

Performance Beyond Meta & Google

The New Path Forward with Aleph



Aleph



Media Representation is our core business worldwide



Aleph is recognized as the partner of the largest digital media platforms in more than 140+ countries.

We support advertisers in each country, as their Point of Contact for their campaigns.





Aleph's position in global Digital ecosystem



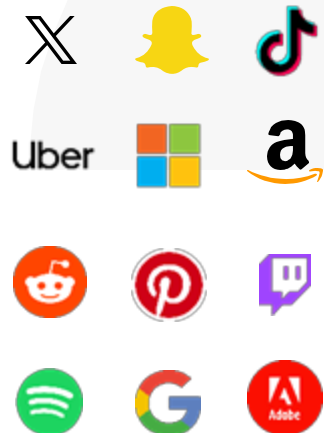


Aleph's solutions

Make local and global advertising possible, without limits

Global Platform Partners

We act as an extension of the world's top digital media and advertising platforms in untapped growth markets with a proven track record of long-lasting partnerships.



Local Market Experts

Our teams of platform-specific experts sit across 5 continents bringing nuanced understanding of local growth markets.

- South America
- North America
- Africa
- Asia
- Europe

Specialized Technology

Our proprietary technologies are designed to meet the unique needs of digital advertising in growth markets.



Payment Solutions

Our payment solutions simplify the financial complexities and make cross-border payments seamless and effective.



- You Get One invoice
- We handle KYC
- Credit assessment
- Local billing
- Tax collections
- Regulatory compliance
- Cross border payments

Digital Media Education

Digital Ad Expert is our social initiative that offers digital advertising education for all, for free.

- 100,000+ students across 140+ countries
- 9.2/10 student satisfaction rate
- 38 alliances NGO's, international organizations, universities and governments
- 4 regions LATAM, MENA, Africa, Europe



How do we support your needs?



Business Manager

We give you access to our global business manager



Credit Line

We can create month/Q/year tailored credit lines



Strategy

We can perform various analysis and help you define your strategy based on local / global benchmarks / insights



Campaigns

We can help you optimize your campaigns based on global performance metrics



Reports

We provide various level reports and analysis, white label



Platforms we support your advertising needs in **Greece**



3M Local MAU
1B Global MAU
Microsoft



2.3M Local MAU
463M Global MAU
Pinterest



1.5M Local MAU
750M Global MAU
Snapchat



0,9M Local MAU
80M Global MAU
WeTransfer



19 Marketplaces
310M Global MAU
Amazon



1.4M Local MAU
507M Global MAU
Reddit



1M Local MAU
564M Global MAU
X (Twitter)



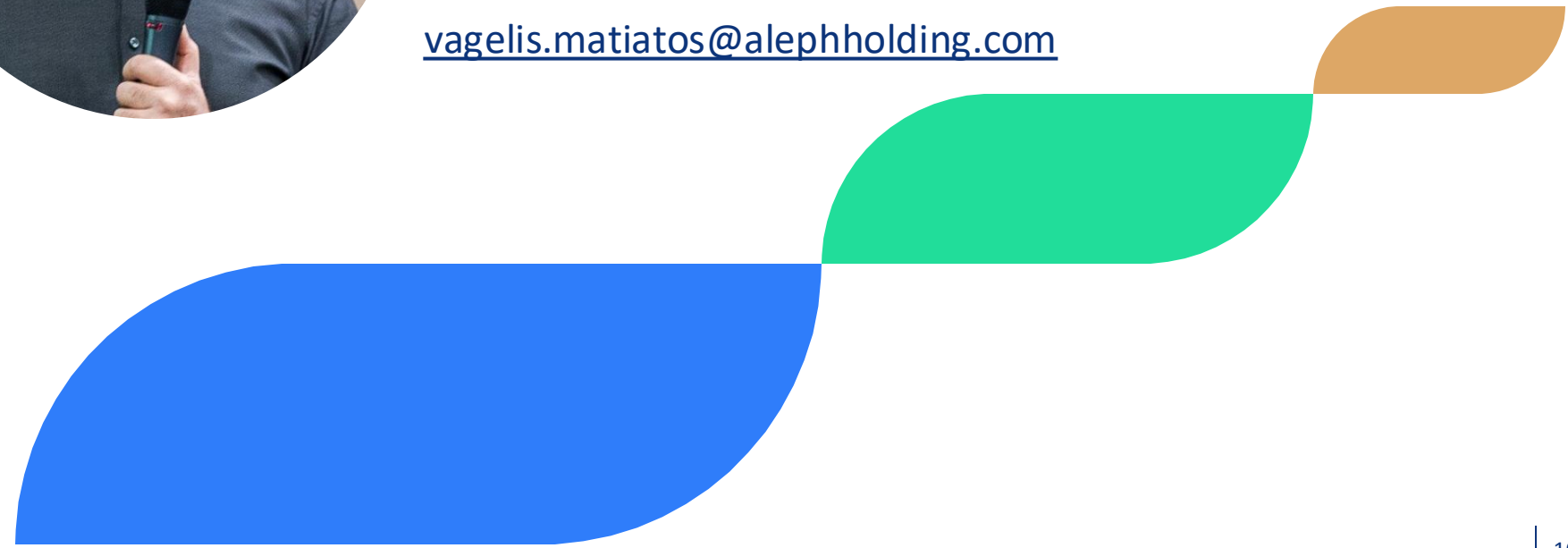
Let's
Connect



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Microsoft Advertising

Unlocking New Potential with Microsoft Ads





Agenda

01

Current Landscape &
Microsoft Ads

02

Bing & Google

03

Partnership benefits

04

Let's Talk
Q&A

Aleph

Microsoft
Advertising



01



Current landscape & Microsoft Ads



Current landscape & customer behaviour

AI and personal assistants transform search marketing as brands prioritize consumer engagement, personalized experiences, and measurable advertising performance.

Spending

4,8% *

Global search ad spending is estimated to grow in 2025

AI

50% *

of all customers believe that AI could effectively provide product recommendations

Signals

8.4B *

devices with digital voice assistant market is projected to be reached by the end of 2024



Why Microsoft

- **Audience Reach:** Bing's unique demographic—high-income, educated professionals; age range typically untapped by Google Ads.
- **Platform Synergy:** Easy integration with existing campaigns (esp. Google Ads), making it low-effort for you.
- **Cost Efficiency:** Often up to 25 % lower CPCs with a high ROI due to reduced competition.
- **Enhanced Features:** Copilot's seamless integration, Ad extensions, in-market audiences, and LinkedIn profile targeting, allowing advanced targeting options not available on other platforms.



A wide range of tools to help you connect with your customers across their buying journey

Ad Formats



Text Ads



RSA & DSA



Ad Extensions



Shopping Campaigns



Smart Shopping

Audience Targeting



Demographics & LinkedIn Profile



Location & Device



In-market Audiences



Remarketing



Dynamic Remarketing

Automated bidding



Max Clicks



Max Conversions



Target CPA



Target ROAS

Additional features



Google Import

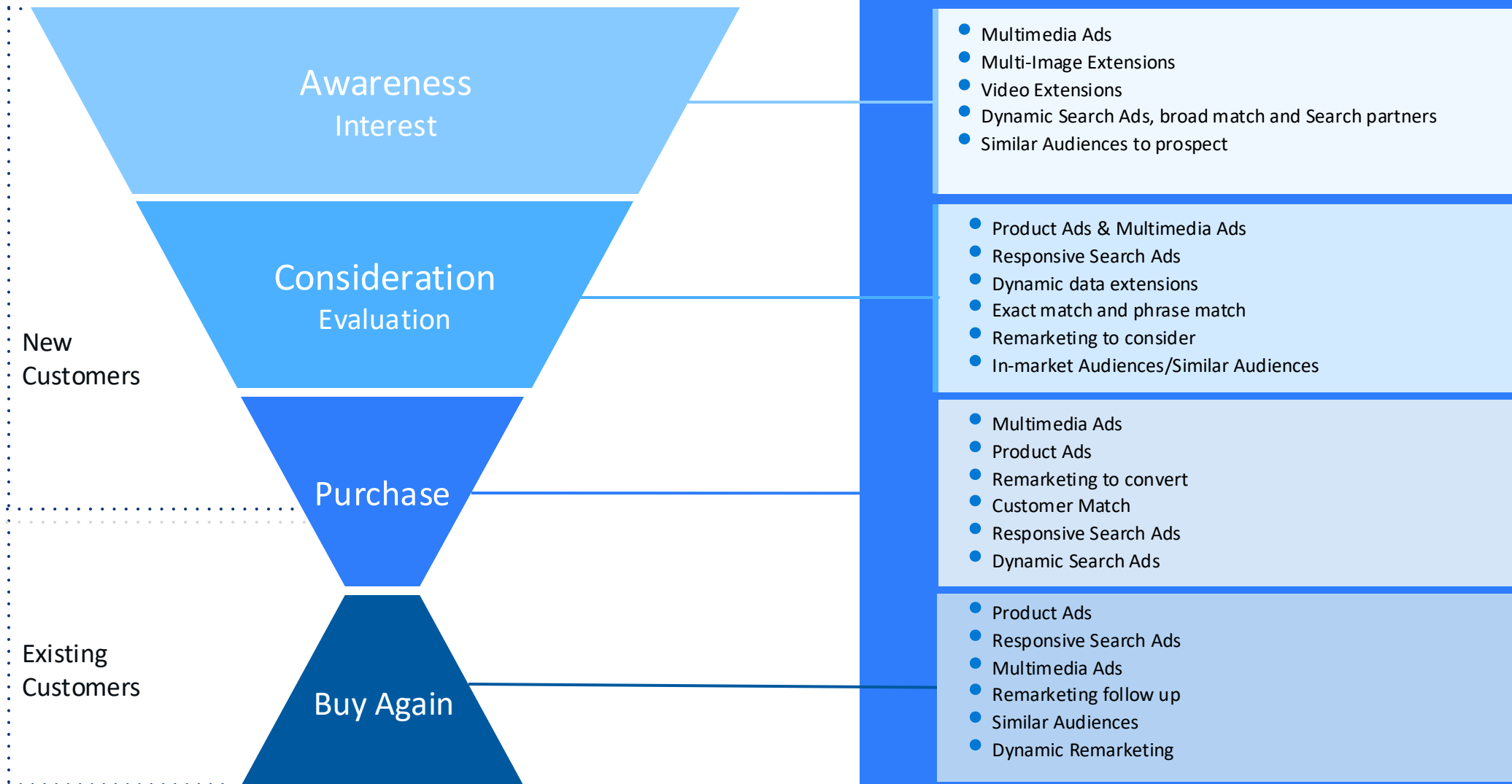


UET



Conversion Tracking

Solutions for every touchpoint



Note: This is not exhaustive list of available solutions.

