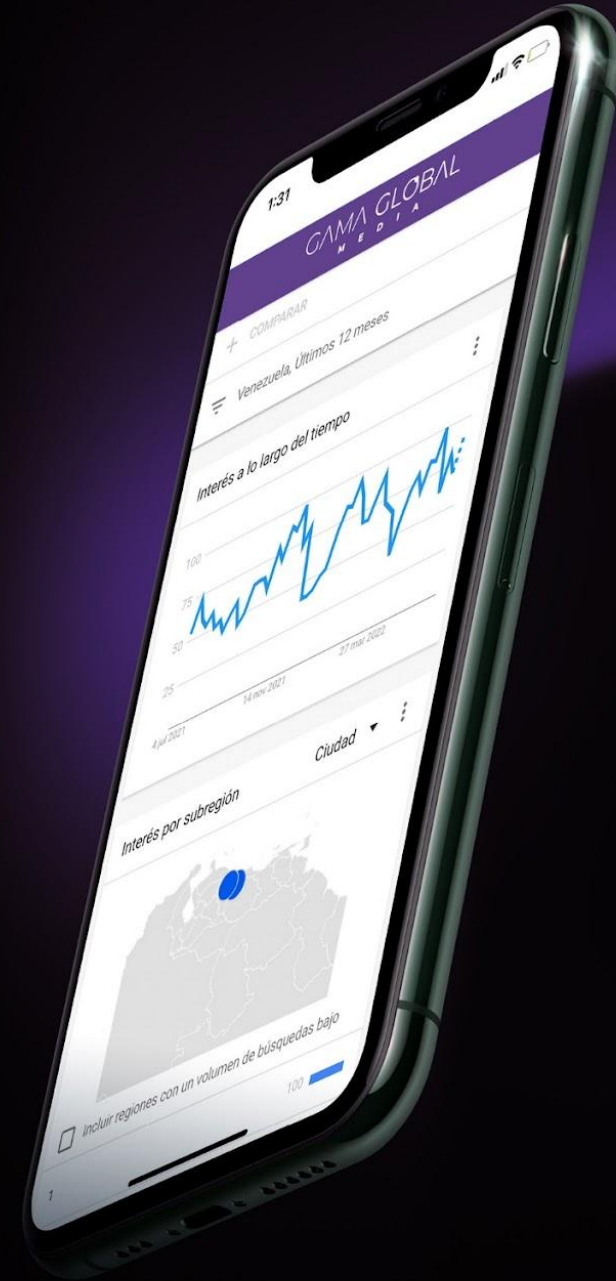


GAMMA GLOBAL MEDIA

GLOBAL REACH
LOCAL IMPACT

INTELLIGENT ADVERTISING



ABOUT US?

GAMA an international media agency specializing in advanced programmatic marketing.

OWe operate as a trading desk and boutique media agency tailoring specific marketing tactics based on your needs and budget. Our personalized approach uses intelligent advertising on a local or global scale.

Our experts have run and managed campaigns for:

PayPal™

BOSE

DELL

Allianz 

KONAMI

BBC

KIA

BAYER


PHILIP MORRIS

Perfumerias.com
COMPRA HOY...DISFRÚTALO MAÑANA

What is Programmatic?

Programmatic is a series of computer-based connections that allows us to centralize media buying and automate what were previously manual and inefficient processes.



As the media is bought through a centralized point, we are able to collect a vast amount of data, allowing for intelligent, data driven optimization.



This allows us to not only target existing specific consumer audiences but also discover new ones based on real time data.

