3D

D.A.J

QUARTERLY DIGITAL ADVERTISING JOURNAL

YOUR DISCOVERY AND INNOVATION JOURNEY IN THE DIGITAL ADVERTISING REALM
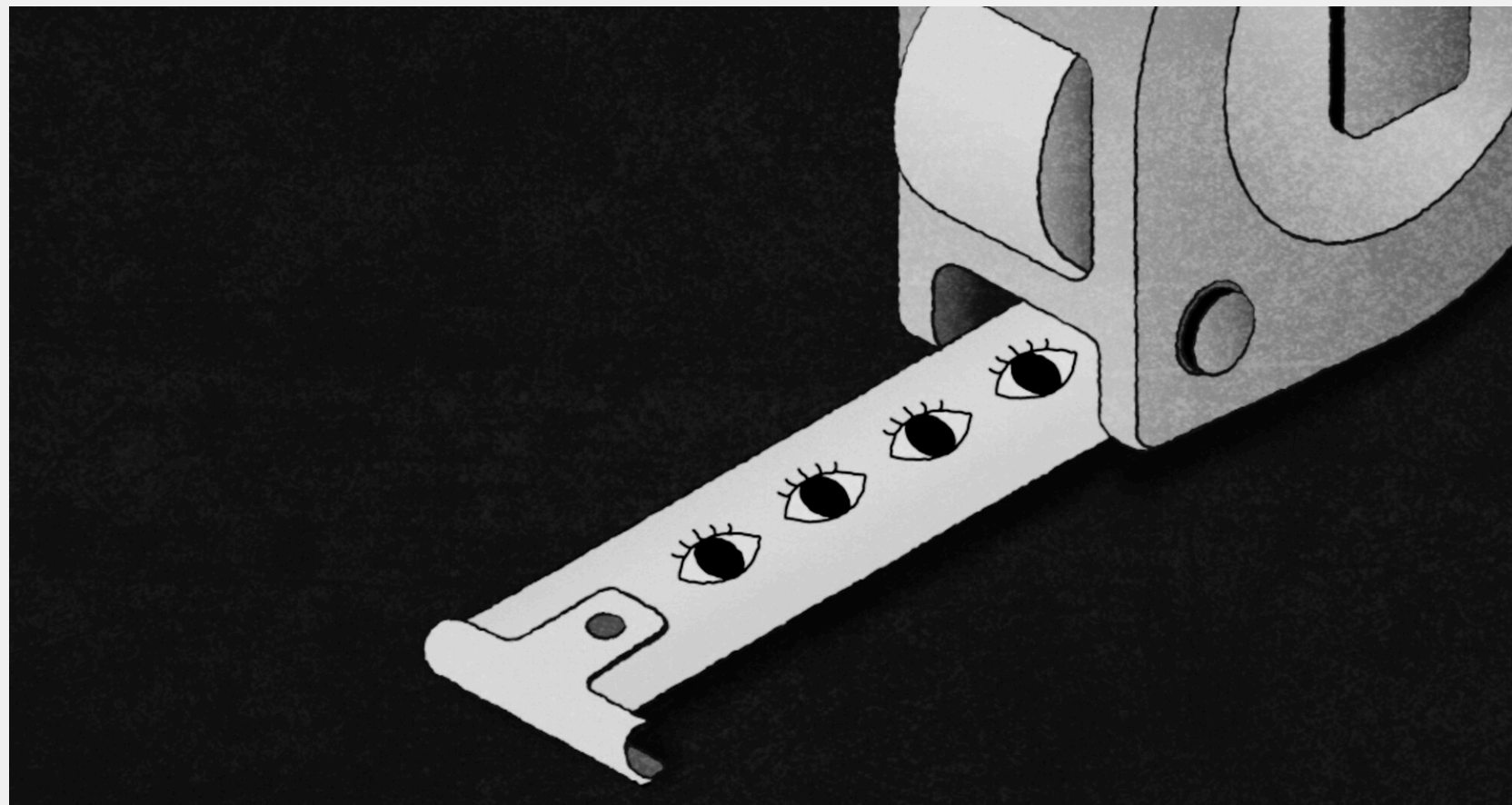
EDITION

WHAT'S INSIDE?