The World of

Microsoft Advertising

187
Markets

35
Languages

The Americas (47 markets)

- Anguilla
- Antigua & Barbuda
- Argentina
- Aruba
- Bahamas
- Barbados
- Belize
- Bermuda
- Bolivia
- Brazil
- British Virgin Islands
- Canada
- Cayman Islands
- Chile
- Colombia
- Costa Rica
- Dominica
- Dominican Republic
- Ecuador
- El Salvador
- French Guiana
- Greenland
- Grenada
- Guadeloupe
- Guatemala
- Guyana
- Jamaica
- Haiti
- Honduras
- Martinique
- Mexico
- Montserrat
- Panama
- Paraguay
- Peru
- Puerto Rico
- Saint Kitts & Nevis
- Saint Lucia
- Saint Pierre & Miquelon
- Saint Vincent & the Grenadines
- Suriname
- Turks & Caicos Islands
- Trinidad & Tobago
- United States of America
- United States Virgin Islands
- Uruguay
- Venezuela

Europe (45 markets)

- Albania
- Andorra
- Austria
- Belgium
- Bosnia & Herzegovina
- Bulgaria
- Croatia
- Cyprus
- Czechia
- Denmark
- Estonia
- Faroe Islands
- Finland
- France
- Germany
- Gibraltar
- Greece
- Hungary
- Iceland
- Ireland
- Italy
- Latvia
- Liechtenstein
- Lithuania
- Luxembourg
- Malta
- Moldova
- Monaco
- Montenegro
- Netherlands
- North Macedonia
- Norway
- Poland
- Portugal
- Romania
- San Marino
- Serbia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Türkiye
- United Kingdom
- Vatican City

Middle East and Africa (54 markets)

- Algeria
- Armenia
- Azerbaijan
- Benin
- Bahrain
- Botswana
- Burkina Faso
- Cameroon
- Central African Republic
- Comoros
- Cote d'Ivoire
- Democratic Republic of the Congo
- Djibouti
- Egypt
- Eritrea
- Ethiopia
- Gabon
- Gambia
- Georgia
- Guinea
- Guinea-Bissau
- Iraq
- Israel
- Kyrgyzstan
- Lesotho
- Libya
- Madagascar
- Malawi
- Mauritania
- Mauritius
- Mayotte
- Namibia
- Niger
- Nigeria
- Oman
- Rep. of Congo
- Rwanda
- Qatar
- Reunion
- Saudi Arabia
- Senegal
- Seychelles
- Sierra Leone
- Somalia
- South Africa
- Tajikistan
- Tanzania
- Togo
- Tunisia
- Uganda
- United Arab Emirates
- Yemen
- Zambia
- Zimbabwe

Asia Pacific (41 markets)

- American Samoa
- Australia
- Bangladesh
- Brunei
- Christmas Island
- Cocos Islands
- Cook Islands
- Fiji
- French Polynesia
- Guam
- Hong Kong
- India
- Indonesia
- Japan
- Marshall Islands
- Malaysia
- Maldives
- Mongolia
- Nauru
- Nepal
- New Caledonia
- New Zealand
- Niue
- Norfolk Island
- Northern Mariana Islands
- Pakistan
- Palau
- Papua New Guinea
- Philippines
- Pitcairn Islands
- Samoa
- Singapore
- Sri Lanka
- Taiwan
- Thailand
- Tokelau
- Tonga
- Tuvalu
- Vanuatu
- Vietnam
- Wallis & Futuna

Greece

50%
male

50%
female

53% are under the age of 45

33% high
household
income

30%
university
degree

Bing Network Buying Power
Index⁸: **+21% spend more**
online than avg. Internet
Searcher

¹ Statista Market Search Report 06/2022 | ² GWI, Global, Monthly site usage, Q2 23-Q1 24 | ³ Statcounter Desktop Operating System Market Share 2024 (by July 2024) | ⁴ Comscore qSearch (custom), March 2024 | ⁵ Wikipedia English | ⁶ Nationmaster.com | ⁷ GWI (Q2 23-Q1 24) | ⁸ = Comscore qSearch, Explicit Core Search (custom), March 2024, for United States | ⁹ lloydsbanktrade.com | ¹⁰ Derived from a proprietary Microsoft model using 1st and 3rd party datasets including SimilarWeb, March 2024 |

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Microsoft Advertising Reach 3 million users (33% of total population)

Explore the Microsoft Advertising in Greece

- 8,3% search share and 51m searches on Bing and other Microsoft Search Network sites
- 77% Desktop OS market share in 2024 (Windows)
- Clicks grew 8 times in H1 2024 vs. H1 2023

Insights from 2024

- Health and Wellness trend in Greece has been thriving over the last few years, positively affecting consumption patterns in packaged food and beverages.
- Retail, Travel and Tech & Telco are one of the main top clicked verticals
- CTR in Greece is higher than in Austria or Poland
- Greece generated more clicks than Bulgaria and Macedonia and Albania combined

02



Bing & Google are not competing



Bing & Google: Better Together

- **Audience Expansion:** Reaching an exclusive audience segment same budget – larger audience – better results
- **Higher Click-Through Rates:** Lower competition and high-intent user base lead to higher CTR.
- **Optimized Budget Usage:** Shows how Microsoft Ads can extend ROI by capturing a smaller but high-quality audience.
- **Simple Import Tools:** Easily transfer Google Ads campaigns with Bing's import tools for seamless multi-platform management.

03



Partnership Benefits

Why Aleph?

- **Consultative Support:** campaign optimization, strategic insights, and free auditing services for your campaigns.
- **Direct Troubleshooting** – on accounts, ads, technical problems and policy issues
- **Global Expertise:** Global training - local understanding.
- **Performance Focus:** KPI tracking, data analysis, and optimization recommendations tailored to meet your client's performance goals.
- **Offer education and Best Practices**

04



Let's
Connect



Giorgos Leventakis

Senior Client Partner | Microsoft Advertising Lead Greece

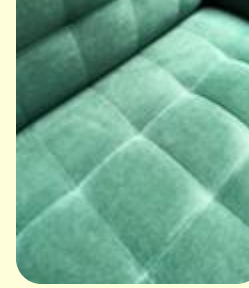




Pinterest Advertising

Pinterest ads enable businesses to reach an engaged audience through visually appealing, targeted content that inspires discovery and drives action.





Pinterest is where people go

To **discover** the best ideas,
brands & products.



People come to Pinterest undecided and ready to take action

96%

of top searches on Pinterest are unbranded¹

1.5x

Weekly Pinner are 1.5x as likely to use Pinterest for inspiration on their purchase journey vs. other social media platforms²



 Source: 1. Pinterest Internal Data, Global, as of June 2023 | Calculated as % of the top 1000 most popular searches; 2. Talk Shoppe, US, Path to purchase study (commissioned by Pinterest), April 2023; Asked among weekly Pinterest users vs weekly users of other platforms who used 1 or more social media sites as part of their shopping journey.

Interruption zone

Inspiration zone



Past

“That was a great trip to Fiji.”

Present

“I am currently on holiday in Fiji.”

Future

“I am planning a holiday to...”

Plans start on Pinterest

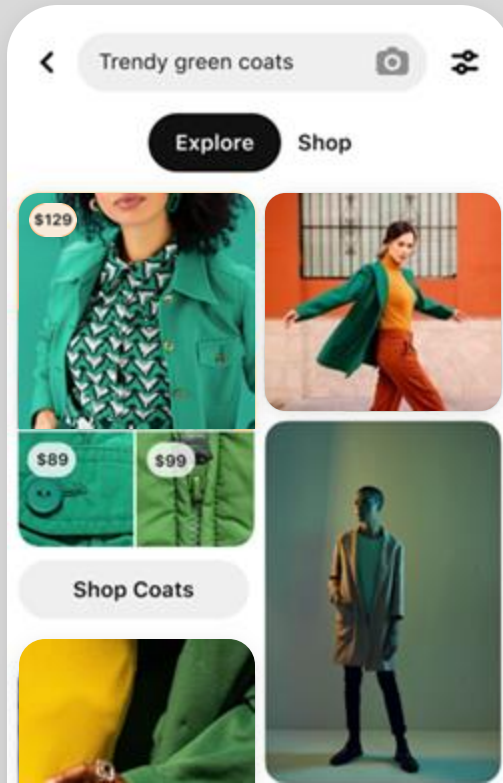
Drive contextual relevance by connecting with key consumer moments and need-states.

The user journey



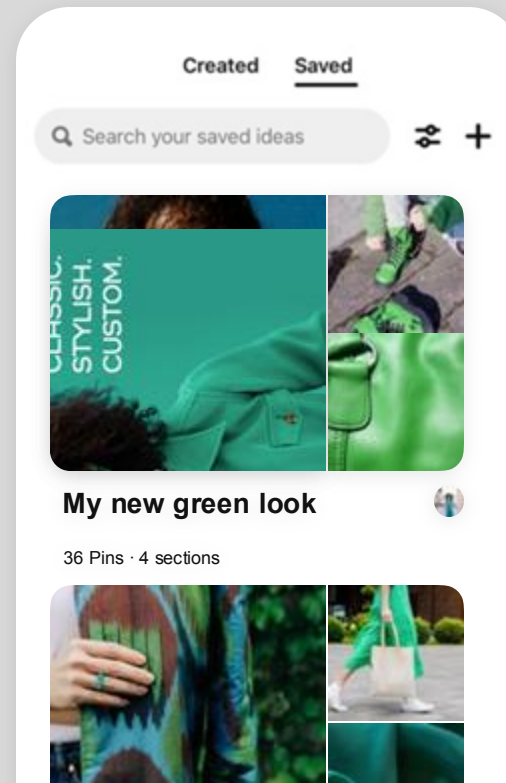
See

People come early in their decision-making journey.



Save


They curate, save, organize their favorite ideas for later.



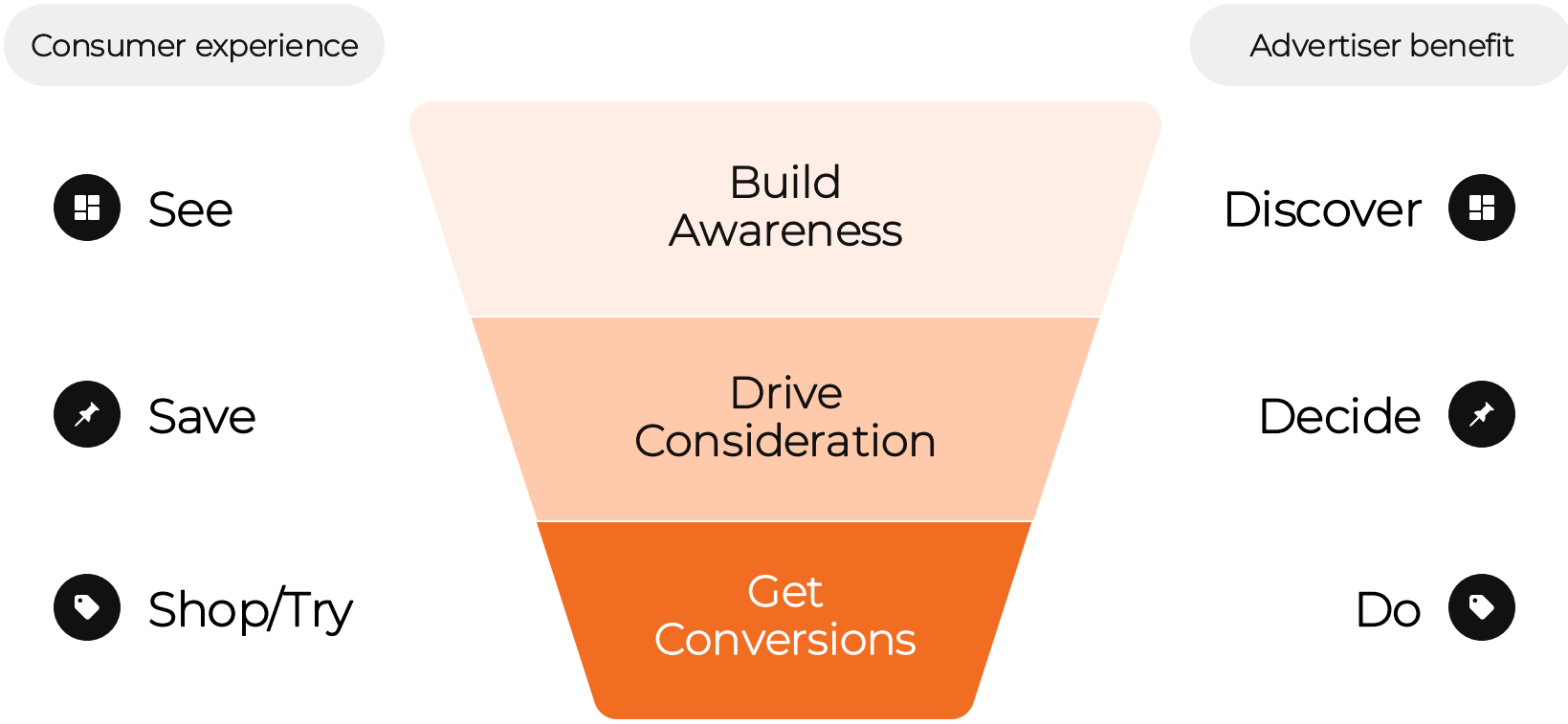
Shop/Try

They act by buying and trying ideas they find.



