

# SELF-SERVICE AD OPERATION TRENDS 2020

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# Let's talk about

1. Why Self-Service
2. Self-Service Automation
3. Case Truecaller

# MORE AND MORE ADVERTISERS WILL TURN TO SELF-SERVICE TO MANAGE ORDERS

*“2020, customers will manage 85% of their relationship with an enterprise without interacting with a human”*

- GARTNER CUSTOMER 360 SUMMIT, 2019

*“86% of respondents said they prefer using self-service tools for reordering, rather than talking to a sales representative”*

- MCKINSEY STUDY, 2019

# WHY SELF-SERVICE



# Why build Self-Service?

Publishers have a lot to gain by **leveraging the benefits** using a self- service platform for both the sale of inventory and management of Ad Operations.

## Why?

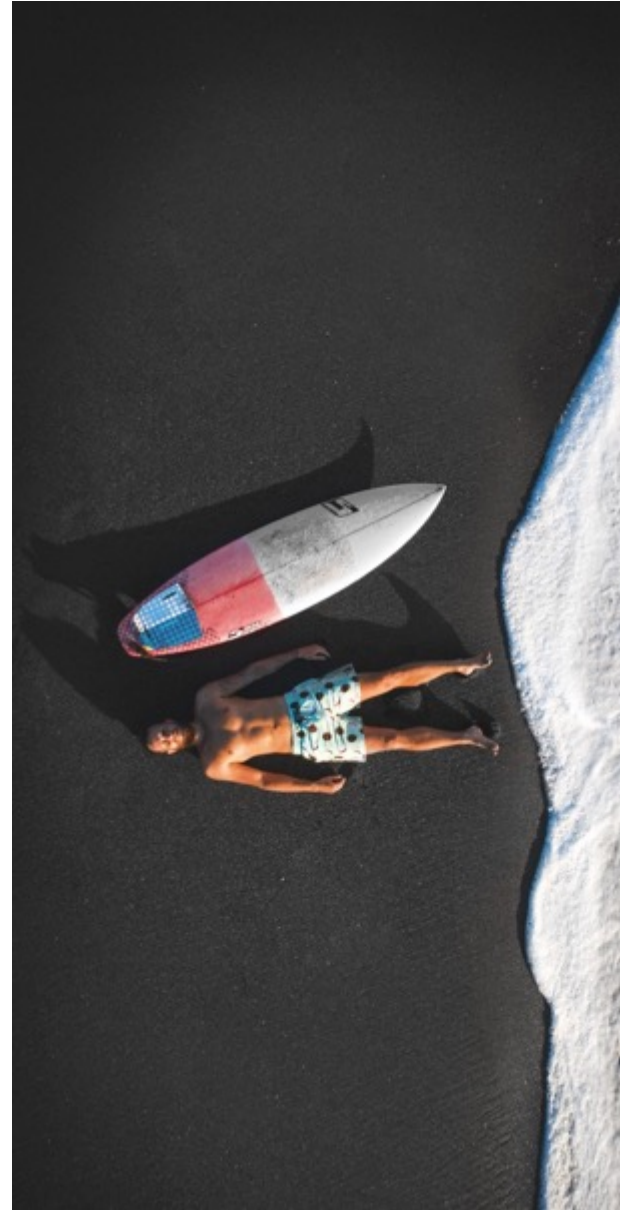
- Customers expect you to have it.
- Allows you to accept low value deals.
- You reduce your costs (commissions/margins/support/development).
- Increased operational control.
- Fast Customer Service Whenever, Wherever.
- Reduces Ad Sales and Ad Ops workload by 80-95%.



# Four things need to change

Publishers, you may have a great audience, original content and a clean site with highly viewable ads. But being right won't make you successful. Being successful requires that you compete against Facebook and Google's longtail dominant position.

1. Money Data is King.
2. Open up your 1<sup>st</sup> party audience data.
3. Open up for Advertisers 1<sup>st</sup> party audience data.
4. Cross-extensions intelligence, one stop shop.