01
TOP INDUSTRY NEWS & TRENDS

THE COOKIE LIVES, BUT THE PIE GETS SMALLER

EXCHANGEWIRE

COOKIE OR NOT, NOTHING HAS CHANGED. DON'T LEAVE YOUR DESTINY IN THE HANDS OF GOOGLE

The Drum

5 KEY STATS ON AD WASTE: FRAUD, MFAS, BRAND RISKS, AND BEYOND

eMarketer

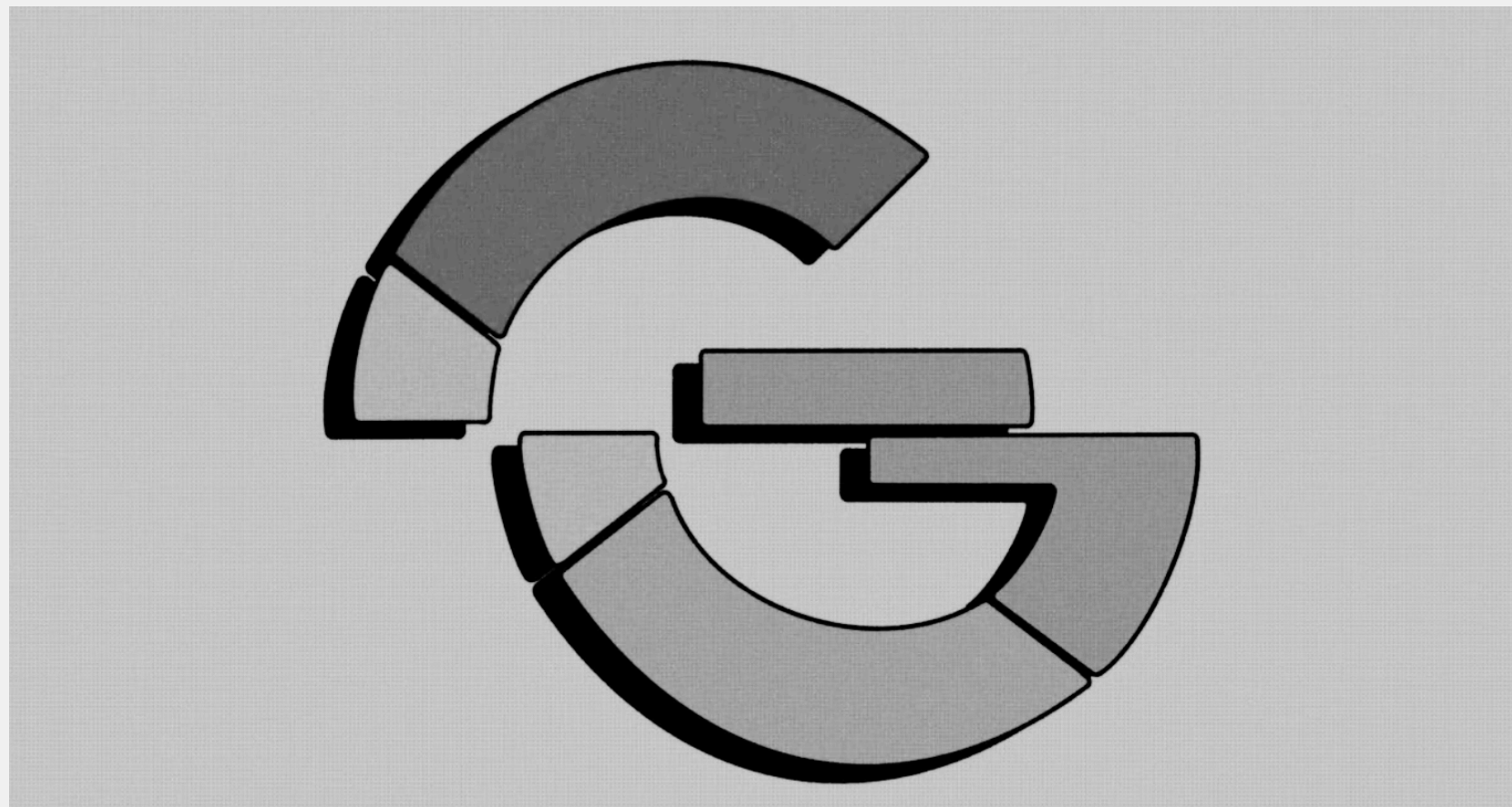**NEW ENTRANTS MAKE MEDIA MIX MODELING FASTER AND MORE ACCESSIBLE**

Digiday

BRAND SAFETY IS CRITICAL – BUT DON'T OVERDO IT

AdExchanger

UBIDEX

4 IMPLICATIONS OF GOOGLE'S LANDMARK ANTITRUST LOSS

ADWEEK

AS THE FUNNEL BREAKS DOWN, WHAT'S THE ROAD AHEAD FOR MEDIA BUYING?