 Promoted by
Sonla Trac

Reach your audience at every stage of decision making and reach your full funnel goals



Each month

537M

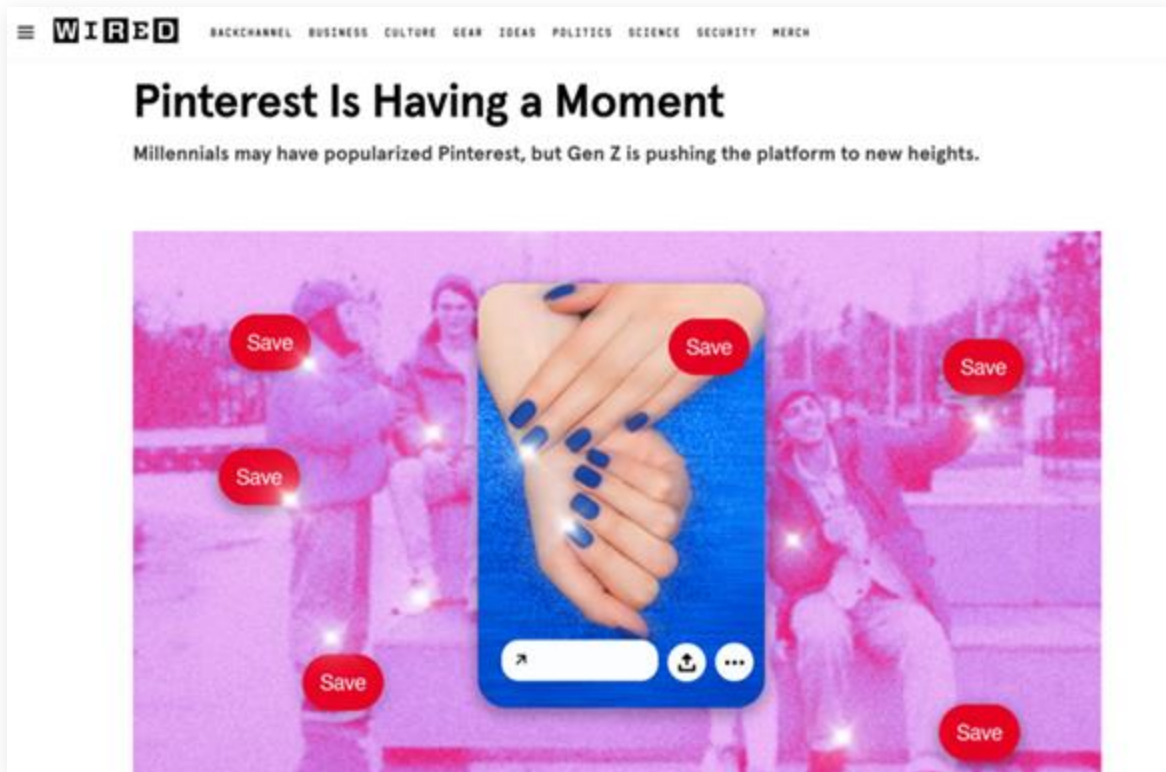
people all over the world *are planning* for what's next
(18% YoY 2024 vs 7% YoY 2023)



Source: Pinterest Internal Data, Global, Q3 2024 Earnings



GenZ is Pinterest's fastest-growing and most-engaged audience



+20%

YoY growth

42%

of Pinterest's global monthly active users

2.5x

Gen Z saves nearly 2.5x more ideas than other generations

GR Audience Insights



2.3M Pinner

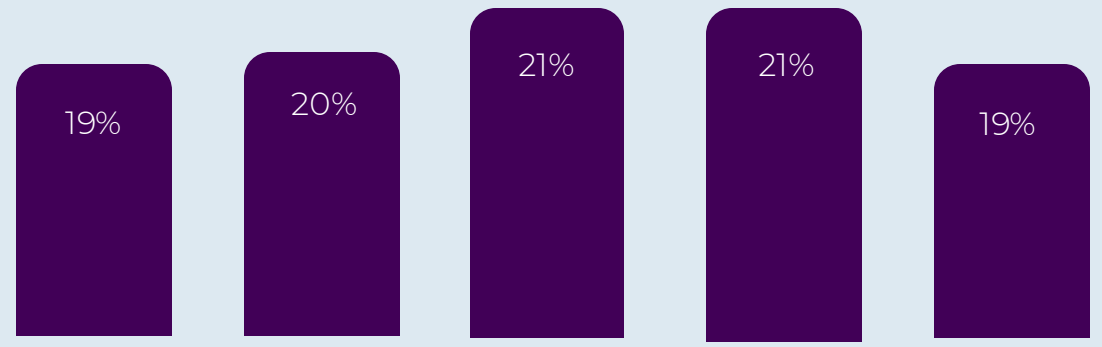
(~1.8M monthly Active Users Q4 2024)

65%

Females

35%

Males



18-24

25-34

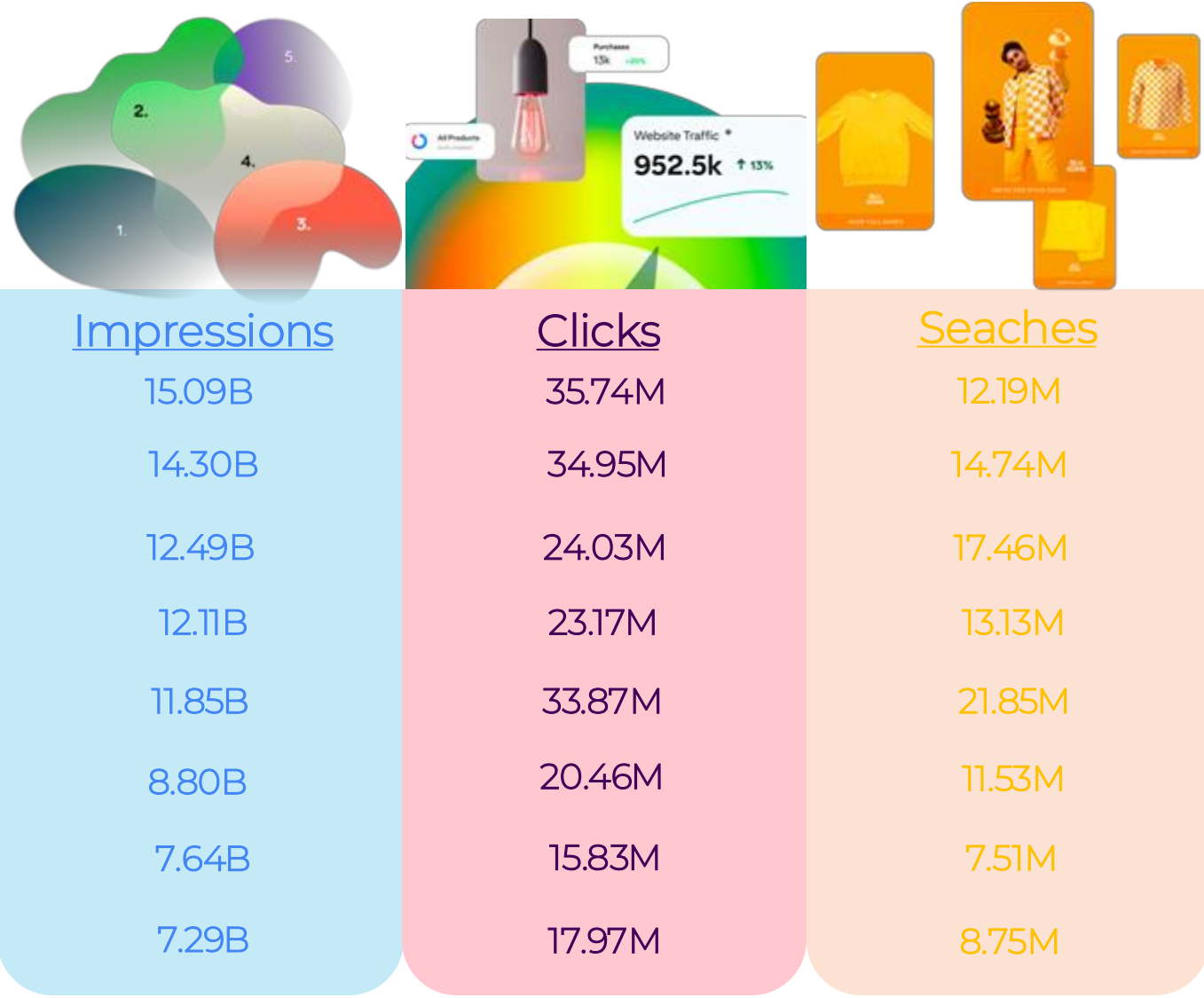
35-44

44-54

55+



Top GR Verticals/Interests



Targeting



Interests

Reach people according to their implied interests using interest targeting



Engagement retargeting

Identify people who have already interacted with your Pinterest content and drive them to action



Location



Keywords

Reach an intent-driven audience in search as they're looking for specific things to make, buy, or do



Visitor retargeting

Identify and retarget people who have interacted with your website or on Pinterest content



Device



Customer list

Reach existing customers by uploading emails, mobile IDs (MAIDS) or via data onboarders



Actalike

Reach people who look and act similar to a seed list of audiences from your customer or retargeting list



Language

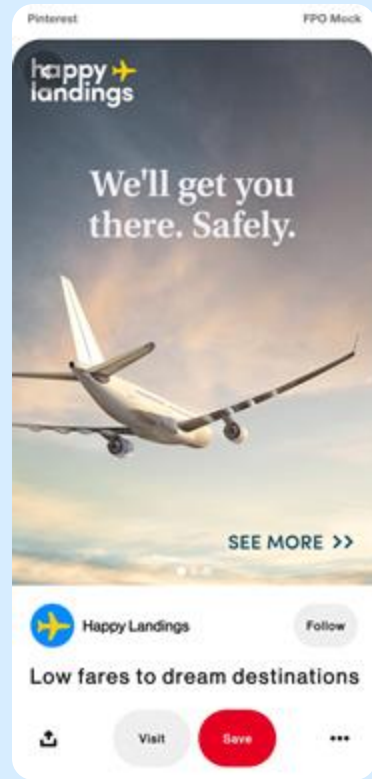


Gender

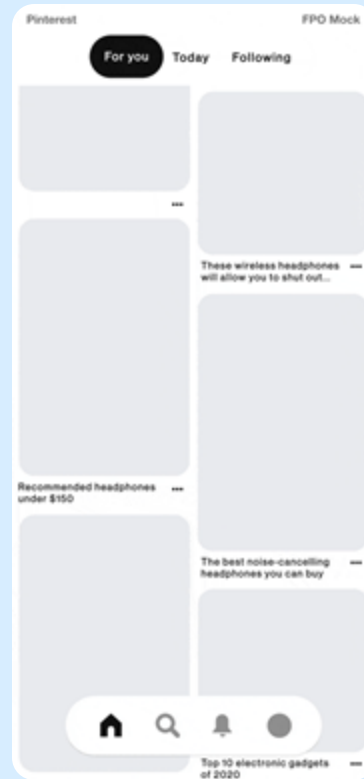
The Ad Formats



Standard /
Video Pin



Carousel



Max Width
Video



Collections
(Catalogue Ads)



Idea Ads

The  is for Performance

Pinterest is delivering on performance

Pinterest drove

1.6x

more efficient
incremental conversions
than Display.¹

Pinterest drove

1.3x

more efficient
incremental conversions
than other Social Media.¹

Pinterest is

22%

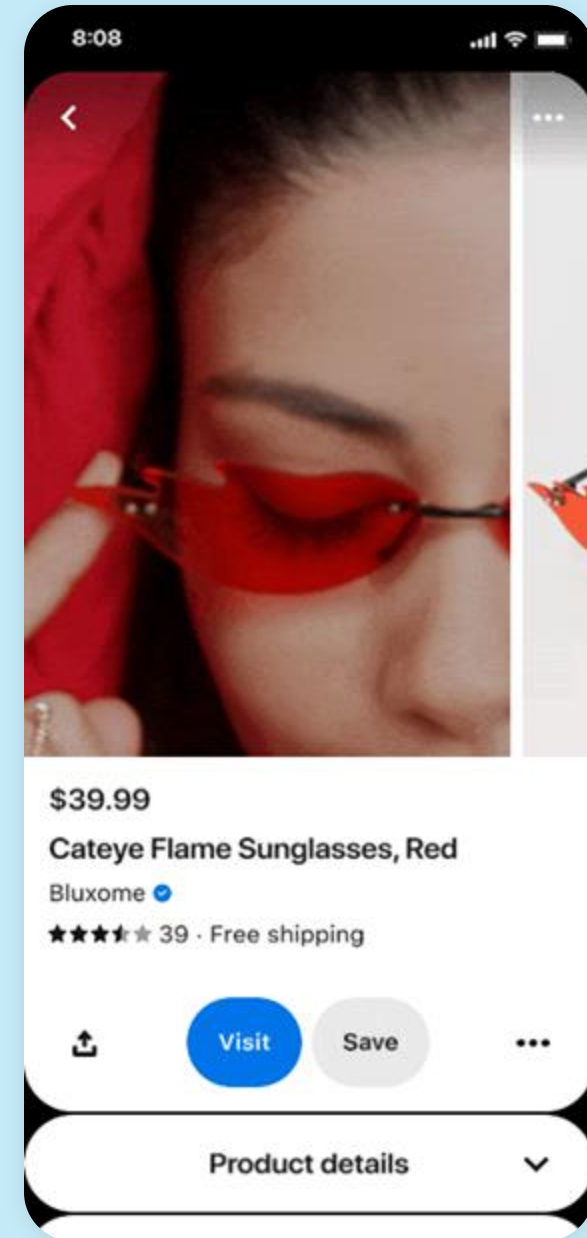
more likely to drive
+1 incremental ROAS vs. other
social platforms.¹

Shopping is built into Pinterest

More than half of people say shopping is the primary reason they come to Pinterest in the first place.¹ And today, Pinterest is more shoppable than ever before.

