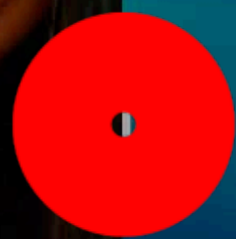
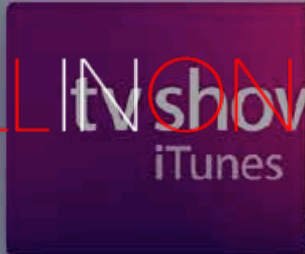


ROAD



ALL IN ONE MEDIA



True multiplatform  
advertising



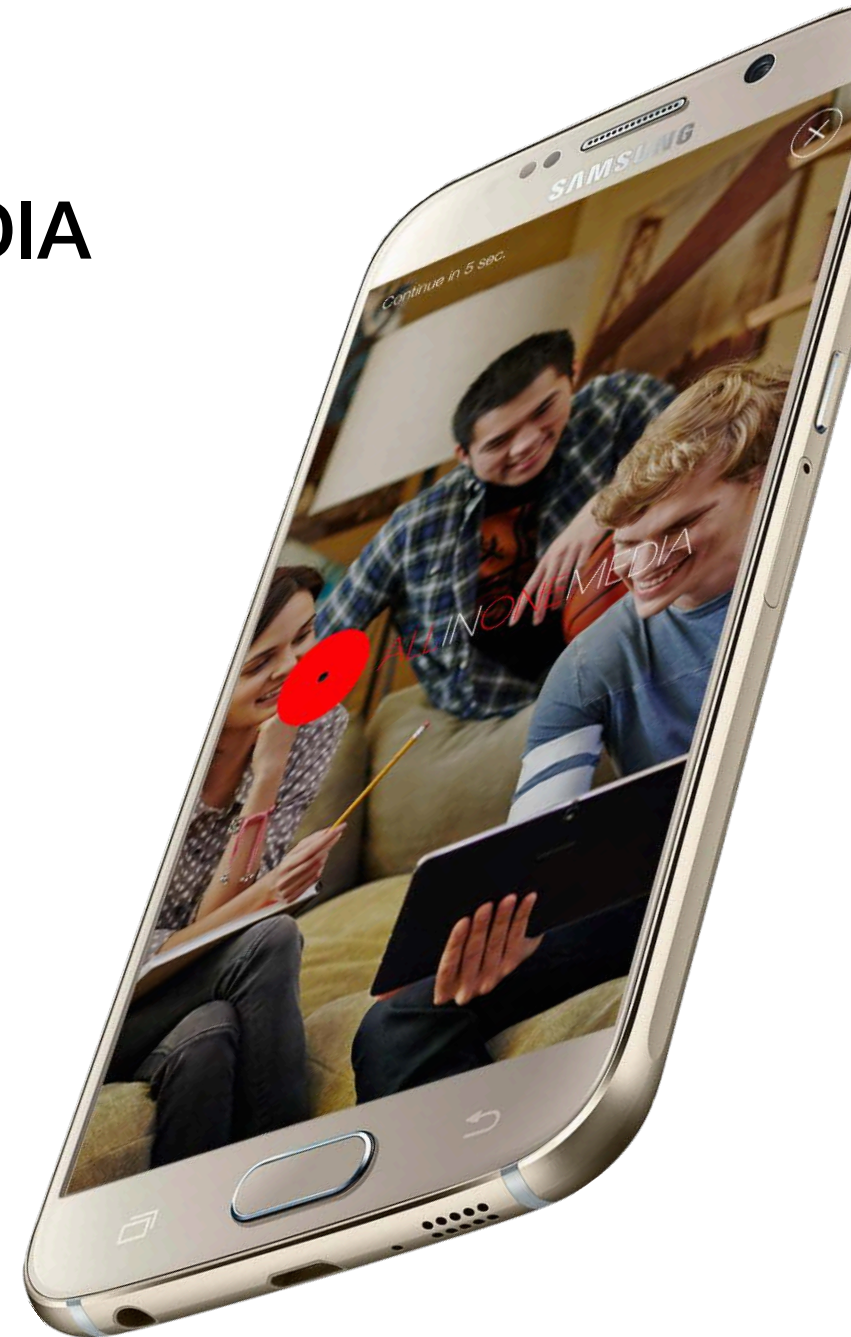


## What is **ALLINONEMEDIA**

ALL IN ONE MEDIA – is the Universal Crossmedia Platform (UCP) of new generation, that allows to create the advertising campaigns through different digital channels: desktop, mobile, Smart TV and Apple TV.

Through a partnership with MAER GROUP, ALL IN ONE MEDIA technologies are now available in Russia.

Russian brands now have an opportunity to create advertising campaigns, unique in effectiveness and creativeness.





Smartphones

Desktop

Connected TV

Tablets

### **ALL IN ONE MEDIA**

is the Universal Crossmedia Platform (UCP) of new generation, that allows to create the advertising campaigns through different digital channels:

- Smartphones
- Tablets
- Desktop
- Apple TV
- Smart TV

ALLINONEMEDIA Network

Over 1 billion visitors

Over **2 billions** impressions  
monthly

## AIO Key Benefits

### Direct connection to Publishers

150+

AIO network includes over 150 major Publishers and Apps. We work with the white-list.

### Reach

80M

Our capacity is more than 80 million unique users per month.

### Guaranteed Cross-Frequency

RF1-3

Effective allocation of ad impressions for maximum reach during one campaign.