The Drum

HOW MARKETERS CAN BUILD A PRIVACY-FIRST PROGRAMMATIC STRATEGY

eMarketer

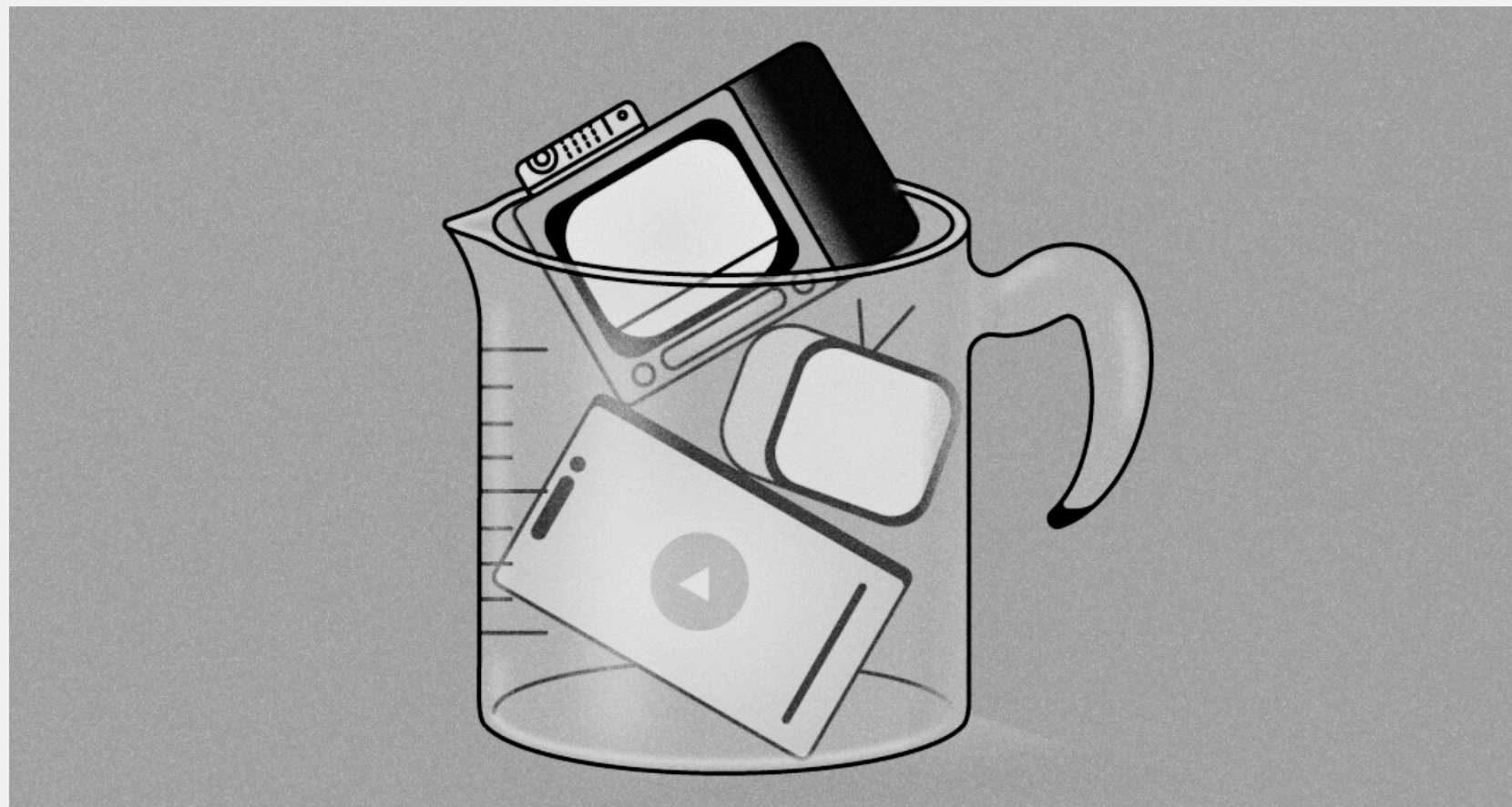## PLATFORMS, NOT REGULATORS, ARE DRIVING DATA PRIVACY ENFORCEMENT

Digiday

THE LOOMING QUESTION OF COOKIE CONSENT

AdExchanger

UBIDEX

LEADING CMOS SHARE INSIGHTS ON MAXIMIZING ROI

EMARKETER

HOW FIRST-PARTY DATA IS A FORCE FOR REACH AND SCALE

ExchangeWire

INFOGRAPHIC: WITH TRAVEL AND COMMUTING UP, SO ARE TRANSIT ADS

AdWeek

HOW CLEAN ROOMS ARE CLEANING UP MEASUREMENT

Digiday

IS THE KPI STILL A GOOD INDICATOR OF PERFORMANCE?