+50%

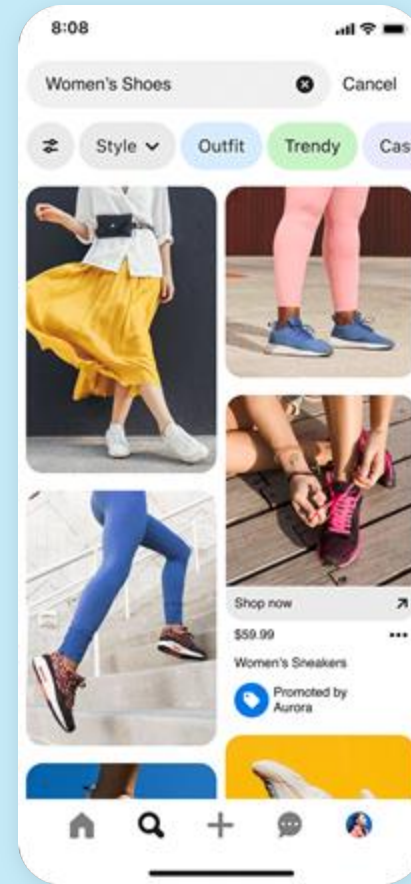
increase in clicks on and saves of buyable items.²



It's easier than ever for shoppers to buy

New shopping solutions take the friction out of buying by creating more seamless handoffs between Pinterest and retailers.

Mobile deep links



3x


Lift in conversion rates¹

Direct Links



+90%

Outbound click volume²

 Source: 1. Pinterest Internal Data, Global, May 2024 | Note: Beta results from advertisers when comparing Shopping oCPM ads with mobile deep links (n = 7) vs Shopping oCPM Ads without mobile deep links (n = 40). Conversions attributed using a 1 day click attribution window; 2. Pinterest Internal Data, Global, September 2023 | Note: Beta results comparing Consideration CPC campaigns with direct links to Consideration CPC campaigns without direct links.

We're helping to accelerate
Pinner's through the funnel by
matching **your ads with their
intent.**

Your ads fit right in

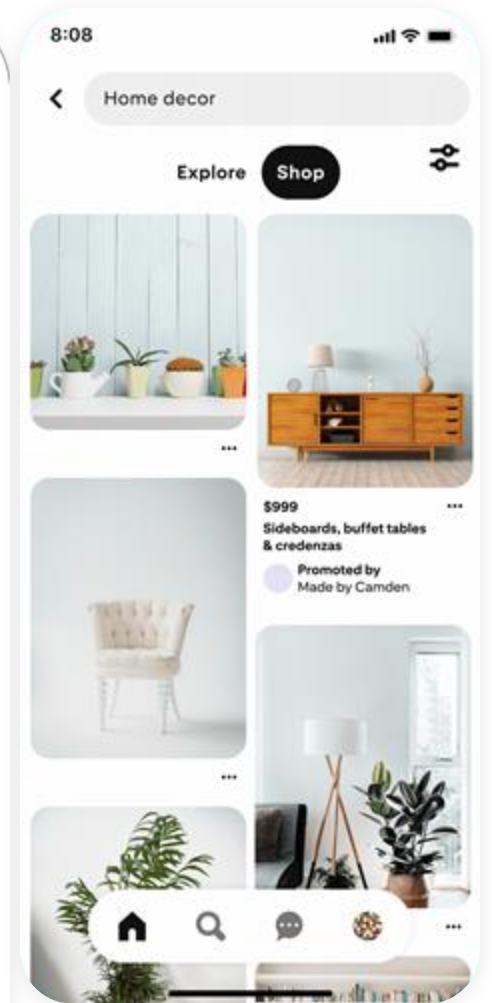
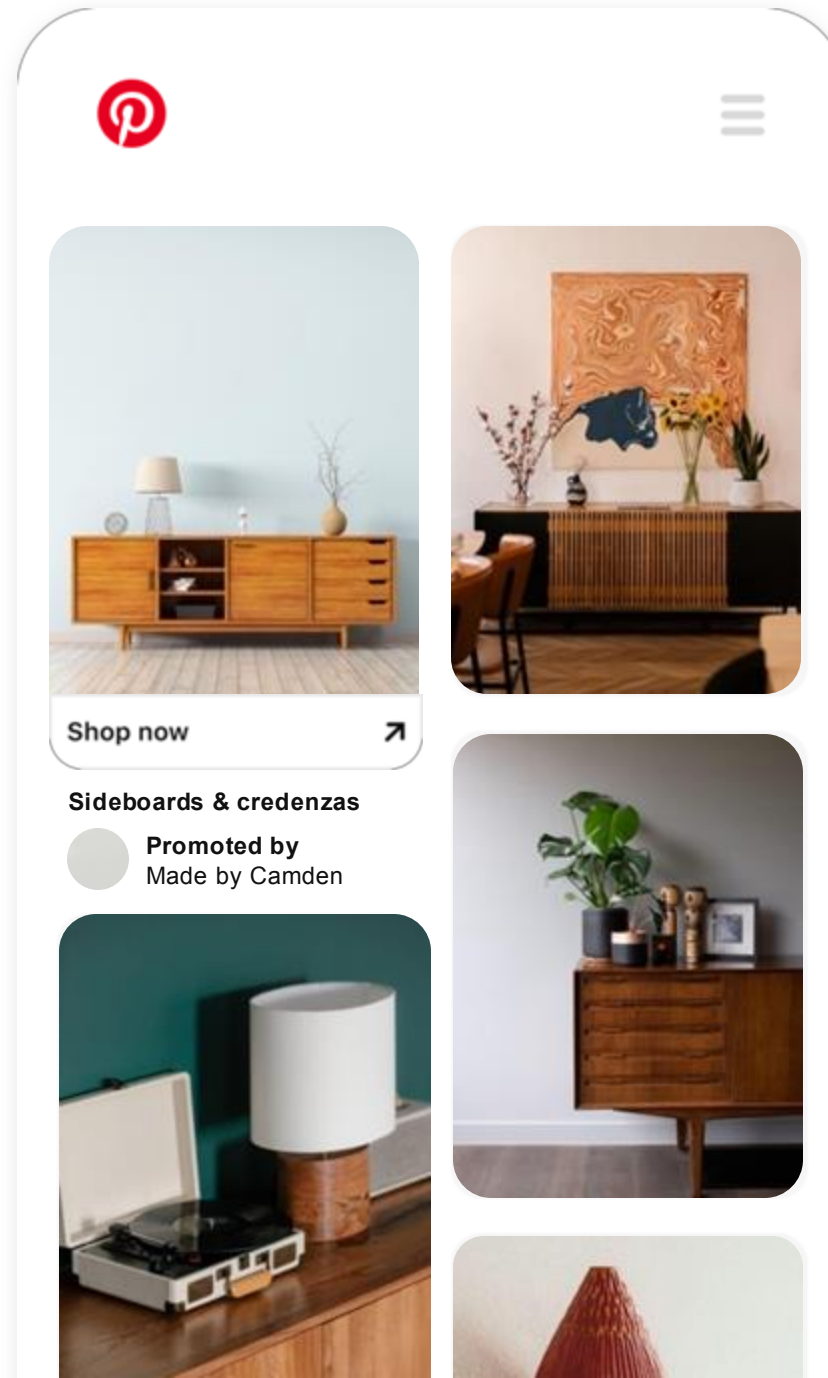
People come to Pinterest to discover new brands and products—so your ads fit right in. Improvements in how Pinterest uses intent signals are helping your ads become more relevant.

mid century furniture

teak credenza

dining room decor

future perfect home



More performative ads, powered by AI

AI is powering our ads delivery in the upper and lower funnel, helping to deliver more value for our advertising partners while optimizing for the consumer experience.

+30%

1st Page search relevance.

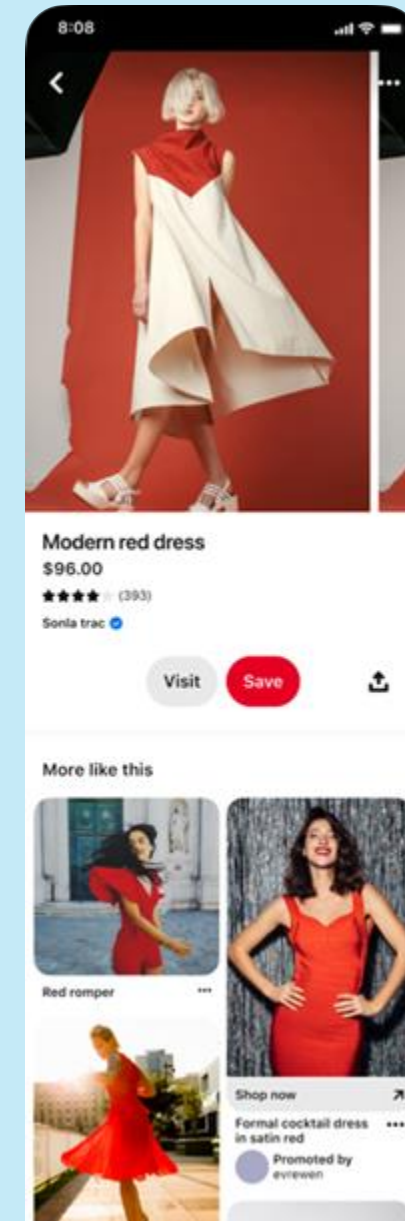
+9%

lift in conversions.

+18%

lift in the number of clicks.

Whole Page Optimization enabling growth in relevant ad load



Performance+

Learn how Pinterest Performance+ can help boost campaign performance and optimize every ad impression with automation and AI.

Performance+

Driving performance through bundled automation

Help boost campaign performance and ad impressions with automation and AI from Pinterest Performance+.

Pick the setup that aligns best with your business objectives to drive the most performance possible on Pinterest.

Maximize performance with a **simplified setup**

Create a Performance+ campaign

10%

Most advertisers who use Performance+ campaigns see a **10%+ CPA /CPC improvement**, relative to “business as usual” campaign setup¹

Performance+ helped Prada achieve remarkable conversion results

For the launch of new Leather Goods campaign in the US, Prada tested Performance+ unveiling really good results across lower funnel KPIs. All CPA, ROAS, and CR metrics (on both Add to Cart and Checkout events, from Pinterest Ads Manager) were improved on the tested campaign compared to the control one.

-64%

CPA Checkout

+1.8x

ROAS Checkout

+30%

CR (Checkout/Add to Cart)

Campaign type
Conversion

Vertical
Fashion Luxury

Ad Types
Static Pin, Carousel

 Product Features
Performance+

Prada Group
Paid Social Media Team

"We are always looking for new opportunities to optimise and improve our campaigns and we wanted to be the first to test the new Performance+. With this new solution we registered an improvements on all the main KPIs"



Prada



Drive better results with better creative and scale

With Performance+ creative, you can automatically create Shopping and Collections ads from your catalog, and take them from drab to fab by replacing their blank backgrounds with engaging scenes. We'll optimize to show the right ad to the right user to help drive action.