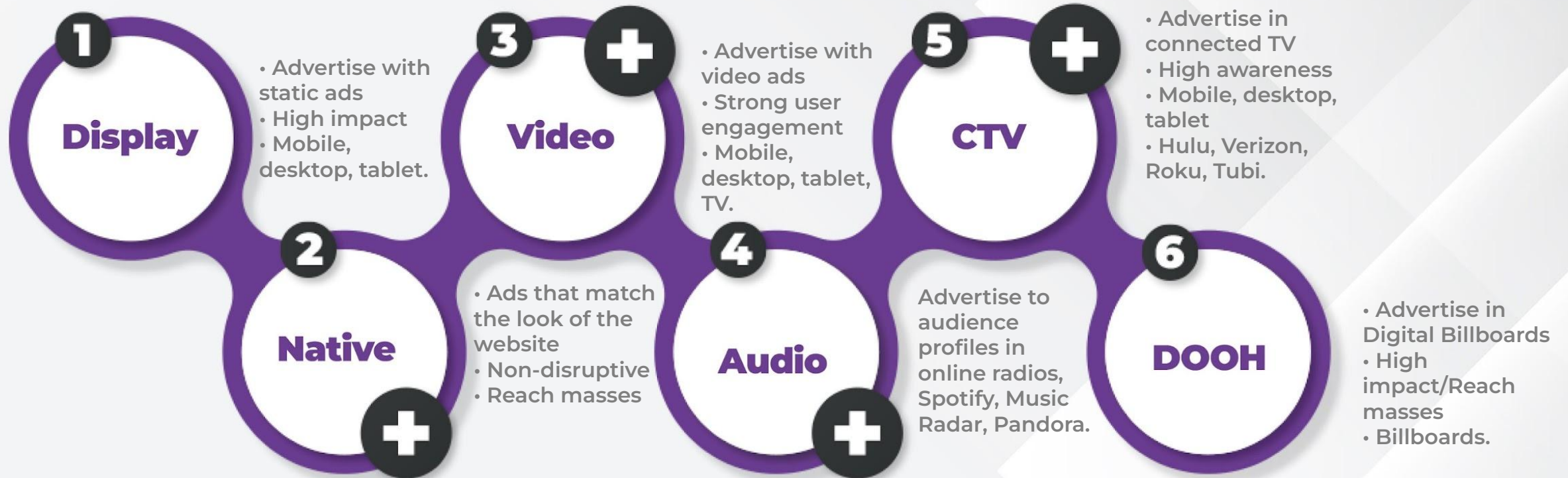


WHERE DO WE BUY PROGRAMMATIC ADVERTISING SPACE?



GGM can handle global,
regional, and local
campaigns

Omnichannel buying



Proprietary Data

(ITS PARTY DATA)

1st party data allows us to keep track of interested users by creating an anonymous list of audience pools who visit your site. This enables us to display retargeting ads to your potential customers as they browse the web and visit other sites.

1 1st party data also allows us to keep track of customers who have visited or made a purchase through your website

2 This gives us the possibility to exclude them from the pool of users, which will continue to be retargeted.



Audience Data

(3RD PARTY DATA)

Consumers with similar behaviors are then divided and classified into different groups.

3rd party data providers piece together detailed profiles about users' taste and behavior as they browse the web.

Users with similar online conduct are then segmented and packaged into different groups, which can then be accessed through our platform.

These audience segments can include purchase data, purchase intent data, declared data and observed data, among others.

WE CAN ACCESS THIS DATA AND USE IT TO GET THESE USERS WHEREVER THEY ARE ONLINE AND SHOW THEM THE AD WE WANT.