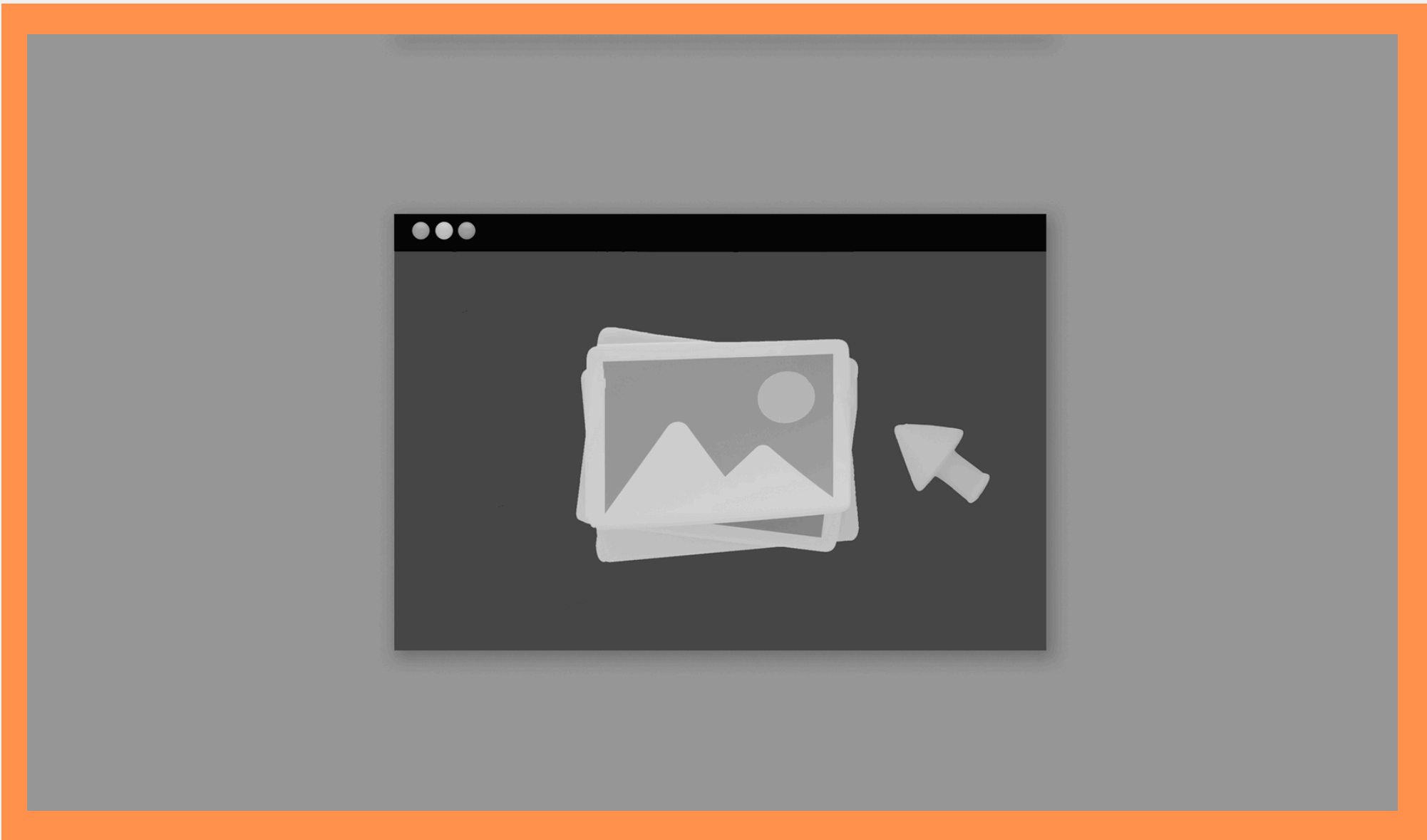MarketingWeek

UBIDEX

MUST-READ ARTICLES

UNLOCKING THE POWER OF POST-CLICK ATTRIBUTION

Discover how understanding user actions after ad clicks can optimize your programmatic advertising strategy for better results.

READ ON BLOG

UBIDEX

KPI ESSENTIALS IN IGAMING ADVERTISING

Discover advanced insights into the most critical KPIs in iGaming advertising, learn how to avoid common pitfalls, and explore future trends that will shape the industry's success.

READ ON BLOG

UBIDEX

BEST PRACTICES AND STRATEGIES

CUSTOMER RETENTION IN DIGITAL ADVERTISING