- You control whether to use generated backgrounds, creative optimizations (i.e. auto-created formats), or both
- With a few clicks, you can scale your catalog advertising across thousands of ad variations


+11%

Advertisers in beta testing saw an **11% increase in checkouts** on average when using generated backgrounds¹

+14%

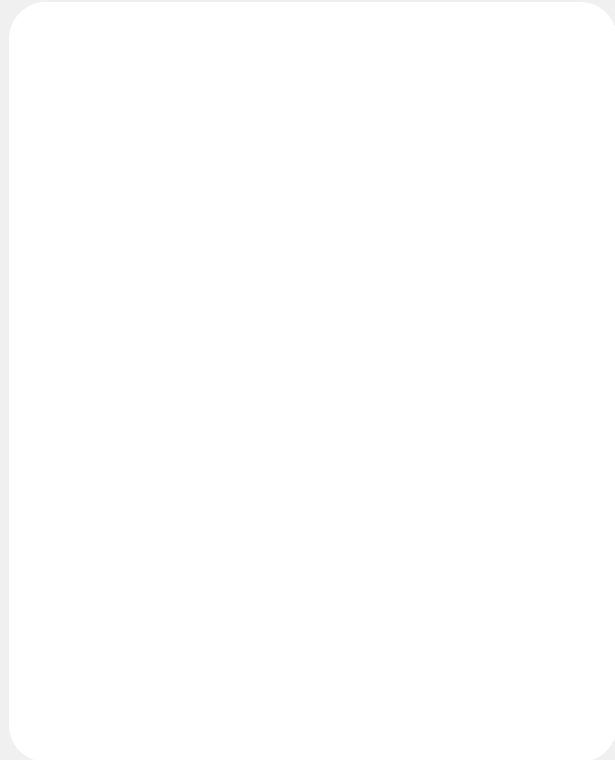
Advertisers in beta testing saw an average **14% increase in outbound clicks** on average when using creative optimizations²



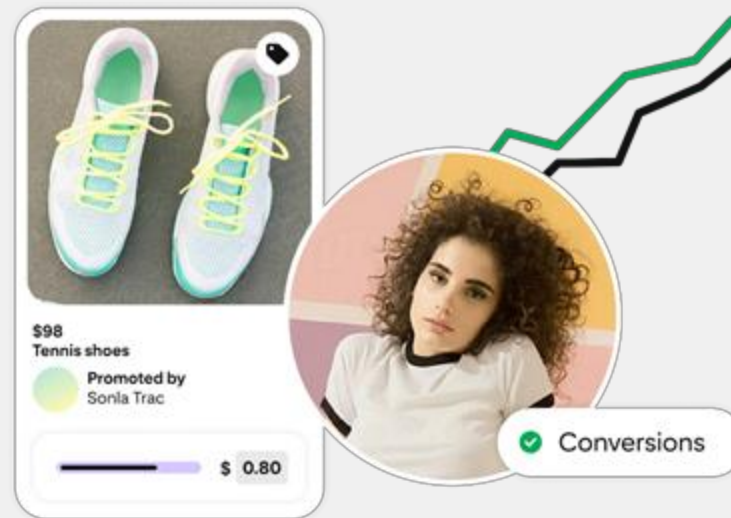
 ¹Pinterest internal data from >70 global advertisers in beta comparing Performance+ creative ads with generated backgrounds to ads with white backgrounds, June-August 2024. Performance improvements are not guaranteed.
²Pinterest internal data from >200 global advertisers in beta comparing Performance+ creative ads with multiple formats to Shopping ads alone, June-August 2024. Performance improvements are not guaranteed.

The Next Day: Use Performance+ products to help increase efficiencies

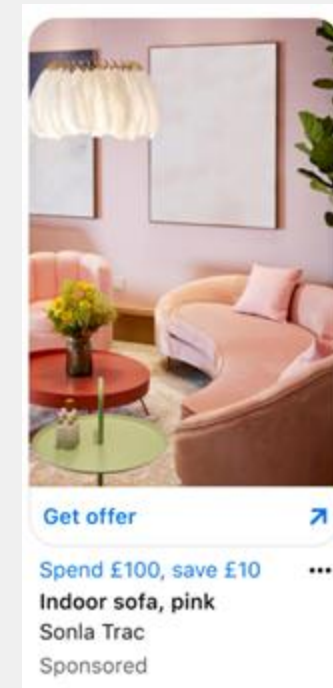
Performance+ creative



Performance+ ROAS bidding (BETA)



Promotions (BETA)



Available for Performance+ catalog sales

Available for Performance+ conversions & Performance+ catalog sales

Available for Performance+ consideration, conversions, & catalog sales

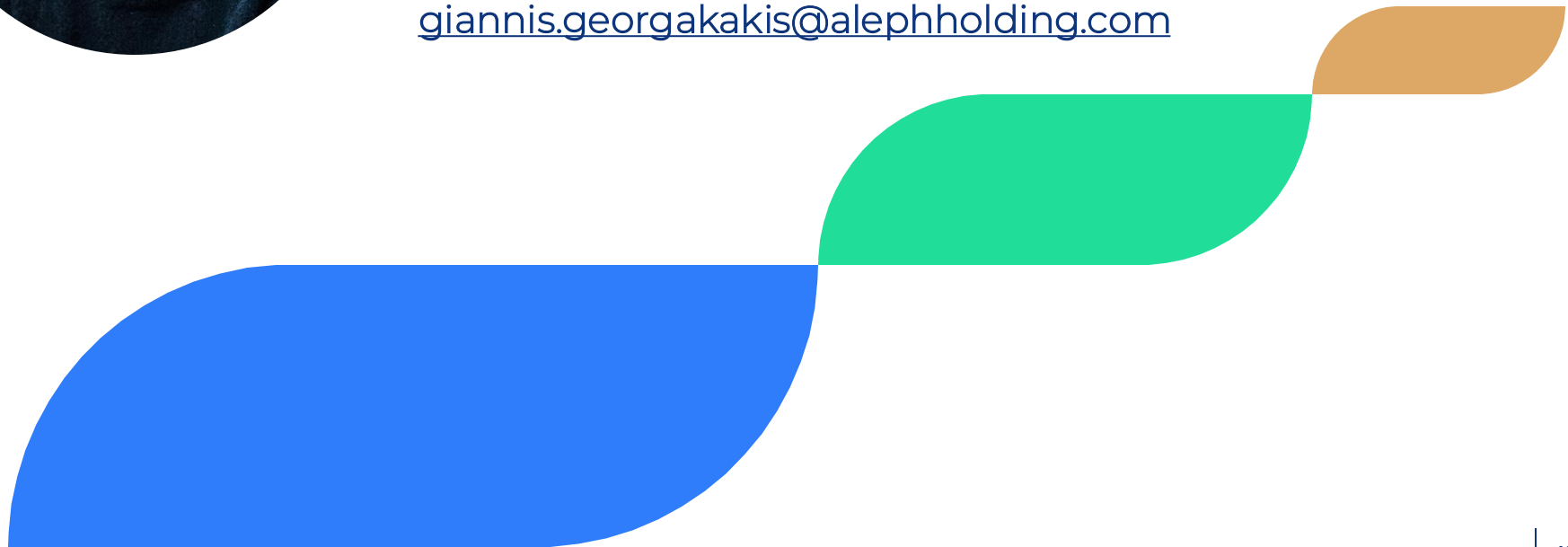


Let's
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Giannis
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Aleph

amazon ads

Amazon Advertising

Deliver relevant ad experiences that
create meaningful connections between
brands and customers





Agenda

01

Amazon Ecosystem & current landscape

02

Unique Offering

03

Premium supply

04

Success stories & proof points



01



Amazon Ecosystem & current landscape

Amazon Advertising ecosystem



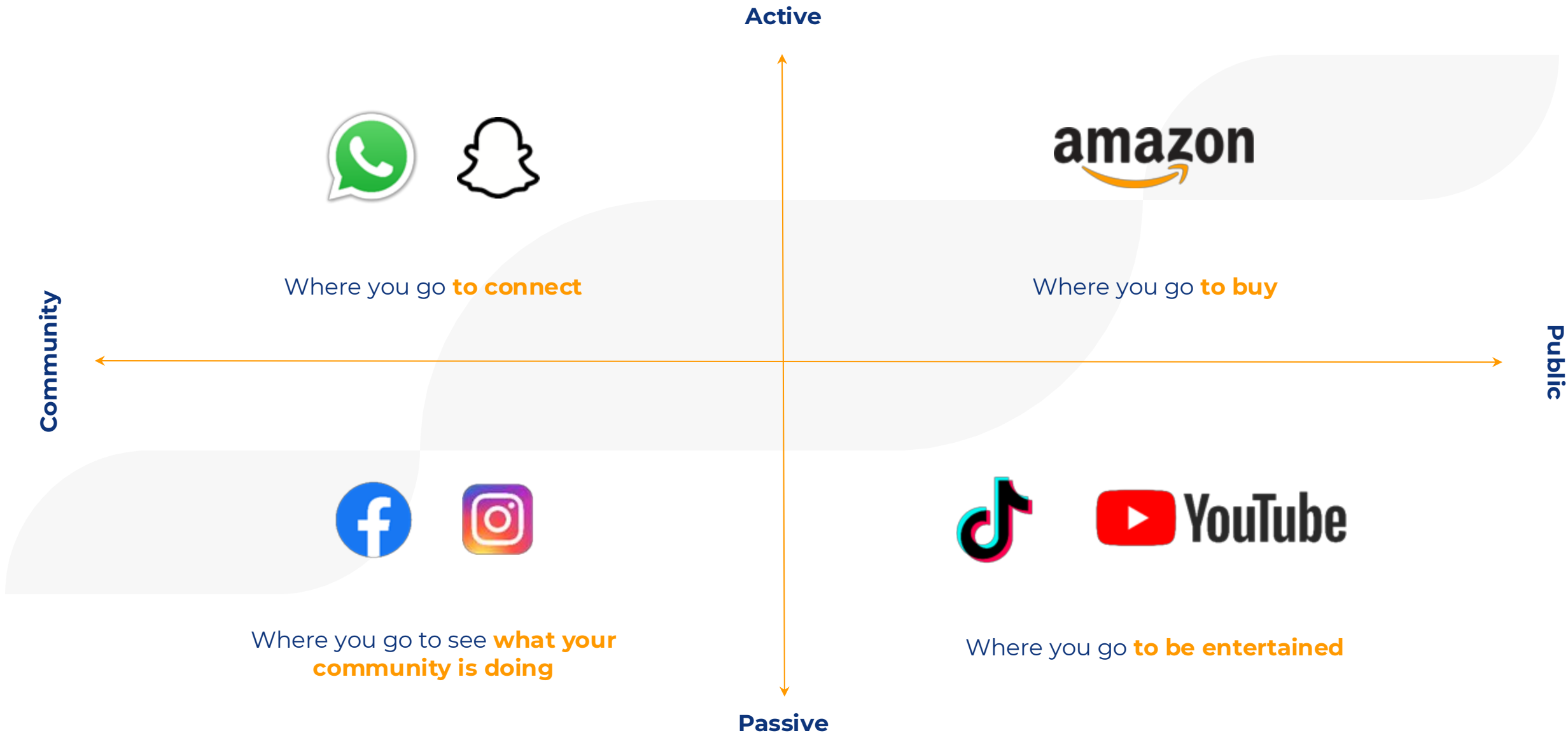
One ecosystem - Two Advertising options

Endemic
Sells ON Amazon with
Sponsored Ads

Non-Endemic
Sells OFF Amazon with
Amazon DSP



Different platforms, different mindsets





Amazon is at the center of Retail Media



78% of US consumers begin their shopping journey on Amazon

34% of German consumers begin on Amazon it is the **2nd** largest Amazon market

90% of online shoppers uses Amazon in the UK

Amazon has over 310 million active users worldwide



Current landscape & customer needs

Today's ad landscape offers opportunity to reach the right audience, with the right message, on the right channel

Supply

250+

Streaming services and retail media networks now available
WW 1, 2

Audiences

71%

Of brands, agencies, and publishers are focused on increasing first party insights 4

Signals

73%

Of marketers anticipate a decline in their ability to attribute campaign and channel performance when third party cookies deprecate 5



Customer needs are changing

Unique audiences

How do I connect with new relevant audiences at scale? How do I measure my connection with these new audiences, and ensure they are high quality?

Unique supply

What unique premium inventory is available on Amazon DSP?
Where will my ad show up?

AI powered optimization

How do I measure impact and automate optimizations with unique signals?



02



Unique Offering



Amazon DSP



Help reach the right audience at the right time with our unique signals, supply and measurement solutions





Key takeaways

1 Unique signals

Amazon DSP provides access to unique signals from proprietary Amazon owned & operated properties.