# THE HEART OF SELF-SERVICE IS AUTOMATION.

Ad Ops spend:

- ~**15 min -1 hour** per order
- ~ **20-30 min** per order assisting sales
- ~ **2-5 hours** a week building reports
- ~ **3-5 hours** a week checking creatives and tags

Self-Service  
reduces all of this  
by  
**90-95%**

**JEFFREY MYERS, FORMER DIRECTOR PROGRAMMATIC ADVERTISING AT SHAZAM, NOW PARTNER DIRECTOR AT SOUNDCLOUD:**

***“DanAds saves our music sales team and Ad Ops about 85% of the workload.***

***DanAds have the features that we wanted, and for the ones that they didn't have, they custom built in about 2 months. The amount of work they did was substantial & the speed at which they did it was insane! ”***





# Case study

*"I used the Truecaller Ad Manager to promote one of our businesses in India, the process was very smooth. It took me approximately 5 minutes to create an advertiser account and launch the first campaign, performance reporting is also self-explanatory. The platform does not require any special marketing knowledge and skills to run it."*

**Vadim Tsapok, AsiaFinance Group**

**150<sub>m</sub>**

Daily active users

**500<sub>m</sub>**

App installs

**3<sub>bn</sub>**

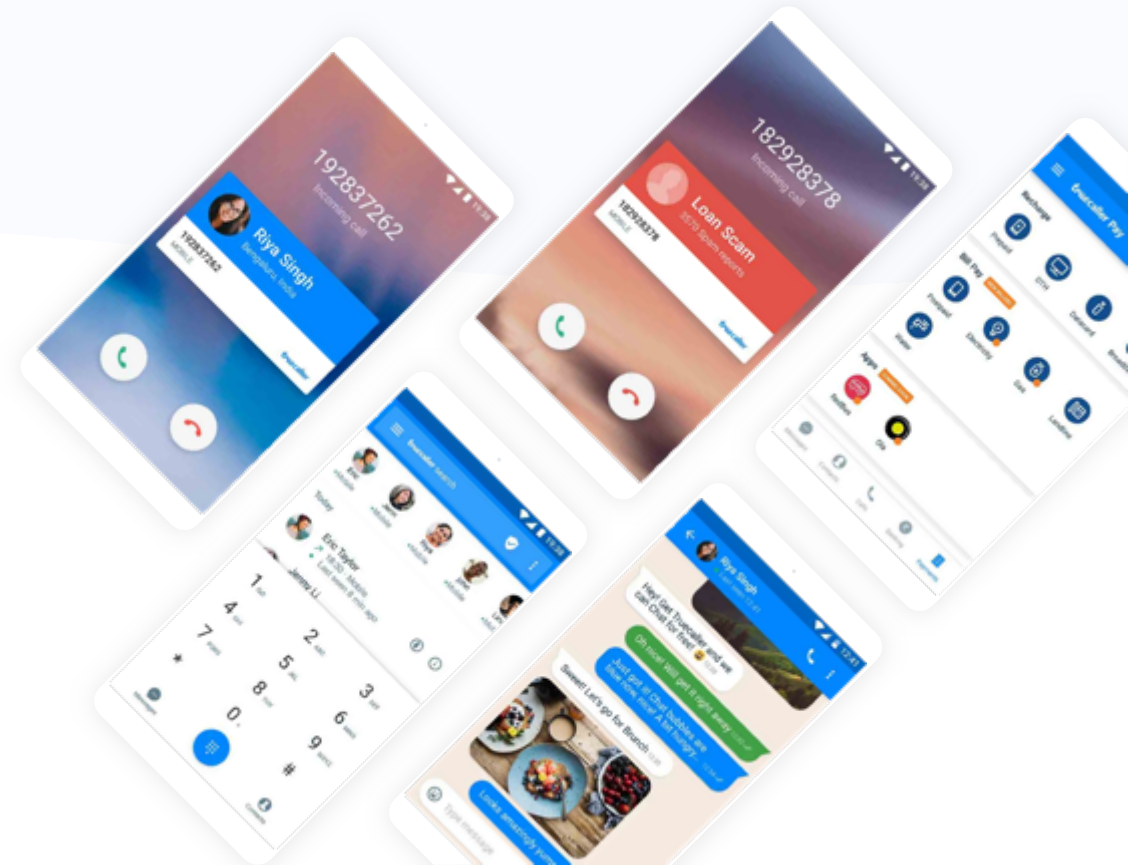
Searchable  
numbers

**4<sub>bn</sub>**

Searches  
per month

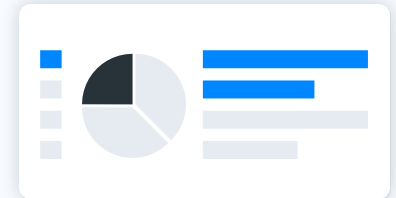
Truecaller is one of the world's most popular smartphone apps for Caller ID, spam blocking and payments. Today, Truecaller is loved by over 150 million daily active users around the world.