### Targetings



Geo  
Interests  
Income  
Platform  
OS  
Retargeting



You have  
only 3 seconds  
to make an impression



# Formats

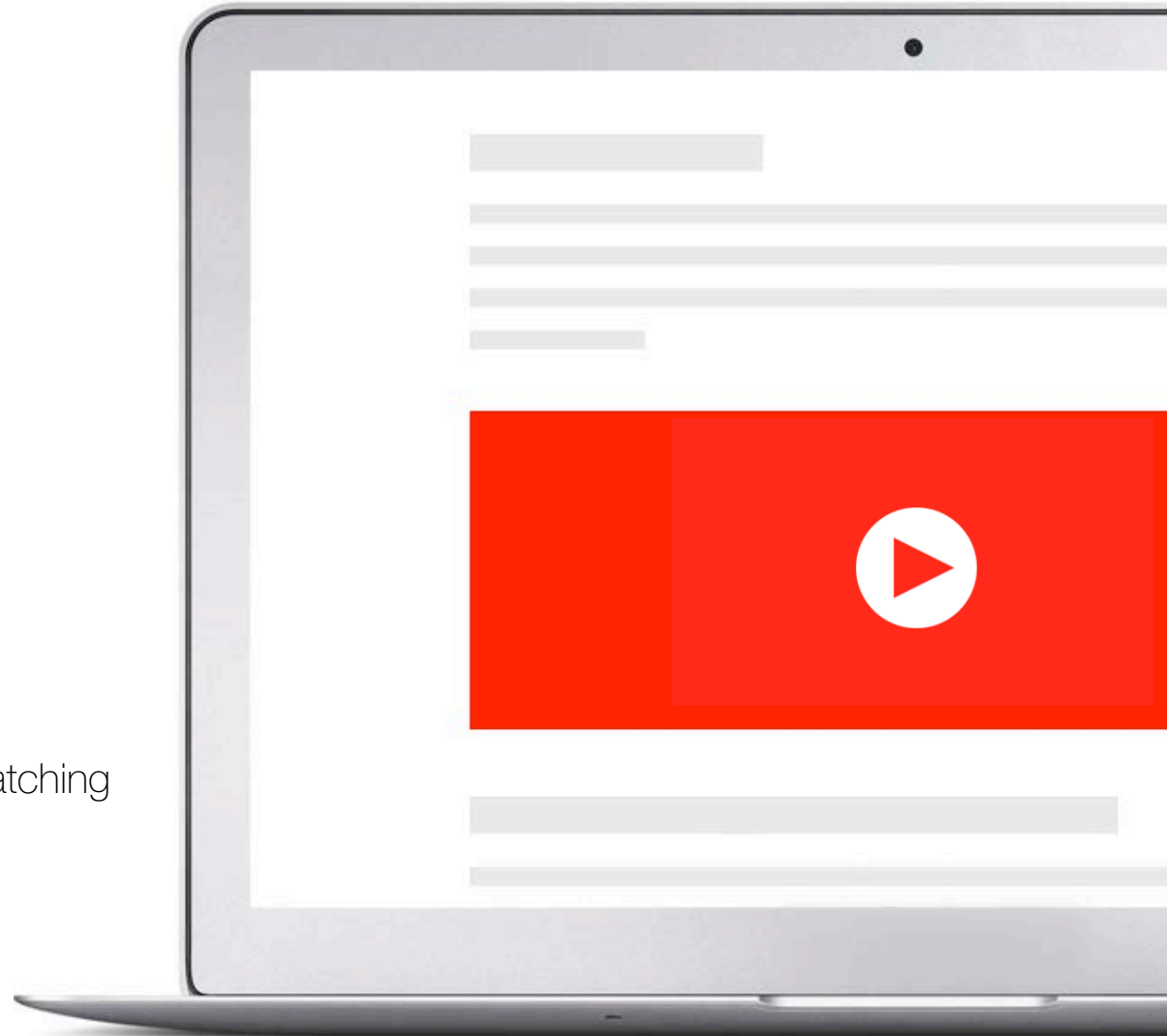
# AIO Desktop formats

## InText video

Universal format for dynamic integration into desktop content. You can place AIO InText in the newsfeeds, articles and other popular page types.

### Our benefits

- Basic timing up to 30 seconds
- Tracking the 25/50/75/100% of the watching
- Interactive possibilities
- Programmatic buying opportunities
- CPM and CPV price options

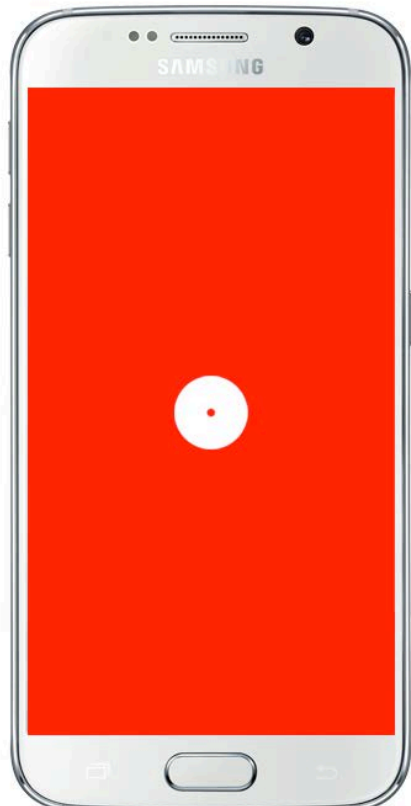




# AIO Smartphone Formats

## Fullscreen

- AIO TargetClick System – only selected areas are available for click
- Special projects are available
- CPM and CPC price options



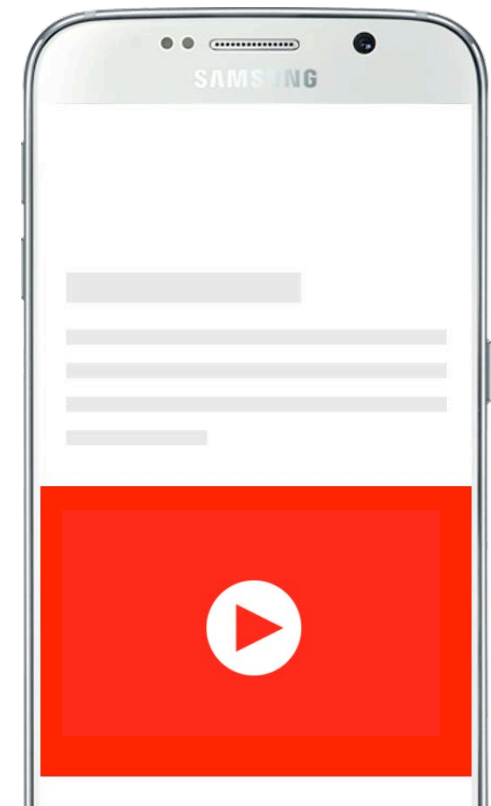
## Rollup

- Protection against accidental clicks
- Special projects are available
- An opportunity to upload client's landing page into the banner
- CPM price options



## InText video

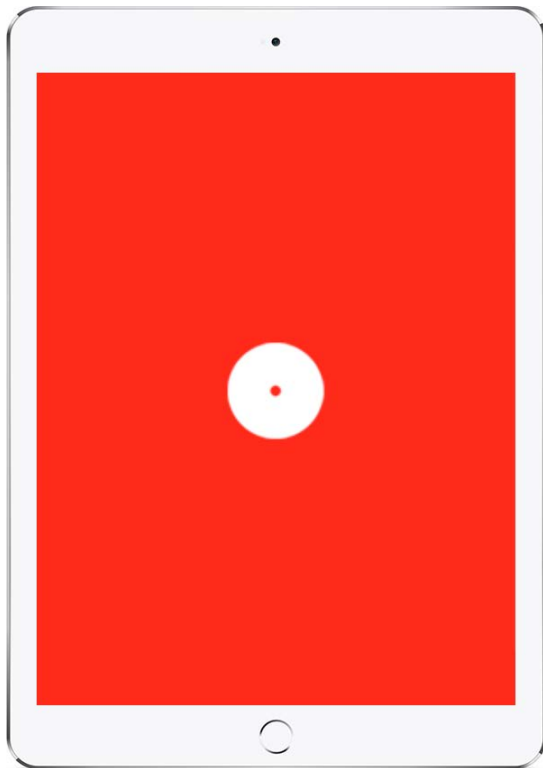
- Basic timing up to 30 seconds
- Tracking the 25/50/75/100% of the watching
- Interactive possibilities
- Programmatic buying opportunities
- CPM and CPV price options