2 Unique reach

Amazon DSP provides unique reach with Prime Video Ads, FreeVee, and other Amazon owned & operated inventory

3 Unique measurements

When combined with Amazon Marketing Cloud, Amazon DSP is unique in setting up advertisers for success

4 Demand generator

Reach customers who are not already searching for your product, brand or category. Our unique signals allow advertisers to understand audience interests and encourage engagement to generate demand.

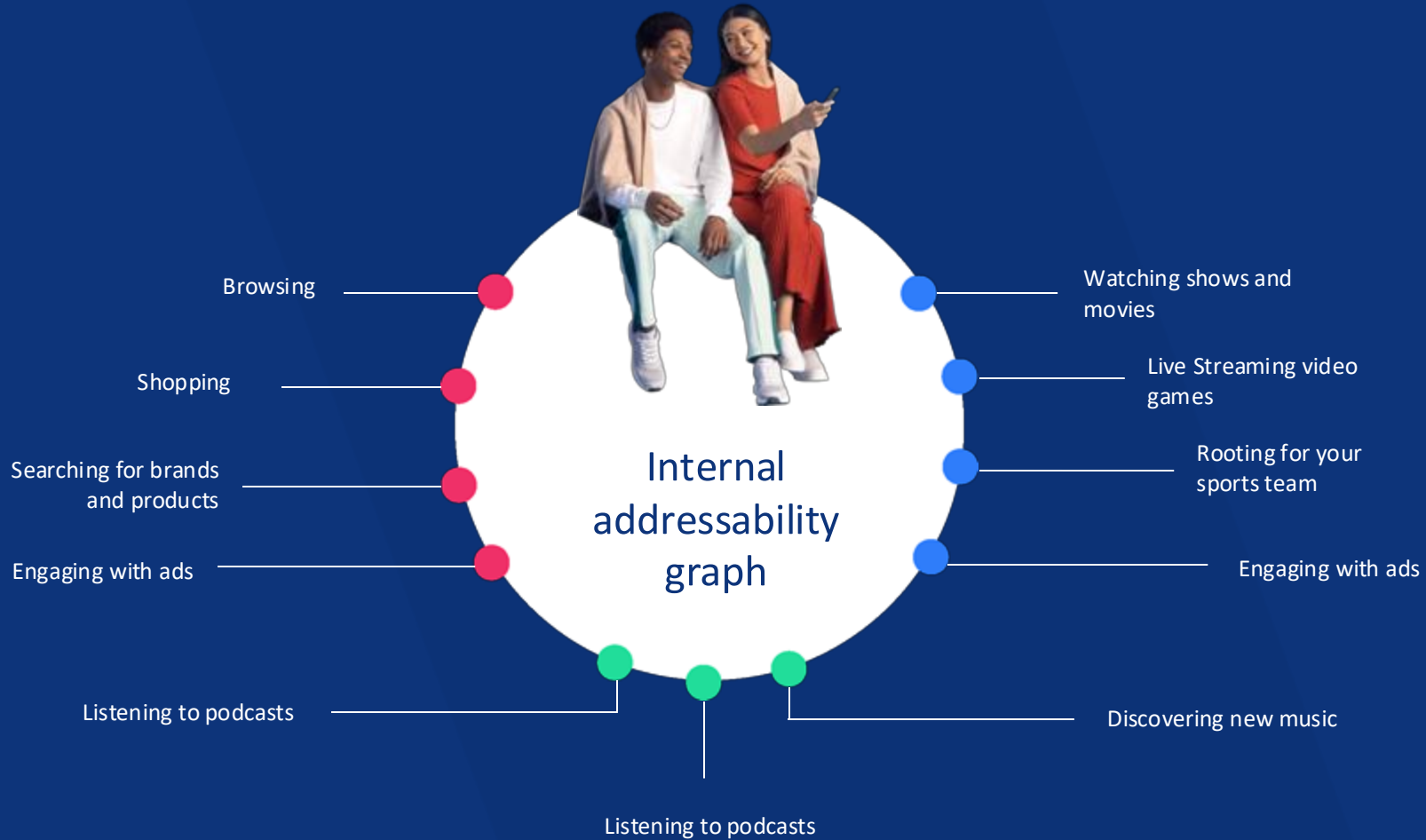
03



Premium Supply

Our ability to maintain addressability is anchored on unified log ins across our properties, which translates to high fidelity aggregated insights

Shopping



Streaming



Music





Reach your audience where they shop, stream, and browse

amazon

89%

U.S. Households reached by Amazon¹

prime

200M+

Prime members globally²

prime video

115M+

Estimated monthly U.S. ad-supported reach³



115M+

Monthly U.S. ad-supported reach on Streaming TV⁴



11.8M

Average viewers per game in the U.S.⁵



35M+

Daily average viewers globally⁶

WONDERY

24M+

Monthly reach in the U.S.⁷



200M+

Fire TV devices sold globally⁸



Third-party exchanges

Integrations with several leading SSPs



Disney Roku
...and more

Flexibility to buy via open exchange, Private Auction, Preferred Deals, and Programmatic Guaranteed

IMDb

200M+

Monthly unique visitors globally⁹



50M+

Monthly U.S. ad-supported streaming audio¹⁰

alexa

500M+

Alexa-enabled devices sold globally¹¹

amazon publisher direct

1B+

Monthly reach across thousands of third-party sites and apps globally¹²



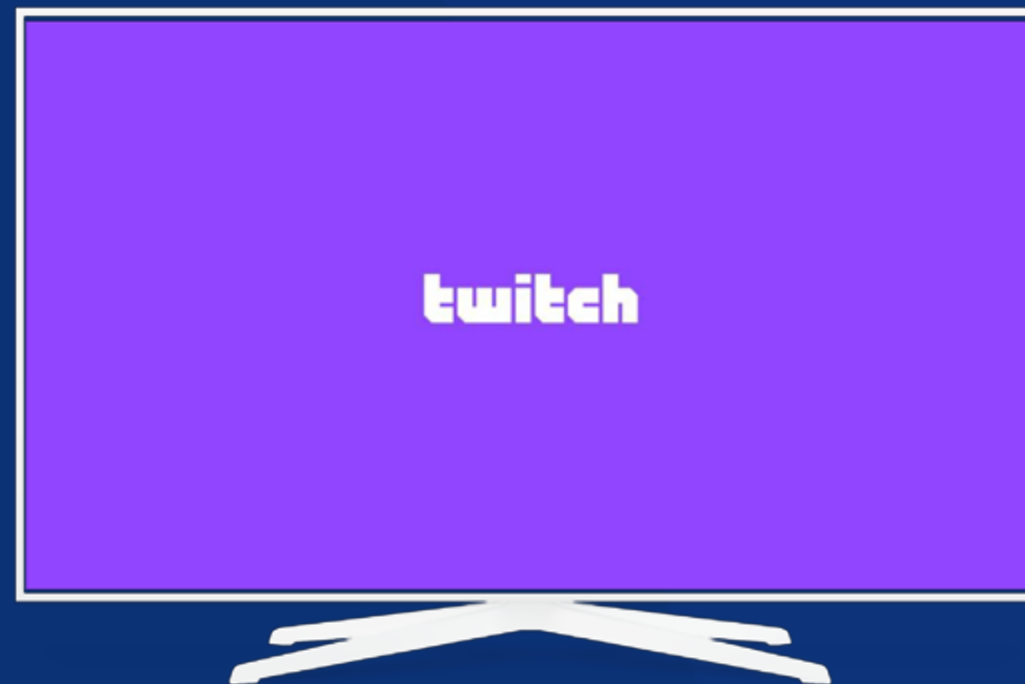
The Twitch experience is COMING TO GREECE Q1 2025

Amazon's free, ad supported destination

~1M

Average Monthly Unique Viewers

Categories spanning from Gaming, Chatting, Music, Sports, and more.



04



Let's
Connect



Giorgos
Leventakis

Senior Client Partner | Microsoft Advertising Lead Greece



Enter Your Influence Era





Οι καιροί αλλάζουν. Ας αλλάξουμε πρώτοι εμείς.

Οι καμπάνιες χαμηλής δημιουργικότητας...

...έχουν 43%
μικρότερες
πιθανότητες να
αποδώσουν σε ad
recall

...υποαποδίδουν και σε:

- Brand Awareness
- Consideration
- Πρόθεση Αγοράς

Είναι πλέον σαφές και μετρήσιμο: Το performance marketing πρέπει να γίνει πιο δημιουργικό, για να ξαναγίνει αποτελεσματικό.





Η δημιουργικότητα ξεκινά τη «διαδρομή» του funnel από το Awareness διεκδικώντας την προσοχή. Κύριο όχημα επικοινωνίας στα SoMe ως πιο αποτελεσματικό είναι το βίντεο.

Why Creativity Is Key



Η άνοδος της Gen-Z, μιας γενιάς με αγάπη για το βίντεο, χαμηλό attention span και υψηλή γνώση της «γλώσσας» των SoMe, απαιτεί από τα brands να παρουσιάζουν έξυπνες και σύγχρονες ιδέες, και μάλιστα από το πρώτο δευτερόλεπτο – αλλιώς τα κοινά απλώς θα συνεχίσουν να σκρολάρουν.

Οι καμπάνιες με creators σας δίνουν την ευκαιρία να «μιλήσετε» στα κοινά αυτά... και όντως να σας ακούσουν. Το κλειδί είναι λοιπόν το έξυπνο μήνυμα, και ο άνθρωπος που το μεταδίδει.

Θέλετε να δείτε τα σημεία των καιρών να μετατρέπονται σε αποτελέσματα για το brand σας; Αφήστε το στην Aleph.

Why Influencer Marketing

92%

των χρηστών δήλωσαν
ότι η αυθεντικότητα ενός
creator ήταν το κίνητρό
τους για να αγοράσουν
ένα προϊόν ή ένα brand
(1)

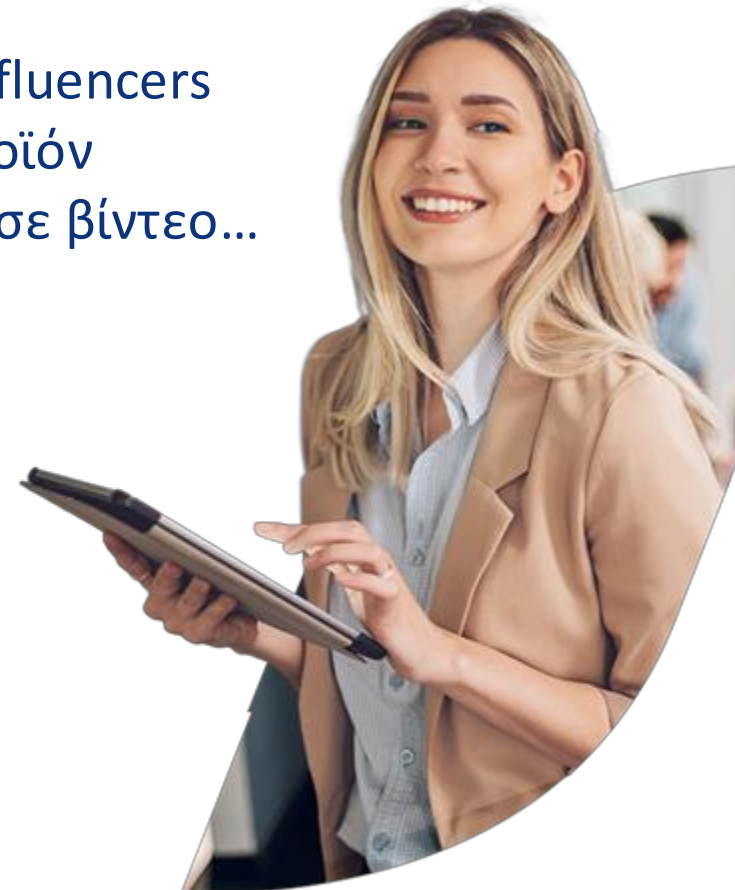
61%

των χρηστών εμπιστεύεται
τα
προϊόντα που
συστήνουν οι influencers
και αγόρασε προϊόν
αφότου το είδε σε βίντεο...