36,000+

Audience segments ready to use



Usuarios
Fiesteros



Padres
Con hijos



Afinidad
a Celebridades



Medicina
Alternativa



Ejecutiva
de Empresas



Viajeros de
negocio o placer



Fans de
Fútbol



Fanaticos
del Cine



Estudiantes



Compradores
de lujos



Aficionados de
Videojuegos



Fashionistas



Adolescentes



Afinidad
Tecnología



Amantes del
Deporte



Fanaticos
de la Música



Última
Tecnología



Afinidad
a Festivales



Amantes
de los Carros



Afinidad DIY



Amantes
del Café



Amantes
de Cosméticos



Fanaticos
de las TV



Amantes
del Gimnasio

GAMA GLOBAL
M E D I A

**DO YOU PLAN TO BUY
HEADPHONES IN THE
NEXT 4-6 WEEEEKS?**

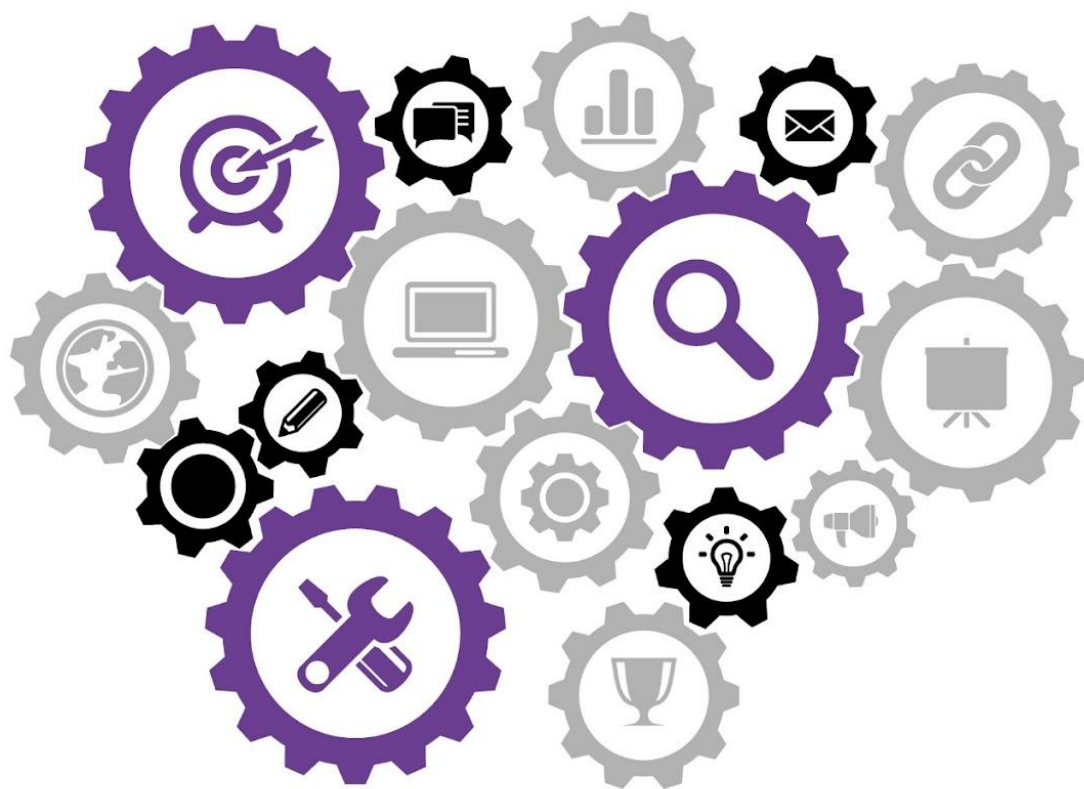
- ☐ **NO**
- ☐ **MAYBE**
- ☐ **YES**

AUDIENCE OPTIMIZATION

Using our pre-survey tool we are able to ask users brief questions. GGM would then be able to target users who have answered “Yes” to then scale out an audience with A.I. to find more users like this (Look-a-likes) and serve them with ads.

Additionally, by having a call to action link that goes directly to a specific page (app download or payment page) we can optimize towards the preferred performance indicator.

Contextual Data



Our contextual data partners identify relevant keywords that are significant on each page towards a specific target audience, determining their importance and subsequently matching them to contexts. This constant scanning process of pages & data in real time guarantees instant responsiveness to changing content.

This means that, unlike only using keyword targeting, we can determine the actual meaning of each page processed in real time. Sites under the same context are then segmented into groups, e.g. local news, international travel, horror films or technology enthusiasts, which we can then target through our platform, ensuring your ad appears in a site where the context is directly relevant.

Alternatively, we can build custom contextual segments based on keywords for specific campaigns. These can range from names of actors, to film festivals, awards, cinemas, novels, authors, related TV shows, videogames, film genres and much more.

Campaign daily Optimisations

FREQUENCY

Determine how frequently you want to target one user to see the same ad.

TIME

We take advantage of our daily campaign learning and adjust your targeting to the time of day and/or day of week when your users are highly active online

DEVICE

We can identify users that have specific device models; this, for example, allows you to negatively target users who have old systems that wouldn't support an app

SITE

We optimize towards the best performing sites. Sites where we get higher engagement (clicks, conversions, etc.)

AUDIENCE

We optimize towards best performing audience segments. Seeing results in real time, allows us to remove and/or enhance audiences.