# AIO Tablet Formats

## Fullscreen

- AIO TargetClick System – only selected areas are available for click
- Special projects are available
- CPM and CPC price options



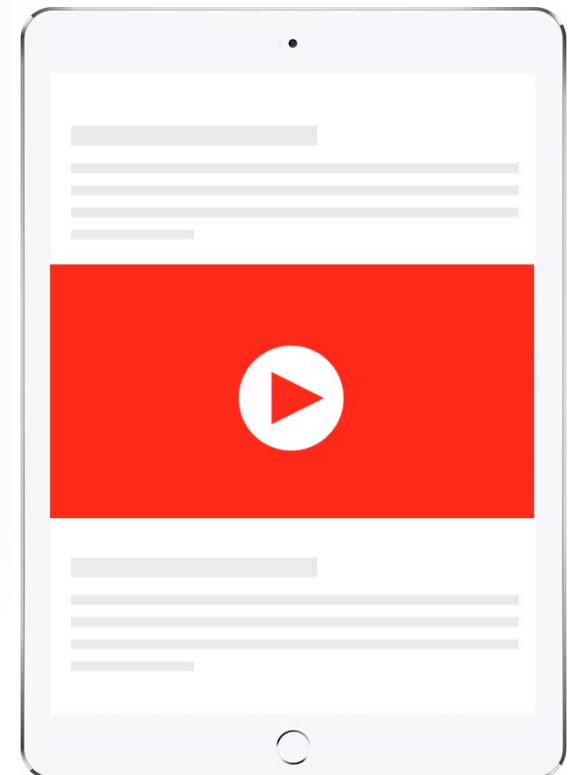
## Rollup

- Protection against accidental clicks
- Special projects are available
- An opportunity to upload client's landing page into the banner
- CPM price options



## InText video

- Basic timing up to 30 seconds
- Tracking the 25/50/75/100% of the watching
- Interactive possibilities
- Programmatic buying opportunities
- CPM and CPV price options



# AIO Smart TV, IPTV and Apple TV formats

## Multi-Roll

Universal format for integration into videocontent. Within All in One Media Platform main video hosting services in Russia are available.

### Our benefits

- Basic timing up to 15 seconds
- Tracking the 25/50/75/100% of the watching
- Programmatic buying opportunities
- CPM and CPV price options



# Unique opportunities: 360 Video and Virtual Panoramas



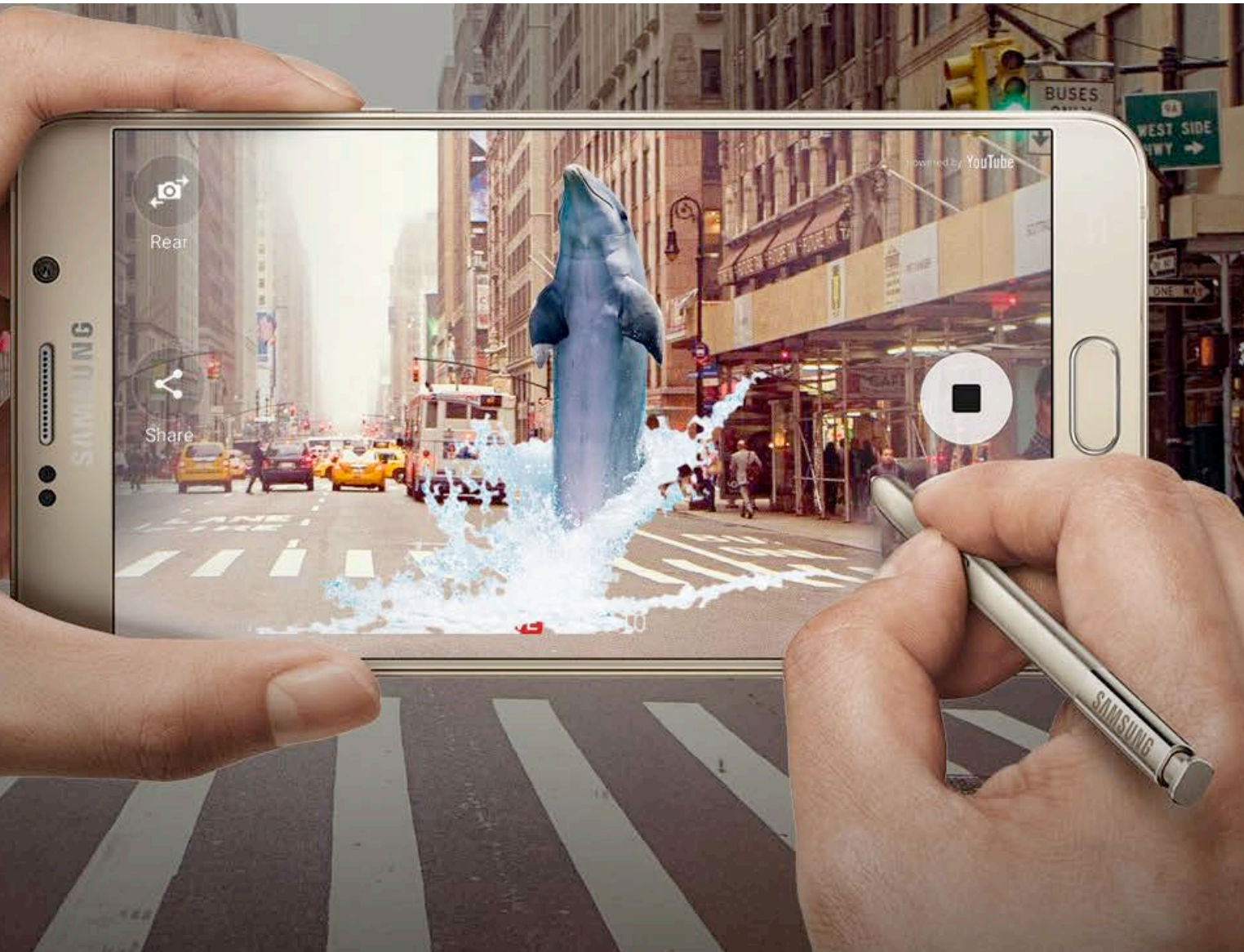
## AIOVR360 EXPERIENCE

A full-fledged virtual reality interaction inside the smartphone, which allows to experience genuinely unique sensations.