Learn how to effectively engage with your audience, personalize your marketing efforts, and create a seamless customer experience that encourages loyalty.

READ ON BLOG

UBIDEX

03

EBOOKS & PODCASTS

FROM ACQUISITION TO RETENTION: A PROGRAMMATIC APPROACH FOR IGAMING OPERATORS

WHAT'S INSIDE?

- **Chapter 1: Understanding the User Journey**

- **Chapter 2: Advanced Programmatic Advertising Techniques**

- **Chapter 3: Transitioning from Acquisition to Retention**

- **Chapter 4: Retargeting to Re-engage Users**

- **Chapter 5: Measuring Success and ROI**

- **Additional Resources**

DOWNLOAD FOR FREE

UBIDEX
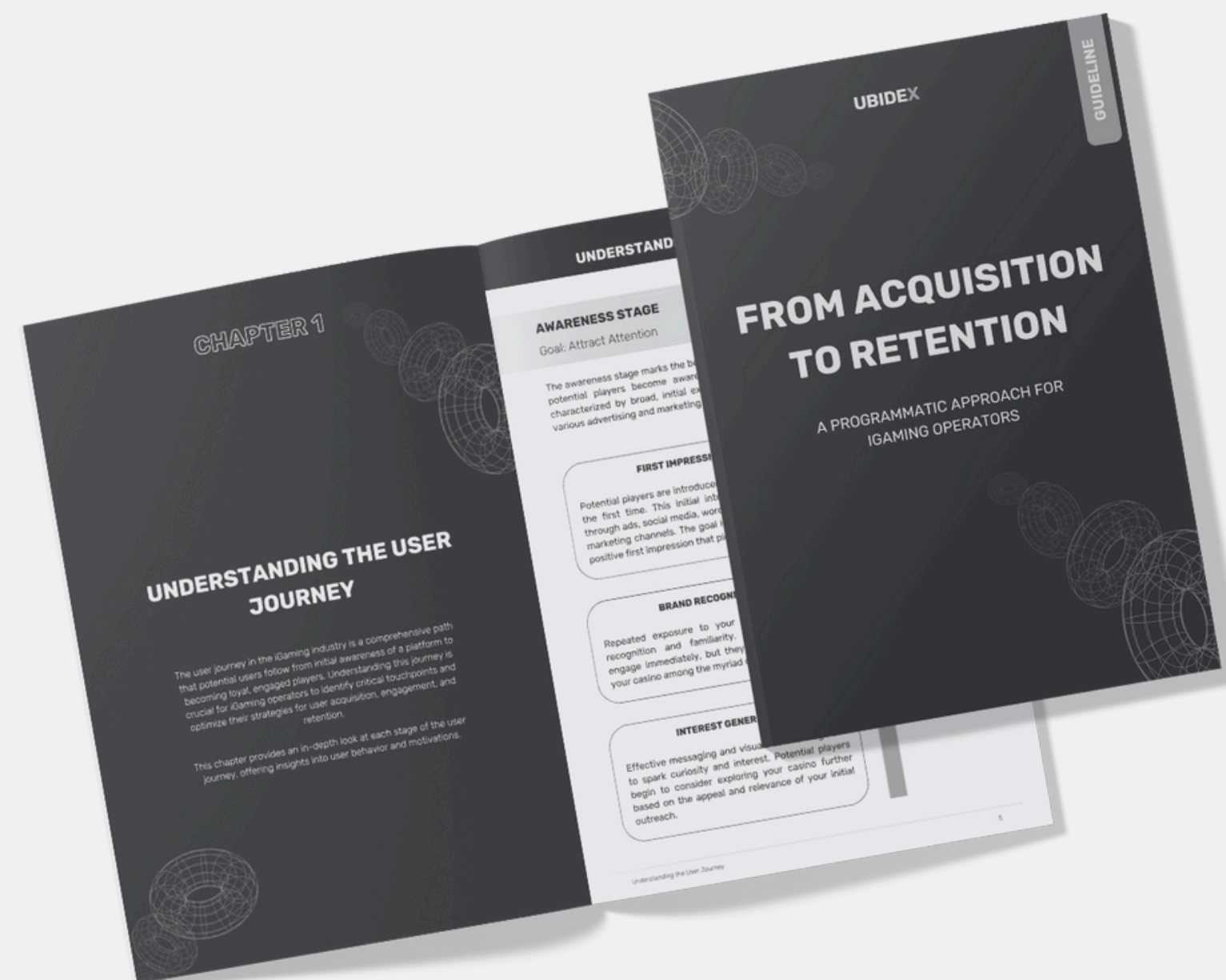
ON HEADPHONES:

UNCLOAKING A NEW PROGRAMMATIC SCAM

"There's still a ton of advertisers out there obsessed with last click. They think it's so simple, so deterministic and easy ... that it's just really tidy, but the reality is that marketing measurement is not tidy, and if you try to make it tidy, you're probably doing it wrong."

LISTEN

GOOGLE'S HEADER BIDDING COUNTERMEASURES GO ON TRIAL

"Just two weeks before Google's antitrust trial, we discuss revelations from a cache of documents released in advance of the trial – plus, a primer on what's ahead as header bidding goes to the stand."

LISTEN

UBIDEX

04

STATS & FACTS

NUMBERS DON'T LIE:

- The top **10%** of customers spend three times more than the other 90%. This shows the immense value of your best customers.

- Customers who have bought from you before are **9** times more likely to make another purchase than those buying for the first time.

- A 5% boost in customer retention can grow profits by **25-95%**. This highlights how a small improvement in retention can have a big impact on profits.

- Repeat customers spend **67%** more than new customers. This demonstrates the value of keeping customers coming back.

UBIDEX

NUMBERS DON'T LIE:

- Getting a new consumer can cost up to **five times** more than keeping an existing one. This means it's often much cheaper to focus on keeping current customers happy.

- Companies that focus on keeping their customers rather than getting new ones are **60%** more profitable. This shows the clear benefits of prioritizing customer retention.

- You have about **60-70%** chance of selling to an existing buyer, compared to only 5-20% for a new one. Simply put, loyal customers are more likely to buy again.

05

CASE
STUDY

UBIDEX & LEON GAMING

The UBIDEX Toolkit has empowered Leon Gaming, a global online casino and sports betting company, to achieve a substantial increase in user re-engagement and effectively convert specific user segments to desired KPIs.

With UBIDEX, Leon Gaming successfully implemented retargeting campaigns and assessed their effectiveness using post-click and post-view metrics. Additionally, the launch of multiple new brands, which achieved significant success, was made possible through UBIDEX Premium features.

DOWNLOAD OUR CASE STUDY TO DISCOVER HOW UBIDEX'S CLIENT:

- 4x company annual growth
- New brand: scaled from zero to eight-figure deposit numbers
- Significantly higher average revenue per user (ARPU)
- 4.5x total betting amount
- and more

DOWNLOAD CASE STUDY

UBIDEX

ABOUT UBIDEX

UBIDEX is a unique toolkit for cookieless retargeting, custom audience collection, and programmatic media buying.

Its pioneering technology combines high performance with robust features, enabling the seamless execution of successful user retargeting and retention campaigns. It provides clients with an enhanced ability to collect cookie-less audiences, track first-party user events, efficiently execute retargeting campaigns using niche traffic suppliers, and accurately measure post-view and post-click attribution.

UBIDEX has been developed to help its clients worldwide grow their business results.

UBIDEX

QUESTIONS? COMMENTS?

Feel free to share your feedback.

UBIDEX