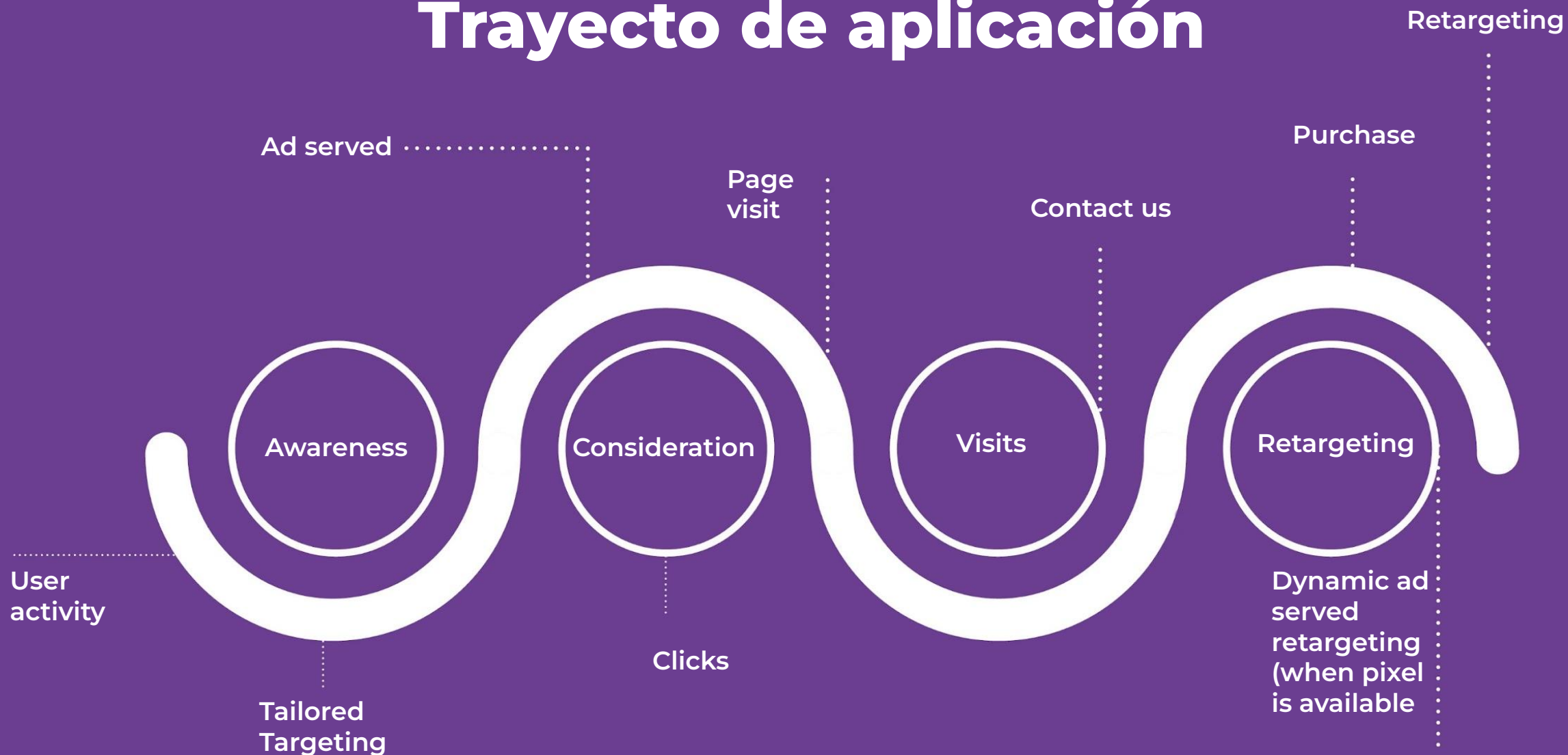




Customized Creatives

Our platform has an in-house creative team to build customized highly engaging ads.

Trayecto de aplicación



Connected TV

Any television that is connected to the Internet and has access to content that goes beyond what a traditional cable station can offer is considered Connected TV.

This also refers to devices that use a television to display content over the Internet, for example, using Roku, Firestick, or Apple TV

Digital advertising is shown to users when they open applications on their digital tv or using these devices and we can target them using interests, affinities, demographics and more





Geolocation

Through our powerful platforms we can focus our clients' campaigns geographically from one house, building, neighborhood, county, state or country to an entire region like central America or Europe.

We use high quality data and GPS coordinates to find these users in real time to get them at the right time, with the right advertising and in the right location.

Historical Geolocation

We can travel in time and find users who have been in a specific location 1 month, 3 months, 6 months, and even 1 year ago and thus find again those users who have been in a specific clinic or a convention center or have traveled to a region for vacation or business to retarget them again and ensure that even if they are not in that location they are part of a campaign that is ideal for them.



Artificial Intelligence And Machine Learning

Artificial intelligence and machine learning are two of the technologies that drive our platforms.

The A.I. or artificial intelligence takes all that data and learning in order to intelligently forecast or predict who your ideal clients and users are.



Artificial Intelligence and Machine Learning

With Machine Learning and the massive amounts of data we have, together with the data we create during a campaign, the platform learns which users interact the most with your ads or buy your products in order to continuously optimize your campaigns



A large, textured purple planet dominates the lower half of the frame, set against a dark space background filled with stars and a bright purple nebula or star cluster in the upper center.

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