## Unique opportunities: Augmented reality

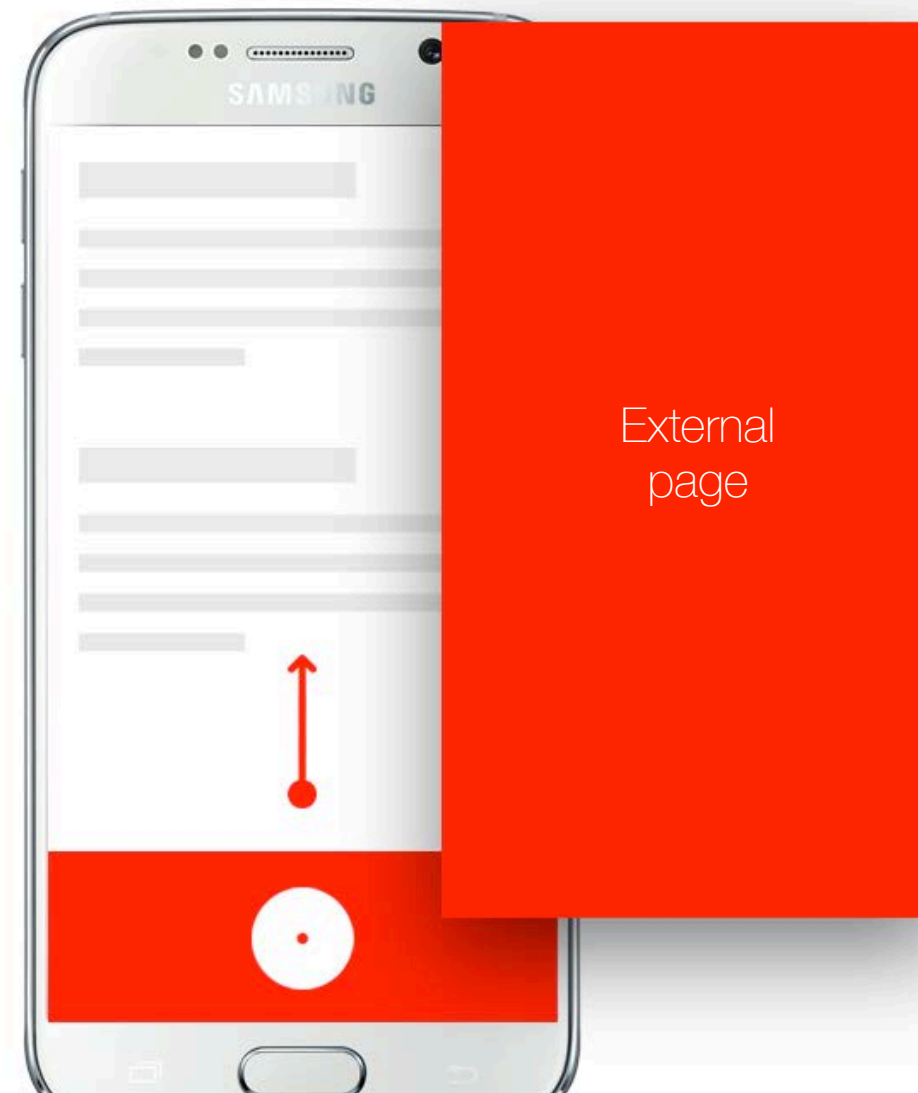
Creative opportunities of the future are available today! We can integrate virtual objects into live environment using smartphone camera.



## Unique opportunities: Website integration into creative banner

All in One Media platforms allows to upload client's web-site into the banner. This provides no-click access to the content with one touch only. User doesn't need to wait the upload and will less likely refuse.

Available in Rollup format.





## **Unique opportunities: 360 and 24/7 Client Service**

We understand that our clients appreciate only the highest results.

That's why we've created the full-service department, which is ready to assist with creative production, complex development, planning, maintaining and optimization of ad campaigns.



# AIO Publishers: News

Publishers	Domain	Monthly Visits	Video	Banners
Komsomol'skaya Pravda	<a href="http://www.kp.ru/">http://www.kp.ru/</a>	46 100 000	x	x
Vesti.Ru	<a href="http://www.vesti.ru/">http://www.vesti.ru/</a>	44 800 000	x	x
Echo Moskvyy	<a href="http://echo.msk.ru/">http://echo.msk.ru/</a>	43 200 000	x	x
Anews	<a href="http://www.anews.com/ru/">http://www.anews.com/ru/</a>	16 400 000	x	x
TJournal	<a href="https://tjournal.ru/">https://tjournal.ru/</a>	10 800 000	x	x
M24.RU	<a href="http://www.m24.ru/">http://www.m24.ru/</a>	9 500 000	x	x
EurAsia Daily	<a href="http://eadaily.com/ru/">http://eadaily.com/ru/</a>	9 400 000	x	x
Svpressa.Ru	<a href="http://svpressa.ru/">http://svpressa.ru/</a>	8 800 000	x	x
RIAFan	<a href="https://riafan.ru/">https://riafan.ru/</a>	8 000 000	x	x
Express Gazeta	<a href="http://www.eg.ru/">http://www.eg.ru/</a>	8 000 000	x	x
Pravda	<a href="http://www.pravda.ru/">http://www.pravda.ru/</a>	7 300 000	x	x
Nation-News	<a href="https://nation-news.ru/">https://nation-news.ru/</a>	3 300 000	x	x
Inforeactor	<a href="https://inforeactor.ru/">https://inforeactor.ru/</a>	3 000 000	x	x
PolitExpress	<a href="http://politexpert.net/">http://politexpert.net/</a>	2 700 000	x	x
Newsland	<a href="https://newsland.com/">https://newsland.com/</a>	2 600 000	x	x
NewInform	<a href="http://newinform.com/">http://newinform.com/</a>	2 200 000	x	x
PolitPuzzle	<a href="http://politpuzzle.ru/">http://politpuzzle.ru/</a>	1 700 000	x	x
JPGazeta.ru	<a href="https://jpgazeta.ru/">https://jpgazeta.ru/</a>	667 000	x	x
		<b>Total Visitors:</b>	<b>228 467 000</b>	

# AIO Publishers: Business

Publishers	Domain	Monthly Visits	Video	Banners
VC	<a href="https://vc.ru/">https://vc.ru/</a>	5 700 000	x	x
Finam	<a href="http://www.finam.ru/">http://www.finam.ru/</a>	5 600 000	x	x
RuEconomics	<a href="https://rueconomics.ru/">https://rueconomics.ru/</a>	4 800 000	x	x
Vesti Economics	<a href="http://www.vestifinance.ru/">http://www.vestifinance.ru/</a>	4 000 000	x	x
FinObzor	<a href="http://finobzor.ru/">http://finobzor.ru/</a>	2 100 000	x	x
		<b>Total Visitors:</b>	<b>22 200 000</b>	



## AIO Publishers: Sports

Publishers	Domain	Monthly Visits	Video	Banners
Sovsport	<a href="http://www.sovsport.ru/">http://www.sovsport.ru/</a>	7 200 000	x	x
LiveResult	<a href="http://www.liveresult.ru/">http://www.liveresult.ru/</a>	2 200 000		x
Euro-football	<a href="http://www.euro-football.ru/">http://www.euro-football.ru/</a>	2 100 000	x	x
<b>Total Visitors:</b>		<b>11 500 000</b>		