With Truecaller's mobile advertising platform, brands are provided with a unique opportunity to engage millions of active users all over the world.



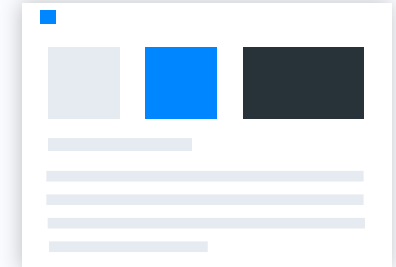
### **Selling direct deals in a scalable way to small and medium advertisers in India**

- Truecaller sold most of their ad inventory through programmatic, missing out on the opportunity to increase sales through direct deals, increasing CPM and margins. To target large volume markets such as India with direct sales to small and medium advertisers, a large number of resources for Sales and AdOps would be required, making it difficult to reach profitability. Truecaller therefore looked for a way to offer direct sales of their ad inventory to large volume markets in a scalable and cost-efficient way.



### **Growing advertising sales without needing to increase Sales or AdOps**

- By offering a fully automated self-service platform for advertisers and brands looking to advertise to Truecaller's more than 150 million daily active users, Truecaller could scale their advertising direct sales for all geographic markets, and only needed to allocate limited internal resources to manage the self-service platform, achieving the cost-efficiency required for the high volume, low budget, markets they operate in.

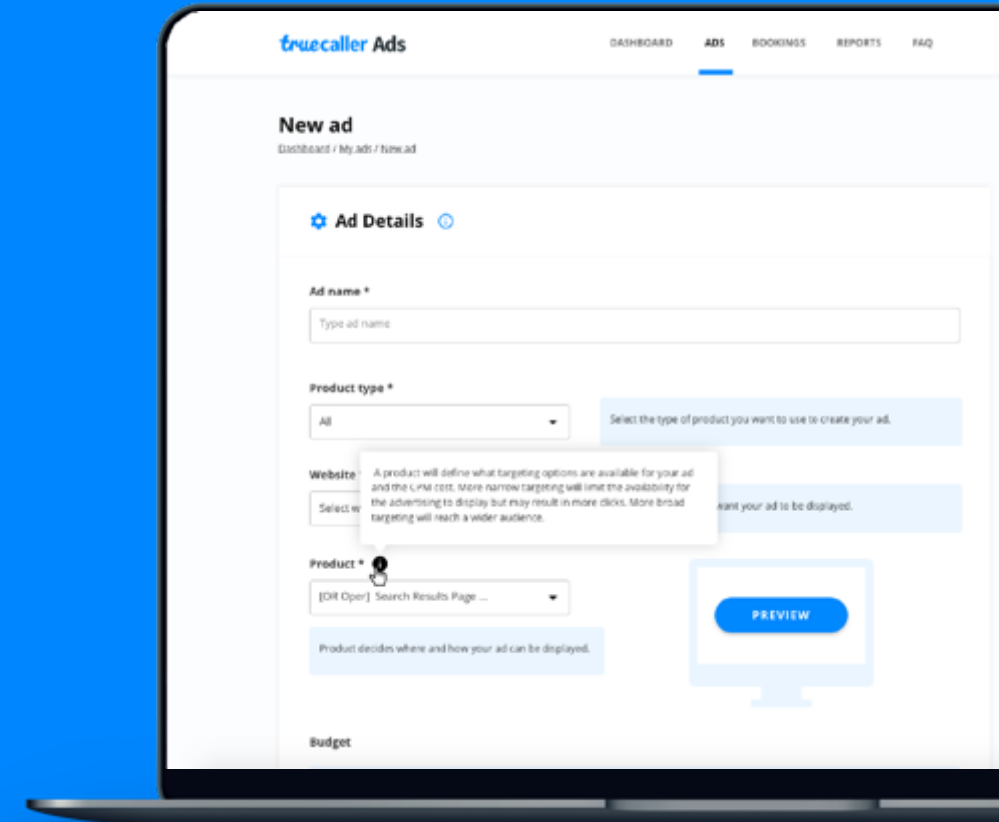


## Delivering a branded and customised self-service advertising platform for Truecaller

- Truecaller engaged DanAds to develop and launch Truecaller Ad Manager, a Truecaller branded and customised self-service advertising platform based on DanAds white-label self-service advertising platform. In Truecaller Ad Manager advertisers can create campaigns directly in the platform and reach Truecaller users by using targeting such as location, time of day, Smartphone OS, Carrier, and User categories.
- Advertisers are able to create native adverts directly in the platform with call to action-buttons to increase conversion, and with their ads showing up as themed notifications for incoming and missed calls in the Truecaller app.