...ενώ μόλις

38%

εμπιστεύεται το
SoMe content
από brands (2)



(1) TikTalk: Unlocking the Power of Creators, 2022. (2) Tech Report, The Must-Know Influencer Marketing Statistics, May 2023

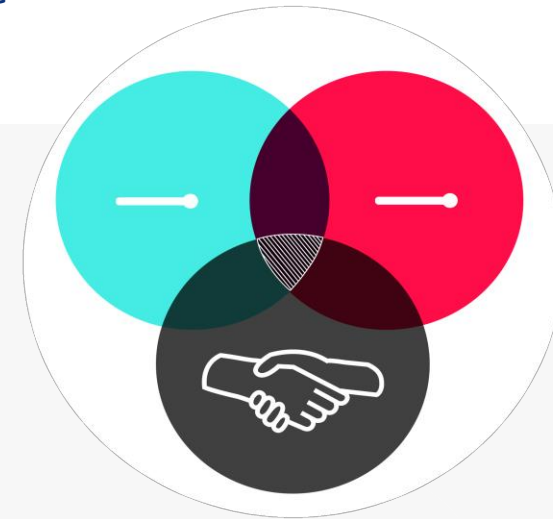


Always-On: The Way to Success

Performance

Native

Η γνώση και η εμπειρία μας πάνω στο digital πεδίο, ενισχύοντας την παρουσία μεγάλων brands στην ελληνική αγορά, έχει δείξει ότι ο συνδυασμός performance, native ενεργειών με Influencers και always-on παρουσίας φέρνει τα καλύτερα αποτελέσματα σε Awareness, αυξάνει το brand recall, ενώ βοηθά και την προσέγγιση καταναλωτών – ακόμη και όταν δεν αναζητούν ενεργά ένα προϊόν ή μια υπηρεσία.

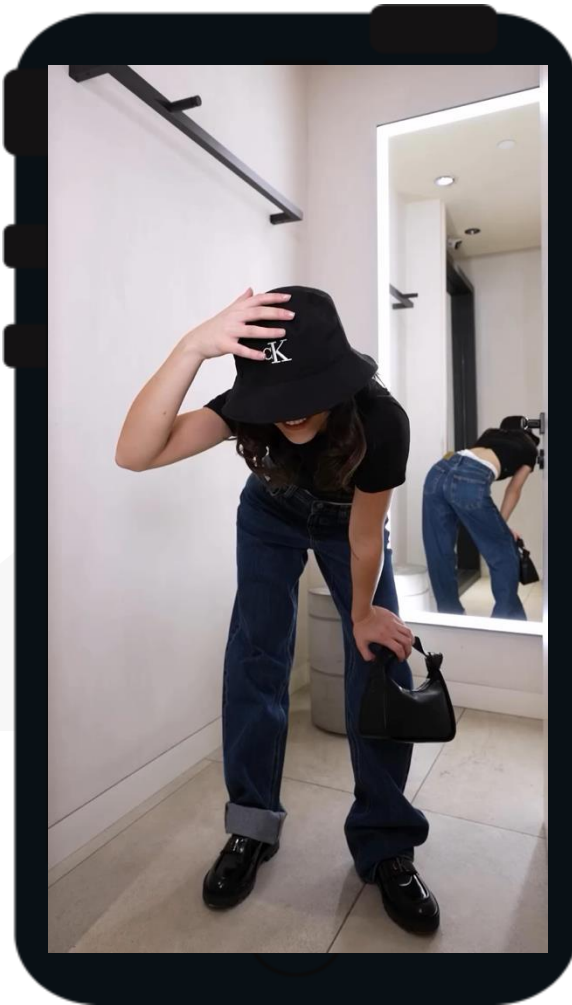


Always-On



Success Stories: Viral Trends & Hits

Τα brands διεθνώς αξιοποιούν τους creators για buzz και αποτελέσματα



Instagram

#MyCalvins

Μια viral hashtag καμπάνια που τρέχει κάθε χρόνο από το 2015

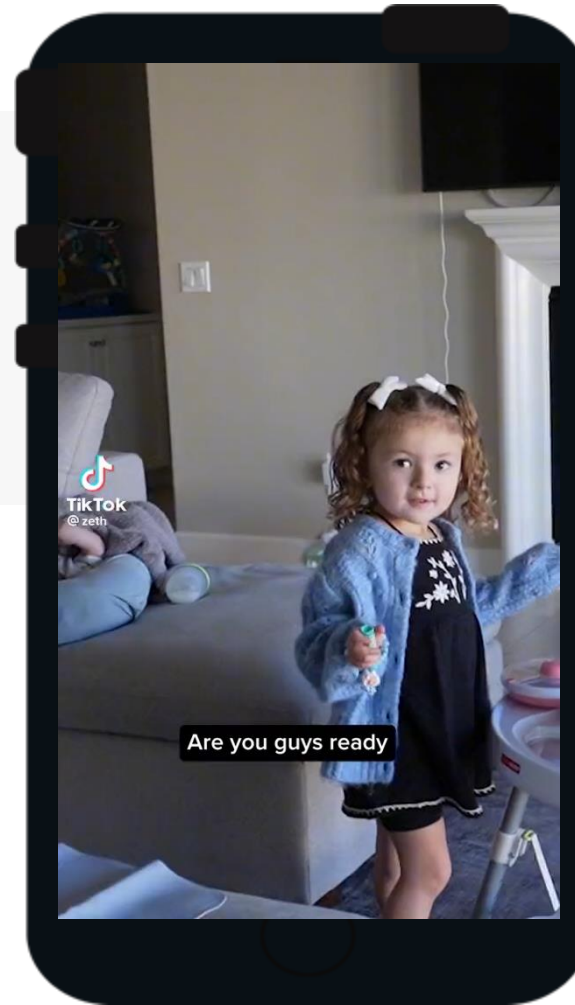
Results

870K posts on IG alone

1M unique creators

5x Eng. Rate Increase

[\[Source\]](#)



TikTok

Hyundai Ioniq 6

Awareness & video views για το fully electric μοντέλο

Results

+13% Ad Recall

242M+ Impressions

+3,5% Brand Awareness

[\[Source\]](#)



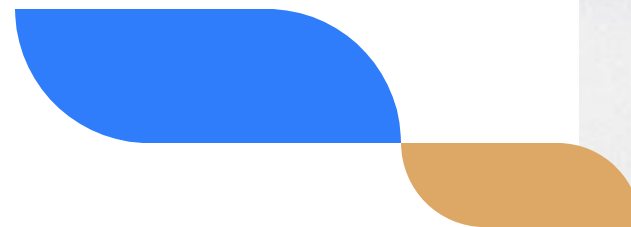
Why Work with Aleph





Your Vision, Our Mission

Η τεχνογνωσία της Aleph στο influencer marketing την καθιστά τον ιδανικό συνεργάτη για όποια εταιρεία θέλει να πραγματοποιήσει το «άλμα», και να «προσγειωθεί» με απόλυτη ασφάλεια





The Perks of Working with Aleph

Your One-Stop Shop

Οι υπηρεσίες μας περιλαμβάνουν όλα τα στάδια μιας καμπάνιας – από το concept μέχρι την υλοποίηση, το reporting, και την τιμολόγηση των influencers

Optimization

Πραγματοποιούμε διαρκές monitoring και διορθωτικές κινήσεις όπου και όταν χρειάζεται, ώστε κάθε ευρώ και λεπτό να φέρνει αποτελέσματα

Creativity Unlocked

Το δημιουργικό μας τμήμα παράγει τις ιδέες που προσδίδουν δύναμη στο μήνυμά σας – χωρίς επιπλέον χρέωση



The Perks of Working with Aleph

Best Service at a Best Price

Τις διαπραγματευόμαστε για τους πελάτες μας βάσει της διείσδυσής μας στην αγορά και της συνεργασίας μας με τα μεγαλύτερα media shops και τους πλέον δημοφιλείς creators

Stay Relevant

Η ενδεδειγμένη ενασχόλησή μας με το influencer marketing σας προσφέρει μέσω της συνεργασίας μας ό,τι νέο συμβαίνει στις πιο δημοφιλείς πλατφόρμες, TikTok & Instagram

Save Time & Money

Σας προσφέρουμε και τα δύο αναλαμβάνοντας τα logistics, από την επικοινωνία με τους creators μέχρι την τιμολόγηση, και όντας hands-on σε κάθε στάδιο – πριν, κατά τη διάρκεια, και μετά από μια καμπάνια



The Perks of Working with Aleph

The Right Cast

Για κάθε καμπάνια δημιουργούμε το creators' mix με τη μεγαλύτερη απήχηση στα κοινά σας και στον αριθμό που χρειάζεστε, ώστε το budget σας να αποδίδει τα μέγιστα

Authenticity

Το υψηλότερο currency στα Social Media. Με τα concepts, τα σενάρια και τη step-by-step υλοποίησή τους, φροντίζουμε ώστε το content να είναι αντάξιο του brand και ταιριαστό σε κάθε creator και το κοινό του



Risks vs. Opportunities





Risks and Solutions

Μην ανησυχείτε. Αφήστε το στην Aleph.

Ο συνδυασμός της εμπειρίας μας και των εργαλείων που έχουμε αναπτύξει και αξιοποιούμε, μπορεί να εξαλείψει τα ρίσκα που φέρνει μαζί της για κάθε brand η ενασχόληση με το influencer marketing.

Θα φροντίσουμε τα πάντα – από τους χρόνους παράδοσης και την ποιότητα του content, μέχρι την επιλογή politically correct δημιουργών, που αρμόζουν στο brand και το προϊόν





Risks

Ένα βίντεο «κατεβαίνει» γιατί παραβιάζει πνευματικά δικαιώματα λόγω ήχου ή του policy της πλατφόρμας

Το βίντεο δεν έχει την αναμενόμενη απόδοση

Ο creator καθυστερεί το υλικό, δεν παραδίδει υλικό επαγγελματικού επιπέδου, αντιδρά στα requests για αλλαγές

Ο creator που επιλέξατε είχε ήδη μιλήσει με άλλο brand και ανέβασε ανταγωνιστικό content, πολύ κοντά χρονικά στη δική σας ενέργεια

Solutions

Το concept και τα σενάρια σχεδιάζονται με royalty-free ήχους και με βάση την πολιτική του TT & του IG

Παρακολουθούμε την απόδοση του κάθε βίντεο και παρεμβαίνουμε για optimization ανά πάσα στιγμή, όταν και όπως χρειάζεται, ώστε η επένδυσή σας να αποδίδει τα μέγιστα

Η γνώση μας διασφαλίζει ότι κάθε φορά προτείνουμε ανθρώπους με επαγγελματισμό που θα φέρουν καλύτερα / περισσότερα deliverables, όταν και όπως πρέπει

Σε κάθε καμπάνια, δεσμεύουμε τους creators σε σχέση με τον ανταγωνισμό ορίζοντας τον αποκλεισμό του για συγκεκριμένο χρονικό διάστημα



Risks

Ο creator ανέβασε ένα βίντεο στο οποίο παίρνει έντονη ακραία θέση πάνω σε πολιτικά ή ευαίσθητα κοινωνικά θέματα, παρασύροντας και τη φήμη του brand που τον εμπιστεύτηκε

Η καμπάνια δεν είχε τα αναμενόμενα αποτελέσματα

Η καμπάνια τελείωσε, οι μισοί creators δεν έχουν τιμολόγιο στο όνομά τους και η πληρωμή τους γίνεται «σπαζοκεφαλιά»

Solutions

Το screening που γίνεται από την Aleph σε όλους τους συνεργαζόμενους creators διασφαλίζει τη σύνδεση του brand σας με πρόσωπα που διακρίνονται για το «καθαρό» προφίλ τους

Το influencer marketing έχει να κάνει με τον ανθρώπινο παράγοντα. Αν παρά τις δικλίδες ασφαλείας που θέτουμε κάτι δεν λειτουργήσει, διαπραγματευόμαστε και προσφέρουμε στους πελάτες μας extra benefits, π.χ. περισσότερα deliverables