## AIO Publishers: IT

Publishers	Domain	Monthly Visits	Video	Banners
iXBT	<a href="http://www.ixbt.com/">http://www.ixbt.com/</a>	16 100 000	x	x
Trashbox	<a href="https://trashbox.ru/">https://trashbox.ru/</a>	10 900 000	x	x
Hacker	<a href="https://xakep.ru/">https://xakep.ru/</a>	2 800 000		x
THG	<a href="http://www.thg.ru/">http://www.thg.ru/</a>	2 100 000	x	x
iGuides IOS	<a href="https://itunes.apple.com/ru/app/iguides/id467633606?l=ru&amp;mt=8&amp;ign-mpt=uo%3D8">https://itunes.apple.com/ru/app/iguides/id467633606?l=ru&amp;mt=8&amp;ign-mpt=uo%3D8</a>	2 000 000	x	x
iGuides	<a href="https://www.iguides.ru/">https://www.iguides.ru/</a>	1 500 000	x	x
Helpix	<a href="http://helpix.ru/">http://helpix.ru/</a>	1 100 000	x	x
Ichip	<a href="http://ichip.ru/">http://ichip.ru/</a>	1 100 000		x
HI-FI	<a href="http://www.hi-fi.ru/">http://www.hi-fi.ru/</a>	757 300	x	x
<b>Total Visitors:</b>		<b>38 357 300</b>		

## AIO Publishers: Videogames

Publishers	Domain	Monthly Visits	Video	Banners
Playground	<a href="http://www.playground.ru/">http://www.playground.ru/</a>	23 800 000	x	x
GMBOX	<a href="http://gmbox.ru/">http://gmbox.ru/</a>	2 400 000	x	x
Gametech	<a href="http://www.gametech.ru/">http://www.gametech.ru/</a>	801 600	x	
<b>Total Visitors:</b>		<b>27 001 600</b>		

# AIO Publishers: Lifestyle & Entertainment

Publishers	Domain	Monthly Visits	Video	Banners
FISHKI.net	<a href="http://fishki.net/">http://fishki.net/</a>	51 600 000	x	x
AdMe	<a href="https://www.adme.ru/">https://www.adme.ru/</a>	44 900 000		x
Yaplakal	<a href="http://www.yaplakal.com/">http://www.yaplakal.com/</a>	38 300 000	x	x
MirTesen	<a href="http://mirtesen.ru/">http://mirtesen.ru/</a>	32 700 000	x	x
LifeHacker	<a href="https://lifehacker.ru/">https://lifehacker.ru/</a>	21 000 000	x	x
Kak Prosto	<a href="http://www.kakprosto.ru/">http://www.kakprosto.ru/</a>	19 600 000	x	x
FB.ru	<a href="http://fb.ru/">http://fb.ru/</a>	13 900 000	x	x
Russian 7	<a href="http://russian7.ru/">http://russian7.ru/</a>	7 500 000	x	x
Oper	<a href="http://oper.ru/">http://oper.ru/</a>	6 300 000	x	
Film.ru	<a href="https://www.film.ru/">https://www.film.ru/</a>	5 500 000	x	x
TimeOut	<a href="http://www.timeout.ru/">http://www.timeout.ru/</a>	3 000 000	x	x
filmpro	<a href="http://www.filmpro.ru/">http://www.filmpro.ru/</a>	2 900 000	x	x
Teleprogramma	<a href="http://teleprogramma.pro/">http://teleprogramma.pro/</a>	2 600 000	x	x
BIGPICTURE	<a href="http://bigpicture.ru/">http://bigpicture.ru/</a>	2 500 000	x	x
35photo	<a href="http://35photo.ru/">http://35photo.ru/</a>	1 200 000	x	x
AllDay	<a href="http://allday2.com/">http://allday2.com/</a>	1 000 000	x	x
Fotokto	<a href="http://fotokto.ru/">http://fotokto.ru/</a>	843 100	x	x
Bukwar	<a href="http://www.bucwar.ru/">http://www.bucwar.ru/</a>	458 600	x	x
Ovideo	<a href="http://ovideo.ru/">http://ovideo.ru/</a>	134 400	x	x
<b>Total Visitors:</b>		<b>255 936 100</b>		

# AIO Publishers: Travel

Publishers	Domain	Monthly Visits	Video	Banners
Moya Planeta	<a href="http://www.moya-planeta.ru/">http://www.moya-planeta.ru/</a>	3 700 000	x	x
Biletix	<a href="https://biletix.ru/">https://biletix.ru/</a>	565 700		x
Azur	<a href="http://azur.ru/">http://azur.ru/</a>	354 500	x	
StranaRu	<a href="http://strana.ru/">http://strana.ru/</a>	203 700	x	x
<b>Total Visitors:</b>		<b>4 823 900</b>		

## AIO Publishers: Women Audience

Publishers	Domain	Monthly Visits	Video	Banners
Womanadvice	<a href="http://womanadvice.ru/">http://womanadvice.ru/</a>	13 000 000	x	x
Syl	<a href="http://www.syl.ru/">http://www.syl.ru/</a>	7 000 000	x	x
Burdastyle	<a href="http://burdastyle.ru/">http://burdastyle.ru/</a>	2 400 000	x	x
PinMe	<a href="http://pinme.ru/">http://pinme.ru/</a>	1 600 000	x	x
Just Lady	<a href="http://www.justlady.ru/">http://www.justlady.ru/</a>	1 300 000	x	x
KLEO	<a href="http://www.kleo.ru/">http://www.kleo.ru/</a>	1 200 000	x	x
Trendspace	<a href="http://www.trendspace.ru/">http://www.trendspace.ru/</a>	632 000	x	x
Prelest	<a href="http://www.prelest.com/">http://www.prelest.com/</a>	605 700	x	x
SNC	<a href="http://www.sncmedia.ru/">http://www.sncmedia.ru/</a>	571 700	x	x
Ok Magazine	<a href="http://www.ok-magazine.ru/">http://www.ok-magazine.ru/</a>	550 000	x	x
Solnet	<a href="http://www.solnet.ee/">http://www.solnet.ee/</a>	529 100	x	x
Lisa	<a href="http://lisa.ru/">http://lisa.ru/</a>	314 000	x	x
Ztema	<a href="http://ztema.ru/">http://ztema.ru/</a>	251 700	x	x
Want Baby	<a href="http://www.wantbaby.ru/">http://www.wantbaby.ru/</a>	129 400	x	x
Numero IOS	<a href="https://itunes.apple.com/us/app/numero/id943892507">https://itunes.apple.com/us/app/numero/id943892507</a>	100 000	x	x
<b>Total Visitors:</b>		<b>30 183 600</b>		

## AIO Publishers: Men Audience

Publishers	Domain	Monthly Visits	Video	Banners
Drive2	<a href="https://www.drive2.ru/">https://www.drive2.ru/</a>	58 600 000	x	x
Topwar	<a href="https://topwar.ru/">https://topwar.ru/</a>	16 100 000	x	x
ZR	<a href="http://www.zr.ru/">http://www.zr.ru/</a>	6 200 000	x	x
Drive	<a href="https://www.drive.ru/">https://www.drive.ru/</a>	4 000 000	x	x
Auto.Vesti	<a href="http://auto.vesti.ru/">http://auto.vesti.ru/</a>	3 400 000	x	x
TrendyMen	<a href="http://trendymen.ru/">http://trendymen.ru/</a>	2 200 000	x	x
Wroom	<a href="http://wroom.ru/">http://wroom.ru/</a>	1 300 000	x	x
CarsRU	<a href="http://www.cars.ru/">http://www.cars.ru/</a>	928 100	x	x
Don't Panic	<a href="http://dnpmag.com/">http://dnpmag.com/</a>	1 113 000	x	x
<b>Total Visitors:</b>		<b>93 941 100</b>		

