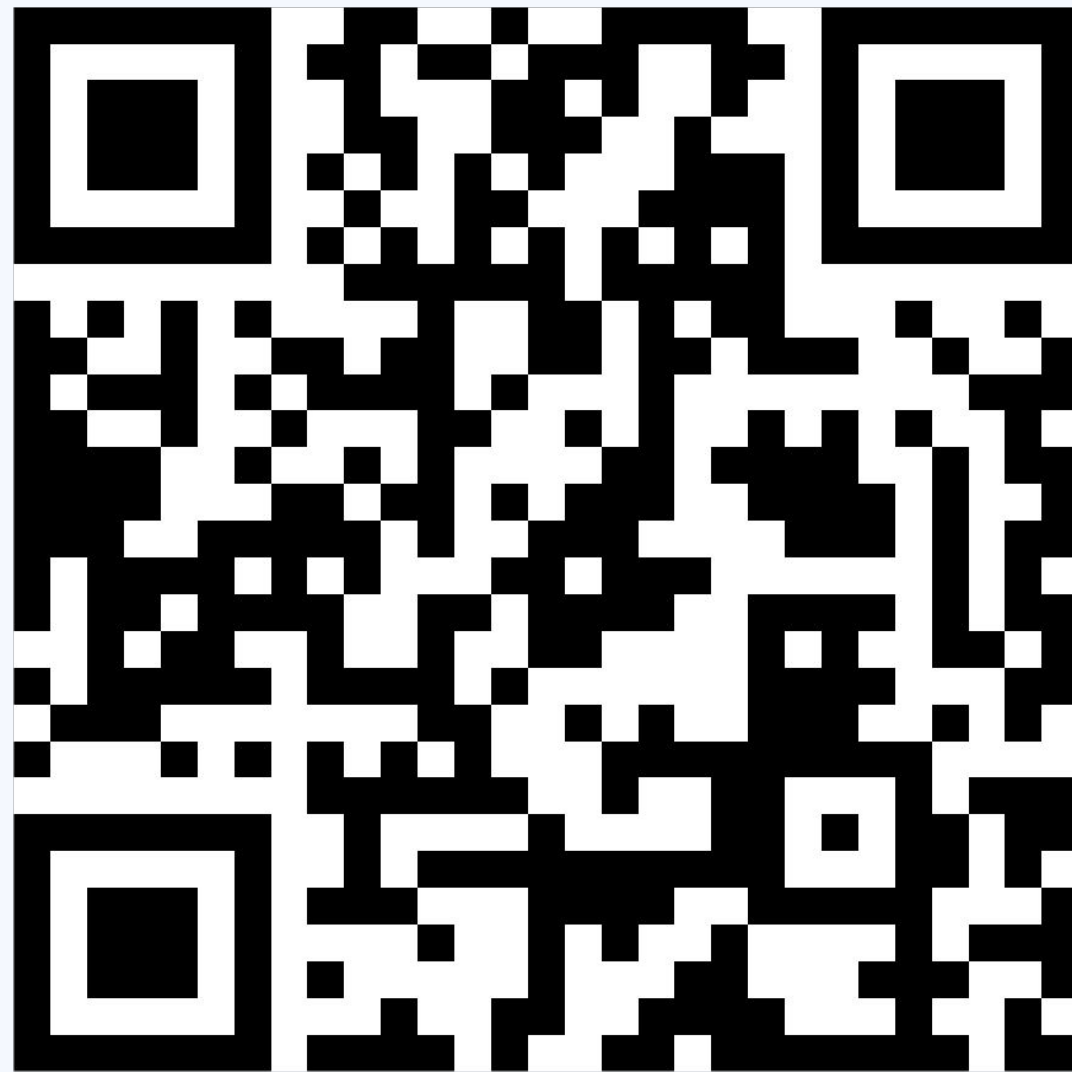
Conversion tracking



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