

KUALA LUMPUR, MALAYSIA, 13 OCTOBER 2017

AdEasy and Ebizu Announce Strategic Partnership to Provide Post-Campaign Reports for Offline Advertising

Tracking offline advertising performance will no longer be a problem for advertisers

AdEasy announced it has entered into a strategic partnership with Ebizu to provide post-campaign reports that track the effectiveness of offline advertising campaigns. This collaboration will help bring AdEasy to a better position to meet the demands of numerous advertisers requesting for this kind of tracking. Despite widely reported spending shifts to digital platforms, Malaysian advertisers still allocate almost 82% of their advertising budget for offline media¹. One of the main challenges of offline advertising is the inability to track its results accurately, unlike online advertising where advertisers are able to track clicks, lead sources, etc. With this post-campaign report feature, AdEasy now makes it possible for advertisers to measure their offline ad campaigns' performance with a tracking and profiling method that is fully compliant with global privacy standards.

The post-campaign reports will enable advertisers to measure in-store visits and sales uplift as an outcome of their offline advertising campaigns. Other than quantifying the results, advertisers will also gain insights to the demographics, interests and behaviors of those who are exposed to their ads.

Available for purchase on the AdEasy website, advertisers can expect data on how many people are exposed to their ads, their profile breakdown (e.g. demographics and interests), as well as track their in-store visits (e.g. frequency of visits and spending). If an advertiser's campaign has multiple media (e.g. five billboards), the performance of each media will be measured from the total exposure to their contribution to in-store footfall and sales

AdEasy recently launched as Southeast Asia's first online marketplace for offline advertising, and is the first to provide reporting of this kind. The AdEasy website is a fully integrated one-stop-shop to browse, discover and book offline ad space on a modern and responsive e-commerce platform. Advertisers today can discover 273 available ad spaces listed on the marketplace, which currently offers 50 nationwide media options that comes in all forms of offline media such as magazines, newspapers, television networks, radio stations, cinemas and out-of-home media. Big names in the Malaysian media such as Astro Radio, GSC Cinemas, Mingguan Wanita, The Malay Mail, and more have already signed on with AdEasy. Advertisers can sign up for a free account and get access to media profiles, which provide detailed information on the target audience, reach and ad packages, just to name a few.

"The AdEasy team is excited about our partnership with Ebizu," said Melissa Sim, CEO at AdEasy. "Our mission is to help the small-and-medium enterprise (SME) sector advertise effectively and affordably through our marketplace. Teaming up with Ebizu will not only solve the issue of offline advertising accountability, it will also empower SMEs to make well-informed decisions when planning their advertising campaigns. AdEasy strives to grow with the local businesses by providing them with as many marketing tools and media knowledge as we can."



A big data company, Ebizu's data-driven tech platforms offer location, transaction and product level attribution to measure the ROI of a campaign. "We are excited to have AdEasy on board as our strategic partner, which started with the core question of 'Why was AdEasy started in the first place? Why wasn't there a digital solution for offline advertising?' To us that was our calling," said Logan Sivanasen, Head of Marketing at Ebizu. "One of our main solutions at Ebizu is the Attribution Solution for Out-of-Home advertising through our flagship brand LifeSight. LifeSight is a data platform that unifies data from various sources; from how many times the ad has been viewed and such—it understands the customer's behaviour. With AdEasy innovating the advertising landscape in the country, we're here to power the attribution solution for never been made available before rich and advanced insights to be used in a post-campaign report for brands, agencies and marketers alike."

AdEasy will start with post-campaign reports for location-based (i.e. billboards, digital screens and gantries) ad campaigns. This feature will be rolled-out on the AdEasy website in November 2017. In early 2018, this report will be available for other media types. Additional reporting features to track offline to online traffic are in the pipeline.

Prices for the post-campaign reports vary between two packages:

- Package 1 - MYR899: Reports include data on total exposure, profile breakdown (demographics and interests) and store visits.
- Package 2 - MYR1,799: Report includes data on total ad exposure, profile breakdown (demographics and interests), store visits and in-store spending.

All post-campaign reports purchased as add-ons to media bookings made on AdEasy will enjoy up to 50% off. A sample of the report will be available for viewing on AdEasy's website when the feature launches.

About the company:

Founded in 2017, AdEasy is Southeast Asia's first online marketplace for offline advertising. AdEasy helps advertisers discover, compare and book ad space in print, radio, television, cinema and out-of-home (OOH) media, empowering businesses big and small to launch real-life advertising campaigns in just a few clicks. The marketplace is committed to making the buying and selling of traditional ad space faster, more transparent, and as simple as booking a holiday online. Headquartered in Kuala Lumpur, AdEasy is wholly owned by the AdEasy Sdn Bhd. View our website at www.AdEasy.co.

Connect with us:

Facebook: <https://www.facebook.com/GoAdEasy>

Twitter: <https://twitter.com/GoAdEasy>

LinkedIn: <https://www.linkedin.com/company/GoAdEasy>

Press contact:

Therine Goh | COO

AdEasy Sdn. Bhd.

A-2-1, Plaza Damas 3, 63, Jalan Sri Hartamas 1,

Sri Hartamas, 50480, Kuala Lumpur

T: 03 6211 3075 | E: therine@AdEasy.co | W: www.AdEasy.co