## AIO Publishers: Food

Publishers	Domain	Monthly Visits	Video	Banners
Povarenok	<a href="http://www.povarenok.ru/">http://www.povarenok.ru/</a>	19 400 000	x	x
Steak Lovers	<a href="http://steaklovers.menu/">http://steaklovers.menu/</a>	402 000	x	x
Recipes 7 steps	<a href="https://itunes.apple.com/ru/app/recepty-7-sagov/id483076445?mt=8">https://itunes.apple.com/ru/app/recepty-7-sagov/id483076445?mt=8</a>	300 000		x
		<b>Total Visitors:</b>	<b>20 102 000</b>	

## AIO Publishers: Video Hosting

Publishers	Domain	Monthly Visits	Video	Banners
Россия 1	<a href="http://russia.tv/">http://russia.tv/</a>	15 600 000	x	
TVZavr Connect TV	Connect TV	10 000 000	x	
SPB TV	<a href="https://play.google.com/store/apps/details?id=com.spb.tv.am">https://play.google.com/store/apps/details?id=com.spb.tv.am</a>	6 000 000	x	
Vintera Connected TV	-	6 000 000	x	
Peers Connected TV	-	4 000 000	x	
Zoomby Connected TV	-	3 400 000	x	
Телеканал 360	<a href="http://360tv.ru/">http://360tv.ru/</a>	3 000 000	x	
Peers TV web + apps	<a href="https://peers.tv/">https://peers.tv/</a>	3 000 000	x	
CN	<a href="http://www.cn.ru/">http://www.cn.ru/</a>	1 400 000	x	
TVZavr	<a href="http://www.tvzavr.ru/">http://www.tvzavr.ru/</a>	696 700	x	
		<b>Total Visitors:</b>	<b>53 096 700</b>	

# AIO Publishers : **Portals**

Publishers	Domain	Monthly Visits	Video	Banners
Avito	<a href="https://www.avito.ru/">https://www.avito.ru/</a>	215 800 000		X
Domofond	<a href="http://www.domofond.ru/">http://www.domofond.ru/</a>	8 600 000	X	X
Neboleem	<a href="http://www.neboleem.net/">http://www.neboleem.net/</a>	3 900 000	X	X
KudaGo	<a href="http://kudago.com/">http://kudago.com/</a>	3 800 000	X	X
7 dach	<a href="http://www.7dach.ru/">http://www.7dach.ru/</a>	3 500 000	X	X
Doktor Komarovskiy	<a href="http://www.komarovskiy.net/">http://www.komarovskiy.net/</a>	2 200 000	X	X
Psychologos	<a href="http://www.psychologos.ru/">http://www.psychologos.ru/</a>	980 300	X	X
Kupongid	<a href="http://www.kupongid.ru/">http://www.kupongid.ru/</a>	305 300		X
		<b>Total Visitors:</b>	<b>239 485 600</b>	