*"I also enjoyed the audience targeting settings and the Native ad feature, so you craft a creative on the go without designer involvement."*

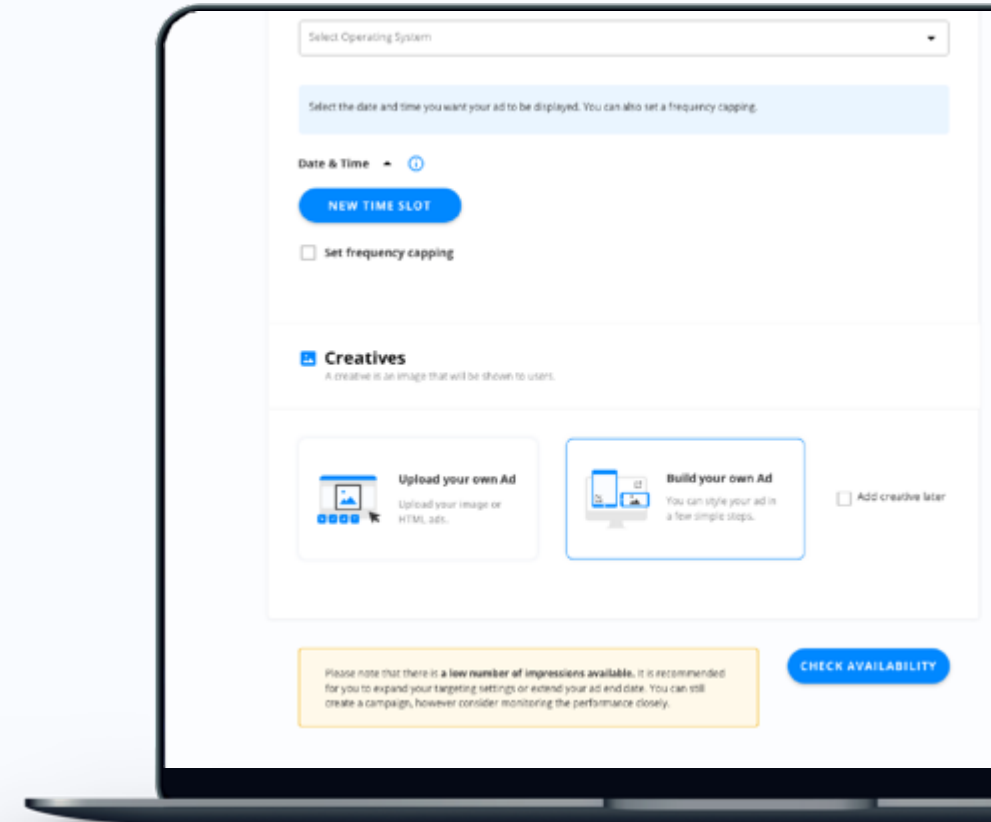
**Vadim Tsapok, AsiaFinance Group**



## Results of Truecaller self-service advertising platform

- ✓ More than 5,000 advertisers, brands and agencies using Truecaller Ad Manager, Truecaller's self-service advertising platform.
- ✓ More than 1,000 advert campaigns created in the Truecaller self-service platform.
- ✓ Seamlessly added as a complementary direct sales channel for the Truecaller advertising portal.
- ✓ Hundreds of new advertisers signing up every month to Truecaller self-service platform with no active acquisition activities or onboarding required.
- ✓ Available for all of Truecaller's 20+ country markets and local advertisers.

Truecaller self-service advertising platform at [www.adsmanager.truecaller.com](http://www.adsmanager.truecaller.com).



# SOME TAKE-AWAYS

1. Self-Service is the future
2. Data is king
3. Automation is liberating
4. Cost savings and efficiencies are to be found
5. Future is bright
6. ....and we know how to help you do it!



**THANK YOU!**  
**Let us now talk YOUR Self-Service Future**