Η Aleph αναλαμβάνει την τιμολόγηση με ένα ενιαίο τιμολόγιο κάθε μήνα



Best Cases

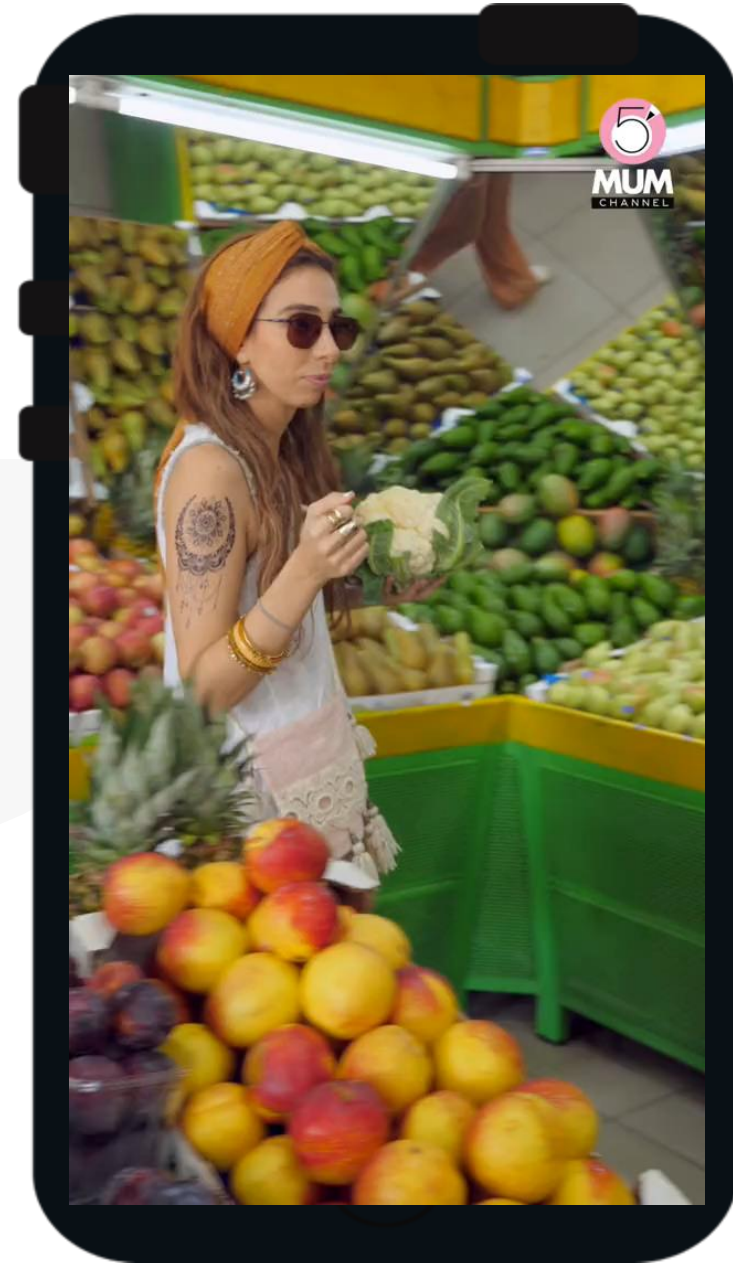




Cook At Home

Με στόχο τη δημιουργία Awareness για τα προϊόντα της και την προβολή των USPs τους (νοστιμιά σπιτικού φαγητού εύκολα και γρήγορα, χωρίς συντηρητικά κ.λπ.), η Cook At Home εμπιστεύτηκε την Aleph για τη δημιουργία και υλοποίηση ενός ετήσιου πλάνου, επιστρατεύοντας creators όπως η δημοφιλής Έλενα Χαραλαμπούδη, aka Five-Minute Mom.


ΒΙΝΤΕΟ ΑΠΟ
ΤΗΝ
ΚΑΜΠΑΝΙΑ








The Results

Στη συντριπτική πλειοψηφία του 90% θετικά σχόλια των χρηστών αποτύπωσαν τη θερμή υποδοχή τους στο μήνυμα του brand, το οποίο «πρωταγωνίστησε» δίπλα στους creators της ενέργειας σε βίντεο που απέσπασαν συνολικά 4,7 εκ. views.

 **Vaso** 🙏🙏🙏
καλά είναι τέλειες οι σάλτσες αλλά και αυτά που φτιάξατε μπράβο σας
2023-10-31 ❤️ 3 Reply

 **444**
Που μπορούμε να το βρούμε.
2023-12-21 ❤️ 1 Reply

 **sofiamakropoulou8**
Αυτές οι σάλτσες είναι υπέροχες! τη συγκεκριμένη δεν την έχω δοκιμάσει ..θα το κάνω !
2023-12-16 ❤️ 1 Reply

 **user7sou7ronon**
Το κάνω με πατάτες baby... Τέλειο!!!!
2023-12-22 ❤️ 2 Reply

ΣΧΟΛΙΑ
ΧΡΗΣΤΩΝ

4.7M
VIEWS

267K
ENGAGEMENTS

5,70%
CAMPAIGN
ENG. RATE

20 sec
AVERAGE WATCH TIME

20.1K
VIDEO SAVES

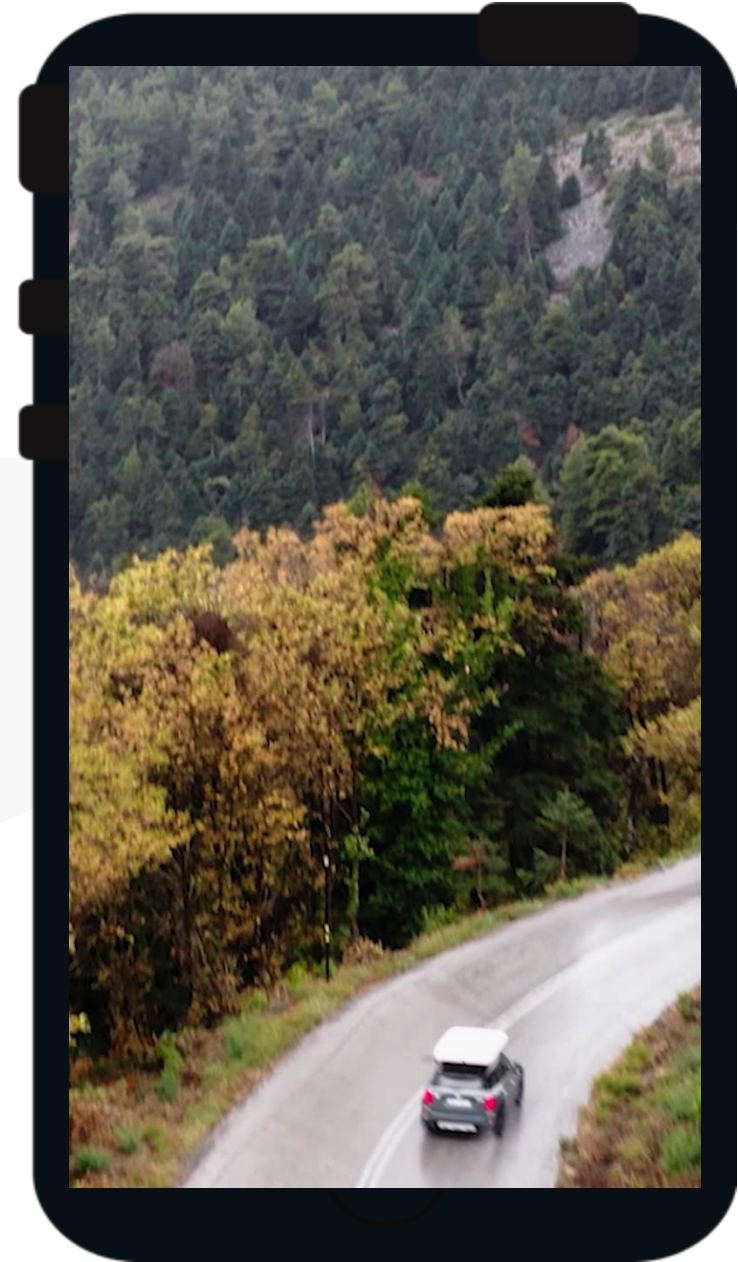
90%
POSITIVE COMMENTS



Mini Electric & Countryman

Με στόχο τη δημιουργία Awareness στο Instagram για τα μοντέλα Electric και Countryman, η Mini στράφηκε στην Aleph για το σωστό concept, και για τους σωστούς creators που θα το έφεραν στη ζωή. Δημιουργήσαμε το Electrify the Day, μια urban «Οδύσσεια» με πρωταγωνιστή τον βραβευμένο φωτογράφο Κωνσταντίνο Σοφικίτη για το Electric, και το Feel the Nature, ένα σενάριο απόδρασης για τους travel creators YabaTravellers.

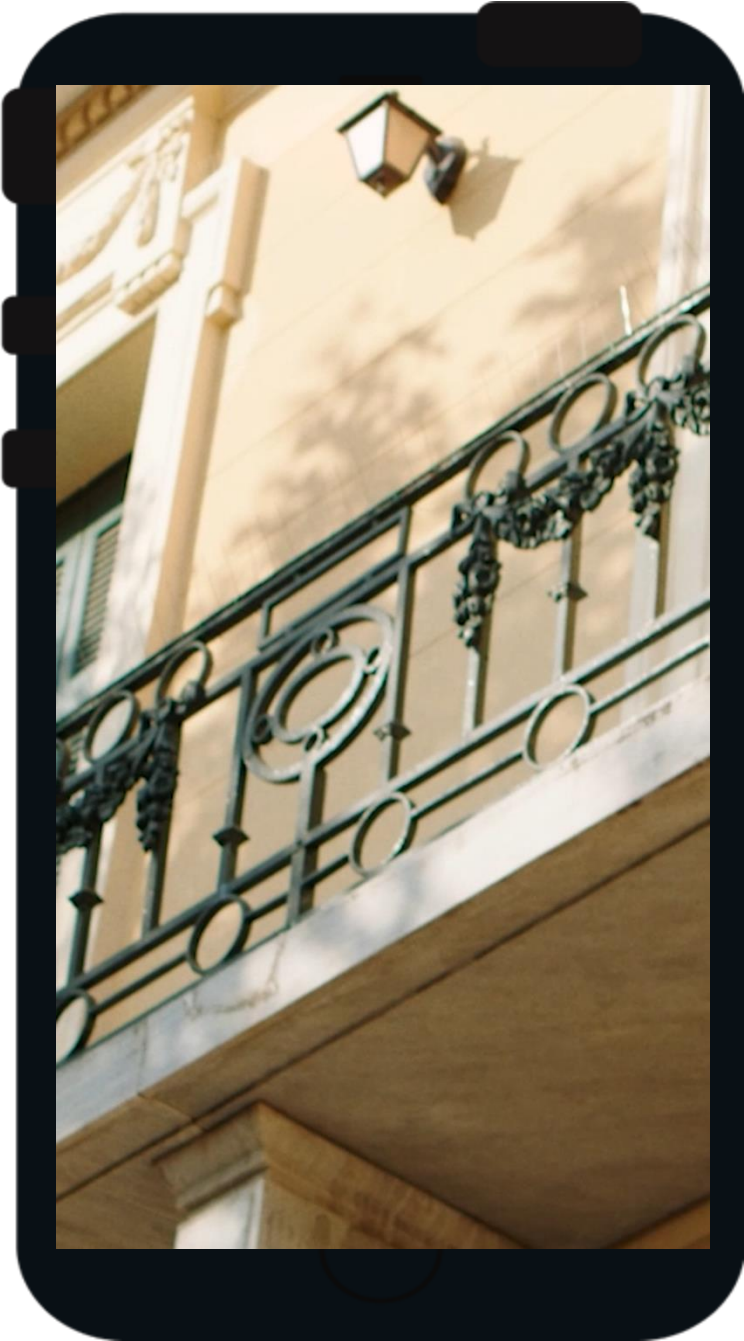
ΒΙΝΤΕΟ ΑΠΟ
ΤΗΝ
ΚΑΜΠΑΝΙΑ





The Results

Το Engagement Rate της καμπάνιας έφτασε το εντυπωσιακό 7,63%, ενώ το συνολικό Reach της άγγιξε τους 103K χρήστες. Και σε αυτή την ενέργεια, είχαμε ένα πολύ ισχυρό Average Watch Time των βίντεο – το βασικό στοίχημα για να διεκδικήσουμε αλλά και να διατηρήσουμε την προσοχή των σύγχρονων ακροατηρίων μέσα από το κατάλληλο content και τους κατάλληλους creators.



ΒΙΝΤΕΟ
ΑΠΟ ΤΗΝ
ΚΑΜΠΑΝΙΑ

150K
TOTAL VIEWS &
IMPRESSIONS

7,63%
CAMPAIGN
ENG. RATE

11K
ENGAGEMENTS

15 sec
AVERAGE WATCH TIME

2K
VIDEO SAVES

99%
POSITIVE COMMENTS



Let's
Connect



Aggeliki
Mamouni

Customer Success Director at Aleph
aggeliki.mamouni@alephholding.com





Thank you!



Aleph