Cases:  
**KIA RIO**

# Campaign Brief

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Product **KIA RIO**

Period **May 2016**

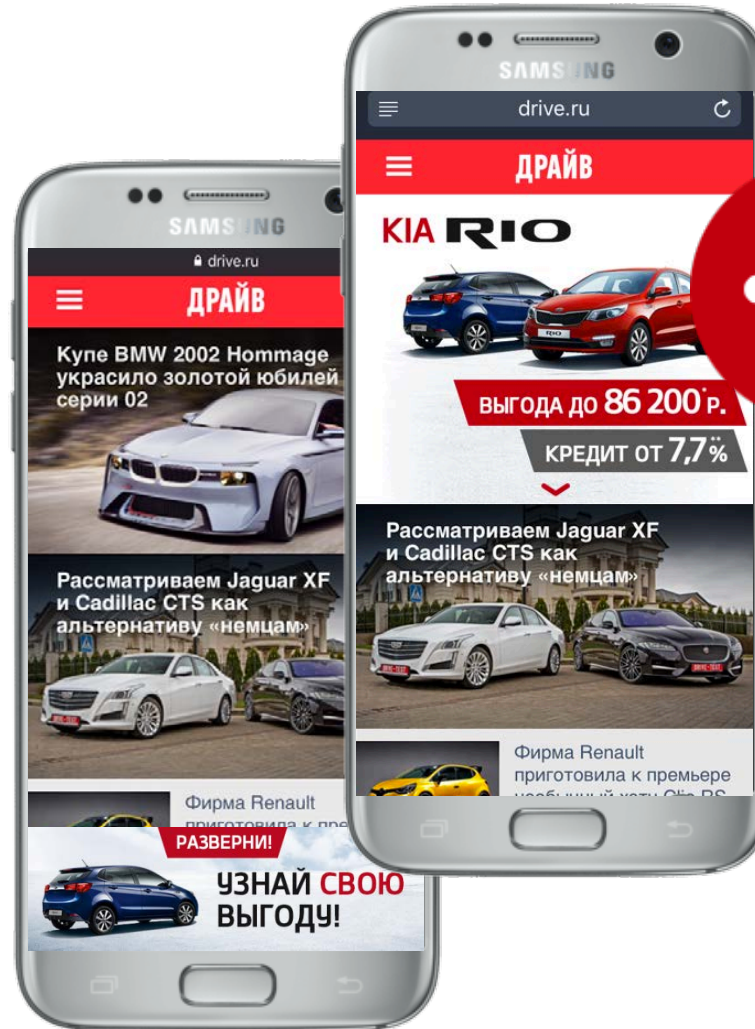
Core Audience **All 25-34**

Performance Goals **Search for official dealers and test-drive requests**



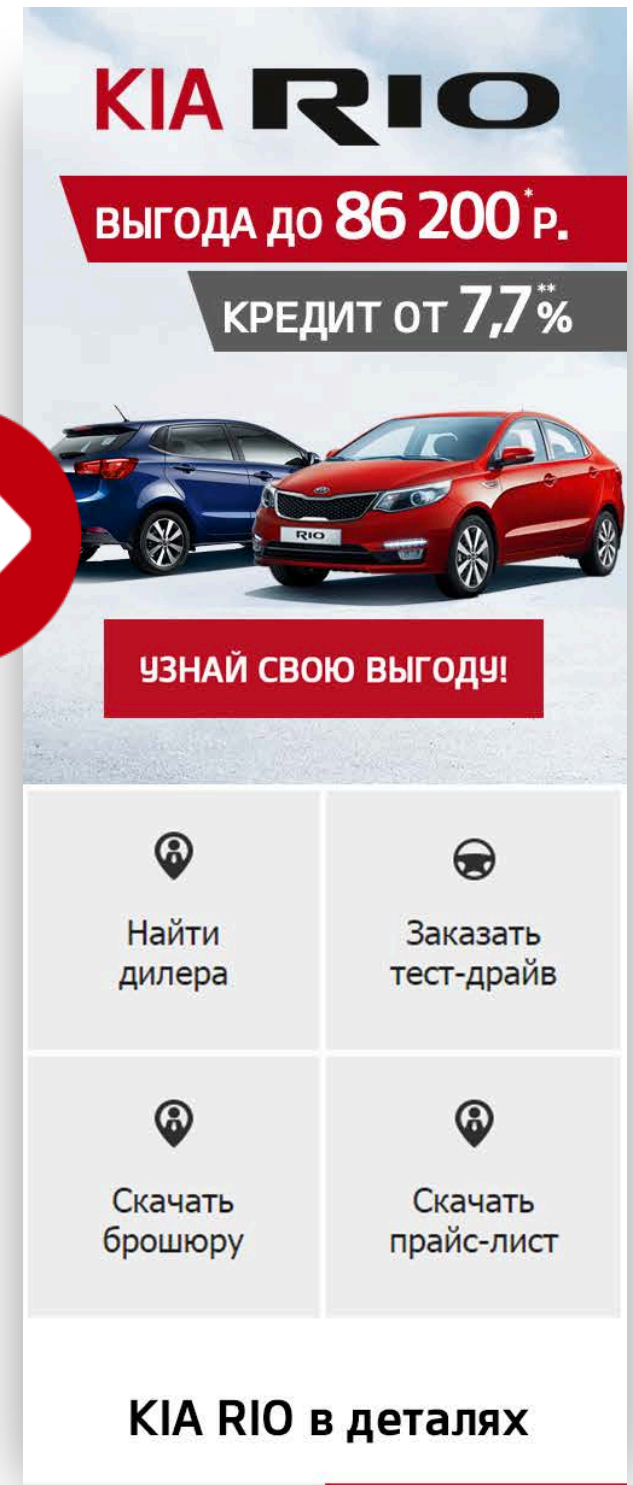
# Creative

The key format of the ad campaign was AIO Rollup



Rollup - Teaser

Rollup - Canvas







**KIA RIO**

**ВЫГОДА ДО 86 200\* Р.**

**КРЕДИТ ОТ 7,7\*\***

**УЗНАЙ СВОЮ ВЫГОДУ!**

 Найти дилера	 Заказать тест-драйв
 Скачать брошюру	 Скачать прайс-лист

**KIA RIO в деталях**



## Creative features

Virtual Panorama

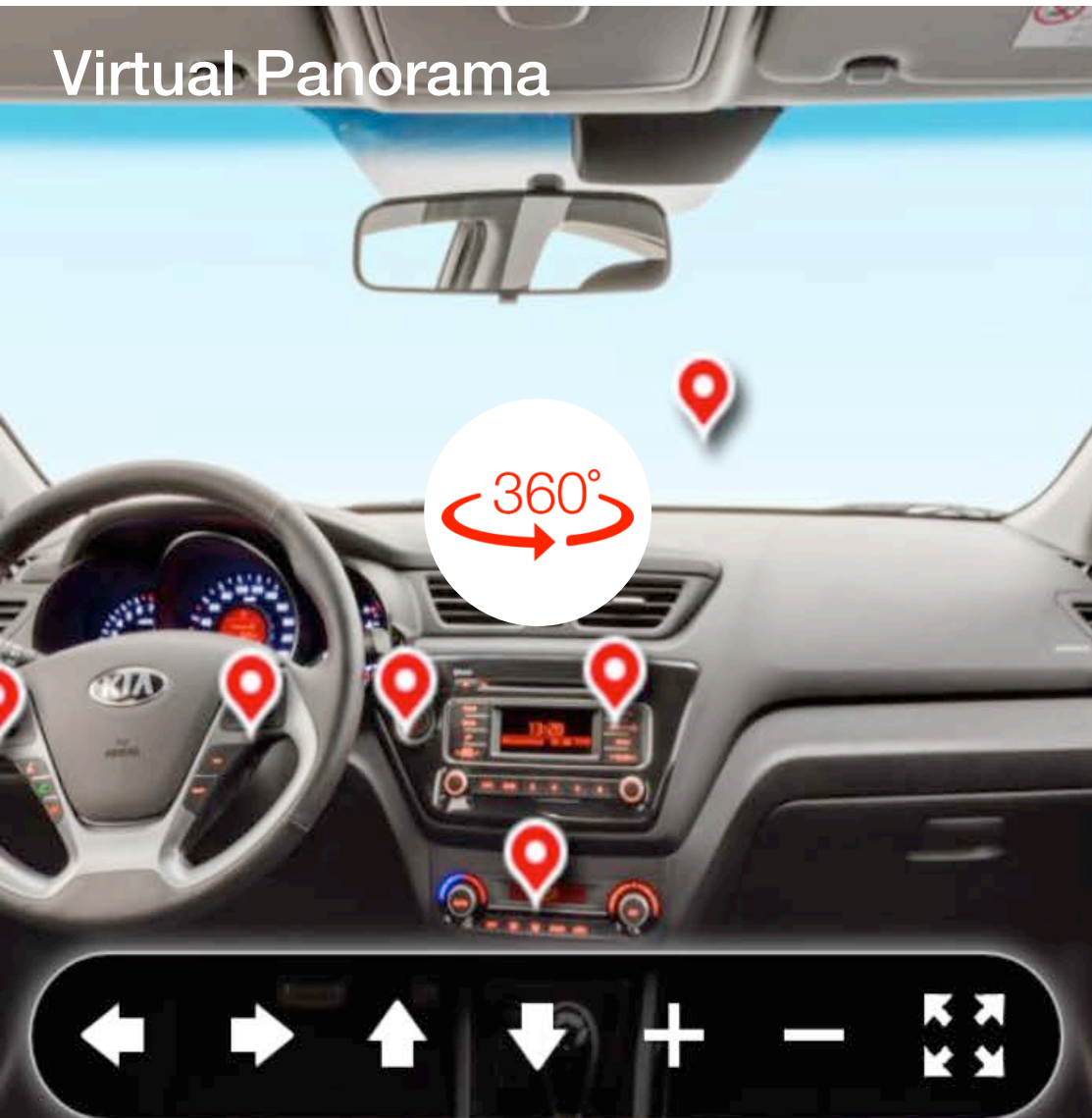
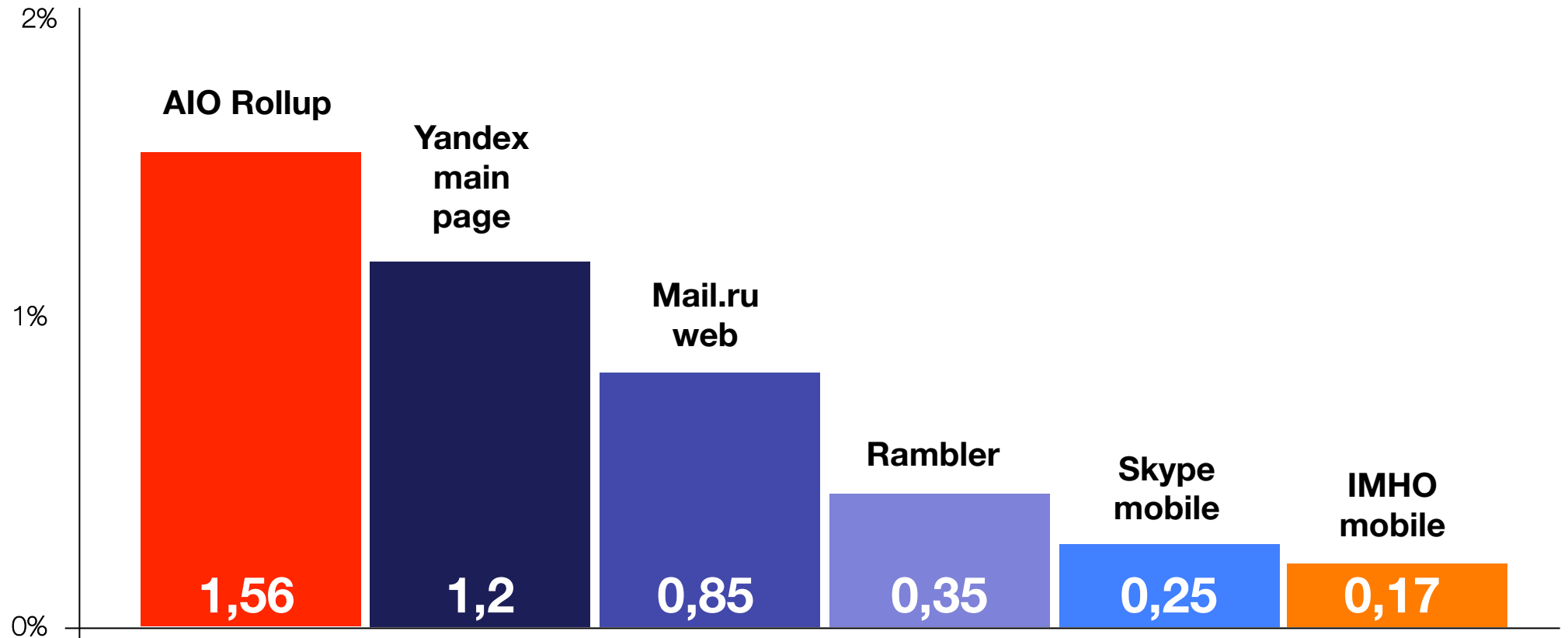


Photo gallery



## Post-click performance

We compared the mobile post-click performance based on two key goals on the client's website. Here are the results for AIO Network and other major platforms in Russia.



Post-click conversion of the campaign for target audience: ALL 25-34, Russia (%)



# Cases: **Yota**

# Campaign Brief

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Product **Yota Roaming**

Campaign Period **July 2016**

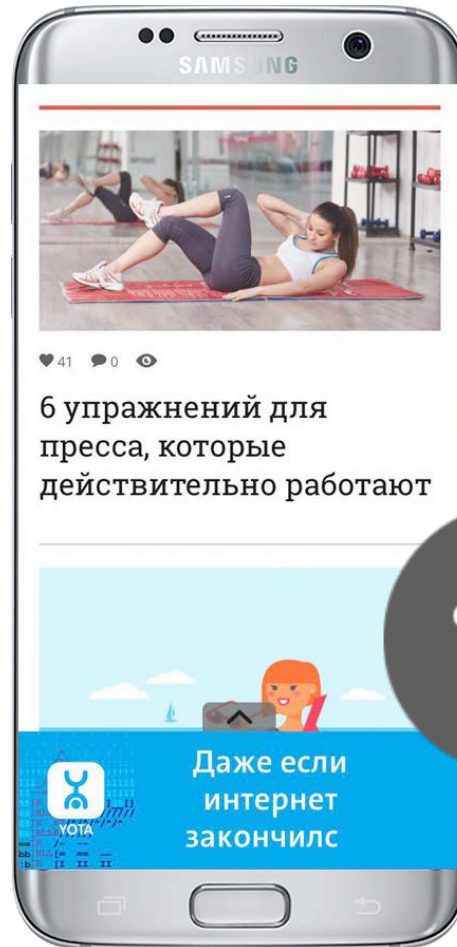
Core Audience **MF 18-45**

Performance Goals **A maximum of new relevant visitors**

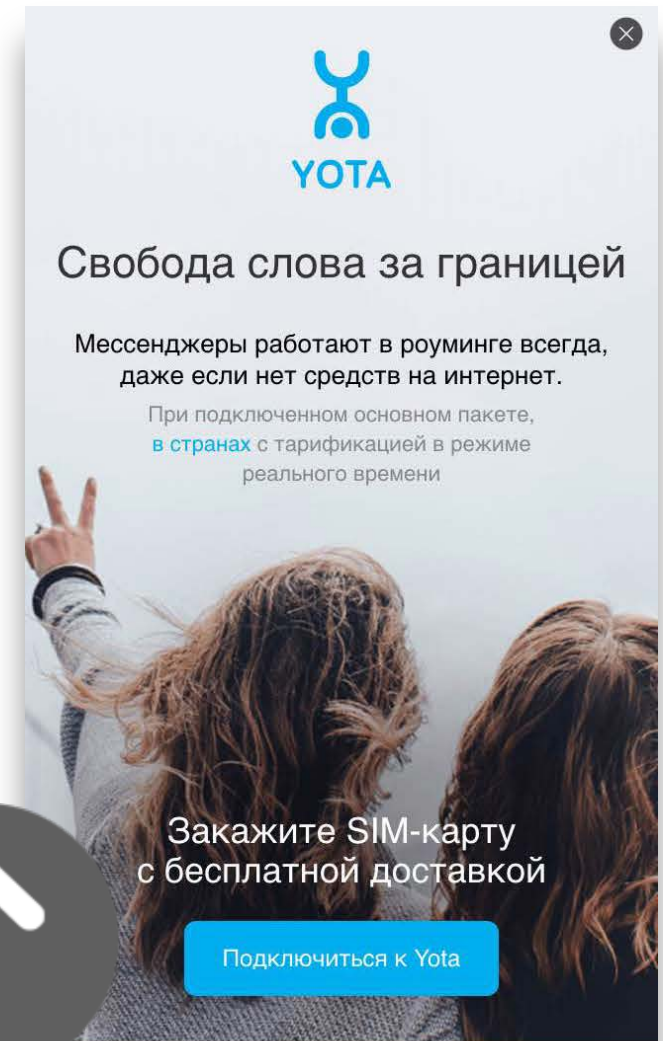
# Campaign creative



**Fullscreen**  
Animated HTML5



**Rollup**  
Animated HTML5 teaser  
+ full landing canvas



**За границей вам поможет**  
полный контроль расходов в роуминге

Выбрать страну

**Другие бесплатные возможности**  
в роуминге

# Results

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CTR	<b>4%</b>
Completely new audience	<b>90%</b>
Bounce rate	<b>10%</b>
Post-click visit depth	<b>2,5</b>



10%

Bounce rate

2,5

Post-click visit depth



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